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HAL ROACH

presents

“OUR GANG”

in

“High Society” and “The Sundown Limited”

Two Reel Comedies

The best known kids in the country are Hal Roach’s Rascals who make the “Our Gang” Comedies such riots of risibility. They are all little but they are giants in laughter making. 10,284 exhibitors ran these comedies last year, getting big laughs—and profits, from these little kids.

In “High Society” the freckled-faced imp, “Micky,” is adopted by a wealthy aunt and swaps Mulligan stew, corned-beef and cabbage, and such Irish delicacies for the fare of the rich. Micky doesn’t like the change a bit and finds a way to get out of it. And the aunt suffers. In “The Sun Down Limited” the Gang try railroading. The laughter of your audiences will drown out the screech of a hundred locomotives!

August and September Release.

Pathécomedy

Farina, Micky and Mary in “High Society”
Hal Roach Comedies

One Reel

Featuring

Charley Chase

On any program there's always room for a one reel comedy. Two reelers can't always fit in; but comedy is essential to your program and the Hal Roach One Reel Comedies are now, as always, in a class by themselves.

"Sweet Daddy" is the first of the new series of Hal Roach One Reel comedies, and if all those to come are as good as this one, they're going to sweep the country like a tornado.

It has story, class, acting, direction, and laughs, laughs, laughs!

Compare it with any comedies you have seen, and even then you'll admit that it shines

One one-reel comedy every other week

Pathécomedy

TRADE MARK
HAL ROACH

presents

THE SPATS

in

“A Hard Boiled Tenderfoot”

and

“South of the North Pole”

Two Reel Comedies

J. Tewksbury Spat is so dumb that he thinks the ukelele is a musical instrument; but he’s bright compared to Mrs. J. Tewksbury and her sap of a brother, Ambrose.

The blundering adventures of this trio of onions have made the Spat Comedies famous. In “A Hardboiled Tenderfoot” J. Tewksbury is made the sheriff of a tough Western town, and told to clean it up. You can imagine how good he is but you couldn’t imagine what happens. In “South of the North Pole” the three invade the snowlands, but even the cold doesn’t stop their heated arguments.

These two comedies are some of the good things from Hal Roach for the months of August and September.
"Did you hear, King, that one about the travelling salesman—?"

HAL ROACH

presents

WILL ROGERS

in

“A Truthful Liar” and “Gee Whiz Genevieve”

Will Rogers is probably the greatest comedian of the stage today.
Visitors to New York consider it just as necessary to see the show he’s in as to take a look at the Woolworth Building.
Will is not only a great stage comedian; he’s also a great screen comedian, with this advantage—people don’t have to travel to New York in order to enjoy a few hundred laughs with him.
In “A Truthful Liar” you see him as Ambassador to Great Britain. If all our diplomats were like Will in this picture we could disband our army. Foreign nations would be so weak from laughing they wouldn’t have strength to fight. In “Gee Whiz Genevieve” he gets a lot of fun out of being quarantined.
August and September Release.

Pathécomedy

TRADE MARK
Ready By February

Warner's Hope To Have Their Schedules Complete and Then Start on New Season's Films

Los Angeles—The Warner schedule is being so arranged to permit of the completion of the twenty pictures for 1924-1925 by February. It is feared to have prints of all of them exchanged by that time.

Harry M. Warner, who is watching the production here expects to leave for New York about the first of the year to get ready for the 1925-1926 season. There will be no delay in putting the new pictures in work, just as soon material can be secured and made ready for actual production. Theers want to have a number of features completed by the time the fall season opens.

Burkan on the Majestic

Nathan Burkan is due in New York from Europe Tuesday on the Majestic.

N. C. Convention Dec. 9-10

(Special to THE FILM DAILY)

Lexington, N. C.—The M. P. T. O. of North Carolina will hold its mid-winter meeting in Charlotte, Dec. 9-10. Exhibitors of South Carolina and Virginia will be invited.

May Organize in South

Dallas—Equipment dealers in Kansas City, Oklahoma City and Dallas are considering an inter-state organization for ultimate affiliation with the M. P. Equipment Dealers of America.

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Messalina F. B. O. 5
A Soul's Awakening Hepworth—S. R. 8
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Riding Double Steiner—S. R. 8
Daring Chances Universal 8
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Iowa On Up-Grade

Outlook Encouraging, 1st Nat'l Manager Says—200 Less Theaters There

Iowa is on the up-grade for amusement, according to E. J. Tilson, Des Moines manager for First National, who has just completed a week's visit to the home office.

He predicts his statement on the corn situation and estimates that the crop this year will be large enough to ease the money situation which has been stringent for some time. "Iowa was badly hit a year and a half or two years ago when the inflated farm land values were knocked into a cocked hat," he says. Farmers who had sold their farms at Iowa on the up-grade for amusement, according to E. J. Tilson, Des Moines manager for First National, who has just completed a week's visit to the home office.

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Second Paramount at Strand

"Sinners in Heaven," the second Paramount picture to play that theater under the five-picture contract with Famous opens Sept. 7 for a week's run.

Good Will

Its value. What is it worth? Any of you who have ever shown a banker will know. When he sizes up the balance sheet. E. W. Stetson, Guaranty Trust, discussing value of good and a bank asset incidentally makes a great plea for good will advertising. Cites Ivory Soap, Kodak, Uneda Biscuit and other well-known commodities, etc., as proof. And he's right.

Why not a national campaign of picture people? To build good will. For the business in general? Why not? It will take a lot of arguing. Yes, there will be a lot of cross currents. Yes. And there will be a lot of other things. But in the end it might work out very well.

There are many fine points of pictures—and picture people—that could be dilated upon at length. Just straight institutional advertising. Not in behalf of any one, or two or three companies. Or pictures. But for the general good, the benefit of all. Much to talk of in some of the finer, bigger pictures. Of some smaller ones that have a definite appeal. For people who do not generally go to see pictures.

Just because it never has been done isn't an argument against it.

"THE IRON HORSE"

Well, Bill's gone and done it. And he's made a picture that's got a lot of value. For the box office. Especially after it is out. For regular picture house presentation. Far too long now. But it reeks with box office values. The kids are going to love it; the older kids—you and me—will want to see it, and—well, you know what the business is: when they bring the whole darn family. And they all go out liking it.

Figure it this way: the Fox special is another "Covered Wagon" dealing with the first railroads of this country. With a back-
Iowa On Up-Grade

(continued from Page 1)

inflated values and bought twice as much land at the big price suddenly found themselves bust. The bank, 

therefore, was about to call the money which they had loaned on farm land. Consequently, 

the people were pinched and re-

trenched on the money they spent for amusements. During the past year 

few pictures shown in Iowa could boast of their receipts, but the pros-

pects for the new year are far more 

cheering.

"There has been no building of new 

picture theaters during the slump due to the deflation of land values; in-

deed the number of houses in Iowa has decreased by some 200 or more in 

the past few years. This situation has been brought about mainly by 

the increase in the number of good 

roads and the fact that nearly every-

one has an automobile. Where the 

townpeople used to go to their local 

theater for their amusement, they now 

hop into their car and drive to the 

nearest city. The result has been that 

the small town picture houses have 

been abandoned and the city theaters 

grew. The attendance from the 

small towns and the country. With 

their increased attendance, and the 

decline in the number of theaters, 

bigger rentals will have to be paid on 

pictures shown in Iowa in order that 

the producers may make any profit. 

The conditions for the future are 

as good as they were eight weeks ago."

Montreal Healthy; Quebec Not Good

A. Gorman, First National man-

ager in Montreal reports theaters 

there are doing a better summer busi-

ness than last year. However, the 

surrounding territory is in rather bad 

shape, he declares.

He thinks the drop in patronage 

this year, in part at least, to the in-

ductions in the tariff which was put 

into effect in Eastern Canada, several 

factories closing and many people 

being out of work. He says these 

conditions are gradually getting ad-

justed, and the crop outlook is favor-

able at present. Few, if any, new 

houses are being built this year and 

of houses were closed during the 

summer according to Gorman who 

expects them to reopen with the new 

season.
Reason No. 17

Previously Announced

1—Rin-Tin-Tin in “Find Your Man”
2—“The Lover of Camille” (“Deburau”)
3—“The Age of Innocence”
4—“Recompense” (Sequel to “Simon Called Peter”)
5—“The Dark Swan”
6—“The Eleventh Virgin”
7—“A Lost Lady”
8—“Eve’s Lover”
9—“This Woman”
10—“The Narrow Street”
11—“The Dear Pretender”
12—Rin-Tin-Tin in “The Lighthouse by the Sea”
13—Ernst Lubitsch’s “Three Women”
14—“How Baxter Butted In”
15—“My Wife and I”
16—“Broadway Butterfly”
17—
18—
19—
20—

“THE BRIDGE OF SIGHS”

by Charles K. Harris

“A photoplay embracing every single element which has been ‘sure-fire’ since the very beginning of theatricals.” That’s what you will say after seeing “THE BRIDGE OF SIGHS,” a picture that will rank among the best of next year’s output of Warner Screen Classics.

Revolving around criminal life in New York and the activities of New York’s celebrated police force, with the Tombs and its noted bridge of sighs the center of interest, this picture unfolds a story filled with action, mystery, love, pathos and every other known ingredient necessary in the production of a real “thriller.”

Plunging headlong into a whirlpool of action at the start, the story of “THE BRIDGE OF SIGHS” moves with startling rapidity to a climax both thrilling and surprising. It’s a picture of tremendous audience appeal.

Save TWENTY dates for the new Warner TWENTY.
FROM WILLIAM COLLIER'S GREATEST STAGE SUCCESS
DIRECTED BY GEORGE J. CRONE
WITH LILLIAN RICH AND HELEN FERGUSON
IN THE CAST OF FUN-MAKERS.

ASSOCIATED EXHIBITORS
ARTHUR S. KANE, PRESIDENT
PHYSICAL DISTRIBUTOR: FOREIGN REPRESENTATIVE
PATHE' EXCHANGE, INC. SIDIY GARRETT

"Biggest business since Girl Sky"

Douglas MacLean in "Never Say Die"
Kenma Corporation presents

"THREE MILES OUT"
with

MADGE KENNEDY

By John Emerson and Anita Loos

Standing room business one of hottest weeks of the year!

"We did a standing room business on Three Miles Out with Madge Kennedy at the New Theatre one of hottest weeks of year. Exhibitors who play this picture have wonderful possibilities for tie-ups with newspapers, etc." Thomas D. Sorerio, General Manager, Baltimore, Md

And in Washington they said;

"Thrilling incidents, refreshing humor in 'Three Miles Out' at Tivoli." Washington Star.

"With a stream of the public's chuckles bubbling in their wake, co-authors have, in 'Three Miles Out,' steamed into a rousing sea of melodramatic blood and thunder." Washington Times.

An Irvin Willat Production

ASSOCIATED EXHIBITORS

Physical Distributor
Pathe Exchange, Inc.

Arthur S. Kane, President

Encore Pictures

Foreign Representative
Sidney Garrett
Can any circumstances, however bitter, justify a woman in selling her soul?

Moralists would say “NO!”

Consider the case of this woman in “The Chechahcos.” Husband dead, baby lost, her only shelter the snowdrifts, her only covering the clothes on her back; penniless, hungry. Should she die, with honor, or live, at a price?

That’s the question that comes early in the picture, to be followed by a series of situations that fairly burn they are so dramatic.

Surprising, grim scenery; stark drama that shakes you out of yourself; that’s this picture the first to come out of Alaska, the first to be taken in Alaska.

No wonder that theatres like the California in Los Angeles, in hot weather, have been beating records made in cold weather!
Virginia Valli in
"K—The Unknown"
Universal-Jewel

As a Whole... EXCEEDINGLY GOOD WESTERN OF PROGRAM TYPE CONTAINS PLENTY OF EXCITEMENT, GOOD THRILLS AND FINE RIDING. SHOULD EASILY PLEASE WESTERN FANS.

Type of Story... Western drama. Directed by Edmund Mortimer from a story by Harry Kurnitz, it doesn’t merit much in plot from the average western. The difference lies in the rapidity with which the action keeps going and the good thrills which are injected here and there throughout the five reels or so of footage. These are all done by Jones, and include swimming a swift stream while hand-cuffed, jumping off a cliff into a river while mounted, stopping a team of runaway horses and other similar stunts.

A young boy becomes one of a gang of outlaws and is chosen to rob the safe in the express office. His sister, thinking him a ranch owner, comes to visit him. She is rescued from the runaway team by Landon, a wandering cowpuncher, who later is mistaken for her brother and accuses him of being the outlaw. There are numerous twists and complications of an exciting nature which keeps the tension high and the audience on edge throughout. It’s a good average Western and where that type of picture is liked, it is sure to go over.

Exploitation... Interest them by a trailer and plenty of stills in the lobby. Catchlines should read such as “Lucky Luke—The Lady of Quality” and “The Signal Tower,” you probably won’t have difficulty getting them in to see her. The lobby card ready suggests a variety of teaser stunts.

Director... Harry Pollard; could have used much more. Author... Mary Roberts Rinehart Scenario... Wm. Leighton-Hope Loving-Raymond Schrock Camera... Jacob V. Hall, Chas. Stumar Photography... All right Locale... Small city Length... 8,146 feet

Charles Jones in
"The Desert Outlaw"
Fox

As a Whole... EXCEEDINGLY GOOD WESTERN OF PROGRAM TYPE CONTAINS PLENTY OF EXCITEMENT, GOOD THRILLS AND FINE RIDING. SHOULD EASILY PLEASE WESTERN FANS.

Star... Isn’t on the screen all the time, but holds them when he is. Handles the stunt stuff in excellent shape.

Cast... Evelyn Brent, the girl, looks particularly well and does entirely satisfactory work. William Haynes plays the girl’s young weak brother. Others not important.

Type of Story... Western drama. Directed by Edmund Mortimer from a story by Harry Kurnitz, it doesn’t merit much in plot from the average western. The difference lies in the rapidity with which the action keeps going and the good thrills which are injected here and there throughout the five reels or so of footage. These are all done by Jones, and include swimming a swift stream while hand-cuffed, jumping off a cliff into a river while mounted, stopping a team of runaway horses and other similar stunts.

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Ora Carew in
"Paying the Limit"
Gerson Prod.—State Rights

As a Whole... GETS OFF TO A RATHER POOR START BUT IMPROVES AS STORY MATERIAL TRENDS TOWARDS POPULAR ELEMENTS OF APPEAL.

Type of Story... Drama. "Paying the Limit" is one of the ever popular crook regeneration stories and not a bad one with the rate although it could have been handled with a little more finesse. The titles are adequate but a weak point, especially the initial one which reads: "The simple tale of a girl and her past." Tom Gibson, who directed the picture, does a clever job off to a very good start, allowing too many gaps in the development. This, however, may not be entirely due to the action, as the picture shows evidence of bad cutting not only in the early reels, but throughout. Ora Carew holds it all together but doesn’t offer much performance but she isn’t fortunate in having a good supporting cast. Most of the players are far from good in their work. The plot deals with the efforts of a girl, once known as the "flirtie", to reform. She secures a place as maid in a rich household and learns that a former accomplice is luring her employer’s daughter into marriage for her money. The girl wishes to expose herself. The daughter steals an option from her father at her low birth and gets engaged. As a result, the father and the girl are cast off. How she clears herself, wins the respect of her employer and the heart of his foreman, closes the story.

Box Office Angle... Will do nicely enough where they aren’t apt to be critical about production flaws and faulty direction. Ora Carew is a good asset in this one. The rest of the cast does not mean anything particularly.

Exploitation... Probably catchlines "Devilish to the hardships endured by a girl who wants to reform, would be an effective means of getting the public interested in "Paying the Limit." Say: "Is ‘once a crook, always a crook’ your creed? Or would you give a deserved opportunity for a new start? See the answer in ‘Paying the Limit’, with Ora Carew." There are no keepers to use so you’ll have to stick to the regulation line of interest getters.

Direction... Edmund Mortimer; good. Kept story moving all the time.

Author... Charles Kenyon Scenario... Charles Kenyon Cameraman... Jos. Brotherton Photography... Good

 Locale... The West
 Length... 5,596 feet

 "Messalina"
Producer: Enrico Guazzoni Distributor: Film Booking Offices

As a Whole... ITALIAN PRODUCTION BUT AN HUGELY SPECTACULAR LINES, OFFERS FACTS AND PICTURES BOTH IN PRODUCTION AND THEATRE DESERVING OF THAT WHICH MAY BRING THEM IN.

Type of Story... Romantic drama in historical setting. Enrico Guazzoni, producer of such classics as "Quo Vadis" and "Julius Caesar," now offers "Messalina," story of an empress, "known as the wickedness of the world," and a "love-maddened vampire." The production is supposed to have been sponsored by Mussolini and Queen of Italy and the cost, according to publicity reports, closely resembles the alleged cost of some important American film "Messalina." However, in spite of it colorful atmosphere and grandiose massiveness, will hardly appeal generally to the American public. Nevertheless, it is worth seeing. It presents a talented and beautiful heroine in the person of Rina de Liguoro, who carries her role well. The settings are immense and the mob scenes large, and usually well handled. The direction, also, is good and is the interest niche, there being some threadbare spots in the drama that aren’t covered in the best style and the opening reels, evidently considerably shorter, are a bit jumpy as to continuity. The titles are numerous and occasionally go too far, but the story deals with the love of the Empress Messalina for a Persian slave and the result of this love, the revenge of Princess Miri, and the eventual death of Messalina.

Box Office Angle... Depends almost entirely on class of patrons you cater to. Should be a particularly jiggling drawing card in Italian localities. They’ll be sure to patronize the home product.

Exploitation... Where they can be attracted by productions of spectacular proportions it should be easy to interest them in "Messalina" by giving them facts and figures regarding the production. Let them know that the story deals with the loves of a Roman Empress and of her subsequent death as the result of her love for a slave boy. Appeal, part of you, to the Italian-Americans, promising a native production and that the film was endorsed by Mussolini. Report on Italian films. There are no names to bring them in.

Direction... Enrico Guazzoni Author... Enrico Guazzoni Cameraman... Alfredo Lucci Photography... Varying Locale... 8,473 feet

Author... Enrico Guazzoni Scenario... Enrico Guazzoni Cameraman... Alfredo Lucci Photography... Varying Locale... 8,473 feet

Author... Enrico Guazzoni Scenario... Enrico Guazzoni Cameraman... Alfredo Lucci Photography... Varying Locale... 8,473 feet
CAPTAIN BLOOD PUT CONdemNED

BLOOD: "YOUR LORDSHIP HAS BEEN DOOMED TO A SORRIER DEATH THAN THAT YOU HAVE WRITTEN FOR ME!"

Scene at treason trial of young Irish medicus. J. WARRE...
ON TRIAL;
AS SLAVE FOR LIFE

KING'S ORDER EXILES
HIM TO BARBADOES

Irish Physician Defiant When
Jeffreys Gives Sentence

BY RAFAEL SABATINI

London, September 19, 1685—Peter Blood, the young Irish physician, who was arrested and accused of treason while treating the wounded of my Lord Gildoy after the battle of Oglethorpe's Farm, with Jeremiah Pitt and Andrew Baynes, was placed on trial before Lord Jeffreys, Chief Justice, yesterday.

Lord Jeffreys condemned them to be hanged, drawn and quartered. The King's clemency saved them and they are to be shipped to the Barbadoes as slaves.

The trial was an intensely dramatic one. Lord Jeffreys was most bitter in his denunciation of the prisoners.

"Jesus God! That ever we should have a generation of vipers among us," he burst out in rhetorical frenzy.

Peter Blood was so amazed by his methods of bullying the jury into bloodshed that he almost forgot that his own life was at stake. He laughed and his laugh jarred uncannily upon the deathly stillness of the court.

"Do you laugh, sirrah, with the rope about your neck?"

"Faith, it's in better case I am for mirth than your lordship. I being a physician, may speak with knowledge of what is to come to your lordship. The death to which you doom me is a light pleasantry by contrast with the death to which your lordship has been doomed by that Great Judge with whose name your lordship makes so free."

The Lord Chief Justice sat stiffly upright, his face ashen, his lips twitching. The scarlet figure lost its rigidity and bent forward. In a muted voice and briefly he delivered sentence of death. Having delivered it, he sank back exhausted, his brow agleam with sweat.

Thus it happened that Peter Blood and with him Jeremiah Pitt and Andrew Baynes were conveyed to Bristol and there shipped with some fifty others aboard the Jamaica Merchant, bound for Carlisle Bay, Barbadoes.

A David Smith Production

KERRIGAN as Peter Blood
“Soul's Awakening”  
Hepworth—State Rights

As a Whole....HUMAN INTEREST STORY OF COCKNEY LIFE, WHICH HANDLES THE SUBJECT OF COMEDY AND IS WELL ACTED. CONTINUITY COULD HAVE BEEN BETTER AND LESS LGBT FOCUSED.

Cast...Flora le Breton playing as the little cockney girl, the victim of a brute father's abuses. David Hawthorne, the free and very well. Ethel Oliver contributes comedy touches. Gives interesting performance. Directors; Jack Harmon, Thompson, Cyril, Philip Desborough.

Type of Story....Drama; story by Frank Powell. There's a pleasing little human interest story in this latest picture from the English studios. It deals with the struggles of a pretty little girl who is forced to make flowers to support a brute of a father. A healthy girl becomes interested in the case and decides to take action. She plans the man will reform under kind influence. He has been making money by stealing dogs. He sells them to rich people who buy them for the animals which brings him a revenue, the woman decides that he will be kind to his daughter and there is a happy reunion. There is considerable heart interest brought out through the plight of the little girl and the kindness of the woman who befriends her. It's nicely touched off with the action of a double and the character of the neighborly Sal who does her best to keep peace in the flat across the hall. The climax is a bit rushed but it is a bit a bit predictable. And a faster development would have held the interest better. The director has injected a trifle too much stuff. Much of it is effective but unnecessary.

Box Office Angle....Will probably please the average audience although they may have a little difficulty getting the sub-titles which are written in cockney dialect.

Exploitation....It is more than likely that any local children's society will be glad to help you on this one. You would have to appeal to the prevention of cruelty to children so that they might use it as propaganda for their own work and at the same time increase interest in seeing the picture, thereby helping you. Mention Flora le Breton's name and the fact that she is the first English girl to play pictures in this country. The title should also attract and can be used effectively with catchlines.

Direction...Richard Kilino; ample of whole.

Author...Frank Powell  
Scenario...Not credited  
Camera men...A. Fair  
Photography...Fair  
Locale...England  
Length...About 6,000 feet

Richard Talmodge in
“American Manners”  
Producer...Carlos Prod.  
Distributor: Film Booking Offices  

As a Whole....STORY MOVES ALONG AT A GREAT PACE. WILL SURELY MAKE A HIT WITH THOSE WHO LIKE SPEED. TALMADGE HASN'T AN IDLE MOMENT IN THIS ONE.

Star...Is on the jump from start to finish. Has a busy time trying to show his father that he can make good without his help.

Cast...Fair. Includes Marie Fenton, Leo Shumway, Arthur Melette, Wm. Turner, Pat Harmon and Helen Lynch, the lead.

Type of Story....Action. For any one that likes a speedy story. "American Manners" should fill the bill completely. There isn't an idle moment in the film. But along with the fast pace they'll have to accept considerable far-fetched business in the way of marvelous knock-outs and the like which Talmadge puts over. He isn't anyone on his side but the way he combats a half dozen or so brave thugs without being harmed is little short of miraculous.

Most of the action takes place aboard ship where Roy Thomas is trying to get evidence of smuggling which threatens to send his father to jail. Roy's presence leads to suspension and the plot revolves around their little adventures with Roy on one side and the crew on the other. Talmadge offers some first rate thrills in this action sequence. His several leads, including daring jumps from the ship's rigging, are hair-raisers and his many fast action adventures fill up the remainder of the picture. He is also able to show the viewer something about on the sails and beams. The story is the conventional sort but with Talmadge in charge of the attention, it isn't likely that even a commonplace plot will keep it from entertaining them.

Box Office Angle....Should hold them, especially the crowd that likes action pictures with a stunt or two on the order of Richard Talmadge. He certainly spares no effort to amuse his audience and thrill them as well.

Exploitation....Here's a title that should be easy to exploit. Arrange a stunts party on Sunday by having the proprietor display books on etiquette. A sign in the window could read: "Better buy one of these books today and be up on 'American Manners.'" See a Yankee hero do his stuff in the picture at the blank theater, with Richard Talmadge. Have the Propositions Disturbed and run a trailer showing Talmadge in this stunt.

Direction...James W. Horne; average  
Author...Not credited  
Scenario...Frank Howard Clark  
Camera man...Wm. Marshall-Jack Stevens  
Photography...Poor on interiors  
Locale...In America  
Length...About 5,000 feet

Leo Maloney in
“Riding Double”  
Wm. Steiner—State Rights

As a Whole....FIT IN THE "GOOD OLD WESTERN" CLASS. HAS ACTION, SUSPENSE AND THRILLS PLUS THE USUAL ROMANCE. TELLS THE STORY TO MAKE UP AN ENTERTAINMENT OF THIS TYPE.

Star...Likeable and will please the admirers of western heroes. Goes about his work calmly and convincingly.

Cast...Josephine Hill pleasing lead but not always well photographed. Jim Corey the regulation villain and Leonard a capable aid. Barney Furry suitable and Bull a clever well trained dog.

Type of Story....Western. Western drama. "Riding Double," a state rights release, offers a good western entertainment that can be counted on to satisfy those who like this type of picture. Talmadge gives some popular elements of appeal and the story, while not especially strong on originality, holds the attention nicely through a well balanced development that includes some action in the way of fights, captures, rescues and the usual line up. The climax has popular brand of suspense which the little old lady is about to sign away her property while hero is galloping at a mad pace in order to reach her in time to prevent it. They bring in all the stock tricks of suspense in this bit but to be sure they do. Maloney has a likeable personality and should please the fans. The story treats of a he-man hero who befriends a war veteran, long separated from his mother. Hero and his protectee arrive at the old homestead to find another man posing as the old hero, and in the end hero wins back the old homestead with the help of his nephew. How hero shows up the schemers, installs his pal in his rightful place, is followed by hero falling in love with his pal's sister.

Box Office Angle....Suitable attraction for the average audience. Should satisfy for regulation one time showing. The star is known for his work in westerns, both features and short subjects. The picture is a bit slower but it will give average satisfaction in houses that change programs daily.

Exploitation....The usual method of exploitation for westerns, shows and trailers, plus prominence for the star's name can be followed with "Riding Double." The trailer might include shots showing Maloney rescues Chuck when he's attacked in a cafe. If they aren't acquainted with the star do your best to get him to tell them about his work in "Riding Double." Run catchlines relative to the story and mention the thrills and romance.

Direction...J. L. Maloney; ample  
Author...Francis and Ford Beebe  
Scenario...The same  
Camera men...Jacob Badaracco  
Photography...Poor on interiors  
Locale...In the West  
Length...About 5,000 feet

Jack Hoxie in
“Daring Chances”  
Universal

As a Whole....PLENTY OF FINE LONG SHOTS, AND RIDING THAT WILL GET THIS OVER NICELY. PLOT IS FAIRLY CONVENTIONAL AND ORDER IT WILL SUIT A MAJORITY.

Star...Manages to get roles that keep him pretty busy. Does some fine fast riding, and some fine stunt work but isn't distinguished by a plot offering any new ideas. There is the usual faster-worse thing, hero, villain and girl, worked out very well. The usual fashion with hero busy at every turn combating the efforts of villain. Naturally there's plenty for hero to do before he's safe enough to stand a close-up with the girl in his arms. Then comes the big little fellow he has a little niece who needs a lot of protecting and besides there's a big race on, which offers a first rate thrill and plenty of good, swift riding. With Villie Mack and his crew do their best to prevent hero from winning. At the last minute they fade and hero is left alone. Fortunately for hero, the sheriff is good natured, and decides to allow him to take part in the race. His heroism is rewarded and his little niece is saved. In the next turn, villain kidnaps hero's niece. The chase and rescue is staged with some first rate thrills and the cast is good. This western is especially commendable. There are some splendid long shots and panoramic views.

Box Office Angle....Satisfying western. If you can use this type of entertainment at any time you won't have any trouble getting "Daring Chances" over. It is a good action and should please. Hoxie has appeared in enough westerns for you to know whether or not your patrons like him.

Exploitation....Secure a trailer showing some of the chase scenes and long panorama shots. They ought to gain the attention of admirers of westerns. Where Jack Hoxie is popular you might say that he deserves more. This one is a winner and it'll probably like "Daring Chances" better than some of his recent releases. Promises of action, thrills, etc.

Direction...Clifford S. Smith; all right  
Author...Isadore Bernstein  
Scenario...Wynndam Gittens  
Camera men...Harry Neckler  
Photography...Good  
Locale...In the West  
Length...4,543 feet

Sunday, August 31, 1924

THE FILM DAILY
Of Importance—

Herbert S. Wilcox and Charles Wilcox of Graham Wilcox Productions, Ltd. of London will sail for New York on September 6th. Upon their arrival they anticipate arranging for the American and Canadian distribution of the following successes:

“Decameron Nights”
with a notable cast including Lionel Barrymore, Werner Kraus, whose successes in many German productions and the stage successes “The Miracle,” with Lady Diana Manners, at the Century, New York, has established him in America; Ivy Duke and others.

“Chu Chin Chow”
featuring Betty Blythe

“Southern Love”
featuring Betty Blythe

GRAHAM WILCOX PROD., Inc.
174 WARDOUR ST., LONDON
Short Subjects

"Flying Fists"—Ginsberg and Wilk
High-Caliber Entertainment

Type of production: 2 reel comedy-drama

After watching Benny Leonard in the first three of the "Flying Fists" series, one understands how the lightweight champ is able to thwart certain destruction at the hands of men far more rugged and stronger than those the Brooklyn-born one

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"The

Pinhead."

"The Pinhead"—Imperial—Fox
Fair Comedy Business

Type of production: 2 reel comedy

Clyde Cook, the proprietor of a gymnasium where stout ladies try his reducing methods. Naturally the idea suggests varied and unusual opportunities for laughs but it doesn't seem that Slim Summerville, who directed the number, has taken advantage of them. Instead of bringing in a quantity of new gags, they offer a line of slap-stick that doesn't get away from the beaten track. Those who like Clyde Cook and find a line of tricks amusing, however, will probably be satisfied with "The Pinhead."

The Week's Headlines

Monday

Famous Players' six months profit total $1,350,801.

Texas faces legislative troubles. Many adverse bills filed.

No statement from Coast on reported collapse of Grand-Asher deal with directors.

Joseph M. Schenck sells interest in West Coast Theaters.

Tuesday

Important distributors deny block bookings prompt exhibitors to build full purchases. Admit some trouble in Greater New York.

Famous' profits for first half of 1924 $440,246, same period of 1923.

Consolidated Film Industries, Inc., take over Standard plant, Los Angeles.

Theater Owners' Day Corp. contract for six Criterion Pictures.

Joseph M. Schenck coming East to confer with 1st Nat'l on future releases.

Reported pact among local exchanges to interchange price data denied by S. R. Kent.

Fox seeks to restrain Art, Mix Proiz, from using that name.

Advisory board to assist E. E. Shaver on Paramount foreign sales.

Wednesday

Exhibitors permitted to use old admission tickets until Oct. 1. Time extension means saving in printing costs.

T. O. C. C. won't grant operators demand increased Boston rental.

Six hundred seat theater planned for 1558 Broadway, part of 15 story office building. Theater war probable in October.

Thursday

Operators and T. O. C. C. deadlocked over T. O. C. C. proposal to cut St. Louis union wins; Boston difficulties ironed out.

S'11 Bank of Commerce sets stability in industry.

M. O. T. Bachelors service features of M. P. T. O. Resolutions against non-theatrical bookings and enlarged extended.

Pana, Ill., gets Sunday shows after fifteen year fight.

Brand New English May Printer complete with take up. $400.00.

Slightly used English May Printer complete with take up. $250.00.

MOTION PICTURE APPARATUS Co., Inc.

Bry. 6635

118 West 44 St., N. Y. C.

PRESENTS

"THE TOM BOY"

with

MADGE BELLAMY

Directed by David Kirkland

Hold your dates for the Chadwick 9

Foreign Rights controlled by Simmonds-Kann Enterprises, Inc.
Good Will

(Continued from Page 1)

ground of Indians, a dirty villain and all the things that happen. To Hero and Shero and all the rest. With this combination. It's a sort of glorified Western. Which is just what "The Covered Wagon" is.

Incidentally, Fox steals a lot of thunder with "The Iron Horse." He beats the barrier and gets away to a flying start. Over "North of 36" the big Famous special, and "Sundown" the First National special. And Tom Ince has "The Last Frontier"—another of this type.

Bill received a lot of compliments. At the opening. And he beamed. Just as when he put on "Over the Hill." He has something to beam about. This one is "in."

THOSE ADVANCES!

Always have been annoying. In this business. Used to stir up exhibitor conventions. A lot. Now they appear in another form. Nathan Burkan sues Ann Luther. For $500.35. The five hundred berries are easy to figure out. That's just a fee. Plain and simple. But the 35 cent charge is difficult. Asked several attorneys what it might mean. All up in the air. One, however, suggested Ann may have held Nate up. For a couple ice cream sodys.

ECONOMY MOVE

Hennery Ford has ordered employees of his railroad—The Detroit, Toledo & Ironton—to economize on telegrams. Over 700 were filed during June.

Well, Henry, it's a good thing you own no stock in a film concern. Otherwise the telegraph bills would drive you broke. They can use more words in a picture concern telegram than the late lamented Webster put between his dictionary covers. Several important producers write letters. And put them on the wire. And think nothing of it.

NOT IN THE SCRIPT

Priscilla Dean. The lady of agile movement. Who has a way of her own. In filmlms. Demonstrated that she can move. Like lightning. Even tho it isn't in the script. Was scheduled to appear personally at the premier. In Frisco. At the California. Was working on location. At Balboa. Dashed 90 miles to the station. As only she can dash. Missed her train. By the proverbial eye lash. Got into Frisco 24 hours late. But they liked "The Siren of Seville" a lot. Out there. Even tho Beauchaire and Chief of Bagdad were opposition. Looks like a hit. From some newspaper criticisms.

ORGANIZED DISTRIBUTION

Wanted to go over the Irwin-Motion Picture News prize winning distribution plan. But haven't had a real chance yet. So darned much doing. Day and night. But will. Hope to for next week's column. Meanwhile see if you can get a giggle out of this: Important man in industry. Talked to one of his lieutenants. "I'm leaving tonight" he said. "for the week. Wish you'd strike off an analysis of that Irwin plan this afternoon."

And the Lieutenant is still gasping for breath.

INNOVATION

First National meeting. In London. Many exhibitors present. Got some ideas as to running their houses, etc. While being told of First National values. Incidentally were given some tips on proper projection. And during the discussion which followed. This came out: a lad who acted as projectionist was found roasting chestnuts by the heat of the projection lamp. First thing you know they'll be cooking ham and eggs that way.

IRVING HOISTS A FEW

Postcarding from Havana. Irving Lesser writes: "Just a wide open space not located on Broadway or the West. Seems good to hoist a glass. Regards."

It doesn't sound so good to hear about it. By the way, where is prohibition?

SOME YARN


SPOOKY STUFF

Advises from M. Pisarek. Of the Seven Seas Film Corp., who is in Lithuania. Says when the Lithuanian peasants come to the city and are enticed to go into the movies, after a few minutes they get frightened, make the sign of the cross, and muttering something about the evil spirit, promptly leave the place.

There are only a few theaters in Lithuania. English and German pictures are shown with titles untranslated and the audience is usually totally at loss as to what it is all about.

SCHENCK OUT OF WEST COAST

So Joe Schenck is out of West Coast. And Adolph Ramish now holds a 30 per cent interest. In the biggest chain. On the Coast. A lot of people will be interested in this. Reported Joe wanted more time. For production. Guess he needs it. Because running that Producer's Association. Plus his real business. Needs a lot of time.

Incidentally Schenck is one of the most influential men in the business. Knows more about what's going on. With men—big and little—in all branches. Than perhaps anyone else on the Coast. Has many friends. Result of his generous spirit. Both in giving advice, time, money—anything that is wanted. When you figure the big men. Don't overlook Schenck. He's a lot bigger than a lot of people think.

SERVICE

Had a thought or two. On "Service." Couple days ago. About how Mister Exhibitor should work this out. Then to prove the irony of things. Along comes this. From way out in Canada:

Walter F. Davis, managing director of the Metropolitan, Winnipeg, was literally called upon to live up to his motto of "Service to the Public," which he had been preaching extensively, when he received a request from an out-of-town patron to go to a nearby store and make the purchase of two desired shirts which were to be sent to the man by return post. Davis complied with the request, particularly as the applicant had pointed out that he could not come into the city to attend the Metropolitan until he had secured a new shirt.

DANNY.

COMING SOON

RECKLESS ROMANCE

Produced by

A GREAT BOX OFFICE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

Directed by

AL CHRISTIE

AL CHRISTIE FEATURE

Adapted from the

What's your wife doing?

great Broadway success

7 ROY BARNES
LINDEN PLUMMER
TULLY MARSHALL
HARRY MENELY
WANDA HAWLEY
ESTELA BREAMER
JACK DUFFY
NORMAN WALLACE
MILTON LEEKES

 Directed by

SCOTT SYDNEY
New York

“The Iron Horse”—Fox

Lyric

AMERICAN—So many professional reformers who lament that motion pictures have no solidarity should take a look at "The Iron Horse." Without wishing to take away anything away from the other stars in this picture, it is tremendously educational and interesting to feel a better love world has been written to supplement the history of our nation’s railroads.

William Fox believes "The Iron Horse" is his biggest production, and I am happy that he has reached such a fine goal.

BULLETIN—Another great chapter in the screen history of the silver screen, a representation of two of the greatest pioneers in the life of America.

DAILY MIRROR—Another epic of the great American West.

The story is told in a more awe-inspiring scene ever recorded in a motion picture than the recording of the opening of the Union Pacific railroad in the great plains of the West.

John Ford deserves superlative praise for undertaking and succeeding in making a picture which is worthy of the work of his old, alike.

IN THE NEWS—Of blood and tears, then, is "The Iron Horse," woven, an epic of sort of picture somewhat after the manner of "The Covered Wagon," and the same distinctive of itself.

It does not suffer by comparison, because it needs none particularly.

THE PRODUCTION—The production is a highly interesting and extremely impressive picturization of the building of the first transcontinental railroad. It has done a splendid piece of work with an imaginative, historical and heroic story and obtained perfectly the right orchestration.

EVENING WORLD—It was a singularly happy inspiration that led the Fox directors to this most dramatic period of transcontinental growth, and it hearted them to give it this inspired title. If the action could not sustain itself from the beginning, at least, it involved enough episodes of genuine sincerity to make it truly thrilling. The story is one of the most sentimentalized of its kind, and the screen has caught for many seasons.

OUR DAILY TELEGRAPH—And the great American picture has appeared upon the silver screen, if any fair one, that is not one of the greatest until another John Ford is discovered.

THE DAILY NEWS—The great American picture has appeared upon the silver screen, if any fair one, that is not one of the greatest until another John Ford is discovered.

Out of Town

"Babbit"—Warner

Granda, San Francisco

BULLETIN—** From the audience standpoint, and that is all that really counts, the picture is a source of joy. **

"Broadway or Bust"—Universal

Cameo, San Francisco

BULLETIN—** Hoot's humor permeates the film throughout, and of atmosphere one likes to enjoy. **

"Broken Barriers"—Loew’s, Los Angeles

(Week Ending Aug. 23)

BULLETIN—A wise guidance in making a picture which is obviously a good one, but is not a happy one. **

"Captain Blood"—Mongeau Beaucire.

Cameo—Messalina.

Capital—Little Robinson Crusoe.

Criterion—The Ten Commandments.

Liberty—"The Thief of Bagdad.

Loew’s, New York—Monday—"The Signal Tower.

Tuesday—"Poison" and "The Deserter.

Wednesday—"Manhandled.

Thursday—"The Family Secret.

Friday—"Her Own Free Will and "Fair Game.

Saturday—"One Night in Rome.

Sunday—"Single Wives.

Lyric—"The Iron Horse.

"Lily of the Dust." Rialto—"The Female.

Strand—"Flirting With Love.

Week of Sept. 7

Astor—"Captain Blood.

Broadway—"Mongeau Beaucire.

Brooklyn Mark Strand—Not determined.

Capitol—"Sinners in Silk.

Central—"The Man Who Came Back.

Cosmopolitan—"Janice Meredith.

Criterion—"The Ten Commandments.

Liberty—"The Thief of Bagdad.

Lyric—"The Iron Horse.

"Lily of the Dust." Rialto—"Open All Night.

Rivoli—"Cities That Never Sleep.

Strand—"Sinners in Heaven.

The Female"—F. P. L. Metropolitan, Los Angeles

(Week Ending Aug. 23)

EXPRESS—** Of course Betty Compton meets the requirements of her part. The picture, as handled, resolves itself into more than a study of a character in any its purposes. She is indeed convincing at the wild, impish ward of a wealthy Boer schoolgirl.

Herald—** Betty Compton gives a delightful performance in portraying Dallas, the role which she so completely embodies at the wild, impish ward of a wealthy Boer schoolgirl.

TIME—** as a picture is far from lacking in entertainment, much has been done to give a flavor to the stock situation around which the story centers.

"Open All Night"—F. P. L. McVickers, Chicago

DAILY NEWS—* * * A picture far out of the ordinary.

We have named the best five or six pictures of the last six months we would be surprised on anyone else.

EVENING AMERICAN—"Something different" is the promise held out by McVickers, Chicago.

Many brilliant touches in direction will create attention.

HERALD—That is to say, "Open All Night" is a picture delightfully naughty and light of plot but heavy in central events.

Your approval of the film depends entirely upon your like for this sort of thing.

POST—"Open All Night" is really and truly "something different." * * * * very cleverly directed by Paul Breen. The story was undoubtedly clever, but it is the sort which depends upon good direction if it is to become anything more than a mere picture.

"Three Women"—Warner

Orchestra Hall, Chicago

EVENING AMERICAN—Now in "Three Women" at the same time that he (Lubitsch) has given us his material a rich distinction he also provides what it would seem prove to be for the most part an entire entertainments.

HERALD—There is no danger in recommending "Three Women" to you. It is ex- cellent from any point of view. The story is good, the direction is lovely to behold, the men’s value is away past par, the intelligence cast impressive, the camera, the eartain, and the "manner" are similarly great. Lubitsch’s picture of "The Three Women." Well acted. Perhaps its moral justifies it. Be that as it may, whatever the censors eliminated is probably well lost to the world, and be it said that that great director, Mr. Lubitsch, has not yet failed to give us anything over which he need crow unduly!


Merrill, Milwaukee

JOURNAL—It was a happy, happy thought when the powers that be decided to bring the screen on Aaron Hoffman’s popular stage success. We are also very thankful to those same powers that have given us this stage production in the full realization of their purpose. LEADER—The famous comedy drama by Aaron Hoffman has lost none of its forcefulness, as written and as directed, to the legitimate screen. The same laugh provoking qualities are there in entirety. The story and the acting have been adapted of a first rate play.

BULLETIN—** Contains all the laughs, the thrill, the subtleties and the blow of the original, and don’t forget the unwelcome stranger, the role created by George Sydney, is perfect.

Well—here I am, all dolled up in a nice office right on Times Square, with nothing to do except serve you and all my other friends in Cinema Land.

The fact of the matter is that I have sold my stock interests in M. J. Wohl & Co. to Mr. Wohl, and I am a distributor of Wohl Products and a variety of other equipment covering everything electrical related.

To eliminate the alibi and give you what you want when you want it, at the right price, that’s my aim.

Call me at Chickering 2244. And, by the way, I have quite a variety of carefully overloaded used lighting equipment at interesting prices.

Yours for service,

Max Mayer

Inter-Ocean Bldg.,
218 W. 42nd St., N. Y. C.

Chickering 2244
Identified—

EASTMAN
POSITIVE FILM

Even before you see the picture on the screen you know that the release print bearing the identification “Eastman” “Kodak” in the margin is of the finest possible photographic quality.

Eastman Positive Film carries quality from studio to screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
"Larry's first attempt at long features is undoubtedly successful and after seeing him in 'The Girl in the Limousine' you'll most probably await his second film with real anticipation."

CHADWICK PICTURES CORPORATION presents

LARRY SEMON with

"The Girl in the Limousine"

From the New York stage success by AVERY HOPWOOD

A First National Picture
OPENING

By DANNY

The season is on. Labor Day means Ma and kids are back home, the theater again comes into its own. A month from now it'll really be at night. Collars up. And all that sort of thing. And after the job is cleaned, And the kids put to bed, Ma and Pa will be shopping for pictures.

Let's take stock. How are you set? For the season. With pictures. Because there are a lot of mighty good ones floating about. And you had better have your share of them. Beat 'em at the exhibitor down the street. Once you've got them. Even tho he tells you he won't rack book to get them. You know better. Or you should. If you are holding off, just bear this in mind.

But regardless of how you book. How you buy. Hold dates open. You'll need them. Some companies are doing business without selling 20 or 30 or 40. At a clip. And you want to remember this. You never know where a good, fine, big money making picture is coming from. And you want time to buy it.

Last week Fox showed "The Iron Horse," Except for the "low down, inside" which no one believes anymore, when you look at how big this picture was going to be? Fox, perhaps. Sheehan, perhaps; and a handful more. But the picture community as a whole knew little—or nothing. Yet it's a fine, box office picture. And unless they want the earth for it. You should run it—and make money.

And so it goes—and will go. As long as there are cameras and companies.

Next to product, are you set? With plans for getting closer to your community? Are you set to go after good will and build it until it means as much as your pictures? If you don't have a plan, please. As the store show was pushed out of business. So just running good pictures in nice, clean up to date theaters have become meaningless. You must be more than an exhibitor or to stay. You must be a showman, plus.

Today is an important milestone. (Continued on Page 2)

Tough Sledding

Salesman Finds Rough Going in Midwinter With Independent Product

Handwriting on Wall

The following excerpts are from a letter sent the Editor by one of the best known salesmen in the state right field from Chicago. In part he writes:

"Pay the poor independent.

"The hand-writing is on the wall and you can start to sing the requiem at any time you see fit.

"I would hate to be holding the bag like— (and here he mentions four of the feeding the right distributors of the business.)

"Take the Chicago territory as an example. As you probably know, Balaban and Katz, together with Lubliner and Tracx control this territory, bag and baggage. We were fortunate enough to sell our picture to the Lubliner and Tracx-Warner exchange and to receive a good price, but if we were unfortunate and had to sell one of the other 'independents' we would have been out of luck.

"To go a little bit further, take Hoffman's Renown exchange here— they have 59 pictures, the best that (Continued on Page 3)

Shawnee Gets Sunday Shows

Dallas—Shawnee, Okla., has won the fight for Sunday shows, by a vote of 1,936 for and 1,644 against.

Oklahoma City—A special city election at Kingfisher resulted in a vote against Sunday shows.

9 On Committee

To Award Zukor's $10,000 Cash Prize For Author of Best American Picture

The Authors' League of America, designated by Adolph Zukor to select the judges who will name the winner of the $10,000 prize offered by him "to the author whose story or play makes the best picture," has announced the personnel of that board. The members are:

Ellis Barker Butler, President Author's League of America Inc.

Charles Dana Gibson, artist.

Elmer Rice, playwright and scenarist.

Allan Dwan.

Robert E. Rinehart, novelist.

George Barr Baker, who was Chairman of the International Congress of M. P. Arts held last summer.

This offer by Zukor was announced at the first International Congress, held at the Waldorf Astoria last year, (Continued on Page 2)

India Seeks to Break In

It is reported from London that a group of twelve producers in India is seeking to break into the American market with their product. An emissary is said to be in New York for that purpose.

Hill Plans More Changes

Pittsburgh—R. G. Hill Enterprises, a state righter now maintaining an office here will shortly open exchange offices in Cleveland, Cincinnati and Detroit.

Tax Still On

But Hope Is Held Out for Action On South Carolina Admission Tax in January

(Special to THE FILM DAILY)

Atlanta—At the general election held in South Carolina, no action was taken on the repeal of the ten per cent admission tax which is collected there as a State levy.

It is impossible to sound the situation. The General Assembly meets in January and it is possible that something might be done then. It is understood a number of South Carolina exhibitors have been up on their side, members of the Carolina House and Senate. Anna Aiken Patterson of the Weekly Film Review is editorially behind a plan to enlist exhibitors in that State in a concerted move to urge the Assembly to repeal the measure.

23-24 Tax Jumps

$77,712, 523 for Fiscal Year—$7,537, 376 Increase Over 12 Months Ending June, 1923

Washington—Admissions to 23-24 of amusement during the fiscal year ended June 30, last, paid taxes amounting to $77,712,523, according to figures compiled by the Internal Revenue Bureau, an increase of $7,537,376 over the fiscal year ended June 30, 1922, when collections aggregated $70,175,147.

Collections from the special seating tax on places of amusement amounted to $1,623,361, against $1,582,289 in the fiscal year 1922, a decrease last year of $41,072.

Both these taxes operated under the 1921 revenue law during the entire fiscal year, but, beginning with July, the admission tax applies only to admissions of more than 50 cents and the capacity taxes are repealed entirely.

Collections from the admission and seating capacity taxes during the fiscal year, by months, were as follows, the figures being subject to correction by the Internal Revenue Bureau:

1923

Admissions Capacity
July $5,140,506.34 $813,147.02
Aug. 5,607,745.10 1,023,344.82
Sept. 4,932,527.44 1,346,600.20
Oct. 6,990,807.76 1,487,766.22
Nov. 6,849,212.81 1,436,600.31
Dec. 7,947,876.68 1,350,712.63
1924 Jan. 7,576,991.58 1,270,773.73
Feb. 6,736,627.08 1,211,741.42
Mar. 6,929,912.87 1,186,643.45
Apr. 7,162,876.10 1,171,994.00
May 6,571,520.04 1,148,494.39
June 6,210,874.57 9,982.35

Cochran May Produce (Special to THE FILM DAILY)

London—Charles B. Cochran, the theatrical producer may make some pictures.

Pickford in "Cinderella"?

Los Angeles—It is understood that Mary Pickford will make a new version of "Cinderella" in which she will appear somehow. This will not be placed in work until another picture on a smaller scale is made.

Circuits Sign With Operators

Signing a two-year contract which calls for a five per cent increase in wages, with a like increase Sept. 1, 1925, the Vaudeville Managers' Protective Association, comprising the large circuits and Broadway first-runs have met the demands of Local 306. The new contract also calls for a double shift of operators.
OPENING
(Continued from Page 1)
Every succeeding season is. Look back over the past few years. Note the changes that have occurred. Appreciate that still further changes—events of lesser importance in the cards. They may take a year. Or two. Or more. To develop. But they are on the way.
And the better you are set; the better off you will be. The day has passed when you can put your house over by standing out front for an hour or so. Importance in the cards. They may take a year. Or two. Or more. To develop. But they are on the way.
Orpheum Resumes Former Policy
Detroit—The Orpheum has reopened with its former policy of vaudeville and pictures.

9 On Committee
(Continued from Page 1)
The prize will be awarded "to the author, either American or foreign, whose story or play makes the best picture to be produced upon the screen and publicly exhibited in a theater during the year beginning Sept. 1, 1924."
The first year ended Aug. 31, 1924. To give the jury time to judge the pictures and select the winner, the award will be made during the Christmas Holidays. Following are the rules formulated for the guidance of the judges:

Second: The term "author" shall apply to the person or persons so designated in the main title of the positive print of the motion picture production.

Third: The production must have been made by an American company.

Fourth: The committee of award in judging exhibited films will consider as its standard the effectiveness of the pictures as public entertainment.

Turrill, Shallenberger's Aide
Howard Turrill has been appointed assistant to W. E. Shallenberger at Arrow. Turrill has had a number of years' experience in the business.

Progress Buys Serial
J. S. Jossey, Progress Pictures, Cleveland, has purchased "Riders Of The Plains" from Arrow.

C. B. C. to Make "Who Cares?"
C. B. C. will make "Who Cares?" by Cosmo Hamilton.

Anthony To Write Titles
Los Angeles—C. B. C. has signed Walter Anthony to write the titles for all future pictures.

Baseball Theme in Two Films
Emory Johnson's new picture for F. B. O. now known as "The Grandstand Play" will have a sequence in it showing baseball as it was played twenty-five years ago. "The Batting Orillos," a Roach feature for Pathe has an identical sequence.

McDonald Selects Cast
Los Angeles—J. W. McDonald has rounded his cast for "Frivolous Sal" in which Ben Alexander will be featured. The support includes Eugene O'Brien, Mac Busch, Mildred Harris, Mitchell Lewis and Tom Santshi.

K. C. Operators Renew Contracts
Kansas City—At a meeting of the Kansas M. P. T. O., it was decided to renew contracts for 1924-25 with operators. Downtown first-run houses accepted a contract calling for ten per cent increase to musicians, but this will not affect suburban theaters.

Columbia, St. Louis Closes
St. Louis—The Columbia, 6th and St. Charles is to be closed permanently and an air line building erected on the present theater site. The house is owned by the Cell-Tate interests.

Webb Directing His Second
Los Angeles—Millard Webb's second picture for Warners will be "The Dark Swan." The complete cast includes Monte Blue, Marie Prevost, John Roche, Helene Chadwick, Lilyan Tashman, Carl Miller and Vera Lewis.

Buy Toledo, Ia. House
Cedar Rapids, Ia.—W. G. Greenham and E. G. Burdock have purchased the Cozy at Toledo, from H. B. Binions. The new owners have operated theaters in a number of Iowa towns, including Cedar Rapids, Onawa and Centerville.

Pictes for Port San Luis
Port San Luis, Calif.—N. H. Hilton has opened up a theater here which will be known as the Sunset.

Molly O'Sullivan Abroad
Molly O'Sullivan, English actress who appeared in "Janice Meredith," has retired from Charlot's Revue and is leaving for England next Saturday. She will appear in a picture to be produced by a British concern now being organized.

New Story for Rin-Tin-Tin
Los Angeles—Darryl Francis Zanuck is writing an original for Rin-Tin-Tin, temporarily called "Tracked in the North." The dog will appear in it as soon as "The Lighthouse by the Sea" is completed.

120 NOVELTY REELS
First Run Specialties
1924-25
1600 B'way
N. Y. C.

COMING SOON

The Film DAILY
Tuesday, September 2, 1924
Vol. XXIX No. 53 Tuesday, Sept. 2, 1924 Price 5 Cents

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Max Mayer on His Own
Max Mayer, photo lighting expert, formerly general manager of M. J. Wohl & Co., has opened his own office at 218 W. 42nd St.

Opens a "Paper" Exchange
Dallas—M. S. White, former manager for Enterprise Dist. Corp., has opened a "paper" exchange at 1805 Commerce St.

THE SPATS IN HAL ROACH'S COMEDIES
(2 reels)
"THEY DRAW BUSINESS"
Pathé comedy

Film Rights For Sale
"MELLOWING MONEY"
A five part serial in Everybody's Magazine GREAT part for male star. Everything to make a first class picture.

JAY PACKARD
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Vanderbilt 1779

JOHN SLOBEY
ART TITLES
MINIATURE SETTINGS
For Productions
CLAY MODELLING, ETC.
1650 B'way, N. Y. C.
Phone Circle 5572

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PRODUCERS ATTENTION
Foreign Film Distributors
AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 5272
N. Y. C.

Bryant 3740

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Phone Bryant 5272
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Bryant 3740
Tough Sledding
(Continued from Page 1)
the independent market affords, and
in talking to Jerry Abrahm, he told
me that they would be lucky to get
a little better than print cost out of
t hem.
A first-run in Chicago or one of
the better key cities in this territory
is impossible, insofar as he is con-
cerned. First National is playing the
L. and T. houses and Balaban
and Katz, in turn, are giving L. and T. a
break on their Warner product. Now,
add to this the output of Famous
Players and Metro-Goldwyn and you
can easily see that the books for the
better houses will be closed to every
one else. Certainly, concerns such as
Universal, Selznick, Producers Dis-
tributing will get pictures in, but
insofar as the "independent" is concern-
ed he is out.
"What is true in Chicago is vir-
tually the same in every territory
that I have visited throughout the
country where there exists big cir-
cuits, and in tracing the founda-
tion of this circuit you will be
certain to find that it is either con-
trolled by First National or Famous
Players. Kansas City, St. Louis, Mil-
waukee, Detroit and Pittsburg are all
a repetition of Chicago. In fact, the
West Coast has been circuitized
for years, as has the South, so where
in the name of all that's holy is the
independent going to release his
product.
"Danny, I'll tell you, it's hell."
Sells 18 Films for Cuba
J. H. Hoffberg of John H. Taylor
Film Corp., has sold Vicente Blanc
six Pete Morrison, six Leo Maloney
and six Neal Hart westerns for Cuba.
Sales on Mix Reissues
Exclusive Features, Inc. have sold
four Tom Mix reissues to the follow-
ing:
S. and S. Film Supply, Pittsburgh
for Western Penn. and West Virginia; Special-
ity Film, Dallas for Texas; Arkansas and
Oklahoma; Progress Pictures, Washing-
ton, for Maryland, the District, Virginia
and Delaware; Exclusive Films, Detroit
for Michigan; George M-Griffith Exchange,
Cleveland for Ohio; Juan Kastner for South
and Central America; West Indies and Mex-
ico and Jack Snider, for South Africa.
Edward F. Roseman has completed
work in "Sandara" and "Greater Than
Marriage."
Houston, Tex.—The new Texan
theater now under construction by
Will Horvitlz, Jr., Inc., is scheduled
to open the first week in December.

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New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
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<th>IST NAT'1 PLAN WORKS</th>
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<td>SYSTEM OF VISITING BRANCH MANAGERS SUCCESSFUL—INTRODUCES PERSONAL EQUATION</td>
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<tr>
<td>Shortly after E. A. Eschmann's recent visit to all First National exchanges, he inaugurated a system of bringing to New York two branch managers for week visits. During that time, operations in the home office came under their observation and personal acquaintance with executives made. The plan is said to be functioning very well.</td>
</tr>
<tr>
<td>Almost all of the managers have visited New York and when the list is exhausted, there will be repeats. In speaking of the plan, Eschmann declares that distribution has been speeded up because it brings the exchanges in closer touch with the executive offices. He finds it makes the formation of new sales policies an easier task and doesn't cut into sales quotas in the same fashion as if the entire force were called into New York for a national convention.</td>
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<tr>
<td>Maud Hill has completed her role in &quot;Sandara&quot; for First National.</td>
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Phantom Flyer" First
(Special to THE FILM DAILY)
Los Angeles—"The Phantom Flyer" is Al Wilson's first aviation picture for Van Pelt-Wilson Prod. Virginia Brown Faire is playing the female lead.

Theater for Lincoln, Neb.
Lincoln, Neb.—Plans have been completed for the new Lincoln, a 1800 seat house, to be erected by J. H. Cooper. Work is expected to begin this month.

WANTED—A BEAUTY!
For our first picture we need a Grade A-No.1, high class, low-cut VAMPIRE—One that can out-kipple Kipling. Must show recommendations, also sample of vam-piring which will be kept strictly confidential. Preference given if vampire knows banker.

Apply in person.

IN HOLLYWOOD
From Cloaks and Suits in Stylish Mixtures To Filming "Beauties" in Moving Pictures

IF YOU WANT
Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
To reinvest for you
To make a trust fund now for yourself or another
Advice about your Will
Relief from your financial cares

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(In the heart of the Times Square District)

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CHARLES R. ROGERS PRESENTS

Priscilla Dean
SIREN OF SEVILLE'
Sure Stepping Some!

"Secrets," with Norma Talmadge, has attracted great crowds to the Capitol, and because of its drawing power it is to be held over for another week.

from New York Times

and remember — this is after a long big-business run at the Astor Theatre, New York —

JOSEPH M. SCHENCK presents

NORMA TALMADGE
"SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play SECRETS
directed by FRANK BORZAGE

has proved by its successful extended runs in Cleveland — Boston — New York — Los Angeles — it is a sure fire clean-up anywhere.

Choose FIRST NATIONAL Specials are specially made for special profits. Get them on your list!
Edwards-Truart Deal

Director Series Through Hoffman's Company—First To Be "The Jest"

J. Gordon Edwards Prod. will be distributed through Tiffany-Truart in association with M. H. Hoffman. As noted, Edwards' first picture for his own organization will be "The Jest," the rights for which he secured from the author, Sam Bennelli, during a recent trip to Italy.

Abraham Carlos will represent Tiffany-Truart as Edwards' manager. Carlos was with Fox when Edwards was director-general, and has his own production unit with Richard Talmaide as star.

Edwards just returned from Los Angeles where he arranged to make his pictures at the United Studios.

No arrangements for physical distribution have been made. Part of the Tiffany-Truart product is handled through national distributors and part through state managers.

Rowland Leaves for East

Los Angeles—Richard A. Rowland, having completed conferences on fall production for First National, left yesterday for New York.

South Illinois Hit

One Third of 260 Theaters There

Closed Because of Idle Miners—Conditions Grive

(Special to THE FILM DAILY)

St. Louis—Financial crises are facing many theaters in Southern Illinois which are served by St. Louis exchanges. About one-third of the 260 houses in the coal fields adjacent to St. Louis are dark and others are playing but part time.

For weeks and months the small mines in that territory have been closed completely or reduced part time. Thousands of miners have left the district to work in other fields or in different lines of work. The miners who have remained haven't had any real money since early last Spring. They have been living on credit at the corner store.

After Big Plot

Coast Producers Dealing With Curtis Officials for Garden City Land as Studio Project

It was reported yesterday that a group of Hollywood producers have started negotiations with the Curtis Aeroplane and Motor Co. of Garden City to take over the land and buildings owned by the company there as the nucleus for a large studio project.

The coast group is understood to have been influenced by the experience of German producers who have successfully converted aeroplane and Zeppelin hangars into studios.

At the Curtis office, it was admitted (Continued on Page 2)

Row in Minneapolis

(Special to THE FILM DAILY)

Minneapolis—Theater managers are having trouble with the stage hand union here, whose demands include a day off in seven days and managers are opposed to this. They have informed the union that compliance with that demand is impossible. A settlement has been reached with operators and musicians and a two year contract signed.

Labor troubles have been settled in St. Paul on the same basis.

Christie Arrives; Dowling Here

Al Christie arrived yesterday afternoon on the Majestic. He did some advance work in England for "Charlie's Aunt."

Pat Dowling, publicity and advertising director for the Christians is in town from Los Angeles.

Ince To Make "Enticement"

Hollywood—Thos. H. Ince will next produce "Enticement," by Clive Arden. The scenario has been completed by Bradley King and casting is now under way.

Lasky Delayed

Jesse L. Lasky will not return to New York until Sept. 18 or thereabouts. Pressure of work on the coast detains both him and Walter Wanger.

Theaters For U.K

Famous Players (Canada) to Enter Field—News to Parent Organization

(Special to THE FILM DAILY)

Toronto—The Famous Players Canadian Corp., Ltd., will enter the theater field in Great Britain probably within a year, according to one of the leading officials of the company.

This corporation is almost wholly a Canadian organization, announced (Continued on Page 2)
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**THE FILM DAILY**

Vol. XXIX No. 54 Wednesday, Sept. 3, 1924 Price 5 Cents

Theaters For U. K.

(Continued from Page 1)

ment having been made that ninety-five per cent of the 1,700 stockholders are residents of the Dominion.

The English move follows the desire of Marcus Loew to enter the British theater sphere and it recalls the desire of Jule and J. J. Allen of Toronto to open big houses in London three years ago. The Allen's did secure a costly option on a well-known London house but they were unable to go any further in the matter.

While admittedly, the Famous Players Canadian Corp., can build houses in England without the knowl-

dge of the parent company, it is not considered likely that the company would take such a step without advising officialis here in New York. Famous Players Canadian Corp., holds the Paramount franchise for the Dominion, but not for England. As a matter of fact, the Famous Players British company is erecting the Plaza in London now and is demolishing buildings on a Haymarket St. site to make way for the new Carlton.

New Film Process Firm

What purports to be the latest invention for processing films and one designed to prolong print life by fifty per cent, is announced by A. H. Rubenstein, of the American branch of the Cowl Film and Chemical Co., of Australia with offices at 236 W. 52th St. A published statement shows the company to be incorporated in New York for $80,000, with $15,000 stock subscribed for.

SCREEN STAR WANTED!

For our first picture we need an attractive, graceful and beautiful star like Norma or Constance Talmadge, only not so expensive.

Must have sparkling eyes, ruby lips, look like Juliet and make a gorgeous picture with perfect frame.

Must act like Camille, and wear clothes to look like a million dollars—not motion picture talk.

Apply in person

IN HOLLYWOOD

**Proposition (Continued from Page 1)**

ied that "something like this" report had been heard, but in the absence of J. A. B. Smith, secretary of the corporation, no definite statement could be secured. Smith was out of the office.

The Curtiss plant is one of the largest in the country and figured greatly in aviation activities during the war. The acreage is considerable and the buildings now in use, many. The field is near Garden City and is about 50 minutes from the Pennsylvania Terminal on the Long Island Railroad.

Add "Slanderers" to List

Universal has added "The Slanderers" to his list of September pictures. It was made in the Spring by Nat Ross, but was held for a release date until now.

**INSURANCE**

We have been handling Motion Picture and Theatrical Insurance for the past fifteen years and are in a position to handle any proposition—big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway
N. Y. C.

**Pathé News**

Sees All Knows All

No. 72

E P I N A R D, CHAMPION FRENCH HORSE, LOSES FIRST OF THREE INTERNATIONAL MATCH RACES IN U. S.; WISE COUNSELLOR WINS; THE PRINCE OF WALES SEES THE RACE AT BELMONT PARK, LONG ISLAND.

Other News as usual.

**today**

GLENN TRYON

HAL ROACH'S LATEST FIND IN 2 REEL PATHÉCOMEDY

Be sure to have some color in your pictures. There is a growing demand for Colored Titles, Inserts and Trailers

Prizma, Incorporated
3191 Blvd., Jersey City, N. J. Montgomery 4311

"WE NEVER DISAPPOINT!"

**COMING SOON**

**Producers Distributing Corporation**

HUNTY STROMBERG & CHARLES R. RODGERS presents

**The Siren of Seville**

Staged by H. M. VAN LEIDEN

Glenn J. IRVINE and HUNTY STROMBERG-

PATENT PRODUCTION UNDER THE

PERSONAL SUPERVISION OF —

HUNTY STROMBERG

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Warn Against Fakes
Associated Ad Clubs Advise Chambers of Commerce to Watch Out For Stock Promoters
Lou E. Holland, president of the Associated Advertising Clubs of the World, circulated a bulletin to every Chamber of Commerce in the United States, every Rotary Club and every Kiwanis Club, warning against the appeals of stock promoters. Holland warns against projects involving the sale of stock, the promotion of scenario schools and the development of film stocks. He says the difficulty rests in the fact that Chambers of Commerce, honestly believing that promotion schemes will advertise their cities, are beguiled into persuading important local citizens to finance the propositions. The Hays office is constantly co-operating with the National Vigilance Committee of Holland's organization in this respect. Complaints or inquiries received are passed on at once for the Vigilance Committee to investigate.

1st Nat’l Optimistic
First National officials are anticipating one of the most prosperous years in the history of the industry. They base their optimism upon the volume of bookings pouring in during late July and August, the greatest they say for the time of the year, in the company’s history.

New Theater Concern in “Chi.”
Chicago—The West Side Theater Company, capital $10,000, has been organized by bookings pouring in during late July and August, the greatest they say for the time of the year, in the company’s history.

Austin Dies in Rescue
Robert Austin, 30 years old, of Mt. Vernon, for six years with D. W. Griffith, was drowned at Long Beach in an attempt to save another bather.

Neilan, Blanche Sweet, Cody Here
Marshall Neilan, Blanche Sweet and Lew Cody are back in New York from the Continent.

Lee-Bradford Will Release
Lee-Bradford will release “Pearl of Love” produced by Paul Whiteman Prod. of Boston.

Burkan Arrives
Nathan Burkan returned from Europe yesterday on the Majestic.

South Illinois Hit
(Continued from Page 1)
and by raising vegetables and chickens for their table use, and have no surplus cash to visit picture shows.

Banks of that section have extended all the credit possible to merchants who have loaded down with debts of idle miners. Picture houses have to seat 2000 and more persons play to fifty or a hundred per night, not enough to pay the help without considering investments.

The general depression in the coal fields has naturally had its effect on the business of the various exchanges in St. Louis.

Another Process
English Company at Work on New System of Color Films—Uses Two Negatives
(Special to THE FILM DAILY)
London—A new color process has made its appearance here, that of the Multicolor Photography, Ltd., This process involves two negatives, taken at once with the same camera, one by direct photography and the other by reflection.

The positive has emulsion on both sides, and is placed between the negatives for printing. When the film is printed, it is treated to baths of dye in two containers, one having a mixture of red and yellow, the other containing a mixture of green and violet.

After passing through the dyeing machine, which has been invented for the purpose, the film passes through a rectifying process, and when dried, is ready for screening.

Four colors are used, blue, green, yellow and red.

Merger in Hoboken
Henry Botjer and Co. operators of the U. S. and the Empire in Hoboken, have taken over the Bishop there. The deal was arranged through Sofferman of New York and Kisslick of Hoboken, as brokers.

Gloria Swanson Sailing
Gloria Swanson sails today for Europe on the Benengaria. She will appear in “Madame Sans-Gene” to be directed in Paris for Paramount by Leonce Perret.

P. D. G. Plan Held Up
Lack of Neutral Distributor Prevents Launching of Company for the Fall Season
P. D. G. Inc., the Producers’ Distributing Guild, will not enter the distribution field this fall, because of its failure to find a neutral physical releasing agent. Arthur N. Smallwood promises to have his company ready later in the season.

He said yesterday his project would be foredoomed to failure if the P.D.G. attempted to maintain an exchange system of its own. Smallwood is known to have negotiations under way with the American Railway Express Co.

Relative to product, he said P.D.G. would have a series of Pyramid Pictures, four from Ray Smallwood, four based on stories of a contemporary novelist and fourteen pictures from outside sources for which temporary arrangements have been made.

Signs Jean Hersholt
Hollywood—Jean Hersholt will appear in “The Greatest Thing,” to be made by Lewis Milestone, producer of “The Cheachers.” He has left for Portland to start production. Associated Exhibitors will release.

Plans Novelty Reels
Harry Williams, director has completed “The Speed Maniac,” a 250 ft. novelty subject for Gus Ackerman. Williams will make seven more of a similar nature.

Cuts And Flashes
Frank H. Loomis will be business representative for Vitagraph during the run of “Captain Blood” at the Astor beginning Sept. 8.

Max Davidson, who was here from the Coast to appear in “The Rag Man,” has completed work and is on route to Hollywood.

Paula Gould, has been placed in charge of trade paper publicity at F. B. O. in addition to the fan magazines and newspapers.

A FLASH OF DRAMA

“THUNDER”
THE MARVEL DOG
IN “BLACK LIGHTNING”
WITH CLARA BOW

“THE WISE VIRGIN” SCORES TRIUMPHANT HIT AT STRAND THEATRE, SAN FRANCISCO, CALIFORNIA

Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

“With seventy-five thousand people out of town for week end Labor Day holiday and opening against strongest competition including “Thief of Bagdad,” “Yolanda,” “Sea Hawk,” “Empty Hands” and “Female”— “THE WISE VIRGIN” Played to capacity Saturday, Sunday and today. Am greatly surprised and pleased. Picture is splendid entertainment. Pleased audience one hundred percent. Daily papers all give enthusiastic praise in extended reviews. Am sure will hold up big rest of week.

Congratulations.

STRAND THEATRE, M. L. Markowitz

NOW BOOKING

PRODUCERS DISTRIBUTING CORPORATION
Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
Newspaper Opinions


BEARD—** * is a worthy successor to Ingram’s last triumph, “Scaramouche.” It is a color and thrilling story of love and adventure in the land of the Sleeks, adapted from Edgar Selwyn’s stage play.

POST—Novaro has the greatest opportunity of his career to date, in the rôle of a restless chieftain with a rest that sweeps all before him. Miss Terry looks lovelier than ever as the heroine.

STAR—Acting splendid, eccentric effects magnificent, picturization superb and a very effective overworked plot.

TOM—** * It affords the most convincing of all arguments why pictures should be cast according to the spirit of the story, instead of in Hollywood studios.

“Behold This Woman”—Vitagraph. Washington, D.C.

FREE PRESS—** * With a story that gets away from the regular run of screen offerings and succeeds in holding the interest from the very start.

NEWS—* * An intricate but interesting film of the latest adventures of a motion picture actress.


FREE PRESS—John Barrymore, paragon of actors and the last word in matinee idols, has contributed another picture that is a masterpiece of brilliancy.

NEWS—* * A splendid lavish production and a performance by Mr. Barrymore that quite eclipses his memorable escapades of “Dr. Jekyll and Mr. Hyde.” 

“Code of the Wilderness”—F. P. L. Reade’s Hip, Cleveland

NEW PRESS—There is much crisp action and colorful background in the film to carry it above the ordinary and the plot itself is somewhat muddled.

PLAIN DEALER—This does not differ from most western tales, in which the foremost of the ranch is a he-man, a quick-on-the-trigger son-of-a-gun.

“The Cyclone Rider”—Fox. Fox, Philadelphia

INQUIRER—The picture may be spoiled by automobile accidents, false deeds, death-defying leaps through the ether to narrow window ledges, speeding racing cars, complicated secret trapdoors, shrouded huts and mawe utilization in distress and the ever-loving hero. * * *

PUBLIC LEDGER (Morning)—To those who like color, humor, pathos and everything that goes to make up a “B-hit,” we recommend “The Cyclone Rider.”

RECORD—** * Is just filled with the kind of action that makes the spectator grip his chair, hold his breath and wait for the something that never happens.

“The Female”—F. P. L. Neighborhood Houses, Chicago

DAILY NEWS—* * * is a specimen again of what can be done with a pretty good story and pretty good players toward the making of a picture that is nothing special at all. The story is built with glibness of same director and players have done in other pictures.

“Her Marriage Vow”—Warner California, San Francisco

(Week Ending Aug. 23)

BULLETIN—** * evidence of finished acting in a play calling for intense pathos intimated is all wanting.

CALL, and POST—* * * The plot, while worked into a more or less familiar mold, is handled with far more than the usual degree of art and intelligence. 

CHRONICLE—It is a genuine relief to find a photography which approaches the subject matter intelligently.

“Her Marriage Vow” does just that. * * * The picture is too good to be missed.

DAILY NEWS—* * It is not a great picture, but a very fair one, entertaining, and says what it has to say with considerable point.

EXAMINER—* * * two principals go through an entirely familiar plot. Yet, it’s an especially entertaining play, particularly because Venus Hagen acts the wife.

“How to Educate a Wife”—Warners. Karlton, Philadelphia

INUQUIER—* * It is of a comedic style and replete with amusing situations. 

PUBLIC LEDGER (Morning)—It is an intimate farce, which is designed to appeal mostly to young married people. They alone can appreciate fully the facial situations.

RECORD—* * * Story hasn’t much appeal.

Judgment of the Storm”—F. B. O. Imperial, Montreal

STAR—* * * though somewhat overdrawn, holds a strong heart interest.

“The Last of the Duanes”—Fox. Monroe, Chicago

JOURNAL—The celluloid version of Clyde Fitch’s play, has also lost something in its transference from stage to screen. The play loses.

The characters who have an excuse for looking like the picture do credit to themselves.

SENTINEL—The picture’s chief appeal is in its picturesque rural settings, its selection of small town character types, and the generous gobs of pathos and bathos with which it has been weighted.

Manhandled”—F. P. L. Century, Baltimore

AMERICAN—* * * Gloria is good in more ways than one. So is Tom Moore, who is a gentleman friend worth having money or no money. So are most of the rest of the cast. So is Arthor Wood, who has done a notable piece of directing.

Capitol, Cincinnati

TUESDAY—* * * Gloria Swanson maintains a perfect feature for this series, “Manhandled,” * * * and manages to please.

TRIBUNE—Gloria Swanson shows versatility.

“The Man Who Came Back”—Fox. Tivoli, San Francisco

(Week Ending Aug. 23)

BULLETIN—O’Brien fully establishes his claim to stardom in this photoplay. He is given a hard task to perform as the sneering, spoiled boy, the outcast in the vile dives and again as the romantic lover, he is called upon to interpret a wide range of emotion.

CALL and POST—The picture belongs to the red-blooded, man school in which a family quarrel involves the husband’s beating up of his spouse. It is filled with scenes of warning and nobility with freshness and dash.

CHRONICLE—Two-fisted melodrama at its highest, sinewy and well knit as its hero.

“On Time”—Truant. Indianapolis

STAR—** * The story is full of action and Talmadge has every opportunity to show his ability as a stunt performer. Many comic situations are brought in and after depicting two days of breathing-thrills, the picture is brought to a noble conclusion.

“The Red Lily”—Metro-Gold. Allen, Cleveland

NEWS—Mature meat, this one. Children are warned not to look at it. What it is all about when the last reel has unwind, but grownups will go out of the theater thinking.

PLAIN DEALER—* * * If you have been praying for better pictures, go see an answer to your prayers. The answer is not perfect, but satisfying because Mr. Niblo credits his audience with some intelligence.

FREE PRESS—* * * It is highly possible to sympathize adequately with so many woes in the time used, if run off the reels of the “Red Lily.”

Madison, Detroit

FREE PRESS—A play of the Paris underworld that is altogether different from the usual run of photoplays which display the sadness of life.

NEWS—* * * It is a powerful drama of love tried to the limit and back again, dramatically produced and acted but there is no getting away from the fact that it is depressing.

“Single Wives”—1st Nat’l Capitol, Montreal

STAR—* * * the story will awaken a responsive chord in the hearts of many. For the plot is based upon that fertile source of marital infelicity, yearning for romance and tender regrets of affection on the part of the bride.

“Tiger Thompson”—Prod. Dist. Corp. Rialto, Milwaukee

SENTINEL—* * * An above the average photoplay of the western type.


RECORD—* * * It is a well made film, and it is a story with a setting for all Carey’s assets and one of his best Westerns.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr. 542 Fifth Ave. Tel. Murray Hill 1831

PRODUCERS DISTRIBUTION CORPORATION

WELCOME STRANGER

FROM THE GREAT STAGED PLAY BY

JAMES J. SMITH

A BEISLIOFF PRODUCTION

JAMES J. SMITH Produc'r

BERNARD J. SHERMAN Dir.

FLORENCE NORD, FAY WELLES, GEORGE OBERST, WILHELM SCHUMANN, KOREN, K. KASPER

DIRECTED BY

HANS SCHUMANN

ASSISTED BY

LOTTA KAUFMANN

K. KASPER

CAROLINE MULLER

JAMES J. SMITH

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

COMING SOON


HERALD—* * * The powerful story is acted by capable and carefully chosen cast and one of Universal’s finest to date.

POST—Novaro, in a rôle that shows most careful selection, has transcribed the look to the screen with an uncanny knack of "humanizing" moving shadows and in the end results out "art" in its truest sense.

STAR—* * * Again in a plot it departs somewhat from the book-bound form, the backbone of the theme is there, as transferred to the screen.

“The Woman Who Sinned”—F. O. Apollo, Indianapolis

STAR—The dulness of life in a small village and the lure of fine clothes and easy money provide the theme for the melodramatic screen play.

THE BUDDY ROOSEVELT SERIES OF 8 IS THE QUICKST SELLING ACTION SERIES EVER FILMED

Beacon Films, Inc., 454 Stuart St., Boston, Mass. (New England)
Enterprise Distributing Corp., 87 Walton St., Atlanta, Ga. (South Carolina, Alabama, Tennessee. No. & So. Carol.)
Enterprise Distributing Corp., 1000 Perdido Blvd., New Orleans, La. (Miss. & La.)
Enterprise Distributing Corp., 326 So. Church St., Charlotte, N. C.
Federal Film Service Co., Mather Building, 916 G Street, Wash., D. C. (Dist. of Columbia, Maryland, Delaware & Va.)
Max Gluckmann, 145 West 45th Street, New York (Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia & Ecuador)
R. G. Hill Enterprises, Inc., 1010 Forbes Street, Pittsburgh, Pa. (West Va.)
Progress Pictures Co., 108 South Washlaw Avenue, Chicago, Ill. (Indiana, Wisconsin & N. Illinois)
Progress Pictures Co., 144 West Vermont St., Indianapolis, Indiana, 713 Wells St., Milwaukee, Wis.
Skirboll Gold Seal Productions, 507 Film Building, Cleveland, Ohio (Ohio & Kentucky)
Skirboll Gold Seal Productions, Broadway Film Building, Cincinnati, Ohio (Ohio & Kentucky)
Specialty Film Co., 1914 Main Street, Dallas, Texas (Texas, Okla. & Arkansas)
Specialty Film Co., 112 Market St., Little Rock, Arkansas, 306 West Reno St., Okla.
Standard Films, 111 West 18th St., Kansas City, Mo. (Kansas & Western Mo.)
Standard Film Exchange, 2040 Broadway, Denver, Col., and is distributing in the territory (excluding, New Mexico & So. Idaho)


For remaining territories wire

WEISS BROTHERS’ ARTCLASS PICTURES CORP.

1540 Broadway, N. Y.
THE SHOW

By DANNY

Means a lot more. Than just a picture. And some real showmen insist. That regardless of the size. Or importance. Of the feature. There must be a show about it. To dress their feature. To the limit. And keep their show right up to the standard. Making their old friends happy. And building new ones. All the time.

For instance: Sid Grauman was to show "The Covered Wagon." At the Egyptian. Hollywood. Now Hollywood isn't a large city. But Grauman is a big time showman. So he planned a prolongue. That proved the talk of the Coast. And people came long distances. In their cars. To see the show. Of course they wanted to see the picture. But the show was there—regardless of the size and import of the production.

"Roxy's" success at the Capitol. Show first; picture second. Has been a milestone in exhibition. For years. So, too, the Chicago. In the Windy City. All over the country you can find further examples. Kunsey. In Detroit. Worried. Because Sam Katz intends building there. And putting on a show. That has made Chicago stand out.

The man in the smaller houses—Mr. Average Exhibitor, if you please—cannot, of course, attempt anything as gorgeous. As impressive. As the showmen mentioned. But they aren't expected to. The need is not so strong. But that they can "get away" with just showing the picture. Well, that theory has been exploded for a long time. It cannot be done. The public has come to expect more. And will not be satisfied with less. And the right kind of show has to be built. Not only good short subjects not only good music. If you have only an organ—then have a fine one. And then run in something or the other—it doesn't have to be a terrible lot. To demonstrate you are on the job.

The biggest businesses of the world have been built in one way. By putting back into the business for a long (Continued on Page 2)

Rejoins Famous

Paris Reports Susse Hayakawa Will Appear in "The Golden Bed," Cecil De Mille's Next (Special to THE FILM DAILY)

Paris.—The film papers here declare that Susse Hayakawa has been engaged to appear in the lead of "The Golden Bed," designed to go in production in Los Angeles in October. Hayakawa's sailing date is given as Sept. 16th.

H. M. Salisbury of the Famous production department states that no one has been engaged for Hayakawa's services, although he admitted the matter had been discussed. It is several years since Hayakawa has appeared in French and English pictures.

Curtiss Approaching Producers

J. A. B. Smith of the Curtiss Aeroplane and Motor Co., stated yesterday that reports of the sale of the Curtiss field at Garden City for studio purposes were very indefinite. His company, acting on the suggestion of friends, has sent out letters to producers who might be interested in converting the hangars into studios. No response has as yet been received.

To See Ronald Colman

Samuel Goldwyn has placed Ronald Colman under a five year contract and intends starring him as soon as production and distribution arrangements can be made.

Grainger On Coast

(Special to THE FILM DAILY)

Los Angeles—James C. Grainger is here from the Northwest. He leaves for New York today.

Sledging Not "Tough"

M. H. Hoffman of Renown Discounts Pessimistic Article on State Right Conditions

Taking exception to the analysis of state right conditions as summed up by an unnamed salesman of importance, who declared in Tuesday's issue that it was all over but the shouting, insofar as independents were concerned, M. H. Hoffman, vice-president of Paramount Pictures, says in a communication to THE FILM DAILY:

"With reference to your article in THE FILM DAILY of Sept. 2 "Tough Sledging," I immediately telephoned our manager Mr. Jerry Abrams in Chicago to verify whether he made the statement that Renown (Continued on Page 4)

Studios 100% Busy

New Schedule Will Keep Coast Plants at Capacity—Schenck Coming East (Special to THE FILM DAILY)

Los Angeles—Joseph M. Schenck stated yesterday that the $137,000,000 budget announced for 1924-1925 will keep every Coast plant working at full capacity in a few weeks.

His total of 680 pictures which was at variance with the recent survey made by THE FILM DAILY was explained as a figure embracing programs of old line producers, state right producers and comedy producers. He figures that ninety per cent of America's output will be made on the Coast.

On Sunday, he leaves for the East to confer with Will H. Hayes and arrange for the return of more production to Hollywood.

While in New York, he will also attend to personal business with First National.

Building 7 South American Houses

Henrique Blunt, American representative of the Companhia Brazil Cinematographica of Rio de Janeiro will be back in New York from South America on the 20th. Mr. Serrador, president of the company is coming with him to secure programs for six new houses now being built. Five of these are in Rio and two in Sao Paulo. Each will seat from 1,300 to 2,500.

Says Warfield, Trisco Wins

Metro-Goldwyn states that the injunction proceedings brought by the Strand. San Francisco against the Warfield of that city over "Yolanda" were dismissed in court there and that the picture was turned over to the Warfield which played it all last week.

Abrams Sails on 17th

Hiram Abrams has booked passage on the Majestic leaving the other side Sept. 17.

"Resurrection" Again

Sol Lesser to Make it for Principal Pictures—First Produced by Famous (Special to THE FILM DAILY)

Los Angeles—Sol Lesser announced yesterday that Principal Pictures will make Tolstoï's "Resurrection." Work starts next month and as yet, neither director nor cast has been selected.

"Resurrection" was produced by Paramount in 1918 with Pauline Frederick starred.

Loew Prices Up

Increases of Five Cents at Scattered New York Points—Not General, Says Schenck

Reports that the entire Metropolitan Loew circuit had increased prices, beginning Labor Day were denied yesterday by Nicholas M. Schenck who said that in a few scattered neighborhoods, an advance of five cents had been made over the scale in effect since the advance tax on seats up to fifty cents had been removed.

Schenck said that even then the increase did not effect the entire house but only certain classes of seats. The move was felt to be necessary because of increased operating costs. The circuits, it will be recalled, recently granted operators a five per cent increase over the 1923-1924 scale.

1st Nat'l Signs June Mathis

(Special to THE FILM DAILY)

Los Angeles—June Mathis has signed with First National to write scripts for two stories, titles unannounced. It is likely that Miss Mathis will be associated with the Colleen Moore unit.

It will be recalled that Miss Mathis will also do scripts for the next two Valentino pictures.

Mayer on Vacation

(Special to THE FILM DAILY)

Los Angeles—Louis B. Mayer is en route to New York and then to Europe on a vacation. He will visit Rome while abroad to see how work on "Ben Hur" is progressing.

Estelle Taylor Gets Release

Los Angeles—Estelle Taylor has obtained a release from her contract with Famous Players.

Deal Falls Through

Coast Directors Claim Grand-Asher Failed in Making Necessary Financial Arrangements

(Special to THE FILM DAILY)

Los Angeles—The M. P. Directors' Holding Corp. declares it will make no pictures for Grand-Asher, claiming the latter failed to complete the necessary financial guarantees for negative costs.

"Her Own Money," the first picture which was originally designed for Grand-Asher is now ready but, it is understood, will not be released as a directors' production. The holding company has disclaimed all responsibility for it, since Grand-Asher failed to live up to their end of the transaction.

(Continued on Page 4)
In the Courts

A suit for $20,402 has been filed in the Supreme Court by the Fanark Corp., producers of "The Crimson Cross," against A. E. Lefcourt, who was president of Pioneer Film, for alleged fraud and deceit. The complaint asserts that between August and November, 1920, Lefcourt falsely represented that Pioneer had twenty-eight exchanges throughout the United States, and had secured large gross returns for producers, and would do the same for the plaintiff if it undertook the distribution of the plaintiff's film. Fanark contends that Pioneer did not have the offices represented, did not pay $15,000 for advertising as promised, lacked skill and knowledge of the film business, and as a result the plaintiff became bankrupt. The plaintiff sues for the difference between the expenditures and the receipts, which were $2,049.

Lefcourt denied yesterday that he had anything to do with the deal, except to use his influence in asking A. H. Hoffman, then with Pioneer, to look at the picture. Lefcourt said Hoffman informed him that the picture would never get by because it was a propaganda subject but that after Fanark had tried to secure distribution elsewhere, Pioneer agreed to handle the picture without advances.

Fanny Holtzman Returns
Fanny Holtzman, film attorney is back from a vacation in Europe.

Dorothy Kingdom has been added to the cast of "The Lost Chord."

New Graphic Co.

Boston Architect Says Lionel Barrymore Will Be Starred But Chadwick Thinks Otherwise

James A. Tuck, a Boston architect who also intends forming a chain of New England theaters with Boston houses as a nucleus was in town yesterday. He stated that a new company known as the Graphic Film Co. will be formed with a capital of $1,000,000 to star Lionel Barrymore under direction of Ivan Abramson. Tuck declared Henry L. Goshel of Boston will be elected president and that work will start within a month at the Jackson studio in the Bronx. Efforts to reach W. H. Weis- sager who operates the Jackson plant and Abramson who, Tuck says, will direct, were unavailing.

However, I. E. Chadwick who is at present handling two pictures with Barrymore stated yesterday that Chadwick Pictures had Barrymore signed for four more pictures.

Chelsea Theater in Fire
(Special to THE FILM DAILY)

Boston—Opening for the first time since a fire a year ago, two blazes damaged the Chelsea theater, 325 Broadway, Chelsea. The first blaze, confined to the booth caused a loss of $35,000. After the apparatus let, another fire developed. Total loss, $20,000.

Back from Europe

Elizabeth Lonergan, special film writer for a number of American and foreign publications is back from Europe.

WICKED "VILLAIN" WANTED!

For our first picture we need a villain who owns a mustache and cigarette holder.

Must have fire in the eyes, vaseline on the hair and wear spats. Must be a he-vampire devil who can kiss and be kissed—hiss and be hissed.

For such a villain we'll pay—well he can make us an offer.

Apply in person

IN HOLLYWOOD

From Cloaks and Suits in Stylish Mixtures To Filming "Beauts" in Moving Pictures
“Jackie Coogan in his first Metro-Goldwyn ‘Little Robinson Crusoe’ thrills and amuses. Its appeal cannot be measured in mere words. Children will love it. And every man and woman who saw it yesterday was a child. Of dull moments it has none. ‘Little Robinson Crusoe’ is a great show.”
—Morning Telegraph

“Scenes which must have delighted the soul of any small boy. One waits only for Jackie Coogan. The lad is charming. The present reviewer will go with whoops of joy to anything in which he appears.”
—Evening Sun

“I think one view of Jackie impersonating the cannibals in a native dance is one of the most remarkable things he has done, since he comes out as a juvenile dancer of real ability. What is there this wonderful kid can not do?”
—Quinn Martin in The World

“Happily designed to quicken the pulse and the heartbeats of children, young and old. His adventures with the man-eating cannibals contain every element of entertainment. The picture stands out as one of the season’s best.”
—Telegram and Evening Mail

“Any parent with the price of admittance to the Capitol Theatre in his inside pocket should make it a point to take the children to see Jackie Coogan in ‘Little Robinson Crusoe.’ The youngsters are going to love Jackie as the shipwrecked hero. Even the grown-ups will get a laugh out of Jackie and the cannibals.”
—N.Y. American
Sledding Not "Tough"
(Continued from Page 1)
has 59 pictures for Chicago territory — the best that the independent market affords — and told a certain sales-
man who is quoted in your article, that Renown would be likely to get a
little better than print cost out of these pictures. Jerry Abrams ab-
solutely denied it, and it was ridiculous and preposterous; that we have
enough contracts on hand now, not only to pay print cost, royalties and
overhead, but a handsome profit be-
side.
"I knew that unless the warm weather effected Jerry Abrams, he could
not possibly have made any such statement, because contracts on hand in our New York office would
contradict it, and I could see no mo-
tive for his making such a statement to any one, especially when it is un-
true.
"Regardless of the views concerning the independent market, as expressed by our
pessimistic friend, 'one of the best known
salesmen in the state rights field from Chi-
go,' may I express my humble views which are based on facts instead of guess work and pessimism?
"Renown operates three exchanges — New
York, Buffalo and Chicago. Each office re-
leases about one picture per week. We buy the best product available. Our grea-
est trouble is in choosing the right kind of
product, and in acquiring competition in
buying. This in itself proves that the inde-
pendent market must be at least as good or better as we have been able to sell. Outside of what is termed ‘down town runs,’ which although desirable, are not always
absolutely necessary to make a picture suc-
scessful on the territory. We have no difficulty whatever in selling the exhibitor. The ex-
hibitor cares very little whether a picture is
distributed through a national organization
or through an independent exchange, provid-
ing the picture is good and has box office
value. A good picture doesn't care who relesases it.
"The two important matters the independ-
ent exchange has to contend with in selling
its product to exhibitors are: First, pictures
that will bring the people to the box office, and second, a sufficient number of such pic-
tures to warrant his keeping open time for
product of that exchange.
"Renown not only speaks for itself, but can
safely say that there are at least four
groups of independent product that the ex-
hibitor is ready to buy and to make room
for without ever screening. He safely bases his judgment on past performances and repu-
tation. My candid opinion about ‘one of the
best salesmen from Chicago’ who issued a
statement such as 'Sledding Sledding' is that he
is too good for the film business. I ought to
seek unusual fields of endeavor which require
less 'pro' enthusiasm and effort.
"I know that his pity for the 'poor inde-
pendent' and his so-called 'handwriting on the
wall,' will not be appreciated by anybody in
the business who believes that persever-
ance will eventually win the battle, and that
there is always room on top. If any one is inclined to call me unduly optimistic,
if there are any doubting Thomases and 'Ca-
nacity howlers,' and if it will do them any good to be convinced, my contract reg-
isters are open for their inspection, and this includes 'One of the best salesmen in the
state rights field from Chicago.'

Baby Peggy on Coast
Los Angeles—Baby Peggy is back in
Hollywood after a tour of New
York, Philadelphia, Boston and other
Eastern cities where she made per-
sonal appearances in connection
with "Captain January."

George Smith Sailing
(Special to THE FILM DAILY)
London—A George Smith leaves
for the States tomorrow. He will
shortly sever connections with
Goldsby, Ltd., which will be merged with
Metro-Jury.

Film Salesmen to Picnic
Albany, N. Y. — October 4, is the
date set for the salesmen's outing.
A baseball game, which Charles Ses-
onski of the Grand, Johnstown, will
umpire, will be one of the features.

Gquets Wm. Fairbanks Series
Pittsburgh—The S. and S. Film
and Supply Co. has acquired a ser-
ies of ten William Fairbanks westerns
for this territory.

Niagara Falls Owners Settle
Niagara Falls, N. Y.—Theater own-
ers in this city have settled their
differences with the local musicians
union on the same basis as last year.

Against Sunday Shows Here
Superior, Mich.—At a special elec-
tion held here to decide either for or
against Sunday shows, the "blues"
won by a majority of 113 votes.

New Reflector Arc Lamp
San Francisco—What is claimed
to be a new reflector type of arc lamp
that gets better results for three or
four times less current has been put
on the market by Preddy, an equip-
ment concern here.

New $1,000,000 Theater
Buffalo—It is expected that plans
for the new Shea will be ready in
about two weeks and bids for the
4,000 seat house will be accepted
immediately. The cost is expected to
reach $1,000,000.

Meyers With Educational
Detroit—Gerald Meyers, for some
time with Metro-Goldwyn and prior
to that Detroit manager for Associ-
ated Exhibitors, has been appointed
city salesman for Educational.

Deal Falls Through
(Continued from Page 1)
The picture is being offered to dis-
tributors. It is reported that th
players who appeared in it and other
are waiting for its disposition in or-
der to collect arrears in salaries.

At the local office of Grand-Ash-
no one could be reached for a state-
ment. Both Sam Grand and Harr
Asher were said to be in Boston.

Leonard's Next
Los Angeles—"Cheaper to Marry
will be Robert Z. Leonard's next pro-
duction for Metro-Goldwyn.

Henley's Next, "Square Peg"
Los Angeles—Hobart Henley
next picture will be "The Squa Peg."

CHROMOS TRADING COMPANY
1123 Broadway

THE PERSONNEL OF THIS ORGANIZATION IS AVAILABLE IN AN ADVISORY CAPACITY AT ALL TIMES. THEY KNOW THE MOTION PICTURE INDUSTRY FROM EVERY ANGLE. WE FINANCE AND PROMOTE LEGITIMATE PROPOSITIONS.

Consult With Us In Confidence
Suite 1207-8
Phone Watkins 4522

"THE WISE VIRGIN" SCORES TRIUMPHANT HIT AT STRAND THEATRE, SAN FRANCISCO, CALIFORNIA

Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

Sept. 1, 1924

"With seventy-five thousand people out of town for week end Labor Day holiday and
opening against strongest competition including "Thief of Bagdad," "Yolanda," "Sea
Hawk," "Empty Hands" and "Female"—"THE WISE VIRGIN" Played to capacity
Saturday, Sunday and today. Am greatly surprised and pleased. Picture is splendid
entertainment. Pleased audience one hundred percent. Daily papers all give enthu-
asiastic praise in extended reviews. Am sure will hold up big rest of week.

Congratulations.
"STRAI D THEATRE, M. L. Markowitz

NOW BOOKING
Released by
PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
THOMAS H. INCE, CULVER CITY, CALIFORNIA

HAVE IMPLICIT CONFIDENCE IN YOUR ABILITY TO RETURN CHARLES RAY TO PLACE HE OCCUPIED IN THE HEIGHT OF SCREEN FAME PREVIOUSLY STOP WOULD BE PLEASED TO HAVE DYNAMITE SMITH FOR MILLER SOME TIME IN SEPTEMBER IF CAN BE ARRANGED STOP PERSONAL REGARDS

STANLEY M. CHAMBERS

THOMAS H. INCE presents
Charles Ray in
"Dynamite Smith"
by C. Gardner Sullivan
with
Wallace Beery, Jacqueline Logan and Bessie Love
Direction by Ralph Ince

Pathépicture

It's Big!
PUBLIC LEDGER (EVENING) - **

EXAMINER - ** through it all moves Miss Sweet radiating herself, giving to the picture the needed touch of distinction that raises it to fascinating audience appeal.

ILLUST, DAILY HERALD - ** The film is splendid. Blanche Sweet's acting is far more admirable than ever as Test and her admirers may safely lay claim to her preeminence in characters that possess all the emotions **

"Sinners in Silk" - Metro-Gold.
The Chicago, Chicago.

JOURNAL — "Sinners in Silk" is a rugged story for a pale story. ** The play is lavish in its suggestion of soft satin and deep velours, the sort of elegant richness we are taught to connect with these who trample the byway white.

TRUE AS STEEL - Metro-Gold.
Metropolitan, Baltimore.
EVENING SUN- ** Here is a box-office attraction. The idea has always been box-officeable and it always will be, **

COING SOON

"The Signal Tower" - Universal.
Strand, Cincinnati.

TIMES STAR- ** is something unusual in railroad pictures. It will hold its place as the best picture of the week, surpassing all its rivals at the first and second houses in interest and suspense. **

TRIBUNE - ** proves a splendid melodrama, provided one doesn't mind waiting until the last reel to get the punch line, it's an honest-to-goodness wallop when it finally comes, but one gets a bit tired waiting for it. **

"The Uninvited Guest" - Metro Gold.
Colonial, Indianapolis.

STAR - ** Not only are the false sponges, corals and other undersea inhabitants shown in their beautiful natural coloring but many of the scenes along a tropical shore are also in color, adding greatly to the picture sequences of an already unusual film. **

WELCOME STRANGER" BOX-OFFICE KNOCKOUT

At MERRILL THEATRE, MILWAUKEE, WIS.

Paul C. Mooney, Vice President.
Producers Distributing Corporation,
469-5th Ave., New York.

"WELCOME STRANGER" going like wild fire. Biggest matinee in months. Holding them out every performance. Receipts growing daily. Welcome more pictures like 'WELCOME STRANGER.' A wonderful show to exploit, and you know me. 'HOLD YOUR BREATH' next week. Watch me. Regards.

A. J. Happy, Manager MERRILL THEATRE,

NOW BOOKING

Released by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

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SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
ROSES
By DANNY
Note the way Carl Laemmle "pens a rose." On Will Hays. At the rate of over $1,800 per pin. Or rose. Because that's what a column in the well known Satan-expose costs. And the Universal column, for the current issue, is chiefly devoted to Hays. Picture and all.
Above the photo of Hays appears this notation:
"No man can produce great things unless he be thoroughly sincere in dealing with himself."—LOWELL.
And under the cut says Carl Laemmle:
"I'd rather pin a rose on a man while he lives, and is able to appreciate its perfume, than send it to him after he is dead, when he isn't able to appreciate anything. I am carrying out the idea here in public, especially in thanks to Will H. Hays for what he has done for the moving picture industry — particularly with relation to clean pictures which the whole family can see and enjoy. To this great work he has brought the same earnest effort and intelligence which characterized his fine campaign for President Harding, and his reorganization of the post-office department as Postmaster-General.
"Mr. Hays realizes, as we all do, that the moving-picture is a great source of entertainment and education. I have given him every co-operation in his campaign for 'clean pictures, and many months ago I instructed all my directors to make only those pictures which please and refresh the mind.
"And looking at the splendid pictures which Universal has produced, and which are now before the public, I am pleased to note the prevalence of clean, fine romance—such as 'The Signal Tower,' '*, * *, etc.
Then he goes on about other Universal specials.

Bob Kane In Deal
Reported Former Famous' Production Chief Will Make Pictures For Paramount
It was reported yesterday that Robert T. Kane, former production head for Famous Players would make a series of pictures for Paramount distribution. At Famous, it was admitted that such a deal had been discussed. An official declared, however, that nothing of a definite nature had been decided. It is possible that Famous may handle one and perhaps two of the pictures Kane proposes to make, but such an arrangement hinges entirely around the type of productions, their general caliber and story material.

Modern Story in "Inferno"
Fox will release "Dante's Inferno" this week. It is one of the company's five "Giant Specials" for the new season but combines a modern story and allegorical spectacle based on the famous literary classic. Fox declares the picture is "essentially a strong, dramatic modern story, conceived by Cyrus Woods, into which has been written the vision of the immortal Dante as visualized by Henry Otto."

Lloyd Tries Out "Hot Water" "Hot Water", the new Lloyd picture was slipped into the Symphony on upper Broadway very quietly last night so that Lloyd could get the reaction of the public to a series of sequences that had not been tried out previously.

Jackie Finishes "Rag Man"
Jackie Coogan has finished work on "The Rag Man" and sails tomorrow for the Near East on the relie mission.

July Business Better
Tax Returns $6,226,088, an Increase of $1,086,582 Over 1923
Figures
(Special to THE FILM DAILY)
Washington—Admission tax collections in July totaled $6,226,088, an increase of slightly over $1,086,582 as compared with July, 1923, when the collections were $5,140,506. This tax was collected on the business done by the theaters in June, under the old revenue law, the change in admission taxes becoming effective July 3.
The report of the Commissioner, however, shows that the reenactment of the seating capacity tax which became effective at the same time, cost the Government $813,147 during the month.

May Cut Good-Will
Famous Considers $8,000,000 Elimination to Offset Criticisms—Earnings Ample for Dividends
Famous Players is considering the elimination of its good-will as an item on the balance sheet. The matter has been discussed by the directors of the company as a means to end criticism.
Good-will appears on the financial statement as slightly more than $8,000,000. This item can be written off in view of the fact that the present surplus is about $10,000,000. There is nothing definite about this procedure, Eilek J. Ludvig, treasurer said yesterday. The Evening Sun carried a rather lengthy article on the financial page yesterday outlining the proposed plan. The Sun said, in part:
"Officials of the company point out that while the 'good-will' account must be regarded as conservative, its policy is even more conservative. Every film, no matter what it is, costs written down, officials say, to a nominal value of $1 at the end of two years, although it may have an actual value of $100,000 or more. Forty per cent. of the entire cost is written off in the first three months of the life of a film.
"Out of an inventory of say 800 pictures carried in the corporation's library as made in the past, 500 are probably more than two years old and consequently valued at $1 each, say officials of the corporation, although 200 might still be current and be producing revenue, while an additional group would have what is known as 'future' value."
Ludvig is confident that the company's earnings for the third and fourth quarters of 1924 will exceed $6,000,000.

A.M.P.A. A. Elects Next Week
The A. M. P. A. will hold its annual election next Thursday. A. M. Botsford is slated for the presidency and Charles M. Selznick for the vice-presidency.
The only contest in sight involves the vice-presidency. Charles W. Barrill and Arthur Brillant are bidding for that post.

At Work On Revisions
Move On To Unite All Exhibitor Groups On One Committee to Handle Uniform Contract
An interesting plan involving the future operations of the uniform contract is under way at the Hays office, according to report. It calls for the formation of a permanent, continuing committee that will meet as often as it may be deemed necessary to consider all matters concerning changes and suggestions relative to the standard uniform contract. The nature is purely formalistic. One of the important angles concerns an equal representation from each exhibitor faction so that the committee, as a whole, can be regarded as a group acting for the industry. There will therefore be on it, a representative of the number of the O'Connor organization, one representing the United States Organization, one from the T. O. C. L., since the local body

Bermuda for Parts of "Peter"
The Sun reported from London yesterday that Herbert Brenon intends shooting the pirate ship sequences for "Peter Pan" in Bermuda and that about $150,000 would be spent on the production. This is approximately $650,000.

What Of U. C. I.?
Future of Important Italian Company in Doubt—May Cease Production
(Special to THE FILM DAILY)
London—Kine's Rome correspondent, in discussing the U. C. I. and its future, declares the company's plans are uncertain. With the recent resignation of A. Barattoli, a new name has been said about new plans.
It is reported production will cease. The company has on hand a considerable number of pictures which have been kept in its vaults for about a year without being shown publicly. Some time ago, the U. C. I. and the Kine organization were mentioned in some sort of a deal, but it fell through.
**At Work On Revisions**

(Continued from Page 1)

figured so largely in drafting the contract form now in use, and others.

The idea is to have all interests functioning as one so that the standard contract will be in actual fact what it purports to be. Distributors will likewise be represented in the deliberations which will be held yearly and perhaps more often than that. The first meeting held— if the plan develops— will occur in New York.

**Bessie Love Signs**

Bessie Love has signed with Paramount to play opposite Thomas Meighan in "Tongues of Flame", to be made in the East.

**"Merton" At The Rivoli**

"Merton of the Movies" will be the feature at the Rivoli next week. The Rialto will play "Open All Night."

**Detriot Sparta Operating**

Detroiter Fred Hilton, having recuperated from an illness of many months, has re-opened the Sparta. The house has been redecorated.

**Walker Resigns From P. D. C.**

San Francisco—Clyde Walker, who for some time has been covering Southern territory for Producers Dist. Corp., has resigned.

**O'Malley in Ayres Film**

Los Angeles—Pat O'Malley will play the lead opposite Agnes Ayres in "Wordly Goods" which Paul Bern will direct.

**HIGH-TONED HERO WANTED:**

For our first picture we need a hero, who looks and loves like Valentino—owns a full dress, wears it like the Prince and don't eat with his knife.

For such a hero we promise progress and prosperity. If he acts reasonable so will we.

Apply in person.

IN HOLLYWOOD

*Black & Permutter*

From Cloaks and Suits in Stylish Mixtures To Filming "Beauty" in Moving Pictures

**May Cut Good-Will**

(Continued from Page 1)

those of the corresponding period of 1923, when the earnings totaled $2,354,436. He expects that earnings for the year will indicate a profit on the common of about $15 a share, a figure more than ample to take care of dividend requirements.

**Beahan Advanced**

Charles Beahan has been appointed production and advertising assistant to Vice-President John Flynn of the Prod. Dist. Corp.

**"Commandments" In Atlanta**

(Continued to THE FILM DAILY)

Atlanta—"The Ten Commandments" has opened for a run at the Atlanta.

**Buster Collier in "The Lady"**


**Progress of Atlanta Expanding**

(Continued to THE FILM DAILY)

Atlanta—Progress Pictures has found it necessary to move to larger quarters in the Samuels Bldg.
"He is up there again!"

"DYNAMITE SMITH."

Starring Charles Ray.
Ince—Pathé—6,400 feet.


Story and scenario by C. Gardner Sullivan; directed by Ralph Ince; presented by Thomas H. Ince.

This marks every earmark of a Charles Ray "comeback." The star has been handled by the producing artists who know how to handle him. The old Ray personality is dominant. And he has been surrounded by an excellent cast. The picture ought to go in all houses.

Charles Ray as a banty, indecisive, timid hero! Charles Ray in a picture written by C. Gardner Sullivan! Charles Ray in a picture presented by Thomas H. Ince! Here, indeed, has time turned a heck abortions, poets cowards to the contrary, notwithstanding.

"Dynamite Smith" successfully blasts us back to five years ago, when Charles Ray was at the peak of his career. He is up there again. After a rather leisurely detour, he is on the broad highway once more.

It is rather a pleasure to probe C. Sullivan's "Dynamite Smith" as a fun piece of entertainment. There were fears expressed that the old producing combination might not click with the regularity it permanently maintained before. But it is as smooth as ever. Mr. Sullivan has supplied Mr. Ray with just the sort of role in which his admirers love him most. The wonderful Ray personality has been catered to again by a mind that knows it. And, while Mr. Sullivan's plot provides ample opportunity for the old-time, typical Ray caricature, he has incorporated in it much that is original. The part of Viola is ably played by Bonnie Love, a truthfully drawn, yet, at the same time, she is rather a stranger on the screen. A beaten woman who "plays" the hero in a crude way to get away from her husband, Miss Love's picture of the part is a remarkable contribution to her gallery of varied pictures.

In handling his climax, Mr. Sullivan has steered clear of conventionality, too. In fact, he is very bold in the underlying trend of the action. The hero, who has been consistently persecuted by the heavy, a striking heavy as delineated by Wallace Beery, fails to perform the usual unconvincing act of beating his opponent to a frazzle. Instead, he stops what is actually a coward's course. He traps the villain (traps him in a bear trap) and then-puts to blow him, together with himself, to the four corners of Alaska with a healthy charge of dynamite. But the girl steps in, and appearance brings about a different, though equally as exciting, ending.

The time of the story is 1905—the time of iron hats and steam boat. And the locale is San Francisco, with interesting scenes in a newspaper office and on the Barbary Coast. From there there is a shift to Alaska, where violent blizzards and huge mountains rearing in the backgrounds, provide an atmosphere that suits much to the interest of the story.

The part of the heroine has been entrusted to Jacqueline Logan. Though she enters the story a bit late, she capably provides the love interest that makes "Dynamite Smith" an entertainment complete in every detail. Ralph Ince directed the picture, under his brother's supervision. His work is excellent.

FROM THE MORNING TELEGRAPH

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PERSONALITIES

For Picture Fans

By Sam Comely

Charlie Ray is coming back. Have just seen his "Dynamite Smith" and it presents a greater and more mature Charlie Ray than the old kid who delighted thousands of admirers in his delightful country boy characterizations. Watch for this picture. It's great!

Will Hays, the big little general of the motion...
Incorporations


Dover, Del.—Co-Operative Community Corp., Philadelphia. Capital $1,650,000.

Dover, Del.—Golden State Theater Corp., Wilmington. Capital $7,000,000.

Dover, Del.—Radio Pictures Corp., Wilmington. Capital $1,000,000.

Municipal Theater Plan Assailed

Hastings, Neb.—The Hostetter Amus. Co., has obtained a temporary restraining order to compel the suspension of the operation of the Municipal theater in the Municipal Auditorium, because the house is operated at a loss of $2,000 a month, made up of the city's general funds. Hostetter people filed suit as taxpayers.

“Movie Season” in Atlanta

Atlanta—The “Greater Movie Season” has been launched, the second one to be held here. The Howard and Rialto are also celebrating “Paramount Week”. Mayor Sims issued a strong letter of endorsement on behalf of the theaters, urging support of the public.

Ray To Make “Desert Fiddler”


Plan to Boost Accessories Sales

E. A. Eschmann has devised a plan to stimulate sales on First National accessories. The company's poster clerks have been put under a bonus system.

Arrive in Los Angeles

Los Angeles—John Emerson and Anita Loos have arrived here from New York to collaborate on a new story for Constance Talmadge.

Perfects New Lighting Effect

Hollywood—A new lighting effect the principle of which revolves around the use of colored lights, is used by Percy Hilburn in "The Great Divide". This process necessitated the making of an additional "shot" of each scene but results in a greater illusion of depth and richness of detail.

Four on P. D. C. Release List


Among Exchanges

Kansas City—J. Erwin Dodson formerly with Selsnick is now covering Northern Missouri for Metro Goldwyn.

Kansas City—H. E. Corbin, formerly with Abe Blank is now selling Warner pictures for Film Classics.

Kansas City—Harry Hays is now full-fledged salesman for Paramount selling in Southwestern Missouri.

Kansas City—Lou Nathanson has joined Prod. Dist. Corp. and will cover Oklahoma.

Kansas City—H. R. Barker is no longer covering Kansas for Film Classics.

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

BETTY COMPSON IN "RAMSHACKLE HOUSE"

FROM THE NOVEL BY HILBERT FOOTE, DIRECTED BY MARVIN WEISS

Produced by TILFORD CINEMA CORP

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

"THE WISE VIRGIN" SCORES TRIUMPHANT HIT AT STRAND THEATRE, SAN FRANCISCO, CALIFORNIA

Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

Sept. 1, 1924

"With seventy-five thousand people out of town for week end Labor Day holiday and opening against strongest competition including "Thief of Bagdad," "Yolanda," "Sea Hawk," "Empty Hands" and "Female"—"THE WISE VIRGIN" Played to capacity Saturday, Sunday and today. Am greatly surprised and pleased. Picture is splendid entertainment. Pleased audience one hundred percent. Daily papers all give enthusiastic praise in extended reviews. Am sure will hold up big rest of week.

Congratulations.

STRAND THEATRE, M. L. Markowitz

NOW BOOKING

Released by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
MORNING TELEGRAPH—** this has been produced with an eye to appealing directly to the star's fans. The viewpoint is a little narrow. Miss Moore has been ahead of advanced beyond story, production and supporting cast to the point where "Flirting With Love" almost becomes a series of living portraits of herself. Such subordination of every other element in a picture to the star, ** has been done with greater subtlety than is displayed here.

SUN—** a light and not particularly convincing tale, inglorious of plot and marked moreover by the bright and smiling face of Colleen Moore and Conway Tearle. It is pleasant enough and Tearle is handsome enough and Miss Moore graceful enough and it is filled chuck full with quaint ideas of science, which result surprisingly.

TELEGRAM—** is, in a way, a successor to "Flaming Youth," and like that film is cleverly handled by Colleen Moore. Conway Tearle helps in the flirting. The piece is particularly suited to Miss Moore, is typical of her. **

OUT-OF-TOWN

"The Reckless Age"—Universal Cameo, Los Angeles (Week Ending Aug. 23)

EXAMINER—** There's a good deal of bright incident in the film. The titles are really very funny. Harry A. Pollard did a very nice job at the desk and the cast is more than adequate.

EXPRESS—** is a diverting bit of comedy, well played by Reginald Denny, and equally well by a number of his supporting cast.

HERALD—Reginald Denny stages a combination of fight, auto thrills and laughs at his "comeback."

TIMES—** How they reacted to his fresh, clean-cut comedy. How they laughed at the eleven bits of business put over in smart pantomime suggest they were well amazed and delighted in his clean-cut, manly and virile original personality. **

"Restless Wives"—Burr Keith's, Cincinnati

TIMES-STAR—Although handicapped by an antiquated plot, the cast ** manages to do some excellent acting, making excellent entertainment out of mediocre material. **

TRIBUNE—** Doris Kenyon, Montague Love, Burr McIntosh, James Ronne and Edmund Brexit give splendid characterization of one of the most important roles in the piece.

"The Sea Hawk"—1st Nat'l Symphony Hall, Boston

GLOBE—** Red romance and Spanish galleons and fierce Moorish pirates aboard in the film. There is plenty of color and excitement, with a love story that fills in the gaps between the duels and the sea-battles.

HERALD—** Must, beyond all doubt, be classed as "excellent in kind." **

TRANSCRIPT—** Extraordinary, rising far above the average to heights which it occupies for the most part alone. It is not perfect, it is not the greatest motion picture ever made, but it is a romance of far adventure and of roving men, it stands by itself.

Rialto, Omaha

BEE—** A masterpiece, both in acting and in scenic value, the picture has played to capacity houses in its first showing.

WORLD-HERALD—** Will thrill and amuse. It contains no other seas picture has ever done.

"The Boy of Flanders"—Metro-Gold. Sun, Omaha

BEE—The management has tried its best to give the kiddies in Omaha the best possible entertainment in the movie line.

DAILY NEWS—** Young and old should see it. For some day it will be too late, that day when it is with "Jackie Coogan is dead." **

WORLD-HERALD—** Never has there been more heart touching moments or more real comedy situations in a Coogan picture, than there is presented in this one.

"The Side Show of Life"—F. P. L. Walnut, Cincinnati

TIMES-STAR—** It is good because of Ernest Torrence's excellent efforts and pleasing work on the part of a supporting cast **

STATE, Minneapolis

TRIBUNE—** Mr. Torrence makes this role of the bullfinch one of the most colorful bits he has contributed to the screen.

Stanley, Philadelphia

INQUIRER—** Has in it the elements which make a strong popular appeal. It is a comedy, a love interest.

PUBLIC LEDGER (Morning)—** Original, convincing acting by Ernest Torrence.

PUBLIC LEDGER (Evening)—There is a surprise and much real pleasure in store for those who see "The Side Show of Life."

RECORD—** It is a living story that makes the interest steady. It is playing on the screen until the last, and one feels after it is over that he has seen something very real. **

"Unseeing Eyes"—Metro-Gold. Strand, Montreal

STAR—Breathless adventures and wanderings upon that vast and dreadful white wilderness known to the U. S. A. as Canada. We feature a picture at the Strand which is quite thrilling comedy to the most demanding fan. **

“WELCOME STRANGER” BOX-OFFICE KNOCKOUT AT MERRILL THEATRE, MILWAUKEE, WIS.

Aug. 29, 1924

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469—5th Ave., New York

"WELCOME STRANGER" going like wild fire. Biggest matinee in months. Holding them out every performance. Receipts growing daily. Welcome more pictures like "WELCOME STRANGER!" A wonderful show to exploit, and you know it. 'HOLD YOUR BREATH" next week. Watch me. Regards.

A. J. Happy, Manager MERRILL THEATRE, 

NOW BOOKING

Released by PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
Why TARNISH will be a smashing box-office sensation?

George Fitzmaurice's name on any picture is a magnetic symbol for those things which draw at the box-office.

The title has definite lure.

Gilbert Emery's stage play has stirred more talk, and received more nation-wide publicity than any other Broadway play last season.

It ran one year to capacity.

The story is super-drama with a love keynote that hits home and hits hard.

Every woman knows the theme—"Every man has a bit of tarnish, but pick one that cleans easily."

The cast is matchless. Each name is a positive attraction.

Every phase has been planned and spanned and I am satisfied that George Fitzmaurice has created a remarkable picture—a box-office smash.

*I stake my reputation on "Tarnish."*
MILLIONS HAVE READ THEM,
MILLIONS are WAITING to SEE THEM!
Fall and Winter Line-Up of Producers Distributing Corporation is Proving the Sensation of the Season—

A Few of the Reasons Why

SAN FRANCISCO, CAL.
California Theatre

“Priscilla Dean’s first Hunt Stromberg production ‘THE SIREN OF SEVILLE’ opened here Saturday to smashing record breaking business. Sunday even greater in proportion, and a hold out matinee Monday. Consider this the best thing Miss Dean ever did, and a production worthy of playing any theatre in this country.”

Herbert L. Rothchild Entertainments
California Theatre, Nat Holt, Mgr.

CHICAGO, ILL.
Orpheum Theatre

“HOLD YOUR BREATH” great thrill comedy. A solid knockout with Orpheum patrons. First three days business equals previous house records, and looks good for extended run.”

(now in third week)

Aaron J. Jones

ATLANTIC CITY, N. J.
Bijou Theatre

“Opened with ‘ANOTHER SCANDAL’ Saturday. Picture one of the best box-office attractions played at Bijou this season. Usually change twice a week, but am holding ‘ANOTHER SCANDAL’ entire week to increasing business.”

P. Mortimer Lewis, Jr.

PITTSBURGH, PA.
New Schenley Theatre

“We are unanimous in our opinion that ‘WELCOME STRANGER’ will prove one of the outstanding big successes of the season. This is the first one of your seventeen that we play, having booked them all, and, if this is a sample, we are more than satisfied.”

Hunt B. Miller, President
New Schenley Theatre Corp.

The Greatest line-up of independent product on the market


NOW BOOKING

Released by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-25 THIRTY FIRST-RUN PICTURES
Another Spectacle

Announced by Fairbanks—Hopes to Make It Outdistance “Thief of Bagdad”

(Special to THE FILM DAILY)

Los Angeles—In an interview with Tracie Kingsley of the Times, Douglas Fairbanks says he intends making other spectacles, designed to outdistance in size and scope, “The Thief of Bagdad.”

The nature of it is a secret. The reason for this is that Fairbanks has written a story for Mary Pickford which Mary & Doug to direct. This picture is designed to precede “Cinderella,” which will take about six months to produce, once active work gets under way.

Says She Wrote “Commandments”

Atlanta—Mrs. C. M. Thompson, after seeing “The Ten Commandments” here told newspapers that the tale is modeled after a scenario she wrote in 1918 and submitted to Cecil Lasky. She declared she intends taking the matter to court to save her rights.

No one at Famous paid any attention to the claims advanced by Mrs. Thompson on Friday. It was pointed out that the De Mille picture developed out of a nationally contested contest during which the public was asked to submit ideas for a picture.

Hines in “The Early Bird”

Johnny Hines starts work this morning (Saturday) on “The Early Bird” at the Jackson studio. Charles L. Williams will direct.

Features Reviewed

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The Female
PARAMOUNT .......... 8
The Navigator
Meto-Goldwyn .......... 8
Lily of the Dust
Paramount .......... 8
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Garrson-Selco Case Put Off

The Garrson-Selco hearing was started Friday in the 12th St. Magistrate’s Court, but was postponed by Judge Lavine until Sept. 24, when it will be heard in the First District Magistrate’s Court.

1st Nat’l Buys “Judgment”

First National has purchased “Judgment,” a Saturday Evening Post story by May Edington, author of “Secrets.”

Diamant Berger Here

Henri Diamant Berger, the French producer and Mrs. Berger arrived in New York Friday on the De Grasse. They are at the Commodore.

Buy “Golden Coconu”

Warners have purchased “The Golden Coconu” by Ruth Cross. It will be a 1925-26 release.

“Commandments” Sign Down

“The Ten Commandments” sign, running across the upper stories of the Putnam Bldg., from 43rd to 44th Sts., is being demolished. Famous will erect another, the exact nature of which is being kept dark.

Says Walsh Will Sue

The Daily Mirror of Friday declared that George Walsh will sue Metro-Goldwyn for alleged breach of contract. This, of course, is in connection with “Ben Hur.”

C. B. C. To Spend $986,652

C. B. C. will spend $986,652 on its production schedule for this year. Sixteen pictures are provided for.

Atkinson Sails Today

W. E. Atkinson, general manager of Metro-Goldwyn sails today for a vacation in Europe.

Co-Starring

By DANNY

It wasn’t sufficient that Dante was a great author. Many, many years ago. Nor that his fame outlived many of his contemporaries. He was compelled to let his reputation remain unchallenged and forgotten. Until this day and age. And until our old friend Bill Fox really made him famous. By having Cyrus Woods write a story about the famous “Inferno.” Just who Cyrus Woods is; to what Fame he is entitled; and what share of the glory that is to be his from co-starring with Dante is, of course, another story. But this is quite certain: that regardless of his position in the world of letters and literature Dante is now set at last. He will go down into undying fame. As the co-author of a great movie. With Mr. Cyrus Woods. Presented by Mr. William Fox.

GLORIA AND JOE

Squabbling about rent. Gloria says the Great Neck house was too cold to live in. And there you are. Mean while nearly $2,400 is tied up in litigation. Gloria has gone abroad. And Joe Schenck is coming East.

NOT SO FUNNY

That English-American phrase dictionary. Issued by Universal. As “first-aide” service. During the visit of the Prince of Wales. Too many exhibitors fail to get the comedy of American writers. Much less the attempt to be funny with the use of British phrases.

THAT DISTRIBUTION PLAN ANALYSIS

 Been working over the Irwin-winning distribution idea. Of the Motion Picture News. Several weeks. Analyzing. But have reached this conclusion: that to analyze such a comprehensive plan. Would take a lot more space. Than we can afford. These days. Especially as there are no definite indications. Of a combined distribution plan. Being carried out at this time. When (Continued on Page 10)

 Ends Defense In Oct.

Famous Players Will Have All Testimony Ready Then—Hearing Coming Here Again

Famous Players expects to have its defense in the Federal Trade Commission restraint of trade completely built by the end of October.

Bruce Bromley of Cravath, Henderson & De Gersdorff, attorneys for Famous, had just returned from the West where hearings were held in a number of cities. There were sessions held in Denver, in Los Angeles, in which the Government failed to establish the fact that the American situation had been dominated by Paramount, in San Francisco and (Continued on Page 2)

“Decameron Nights” Opens

(Special Cable to THE FILM DAILY)

London—“Decameron Nights” premiered a tremendous success at the Drury Lane theater last night. Herbert Wilcox has made a great picture with wonderful sets and superb acting. The picture scored heavily before a very critical audience.

FREDMAN.

Famous’s Common Drops Sharply

In a market that was generally weak. Famous Players common closed Friday at 76, or 3½ points under Thursday’s closing. About 22,700 shares changed hands. The action of this stock occasioned some comment from financial editors. The Post

“Certainly looking for new fields for their efforts the professional they attacked Famous Players, which readily yielded to the concentrated pressure. The weakness was sufficiently impressive to cause a company official to emphatically declare that the dividend was in no danger. The record showed that the famous Players board already had ordered a regular dividend to be made on the first of October and with the official prediction that earnings in the last half of the year would exceed those of the first six months the Street as a whole felt rather confident of the ability of the company to continue its present rate.”

The Sun said in part: “Mr. Ludvig asserted that there was nothing in the situation to warrant such rumors (that the dividend on the common in jeopardy) nor to justify professional attacks on the stock.

The Telegram citing reports that the dividend would be reduced before the end of the year and saying Paramount officials had denied this ended with this: “Gossip was also heard that the Famous Players-Lasky Corporation contemplated the erection of a large office building on Broad way, and those assumed to be working against the stock, spoke of the probability of some new financing to take care of cash requirements for construction work.”
Ends Defense In Oct.  
(continued from Page 1)
finally in Chicago and Charlotte. In the latter city, Bromley said quite a battle developed between him and Government attorneys. The next seat of the defense will either be in Boston or Philadelphia. This will be determined in a day or so and after that, the hearing will again be brought back to New York.

The usual procedure involves sending to the Commission in Washington all of the testimony. It is impossible to determine how long the Commission will take to review the entire case.

F. and R. Buy in Bismarck
Minneapolis—Finkelson and Ruben have purchased a half interest in the Stark Company, N. D. from V. B. Vallace. This is F. and R.'s first house in that state.

Films By Radio?  
Col. Green, Millionaire, Claims Device For Transmitting Pictures—Will Take A Year To Perfect
Films by radio may soon become a reality, if the plans of Col. E. H. Green, of South Dartmouth, Mass., materialize. Green is the son of Hetty Green, and is a multi-millionaire.

A demonstration of Green's invention, was given recently at the Strand. Green has been experimenting with the device for 18 months although it is not expected to be fully perfected for at least a year. The practicability of the device for sending pictures over short distances has already been established. The basis of the apparatus is along the same lines as the device that transmits still pictures.

It was pointed out at the Straud demonstration, which was conducted by W. H. Marshall, Green's secretary, that the general employment of the device by broadcasting stations would be impossible, due to the Colonel's command of the patents, and his strong determination that the invention must become commercialized.

Forbidden Use of Mails  
(Special to THE FILM DAILY) Washington—An order of exclusion from the mails has been issued by the Post Office Department against Bristol Photoplay Studios and Vernon Hoagland, scenario editor of New York City. The Government claims Bristol, agreed to hae the sale of scenarios for a stipulated amount of money and asserts that the company has not been able to sell one of its scenarios.

Twitchel To JoinNiblo
Waldó C. Twitchel sails on the Leviathan today (Saturday) to join the "Ben Hur" company in Rome. Twitchel worked on "Robin Hood" and "The Thief of Bagdad."

Dwan Directing Daniels
Allan Dwan is scheduled to direct Bebe Daniels in her next picture for Paramount.

Hold Over "Beautaire"
The Brooklyn Strand will hold "Monsieur Beautaire" for a second week.

After Studio
Graphic Interests Say They're About To Close for Jackson Plant—Plan Several Units
James A. Tuck, of Boston, who is scheduled to be secretary of Graphic Prod. Inc., declared Friday that a deal was near completion for the company to lease the Jackson studio, Jackson and Westchester Aves., the Bronx, from W. H. Weissager, and that it would include the real estate upon which the plant stands.

He also stated that the proposed company, of which Henry Gorski will be president, Ivan Abramson, vice-president and himself, secretary, would take over all of the assets of the old Graphic Film Corp., as well as its interest in "I Am The Man" and "Meddling Women," two Lionel Barrymore pictures, which Chadwick Pictures will release. Tuck insisted again that a contract existed between Abramson and Barrymore for two pictures.

Eventually, according to Tuck, the Jackson will house several production units, all of them to produce for Graphic. He was not sure of distribution, but said he hoped to obtain a national release.

Perez Leaves Universal; Sails
Paul Perez who has been in the publicity department of Universal for several years was tendered a farewell luncheon Friday by members of that staff prior to his sailing for London today (Saturday) on the Ohio to become identified with the European M. P. Co. of London, which distributes Universal product in Great Britain. He was given a travelling bag by his former associates and a watch by the A. M. F. A.

Oppose "Defense Day" Speakers  
(Special to THE FILM DAILY) Chicago—Theater owners, representing 316 houses, have refused to let speakers address audiences from their stages on Sept. 12, "Defense Day."

JOS. H. T. STEBBINS  
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U. S. WORLD FLIERS REACH NORTH AMERICAN CONTINENT—Lt. Smi and Nelson land in Labrador, 26,616 mi behind them; officers of the U. S. Ric mond welcome them; high lights of epochal journey, now approaching compleation. Other news as usual.

Ungs are growing demand for 
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A "HISTORIC" is to Moving Pictures what a Short Story is to Literature "See it in Colors"

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GEVAERT RAW STOCK  
Negative — Positive  
As Good As The Best  
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1540 B'way, N. Y. C.
Alan Crosland’s “Sinners in Heaven” opens at the Mark Strand New York tomorrow for the week of Sept. 7-13th.

Also prints are in Paramount Exchanges.

Wherever you are, take time enough off to see it.

It’s one of the greatest pictures of the season.

—That’s saying something


But it’s true!

See for yourself.

Another super-hit of

Paramount’s Famous Forty.
Short Subjects

"Through Three Reigns"—Cranfield and Clark, Inc.

Very Interesting

Type of production
2 reel historical record

Apropos of the visit of the Prince of Wales the Rivoli showed, the past week, a novelty offering called "Through Three Reigns," recently introduced on the program as: "a striking illustration of the service of motion pictures to re-create the historic events of the world for posterity. "Through Three Reigns" is a resume of the most picturesque incidents in the lives of Queen Victoria, King Edward VII and King George V. Not only is this picture interesting but its always value, showing as it does important events of three reigns, but because it is also an indication of the vast strides made by the motion picture toward perfection. It is interesting to note the improvement as indicated in the pictures of each successive period. Of the scenes offered probably the most interesting are the pictures of the late Franz Joseph, of his funeral and scenes of the coronation of King George V. Among them the King and Queen and the next heir to the throne, Edward, Prince of Wales.

"Rough And Ready"—Jack White

Educational

Sure-Fire All the Way

Type of production...2 reel comedy

There is enough material in this Jack White comedy to have almost made two pictures. By any rate, its sure-fire stuff. The first laugh-getting sequences are those showing Lige Conley manage his trunk which has been thrown after him out of his baggage car. Several things happen to Lige and the trunk. Then the sequences at the automobile school where he gets a job as an instructor are funny—they include several wrecks for those who enjoy them—and last but not least, there are the scenes in the sliding-panel-trap-door house where he goes to rescue his girl. These are the best in the film. The gags used are not particularly new, but are the sort that are always good for a laugh and have been handled in a fast-and-snappy manner. Norman Taurog directed.

"Traffic Jams"—Century-Universal

Not So Funny

Type of production...2 reel comedy

"Traffic Jams" is not at all the kind that mother used to make, for the latter invariably tickled the palate. Harry McCoy is probably capable of being really funny, but with the idea and the long gap with which he has to accomplish his ends here, he had very little chance. True to the title, there are jams, plenty of them, and they are more or less diverting, but a little digression from the single idea would have helped considerably. The much-maligned "Henry" is brought into play for a while, but aside from wrecking a beautiful house and cutting a few trick contortions, it helps the film along very little. A few good shots of a real auto race add what merit there is to the picture.

"That's the Spirit"—Universal

Acrobatic Humor

Type of production...1 reel comedy

Spooks, spirits, and a spirit-photograph "bug" form the basis of this very active one-reeler, in which the comic antics of Bert Roach are considerably augmented by a black-faced Harlem boy whose tumbling ability seems to have no limits. Alice, the spirit-bug, is intent on getting photographs of things that happen in the dead of night, and what happens is a regular typhoon of calamities to her husband. Skeletons, flying chickens with human's skulls...

The Weekly's Headlines

Monday

Labor Day.

Tuesday

Admission taxes for fiscal year $77,712,522, an increase of $7,357,376 over previous 12 months.

Chicago salesmen finds tough going for independents in the Mid-West. Sells handwriting on the wall.

Nine on Authors' League board to judge $10,000 award for the author of the best American picture.

Tax per cent tax still on in South Carolina. Hopes for action when General Assembly meets in January.

Drastic smash in tax English force.

Wednesday

Coast budget $107,000,000 for coming year; $72,000,000 for pictures, rest for equipment, new buildings.

Hillards series through Tiffany-Tru.

Coast producers reported dickering with Curran aero plane people for Garden City, L. I., property as site for studio.

Star of "Southern Illinois" 260 theaters closed because of idle miners. Conditions serious.

Famous Players Canadian Corp., Ltd., will enter theater field in Great Britain.

Court orders strike $150,000 of Charles Bronson's $583,000 claim against Metro-Goldwyn.

Thursday

Low increases admissions five cents at scattered New York houses.


New budget for coming year will keep Coast studios 100% busy.

M. H. Hoffman, of Renown, discounts pessimistic article in Chicago salesman on state rights conditions.

Stop lesser to make new version of "Resurrection" for Principal.

M. P. Director of Famous Corp. will not make pictures for Grand-Asher, because of failure to meet financial guarantees.

More on to unite all exhibitor factions into one committee to handle uniform contract.

Robert T. Kane, former Famous production chief may make pictures for Paramount.

Famous may eliminate $8,000,000 good-will item to offset criticism. Earnings ample for dividends.

July tax returns $6,226,088, increase of $1,066,102 over same month last year.

Steffes won't run for re-election at Allied States meetings.

Another spectacle planned by Fairbanks. Hopes it will outdistance "The Thief.

Friday

Famous Players will have its defense in the Federal Trade Commission charges, ready by October. Another spectacle planned by Fairbanks.

Hopes it will outdistance "The Thief."

and a thieving intruder become mixed up in a hodge-podge of difficulties, all of which furnish a variety of laughs and entertainment.

"Jonah Jones"—Lloyd Hamilton

Edul 1

A Pleasure Number

Type of production...2 reel comedy

An excellent cast supports Lloyd Hamilton in this short reel. Chico among the players is Babe London, who is particularly funny as Hamil.

This week's Release

"Mind the Baby"—Century-Universal

Average Release

Type of production...2 reel comedy

Pal, the dog-star of this Century comedy, is by far the most interesting player. There is much trick photography and novel inventions in the way of new boats that run on dry land (the rope by which it is pulled being visible to the trained eye), a pair tiny boats that enable the wearer insert a foot in each and literally walk on the water, etc. Then there is also a plump comedian, unmanned who constantly falls into things, and an object considered funny by some. The sequence near the finish in which a baby is supposed to go over six falls in a clothes basket. This is good bit.

"The College Cowboy"—Universal

Fast Action In This

Type of production...2 reel western

Joe Bonoma is the hero and sit of this two-reeler in which there action, and then more action for those who like it, despite the fact that it is called "horribly" stuff. His fights abound such an extent that one wonders why the horse-thief or the pursuing cowboys never get the pistols in their belts. Bonon does much, including a snappy tap dance, a get-away over roof-tops, as several of the above mentioned human to-hand encounters.

CHADWICK PICTURES CORPORATION
I. E. Chadwick, President
729 Seventh Ave.
New York

presents

"THE TOM BOY"

A Sparkling Story of Youth and Love with winsome MADGE BELLAMY

in the title role

Directed by David Kirkland

Hold your dates for the Chadwick 9

Foreign Rights controlled by Simmonds-Kann Enterprises, Inc.

"Each Production An Achievement"
Johnny Hines in
“The Speed Spook”
C. C. Barr—State Rights
As a Whole...A CONCOTTION
THILLS, LOVE AND
HUMAN INTEREST, WITH A
STRONG THREAD OF
THE KIND OF HUMOR FOR
WHICH JOHNNY HINES IS
NOTED.

Star.... Will surely please his fol-
lowing and others. He carries the
picture surely, compellingly to an
entertaining conclusion.

Cast....Edmund Breese's character
portrayal is in no little measure re-
ponsible for the success of the
picture. Faire Binney has looks and
personality that merit favor-
able attention. Warner Richmond,
as the bad man, sustains the swif-
ness of the pace.

Type of Story....A toss-up between
stunt and comedy. Really a mix-
ture of both, which starts with the
filming of an auto-race—fine shots
here—and then shows Johnny visit-
ing his old home town, where he
is given the reception befitting the
returning conquering hero. More
serious things occupy Johnny's
thoughts, however, not the least of
which is the winning of a certain
girl and the election of her father
to public office. This starts a train
of comedy action and novel situ-
ations which may conservatively be
described as funny and innovating.
There is also a fight generously
sprinkled with the elements of pop-
ular appeal. The chief motif is that
of a cunningly contrived automo-
obile which runs around driver-
less at terrific speed and furnishes
the theme for much action as well
as the title of the picture.

Box Office Angle....The followers
of Johnny Hines will undoubtedly
be waiting at the ticket window
when your doors open, Faire
Binney has the kind of personality
and physical attractions that will
send them away happy.

Exploitation....A trailer showing
the speed car running around driver-
less should stimulate a natural de-
sire in the curious to know what
the rest is all about. State militias
and American Legion posts would
figure very appropriately in tie-ups.
And since an automobile is the very
basis of the story, don't forget the
possibilities of tie-ups with auto
agencies and garage people. This
angle on exploitation looks like the
best hope for you and therefore may
be any trouble in securing the co-
operation of your local automobile
dealers.

Direction....Charles Hines, good.
Author....William Wallace Cook
Scenario....Raymond Harris
Announcer....Charles Gilson and
John Geisel
Photography....Good
locale....New England
length....About 5,000 feet

—BY F. O. C. C.

It is the Law

Fox

As a Whole.....一个 INTRIGUING
MYSTERY MELLER THAT
WILL GIVE LIFETIME BOX
OFFICE NUMBERS TO
ALL THE EXHIBITORS. PLOT
WELL WORKED OUT AND
HAS A GREAT MANY
SOME IMPLAUSIBLE
TWIST.

Cast....Arthur Hohl, a performer
from the legitimate and now play-
ing in "White Cargo," handles
a difficult dual role very well. At
times is inclined to overdo facial
work, but where he goes out of the
action and thrills in this. Arthur Hohl,
xracted from the legitimate, holds
the center of the screen most of
the time in a dual role. The plot has
to do with his elaborately laid
scheme of revenge in which he
plans to make the other man pay
for the murder of the girl he loves.
The story de-
velopment is good, one reason for
a well sustained interest. There
are occasional gaps but in this
instance they do not break the inter-
est but rather eliminate a lot of un-
neccessary detail that would other-
wise have slowed the tempo.

Woodruff, the schemer lures a
drifter who looks like himself, into
which he persuades him that wood-
roll for the deed on his friend, Victor.
The latter goes to jail as the murder-
ner of Woodruff while Woodruff
lays plans to take revenge on the
man for whom his alleged murder
he was convicted. Since the law
reads that a person cannot twice
be convicted for the same crime,
Victor is freed.

Box Office Angle....Good bit of
melodrama that will fascinate those
who like to be baffled and thrilled
after this fashion.

Exploitation....You might base
your advertising on this. The fact
that bit of the law which reads that a
person can only be convicted once for
any definite crime. Play up the idea
that the man is freed because he
it is worked out in "It is the Law." P
romise an interesting dual role,
capably handled, and a thrill-

Direction....J. Gordon Edwards;

author....Ehler E. Rice and Hay-

talbot

Scenario....Curtis Benton
Camerman....Geo. W. Lane
locale....New York

—BY F. O. C. C.

“Unseen Hands”

Producer: W. C. Graves, Jr.
Distribution: Associated Exhibitors

As a Whole.....PRETTY WEAK
STORY BUT WHERE THEY
LIKE DEEP-DYED VILAINY
OF THE TYPE CHARMED
IZED BY WALLACE BEERY.
IT WILL UNDOUBTEDLY

Cast....Wallace Beery featured in
one of his typical roles. Nothing
too wicked for him to tackle but he
meets his usual fate in due time.
Is convincingly terrible and will
win all the slurs of the gallery fa-
vorites. Fine for the part. Font-
aine La Rue fair but miscast.
Others Jack Rollins, Cleo Madison
and Jamie Grey.

Type of Story....Drama. There’s one
brand new idea in this plot. A
villain finds an unusual way of get-
ning rid of a superfluous being.
This in instance villain Wallace
Beery causes a short circuit in the
wire. The man, a young doctor, about to
operate on said husband, is unable to con-
continue his work thereby delaying the oper-
ating room. He allows the woman to
imme to die before the fuse is fixed
and the lights turned on again.
Admittedly this is getting away from
the theme but if it does boost the
balance on the side of im-
plausibility. "Unseen Hands," is
decidedly a vehicle to exploit the
villianic capabilities of Wallace
Beery. As such it fulfills its pur-
pose. As an entertainment its
purpose is not quite so sure. The
start promises a much more inter-
esting film than you eventually get.
Beery, as Jean Scholast, wins the
favor of a French mine owner’s
wife. He then causes the rich
man’s death and marries the widow.
Immediately he proceeds to relieve
her of her home and lands in
America. There he marries and
ill treats an Indian woman. The
French woman’s son follows to
avert the murder and is shot dead
now. He is in time to save the
Indian woman and her daughter
from a similar fate and Jean
dies.

Box Office Angle....The crowd that
likes this tricky villain business and
a more or less lurid sort of atmo-
sphere will probably call this good.
Use your own judgment on it.

Exploitation....It might be well to
make explanations with the title. They
probably could use a mystery
meller. "Unseen Hands" isn’t. It’s
straight drama with no mystery or
suspense that amounts to anything.
You might be able to capitalize on
Wallace Beery’s name espe-
cially where they like his kind of
characterization. Of course Beery
has little to do with "Unseen Hands."

Direction....Jacques Jaccard; fair;
has weak points.

author....Walker Coleman Graves,
Camerman....Not credited
locale....France-Amercia

Length....5,382 feet

—BY F. O. C. C.

“The Iron Horse”

Fox

As a Whole....HERE’S ONE OF
THE SWIFT SELLING
BOX-OFFICE PROFIT-MAKING STEEL
FIRE PICTURES OF THE
SEASON, UNLESS YOU
MUST, DON’T PASS THIS
ONE BY. ANOTHER “COVERED
WAGON.”

Players....Most incidental to this
production is the cast. True, George
O’Brien is a good looking, hard-hitt-
ing hero and Madge Bellamy is her
usual sweet and charming self. True
also that Fred Kohler is a peach of
a villain. But J. Farrell MacDonald
practically steals the picture as
Corporal Casey. But it is the theme
rather than the players that counts.

Type of Story....Just as “The Cov-
ered Wagon” was an epic of
the plains, so “The Iron Horse” is
an epic of the rails. It shows the
tire-frighten handicap under which
the first great transcontinental railroad
was completed; the difficulty of
finding food, showing an enormous
herd of cattle being driven all the
way. In the North, fights of 
with the Indians and the South
and other problems which space
forbids relating in detail. But you
needn’t be told that for the Amer-
icans live, this will be waited for.
It’s great entertain-
manship for the kids, splendid, in-
teresting, time-passing amusements
for the older folk and a lasting and
noble contribution to the screen.
There’s a love story, of course, and
lots of comedy.

Box Office Angle....When it’s trim-
mmed for presentation in the aver-
age picture house it should be a
worth while a knock-out. Too long at
present.

There isn’t any doubt about the
commercial value of this. It’s de-
finitely made to please a certain
form but it will be trim-
mmed for general distribution.

Exploitation....Bank everything
upon the fact that it is as important a
contribution to the screen as “The
Covered Wagon.” Excepting for the
scarcity which “The Covered Wagon” has and which is lacking
in this, “The Iron Horse” is
quite as important. Your
folks may know some of the players.
If so, feature them. But if you stick
to the story you will be safe. Run a
trailer showing the attack on the
construction train in the Middle
West. It’s great stuff. By all means
secure Erno Raping’s score to use
with the showing. It’s very impor-
tant.

Direction....John Ford; excellent.
Picture needs cutting.

Authors....Charles Kenyon and
John Russell.

Scenario....Charles Kenyon and
John Russell.

Camerman....George Schneiderman

Photography....Usually excellent

locale....The Great West in its early
days.

Length....11,335 feet
PRETTY ARABELLA BISHOP TO BLIGHTY

J. WARREN KERRIGAN as Peter Blood
Charlotte Merriam as Mary Trail
Wilfrid...
President
or Twenty-six Years)

OP PROMPTS
PETER BLOOD, SLAVE

CONDEMNED REBELS
LAND AT BARBADOES

Hero of Voyage, Put to Work as Physician,
Saves Lives on Board Ship

By Rafael Sabatini

BRIDGETOWN, CARLISLE BAY, BARBADOS, December 15, 1685.—Peter Blood, Jeremy Pitt and about two score of rebels-convict arrived on the Jamaica Merchant today. From close confinement under hatches, ill nourishment and foul water, a sickness broke out amongst them on the voyage and eleven died. The mortality might have been higher than it was but for Peter Blood, who checked the spread of the disease.

Upon their arrival to inspect them, drawn up there on the mole, came Governor Steed and after him rolled a tall, corpulent man, Colonel Bishop, with malevolence plainly written on his enormous, yellowish countenance. At his side and contrasting oddly with his grossness, moving with an easy, stripling grace, came a slight young lady in a modish riding gown. The broad brim of a grey hat with scarlet sweep of ostrich plume shaded an oval face upon which the climate of the Tropic of Cancer had made no impression, so delicately fair was its complexion.

Peter Blood caught himself staring in a sort of amazement at that piquant face, which seemed here so out of place, and finding his stare returned shifted uncomfortably. She spoke to her companion, the Colonel. He would have passed on but Arabella Bishop tapped his arm with her whip.

"This one?" Contempt rang in the voice. "Bah! A bag of bones." He turned away. Governor Steed laughed. "Trust your niece," he cried, "her sex knows a man when it sees one."

"I'll give you ten pounds for him," said the Colonel, and the bargain was struck.

A DAVID SMITH PRODUCTION
Charles Ray in
"Dynamite Smith"
Produced by Thomas Ince
Distributed by Pathé

As a Whole...THANK HEAVENS CHARLIE IS BACK IN HIS OLD SPOT. HE IS THE SAME BASHFUL, AWKWARD, LOVABLE TYPE THAT MADE HIM FAMOUS. LOOKS LIKE A DRAW.

Star...Gives another great charac
table portrayal, making him famous in "The Coward." His fan audience will enjoy this immensely. Ray returns to the type of role that first brought him a box-office reputation.

Support...Wally Beery easily the outstanding member of the cast. Jacqueline Logan sweet and cute. Alden Ford a hard part well. Others unimportant.

Type of Story...You remember the old stories that brought Charlie Ray from being almost unknown to one of the greatest screen attractions, don't you? Well, Charlie has done a lot of things in between —let's forget them. Now he's back again as the bashful, awkward, almost cowardly boy who finally comes to himself after Mr. Villain knocks him about until it is remark
able that he still lives.

They start Charlie off in this as the be-spectacled literary editor of a 'Frisco paper who gets all excited when he is called upon to be a reporter. He digs into a Barmy Coast murder which results in the frightened wife of a brutal saloon-keeper (Beery) being taken to Alaska so that her child can be born away from the saloon. Charlie does, the saloon-keeper being known as his stepfather. The tough husband follows and overtakes them just at her death. Charlie, fearful of trouble, rushes away into a blizzard, taking the infant with him. Then of course he meets the girl, the villain still pursues, and in the end Charlie gets him in a big bear trap and there's a wallowing, exciting suspenseful finish.

Box Office Angle...This one looks in, although the story is at times cold and rather a melod.eter. Exploitation...Tell them that Charlie is his old self. Use some stills to prove it. Show a trailer of the suspenseful sequences culminating in the bear trap. It's good. Mention Jacqueline Logan's name as well as Wally Beery.

Direction...Ralph Ince; some excel
lent sequences.

Author...C. Gardner Sullivan
Scenario...C. Gardner Sullivan
Cameraman...Henry Sharp
Photography...Good, some excel
lent snow shots.

Locale..."Frisco and Alaska"
Length...6,400 feet

Betty Compson in
"The Female"
Paramount

As a Whole...ROMANCE AND ADVENTURE DOMINATING ELEMENTS IN THE FEMALE." THE GREATEST INTERESTING FILM ALTHOUGH THE STORY HASN'T BEEN PAR
ticularly well handled.

Star...Has had better roles and done better work but those who admire her will probably be pleased with what she does in "The Female". Hasn't much opportunity to wear gorgeous gowns and when she does they aren't always in good taste.

Cast...Noah Beery suitable though he isn't conspicuous for any unusual work. Warner Baxter capable of a better role and Dorothy Cun
ningham plays a part to the fair.

Type of Story...Romantic romance from Cynthia Stockley's novel "Dalla, the Lion Cub," just because when a little girl she goes lost in a jungle to spend a few days and plays around with some lion cubs, Dalla craved adventure and fell in love with the wilder. But the nearest they get to satisfying her longing is one sequence where she shoots a leopard which is about to leap upon her. You'll have to see if this and you'd be willing to believe that Dalla was the adventures she's cracked up to. But from Sam Wood's direction of her, Dalla seemed to be not greatly unlike any other girl in any part of the world. She wanted fine clothes and a fine young man to love. Dalla had neither so when the old and awkward Barend De Beer offered to marry her with a promise of a three year stay in London before she would ask her to actually be his wife, she consented. The spectator knows from the start that De Beer will, die before Dalla is required to live up to her agreement. And so he does. The only surprise is that, at his death, she loved him. But you're inclined to doubt her; then when she saves the life of another who loves her and accepts his offer you're con
vinced she had this fellow in mind all the time.

Box Office Angle...Will probably thrill your women patrons and the romance lovers who follow up this type of entertainment.

Exploitation...Let them know that this is similar, in a way, to "Pon
dola," also from Cynthia Stockley. Mention that the story appeared in Cosmopolitan Magazine under the title of "Dalla, the Lion Cub." A trailer and showing how saving her own life by shooting a leopard should serve to get them interest
ed.

Direction...Sam Wood; all right on production. Might have used material to better advantage.

Author...Cynthia Stockley
Scenario...Agnes Christine Johnston
Cameraman...Alfred Gilks
Photography...Good

Locale...South Africa
Length...6,167 feet

Buster Keaton in
"The Navigator"
Paramount

As a Whole...GREAT LOT OF LAUGHS IN KEATON'S LATEST. HAS SOME OLD GAGS BUT MOST OF THEM ARE NEW AND MIGHTY AMUSING. A FEW SLOW SPOTS AT FIRST BUT USUALLY THE LAUGHS KEEP COMING.

Star...Goes over his laughs without much difficulty. Sure to hold on to his following with a consistently good line of comedies.

Cast...Katherine McGuire has a vig orous part as Keaton's leading lady. Others Fredrick Vroom, Noble Johnson, Clarence Burton, H. M. Chugston.

Type of Story...Comedy. While "The Navigator" isn't as hilarious a comedy as Keaton's past, "Sherlock, Jr.", it is consistently good comedy and should satisfy those who enjoy a good laugh. Keaton plays a rich and helpless fellow who is rejected by the girl he loves because he's a weakling. Buster decides to take a homeopathic course and boards "The Navigator" at night. Soon after the vessel, without a crew, is set adrift by conspirators. It happens that the only other per
son on the boat is the girl who just refused Buster. The ensuing com
edy possibilities are numerous and they haven't missed many opportun
ities. The boat drifts out to sea and the girl shift for themselves in original and unusual style. Their fright at their predicament affords many of the laughs. One that is a particular riot is when the boat is organised into a phonograph of one of the crew, a tough looking character. Instead of landing in its usual place, it captures the side and swings back and forth before the porthole in hero's berth. The appearance of a face, like a bee on a window, their arrival at a canarial island is an other laugh sequence and probably the best bit of the picture is the underwater episode in which Keat
on goes down in a diving suit.

Box Office Angle...Should clean up
easily, especially where you can count on good business with the Keaton comedies.

Exploitation...Just give them an inkling of the laughs that Keaton gives. Mention that in the keaton's last picture a boat is adrift and that the per
son on board is a character who has had a copy of any of the picture's comedy bits will surely serve to bring them back.

Direction...Buster Keaton and Donald Crisp; good.

Author...Jean C. Havez, Jos. A. Mitchell, Clyde Bruckman
Scenario...Jos. A. Mitchell, Clyde Bruckman
Cameraman...Byron Hough-Ell, Lisse
Photography...Good

Locale...All right
Length...6,000 feet.

Pola Negri in
"Lily of the Dust"
Paramount

As a Whole...IF THEY LIKE POLA THEY WILL ACCEPT THIS, BUT STORY FAR TOO SOPHISTICATED FOR AVER
AGE AUDIENCE LIKING.

Star...Gives another excellent per
formance.

Players...Noah Beery outstanding as Pola's husband who finally throws her over. He is a Hero and does pretty well. Raymond Griffith not the continental type. Badly miscast. Others unimportant.

Type of Story...If you have run a house a long time you may remem
ber that a long time ago "The Song of Songs" was made with Elze Fergerson in the leading part. Now Paramount has done it over again with Pola as the fiery Lily and Dm
Itt Buchowetzki has been called upon to make the familiar Sude
man story over again. Sudeirmann, one of the greatest authors of the day, knows his continental audi
ence like a book and he has made a woman of a type that American people are not keen about as his basic figure. So if your people are not inclined to be frisky and don't mind the dusty Lily as a type they may enjoy this. Squeamish mothers with adolescent daugh
ters are such—may object, but other
wise this one will get by.

Buchowetzki has injected some charming, delightful touches which help out immensely and which will do a lot towards getting the pic
ture over.

Indeed the atmosphere and type play an important part in the pro
duction. The director knows continental Europe and its peo
ple and this is definitely shown in the picture. One shot may prove objec
tional, but who cares. The showing of Lily's body quite naked. Beery fanies he sees through clothing. It isn't necessary and may cause difficulty.

Box Office Angle...You know how your people feel about Pola. Sh
hasn't had any too much fine ma
terial in her recent productions and if they still like her they'll come in for this.

Exploitation...You will have to de
pend entirely upon the star because while many may know the famous Sudermann story it's a type of ma
terial which is difficult to exploit—then if you really want to go into the story. Because Lily—well she is Lily. What happened to her—what's all about is what you can talk about—if you can talk.

Direction...Dimitri Buchowetzki.

Author...Hermann Sudeiman
Scenario...Paul Ber
Cameraman...Alvin Wyck
Photography...Very fair

Locale...Germany and Hungar
Length...6,811 fe
Hear, hear!

"Never Say Die" closed successful week's engagement at our big Colorado Theatre breaking MacLean's 'Going Up' and 'Yankee Consul' records. I personally recommend 'Never Say Die' to theatres everywhere.

—A. G. Talbot, Managing Director,
Colorado Theatre, Denver, Colo.

These Wise Boys Grabbed Pre-release Dates!

Davis' Million Dollar Grand, Pittsburgh, Pa.
Metro-Goldwyn's California, Los Angeles, Calif.
Kunsky's Capitol, Detroit, Mich.
Crandall's Metropolitan, Washington, D. C.
Shea's Hippodrome, Buffalo, N. Y.
Guy Wonder's Rivoli, Baltimore, Md.
Empress, Oklahoma City, Okla.
Colonial, Indianapolis, Ind.
Newman's Royal, Kansas City, Mo.
Talbot's Colorado, Denver, Colo.
Hamrick's Blue Mouse, Seattle Wash.
Hamrick's Blue Mouse, Portland, Ore.
Hamrick's Blue Mouse, Tacoma, Wash.
Ray Stinnett's Capitol, Dallas, Texas.
King's and Rivoli (day and date)
St. Louis, Mo.
Strand, Erie, Pa.
Desormeaux' Strand, Madison, Wis.
Allen's Temple, Birmingham, Ala.
Laughlin, Long Beach, Calif.
Granada, Santa Barbara, Calif.
Almo, Raleigh, N. C.
Perry's, Ogden, Utah.
Martin's Dixie, Galveston, Texas.
Capitol, Elizabeth, N. J.
Steege's Liberty, Great Falls, Mont.
Palace, Cedar Rapids, Ia.
Pastime, Iowa City, Ia.
Crystal, Waterloo, Ia.
Liberty, McKeesport, Pa.
Montauk, Passaic, N. J.
Garden, Paterson, N. J.

Have you set Your date?

Now Booking
this occurs—if ever—it should be time enough. To analyze the prize winning plan. As well as that devised by the concerns interested.

**HAVE YOU HEARD THIS IN 20 YEARS?**

Our galloping correspondent Jimquin. Last address El Reno, Okla. (And as Jim says "try and find it.") Who sends in an advertisement of a Dr. Pedrick. Who is inoculating dogs at $2 per inoc. Against rabies. And which reminds Jim of this one: "There was a high school boy who was asked 'What are rabies and what would you do for them?' He answered: 'Rabies is Jewish priests and I wouldn't do nothing for them.'"

**THE HARMONY BRIGADE**

Looks as if it was started. Sounds strange, doesn't it? But it's true. Because Mike O'Toole of the M. P. T. O. is going to sit in. With Steffes and the insurgent insurgents. With Hays et al. And discuss proposed changes. And improvements. In the uniform contract.

Well, well, well! Now if the boys will forget their differences—political and otherwise. And don't scrape too much of the mahogany finish off the famous chairs. And really get down to business,—Then it will be worth while. For exhibitors as well as distributors.

**REHASHING THE IDEA**

Two years ago, a year ago, and several months ago. We voiced an idea. That the only hope of British producers getting anywhere. In this country. With their product. Was to organize a joint distribution concern.

Now see what "The Bioscope" a well known British trade paper says:

**A BRITISH COMBINE IN AMERICA**

"There is also a distinct necessity in America for a British company to push British productions, a company which could represent all the British producers. The experiment of individual concerns going over there and pushing their goods has not been successful, but a properly financed and offered concern would stand a much better chance. We notice that our newest competitors in Europe are at present forming such a company in New York, the objects of which are to be the importation and exploitation of German films in the United States, and the preliminary contracts have already been signed."

The supremacy of Britain as the film market of the world was at one time acknowledged, and there are those who assert that that position will one day again be Britain's. But if that day is to dawn in the near future Britain will require to be up and doing, otherwise the proud position will be wrested from her for ever."

**AN IDEA**

Tom Saxe. Has a big root on the new Wisconsin. So he put three orchestras and a screen up there. And they dance and watch the pictures. Simultaneous-like. And it has proven a wow of a hit. So much that Saxe is figuring on running the same idea. At the Modjeska; a smaller house.

That's getting the community spirit started. And in the right way, too.

**IF GOLF INTERFERES WITH—!**

Well, you know the rest. Anyway we were busy plugging away. Getting out the lil' old paper. When in comes Cy Fields. You know Cy. Eggers Engraving. And Cy starts talking about going over a 610 yard hole. On his second shot. And we called Cy a rough hard name. Yes. That's it. The argument became wrathful. When Buddy Alicote arrived. And diplomatically asked Cy from where he drove his second shot. Which in turn drove Cy out of the sanctum.

Moral: Come in any Saturday afternoon after six. To tell those golf yarns.

**GETTING OUT THE WORK**

Take a tip from this. And use it. Harold Horne. One of the youngest managers of West Coast circuit. Used his girl ushers; assistant house managers, publicity men and all. To help put over "The Sea Hawk." For each window location the girls got they received 25 cents. The men were rewarded for finding spots for sniping. Then the girls worked up theater parties among department store workers, women's clubs and other like organizations. The men did the same. And the picture was put over with a bang. That's getting 100 per cent work out of employees.

**SHAW AND PICTURES**

George Bernard Shaw writing in the Fortnightly Review (London) thus vents his ideas on American "movies."

"Conceit is rampant among your film makers and good sense is about non-existent. We shall soon have to sit ten minutes at the beginning of every reel to be told who developed it, who fixed it, who dried it, who provided the celluloid, who sold it.

"Your film people simply do not know how to behave themselves. Every American aspires to film work should be sent to Denmark or Sweden for five years to civilize him before being allowed to enter a Los Angeles studio."

Here is his catalogue of American film sins:

"Overdone and foolishly repeated strokes of expression, hideous make-ups, close-ups that an angel's face should not bear, hundreds of thousands of dollars spent spoiling effects that I or any competent producer could secure quickly and certainly for ten cents; vulgar, silly sub-titles; imperious lists of everybody employed in the film, from the star actresses to the press agents and office boys."

Fitting of dramas results in audiences refusing to see them on the legitimate stage. Shaw declared; hence his plays will never be filmed. Not that Shaw would not write scenarios. If I ever do a movie show it will have the quality of a dream. Movie plays should be invented expressly for the screen by original, imaginative visualizers."

**STYLES**

Vic Shapiro got out a right smart "laugh sheet" for editors to use. Half a dozen ideas. Boosting "Potash and Perlmutter in Hollywood," it shouldn't be alive. In the "What Stars and Sirens Will Wear in Hollywood" article:

**WHAT THE HARD PRESSED PRODUCER WILL WEAR**

—Last year's styles O. K. Mail order two piece suits will suit;

*Very* popular is the walk-up-a-flight and save-a-dollar garments.

Cutaways most appreciated for conservative sets.

New hats depend on the other overhead.

One shirt to a back. If business is good, one shirt to each partner.

Newest style the knickers to be worn by the star to arrive on the set, when it costs five dollars an hour for villains—fifteen dollars for lights and twenty dollars for vampires.

**QUALIFIED**

One George Mack. Who claims he is a prize fighter. Wrote Hal Hodes (Educational New York exchange) that he wanted to go in the movies. And then Hal shoots along the letter. And says: "The writer of the attached letter believes that giving him a job would make us glad. He says he has won five fights and offers to show us the newspapers for 'prove.'"

"Perhaps you know of a film company who needs a salesman packing a knockout wallop in both lists. There are a few exhibitors in the territory whom he could be 'sickled' on with good effect."

**THE RIGHT SPIRIT**

Minneapolis Journal carries a letter. Written to the Editor. By a subscriber. In which he praises Finkenstein & Ruben. For their generosity in showing the program of the State—their big house—to the patients of the St. John's Sanitarium. Every ten days or so. Free of charge. That's the right spirit.

**MORE CENSORS**

F. A. Goodwin, motor registrar, Boston, wants pictures of red clad bathing beauties taken off the windshields of motor cars. Says they are a menace. Don't know what he means. But at that they might take one's mind off the wheel.

**THEY SAY**

That since Kent's story "Manhandled" proved so good at the box office. That Kent is getting shaped up to write another. Also probably for Gloria.
Three Successes—

Herbert S. Wilcox and Charles Wilcox of Graham Wilcox Productions, Ltd., of London, depart today from Southampton for New York. They are bringing with them prints of their three outstanding successes, for which they anticipate arranging distribution rights for the United States and Canada.

"Decameron Nights"

with a notable cast including Lionel Barrymore, Werner Kraus, whose successes in many German productions and the stage successes "The Miracle," with Lady Diana Manners, at the Century, New York, has established him in America; Ivy Duke and others.

"Southern Love"

Featuring Betty Blythe

"Chu Chin Chow"

Featuring Betty Blythe

Upon their arrival in New York, about Sept. 12th, the Messrs. Wilcox will make their headquarters at the Hotel Astor.
Newspaper Opinions

**New York**

"The Man Who Came Back"—Fox

CENTRAL

**American**—** will make money for the Fox company. The story is told in a manner that makes you see that this company has turned out pictures as wholly satisfactory as this one. Even the cast is eminently satisfactory. Take my tip and do not miss it.

**Daily Mirror**—* Fox presents a comedy of considerable entertaining, and most convincing photography, with a plot that develops in an unanticipated and captivating manner. 

**Evening Journal**—Both Miss Mackaill and Mr. Boyer handle their difficult roles well, and there are several strong situations, thought on times too long; **there is some excellent scenery; a great deal of plot and picturesque background.**

"HERALD TRIBUNE"—* But perhaps "The Man Who Came Back" is made for the box office, and, in that case, it may be a satisfactory venture. And all people felt as we did, it would not be, for it annoyed us that it would have been difficult to sit through it if the Central had been the closest place in New York. **

"Morning Telegraph"—* the best of the current batch, and projecting-room tired eyes have seen in a brace of years or so. * And, for sheer entertainment, it even edges out some of the top number in other classes. **

**Post**—** It is melodrama pure and simple, but lifted above the ordinary by skillful directing and acting. Mr. Geares gives a capable performance **He is improving. * Dorothy Mackaill is very beautiful, and as Marcelle does some excellent work. The cast is a good one. **

**Sun**—* The producers ** have not missed a single note of the original—* the story is well made, and the touch which contributes to the rather overwhelming effectiveness of the whole affair. **

George O'Brien, who also has the leading role in the other current Fox—* The Iron Horse **is shown to better advantage, per cent, better in the present picture. **

**Times**—* Ardent enthusiasts of lurid melodrama saturated with tears, sighs, drink, and drugs, may be interested in "The Man Who Came Back." **

Among other things this production needs quality, but it comes across well. Much of its pathos would improve it, as would also a generous use of the scissors on the close-ups. **

**World**—* in the picture ** is found almost all the now-usual ingredients of film entertainment. The story is interesting, and the cast excellent, and the direction of the screen, since its action carries the hero and heroine into various colorful spots over the face of the world. **

A little example of bad judgment in direction raises its head toward the end **

**Out-of-Town**

"Behold This Woman"—Vitagraph

**Neighborhood Houses, Chicago**

**Daily News**—* The development here has considerable intrigue, some drinking and fistfights and some fairly good characterization. **

"Being Responsible"—Warners

**Shubert-Detroit, Detroit**

**Free Press**—* is splendid photog- phy entertainment. Dealing entirely with the problem of the sensationalism which sometimes is suspected by motion picture producers. **

"Between Friends"—Vitagraph Forum, Fairmount, Indianapolis

**American**—* In his first reel as Charles Boyer has done a good bit of acting work. He opens the story almost entirely without titles and makes every gesture and every line tell the story distantly and tidily. It is a pity he relaxed from this mood in several places run rampant all over the screen. **

**Express**—* * is one of those notable exceptions to the general movie rule, in that although the story is routine it is kept and a segment of a third sex situation or triangle impinges upon the real life story. **

"Herald"—* * Lou Tellegen has fire and vigor in the part of the sculptor's husband, retaining a cruel revenue lost yielding to that taliency which is greater than justice. Norman Kerry as the role of the spurious friend has a suave port into which his perfections fit easily and without effort. **

**Time**—* * Is not a picture to grip one. It may even prove tedious to some, for its labored plot and treatment, ever growing a little bigger and better. **

**Examiner**—* * There are deviations, rather exceptional, and if one is no tinga* * the play does show a tendency torove directing. **

"Bread"—Metro-Goldwyn-Mayer, Los Angeles

**Express**—* * Rich in these little shad- ings of subtility, directed by Victor Schertzinger, has a good sense of fun and reality, and played by an unusually well-selected cast. **

"Herald"—* * It's merely an ordinary story about the ordinary troubles and ordi- nary joys of real life, and what it makes so extraordinarily good. **

"World"—* * The play has done some nothing, and for giving me one of the swell shows. **

And if you have the time yourself, why just drop into Loew's. **

"The Foolish Virgin"—C. B. C., Strand, Milwaukee

**Sentinel**—* * It begins in the under- world, moves to social and financial circles and on to melodramatic climax in the mountains of South Carolina. And it is more melodramatic than romantic. **

"Girl of the Limberlost"—F. O., Mission, Los Angeles

**Examiner**—* * They spared no pain or expense, it would seem, in casting this film. **

**Express**—* * The picture is interest- ing from various angles, of which the public can form no conception, but at the least, it is principally so on account of being a dependable example of the advisability of following the course of a book plot truthfully and whether it lends and without fear. **

"Herald"—* * Thus you will see a film entertainment which is not only quite pure entertainment but comes to melodramatic climax. **

**World**—* * To you will see a film entertainment which is not only quite pure entertainment but comes to melodramatic climax and is of the fact of which one can say it is the true spirit of the piece. **

**Record**—* * It is innocent and really entertaining. It makes a certain clair- auvant to the quaint ideals of sophisticate- bration, and to the playing sense of loss inci- dent to awakening in this wide, naughty world. **

**Times**—* * Some excellent acting is done by the cast. Gloria Gay as the rob- uted, butterfly-catcher, gives a good characteriza- tion and looks pretty. Gertrude Olmstead as the main girl, plays it to the life. **

"Her Love Story"—F. P. L., McVicker's, Chicago

**TRIBUNE**—* * The story's improbable. The acting nothing either to cur or to be interested. **

"The Hill Billy"—United Artists

**King's, St. Louis**

**Globe-Democrat**—The Kentucky hills of more than fifty years ago is the locale for this picture. **

**Post-Dispatch**—* * Is a pretty good picture. **

"Hold Your Breath"—Prod. Dist. Corp., Merrill, Milwaukee

**LEADER**—* * An interesting picture is responsible for the box office. **

"Merry"—Another picture is responsible for the box office. **

**News and Sentinel**—* * We knew Dorothy Devore was a clever little comedienne, but little did anyone suspect for athletic leanings until in this, her first star- ing feature film, we were treated to a smashingly effective and winning feminine heroine. **

"Nicolson"—* * The story of this photoplay at Christie has succeeded in doing feature justice and proved female Harold Lloyd as far as "humanity" characters are concerned. **

"The Pajama Girl"—The picture at Christie has succeeded in doing feature justice and proved female Harold Lloyd as far as "humanity" characters are concerned. **

"It Is The Law"—Fox

**Washington-Detroit**

**NEWS**—* * The way Mr. Fox and his hired help have twisted this dramatized element into high-priced movie material is something for Lincoln J. Carter to think about. **

**Times**—* * A mighty good film drama **

"Little Robinson Crusoe"—Metro

**Goldwyn**

**Metropolitan, Washington**

**Herald**—Seemingly there is no end to the possibilities of Jackie Coogan's genius, but at the limit of his appeal. **

**Post**—* * adds another success to the boy star's career since Charlie Chaplin and "The Kid" brought him fame. **

The plot is not elaborate nor complicated. **

"There's no use trying to tell it. You just have to see the little devil for yourself. **

COMING SOON

**Producers Distributing Corporation**

**Betty Compson**

"RAMSHACKLE HOUSE"

FROM THE NOVEL BY HULBERT FOOTER

DISTRIBUTED BY HARMON WEIGHT

TILFORD CINEMA CORP.
The two words—

“EASTMAN”
and
“KODAK”

—in black letters in the film margin, identify the release print on Eastman Positive Film, the film that carries quality from studio to screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
J. K. MCDONALD presents his original story

"A SELF-MADE FAILURE"

with

LLOYD HAMILTON and

BEN ALEXANDER

and an all-star cast including

MATT MOORE, MARY CAIR, PATSY RUTH MILLER, SAM DEGRASSE, CHUCK REISNER, VIC POTEL, DAN MASON, ALTA ALLEN, HARRY T. TOO, CAMEO

Directed by WILLIAM BEAUDINE

The Passport to the Land of Big Business is a FIRST NATIONAL CONTRACT

"A SELF-MADE FAILURE' is just about as enjoyable a picture as the month has produced. By all means place this on your preferred list"—MOTION PICTURE CLASSIC FOR SEPTEMBER.
GOOD WILL

By DANNY

Suggested editorially awhile ago. That institutional advertising be done. By the industry as a whole. To interest people not now interested. And get them in. To the newer, better type of pictures. And stimulate interest generally. In what this industry is doing.

Incidentally said, "Just because it never has been done isn't an argument. Against it." To which A. M. Boisford of Famous arises with a red hot letter. "What do you mean it never has been done" says "Bots."

"Paramount began its national advertising on a large scale in 1917. The ads began at once to develop the family unit. They have from that time on been human interest messages that struck responsive chords in the hearts of America's thinking millions; messages that inspired pictures in the light of more than just entertainment, in the light of a public need, a public force for good."

And elsewhere he says:

"What I want to get at is this: that although Paramount has advertised the film trademark, it has from the first and is now continually putting over the proposition that motion pictures as a whole are a distinctly worthy part of the social life of the world today. Including I quote from our latest two-page advertisement in the Saturday Evening Post which appears Sept. 27. The words of this copy in part run as follows:

"The great new shows of the greatest season are here. Every organization in the industry from Paramount down to the smallest, has exerted its utmost efforts to try and please. Every day this week is an hour after hour of thrilling entertainment for millions."

Well, "Bots," that last paragraph is fine. But, despite its (Continued on Page 2)

King Asks Referee

Seeks Testimony of J. Boyce Smith and Walter Camp to Fight In-spirit Duell Function

The defense of Henry King to the injunction suit brought against him by Inspiration Pictures to restrain him from accepting employment with any other company, was disclosed in the Supreme Court when King applied for the appointment of a referee to take the testimony of J. Boyce Smith, general manager and general counsel of Inspiration, and of Walter Camp, Jr., large stockholder in Inspiration, in order that he may use their testimony in opposition to the injunction suit.

King states that the contract signed May 17, 1922, by which he became associated with Inspiration, contains a clause that if at any time Charles H. Duell, Jr., leaves the corporation during the existence of the contract and shall cease to be active in its affairs, King has the right to cancel the contract by written notice to the effect. He said that Smith told him that after the present suit was brought Duell severed his connection with Inspiration, to take effect Sept. 30, after which date he intends to produce on his own account, and that he told Smith he would pay any salary due King under the contract.

King contends that these facts form a complete defense and show that he has been terminated from Inspiration contract. He states that Camp knows that Duell is to quit Inspiration.

Griffith Sails
(Special to THE FILM DAILY)


Semon's Plans

Hollywood—Larry Semon is preparing "The Wizard of Oz." He will be supported by Dorothy Dwan and Babs Hardy. When the picture is completed, Semon plans to go to New York for the world premiere.

Neal Hart's Contract Near Finished
(Special to THE FILM DAILY)

Hollywood—Neal Hart has completed "The Verdict Of The Desert," for Pathé Exchange. He will start on his next, which will complete his contract.

Jackie Coogan Sails

Jackie Coogan sailed on the Leviathan Sunday on his near East Milk Fund Relief mission.

New Rules

Will Govern Fall Golf Tournament—Prizes for Morning as well as Evening Round

The Fall Film Golf Tournament, to be held at Sound View, Great Neck, Long Island on Sept. 23 will have a number of innovations as to the playing and prizes.

Because of the difficulties that have been faced by the Committee, it was decided to appoint a special Handicap Committee and this Committee, consisting of G. Bruce Gallup, chairman, Elmer K. Gillette, M. P. News, Nat Rothstein and Thomas Gayler, have filed their rulings which call for considerable changes.

In the first place the morning round—nine holes—will be played in four classes, Class A to consist of players having a handicap of 18 and under, Class B handicap of Class A to Class D, 18 and above. Cups will be awarded the winners and there will be runner-up prizes as well. The afternoon play will be as heretofore, with prizes for the winners of the foursomes, as well as the usual trophies for the low net, low gross, etc.

An important ruling filed by the Committee is that all entries must be in not later than 48 hours ahead of the day for which players have not contested previously three times must be presented with the entry.)

Here are the important rulings of the Committee:

No player can participate in the winning of the main prizes, that is, the long, gross and runner-up cups, and the low-net and runner-up cups unless they have played in at least three former tournaments.

Any player who changes arrangement of foursomes as they are posted by the Handicap Committee for the afternoon play shall automatically disqualify that foursome from participation in prizes.

The latter ruling will be enforced to the limit. Violation of this rule caused great difficulty at the spring tournament.

Trophies

As usual there will be many magnificent trophies and prizes. Renouf Samuels, Inc., will offer a cup for a low gross winner. Pathé Exchange, through Elmer Pearson, has offered the usual cup for runner up of low net.

(Continued on Page 2)

Patsy Miller Arrives


State Rights Buy

Selznick Making Purchases at Scattered Points—40% of Country on Some Pictures

Selznick is going in for a departure from what has been considered usual national distribution methods by arranging with state righters to handle certain of their releases out of Selznick exchanges.

The company has not developed this practice to any great extent as yet, but internal developments have made the deal been been made with Lee-Bradford for three pictures; "Stranger of the North," "The Broad Road," "Is More than Nothing," which Selznick will handle in forty per cent of the domestic territory. "Broadway Gold," an Elaine Hammerton-Truatt release, has been taken over by Sel- nisk for distribution in the Washington territory.

No outright buys are made. Sel- nisk merely arranges to handle the product on a distribution percentage basis. It serves to give the sales organization a continual flow of product to handle and at the same time gives the state righter a definite releasing outlet in those points where he may experience difficulty.

On one Lee-Bradford picture, "Is Money Everything," which Selznick handle sales out of Buffalo, Denver, Dallas, Des Moines, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, Albany, East Salt Lake, San Francisco and Seattle.

1st Nat'l Signs Viola Dana

Hollywood—First National has placed Viola Dana under contract to play the lead in "Pandora La Croix."

Chain Operation

Plan of Nat'l Theaters Syndicate, California Company Acquiring Houses on Coast

(Special to THE FILM DAILY)

San Francisco—In a prospectus issued by the National Theater Syndicate of California, a company listing its capital at $1,000,000, there appears a list of twelve theaters that has been taken over since July, 1923. They are:

Strand, and National, Modesto; Na- tional, Madera; National, Woodland; National, Liberty, Marysville; Monache, Porterville; Majestic, Broadway, Lyric and Airline, Chicago and National, Stockton.

The company is headed by L. D. Crook, described as the individual who "built up and headed the well known (Continued on Page 3)
GOOD WILL
(Continued from Page 1)

broad appeal. In behalf of the industry. It nevertheless is a
distinct act for Paramount.
Which is just what you wanted
it to be.
And the big job still is to be done.

Japs Director Visits Coast
Hollywood—Shiro Nakagawa, one
of the few directors in Japan, is here
watching production. He is connected
with the Shochiku Cinema Co., Ltd.,
with studios at Kyoto. Nakagawa
will get some ideas on American pro-
duction which he will use in his coun-
try. He reports that some five-reel-
cers are turned out in Japan as low
as $8,000. Thomas H. Ince recently
entertained him.

Circle Resumes Old Policy
(Special to THE DAILY FILM)
Cleveland—Martin Printz, of the
Circle, has opened his new season.
Printz is back on his old schedule
of first-runs, with only one change
a week.

In the Courts
Mensch and Mensch have applied
in the Supreme Court for an appeal
judgment against Select Pictures.
Selznick Pictures and Lewis J. and
Florence A. Selznick for a balance
of $3,051 due on notes of Select made
in 1922, endorsed by the defendants,
on which the plaintiffs advanced
$15,000. The plaintiffs assert that
the defense is a sham. The defend-
ants in their defense allege that
they were discharged from liability
because the notes became due Feb. 9, 1923,
and the plaintiffs granted an exten-
sion of time for payment.

A judgment for $1,479 has been
filed in the City Court against Mur-
ray W. Garsson, Inc., in a suit of
Roy Sheldon. The plaintiff alleged
he was engaged to go to Georgia in
1922 to take charge of the film “Way
Down South,” and was to get $250 a
week for five weeks and $1,000 when
the film was completed. He alleged
that a balance of $1,479 was due him.
The defense was that the film as di-
rected by Sheldon was “an ineffecti-
ve piece of work.”

New Rules
(Continued from Page 1)

Warner Brothers will present their
usual trophy for low gross.
The Motion Picture News, through
Wm. A. Johnston, will present a
silver putter instead of a cup for run-
er up of low gross.
The Exhibitors’ Herald will pre-
sent 20 holiday ironing boxes in a
cup. The Committee has not yet de-
cided as to how they will be awarded.
John M. Spargo of The Herald sug-
gests they be given to winners of the
cup.
It is expected that Jules Mastbaum
will again offer a trophy for the best
score made by an exhibitor.

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ve piece of work.”

Golfers, Attention
Sign this and forward to any member of the
committee:
Here is my entry for the Fall Film Golf
Tournament to be held Tuesday, Sept. 23, at the Sound View
Golf Club, Great Neck, L. I.

My check herewith ($10 for players, including
lunch, dinner and prizes). My average round is:

THE COMMITTEE:
Felix Feist, Jos. Schenck Prod., 1540 Broadway.
Alf Warner, Warner Bros., 1600 Broadway.
Danny, The Film Daily, 71 W. 44th St.

PRODUCERS ATTENTION
Foreign Film Distributors
AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 5272
N. Y. C.

Specify
GOERZ
Raw Stock for QUALITY
Salt Distributors:
FISH-SCHURMAN CORP.
41 West 44th Street
N. Y. Bryant 7243

New York Chicago Hollywood
Rothacker Laboratories
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WHAT A STAR!
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MINIATURE SETTINGS
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“WIT WITH A WALLOP”
HAL ROACH’S RASCALS IN
“OUR GANG” 2 REEL
Pathécomedy
On Broadway

**Mail—“Captain Blood”**

roadway—“Monsieur Beauchamp”

ooklyn Mark Strand—“Monsieur Beauchamp.”

itel—“Messalina”

itol—“Sinners In Silk”

entral—The Man Who Came Back

amopolitan—“Janice Meredith”

iterion—“The Ten Commandments”

erty—“The Thief of Bagdad”

ew York—Today—“Empty Hands”

uesday—“Sunset Trail” and “Passion’s Pathway”

ednesday—“Pess of the D’Urbervilles”

ursday—“The Dangerous Coward”

iday—“The French Lady” and “Riders of Mystery”

aturday—“Another Scandal”

ic—“The Iron Horse”

ark Strand—“Sinners In Silk”

alto—“Open All Night”

oll—“Merton of the Movies”

Next Week

tor—“Captain Blood”

oadway—Not yet determined

ooklyn Mark Strand—“Flirting With Love”

eto—“Messalina” (tentative)

itol—“Yolanda”

entral—The Man Who Came Back

amopolitan—“Janice Meredith”

iterion—“The Ten Commandments”

erty—“The Thief of Bagdad”

ic—“The Iron Horse”

ark Strand—“The Sea Hawk”

alto—Not yet determined

oll—Not yet determined

Chicago Musicians Compromise

(Special to THE FILM DAILY)

Chicago—The Chicago Federation of Musicians has withdrawn demands for a 10% wage decrease. The compromise was reached when the men agreed to extend the yearly period of employment from 35 to 44 weeks. Over 50 residential houses are represented.

Busy At Sennett Lot

Hollywood—Four units are working at the Sennett, under the supervision of F. Richard Jones. Ralph Graves is appearing in the first of the Sennett Star Series. Ben Turpin is making a burlesque, titled “The Virginian.” The regular comedy unit is working on a new one, while Harry Langdon heads the fourth company.

**Wait For Manager, Then Rob Theater**

(Special to THE FILM DAILY)

St. Louis—When Maurice Stahl, manager of the Tivoli, owned by the St. Louis Amus. Co., reached the theater, he found two armed robbers waiting in the lobby. They compelled him to open the safe, which contained the receipts of Saturday night and Sunday.

**Buys Beacon, N. Y., Houses**

Through Sofferman’s, Ginsberg and Son have purchased the State and Paragon theaters, Beacon, N. Y., from the Dutchess Amusement Co. The purchasers operate the Three-Star Movie, in Paterson, N. J.

Eastman Remodeled

Rochester, N. Y.—The orchestra pit of the Eastman is so fixed now that musicians may be transferred with ease facility from the pit to the stage.\n
**Perkins Resigns**

Bert R. Perkins has resigned as exploitation chief of Metro-Goldwyn.

Chain Operation

(Continued from Page 1)

T. and D. Circuit” and former secretary and director of Associated Nat’l Pictures of North California. It plans to operate theaters on a circuit basis and make all of its purchases in that manner. Pointing to the value of such an arrangement, the prospectus states that the former manager of the Richards theater, at Modesto purchased a block of films for $1,470 for which the Syndicate secured for $750, a saving of 49 per cent.

The Syndicate is now offering its first block of stock. It declares $500,000 is already held by prominent people in the Bay district and that out of the profits quarterly dividends of two per cent are being paid. Its theater-buying activities are to be confined to Northern and Central California for the present where, it is said, there are about 300 privately owned houses.

Interested with Crook are G. C. Parsons, former district manager of Goldwyn, as vice-president; Frank S. Oliver, president, Nat’l Bank of Los Altos, as secretary-treasurer; Walter D. Bliss, Bliss and Paville, architects, a director; A. F. Zipf, Williams Steamship Co, a director; Nat Schmulowitz, associated with Gavino McElroy, a director, and E. C. Sears, former State Bank Examiner of California, fiscal agent. Offices are in the Loew Warfild Bidg.

**WANTED!**

**Negative Stock Shots:**

(1) Railroad Wreck Material showing passengers coaches.

(2) Close-up of Cuckoo calling.

(3) Riverside Drive during snowstorm.

PHONE: Kelly, Bryant 9850

“**WELCOME STRANGER**” BOX-OFFICE KNOCKOUT AT MERRILL THEATRE, MILWAUKEE, WIS.

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469—5th Ave., New York

“WELCOME STRANGER” going like wild fire. Biggest matinee in months. Holding them out every performance. Receipts growing daily. Welcome more pictures like ‘WELCOME STRANGER.’ A wonderful show to exploit, and you know me. ‘HOLD YOUR BREATH’ next week. Watch me. Regards.”

A. J. Happy, Manager MERRILL THEATRE,

NOW BOOKING

Released by PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
there's no stopping the record smashing of those specials

JOSEPH M. SCHENCK presents

NORMA TALMADGE
in
"SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play 'SECRETS'
directed by FRANK BORZAGE

Hail! Hail! The hits are all here in that FIRST NATIONAL CONTRACT for next season
COMMENT

By DANNY

That exhibitors think. Of it is written. Is always interesting. Because it is harder yet Mr. Average Exhibitor, to get you know things. Than to get the Sphinx to chat. So glance over these:

The what Eddie Hyman, Strand, slyly says:

"I have read with a great deal of appreciation and understanding your first-column article headed 'The Show.' In brief, 'there's my sentiments exactly', and of course, you now that this is the policy which we have followed faithfully at this theater.

Then Eddie invites us to see what is doing with "Beaucaire."

From the Center West

On Fred Meyer, Palace, Hamilton, Ohio, breaks in:

"Of the many editorials which have appeared in THE FILM DAILY the best one I have ever run across is that in the issue of the 27th, second Service.

"It may interest you to know that I am and have been for several years president of the amilton Merchants Assn; under and for two years resident of the Third St. business Men's Club; I served for three years as Chairman of the Board of Directors of the amilton Advertising Club; and I am at all time in back of every civic movement that comes along. Please understand, and when I say I am I do not wish the Capital I. I speak of the Palace Theater which represents and the things I do are done for the good of the community and not for any self gain or self praise."

Meyer's Code of Ethics, written May, brought him a cordial and enthusiastic letter of commendation.

Will Hays.

Rowland Optimistic

First Nat. Head Returns from Coast
Exceedingly Enthusiastic Over Forthcoming Productions

Richard A. Rowland, General Manager of First National who has just returned from the Coast is most enthusiastic in his expressions, relative to the work coming from the First National units for the early season.

"I believe," said Rowland, that in 'The Lost World,' we have probably the greatest novelty ever produced. It will be released sometime in November and will be in about ten reel. I would like to discuss the mechanics of the production but this should wait for some time after release. One thing is certain, that, as a novelty, it should be an outstanding box-office attraction. Some of the effects which Earl Hudson has produced are really short of marvelous. The inventor, O'Brien, has been working for over three years and has now succeeded in securing the results desired.

"Edwin Carewe has done splendid (Continued on Page 2)

Films at Orpheum, Brooklyn

The Orpheum, Rockwell Pl. and Fulton St., Brooklyn will inaugurate a picture and vaudeville policy beginning Jan. 1 when the new Keith house at Dc Kelb Ave. and Fulton St. opens. The Orpheum is the present Keith house in Brooklyn and is directly opposite the Brooklyn Strand.

Dorothy Gish Ill

Dorothy Gish has been seriously ill for the past week with bronchial influenza, She is still confined to bed in her apartment in the St. Regis.

Stephen Bush Here

W. Stephen Bush is in town from Rome.

Michigan Cuts Dues

Fifty Per Cent Reduction There—Hays to Attend Saginaw Meeting Oct. 14

(Special to THE FILM DAILY)

Detroit—The Ways and Means Committee of the Michigan M. P. O. has decided to cut organization dues by fifty per cent, because the association was found to be in such excellent financial condition. The M. P. O. has decided to cut its fiscal year with a cash surplus of over $20,000.

The new schedule which gives unequal consideration to the smaller theaters follows:

Theaters seating 250 and under, $10 a year. (Continued on Page 2)

Dividend on Famous, Preferred

The board of directors of Famous Players at a meeting yesterday declared a regular quarterly dividend of $2 on the preferred, payable Nov. 1 to stockholders of record Oct. 15.

The common stock yesterday took a sharp jump upward, in a generally favorable market. It closed at 77%, an increase of 2 1/4 points over the previous close. About 12,000 shares changed hands.

Grainger Back

James R. Grainger, Eastern sales manager for Metro-Goldwyn returned from the Coast yesterday.

"U" Talks to Linder

Laemmle Makes Comedian Verbal Offer—Universal Head Home in October

(Special to THE FILM DAILY)

Paris—"Le Courrier Cinématographique" publishes an interview with Max Linder, in which the comedian declares he has been made a verbal offer by Carl Laemmle to join Universal.

Linder is dissatisfied with producing conditions here. For one thing, he thinks compensation is not adequate for services rendered. The French publication quotes Linder as saying that the market is crowded with American pictures and credits him with advancing the idea that a "contingent" system he established to control the importation of Americans as well as other foreign productions.

It was admitted at Universal yesterday that Carl Laemmle has approached Max Linder about his coming to America. Laemmle, incidentally, sailed for New York the first week in October.

Newark Theaters Open

Theaters in the outlying section of Newark remained open last Sunday, despite the "blue law" ordinance, prohibiting such showings. This move, in the case of the exhibitors, is considered a test of the ordinance.

Need Even Break

State Right Aid Should Come From Exhibitors, Says Brand—Sympathy Won't Help

Commenting on the state right situation as recently defined by an important salesman from Chicago who said it was all over but the shouting, Joe Brandt of C. B. C. declared yesterday that the independents didn't need sympathy but an even

Warners May Build

Plan to Have First-Run Theaters to Insure Showing of Product in Important Cities

Because Warner Bros. have found that it is almost impossible for us to get first-run showings the Warners are planning the erection of 15 large first-run theaters in as many important key cities in America, including New York.

The announcement came at the conclusion of a luncheon given by the Warners yesterday at the Astor during which Sam Warner related briefly the history of Warners motion pictures. Much of it was very interesting but the announcement that Los Angeles exhibitors with ten million dollars would arrive in New York about Sept. 14th with Harry Warner to discuss proposed theaters was the most interesting statement he made.

Warner said that he had just turned from a trip around the country with Sam Morris and Mrs. Pearl Keating at which time they met (Continued on Page 6)

Talk of Another "Resurrection"

Arthur Edmund Carewe, actor, stated yesterday that he had been at work on a forthcoming production of "Resurrection" for six weeks and that he had now secured financial backing to go ahead with the plan. As noted, Selznick intends making it for Principal.

Moreno Through With Paramount

Los Angeles—Ralph Alten has been loaned to the Constance Talma unit to appear in "Learning to Love." Upon its completion, his Paramount contract will have ended.

Robert Lieber Here

Robert Lieber of First National is in town from Indianapolis.

Broadway Line-Up

Rialto-Rivoli Schedule Set to Feb.—Two Weeks for "Sea Hawk" at Strand

Tentative schedules of attractions at the Broadway theaters for some weeks ahead have been drawn up. In this respect, the Rialto and Rivoli outdistance the other houses, in that the line-up has been prepared as far ahead as the first week of February. The Capitol has booked "America" to follow "Yolanda." It will probably remain for two weeks. The Strand will show "The Sea Hawk" for two weeks, beginning Sunday. Eleven pictures on the Rialto-Rivoli list will be held over for two weeks and a twelfth, "Feet of Clay" for (Continued on Page 6)
Rowland Optimistic

(Continued from Page 1)

work with Nazimova and Milton Sills in 'A Madelon of the Streets', and Frank Lloyd's 'Silent Watcher' is full of heart interest. This is the first picture of this type that Lloyd has ever attempted. I know that 'So Big', with Colleen Moore, and Sam Goldwyn's 'Potash and Saltmurn in Hollywood' gave me the best laugh I have had in years. 'We also liked 'In Every Woman's Life' made by M. C. Levee and Norma's picture 'The Only Woman' is easily up to her standard, John Stahl's 'Husbands and Lovers', Tom Ince's 'Christine of the Hungry Heart' and 'If I Ever Marry Again' are also under way.'

Hill Opens in Cleveland

(Special to THE FILM DAILY)

Cleveland—R. G. Hill Enterprises of Pittsburgh have opened an office at 206 Film Exchange Bldg.

Hill also plans an exchange in Detroit to handle Michigan sales of new product acquired, including the Buddy Roosevelt and Buffalo Bill, Jr. series from Artclass and the 'Big Twelve' of Cranfield and directs for that territory as well as for Western Pennsylvania, West Virginia, Ohio and Kentucky.

C. B. C. Selling Novelty Reel

C. B. C. is state righting 'Hot Dog', the novelty reel brought over from Paris by Harry Reichenbach on his recent trip. Recent sales were made to De Luxe of Philadelphia for S. Jersey, E. Pennsylvania and Delaware and to Exhibitors' Film Exchange for Washington for Maryland, Virginia and the District.

Asks For Receiver

(Special to THE FILM DAILY)

Fort Worth—John Frank Anderson has applied for a receiver for the Queens in the 45th District Court. The plaintiff charges that the building is not being repaired, chairs are broken and the roof leaks.

Bachelor Dinner for Geller

About fifty exhibitors and exchange friends of J. Louis Geller, of the 86th St., the Winter Garden and 5th Ave. theaters, will give him a bachelor dinner at the Astor tomorrow night.

Title Of Johnson's Next Changed

Hollywood—The title of Emory Johnson's next for F. B. O. has been changed from 'The Grandstand Play' to 'Lithia's Greatest Game'. The story deals with big league baseball.

Harry Shepherd Ill On Coast

(Special to THE FILM DAILY)

Hollywood—Harry Shepherd, formerly of W-H Productions, of New York, is ill in a local hospital.

For Two September

Cranfield and Clarke will release two pictures this month, "Strangely Threads" and "A Soul's Awakening".

Arkansas House Burns

(Special to THE FILM DAILY)

Rayne, Ark.—The Pastime was recently destroyed by fire.

Michigan Cuts Dues

(Continued from Page 1)

Theaters seating up to $50, $25 a year.

Theaters seating from 500 to 1,000, $50 a year.

Theaters seating from 1,000 to 1,500, $75 a year.

Theaters seating over 1,500, $100 a year.

The organization now embraces 46 theaters of a possible total of 50. Officials are looking forward to the largest convention ever held at Saginaw, Oct. 14-15. Will H. Flory has promised to attend. Others expected include Charles C. Pettijohn, several trade paper editors, Governor Groesbeck and Senator Couzens.

Four New Pictures In Work

Four new pictures are in work at the Paramount Long Island studio. The first to start is "Tongues of Flame", with Joseph Henabery directing, and Thomas Meighan starring. 'The Swan', starring Elsie Ferguson, will be placed in production in a few days. Another, now being prepared, is Richard Dix's second starring picture, 'Jungle Law'. Paul Staehe will direct. The fourth is "Argentine Love", to be made by Alan Dwan, starring Bebe Daniels and featuring Ricardo Cortez.

Four Players On Way To N. Y.

Four players are eastward bound from Hollywood to New York, to appear in Paramount pictures, Bessie Love and Eileen Percy are slated to appear in Thomas Meighan's new film, "Tongues of Flame"; Adolphe Menjou is to play the prince in "The Swan"; and Ricardo Cortez will be seen in "Argentine Love".

Start "Those Who Judge"

Banner Prod. started work yesterday on 'Those Who Judge', with Whitman Bennett studio. Patsy Ruth Miller, Lou Tellegen, Mary Thurman, Flora Le Breton, Edmund Breese, Walter Miller, Colby, Etheredge and Cornelius Keefe are in the cast.

Lee Chapman Buys Two

(Special to THE FILM DAILY)

Cleveland—Lee Chapman, of Security Pictures, has purchased for Ohio, 'The Lights of London' and 'Passion's Pathway', from Lee-Bradford.

Decker Plans Picture

Phelps Decker will direct "The Petticoat Skipper," by Elizabeth Musgrave, for the state right market. Production has been scheduled to start early in 1925.

Swinco Comes Home

Paris—Julius and Abe Stern, of Century, have left for New York, following a vacation at Carlshad. Julius Stern has purchased several stories.

D'Annunzio With "Ben Hur" Unit

Rome—Gabriellino D'Annunzio has been engaged as an assistant to Fred Niblo in the direction of "Ben Hur."

Rayart's First Finished

"The Street of Tears", the first to be released by Rayart Pictures, has been completed.
Need Even Break
(Continued from Page 3)

with these exhibitors, "why I think that after all is said and done independent pictures have been their houses at a profit."

"Many exhibitors," said Brandt, "who know their business that the independent producer changemen have always been all that afforded support and that when the high rental ascen-

sion was on, handwriting is on the wall—and the should be sung by these exhibitors to the policy that unless a picture first runs in a downtown big house and then works out.

"Best known salesman has picked territory that has had very few first

dates. So, I am independent for a good many

not, in that very territory. Chi-

cago have been looking over the looking

for this season and I am not at all the outlook.

course, the big fellows like Balaban

to and Lubliner and Trinz, and the

tickets that are virtually controlled

of the producing companies, will.

that they are financially interested in

only human—they make money both

that whatever price they pay in

which the profits of the pro-

company.

I can't understand why the av-

exhibitor, who is padding his own

and has to finance himself without

distributing company giving him a help-

in one way or another, will insist

Changes in Allentown

(Continued on Page 4)

new deals have been closed

at Bradford, involving foreign

Eskay-Harris purchased for

"The Image Maker," "Or-

sally," for United Kingdom,

Determination," for Egypt,

of the Southern States," to Peter

Co., for Belgium. "Orphan

and Shattered Reputations," for

Film, for Cuba. West

bought "Determination," for

d and Germany.

Two More Foreign Deals

wood—The cast for the first

order Sullivan production

Kiss", for F. B. O., has

sent. Jane Novak, Jean

H, Louise Dresser, Vera Rey-

Phillips Smalley, Bessie Ey-

nic Stedman, are included.

Hollywood—The Sea Hawk, at the

Louis Pershing Reopens

(paid to THE FILM DAILY)

Louis—The Pershing has re-

as a dramatic stock house to

WOODWARD PLAYERS.
Universal promised exhibitors something new, something different—a chapter play that would be a sensation, a box-office clean-up! And now Universal delivers the goods! Read what critics say—this is your opportunity to book ten weeks of profit.
"IT LOOKS LIKE A SURE WINNER!"
It is realistic melodrama—the kind of stuff which has brought popularity to serials. And this is one of Universal's best in a long record of 'continued' pictures. It carries a winning title—and most patrons are familiar with Duncan’s capabilities."

MOTION PICTURE NEWS.

"It is crowded with thrills. Keeps the audience in suspense. Should prove a good box-office attraction. Is far above the average in every way."

EXHIBITORS TRADE REVIEW

NOW BOOKING AT YOUR UNIVERSAL EXCHANGE!

DUNCAN
Warners May Build
(Continued from Page 1)
spoke to approximately 4,500 exhibitors. He said that Ellison of Denver, an exhibitor, told the whole story in a nutshell. Ellison said:

“What I don’t like, the public likes”, and vice versa. And said Warner, “we are in the same position. Our big, artistic, fine pictures have flopped and our ‘bozos’ have gone over splendidly.”

He related how the Warners started in Newcastle, Pa., with 49 chairs secured from the local undertaker; how they started the first exchange in New York by buying three trunks of film from Marcus Loew for $500, and how in 1912 “block booking” was started when the Warner Exchange attempted to sell two Eclair pictures, “Redemption” and “The Glass Coffin”, to exchange merchants.

He related how the Warners were broke on several occasions in their early days; how they made every animal serial and then produced “My Four Years in Germany” which cost $55,000 and which grossed $800,000 and “School Days” that cost $45,000 and grossed $750,000. He told how Warners made the first “Covered Wagon” picture, “Perils of the Plains”, but he said “we only had three wagons and the river was low”. He told how Warners had paid $60,000 for the rights to “Main Street” and $450,000 for four Belasco plays and then spent $700,000 in one year for national advertising.

There is one big danger facing this industry”, he said. “One or two more consolidations and then it will be ‘carnets’ for the independent producers. The big companies will be the only theaters than now exist. If they put us out of business, the rest of the independents will have to step out. We are keeping the market open.”

Mrs. Keating spoke briefly and said it was up to the newspapers to stimulate interest in the artistic better pictures which were not receiving the patronage to which they were entitled.

As a souvenir, Warners distributed very handsome silver watches of an unusual nature.

“Captain Blood” Opens
“Captain Blood” opened at the Astor last night.

Broadway Line-Up
(Continued from Page 1)
three weeks. In each instance, the pictures thus involved will open at the Rivoli and then switch to the Rialto. They are “Merton of the Movies” at the Rivoli this week; “The Alaskan”, “Feet of Clay”, “Her Love Story”, “Wages of Virtue”, “Forbidden Paradise”, “Tongues of Flame”, “North of 36”, “Peter Pan”, “A Woman Scorned”, “The Golden Bed” and “Bed Rock.”

The schedules as they now stand follow:

<table>
<thead>
<tr>
<th>Theater</th>
<th>Picture</th>
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<tbody>
<tr>
<td>Capitol</td>
<td>“Open All Night”</td>
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<tr>
<td>Rialto</td>
<td>“Sinners in Silk”</td>
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<tr>
<td>Rialto</td>
<td>“Yolanda”</td>
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<tr>
<td>Rialto</td>
<td>“America” (no date)</td>
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<tr>
<td>Sept. 7</td>
<td>“Open All Night”</td>
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<tr>
<td>Sept. 14</td>
<td>“Merton of the Movies”</td>
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<td>Sept. 21</td>
<td>“The Alaskan”</td>
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<td>Sept. 28</td>
<td>“The City That Never Sleeps”</td>
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<td>Oct. 5</td>
<td>“Feet of Clay”</td>
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<td>Oct. 12</td>
<td>“Her Love Story”</td>
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<td>Oct. 19</td>
<td>“DANGEROUS MONEY”</td>
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<td>Nov. 26</td>
<td>“Vitaphraph release”</td>
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<td>Nov. 2</td>
<td>“Worldly Goods”</td>
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<td>Nov. 9</td>
<td>“Wages of Virtue”</td>
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<td>Nov. 16</td>
<td>“Vitaphraph release”</td>
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<td>Nov. 23</td>
<td>“Forbidden Paradise”</td>
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<td>Nov. 30</td>
<td>“Manhattan”</td>
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<td>Dec. 7</td>
<td>“Vitaphraph release”</td>
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<td>Dec. 14</td>
<td>“Tongues of Flame”</td>
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<td>Dec. 21</td>
<td>“North of 36”</td>
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<td>Jan. 4</td>
<td>“Interlocutory”</td>
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<td>Jan. 11</td>
<td>“The Woman Scorned”</td>
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<td>Jan. 18</td>
<td>“A Woman Scorned”</td>
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<tr>
<td>Feb. 1</td>
<td>“Bed Rock”</td>
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</tbody>
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(Extract from May 11th issue of the FILM DAILY)

AND BLUMENTHAL SPEAKS
THE MINDS OF HUNDREDS OF OTHERS

NEXT SHORT SUBJECT QUARTERLY WILL BE OUT
SEPTEMBER 13

CONCENTRATE YOUR ADVERTISING WHERE IT ACCOMPLISHES MOST

Praise
May I not avail myself of this opportunity to compliment you on the splendid fight which you waged in behalf of short subject motion pictures during the last twelve months? The results cannot be accurately gauged at this time, but, as soon as the shortened feature pictures have had a wider distribution subjects will assume their right position of importance on every well balanced theater program.

G. C. BLUMENTHAL
San Francisco Manager, Educai

COMING
THE LAUGHING SUCCESS OF THE WORLD FOR 33 YEARS
‘CHARLEY’S AUNT’
Based on the famous farce by Brandon Thomas
AMERICAN DISTRIBUTOR TO BE ANNOUNCED
IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM
PRODUCED BY CHRISTIE FILM CO.
TELEGRAM—** without doubt, the greatest picture Gloria Swanson has ever been seen in. The title itself invokes the imagination and arouses all-consuming desire to see what it is all about. It is dynamic
Ohio, Indianapolis
STAR—** As an indication of certain types of society men, generally known to the public as "cads," the picture is a powerful drama. As entertainment it ranks well up toward the 100 per cent class, and the daily subway rush and other comic "slights" are well written and well received.

NEW ACTOR—Indiana
TRIBUNE—** As a sign of the times, Miss Swanson is not only given unprecedented opportunities to display her talent for depicting comedy situations, but to establish herself as an impersonator as well.

Tivoli, Washington
Herald—** A colorful production; POST—Far from being obvious; strikes out along new trails, develops and maintains the love interest, and wins up in satisfactory style.

Monsieur Beauregard—**

Capitol, Montreal
STAR—** Valentino remains a strong favorite with the fair sex and some others and makes a most attractive hero. He has a mobile countenance, and as the gallant Duc de Chartres he has a role which enables him to prove his intuitive ability.

Strand, Omaha
DAILY NEWS—** Two years' absence from the screen have ripened Valentino's acting. No Valenotio fan should miss "Monsieur Beauregard"

Columbia, Washington
HERALD—His bold is as strong as ever—that was demonstrated yesterday. "Standing room only" was the rule all day. But just a little apart from the return of Valenotio to the world of the cinema, "Monsieur Beauregard" is a worthy achievement in itself. It is superfluous done

POST—** It has some just claim to fame as it is really good **

Too much cannot be said in praise of the gorgeous costumes and scenery ** the splendid cast, whose every effort in carrying out the picture perfectly, on the artistic lines, made the story as worked out by the director.

POST—Rudy is a star to the ladies, and as far as they are concerned, the Valentinoogue no doubt will have as many followers as when he left the screen, nearly two years ago. And his male admirers will be as few, we suppose.

Personally, we were not very enthusiastic about the picture "Monsieur Beauregard," which impressed us as being more of a decorative piece than a good play.

TIMES—Valentino certainly fitted the part of the dashing Duc de Chartres, the center of all tender hearts, as no other screen star could do.

The two years' absence of Valentino from the screen has increased rather than impaired his powers.

Though under the excellent direction of Sidney Olcott, "Monsieur Beauregard" is included to drag a bit, even to the enraptured flapper.

Telegram—Without doubt, the greatest picture Gloria Swanson has ever been seen in. The title itself invokes the imagination and arouses all-consuming desire to see what it is all about. It is dynamic.

Ohio, Indianapolis
STAR—As an indication of certain types of society men, generally known to the public as "cads," the picture is a powerful drama. As entertainment it ranks well up toward the 100 per cent class, and the daily subway rush and other comic "slights" are well written and well received.

City, Indiana
TRIBUNE—As a sign of the times, Miss Swanson is not only given unprecedented opportunities to display her talent for depicting comedy situations, but to establish herself as an impersonator as well.

Perry, Washington
Herald—A colorful production; POST—Far from being obvious; strikes out along new trails, develops and maintains the love interest, and wins up in satisfactory style.

Monsieur Beauregard—

Capitol, Cincinnati
COMMERCIAL TRIBUNE—But despite the fact that all of the younger generation liked the picture, many of their parents, who had formerly been Valentino admirers in a mild sort of way, didn't care particularly for it—it was good, you know, but not just what they'd been expecting. "Monsieur Beauregard" was not exactly suited to the film and graceful Italian.

Page 7

“THE WISE VIRGIN” SCORES TRIUMPHANT HIT AT STRAND THEATRE, SAN FRANCISCO, CALIFORNIA

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469—5th Ave., New York

"With seventy-five thousand people out of town for week end Labor Day holiday and opening against strongest competition including "Thief of Bagdad," "Yolanda," "Sea Hawk," "Empty Hands" and "Female"—"THE WISE VIRGIN" Played to capacity Saturday, Sunday and today. Am greatly surprised and pleased. Picture is splendid entertainment. Pleased audience one hundred percent. Daily papers all give enthusiastic praise in extended reviews. Am sure will hold up big rest of week.

Congratulations.

STRAND THEATRE, M. L. Markowitz

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES

“Open All Night”—F. L. Palace, Washington

HERALD—A dainty and delightful story

Mr. Menjou offers another faultless performance ** while Miss Dana's enactment of the wife is all that one expects of this finished comedienne. Jette Goudal brilliantly plays the role of the athlete's sweetheart, while Maurice ("Lefty") Flynn is all that can be desired as the exponent of masculinity.

Times—We shall open this service with a prayer—_a deep and earnest supplication—that Washington picture-goes who attend the Palace this week will be able to comprehend all the delightfully subtle humor of "Open All Night," without missing the drift early in the story and subsequently sitting down the whole as much tommyrot.

Lyon and Healy

ESTELLE TROYER

Sponsored by

TULLY MARSHALL
MARGARET LANDIS
JEAN PERRY
EDWARD KIMBALL
KATE PRICE
WILBUR LUCAS
KID ELAGAN
SNITZ EDWARDS

in "Passion's Pathway"

WHAT A STAR! WHAT A CAST! WHAT A TITLE!

“THE WISE VIRGIN” SCORES TRIUMPHANT HIT AT STRAND THEATRE, SAN FRANCISCO, CALIFORNIA

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469-5th Ave., New York

"With seventy-five thousand people out of town for week end Labor Day holiday and opening against strongest competition including "Thief of Bagdad," "Yolanda," "Sea Hawk," "Empty Hands" and "Female"—"THE WISE VIRGIN" Played to capacity Saturday, Sunday and today. Am greatly surprised and pleased. Picture is splendid entertainment. Pleased audience one hundred percent. Daily papers all give enthusiastic praise in extended reviews. Am sure will hold up big rest of week.

Congratulations.

STRAND THEATRE, M. L. Markowitz

NOW BOOKING

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SeasoN 1924-1925—THIRTY-FIRST RUN PICTURES
Excuse our dust! We're out to retain our LEADERSHIP and man! We're hitting on all cylinders with the biggest shipment of money making product ever seen.

We're barking to the world that the most valuable piece of paper in the industry to day is a FIRST NATIONAL CONTRACT.
1st RUNS

By DANNY

Their importance. Their ending. Undeniably a factor, a subsequent runs. And in building interest to a locality, which causes many exhibitors— as well as distributors—to like the wrong slant. There is an old saying: “If you haven’t of a first run—don’t come round.” So much so that often are managers of “independent” (whatever that means) producers and distributors. Are compelled to act as salesman and book the first run. Before they can sell the product in the territories.

Joe Brandt wants to know (and he justified in wanting) why exhibitors, not identified with producing and distributing interests, will not use their neighborhood houses as first runs. In case—because of the tie up situation— the picture hadn’t had a downtown first run. It’s all right this, Joseph. But you’re going to have a long wait. Before you get an intelligent answer.

You cannot blame Mr. Average Exhibitor. If he wants to capitalize the interest originally aroused, developed and sustained, by the picture which has had a downtown first run. The result from the newspaper advertising and publicity alone—much less exploitation—is a mighty important factor.

On the other hand, for a certain type of picture, there is no gaining say at all often a second run, or neighborhood house (often the same thing) is profitably play these and do as well as have a mediocre picture that has the benefit of a downtown first run. The great difficulty is to like Mr. Average Exhibitor see that, his, incidentally, is one of the mats we had in mind when we talked about the ever narrowing circle. A few days ago.

The Warners plan their own first runs. So you will notice. The last development of this hustling organization. And it looks like “Uncle Molyet” Flint, Of Los Angeles. Is one

(Continued on Page 2)

49 Cleveland Zones

Territory in Ohio Rearranged—Expected to Bring Theaters Closer to Release Dates

(Special to THE FILM DAILY)

Cleveland—Exchanges here are nothing like exhibitors in Cleveland, Toledo, Akron, Canton and Youngstown, under a zoning system outlined and operated by the Film Board of Trade, his coast-to-coast system. Although the latter has not ratified the plan as accepted, nevertheless, it is now in complete and full operation. In fact, it is said that all pictures sold in any of the above towns are sold only according to the zone plan.

This plan is based primarily upon location. The geographical location of the house is the first consideration in classifying it. Then comes its seating capacity. Admission price charged are also serious considerations. Oftentimes a combination of location, seats, and prices charged, that gives a house its rating. Plan for the first run house of Cleveland as follows:

ZONE A

First run in Greater Cleveland has protection over all zones, with a

(Continued on Page 4)

Next Week At The Rialto-Rivoli

Thomas Meighan, in “The Alaskan,” will be the feature at the Rialto next week. The Rialto will play “The Clean Heart.”

Grainger Enthusiastic

Declares He Never Found General Conditions Better—Back from Coast Trip

“I’ve never seen the film business in better condition,” said James R. Grainger yesterday, in commenting on his trip. “The past summer has seen the exhibits do better than in many years past, and now, from the way they are looking for the fall season, things look mighty fine.”

He spent several days at the studio and is most enthusiastic over the line-up of productions now under way there. Grainger closed contracts with West Coast Theatres, Inc., whereby “Yolanda,” starring Marion Davies, will be exhibited in their entire chain. Contracts were also closed for the picture at the Roosevelt, Chicago; the Adams, Detroit; the Strand, Seattle and several other houses, for extended runs.

To Fight Jersey Shows

The Lord’s Day Alliance of New Jersey plans to again fight Sunday shows. According to Rev. Frederick W. Johnson, secretary of the organization, ministers in Northern New Jersey are in accord with the Alliance’s aims.

Piccadilly Opens Sept. 26

Lee A. Ochs has definitely set the date for the opening of the new Piccadilly as Sept. 26.

The World Market

UFA of Berlin Opens Offices Here—Felix Kallman Here—Some of the Productions Coming

UFA of Berlin—the largest producing concern in Germany, and one of the largest of Europe, has opened offices in the State Theater Bidg., with F. Wynn-Jones in charge. Felix Kallman, chief executive of the UFA, is here aiding in starting the work of arranging for distribution and sale of UFA product in this country.

Dr. Kallman said yesterday that the greatest of all UFA productions—“Siegfried”—based on the Ring of the Nibelungen, would be ready for showing soon. That it would be followed by the presentation of “Faust” and “Cinderella” and that other important UFA pictures would come along on a regular schedule. He pointed out that “Decameron Nights,” which Herbert and Charles Wilcox are bringing here next week, was in reality a UFA picture, directed by Herbert Wilcox in the Berlin studio, with a cast including Lionel Barrymore.

Richmond to Handle Rayart Abroad

A deal has been consummated by Richmond Pictures and Rayart, for the former to distribute Rayart product in the foreign market. The deal includes two serials, 12 Westerns, 12 dramas and 12 specials.

Buys 6 In Montreal

Famous Players (Canadian) Now Controls 10 Houses There—70 in All of Canada

(Special to THE FILM DAILY)

Montreal—Six theaters operated by Independent Amusements, Ltd., have been taken over by the Famous Players Canadian Coro. As a result of this transaction, Famous now practically controls Montreal.

The theaters involved are the Regent and Strand, downtown; two suburban theaters the Plaza, Pageau, and Rivoli; all are modern with the average capacity about 1,500 seats. Fa

(Continued on Page 2)

Many Sites Picked

For Proposed Warner Theater Chair—Harry Warner Eastbound on Financial Details

(Continued from "THE FILM DAILY")

Many sites on which the

theaters to house their own product have been selected. Harry M. Warner has left for New York to confer there with Moloney H. Lipton and a number of Eastern financiers, relative to the details of this plan which will involve about $10,000,000.

Before leaving, Warner declared the plan will include several Canadian cities as well as points in the United States. He will leave for a tour of conferences, following conferences in New York.

At present, the following cities are included in the building program: San Francisco, Portland, Ore., Seattle, Denver, L. A., Kansas City, Chicago, Milwaukee, Minneapolis, Cleveland, Boston, Atlanta, Memphis, Philadelphia, New Orleans, Dallas, Vancouver, Montreal and Toronto. Immediate construction will be arranged in several cities and, while Warner is in the East, a final decision will be made concerning a $1,000,000 house for New York. This has been under consideration for some time.

(Continued on Page 4)

350th Performance of "Thief"

"The Theft of Baghdad" celebrates its 350th performance at the Liberty tonight.

Ad Club Warns

Cites Paragon of Los Angeles in Bulletin—Company Reissues Blackton Films

(Special to THE FILM DAILY)

Kansas City The Better Business Bureau of the Associated Ad Clubs of the World cites Paragon Pictures of Los Angeles in its latest bulletin which is circulated among its members in this territory. The company plans to sell reissues on a territorial basis.

The bulletin says: "Inexperienced persons hired by the reported profits in the motion picture business, believed would find it very difficult to market their product in competition with the established film exchanges now in the field, backed by extensive advertising campaigns."

Has Blackton Reissues

(Special to THE FILM DAILY)

Los Angeles—Paragon Pictures Co.

(Continued on Page 2)
THE Film DAILY

Wednesday, September 10, 1924

Pathé News

Sees All

Knows All

No. 74

WORLD FLYERS COME HOME—Record breaking airmen of U. S. Army reach United States; their welcome in Boston and New York; at New York are greeted by Prince of Wales.

ATLANTIC CITY’S ANNUAL BATHING BEAUTY CLASSIC — A new “Miss America” wins coveted crown when nations most beautiful girls compete for famous honor at Jersey shore resort. Other news as usual.

today

GLENN TRYON

HAL ROACH’S
LATEST FIND IN 2 REEL
Pathécomedy

We are in the market for
SHORT SUBJECTS
For the territory of
New York State & No. New Jersey
SERVICE FILM CORP.
729-7th Ave. N. Y. City
Bryant 3377

Ask to see my sample reel of hand colored film.

Brook

Phone: Morning Side 1716
528 Riverside Drive N. Y. C.

Be sure to have some color in your pictures. There is a growing demand for Colored Titles, Inserts and Trailers

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
4211

Vol. XXXIX No. 60 Wednesday, Sept. 10, 1924 Price 5 Cents

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Quotations

High Low Close Sales
E. E. Kod. 109 109 109 100 E. N. Kod. 78 78 78 600
F. P. — 60 78 78 60 A. Mitchell 80 30
P. F. — 50 40 40 30 D. Smith 30
P. M. — 50 30 30 30 A. P. 30
D. Smith 30 30 30 30
B. B. — 17 17 17 30 F. H. 17 17 17 30
 WARNER’S — Not quoted

1st RUNS

(Continued from Page 1)

of the group of financiers. With that 10 million. Who may “rescue” the Warners from the locked, blocked, first run situation. Which they are facing.

By the way. You may have heard a lot of stories. About hard hearted, tough bankers. And picture folk. But if you want the other side of this story talk to any of the Warners about Motley Flint. And you’ll get such a story. As will make you wonder whether your hearing is sound. Or whether Flint has really been what the boys say—“a real father” to them.

Mechling Leaves

B. J. Mechling, exploitation manager of the Caldwell H. Brown theaters in Zanesville, O. is returning home after a two weeks’ visit in New York. Where he formulated campaigns at the Warner office for 1924-1925 productions.

Get acquainted with

(More Tomorrow)

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New York, Chic., 4052

Foreign

Cables—Geeken, N. Y. Distribution

Get acquainted with

(More Tomorrow)

Ad Club Warns

(Continued from Page 1)

with offices in the Markham Bldg. has secured the following pictures made by J. Stuart Blackton five or six years ago: “A House Divided”, “My Husband’s Other Wife”, “Forbidden Valley”, “Respectable by Proxy”, and “The House of the Tolling Bell.” These will be reissued on a franchise basis.

The company intends disposing of one hundred franchises to either individuals or organizations. Each zone is designed to include 160 theaters and the sale price, one print at about five cents per foot. The re-editing is being handled by Sada Cowan and Howard Higgins, according to a prospectus. The purchaser will become sole owner of the pictures for his zone, to do with as he pleases. He will determine rentals and all other detail.

Paragon’s plan is the second of that nature to develop since Imperial Pictures announced its zoning sales plan. George Mooser was reported sponsoring a similar move in San Francisco some weeks ago, and now comes Paragon.

Breuer Dead; No Successor

William Nelson Breuer, president of the Oita Lithograph Co. of Cleveland died Saturday at Lakewood after a lingering illness. He is survived by his widow, one son, Wilbert S. Breuer who is vice-president of Oita, three daughters, one brother and three sisters.

Mr. Breuer had not been active in the management of Oita for about a year and, therefore, there will be no one to succeed him as president. The company will continue under its present personnel.

Buy 6 In Montreal

(Continued from Page 1)

rous operates the Capitol and Palace, Loe’s Montreal, St. Denis and other theaters. Famous controls 70 theaters in the Dominion. With regard to business conditions, M. L. Nathanson declared the general situation is good with the possible exception of the Middle West. Attendances had averaged well in all cities and Famous had met all charges at the end of the corporation’s fiscal year on Aug. 31. He also announced that all dividends had been earned for shareholders.

$10,000,000 in Theaters

(Special to THE FILM DAILY)

Toronto—Advertising used in connection with Paramount Week in Canada by Famous asserts that capital invested in houses throughout Canada exceeded $10,000,000, this representing a total of 1,700 shareholders, of whom 95 per cent were resident Canadians.

$1,000,000 House for Ottawa

(Special to THE FILM DAILY)

Ottawa—It is understood the Famous Players Canadian Corp. will build a $1,000,000 theater on Queens Street.

New House for Bronx

Karl K. Firestone will build a theater, stores and apartments to cost $1,000,000 at East Tremont, Roberts, Blondell and Ponto Ayes, the Bronx.

Ormiston Succeeds Perez

Harry Ormiston succeeds Paul Perez, of Universal. Ormiston will assist Paul Gulick on Universal Weekly besides regular trade publicity.

“Doc” Golden Here

E. A. “Doc” Golden, Metro-Goldwyn sales supervisor in Boston was in town yesterday.

INSURANCE

We have been handling

Motion Picture and Theatrical Insurance for the past fifteen years and are in a position to handle any proposition—big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway, N. Y. C.
Bryant 3040

Let George do it!

George E. Kann
Corporation

220 West 42nd St.
New York, Chic., 4052
Foreign Cables—Geeken, N. Y. Distribution
S. R. Kent said in Film Daily:

**SINNERS IN HEAVEN**

I consider SINNERS IN HEAVEN one of the most valuable box office properties to be released this Fall. As a book, it won the prize in England as the best novel of the year and is the literary rage there. It is a best seller in this country.

As a picture, SINNERS IN HEAVEN has every quality that gets the money.

Alan Crosland has taken full advantage of the many box-office angles to the story—the romance, the wreck, the wild tropical beauty, the fight for life, the battle between the rich man and the aviator for the girl.

—Film Daily, June 23

—and now the picture’s a sensation at the Strand!

A true prophecy. “Sinners in Heaven” is what they want. The business this Famous Forty thriller is doing at the Strand this week proves it.

“Go and see it! The presentation is good, the acting excellent,” says the New York Telegram-Mail. “We can readily understand why Dix has been made a star.” (Evening Post). “Miss Daniels has a truly tremendous following, and every one of them should see ‘Sinners in Heaven’ by all means.” (Morning Telegraph.)

“SINNERS in HEAVEN”

with

Bebe Daniels and Richard Dix

Alan Crosland Prod. Adapted from Clive Arden’s prize novel by James Creelman.

*Paramount Picture*
Many Sites Picked
(Continued from Page 1)

It is understood Warner representatives have been at work quietly for six months past, acquiring sites. Explaining his company's situation, Warner said:

"We are an independent concern. We are determined to show the public our pictures and so are building theaters for that purpose. It is not through any wish on our part to enter the exhibiting end of the business, but is more a protective measure to ourselves and the exhibitor that we intend to erect our theaters in the larger cities.

"So serious has the situation become through the interference of the so-called 'moving picture trust,' in gaining control of all theaters of any consequence in the United States, we cannot show our pictures because of the lack of suitable houses. It is understood the theaters will be operated under a corporation entirely separate from production and distribution.

F. M. Murphy and Lewis Gich, respectively electrical engineer and technical director of the Warner organization, will confer with architects and builders after Harry Warner reaches New York.

$500,000 for Atlanta House
(Special to THE FILM DAILY)

Atlanta—Local newspapers yesterday announced plans for the erection of a $500,000 theater here by the Warners.

"Sans-Gene" Cast Completed
Paris—The cast that will support Gloria Swanson in "Madame Sans-Gene," will include Charles DeRoche, Edith Drain, Warrick Ward, Louis Vonelly, Raoul Villiers and Jose Rolan.

THE WORLD MARKET
(Continued from Page 1)

Ivy Duke and Werner Kraus, "Representatives of the American, English and German school of acting."

"There cannot be in reality an international film, said Dr. Kallman yesterday. That is impossible, because the actors of each country are of their own nationality. But we can—and intend—making pictures which will have a world appeal; perhaps an American story, with some Americans in the cast, some Germans, some others, but produced and made in Berlin. We are even hoping to see 'Siegfried' presented in the Opera House in Paris; something which was impossible before the London Reparation Conference. German pictures are being shown in Paris now, to a greater extent than French pictures."

"Yolanda" Held Over in L. A.
(Special to THE FILM DAILY)

The Los Angeles—"Yolanda" has been held over for a second week at the California.

West Coast Theaters, Inc., have booked the picture for their entire circuit.

"Meredith" for Boston Run
(Special to THE FILM DAILY)

Boston—"Janice Meredith" opens at the Majestic, Nov. 24 for an indefinite run.

"Capt. Blood" for Chicago Run
(Special to THE FILM DAILY)

Chicago—"Captain Blood" will open at the Orpheum Sept. 13.

CUTS AND FLASHES

Burton King is directing "Those Who Judge," with Ben Shivey and Floyd Biskley as his assistants. Edward Paul and Charles Davis are cameramen.

Harry Stradling is here from the coast to photograph "The Lost Chord." G. A. McKnight is assisting Wilfred Noy in the direction.

Robert M. Haas, art director, and Joseph Boyle, assistant director, who worked on "Romola," are planning new production affiliations.

Melville Shyer has completed his work on "The Law and the Lady."

Cornelius Keefe has finished his work in "The Law and the Lady."

John Bohn has been added to the cast of "Sandra."

49 Cleveland Zones
(Continued from Page 1)

49 Cleveland Zones
maximum of twenty-one days' protection after the last play date; this protection, or less, to be at the option of the exchange.

ZONE B
First run in all theaters east of the Cuyahoga River after Zone A, with a maximum of seven days' protection after the last play date; this protection, or less, to be at the option of the exchange.

ZONE C
First run in all theaters west of the Cuyahoga River after Zone A with a maximum of seven days' protection after the last play date; this protection, or less, to be at the option of the exchange.

This classifications obtains for first runs only. No second or subsequent runs are to be sold under the conditions stipulated for Zones B, C, Neither does this classification apply to road shows or to extended runs.

This has been divided into 49 zones. It is thought that the zoning system will permit the current pictures on the screen within a reasonable time after release date instead of being held for individual discussions over protection. This plan has been approved by the Hays organization.

New York City

Palace, Brooklyn Sold

Nathan Wilson has purchased the Palace theater property, Douglas St. and East New York Ave., Brooklyn. The lease is held by Loew's, Inc.

WHO'S WHO
IN THE
SHORT SUBJECT FIELD
READ NEXT SUNDAY'S
OUT SEPTEMBER 13

"THE ADS TELL A STORY"

"BLACK LIGHTNING"
The Second of a Series of 6 Special Feature Productions
NOW READY FOR RELEASE ON THE INDEPENDENT MARKET
BY
Lumas Film Corporation
DISTRIBUTORS OF
Gotham Productions
1600 Bway.

Foreign Rights Controlled by
APOLLO TRADING CORP.
1600 Bway.

Cline Off for Coast
Eddie Cline, who directed "The Rag Man," left yesterday for the Coast. Frank Good, Louis Dunmyre and Walter Scott were his assistants.

"WE NEVER DISAPPOINT"
Cromlow Film Laboratories
INCORPORATED
220 West 42nd Street
New York

PHONE-CHICKERING 2937

ALLAN A. LOWNES, GEN. MGR.

Get acquainted with
(More Tomorrow)
The stuff of which box-office records are made!

Read These Money Notices:

"Holds all the elements to appeal to the flapper of today. Sumptuous settings, rich men buying jewels for young and beautiful females, champagne and cigarettes, swimming pools and evening dresses. Has every ingredient necessary to a successful society drama."—Eve. Mail and Tel.


"We enjoyed the Capitol picture. We felt in the mood for laughing, and there are quite a number of really legitimate and intelligent laughs in 'Sinners in Silk'."—Eve. Post.

"A brilliant cast. The spiciness of the production is intelligently delightful. Should be highly successful."—M. P. World.

"Admirably staged. Performances given by Adolph Menjou and Eleanor Boardman are great."—Morning Telegraph.

"Gorgeously mounted."—The World.

"No denying the entertainment value of this picture. Lavish settings, excellent photography, novel and amusing situations."—N. Y. Times.

"A very fine production. Cast is really excellent."—N. Y. American.

A HOBART HENLEY
production—By Benjamin Glazer
Continuity by Carey Wilson

ELEANOR BOARDMAN
CONRAD NAGEL
ADOLPH MENJOU
HEDDA HOPPER
JEAN HERSHOLT

Metro Goldwyn
Newspaper Opinions

"The Arab"—Metro-Gold.
Albambra, Milwaukee

SENTINEL—** * As entertainment it is better than the average picture, but somehow, due to a decided sketchy narrative, it misses being the epic it might have been. **

Delmonte, St. Louis

GLOBE-DEMOCRAT—** * The story is merely incidental to all the wondrous beauty of the landscape of Tinsel and Aligles, and the natural picturesque of Northern African towns. **

POST-DISPATCH—** * Has more atmosphere than story, but is fairly entertaining. **

STAR—** * Ramon Novarro is delightful as Jami, the dragoman, who modestly styles himself "the best dragoman in the whole world." **

TIMES—** * Gives an interesting scenic look of the Far East. Sheiks, with their long trains of attendants, who lounge and smoke and chat, move throughout the film. **

Fillmore, San Francisco

(Week Ending Aug. 30)

BULLETIN—** * It is a colorful and thrilling story of love and adventure in the land of the sheiks, **

"Broken Barriers"—Metro-Gold.
Loew's State, St. Louis

GLOBE-DEMOCRAT—** * The film tops with the old idea that "life is greater than love" although the two teams of heroes and heroines do not make the fast until within a few feet of the fade-out. The action of the film is swift. **

Warfield, San Francisco

(Week Ending Aug. 30)

BULLETIN—** * while not a dramatic masterpiece, is entertaining, * moves rapidly and sustains interest **

DAILY NEWS—** * The heroine of the story, Grace DuBose, played with exquisite restraint and sincerity by Norma Shearer **

EXAMINER—** * Not only has Mr. Barker come through with a good production, but he has given us a cast that wins him my approval at the very start **

ILLUS. DAILY HERALD—** * entertainment, and inasmuch as the cast is the best and the plot doesn't "give in" until the end of the last round, we recommend it as an exhibition of what appears to be honest endeavor on the part of somebody "trying to get along!" **

"The Covered Wagon"—P. P. L.
Eastman, Rochester

DEMOCRAT AND CHRONICLE—** * Silhouetted indeed in "Fame's illusive light" are the heroes of the "Covered Wagon Days," and underpinning are the names of Emerson Hough, James Cruze, Jack Cummings and Jesse Lasky to whom we are indebted for one of the greatest historical records in all the annals of American history. **

HERALD—** * There is an inspirational stir to the entire production; one becomes enfolded with the spirit of the pioneers and one is moved with the urge of adventure and the indomitable will of those early Americans who first broke the way through to the West. **

JOURNAL—** * Time and again yesterday the audience was really moved by the unfolding of this story of the pioneers of the West. **

"Daughters of Today"—Selznick
Circle, Cleveland

NEWS—if pictures like this could be seen uncensored they might carry less artificially. As it is, they acquit us with some director's idea of what constitutes lady life—a life as artificial as any of the sequins.

CHROMOS TRADING COMPANY
1123 Broadway
Specialists in
Merchandising and Financing
Motion Picture Propositions

"Empty Hands"—F. P. L.
Karlton, Philadelphia

BULLETIN—** * Jack Holt does a clever acting and intense loving, and N. Shearer, as宝e Claire Ericson, pamper society pet, gives an excellent portrayal of the spoiled child reverting to the natural simple ways of her stone-age ancestors. **

PUBLIC LEDGER (Morning)—* If your imagination is in good working order you like the back-to-nature plot, you'll have a good time here this week, where "Empty Hands" is starring Jack Holt. **

PUBLIC LEDGER (Evening)—* * * A story is a simple one, but one which pleases the movie director and cameraman an opportunity to film some really good action shots. **

"Poisoned Paradise"—Preferred
Colonial, Indianapolis

NEWS—** * Movie fans will one day come and enjoy the feature, for it is filled with drama and some actors who know how make the most of it.

Hear, Hear!
Startling News Direct from London!

DOUGLASS MacLEAN
in "THE YANKEE CONSUL"

ASSOCIATED EXHIBITORS
ARTHUR S. KANE, Pres.
Physical Distributors
Arthur Exchange, Inc.

Foreign Representative
Sidney Barret

London says he is a double of the Prince of Wales
"The Sea Hawk"—Ist Nat'l
Alpine, Philadelphia

BULLETIN—* * * A picture-wise and
roughly critical audience sat thrilled, if not
shocked, by the lively adventure and
romance of the sixteenth cen-
tury which unfolded with
unfolding realism.

PUBLIC LEDGER (Morning)—* * * Is
the most significant trailer on
exhibits this week, is one that
satisfies every requirement that the
various critic could lay down.**

PUBLIC LEDGER (Evening)—* * * This
labor of love, an adventure picture,
is one of the most satisfying—
of the best "yarns," taken purely from
story-telling angle. **

"Secrets"—Ist Nat'l
The Chicago, Chicago

DAILY NEWS—* * * Fails under the
classification of "special productions" which
men set up. It is done with a sentimentality
that doesn't break into genius, but
several seldom slips into insincerity.

HERALD—* * * Looks like one of the
magnificent successes of the year, thanks
to its Talmadge's acting and the
best intelligent direction of Frank Borzage,
the studio director. **

TRIBUNE—** Perhaps you won't
think that this is the best picture
Talmadge ever did. She is so
minor an artist that she
must be quite a woman in her
adolescent period.**

the Side Show of Life—F. P. L.
Capitol, Detroit

NEWS—When an unagreed old fellow line
best Torrence steals picture after picture
in the handsome leading men
and women, there is little left for a producer to
but star him. ** * * is one of those
ingeniously treated and acted pictures of which
there are so few these days.

TIMES—Ernest Torrence plays the cenci-
to. ** to perfection. There is much
of the wastefulness and the sentiment
characters beloved by this writer.

"The Signal Tower"—Universal
Hipodrome, Cleveland

NEWS—There isn't anything strikingly
about the plot of "The Signal
Tower," but the few
bars are so ably drawn, the acting so
consistently good and the suspense so adequate
maintained that it will hold well seeing.

PLAIN DEALER—"The Signal Tower" is
a great movie but it flashes excitement
improbably.

The Siren of Seville—* * * Prod. Dist. Corp.—California, San Francisco

BULLETIN—* * * It is a typical II. H.
Lone story, the being of the last-moving
variety of plays with a series of thrills
which romance and a touch of pathos.**

CALL and POST—* * * is full of por-
igious Spanish wiles, hot
legs flying to castanets, and hot
Spanish love. And it has a fight between
an imagination of evening
which is the highest and most prolonged physical
crisis we ever saw.

CHRONICLE—* * * Its flaming scenes
amorous adventure, its battle of women
half fights, its true love story that does
one right and its handsome star made
the passion memorable.

DAILY NEWS—* * * Hunt Stromberg,
initial director, who has seen his work well
a film is elaborately staged and costumed at
the Spanish cafe scenes and bullfight is
particularly worthy of mention. **

EXAMINER—* * * Say for me Mr.
Stromberg that he has made for you
a good picture and you have created for
us a drama admirable, much bonus y
nicy.

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

"The Thief of Bagdad"—United
Artists—Woods, Chicago

AMERICAN—* * * tops everything which
has been presented on the screen. The
score, the camera work, the uniforms,
the music, the scenes, indeed, were
applauded. **

DAILY NEWS—* * * Not only the best
production which has come from
Douglas Fairbanks in his extended motion picture
director, it is also one of the true film
classics, one of the rare and surprising crea-
tions of the film world.

HERALD AND EXAMINED—* * * an
enchantment of the screen. The magic of the
camera was never more magical. The
mechanical powers of Douglas Fairbanks were
never more natural. The melodies are
fulfilled in "The True Arabian Night." **

Grand, Cincinnati
COMMERCIAL TRIBUNE—To us "The
Thief of Bagdad" is the most artistic film
ever made. There is nothing to which it
can be compared.

From the production standpoint there can
be no criticism unless one of the type to
pick flaws in masterpieces, which doesn't
mean a thing to the layman.

PCST—There's no doubt about it, "The
Thief of Bagdad" is a hard picture to
describe. It can be done only in "gobs" of
superlatives. ** It is just about the last
word in lavishness. The money spent in
making the picture simply starts out at you.
The popular Fairbanks plays the title role
in the picture and it was made to order for
him. He has been great in many other
pictures, but he far surpasses himself in this.

A亿美元—A frequent and
whimsical rhythm that makes one live again
the tingling dreams of childhood. To compare
this masterpiece of Fairbanks at the Grand
with other pictures were futile; for it trans-
forms the confines of all things that have gone
before it.

American, St. Louis
GLOBE—The world of
thanks is due the athletic Doug for this
screen classic, and the word classical is
used advisedly. "The Thief of Bagdad" is the farthest
and most sudden advance that the movie has
ever made. **

POST-DISPATCH—All the wizardry of
which the moving picture art is capable in
pictures has been brought to fine frui-
tion in "The Thief of Bagdad." Fairbanks' acting
and amusing spectacle.

STAR—* * * The sophisticated movie-goer
as well as regular patrons of the legitimate
theater, will be * * * heartless after the
final fade-out.

Columbia, San Francisco
(Run beginning Aug. 24)
CALL AND POST—A colony of kalicolo-
skopic, yet, withal, consistently coherent and
persuasive—composite of a dozen or more
of the most beautiful folklore and fairy tales
of ancient Persia. **

DAILY NEWS—There is no use attempting
to describe "The Thief of Bagdad." Superlatives have
been worn to a dull edge with use on things less
deserving; adjectives are pale beside the reality the picture
so magically creates. **

EXAMINER—The combination of
Douglas Fairbanks, Arabian Nights magic
means joy to the film-going public.

ILLUS. DAILY HERALD—** * * marvels,
such as would have made Aladdin
envious, spring to life beneath Aladdin's
hand, and the erstwhile thief, now a prince
by right of conquest, donned his invisible
cloak, seized the princess in his arms and
sailed off through the window **

"Unguarded Women"—F. P. L.
Strand, Cincinnati

COMMERCIAL TRIBUNE—a unique
close, an unusual story.

POST—It's a good idea and probably a
universal theme. Young women really have
a problem to face in their relations with men.
But the picture is not quite as big as its
idea.

TIMES-STAR—An unusual story and a
rich oriental setting make "Unguarded
Women" at the Strand and interesting play.

Loew's, State, Montreal
GAZETTE—Alan Crosland, who produced
"Unguarded Women," * * * apparently bad
as his primary motive the desire to provide
an hour of excellent entertainment. * * *

STAR—Practically all the elements that
make for screen attractiveness are to be
found in "Unguarded Women." * * *

Regent, Rochester
DEMOCRAT AND CHRONICLE—
Alan Crosland, who directed the screen play;
Richard Dix, Bebe Daniels and Mary Astor,
who interpret the principal roles, make the
picture a remarkable experience and entertain-
ing feature. **

HERALD—* * * The outcome furnishes
a dramatic and surprising twist to the story,

Get acquainted with
(More Tomorrow)

"WELCOME STRANGER" BOX-OFFICE KNOCKOUT
AT MERRILL THEATRE, MILWAUKEE, WIS.

Paul C. Mooney, Vice President
Producers Distributing Corporation,
469-5th Ave., New York

"WELCOME STRANGER" going like
wild fire. Biggest matinee in months. Hold-
ing them out every performance. Receipts growing daily. Welcome more pictures like
"WELCOME STRANGER." A wonderful
show to exploit, and you know me. 'HOLD
YOUR BREATH' next week. Watch me. Regards.

A. J. Happy, Manager
MERRILL THEATRE,

NOW BOOKING

Released by
PRODUCERS DISTRIBUTING CORPORATION
Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
and that "hit" procession never stops!

M.C. LEVÉE presents

**In Every Woman's Life**

with

Virginia Valli, Lloyd Hughes, Stuart Holmes
Marc MacDermott, George Fawcett, Ralph Lewis

Directed by Irving Cummings

From OLIVE WADSLEY'S novel -"BELONGING" Screen play by ALBERT SHELBY LEVINE

Startling! Different!
A big hit surprise!
Values! Lots of 'em!
For any box office!

as regular as clockwork
the hits come with that
FIRST NATIONAL Contract!
Won't Build In U. K.
N. L. Nathanson Denies Famous (Canadian) Will Erect Houses

The report credited to an official of the Famous Players Canadian Corp. that the company would enter the exhibition field in England next year was denied yesterday by N. L. Nathanson, managing director of the company. Nathanson is at the Vanderbilt Hotel, New York.

He told THE FILM DAILY that no such plan was contemplated and said he thought it might have originated in the fact that he had spent

(Continued on Page 2)

Headq'ts On Coast
A. S. Kane To Represent Associated There—New Selling Arrangement with Pathe

Arthur S. Kane has left for Los Angeles, traveling in easy stages by automobile to make permanent headquarters there. Despite reports to the contrary, he is still president of Associated Exhibitors, but will handle the company's Coast business. John S. Woody will be in charge of distribution in New York.

Kane will likewise act as sort of ambassador de luxe for Pathe. It will be recalled that he recently spent many weeks in Los Angeles, watching production for the company.

Associated has made a new selling arrangement with Pathe, covering towns with a population of 5,000 and over. Pathe has a certain number of salesmen who touch these small places regularly, while Associated has never had any salesmen who directly catered to that class of business. Under a percentage arrangement, Pathe will act for Associated in these towns.

Associated salesmen will continue to handle big town business on their own product as well as the Lloyd and other Pathe features.

Goldman Acquires Rivoli, St. Louis
St. Louis, Mo.—William Goldman has added the Rivoli to his holdings. It will play pictures day and date with the King, opening Sept. 20 with Douglas MacLean in "Never Say Die."

Delayed Bookings
Cause Trouble in New York Because Big Features Are Held Too Long in First Runs

A prominent local exhibitor, operating an important chain in Brooklyn, said yesterday that delayed bookings caused by holding pictures in first run houses too long was playing havoc with exhibitors operating neighborhood houses in and about New York.

"We haven't one decent, fine, important show," said one theatre manager.

"It's a killing business for me right now," said another.
Golfers, Attention

Sign this and forward to any member of the committee:

Here is my entry for the Fall Film Golf Tournament to be held Tuesday, Sept. 23, at the Sound View Golf Club, Great Neck, L. I.

My check herewith ($10 for players, including lunch, dinner and prizes). My average round is....

THE COMMITTEE:
Felix Feist, Jos. Schenck Prod., 1540 Broadway.
Abe Warner, Warner Bros., 1600 Broadway.
Danny, The Film Daily, 71 W. 44th St.

Quotations
High Low Close Sales
East. Kod. 108% 108% 108% 100
F. P. L. 70% 78% 78% 6,500
Goldwyn 34% 34% 34% 700
Loew's 15% 15% 15% 200
Warner's 16% 16% 16% 400

PICTURES
(Continued from Page 1)

and from a production point, this is as good as you'll ever want one. Cast might have been improved. Yet War- ren Kerrigan gives a good performance as the Irish doctor turned pirate. In the roving days of King James, Nets trimmings. Probably will be for general release.

This is certain—it's the most ambitious picture Vitagraph has had in a long time. And the best part of this is that the first Vitagraph may keep to this policy. Of bigger pictures. That will be fine. Cannot get too many big ones.

Astor Showing for "Camille"
"The Lover of Camille" will be given a special preview Monday at the Hotel Astor. The showing will be held in the morning, followed by a luncheon.

Westi-Films Expand
(Special to THE FILM DAILY)
London—Westi-Films, Ltd., a British company formed by Westi-Films of Berlin has opened offices in the Edison Bldg., in Wardour St.

A. G. Michelsen, managing director of the company, organized to buy British pictures for Continental distribution and place open in this market. Michelsen states the company has branches in Paris, Brussels, Warsaw, Riga and Vienna and plans to open up in the Far East and additional European cities. The organization controls Cine-France Films which has engaged Abel Gance to direct his Napoleon cycle; Mercator Films of Brussels; Victor Michurini of Vienna; Lux Films of Warsaw; Kerre Films of Riga and another organization operating in Russia. W. Wengroff and Hugo Stinnes form the partnership.

To Paris for Some Scenes
(Special to THE FILM DAILY)
Los Angeles—Fox intends shooting some of the scenes for "Seven Heaven" in Paris.

Omaha Musicians Get Raise
Omaha—An increase of $2.50 a week has been granted musicians at the Sun, Strand and Rialto.

Won't Build in U. K.
(Continued from Page 1)
some time with Lord Beaverbrook when the latter was in this country recently. The conferences, said Nathan, did not concern the Famous Players Canadian Corp. Queried about conditions in Canada, Nathan declared they are "pretty good."

Toronto—Net earnings of the Famous Players Canadian Corp., Ltd., for nine months ended May 31, 1924, were $389,134. An additional issue of $500,000 20-year 6½% bonds is being offered on a 6½% basis. This eliminates outstanding liabilities. The total now outstanding is $800,000, as $20,000 were redeemed by sinking fund this year. Bonds are callable at 105 until 1931.

Ranshaw With Film Classics
Detroit—George Ranshaw, for the past two years with Educational, has joined Film Classics, succeeding Bill Kent, who resigned to join Selznick.

Moreno, Lead for "Connie"
Los Angeles—Antonio Moreno will be Constance Talmadge's lead in "Learning to Love."

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

Directed by SCOTT SIDNEY

Harry Meyers
Wanda Hawley
Tally Marshall
Sylvia Breamer
Lincoln Plummer
Jack Duffy
Morgan Wallace
Mitchell Lewis
T. Roy Barnes

"RECKLESS ROMANCE"

AL CHRISTIE FEATURE
Adapted from the great Broadway success
WHATS YOUR WIFE DOING?

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

GEVAERT RAW STOCK

Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way N. Y. C.
NOT SINCE "THE COVERED WAGON" NEWSPAPER REVIEWS LIKE THESE!

"'Merton of the Movies' is one of the best pictures ever made and far ahead of anything I have seen this summer. It deserves a special theatre on Broadway. If there were any other way I could be more emphatic in praise of it, I should take advantage of it."

—New York World

"Only too rarely does one see a cinema gem as well nigh perfect as this one. Cruze has directed the picture like a master, as one hardly dared hope it could be done. It is such a good picture that we intend seeing it again at our first opportunity."

—New York Times

"It is refreshing to find a bright comedy drama like this."

—Chicago Post

"Bright, deft and great fun. A smoother entertainment it would be hard to find."

—Chicago Journal

"One of Cruze's most successful pictures. Viola Dana's 'Flips' is the best thing she has ever done on the screen."

—N. Y. American

"There was a line a block long waiting to buy tickets. Amused and entertained us more than any picture we have ever seen."

—Brooklyn Daily Eagle

"Takes its place unquestionably among the bigger and better things."

—New York Sun

"It's here at last—the perfect picture!"

—N. Y. Daily News

"You don't need to hesitate in making up your mind about 'Merton.' Just go!"

—Chicago American

"Cruze has triumphed again. Put it on and see how many people your theatre will really hold."

—Motion Picture News

Adolph Zukor and Jesse L. Lasky present

A James Cruze Production

"MERTON OF THE MOVIES"

Starring GLENN HUNTER with Viola Dana

Adapted by Walter Woods from the novel by Harry Leon Wilson and the play by George S. Kaufman and Marc Connelly

One of Paramount's Famous 40
“Stop Crying Wolf.”

“It’s time for the independent operator to stop crying ‘wolf’ and to get down to business,” declared S. J. Briskin, president of the National Allied States Organization, which meets at Topeka, Kans., Sept. 22-23, because of pressure of other duties.

It was reported that Steffes was here to confer with the Hays organization relative to the proposed permanent committee to handle the uniform contract, but he declared he knew nothing about it. However, he is called in to confer with Hays on that matter or any other, Steffes said he would be glad to participate in the deliberations.

MOTION PICTURE EXECUTIVE!

C. B. C. Film Sales Corp. announce that they have now in course of production a picture which shall be known as “THE SIDEWALKS OF NEW YORK.”

C.B.C. Film Sales Corp., 1600 Broadway, N. Y. City.

WHAT’S WHAT IN THE SHORT SUBJECT FIELD

READ NEXT SUNDAY’S OUT SEPTEMBER 13

“The ADS TELL A STORY”
Of Importance—

Herbert S. Wilcox and Charles Wilcox of Graham Wilcox Productions, Ltd., of London, have arrived in New York, bringing with them a print of their outstanding success

“Decameron Nights”

for which they anticipate arranging distribution rights for the United States and Canada.

This outstanding production has a notable cast including Lionel Barrymore, Werner Kraus, whose successes in many German productions and the stage successes “The Miracle,” with Lady Diana Manners, at the Century, New York, has established him in America; Ivy Duke and others.

Messrs. Wilcox are making their headquarters at the Hotel Astor, and care of Banzhaf & Pembleton, 140 West 42d Street.

A Graham Wilcox-UFA Production
What the Movies Need

"Will Hays, who guides the spiritual destinies of the silents, has declared war on the lurid title. That his inherent demureness and feelings that children should shun the tawdry trappings of the demi-monde, with one sportsman eye on the cash till, is repugnant to him, and to his "paternal" nature," says the Minneapolis Tribune editorially.

"In his contention that the deliberate mislabelling of reputable pictures is neither honest nor politic, he should be ready for public sympathy. No one who has observed the summer's output of films can fail to have been impressed with the plague of sensational and tasteless titles which has descended upon the photography industry of late. But the Hays crusade, while apparently justified, is insignificant only as it touches upon a condition which has been brought upon producers the anathema of reformers and which has created general disinclination in the cinema on the part of those who are numbered among the patrons of the higher forms of spoken drama. This condition, deep-rooted in the box office, is responsible for such pathological specimens of photography as "The Perfect Flapper," "Unprotected Women," "Manhandled," and a score of similar pictures which have shrieked at us during the summer season. It is responsible for the atrocious limerick whereby Barrie's "The Admirable Crichton" becomes "Male and Female" in its celluloid version. It is responsible for the plethora of photoplays which err not so much in vulgarity, in viciousness, or in bald sex appeal as in sheer stupidity and in undistinguished, childlike production methods.

"There is no denying that the spectacle of the box office实力 at board meetings, shouts raucously through the director's megaphone, and frequently rattles the keys of the scenario's typewriter. But to condemn the motion picture industry for adjusting and readjusting its product to satisfy whims and caprices of its clientele is as faultless as it is shortsighted. We do not condemn the jewelry industry for catering to a fickle taste with a diverse output which ranges from mere baubles and trinkets to articles of exquisite workmanship, nor do we condemn any other legitimate manufacturer for regulating the quantity or quality of his product according to his market. But let the cinema adapt itself to conditions which demand "Perfect Flappers" of paste and "Admirable Crichtons" of platinum, and there is an immediate and persistent outcry against the producing companies' repeat abuse upon the movies for feeding the vorgories of the box office is to vitally the dog's tail for surreptitiously wagging the dog. The picture industry could and most assuredly would—confine its efforts to films of the better class if films of the better class unfailingly brought financial returns in proportion to their merit.

"The screen, more than the legitimate attraction, is keenly sensitive to snap judgment. A shallow superficial pre-judgment, based on title, star, or the original source of the scenario, very frequently decides the amount of patronage the film will receive. A worth while picture, released simultaneously in several scores
PULBLETIN—** It is a stirring and effective little drama, offering no chance for anything but vivid acting and replying for its effects a definite dramatic character.  *DAILY MIRROR—** This picture is the screen's answer to the fact that you like hash, you'll like the picture.  *DAILY NEWS—** Every one had a good time seeing "Open All Night."  *I know it.  *MORNING TELEGRAPH—** Besides being delightfully naughty, this picture introduces a pleasing novelty to the screen.  It tells the story of a bicycle race in Paris, and Bern uses this as a background and weaves all of his subtle touches around it in an admirable manner.  *Herald-tribune—** one of those pictures where the hero and heroine, being cast on a lone island, the heroine first hates the hero, then admires him, then begins to remark 'Couldn't we marry ourselves?' Only this story is original.  *MORNING TELEGRAPH—** The story is not wholly new, but it has up-to-the-minute twists that help a lot.  *Miss Daniels has a truly tremendous following among film fans, and every one of them will want to see 'Sisters in Heaven.'  She should, by all means. They will.  *The photoplay is splendid for the screen, many of them are wonderful.  *POST—** an out-and-out melodrama, cut to fit any pattern, but made interesting and pleasantly agreeable for all that by a few new touches of locale and by the excellent work of Bebe Daniels and Richard Dix.  *SUN—** We were entertained at "Sisters in Heaven" with Bebe Daniels and Richard Dix on a desert island.  *TELEGRAM—** Go and see it. There are enough variations from the familiar plot to make the picture interesting. There are some new scenes, a few new costumes, and the story is probably not being shown.  *WORLD—** England.  Airplane voyage.  Crash.  Desert island.  Girl.  Man.  Bicycles.  Airlines.  Thank God.  England.  *
- the clean-up tour becomes a mop-up!

FRANK LLOYD PRODUCTIONS INC.
Presentation of RAFAEL SABATINI'S great story of adventure-
"The SEA HAWK"
with
MILTON SILLS and a supporting cast including
ENID BENNETT LLOYD HUGHES and WALLACE BEERY
Directed by FRANK LLOYD

NEW YORK - BOSTON - DENVER - PROVIDENCE, R.I. - TORONTO - LOS ANGELES - PHILADELPHIA - ATLANTIC CITY - CHICAGO - SAN FRANCISCO

Yes! Sir! We've got 'em! Get that FIRST NATIONAL CONTRACT habit! for it's a money getting habit you're acquiring!
1st Nat'l Contest
October Designated as "Eschmann Month"—$8,000 in Cash Awards for Winners

First National has designated October as "Eschmann Month" and will conduct a sales contest with prizes of $8,000 in cash to the three branches having the highest standing. The money will be divided among the three district managers whose divisions rank highest, the managers of the three leading branches and every member of their personnel. The contest will start on Sept. 14 and end Nov. 8.

For the purpose of the contest, the quotas assigned to the various exchanges for the last quarter of 1924 will be used. Branches will be credited with sales as follows: 40 per cent., sales or contracted business, including both open market contracts and franchise datings; 40 per cent., bills—sales in pictures actually planned and paid for during the eight weeks of the contest.

Sales, or contracted business, to be eligible in the contest, must bear a date between Sept. 14 and Nov. 8th, inclusive and must carry playdates maturing on or before Jan. 31. In case of ties, duplicate payments will be made.

Botsford Heads A. M. P. A.
A. M. Botsford was elected president of the A. M. P. A. at the regular meeting yesterday. Other officers elected include C. W. Barrett, vice-president; Walter Eberhardt, secretary, and Glendon Alline, treasurer. The new directorate includes Charles M. Well, Irving Green, James Lowe, Dorothy, Edward McNamee and Lon Young.

Griffith Here Monday
D. W. Griffith is abroad the Sinatra which arrives at Boston on Monday and then comes on to New York. It is uncertain whether he will remain aboard or come down from Boston by train.

FUTURES
By DANNY

Everything in this business is the future. Not only the hopes; the expectations; but the profits. The real profits, because it happens to be a fact that—regardless of what they tell you—that all of the important companies are committed to the current business. They are only using the orange and purple colors now. Even the reds have long since been tied up. So much has the expenditure of the companies become a natural phase of this industry that we glibly talk millions. They seem to mean the same thing, but not every word is fixed on a picture is predicated on the theory that if two-thirds or three-fourths of the amount is raised this will be about right.

In the future lies the hope of reward. A certain concern that has an excellent bank rating—an operating concern, with several houses—anticipates borrowing five times as much as any time heretofore. For a new house. Fully confident that it will pay out.

And that goes throughout the industry. It is just as well. The late sergeant Morgon said that he was always a "bull" on the United States. It is still the attitude of the industry. It is well that this is the market. It is needed, and needed to last. And how much sums are necessary for the natural growth of the business.

And this is particularly gratifying when it is realized that most of the business of the business has the proverbial shoe string—and even less—start with. When an investment of $500 was a real undertaking; when $25,000 was a lot of money, and when banks frowned heavily at the slightest suggestion of a loan without ample collateral.
Duplex Buys Long Island Property

Abraham Saffir and Roman-Cullman Co., have sold for the Roosevelt

Property, Co., to the Duplex M. P. Industries, Inc., the plant at the

northeast corner of Harris Ave. and Sherman St., Long Island City,

containing 50,000 square feet, together with 20,000 square feet of vacant land

adjoining.

Wilkinson Back; Closes Many Deals

William ("Billy") Wilkinson, of East Coast Films, is back from a

trip through the Middle West on behalf of the new Johnny Hines

series. He closed with Ludwig Film of

Milwaukee, for Wisconsin, and to

Tri-Prod, Washington, for the Dis-

trict.

Utica Musicians Accept Compromise

(Special to THE FILM DAILY)

Utica, N. Y.—An agreement has been reached between musicians and

managers, with the former accepting a compromise, amounting to an in-

crease of $2 a week. They asked for $5.

Collier Not In "The Lady"

Hollywood—Buster Collier, who

was engaged for a part in "The

Lady." Norma Talmadge, next,

unable to be released from his con-

tract with the Warners, and George

Hackathon has been substituted.

Conklin Signs Tom Moore

Hollywood—F. G. Conklin has

signed Tom Moore for the lead in

"The Greatest Thing," a Lewis

Moonaw production. Release through

Associated Exhibitors.

Johnson Held Up A Day

E. Bruce Johnson of First National

is aboard the Aquitania which will

not dock until this morning. It was

expected in yesterday.

A. George Smith Here

A. George Smith, formerly of Gold-

wyn, Ltd., (British) is at the As-

tor. Here for about three weeks.

Buffalo Exhibitors Meet

Buffalo—The Buffalo zone of the

New York M. P. T. O. met Wed-

dnesday at the Hotel Statler.

Dissolution papers have been

granted Gordon-Biddle Prod, of New

York.

Charges An Infringement

J. A. LeRoy, inventor and owner of

U. S. Patent No. 864,314 on a

framing device for projectors, has

issued warning of an alleged infringe-

ment on the part of the DeVry Corp.,

and claims a suit has been brought

against the latter in the U. S. Fed-

eral Court in Chicago and in New

York.

Not Authorized in Alabama

(Special to THE FILM DAILY)

Montgomery, Ala.—Frank Julian,

state superintendent of insurance, has

issued warning to all theater owners

that the Theater Inter-Inspectors Ex-

change, of Philadelphia, is without

authority to furnish insurance in this

state.

Brill Buys Miles-Royal

(Special to THE FILM DAILY)

Akron, O.—Charles Brill, who

controls the Empress, Norka and Rialto,

has added the Miles-Royal to his pos-

sessions. This is a 1,500 seat house

in the suburbs, and formerly belon-

ging to Charles Miles.

Start on "White Man"

Hollywood—R. P. Schulberg has

started production on "White Man."

A few days will be spent in filming

interiors, following which the com-

pany will go on location for several

weeks.

Unity Prod. Busy

Hollywood—Unity Prod. is busy

working on "The Salvation Hunters,"

which Jose Swickard is directing, and

in which George K. Arthur and

Georgia Hale are featured.

George Jeffrey Shifted

(Special to THE FILM DAILY)

Toronto—George Jeffrey has been

transferred to Buffalo, as special re-

sponsible for Universal.

Lesser Leaves

Los Angeles—Irving M. Lesser has

left for New York.

120 NOVELTY REELS

First Run Specialties

1924-25

1600 B'way.

N. Y. C.
$686,892 In Profits
(Continued on Page 3)

Compton in "Locked Doors"

Hollywood—Betty Compton, Theodore Vonetz, Robert Edeson, Theodore Roberts, and Kathryn Williams will be the principal players in the production "Locked Doors" on which William de Mille will begin work this week.

Wallace Beery will appear in "The River Boat."

Bessie Love and Eileen Percy, Thomas Meighan's two leading women who have arrived at the Paramount studio to work in "Tongues of Flame."

Ludwig in Los Angeles

Los Angeles—Samuel Ludwig, president of Adventure Prod., of Minneapolis, is here for a brief stay. He has just purchased the entire output of Sunset Prod., consisting of eight Jack Hoxiey's, six Kenneth McDonalds and eight J. B. Warner features. Ludwig has also bought all of the Independent Pictures' output.

Tivoli, Toronto, Reopens

(T-special to THE FILM DAILY)

Toronto—Will J. Stewart has been appointed manager of the Tivoli, which he has re-opened on a popular price basis.

Rosen Completes "This Woman"

Hollywood—Phil Rosen has finished production on "This Woman," his third for the Warners. Irene Rich heads the cast.

Deals On Arrow Product

Greater Features, of Seattle, has bought from Arrow, "Gambling Wives," the 26 "Great Westerns," 4 "Pinto Pete" and "The Mysteries of Mah Jong" series, for Wash., Ore., Idaho, Montana, Colo., Utah, Warner New Mex. and Alaska. The "Pinto Pete" series has been bought by progress of St. Louis, for Eastern Missouri and So. Illinois. The novelty reel, "Feartucette" and "The Mysteries of Mah Jong," have been purchased by Peerless Film, of San Francisco, for Calif., Ariz., Nevada and the Hawaiian Islands.

Michigan Theater Owner Arrested

(Special to THE FILM DAILY)

Yale, Mich.—The Sunday question is expected, it will be settled in this town once and for all, when the trial of Harry Holbrook and Robert Braith-wood, owner and manager, respectively, of the Holbrook theater, who were arrested for violating the "blue law," ordinance, comes before Justice Merville.

Casting "A Lost Lady"

Hollywood—Casting on "A Lost Lady" has been started at the Warner studio. So far, Irene Rich, Victor Potel and George Fawcett, have been assigned parts.

Lehr Arrives on the Coast

Hollywood—Abraham Lehr has arrived from New York and has taken up his duties as general manager for Sam Goldwyn.

Cuts And Flashes

Movette, Inc., of Rochester, has decreased its capital stock from 15,000 shares common stock, at $100 each, to 10,000 shares common stock, no par value.

Ferdinand H. Adams has formed Phoenix Pictures Co., to distribute four reissues on the state rights market.

In addition to their three regular units, Independent has launched a fourth, which will produce a new series of eight Westerns.

Casting has been completed and production started on the third Banner Prod. Burton King is directing.

The Pontiac Theater Corp., of Saranac Lake, has increased its capital from $40,000 to $120,000.

Screen Artists Prod. in Trouble

(Special to THE FILM DAILY)

Los Angeles—Warrants have been issued for the arrest of several officials of the Screen Artists Prod. Co., a school located in the Cosmos Arts Studio Bldgs., on Beverly Blvd. A. L. Phillips, husband of Clara Phillips; U. M. Dailey, president, Mrs. Ethel Jones, secretary and treasurer, and Otto Kyper, vice-president, are all charged with obtaining money under false pretenses.

Del Lord has finished his first under his new Sennett contract.

HARRY CAREY IN "ROARING RAILS" ACCLAIMED SUPER-PRODUCTION AT PRE-VIEW, ROOSEVELT THEATRE, LOS ANGELES

Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

"ROARING RAILS" given biggest ovation of any preview in Roosevelt Theatre this season, Hunt Stromberg stormed by audience leaving theatre. Picture has unlimited action. Continuity flawless. Finish well covered up to very climax making suspense intense. Frankie Darro absolutely the wonder child to date and took audience off their feet. 'ROARING RAILS' should give HARRY CAREY entry to highest class houses throughout entire country."

J. S. Stout

NOW BOOKING

Released by
PRODUCERS DISTRIBUTING CORPORATION
Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
Remember what Marion Davies did at the box-office in "When Knighthood Was In Flower" and "Little Old New York?" It will pay you to investigate what MARION DAVIES in "YOLANDA" is doing at the leading theatres throughout the country!
Sion Davies in
OLANDA
—the clean-up sensation of the new season!
CALIFORNIA Theatre . Los Angeles.
Now in its Second Week of capacity business.
Booked by entire West Coast Theatre Circuit on
the strength of phenomenal California showing.
ADAMS Theatre . . . . . Detroit.
Now playing to packed houses for extended run.
Opens soon for indefinite engagements at
Roosevelt Theatre, Chicago, and Strand Theatre,
Seattle, following sensational runs at T & D Theatre,
Oakland, and Warfield Theatre, San Francisco. Opens
Sunday at CAPITOL THEATRE, NEW YORK.

mopolitan Distributed by Metro
Production Goldwyn
Adapted by Luther Reed from Charles Major's Novel.
Settings by Joseph Urban
Classics of the Screen

PROTECTING

A Message of Vital
Importance to Every
Showman in the
World.
Below are reproduced in part three clauses from the contract between Warner Bros. and all its distributors which specifically provides that Warner Pictures are to be sold separately and independent of all other product.

Salesmen selling Warner Pictures are warned against the violation of any of these provisions, all of which will be rigidly enforced.

Exhibitors are requested to report direct to Warner Bros., 1600 Broadway, N.Y., any attempt on the part of any salesman or any Exchange to force the sale of other pictures along with the product of Warner Bros.

(X.) ** it is expressly agreed that if the distributor is distributing certain motion pictures not produced by Warner Brothers, then the distribution of motion pictures produced by Warner Brothers shall be segregated from all other business conducted by the Distributor.

(X.-E.) ** That the booking and renting of said motion pictures to exhibitors shall be solicited by salesmen who are employed to handle and exploit the motion pictures produced by Warner Brothers alone.

(XX.) It is expressly understood and agreed that in the event of the violation of any of the conditions set forth in this agreement, this agreement shall forthwith terminate at the option of the Producer (Warner Bros.)

Season 1924-25

Rin-Tin-Tin in “Find Your Man”
“The Lover of Camille” (“Debura”)”
“The Age of Innocence”
“Recompense” (Sequel to “Simon Called Peter”)
“The Dark Swan”
“The Eleventh Virgin”
“A Lost Lady”
“Eve’s Lover”
“This Woman”
“The Narrow Street”
“The Dear Pretender”
Rin-Tin-Tin in “The Lighthouse by the Sea”
Ernst Lubitsch’s “Three Women”
“How Baxter Butted In”
“My Wife and I”
“Broadway Butterfly”
“The Bridge of Sighs”
Second Ernst Lubitsch Production
Rin-Tin-Tin Production
“The Man Without a Conscience”
New Theaters
Gloversville, N. Y.—Charles Ses-omske, former manager of the Avon, W. H., is one of the incorpora-
tors of the Miraiste Theater Co.,
which will build an amusement park
to the theater here.

Evaston, Ill.—The Park Theater
Bldg. Corp., has altered a building on
Chicago Ave., opposite Washington St.,
to a theater at a cost of $25,000.
The house will seat 777.

Greensburg, N. C.—Nat S. Perger and
H. Somerville will manage the
Dunham and Greensboro houses of the
Pryor chain when the fall season
opens.

Bath, N. Y.—The new Babcock,
which Associated Theaters Inc.,
recently built, will be ready for busi-
ness on Thanksgiving Day.

Cincinnati, O.—The Hollywood
Theater Company is building a the-
at under the suburbs here, to be known
as the Hollywood.

Arkansas City, Kan.—Roy Bur-
ford's new theater will open some
time this month. It costs about
$125,000.

Wheeling, Va.—Work on the new
Capitol is under way. The house
will probably open in November.

Carterville, Ga.—Manning and
Wink are almost ready to open the
doors of their eighth house, the Pal-
cade.

Fort Collins, Colo.—The New
American has opened. M. W. Kra-
vetz is owner and manager.

LaGrange, Ga.—Clyde W. Cheek
will again take over the operation of
the Strand here.

Aberdeen, Wash.—Permit has been
issued to E. E. Connell to build a theater
here.

Hawkinsville, Ga.—Mrs. L. C. Lig-
gett has taken over the Community.

Madison, N. C.—H. Somerville has
sold his Orpheum to a Mr. Wright.

Forest Park, Ill.—Ground has been
broken for the new Amsterdam here.

Appalachia, Va.—A new theater
is scheduled to open its doors here soon.

Stuart, Fla.—The Lincoln, a the-
ater for colored people has opened.

Norton, Va.—J. D. Ammons will
shortly open his new theater.

Putnam, Tex.—Putnam opened its
first picture house last week.

Fort Worth, Tex.—A. Chetey is
creating a theater.

Latonia, Ky.—A new theater is
under construction here.

Stamford, Tex.—A new theater is
being erected here.

“Merton of the Movies”—F. P. L.
Rivoli
AMERICAN—*** might have been much
more of the scenario written, but did not
try to improve on the letAF. play.
*** is the best of the pictures, showing
the intricacies of the show that had. The same fine comedy and pathos that
characterize the play is intact.

“Simmers In Silk”—Metro-Gold
Capitol
AMERICAN—*** all about the flappers
and their attic. The plot was directed and
gone handled. There are no coarse
quences in the story and no unnecessary
scenes. It might as good as any other movie
better because the cast is really excellent.

** RULLETTA** has built a picture which paints in bright
colors the joys of the white lights, the
geography of the art. It is much to please the eye and make the smart set
have a time. Elegant settings, stylish pools
in which scantily clad loveliness in Champagne, cigarettes, pretending par-
ties, the vices, and pleasures of the rich.

DAILY MIRROR—*** Monja does
well, her acting shaded with delicacy
and sublety, Eleanor Boardman is beauti-
ful, and Director Hobart Henley deserves credit
for being an interesting film out of a
story.

EVENING JOURNAL—*** shows a
rise in quality. Swimming pools, modern
masses and a magnificent apartment
story to bring it off.

** It is consistently entertaining, Monja
Hunter, the story, has something in it,
and Director Hobart Henley deserves credit
for being an interesting film out of a
story.

** Sunday New York Times—***
HENLEY—*** is often en-
tertaining but never important.
It may be a poor picture, but it has
one, but after it is over one forgets all
about what was wrong. But you do remember the splendid work
of Adolph Menjou, the intriguing flippancy of
and Patrick and the unusual virginity of Eleanor
Boardman. **
** Many names might have been selected which would have
suited the story and us much better.

** MORNING TELEGRAPH—***
The results are usually good, but at least one sequence that registers as one of the most
interesting is missing. This story is
involving with a generation supposedly socially
minded.

** Post—*** At any rate, we enjoyed
the * * picture * the story is interest-
 ing though, though our Court No.
award committee wouldn't stay all night to
consider it. **
** Adolph has a part which suits him to the kind known T. and he
handles it with considerable, albeit a
BIT cut-and-dried, artistry. **

** TELEGRAM—*** Hobart Henley
manages to achieve a story holding all
the elements popularly supposed to appeal
the flapper, the it girl, the
settings, rich men, buying jewels for young
and beautiful women, champagne and cigar-
ettes by the bucketful, talking of day and
evening dresses. ** It has every ingredient
which makes for what is known as
MENJOU—*** Adolph Menjou
seems to have written the picture
and the setting, which is fine, and
and handling it, gives the picture a
beauty, and the characters some
weight and significance. The pic-

** Time—The second and closing stages
are the biggest. The last scene is
most interesting. But when one comes
to the middle of this picture it is obvious
that the narrative line can't be followed.
Nevertheless there is no denying the enter-
prise. The story, value, of this picture
and usual care has been taken to give a realistic
idea in the * *
** WORLD—That slickest of all the slickers
Adolph Menjou is seen in a picture that
is just so. The lighting, the camera
and spreads upon the record a great variety
ofdressy scenes. The camera work leads us into
the past. The picture, for my part it
is not very much more than a fairly
good light comedy.
Golfers, Attention

Sign this and forward to any member of the committee:

Here is my entry for the Fall Film Golf Tournament to be held Tuesday, Sept. 23, at the Sound View Golf Club, Great Neck, L. I.

My check here with ($10 for players, including lunch, dinner and prizes). My average round is......

THE COMMITTEE:
Felix Feist, Jos. Schenck Prod., 1540 Broadway.
Abe Warner, Warner Bros., 1600 Broadway.
Danny, The Film Daily, 71 W. 44th St.

Montreal Musicians Strike
(Special to THE FILM DAILY)

Montreal—At a meeting of the Montreal Theater Manager's Ass'n, and the Musicians' Protective Ass'n, both sides failed to reach an agreement for the ensuing year and a strike was called. In the case of the operators, the managers were able to secure practically a renewal of last year's agreement, a few advances in the scale being made for operators in small theaters.

F. B. O. Offices On Continent

Edna Williams, foreign sales manager for F. B. O., is arranging to open an office in Paris to take care of Southern and Eastern Europe. Later, she will go to Berlin to launch another exchange, covering Central Europe and Russia.

Preparing for "Rudy's"

First J. D. Williams is en route to Hollywood to join George Ulman, Valentino's personal business manager, to complete arrangements for the production of the star's first Ritz Picture which is to be made on the coast.

"Curley Top", Elvey's Second

Hollywood—Maurice Elvey, having completed "My Husband's Wives", will next do "Curley Top", one of Thomas Berger's Limehouse stories. Shirley Mason will be starred.

May Restrict Child Patronage

Oswego, N. Y.—A report has it that children's attendance at picture houses may be restricted as a measure against the spread of infantile paralysis.

Reingold Managing Fox, Omaha

Omaha—Ben Reingold has been appointed manager of the Fox exchange. He managed Goldwyn before the merger.

First Graphic In New Deal

First Graphic Exchange, of Albany, has closed with Lee-Bradford for the rights to "Is Money Everything?"
—it's the greatest march of hits this industry has ever seen!

- Madonna of the Streets
  with Nazimova and Milton Sills
  An EdwardCarewe production
  From W.B. Maxwell's
  "The Ragged Messenger."

- Tarnish
  A Samuel Goldwyn
  George Fitsmaurice production
  From NewYork's most sensational dramatic success of recent years, great box-office cast.

- Christine of the Hungry Heart
  A Thomas H. Ince production
  of Kathleen Norris best seller.

- Flirting with Love
  with Colleen Moore
  and Conway Tearle
  Directed by John Francis Dillon

- Idle Tongues
  A Tho.H.Ince production
  Joseph C. Lincoln's story
  "Doctor X"
  with Boris Keanin
  and great cast

- Viennoise Medley
  A tremendous after the war epic

- Constance Talmadge
  in Heart Trouble
  Presented by Joseph M. Schenck

- The Silent Watcher
  with Glenn Hunter and Bessee Love, A Frank
  Lloyd production, from Mary Roberts Rinehart's
  story: "The Aiter on the Hill"

- In Hollywood with Potash and Perlmutter
  "A Samuel Goldwyn production
  with Alta Carri, Vera Gordon, George Sidney
  Betty Byrne, Directed by Al Green.

- In Every Woman's Life
  Presented by M.C. Loew.
  Directed by Irving
  Cummings, with cast of box-office values.

- Corinne Griffith
  in Wilderness
  Presented by Corinne Griffith Productions Inc.
  Another big hit for Miss Griffith

- Husbands and Lovers
  with Florence Vidor
  Cook, A. John M. Stahl
  Lewis Stone, Lew
  by Louis B. Mayer production.
  Presented

- Richard Barthelmess
  in Classmates
  Presented by
  Inspiration Pictures Inc. Chas. H. Duell, Pri.
  A story of West Point life.

- Colleen Moore
  in So Big
  Edna Ferber's best seller.
  Directed by Charles Brabin.

and plus these specials-

"Secrets"-"Abraham Lincoln"-
"The Lost World"-
FIRST NATIONAL AS
Putting it Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Strong Window Campaign

Spokane—When Mary Pickford in "Dorothy Vernon of Haddon Hall" was booked to play at regular attraction prices at the Casino, special efforts were made to make a drive in window display exploitation.

As a result the following campaign was put over: George R. Dodson's jewelry—display of pearls with Mary Pickford and "Dorothy Vernon" portrait and stills; similar displays of portraits and production stills in Joyner's two drug stores; the Bailey Music Co.'s two stores, one right next to the chief opposition; a display of "Dorothy Vernon" books in the Graham Book Co.'s window, and displays of Miss Pickford and the prize orchid of the International Flower show named after her in several flower shops; and Easter decorations and cutouts from "Dorothy Vernon" with the Alphee Candy Co.; display of Easter rabbits with eleven by fourteen portrait of Miss Pickford driving Easter bunnies in the Metropolitan Five and Ten Cent store; a Mary Pickford costume on living models in corner window of the Blakely Drug Co. in connection with their fashion show; the use of the love song-theme melody "Love Has a Heart" in all store displays in two of the most prominent establishments in Spokane, and this whole campaign backed up by a private showing of the production under the auspices of the dramatic editor of the Spokane Review; liberal display advertising space and a strong lithograph campaign.

Marathon Exploits Dempsey Film

Akrum, O.—The manager of the Dreamland, put over a stunt which in addition to being very inexpensive was most effective in drawing patrons to the Dreamland to see Jack Dempsey in his "Fight and Win" series.

The stunt was a regular marathon race held under the auspices of the theater and the Long Sporting Goods store, the largest in the city. Entrants were classified in two groups, boys between 10 and 14 and boys between 14 and 18. Preliminary runs were held and later a final in which the ten winners of the heats were entered. Entrants registered at the sporting goods store and were given herals in which were the series of "How to Fight If You Have To" articles by Jack Dempsey, written especially for the youth of the country. Prizes were Dempsey medals and va
descriptive articles consisting of bats, balls, gloves, etc. Dempsey's photos and photographs by the champ. The sporting goods store offered medals of the entire series and the first of their windows to a display. The stunt landed in all the newscapers and a comking good attendance at the theater resulted.

Baseball Makes Appeal

Long Beach, Cal.—Frank L. Browne, division manager for West Coast Theaters here and F. L. Stan-
nard of the Liberty painted the town red to put over "Painted People." Streaking a march on the national pastime they inaugurated a National Baseball Week in Long Beach. The idea got its origin from the baseball scenes in the picture and was good for a tie up with the sporting goods store that very seldom lent a responsive car to picture people. A huge baseball, in the center of the window, carried the message of "Painted People," to passersby. Colleen Moore's comedy features and the title combined to effect several good tie ups with the Owl Drug Stores, face powders, toilet perfumes and other sundry cosmetics figuring in the display.

Artistic Lobby Display

Seattle—Harmonious settings of artistic panels, shadow boxes and lobby cutouts left nothing that "The Millionaires" could want when the picture played the Coliseum. Manager Frank Steffy seized upon the romantic idea of the story to use a lobby of orange blossoms and a trousseau. The orange blossoms featured the panels and upright columns surrounding the box office and the trousseau surrounded the figure in the shadow box at the left entrance.

The one exception was the shadow box at the right which took the sensational train rescue for its mo
tive. All of the panels were hand painted and resounded to the credit of Steffy and his staff for their ar
tistic value and commercial drawing power.

Sholes-Hazard Corp. is the new name of Iroquois Prod.

Made Three Two-Reelers

Los Angeles—Glavcy-Dunnavy Prod., for which a receiver has been appointed, made three two-reelers called "Classics in Slang" from H. C. Witwer stories, before they ran into financial difficulties. They intend making twelve.

New Bay City House in Nov. Bay City, Mich.—The new theater being erected on the west side to seat 1,200, will be operated by W. C. Watson, who also operates the Washington, Wenonah and Regent. The Washington, closed for some time for repairs, opens the end of this week.

Several Reopen in St. Louis Territory

St. Louis—Theaters in this section that have recently reopen include the Belleville, Belleville, Ill.; Avenue East St. Louis; Ritz, St. Louis; Union, St. Louis, and New Lindell, St. Louis.

$500,000 House for Gary, Ind.

Gary, Ind.—New quarters of the Broadway, Orpheum and Gary is building a $500,000 theater in con
cjunction with C. J. Wolf of Wheeling, Va. The house is going up at the corner of Broadway and Eighth and will be ready Thanksgiving Day.

Weil In Pt. Huron

Detroit—Herb Weil has been made general manager of the three houses operated by the Butterfield circuit, in Port Huron. M. MacLeod is the manager.

R. & R. Enterprises Move

(Known to our St. Louis friends as R. & R. Enterprises) will hereafter be the headquarters for all the R. & R. theaters.

New Manager In Omaha

Omaha—Jack Flannery is the new manager of the Universal, H. F. Lefholz, now with Prod. Dist. Corp.

Get acquainted with

NEWSPAPER FUN

"Makes the world laugh"

The world's best current humor selected by America's leading editors

(More Tomorrow)
Presented by

CARL LAEMMLE

THE GREATEST VARIETY OF SHORT FEATURES IN THE INDUSTRY

Released thru UNIVERSAL

DEMPSEY PICTURES 2 REELS EACH
CENTURY COMEDIES 2 REELS EACH
UNIVERSAL 1 REEL
HYSTERICAL HISTORY 2 REELS
SERIALS 2 REELS EACH EPISODE
WESTERNS 2 REELS EACH
THE GUMPS 2
Given the combination of two of the finest actors on the screen today, a story that combines all the elements of strong, cumulative dramatic effect, and a director who has proved his craftsmanship in a long series of real box office successes, "Another Man's Wife" is, without doubt, a showmanship picture of powerful appeal.

James Kirkwood and Lila Lee co-star in this picture. Each has a large personal following, and either one's name heading a cast is assurance that the production is of real money value to the exhibitor. Kirkwood and Lee combined, prove a powerful combination, and the fact that they are newlyweds of the screen adds tremendously to their drawing power.

Matt Moore, Wallace Beery, Chester Conklin and Zena Keefe, who support the stars, all have roles peculiarly fitted to their excellent abilities.

"Another Man's Wife" offers an ideal dramatic vehicle for Kirkwood and Lee. Is there justice in the "unwritten law?" Is it right that a man should be permitted to wreak his vengeance on the invader of his home? This is the theme of this intensely dramatic story, which develops through a series of tense dramatic situations to a thrilling climax.

The action leads the three principal characters, John and Helen Brand and the love pirate who would steal Helen away from her husband, to the exotic and picturesque country beyond the Rio Grande—Mexico, where they experience many hair-raising adventures.

A spectacular and graphic shipwreck at sea; a desperate hand-to-hand battle between Brand and a villainous skipper who attacks Helen, and a reconciliation between husband and wife, bring to a close a tense photoplay that grips from the first scene to the final fadeout.

The story was written by Elliott Clawson. Bruce Mitchell, who directed Kirkwood and Lee in "Love's Whirlpool," is responsible for this production.
Yale University Press

presents

"Alexander Hamilton"
One of the Chronicles of America Series

Bootlegging over 100 years ago!

Did you know that bootlegging and consequent rioting endangered our Government over 100 years ago?

Did you know that it made an issue so grave that troops had to be called out?

Did you now that it was Alexander Hamilton, the greatest financial genius of our history, who rescued our country from bankruptcy, and that it was one of his taxation measures that caused the bootlegging, the rioting and the rebellion?

That's the fascinating story of this picture, dramatic, true, authentic, novel, real!

Pathe Distributors
Thomas H. Ince presents

with

Wallace Beery, Jacqueline Logan and Bessie Love

Directed by Ralph Ince
Thomas H. Ince, more than any producer in the business, has been identified with uniformly good features.

A picture has to be good to bear his name.

He made Charles Ray a star. The Charles Ray pictures made by him made money for everyone.

Now Ray is back with him, back to the kind of roles which made him famous, back to the kind of pictures that make a lot of money for exhibitors and a lot of satisfaction for audiences.

This picture grabs you in the throat. It tugs at your heart strings. It brings tears to your eyes; stirs you; thrills you.

And what a cast! You never saw better acting.

We invite you, urge you, to see this picture. If you look you’re sure to book.
Watch this paper next week for an announcement of the highest importance in connection with the Pathé Review.

Beginning with September each issue of Pathé Review will have special features of the most unusual character,—novel, exclusive, original, such as you’ve never seen before.

These special features are of a kind that released by themselves, under their own titles, would bring rentals, on merit, much greater than the price you have to pay for the Pathe Review.
ANNOUNCING

The Triumphant Return
to the Screen
of

Rhubarb Vaselino

in

"Monsieur Don't Care"

with

Stan Laurel

---yes, 'tis he!

as Vaselino. It's a Stan
Laurel comedy, produced
by Joe Rock

for

Standard Cinema Corporation
and released through
Selznick Distributing Corporation
wise. Says some things like Will Rogers. For instance: Talking of old times—when the Warner’s were rich one day and broke the next—he said: “At that time, if you passed under the windows of 1600 Broadway you were lucky if something didn’t hit you on the head. Carl Laemmle and Pat Powers were throwing things at each other up stairs. Laemmle must have won, for before we knew it Pat Powers was connected with us.”

SUCH IS FAME!

Well known film man writes from Dallas: “They proved it to me here that fame is a transitory thing at best. When I arrived I understood that Harold Franklin was in the city. I thought I would run in and meet him. I phoned the Famous Players office. “Franklin? Harold Franklin?” said the girl at the other end of the line, “I never heard of him.” I started to ask her if she knew what company she was working for. But I didn’t.

THE FRENCH, AND FRANC AND “SCARAMOUCHE”

Over at Loew-Metro they’re all het up. Over the way “Scaramouche” opened in Paris. At the Madeleine. On the first Sunday after the mid week opening business totalled 23,230 francs. This is a lot of francs. In France.

But at the current rate of exchange this would be about $6,000—the income from a good Sunday show (one performance) at the Capitol.

A FITTING NAME

The big UFA studios in Germany are located outside of Berlin. In a little town called “Nieup Babelsburg.” Which means the new town of Babel. Remember the tower of Babel? In the Bible?

WELCOME, FRIEND, AND GIVE THE PASSWORD

Willard C. Howe, editor of the Trade Review; greetings. Glad to see you. Come in and talk things over. Darned good man. Has been editorial director with United Publishers for some time. Hope he likes this business. Hope it likes him.

ENGLISH IS TOUGH

There was a near riot one day last week. At the Hotel Ambassador. Because Madame Dimitri Buchowetzki insisted, over the ‘phone, on having a bootlegger come to the room immediately. The management gently suggested that things weren’t done that way. And sent an assistant to the suite. To discover Madame flourishing a pair of boots.

After all she hadn’t made such a terrible mistake in asking for a bootlegger when she wanted a bootblack. I know a lot of bootblacks that are—well, guess that’s about all of that.

NOT A JIMQUIN YARN

But it floats out of Hollywood. And is to the effect that Colleen Moore and Milton Sills are using phosphorous painted balls and play golf at night.

Next!

THE NEWEST IDEA

Out Hollywood way, says Mrs. Florence Straus, the movie folk are strenuously discussing “sex appeal.” Perhaps because “Black Oxen” and “Flaming Youth” hinted (?) at this idea. Anyway this did not deter Colleen Moore, so Mrs. Straus says, of asking Frank Lloyd—while showing some fancy striped hose—“How do you like my Sox appeal?”

EFFICIENCY

Important studio. Employed well known Efficiency Expert. To check things up. “We want a system,” he was told, “that will get our people to work promptly at 9 a.m.” Expert said he would see that they got it. Started in. Put his sister to work. First employee derelict in reporting for work—Efficiency Expert’s sister. Curtains.

SEND IN THOSE ENTRIES

You who golf. And who have so far failed to notify the committee that you intend playing on Sept. 23 at Sound View. It is essential to the successful conclusion of things that you do so. Those Committee men are running the tournament this Fall as golf should be played. And they want the entries in as rapidly as possible. Besides it’s only about 10 days off and there isn’t much time to secure prizes, arrange for food, etc. So get busy.

FILM DAILY’S ROUND THE WORLD TOUR

A postcard from Georgey Kann. From the charming, dignified, quiet old town of Nantucket. And another from Horace Clarke. From Tokio, Japan. In the same mail. Georgey Kan found some funny flowers in Nantucket. Called Gloyem, or something like that.

CAN YOU ACCOUNT FOR THIS?

When “Bread” played at the Capitol it did a fair business. When it ran in the New York downtown Loew houses it was such a much. But it did nice business. Then it goes into the Bronx and the neighborhood houses and cleans up. With the receipts better than “The Four Horsemen.” No special exploitation. No stunts. Just healthy growing business. How can you figure this business?

Get acquainted with

NEWSPAPER FUN

"Makes the world laugh"

The world’s best current humor selected by America’s leading editors

Issued in film form each week in association with 200 leading newspapers. Just long enough to fit into any program without unduly lengthening the running time.

You’ll like it — ask a Selznick salesman.

Distributed by

SELCO PICTURES, Inc. through

SELZNICK DISTRIBUTING CORPORATION
Glenn Hunter in "Merton of the Movies"
Paramount

As a Whole...CLOSE TO BEING A ONE HUNDRED PER CENT PICTURE. ANOTHER TRIUMPH FOR JAMES CRUZE. SHOULD BE A GREAT BOX OFFICE ATTRACTION.

Star...Gives his inimitable performance as the movie-smart small town bood who wants to do "finer and better things."

Support...Viola Dana outstanding and shares the honors with Hunter. No others worth talking about.

Type of Story...Wherever movie fans congregate or people who have read any of the more popular books of the past few years they are sure to know "Merton of the Movies." Famos is about two years old getting this out, but age has only enriched its possibilities and "Merton" comes to the screen proving the same delight that the play was and infinitely funnier than the book. And not only funny, but in a sense tragic. To this story Glenn Hunter has added his own idea of the characterization of "Merton" and half the time you don't know whether you want to laugh or cry at his sincere desire to uplift the movies. But it makes for mighty fine entertainment just the same. Make them see this from the beginning, so they can enjoy it. You never know just how much footage is rolling by. It comes to an end so suddenly and you're sorry. You'd like more of it.

Box Office Angle...Should do a tremendous business. Will rank among the best pictures of the year.

Exploitation...Stick to the title. It allows an unusual opportunity. You can't talk very much about Glenn Hunter because unfortunately he is not so well known to movie fans but he will be after this and they will expect to see more of him. There are many possibilities, how ever, in the title and catchlines can be effectively used. You can also say that this is made from the famous Saturday Evening Post story that the play ran for several years and that the picture is better than either the play or the story.

Direction...James Cruze; has lived up to the standard of his "Covered Bridge."
“Empty Hands” — F. P. L.
Granada, San Francisco
BULLETIN—Aside from the story, the picture has a picturesque background in the towering peaks, placid lakes and rushing rivers. While much of the play is of the outdoor variety, there is no formal side wall, calling for elaborate sets showing ball rooms, swimming pools and other play ground equipment.

Jack Holt is at his best.

CALL AND POST—Victor Fleming has directed it well, but the story is a comer and will do big things with the right material provided by the author. Holly Pullen has many things to your imagination. There are bright, clever flashes all the way through.

Cameo, San Francisco
(Week Ending Sept. 6)

CALL AND POST—“Tiger Thompson” affords Carey one of his best opportunities at characterization.

CHRONICLE—* * * in exciting story. There is much riding and fighting and some pretty love making in the picture.

“The Warrens of Virginia”—Fox
Tivoli, San Francisco
(Week Ending Sept. 6)

BULLETIN—* * * produced with a lavish hand, brings to the screen the wealth of romance, pathos, humor and glory which the author, William de Mille and David Belasco, have put into this picture. The picture has been built up with considerable ingenuity and circumstance.

EXAMINER—* * * although there’s nothing particularly clever about the picture, it’s mighty interesting and thrilling to watch Elmo Compton stick her pretty head in a lion’s mouth every so often.

“The Female”—F. P. L.
California, San Francisco
(Week Ending Sept. 6)

BULLETIN—* * makes remarkably interesting motion picture entertainment. For those who like vigorous drama with a large percentage of love interest it’s as ideal.

CALL AND POST—The picture isn’t bad—well done mechanically, with some exciting sequences.

CHRONICLE—* * * a vital thing, somewhat out of the beaten track and beautifully made.

DAILY NEWS—The atmosphere of the picture is interesting, its settings are picturesque, and its story worked out with considerable ingenuity and circumstance.

EXAMINER—* * * lends itself admirably to the film.

DAILY NEWS—Still, it makes a good story, and is exceedingly well produced.

EXAMINER—* * * lends itself admirably to the film.

Director Clifton, endeavoring to make the picture historically correct from every standpoint, takes his company to the exact location.

“Yolanda”—Metro-Gold.
California, Los Angeles
(Week Ending Sept. 6)

EXAMINER—* * * a good picture, there isn’t any question of that, but—if it is a box office picture is another question.

Universal Prize- Winners Here

H. Nelson Hoover of Montreux, Harry C. Simpson of Florida, at Frank D. Leduc, manager at Morningside, are here in connection with their winning prizes in the race Jack Dempsey “Fight and Win” sa.

Duggie, Jr., Off For Coast

Douglas Fairbanks, Jr., left for the Coast Friday to confer with his father on future production plans. It is likely he’ll gain sufficient experience to make a starring series.

Darryl Francis Zanuck is working on the adaptation of “The Wonderful Country.” Warners will produce.

HARRY CAREY IN “ROARING RAILS” ACCLAIMED SUPER-PRODUCTION AT PRE-VIEW, ROOSEVELT THEATRE, LOS ANGELES

Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

“ROARING RAILS” given biggest ovation of any preview in Roosevelt Theatre this season. Hunt Stromberg stormed by audience leaving theatre. Picture has unlimited action. Continuity flawless. Finish well covered up to very climax making suspense intense. Frankie Darro absolutely the wonder child to date and took audience off their feet. ‘ROARING RAILS’ should give HARRY CAREY entry to highest class houses throughout entire country.”

J. S. Stout

NOW BOOKING

Released by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
“Captain Blood”
Vitagraph
A Whole. ANOTHER SWASHBUCKLING BLOOD-AND-THUNDER SABATINI MEL-ER. TREMENDOUS BATTLE SCENES ON SHIPBOARD LIFT THIS INTO EXCEL-LENT ENTERTAINMENT. PRODUCTION VALUES OUTSTANDING. A TRUE PIRATE ADVENTURE WITH A DASH OF ROMANCE.

“Azelon”
Universal-Jewel
As a Whole. FLAPPERS, BOOZE AND BOOTLEGGLERS RUN-RING KIND OF WILD WITH A CUTE "DANCING MOTHER”. IS IT A HOPE – SENSATIONAL DRAMA.

“Wine”
Cast……. Clara Bow can’t duplicate Greta Garbo’s characterization of the flapper no matter how hard she tries but she’s a jazzy kid; that much can be said for her. Robert Agnew, family trade. The moral, while customary of the bootlegger, played in typical gruff style by Walter Long. Myrtle Stedman is that sort of swain who persuades her husband, Huntley Gordon, to work for the bootlegger when his legitimate business failed. Stanley a dazed, abasing hero.

Type of Story……. Drama; from a story by Wm. MacHarg. Carl Laemmle introduces “Wine” with a lora trailer of bits of gay go on record as being entirely opposed to bootleggers and hopes that their pic-ture will help to prove the tragedy of this type of life.

“Wine” fulfills its mission in this respect. The story is short and sensation-al, consisting chiefly in a series of wild and wet parties participated in by the flapper heroine and her jazzy playmates. The theme is a line on the staged in a notorious roadhouse called Wildwood, owned by the girl’s father and his bootlegging partner. At Wildwood Gaunt stages parties that would probably make the recent Suds Society out- ing look like a tea party. And though strip poker game is the mildest touch. There’s also a three mile limit lace where there is no limit. A weak point in the story. There have been only one film that actually went anywhere near showing bootlegging for what it really is and that was “The Roadhouse”.

Box Office Angle……. It’s up to you and the sort of patronage you cater to. Decidedly unsuited for con-servative family trade. The moral lesson is not sufficiently well established to get it by on that score. Will undoubtedly clean up where those Who Dance.

Exploitation……. Title couldn’t be more explicit. Should be plain enough to let them know what to expect. You’ll have to handle this as you think best. Exhibitors who can use it without fear of comeback will readily interest their patrons with it.各单位 from any Gasnier’s lavishly staged parties. Let them know the flapper and her pleasures are depicted in their wildest moments. If you think it is possible to use the film for its moral value and as a vehicle to help get off illicit traffic, there’s enough angles to talk about.

Direction……. L. J. Gasnier; almost entirely in poor judgment.
Author……. Wm. MacHarg
Scenario……. Ronald I. Schrock and Philip Lonergan
Cameraman……. John Stumar
Photography……. All right
Locate……. New York

“His Hour”
Paramount
As a Whole……. AN ELINOR Glyn STORY WITH A TYPICAL SMITH Glyn Atmosphere. STRONG SEX APPEAL SPOILS IT FOR FAMILY TRADE BUT IT WILL LIKE-LY MAKE A GOOD SHOW AT THE BOX OFFICE.

Cast……. Aileen Pringle easily the most interesting figure although John Gilbert’s strenuous love mak- ing will no doubt gain him some-what of a reputation with the fe-male contingent, Bertram Grassly good type while Dale Fuller and Emily Fitzroy handle less important roles capably.

As a Whole. Romantic drama. Elinor Glyn still sticks to the same story she won for her famous "bed of roses” love scene. "Three Weeks” made it the big mo-ment of “His Hour” and the very vigorous love making of John Gil- bert, capable of fine things, has allowed his better judgment to be influ-enced towards other directions and so his attention is focused upon getting over a typical Elinor Glyn love story. His settings, atmos-phere and details are good. A novel and quite original story, makes a sexy, weak picture that will probably thrill great crowds and cheer many box offices but it is not a big production.

Prince Cristizzo wins women then casts them off. In Russia, his native land, he meets a beautiful English girl who impishly feels the lure of him but decides that she shall not be “just another”. His advances and their refusal leave some footage. There’s little else to the story. Eventually when the widow is convinced that his love is real, she admits her love, and they are happy.

Box Office Angle……. It all depends on the people you cater to. Where a sex film sells itself you can readily cash in but where you cater to family trade you’ll have to watch out.

Exploitation……. They ought to know pretty well what to expect of a picture with an Elinor Glyn story. Stills or a trailer will readily suggest the type of story and they can be guided accordingly. Aileen Pringle is certainly an attraction and the type of folks are familiar with John Gilbert, former Fox star, you can use his name also. Arrange bookstore tie-ups for a display of the film at the box office.

Direction……. Kings Vidor; his efforts worthy of better material.
Author……. Elinor Glyn
Scenario……. Elinor Glyn
Cameraman……. John Moscial
Photography……. Good
Art Director……. Cedric Gibbons
Length……. 6,300 feet

“Sinners In Heaven”

Cast……. Bebe Daniels a sure-footed heroine. She knows her ground. Even a little stilted like a saint, her eyes over a desert wreck and a desert island doesn’t keep her from a change in wardrobe. Her shedded wrought shoes are many and varied. Richard Dix the usual, noble, much-in-love hero. Holmes Herbert adds a sympa-thetic touch as the lawyer who gives up Bebe Daniels to Dix because he wants to see her happy.

Type of Story……. Simple romantic; from Clive Arden’s novel. Just as long as they can find new titles for it, they’ll probably keep on using this desert island plot. It must sell or they wouldn’t keep doing it over and over. Clive Arden’s “Sin- ners in Heaven” is pretty much like all the others. A saint is shipwrecked there and when Dix comes up he finds her and the girl to the desert island. And it’s a plane that picks them up after they’ve had time to fall in love and solve the matter of how they can get back to civilization. The difference is that instead of the usual shipwreck, it’s a seaplane wreck that sends hero and the girl to the desert island. And that’s a plane that picks them up after they’ve had time to fall in love and solve the matter of how they can get back to civilization.

The title writer has had a “scrump- tious” title. There’s no biblical, poetical and ethereal. Bebe just couldn’t submit to Dix’s plan of self-marriage until “her heart told her she loved him” and finally she decides that “the sky will be their cathedral, the birds their choir, their hearts the organ and the red of the sun and the green of the grass will be their whispering priest”.

Box Office Angle……. Highly seasoned romance with Bebe Daniels and Richard Dix easily getting it over as far as the romance lovers will be concerned.

Exploitation……. You know best just what you can do with the desert island plot. You also know best how to go about getting your folks interested. Where Bebe Daniels and Richard Dix are popular you can count on a good attendance. And they should have some follow- ing. Pay up the romance and if you can get out of the predicament in which the lovers find themselves when there is no minister to marry them, it would undoubtedly bring in a curious crowd.

Direction……. Alan Crosland; good
Author……. Col. Sidney Howard
Scenario……. James Creelman
Cameraman……. Harry Crone
Photography……. Good
Length……. 6,681 feet

THE FILM DAILY
Sunday, September 14, 1924
Just Another of the FAMOUS 40

"Merton"
"Boy, what a picture Jimmy Cruze has turned out! Great stuff! Again hats off to the man who made "The Covered Wagon." One of the finest pictures of any season. Hunter troupes as only he can. If Cruze had not leaped to the forefront with "The Covered Wagon," this one would have given him a big push forward. Looks sweet to the box office. Probably will prove a clean-up."
—Danny in Film Daily

"Merton of the Movies" represents the greatest piece of film to come from the F. P.-L. studios since 'The Ten Commandments.' Far above the rank and file of features. It is built for everyone, will suit all audiences. It filled the Rivoli overflowing with people and laughs. It should do the same elsewhere. "There' in a dozen different ways and can be played to the limit. As near the ideal picture as yet seen."
—Variety

"Merton' is one of the best pictures ever made and far ahead of anything I have seen this summer. It deserves a special theatre on Broadway. If there were any other way I could be more emphatic in praise of it, I should take advantage of it."
—New York World

"Only too rarely does one see a cinema gem as well nigh perfect as this one. Cruze has directed 'Merton of the Movies' like a master, as one hardly dared hope it could be done. It is such a good picture that we intend seeing it again at our very first opportunity."
—New York Times

"It's here at last—the perfect picture!"
—N. Y. Daily News

Adolph Zukor and Jesse L. Lasky present a
James Cruze Production
starring
GLENN HUNTER
with
Viola Dana
(Adapted by Walter Woods from H. L. Wilson's novel and play by Kaufman and Connelly)

"There was a line a block long waiting to buy tickets. Amused and entertained us more than any picture we have ever seen."
—Brooklyn Daily Eagle

"You don't need to hesitate in making up your mind about 'Merton.' Just go!"
—Chicago American

"Cruze has triumphed again. Put it on and see how many people your theatre will really hold."
—Motion Picture News

"MERTON OF THE MOVIES"

So just add "Merton" to Paramount's

"Mainhandled"
"Wanderer of the Wasteland"
"The Fast Set"
"The Alaskan"
"Her Love Story"
"Border Legion"

"Monsieur Beaucaire"
"The City That Never Sleeps"
"The Covered Wagon"
"Empty Hands"
"Enemy Sex"
"Sainted Devil"

"Feet of Clay"
"Side Show of Life"
"Sinners in Heaven"
"Changing Husbands"
"Forbidden Paradise"

—all finished and their value known!
The Week's Headlines

Monday
Selmick distributing for state right producers in many territories
Henry King seeks refuse to hear testimony in litigation with Inspiration.
National Theaters Corp, of California acquires twelve theaters in move to develop large chain.

Tuesday
Warner's to build chain of first-run theaters to insure adequate representation. Ten million for construction.
Universal dickerin for services of Max Hinder.
J. E. Bractman says independent units even break from exhibitors to help them get by.

Wednesday
Cleveland territory divided into 49 sales zones. New rules cover first-run bookings there.
Warner's have already picked many sites for theaters. Million dollar house under consideration for New York City.

Thursday
First National annual meeting to be held in Atlantic City next month.
N. L. Nathanson denies F. P. Canadian Corp, will build theaters in England.
A. S. Kane to represent Associated Exhibitors, S. Woody here. Pathe to handle sales in small towns.
W. A. Steffen, here from Minneapolis, predicts Northwest boom. Conditions best in five years, he says.

Vitagraph's Souvenir

Vitagraph is issuing two useful souvenirs in connection with the showing of "Captain Blood." One is an ash tray that is most convenient for desk use and shows a figure of the famous pirate Captain and the other is a pocket follow up which contains blanks for notes, expenses, etc., and also a series of excellent photographic stills of some of the more important scenes of the production. It is bound within an attractive red cover. The leaves are replaceable.

New Deal for "Merchant"

A representative of Sig Schlager sailed for England to take up agreement in the partnership of his Rosenbaum and Isaac Kreehn, the court has ordered a dissolution of the partnership and sale of properties of the firm, including Princess and the Majestic in Florence, the Palace and Lyric, Sheffield, the Strand at Birmingham, Princess and Strand are legitimate uses, the others having a picture lease. The sale is set for Sept. 22.

George E. Kann Corporation
320 West 42nd St.
New York, N. Y.

COSTUMES FOR HIRE
143 W. 40 St. N. Y. C.
New York's Newest and Foremost
Comm. Rental Organization

GEVAERT

RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPELT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.
Ban May Remain
British Censors Not Expected to Pass "America"—Picture Deemed Unsuitable for England
(Special to THE FILM DAILY)
London—The banning of the Griffith picture, "Love and Sacrifice," has flared out. There is not the slightest doubt that the film will not be shown in this country. The trade universally supports T. P. O'Connor, President of The Board of Censors in his decision, as anything which is likely to disturb the friendly relations between the two countries should on no account be permitted to occur.

Griffith's representatives have written an appalling amount of hank about the matter, but the plain fact of the matter is that the picture is utterly unsuitable for this country. O'Connor's decision is not likely to be altered. 

FREDMAN.

The Griffith offices have not heard anything of a definite nature from London regarding "America."

Famous' Common Recovers
Commenting on the recovery in Famous Players common, the financial editor of the Sun said Friday: "Famous Players shares reached a new high for the recovery in the forenoon following the clearing up of the misunderstanding created by the misquotation of an officer of the company as to its earnings. With the prospect that $1 a share will be earned during the last half of this year, making more than $12 a share for the year on the common, a somewhat different complexion is put upon the stock's selling price."

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Restraint!
By DANNY

Moe Mark took his young son, (Sure, on a pass.) To see the special showing of Harold Lloyd's "Hot Water" at the Symphony, Moe said next to Joe Plunkett. To compare ideas. Son sat in front of Moe. Back of Moe was Harry Scott. Terned, in polite society, as "associated with Pathé." (Moe calls him another and harsher name.) Anyway Moe's son enjoyed the picture immensely. Every now and then he would let off a whistle of a laugh. Finally Moe leaned over and whispered to him. Just what no one heard. But Harry Scott whispered to Moe: "Don't tell him to stop laughing. You're going to pay just as much anyhow."

VISION

George Eastman reported to have said: the future of the moving picture is in the schools. He probably said it. Many clever, thinking men have said the same thing. Many believe that the development of the non-theatrical field within the next decade promises an era of picture development which, for interest, as well as income and educational value, will outclass that which the theater has, up to now, done.

And they are thinking pretty right; pretty straight. Don't overlook that.

OH, LYNDE, HOW COULD YOU?

He's a nice chap; this Lynde Denig. Very likeable and all that. But he is about to lose all the numerous friends he has on the newspapers. Accumulated over a long period of years. By the vocabulary he is acquiring because of "The Lost World." Because if anyone knows—in the picture business—what a "chuckawalla" is and whether a "peccary" is or does, will they please step forward. To get the ring tailed oppossum. But that isn't all. He has found "lava mustin," has Lynde, as well as the "allosaur" as well as a "brontosaurus" and a "trachodon" as well as the "Mesozoic Age."

Now we're at home. We don't know what all the others are about. But this last must be the name of the Louie Mayer-John Stahl picture. But no, we're wrong. Pardon, Lynde, that was called "The Dangerous Age." Will someone please make "The Mesozoic Age." It sounds like a good box office title. All rights unreserved.

LIKES AND DON'T LIKES

You've all heard the expression: "No, I didn't book it. I didn't like it." And the reverse expression: "I was afraid to buy it. I liked it too much." Wherever exhibitors gather and cuss and discuss things. One or the other of these terms develops. Yet Elliss of Denver. A mighty good exhibitor, too. Seems to have the hunch as to what to do. And how to do it. Told Sam Warner that "When it comes to the question on what the public wants, in the way of pictures, I have decided it is all a gamble. Anything I saw and didn't like, that was what the public wanted. Everything I liked, flopped—missed the plate every time."

HUMOR AND HISTORY

Sam Warner's a funny cuss. Funnier on his feet than other-

(Continued on Page 7)
As a probationer on the police force, he had been refused his shield because he had "flunked" on just one question in his written examination.

He begged for permission to go on patrol just one more night in his proud uniform of blue.

What happened to make the Commissioner of Police reverse himself, and with his own hands pin on the shining medal?

IF THIS PICTURE DOESN'T GRIP YOU, STIR YOU, THRILL YOU, THEN YOU ARE BLASE INDEED

A great opportunity for tie-ups with local police forces. It's a real honest-to-goodness police story from start to finish.

Directed by Wm. K. Howard
Can a girl be truly in love and yet lose her faith in her lover for even a few short hours?

Novelists write of a love that never falters and lasts until death itself; a love that always trusts and believes.

Here was a girl in love, loved by the man she loved. Yet for a few short hours she believed him a murderer, just because she had heard him say just three short words. Could she have truly loved him? And believing him guilty, was her duty to her lover or the law?

A powerful story with a powerful cast, —William Faversham, Charlotte Walker, Edmund Breese, John Bohn, Charles Emmet Mack and others.
Advertisements

**Advertise**

**By DANNY**

You hear a lot of talk about short subjects being "the life of the program," "The saviour of the bill." "The one bright spot of a dead program." Etc., etc.

All right. But hearing about it isn't enough. Why not, Mr. Exhibitor, tell the waiting world about it? Why not, in short, advertise your "shorts"? Because if they are worth using they are worth talking about. And they are worth using. They're a lot more than that. They are just as necessary as your feature. Excepting, of course, those few features that stand out like sore thumbs.

Not talking about the big specials. Forgetting them for the moment, and thinking only of what you are using week after week—and they are often bad weeks—when your short subject comes into its own. And stays there. Why not, if you please, give them a line of light face type buried somewhere in your ad? Why not bear in mind that a lot of featured stars whose pictures take away a lot of cash, arose to popularity and to stardom, and to preceodum, through these very short subjects. Why not figure for a moment that it was the popularity of these very individuals in the short reels that finally led the way to their present enviable position. Where you pay a lot and just what you get.

It seems to me it takes little gumption to figure out this: that if your public liked them sufficiently well to have them become stars that they must have liked them well enough to come to see them in increasing crowds when they were in two reelers and you didn't spend a nickel to advertise them. Well, if they arose to their present popularity despite your help how much do you figure they might have done if you had helped? Fair question, isn't it? And fairer still the proposition that just because five years ago Harold Lloyd wasn't a great bet that today there are some people in short subjects who in five—or perhaps less—years—will be stars on their own. So why not help your business help itself? By going after these coming stars when they are young. And doing something for yourself, and incidentally something for them.

**GOOD BUSINESS**

It's true that the notion department in a large store isn't a very important or very profitable branch of the big establishment. But that doesn't stop the large operators from advertising very now and then about their notion department. Even offering bargains. In a sense many exhibitors regard their subjects as the notion department of their business. That may be true—as they look at it. They may see little to it excepting that they must have fillers. But even so these very fillers have some rights. They certainly have some value.

Now the day passed a long while ago when smart, capable exhibitors operating small as well as large houses, regarded the short subject only as a filler. They know full well that these short subjects are a lot more than that. They are using their heads. And getting somewhere by doing so. Even these men fail often to advertise their short stuff as they should. But at least they have passed the point where they think of shorts as fillers.

Then there are showmen like Mike Balaban of the Chicago, Joe Plunkett of the Strand, George Fischer (Continued on Page 29)

**It Pays to Advertise—Short Subjects**

**By E. W. HAMMONS**

President Educational Film Exchanges, Inc.

Much thought has been given lately by the authors of the moving pictures and in general for advertising to make the public think more about the value of motion pictures as an institution. Institutions are advertising for the industry, if you will. That there is a very definite need for this is apparent when one considers the millions of people in our country who have yet to be won to the idea of "going to the movies." (the many millions who would be come regular or occasional patrons of picture houses everywhere once they were were away from the inertia or the prejudices for the exhibition and the value of picture entertainment that now keeps them away from the theaters. The main question seems to be who is going to do this advertising.

For several reasons the exhibitor may well be the least to receive this adver tising. His contact with the public is closer and more intimate than that of any other branch of the industry. He will be the first to profit by in creased patronage. His chief medium of advertising is the newspaper—the only medium that reaches every literate person in the country.

One of the first points the exhibitor will want to make in such advertising, and a point at which he will need to hammer constantly, is the great variety of entertainment offered by the motion picture, a diversity unequaled by any other form of amusement, that provides pleasure and worth while diversion for people of all tastes. And here the short subject is going to stand the exhibitor in good stead, for when all the appealing points of the few great super features and the many others of good features have been recited, the fact remains that it is the short subjects which provide most of the variety to the motion picture program.

Laughs, thrills, novelty, the be auties of nature, the latest developments of motion picture photography, a liberal education in the form of entertainment—what a bountiful offering can be made to his public by the exhibitor who looks to the selection of his short subjects with the same care that he does to his feature, and who has learned the wisdom of advertising one as well as the other. In the usual advertising of programs from week to week, it is becoming more and more apparent that the exhibitors are realizing the absolute necessity of acquainting their patrons with all the entertainment they have to offer instead of leaving them know about one picture only.

If there is one prediction that I feel can be made with a fair degree of safety it is this: that the year 1924-1925 is going to see a nearer approach to 100 per cent advertising has never before been seen. By this, of course, I mean adequate advertising on the comedies and other short subjects, getting the show as a whole, on the theater itself and its many attractions, as well (Continued on Page 25)
Laughs Not Enough

By MACK SENNETT

There is no business to which the old adage about the level never standing still applies with greater force than the making of comedies.

You are making them either better or worse. You can make comedy with the feeling that you now have arrived at the top rung of the ladder and can sit down and rest while your audience laughs.

In making comedies, the moment you stop worrying about them you really have something to worry about. The longer I am occupied with making comedies, the more do I become impressed with the fact that there must be real quality and real humanity and real drama behind them.

I always regard it as a danger signal when I see our directors trying to tear for laughs.

There is a kind of laugh that the public does not like. The most dangerous liberty that can be taken with a comedy is to write a reluctant laugh from it in the script. Often I hear an audience laughing at a comedy; but coming out of the theater, some one will say, "I was laughed at by the thought of the comedy, and they will say, "Oh, it was kind of silly." In other words they are sorry they laughed.

Speaking plainly, that is poison. The right kind of laugh comes legitimately from a situation that is honestly and logically funny.

To say what the basis of a comedy should be is a big order. But I could at least say this: The right foundation of a good comedy is the foundation of all drama—the girl and the boy.

There is no getting away from it. The "love of a man for a maid" is the story of life itself; and it's what drives all comedy.

The longer I make comedies the more firmly am I convinced that the love story must be the basis of any comedy and it is to rise above the mere laugh squeezer.

Realizing as I have said, that the old love will not stand still, we are making a constant effort to make our comedy stories more real and sincere and genuine to the extent that the audiences will laugh because they thoroughly enjoy and sympathize with the situation; not just because a laugh was suddenly and unexpectedly jogglet out of them.

Wants “Roots”

Educational’s New York exchange received the following from Charles Hawlik, 108 Jewel St., Garfield, N. J.:

“Please send me a few rools of film. I am not.”

Commenting Hal Hodges says:

“The writer of the attached must have seen some of the super-long—excuse me—super big features that were released this fall and consequently figures that a few ‘rools’ would never be missed from these films.”

“I Am the Screen Comedy”

“I am the Screen Comedy. My mission in life is to make people laugh; I fear no just critic; neither do I fear the censor’s sharp shears.

“When I am placed on exhibition men guffaw, women smile and children howl.

“The theater manager loves me because I make his path easier; the people love me because I bring gladness into their hearts.

“Sometimes I am even greater than the feature.

“Men ship me around the world in a tin box and I travel from town to town, from theater to theater, I know that I will be welcome wherever I go.

“Though I journey alone hundreds of men are slaving day and night to make my comparative short span of life a success.

“Tenderly I am handled and heavily insured.

“I come gladly and stay until you send me away.

I am the screen comedy.”

From the program at the premier of the New Palace Theater of the Sparks Enterprises, Bradenton, Fla., Bobby Burns manager.

Speaking of Showmanship

By HAL HODGES

Branch Manager New York Exchange for Educational Films

We hear much about “showmanship” in this business. Let a man pull one stunt which he believes has brought him business and for which he has blossomed forth, in his own estimation at any rate, a showman. And there hearty to himself by that designation even though he never again gets another money-making idea.

What is “showmanship”? Opinions may differ on this point, but a showman—a real showman—to my humble way of thinking, is the man who plays up every angle of his theater so that every element which enters into his enterprise looms up as being of equal importance in the minds of the prospective patrons.

There are exhibitors—exhibitors of prominence, too—who seem to think that the showing of a big feature and an attractive prologue represent showmanship. Their advertising is forceful and what advertising copy writers like to describe as “attention-compelling.” Yet, in the final analysis, these men regularly miss out on those angles which would go far to bring additional dollars to their box offices.

I have in mind a beautiful theater within easy distance of New York. It represents a big investment and is doing a fair business. It might be doing a fine business if the exhibitor who owns the house were to stop thinking he is a showman and become one.

This exhibitor finds himself confronted by a peculiar situation when it comes time for him to sign up for the next year’s program. Then he raises up his voice in loud and bitter lament because the opposition houses have invariably been given the best of it in the the splitting up of this product. He pays as much for it as any of his competitors—and yet, to quote his own words, he “doesn’t get a break.”

The answer is easy. Whereas his competitors pursue an aggressive advertising policy in which the short stuff is mentioned by name in their newspaper advertising, this exhibitor or deems that variety of white space too valuable to be wasted on the one and two reeler. Whereas his competitors make use of their programs to play up their short subjects, this man announces the name of the feature, its cast, director, etc., almost down to the very name. As a result the exhibitor gives the public a better idea of its program.

Advertising

Frankly, this exhibitor is privileged to hide his light under a bushel basket if he so sees fit—but he can’t do it with the cream of our product. Because of his short-sighted advertising, that portion of it which his competitors cannot use—and even that is far too good for him.

Yet, this exhibitor considers himself a showman and even though this may reach his eye, so sure is he of himself and his ability as a showman that in God’s green world he will recognize the above as a life-like portrait of himself.

After all, the words showman and merchant mean one and the same thing. Showmanship means merchandising and the exhibitor who lack that is the storekeeper who lacks the second—both are constantly, even though unconsciously, in viting their competition to the short subjects which set them self for the neighborhood trade.

One of the finest opportunities ever presented to exhibitors for real showmanship was contained in “PLASTI-GRAMS.” The Educational Dimension Picture. Originally presented at the Rialto and Rivoli of Broadway by that master showman Dr. Hugo Reisenfeld, it created a sensation. Among those exhibitors who booked it was Ben Leo, of Fox Washington, in New York. He immediately realized its possibilities and when he booked “PLASTI GRAMS” it billed it like a circus. He six sheets gave it prominent equal to that of the feature played of the same bill. For ten days before it was presented, he kept working on that subject and his public kept asking every man, woman and child in that section of the city what IS PLASTIGRAMS?

When the picture was shown for the first time at the Washington, it patrons saw a presentation which tops anything ever shown given at the Rialto and Rivoli, because Leo had not hesitated to take a leaf out of the Reisenfeld book. More than this he had studied the proposition long enough to make appeal to his particular type of clientele. Incidentally, this is typical of everything that Leo does. In my office only yesterday afternoon, it is required of some of the Educational Christie comedies he has booked.

“Tootsie Woottie contains a wonderful baby act who makes his first appearance here. I have been given the type of appeal he makes the commercial Leo has. He expects to give him a special appeal to his patrons.

Compare this showman’s attitude with that of the manager of a theater whom, who, for the sake of his own name, he showed “PLASTIGRAMS” cal ed to complain bitterly about the quality of his film. It’s terrible, he cries.

“My patrons says that the colors have run all over the film and that it’s a
Bray Productions Incorporated
OFFERS

The laughter loving world
a new series of inimitable
cartoons

Meet

DINKY DOODLE
and HIS DOG

STANDARD CINEMA CORPORATION
Releasing thru
SELZNICK DISTRIBUTING CORPORATION
JIMMY AUBREY

MAKES HIS BOW IN
A NEW SERIES OF
TWO REEL COMEDIES

JIMMY AUBREY

STAR
COMEDIES

STANDARD CINEMA CORPORATION Releasing thru SELZNICK DISTRIBUTING CORPORATION
STAN LAUREL
COMEDIES

Laugh and the world laughs with you

Here's something to laugh at — and with!

STANDARD CINEMA CORPORATION

Releasing thru

SELZNICK DISTRIBUTING CORPORATION
Big Theaters Are Poorest

Advertisers of Short Subjects

By PAT DOWLING
Christie Film Co., Inc.

Generally speaking it is the small town or the small theater exhibitor who is the most consistent and the best advertiser of the "short subject" end of the program.

The small theater exhibitor measures his business and his expected profits in a small number of dollars. He has to be continually on his toes to make a profit from day to day. It is he who plays the eye angle and the other short novels on his bill. He is continually after a few dollars of extra business because those few dollars mean his profit or his loss. He knows that by advertising his whole show he has that much more chance of staying out of the red days.

When you come to the big city theaters and the big circuits you find, as a rule, very little consistent advertising of comedies and novelties on the bill. These people are way behind the parade in getting the full value of the short subjects which they play.

Comedies as a rule are slapped through with little mention. Naturally the comedy and short subject producers appreciate the big business which they are getting from the large first run houses. They hate to raise their voices and keep requesting that the big theaters advertise their wares. With just a few exceptions this condition exists practically all of the big city theaters and large circuits. For the few short subjects, comedies and short subjects are booked and dated set, and that is the total of the effort which is put on them.

Unlike the small exhibitor, with whom every possible chance to attract the public may mean a few dollars of profit, the large customer of films is not yet a good advertiser of short subjects.

The condition cannot be laid to the distributor of short subjects, for in these days practically every kind of advertising is furnished with which to advertise the short length features of the bill.

In conclusion, he said, "I could have felt the feature on the shelf and that was mentioned just one theater of bolstering up his show represented showmanship. Showmanship was also represented in the way he advertised this bill.

After all, an exhibitor may make movies by covering every element in his show and still lack showmanship, but think of the money he is keeping away from his customers because he hasn't appealed to those people who would be attracted by the short subjects he shows in any event.

It can all be summed up in the remark made to me by a man I met who gave a very good account of his business—I that theaters don't show those good comedies they used to show "I queried. "You don't see them advertised in any more and they were the best part of the show to me."

Pinned down for a specific instance of houses which weren't showing those good comedies they used to show a man—I met who gave a very good account of his business—told me that theaters don't show those good comedies they used to show "I queried. "You don't see them advertised in any more and they were the best part of the show to me."

A Knockout Show

Max Cohen of the M. & S. Clinton was in to see us the other day. "I don't know whether you're increasing or decreasing your attendance this week," he said. "But I hope you're going to increase it." Pressed for an explanation of his answer, he was not satisfied with the response which he received. "I ran a feature which bolstered it up with the strongest short subject bill he could find. In proof he showed this:

1. The feature.
2. Cameo comedy, "Family Fits."
3. Hodge Podge, "Realm of Sport."
5. Christie Comedy, "Reno or Bust."

Without Benefit of Megaphone

"The most patient director in Hollywood, is the title bestowed on Doolin by those who have watched him direct only a single one or perhaps many thousands of insects for some of his scenes. Of course this isn't entirely due to the upset and shout impatiently to their players when they get temperamental and fall to 'emote' properly—but Doolin. He waits with the spirit to move his tiny actors to 'do their stuff' and then he starts his camera.

Tolhurst is, the man most responsible for the increasing knowledge—workable, visualized knowledge—of insect life, through his microscopes and high-speed cameras. This is by which he is making for Sol Lessor, president of Principal Pictures Corporation, and which are released under the titles "the Crickets Meet Life/' Incidents both pathetic and humorous are recounted by this young scientist in talking of his work among the column's insect Peratures.

"One of the most ludicrous actions I have ever witnessed, says Tolhurst, was performed by a slowly proceeding bug, when I was filming the life of this beetle, known as the Egyptian Scarab. Clumsy, top heavy as it was, he had been winding up his camera and as he tried to watch him patiently attempting to roll his burden up a little hill. Just as he was about to succeed, his 'bug' fell, was slipped and skidded down the hill and the bug went back to the start. His first move was uphill, but he wandered around and finally recovered his balance and started back up the grade.

"Of course," he continued, "all this funny stuff, doesn't happen to the insects. Something happened the other day, however, that almost made me laugh. Not at the time, but later, I go a laugh out of it. Painstaking preparations for the photography of the moment of the substipulation of an insect's cocoon, which was a butterfly that had been made. A subject caterpillar was just ready to begin the spinning of the cocoon which equals the insect during the change. Guarding against accident to films and possible changes in feet, two high speeral came of the had he which is making for Sol Lessor, president of Principal Pictures Corporation, and which are released under the titles "the Crickets Meet Life/' Incidents both pathetic and humorous are recounted by this young scientist in talking of his work among the column's insect Peratures.

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No Longer "Fillers"
By J. E. STOREY
General Sales Manager, Pathe

The day when an exhibitor calls a booker on the telephone and says: "Send me out a comedy 'filler' is past. Today the average short-man-ager has the opportunity to give short subjects the same care that he gives his features.

The public itself is directly interested in the quality of pictures seen in short subject matter with the same care that he does his features.

The public box office proved that the public was beginning to show a preference for those playshouses furnishing them with short subjects that they enjoyed the most and the comedies that fitted themselves to the rest of the program. Realizing this, the wide-awake exhibitor conducted a survey to ascertain just what types of product his patrons wanted in the way of short subjects.

Until this time, the exhibitor, with but a few exceptions, had little or no knowledge of what short subjects were being afforded in the way of screen entertainment. He had always taken the comedy field for granted. It has been said that there is a demand for "fillers," and that would add another half-hour to his program. When the public definitely demanded certain types of entertainment and specialized on items that would meet the demand, the theater owner woke up to the realization that he was losing money. That was just a few years ago. In those days even the national trade papers, not to speak of the newspapers, gave scant value to the short subject not worth reviewing. Today, however, the situation has changed completely.

Trade magazines, journals and daily newspapers feel that the space they give the comedy and other short subjects on the program is well deserved. It is a change that the exhibitors have accepted. Exhibitors also have had a change of heart. It is a common sight, even on Broadway, to see the current comedies and serious subjects screened side by side.

Realizing this, Pathe has been for some years specializing in the short subject field. Comedies of one and two reel length, serials, news, relaxed and short subject specials all have come in for a thorough analysis so as to provide the exhibitor with just what his patrons want. "Assistant Dulce" and "Harley Roach and Mack Sennett Between them they will produce 104 subjects during the coming year.

A new brand to be known as the Mack Sennett Star Comedies will be added to the list of that famous product. The first batch has been released with Ralph Graves in the featured role.

There are now two new brands of comedies being produced by the Mack Sennett Roach studios. For first of the new comedies is to be known as the Har- ley Roach Star Comedies. Another brand of subjects called "Mack Sennett's Gang," the "Spat Family" comedies, and Charles Chase comedies are being released.

Of the Chronicles of America there will be 33 subjects in all. These cover the operation of the American Army from the discovery of Columbus down to the end of the Civil War. These will also continue the release weekly of the Pack's months (16 issues each week). "Topics of the Day" and "Aesop's Fables." The monthly type of the Pack's 26 single-sub- ject, Grantland Rice's "Sportlights," will also continue.

Audience Rights

And How a Southern Manager Considers Them in Balancing His Bill—The Value of the "Shorts"

Bradenton, Fla.—In the program at the premiere of the new Sparks Enterprises house, the New Palace, Manager Bobby Burns, ran this article:

"I liked the feature, but the comedy was "awful," is a statement common among the patrons of some theaters. The owners of such theaters are those who speak of short subjects, in the trade, as "filler." They judge a program merely as the length of clothes pins or matches, without regard to individual merit.

The management of this Theater takes a different approach to the problem. We believe when you intuon a hour and a half, or two hours of your time, that we are obligated to give you something worth while for every minute of it, not for just a part if it. For this reason we select our short subjects, our com- edies, scenes, news pictures and novelties with exactly the same degree of care exercised in the selection of our feature pictures. We believe that the twenty minutes you spend looking at a two reel comedy is just as valuable to you, in proportion as the hour you spend at the feature pic- ture.

We feel amply rewarded for our pains when you speak of the program as a "Tout show, instead of a good picture."

Relative to which Manager W. W. Anderson, Pathe Exchange, Atlanta, adds: We are satisfied that in refer- ring to the Short Subjects, Mr. Burns is no doubt referring to the Pathe ser- vice, because we are pleased to say that this theater has booked to run Pathe News, Pathe Review, Aesop's Fables, Grantland Rice Sportlights, and practically our entire output of Two Reel Comedies.

Nat'l Screen Service Cuts Rates

The National Screen Service has reduced its rental rates for all trailers. The price on the "Dixie Truck," a trailer has been cut from $12.50 to $7.50, as applying to those using the service who are not subscribers. Regular customers have had their rates cut from $7.50 to $5. The net rent- al price on all service trailers, here- tofore $3.50, will be $1.50.

Gardner Leaves Metro-Goldwyn
(Special to THE FILM DAILY)

Hollywood—Milton Gardner has resigned as business manager of Metro-Goldwyn. He is succeeded by Sol Clarke, formerly with the Cinema Mercantile Co. Shorter Features

Since my appointment as Southern District Manager for Pathe in July, I have been on a trip, which is not yet completed, throughout the entire Southern District, visiting not only the Exchange cities, but going out on the territory to towns as small as $0,000.

Mr. Pearson wrote me that the Short Subject issue of "THE FILM DAILY," I felt that the strongest thing I could emphasize for the issue was the fact that regardless of the feelings of feature producers, it is practically the unanimous opinion of the many exhibitors I have visited, that there must be some kind of an average limit to the length of Features.

Exhibitors agree that the Short Subject producer is beginning to take a commanding position in the matter of presentation. Exhibitors are acknowledging that there are cer- tain definite demands made by Box-Office attractions and novelty sub- jects, such as, "The Fourth Dimen- sion," recently popularized in all Fa- mous Players program. The exhibitors agree that the fact that in many instances, features are ten, nine and eleven reels long, and not strong enough to hold the attention of the public.

When I say that Short Subjects are taking a commanding position in the drawing power of the theater, I am not trying to say that for some weeks ago I was in Washing- ton, and found that Loew's Palace in New York had every feature comedy in electric lights and the Rialto a Sennett comedy in electric lights.

Lawrence Beattus and Tom Moore are recognized showmen and they would never have resorted to the form of publicity, also the advertising in newspapers, if they had not felt that these were Box-Office attrac- tions.

The Famous Players' theaters feature the Fables and in many of their theaters the orchestra leader sets special music to the subject.

I would not care to express for personalities--how strong some exhib- itors have told me their feelings as re- gard feature lengths, but it is cer- tainly time for the feature producer to realize that the feature cannot over- dominate the exhibitor's program.

This year looks like a wonderful one for Short Subject Distributors and I prophesy that it will only be a short time before you will see sub- jects like Fables and "Our Gang" comedies featured practically as pro- minent as the longer attraction.

It is a note of high respect to Pathe, and Short Subjects, that theaters like the Newman, Kansas City, Miss., St. Louis and Palace, in Kansas City, which have regularly shown presentations, have booked "INTO THE NET," and advertised it very strong in the newspapers. As for instance Pathe's recent ad "To the opening of "INTO THE NET" the Newman, Kansas City, the most prominent newspaper in that town carried the advertisement of this subject.—OSCAR A. MORGAN, Southern Dist. Mgr., Pathe.
Only in INTERNATIONAL NEWS do exhibitors get such service!

Consistent Quality
Every issue is a treat—bright, new, refreshing! Every issue of the same high quality as No. 73 illustrated on these pages. For quality you can't beat International News.

World Wide Service
International News cameramen stationed all over the world record every important event for International News Reel. For service you can't beat International News.

Fastest Service
The fastest means of modern travel augment the highly trained service organization which regularly gets the news to theatre screens hours and days ahead of all others. For speed you can't beat International News.

Exclusive Scoops
Many important events are exclusive with International. Such events are included in the regular service at no extra cost to the exhibitor.

all this at no extra cost to exhibitors
DEVELOPING A TERRITORY

BY W. W. ANDERSON, MANAGER, *PATHE EXCHANGE, ATLANTA

About two years ago the Southern Enterprises used practically no short comedies or Short Subject Novelties.

A little later the Southern Enterprises were taken over by the Famous Players-Lasky Corp., and I was fortunate in being able to look into the future of the short subject film and see what the future held in store for the short subject producer. As a result of this study I feel that the short subject film will meet the same difficulties that were met by the motion picture industry for the last twenty years. The short subject film will be the first to be obliterated from the screen, and I feel certain that Franklin will vouch for this, and it is a revelation to picture men in the south, who are being told that the motion picture situation to realize that in about 18 months, picture presentation in this section has advanced to the point where it practically is on the same plane as in the north.

It has been proven that real “died in the wool” serials are not intended only for the smaller and cheaper houses. Today such houses as the Missouri, St. Louis, the Palace, Dallas, and The Newman, Kansas City, are using serials. In the “THE FORTIETH DOOR,” and “INTO THE NET,” and it would behoove the writer to see Managing Director Kingsmore of the Howard, Atlanta, follow suit in the near future.

There's a Difference

By HARRY LANGLEY

I suppose I am fortunate in having approached the great American theatrical circuit of the late twenties and thirties, and fall to the lot of most comedians. My work as a newspaper cartoonist, and the years I spent on the vaudeville stage are invaluable foundations for my screen work.

Each of these is hard in its own way. Newspaper comedy is hard you have to get up four frames in which to tell your comedy. You don't have the elbow room that you have to put in for a vaudeville act. On the other hand, you can get away with jokes that would be censored as too violent and brutal on the screen. Somehow the public does not mind it as much if it is absorbed in a scene, that it is always. It has to go just the same for Medicine Hat and Broadway.

Vaudville is sometimes harder and sometimes easier than either of the other two ways of cracking joke. If you have a good audience it is easier; if you have a cold audience it is harder than anything else in the world.

The advantage of vaudeville is that you can change your act to suit each audience. When you have made a mistake, there it is. It has to go just the same for Medicine Hat and Broadway.

Combing for the first time into screen comedies, a vaudeville is not difficult to get jokes; you have to have more plot and a more logical and consistent plot to make the audience laugh. The real thing about the whole business of being funny is that the public wants to laugh; but it is the hardest thing in the world to make them do it. They don’t want to cry; yet they will cry at the slightest provocation.
Quality Short Subjects

Here are the first two-reel releases of the 1924-1925

Educational

LARRY SEMON ★ LLOYD HAMILTON
in “Her Boy Friend”
directed by Noel Mason Smith
produced by Chadwick Pictures Corp.
The first of four Larry Semon Special Comedies designed to be the greatest work of this dare-devil comedian’s career.

in “Jonah Jones”
written and directed by Fred Hibbard
Lloyd Hamilton at his best as a country hick thrown into the midst of society.

BOBBY VERNON
in “Bright Lights”
directed by Walter Graham
Bobby Vernon in his first starring comedy—a laugh feature that will make the showman want to use bright lights to advertise it.

WALTER HIERS ★ JIMMIE ADAMS
in “Short Change”
directed by Archie Mayo
Marking the entry of this popular rotund comedian into the Short Subject field. A laugh producer that will win countless new friends for this famous star.

in “Savage Love”
a Christie Comedy
directed by Scott Sidney
The funny story of a young man’s efforts to prevent his sweetheart from becoming a missionary to reform the cannibals—an elaborate comedy production with lots of fast action and laughs.
FOR EARLY FALL PROGRAMS

Pictures

With the greatest line-up of comedy stars ever assembled

NEAL BURNS
in "Court Plaster"
A CHRISTIE COMEDY
DIRECTED BY GIL PRATT
A comedy with many loud laughs as well as a fine story. A picture that typifies the new style of Christie Comedy, with its fast action and funny gags.

"WILD GAME"
A MERMAID COMEDY
with Lige Conley
A JACK WHITE PRODUCTION
DIRECTED BY NORMAN TAUROG
Alligators, cannibals, lions and a lot of laughs and thrills. One of the fastest and funniest Mermaid Comedies in many months.

"ROUGH AND READY"
A MERMAID COMEDY
with Lige Conley
A JACK WHITE PRODUCTION
DIRECTED BY NORMAN TAUROG
Lige is ready for all comers, and treats 'em rough in a fast and furious comedy.

"OH TEACHER"
with Jack McHugh & Tommy Hicks
A JUVENILE COMEDY
DIRECTED BY FRED HIBBARD
Fun of school days brought back to us in a picture that will make the grown-ups laugh just as loud as the kids.

AL ST. JOHN
in "Never Again"
A TUXEDO COMEDY
WRITTEN AND DIRECTED BY AL ST. JOHN
A cave-woman's husband should know better than to flirt, but a flirt will not learn. A popular star, a clever story, a fine comedy.
### Suggested Short Subject Programs

**PATHE SUGGESTIONS**

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<tr>
<td>Leatherstocking</td>
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<td>Pathe Review</td>
<td>Magazine</td>
<td>Magazine</td>
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<td>Topics of the Day</td>
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<td>The Pilgrims</td>
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<td>Bottle Babies</td>
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**Title**: M. J. WINKLER presents TWENTY FOUR “FELIX” by Pat Sullivan. The Cat That Made the Cartoon Famous

**SIX**

**“REG’LAR KIDS”**
Riotous Two Reel Comedies Directed by BRYAN FOY

**TWELVE**

**“ALICE” COMEDIES**
Distinct Novelties in One Reel

**TWELVE**

**“MEMORIES”**
Stories of Life—Love—Drama One Reel Each

**TWENTY SIX**

**BURTON HOLMES**

**“SNAPSHOTS OF TRAVEL”**
Entertaining—Educational—Artistic

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**EDWARD L. KLEIN COMPANY**

25 W. 43rd St., New York
Short Subject Releases May to September 1924

**UNIVERSAL**
Universal Comedies (1 Reelers)
A Pigskin Hero... 5-5-24
Little Brother... 5-5-24
Why You Pay Your Rent... 5-10-24
Case Dismissed... 5-10-24
Rest In Pieces... 5-26-24
The Tale of a Cat... 5-26-24
Miners Over Twenty One... 6-2-24
Why Be Jealous... 6-2-24
Women's Rights... 6-2-24
Brides... 6-2-24
The Day... 6-2-24
The Sky Pilot... 6-2-24
Roach-Glen Tryon—2 reels... 6-12-24

**CENTURY COMEDIES**
Century Comedies (2 Reels)
Taxi Taxi... 5-5-24
Puritans... 5-5-24
Who's Who in Business... 5-5-24
Tired Business Men... 5-5-24

**PATHÉ EXCHANGE, INC.**
Stan Laurel—2 reels...
Near Dublin...
Rept of Hec-Haw...
The Wide Open Spaces...
Short Falls...
Asop's Fables—1 reel...
Homeless Pups...
When Winter Comes...
The Jealous Fisherman...
The Jolly Tail-Bird...
One Good Turn...
The Flying Carpet...
That Old Can of Mine...
The Organ Grinders...
Home Talent...
The Body in the Bag...
A Woman's Honor...
The Sport of Kings...
Flying Fever...

Eduational Film Exchanges
370 Seventh Ave., New York

**Cameo Comedies**—1 reel
Lunch Bide... 6-8-24
Family Fits... 6-22-24
Pardon Us... 7-6-24
Head On... 6-20-24
Turn About... 8-3-24
Good News... 8-17-24
Drenched... 8-31-24
Don't Fail... 9-1-24
Cheer Up... 9-25-24

**Mermaid Comedies**—2 reels
At the Tropic... 7-2-24

**Luna Comedies**—3 reels
Flying Chef... 7-22-24

**Sports**—5 reels
Summer Stocking... 8-17-24
Sweet Daddy... 8-17-24
Why Men Work... 8-17-24
Outdoor Pajamas... 9-14-24
Stilt People... 9-14-24
Two Many Manums... 9-28-24
Bungalow Bowls... 9-28-24

**Roach—Dippy Doo Daddies**—1 reel
North of 50-50... 5-14-24
Handle Em Rough... 5-14-24

**Serials**
Way of a Man... 7-20-24
Fortieth Time... 7-20-24
Into The Net... 7-20-24

**Specials**
Her Memory—1 reel... 6-22-24
Maud Muller—2 reels... 6-22-24
One Third Off—2 reels... 6-22-24
Reel-Earl Mohan Series—1 reel... 6-22-24
Defying Time... 6-22-24
Fast Black... 6-22-24

**Spats**—Family—2 reels
Suffering Shakespeare... 9-21-24
Radio Mad... 9-21-24
A Hard Boiled Tenderfoot... 9-21-24
South O' The Lone Pole... 9-21-24
Lost Dog... 9-21-24

**Our Gang**—2 reels
Homecoming Day... 5-24-24
Cradle Robbers... 5-24-24
It's a Bear... 5-24-24
High Society... 6-21-24
The Sun Down Limited... 6-21-24
Every Man For Himself... 6-21-24

**Graniteland Rice Sports Pictorial**—1 reel
Sporting Speed... 5-4-24
Fishin' Fever... 5-4-24
Building Winners... 5-10-24
Oddities and Fumes... 5-10-24
The Finer Points... 5-10-24
Our Defender... 5-10-24
Hobies... 5-10-24
Hoof-Beats... 5-10-24
The Happy Years... 6-21-24
Snakes and Bloomers... 6-21-24
The Danger Lane... 6-21-24
Sporting Rythm... 6-21-24

**Hal Roach**—Will Rogers—2 reels
Going To Congress... 10-10-24
Don't Park There... 10-10-24
Our Congressman... 10-10-24
A Truthful liar... 10-10-24
The Tiger... 10-10-24

**Chronicles of America**
The Pilgrims... 5-18-24
Declaration of Independence... 5-18-24
The Constitution... 5-18-24
The Puritans... 10-9-24
Alexander Hamilton... 10-9-24

**Charles Chace Series**—1 reel
Publicity Pays... 5-24-24
April Fool... 5-24-24
Position Wanted... 5-24-24

**Young Oldfield**... 6-22-24
**After Hours**... 6-22-24
**The Prodigal Pup**... 6-22-24
**A Message From The Sea**... 6-22-24
**Barnyard Olympics**... 6-22-24
**In The Good Old Summer Time**... 6-22-24
**The Mouse That Turned**... 6-22-24
**Hawks of the Sea**... 6-22-24
**Nooie's Outing**... 6-22-24
**A Lighthouse by the Sea**... 6-22-24
**Black Magic**... 10-9-24

**Mack Sennett**—2 reels
**Black Oxords**... 5-18-24
**Yukon Jake (Ben Turpin)**... 5-18-24
**The Lion and the Souse**... 5-18-24
**His New Mamma (Langdon)**... 5-18-24
**Homeco and Juliet (Turpin)**... 5-18-24
**Wall Street Blues**... 10-9-24

**Roach—100 Years (Langdon)**... 8-17-24

**East of the Water Plug** (Ralph Graves)... 8-24-24
**Lizzies of the Field**... 8-24-24
**The Luck of the Foolish (Harry Langdon)**... 8-24-24
**Little Bumps Cork Screw**... 10-5-24
**Wandering Wistitines**... 10-5-24
**The Hanson Cabman (Langdon)**... 10-5-24

**Riders of the Purple Cows** (Ralph Graves)... 10-19-24

**Pathé Review**—1 week—1 reel

**Pathé News**—1 week—1 reel

**Spats**—Family—2 reels

**Spats**—Family—2 reels

**Spats**—Family—2 reels

**Spats**—Family—2 reels

**Spats**—Family—2 reels

**Boneyard Blues**—3 reels

**Juvenile Comedies**—2 reels

**Bobby Vernon Comedies**—2 reels

**Bright Light**... 9-14-24

**Larry Syenon Comedies**... 9-28-24

**Kingromat (news reel)**... 9-28-24

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Broadway Comedies...
Oh Billy...
COMING! to the Screen by POPULAR DEMAND

Madeline Brandeis Presents/
"Sonny Series"
Produced by Madeline Brandeis Productions

Watch Trade-Papers for Releasing Announcements

Letters From Exhibitors—Clubs—Organizations— Everywhere prove that These Human Interest Comedy Featurettes Are Wanted
Let ROdNER be
YOUR BALANCE WHEEL

As necessary to the successful PROGRAM as a fly-wheel is to a motor!

No matter how BIG your FEATURE subject, no program is complete without its SHORT REEL of QUALITY. No short Reels compare in QUALITY and UNIFORMITY with those distributed by RODNER.

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2—FELIX THE CAT
3—SCREEN SNAPSHOTs
4—ALICE CARTOONS
5—2 REEL COMEDY
6—NEW NOVELTY SUBJECT

To be announced later

Distributed by

HAROLD RODNER

1600 Broadway
New York City

Tel. Chickering 2200
Ideas on Exploiting Short Subjects

By Gordon S. White, Educational

Exploitation of short subjects is no longer an experiment. A very few years ago it was generally considered "carnival" if a theater undertook to run a short subject, or even a large part of its exploitation efforts to a short subject! The very fact that the short subject is the biggest part of the program, however—and especially within the last season—this has been done so often and with such eminent success that exploiting the quality short subject may be said to be a matter of proven good judgment.

The recent advent of the over-long feature with the attendant absence of the short subject from the programs of theaters playing these extra-long features as their sole attraction, and the natural reaction of the patrons in discovery of the attractions of the short subjects on these bills, brought the exploitation value of these short subjects to the attention of any theater manager. If they had been regarded before as "fillers", they were now known to be a vital part of the enter tainment program of the theater. Greatly realizing the comedies and novelties was followed by greater prominence of a newspaper advertising space and in the theatrical programs. When the exhibitor found that this form of advertising brought substantial returns, advertising his short sub jects became a regular practice.

Perhaps the most notable examples of fusing the entire exploitation of the short subject were those which were arranged on "Plastigrams", a picture which brought the third dimension to the screen. This subject, less than one reel in length, was featured almost universally as the main attraction at theaters where it played, and numerous instances of sales over every single house records were recorded. The test instance was that of the Capitol, Vancouver, B. C., under the manage ment of Mr. J. K. Haskin who engaged in advertising and exploitation campaign centering around the short sub ject, a special, the Capitol broke all the records for the season, playing within two thousand dollars of the gross of one of New York's biggest Kent house presenting the same subject without "Plastigrams". Had the Capitol's week ended seven days instead of six, the Kent house's figures would have been exceeded. The "top" at the Vancouver house was considerably less than that charged at the Kent house.

Well known comedy names and aids are regularly featured at hundreds of other theaters throughout the United States. These have come to be depended upon as reliable business getters, and treated such in the newspaper advertising copy. The important exploitation subject has become firmly embedded the program as a valuable enter tainment factor and progressive exchange exhibitionists are switching to the increased business following intelligent advertising and exploitation of these one and two reel pictures.

By R. V. Anderson
Sales Manager, International

It has many times been said that the newsreel is the newspaper of the screen. The theater has learned that there has been very few exhibitors who have realized the full importance of this statement. Another known fact is that this is the one department of the greatest newspaper readers on earth. That is one reason why they are known to be the best informed.

In the Chicago and River, two of the greatest advertising offices in the country, have expanded their exploitation showing newsreels and have contributed to the increase of newsreel business. Theaters have used newsreels to show items of current events and consistently advertising them.

There is hardly an issue of International News which does not mention and name various subject and subjects which can be tied up with front-page stories in all local newspapers. Several exhibitors have arranged in their localities bulletin boards on which they place newspapers and under the caption "These pictures now appearing in the newsreel showing in International News."

In addition, we are getting out a still-picture service of 11x14 photographs, actually made from small frames cut from the newsreel, a service being forwarded by special delivery direct to first-run theaters, for display in their lobbies at the same time they are showing the newsreel. We also mail out to each New York, direct to first-run theaters synopses sheets on each release. Many exhibitors have told me that they carefully called these synopses, pictures, and articles, and others to take advantage of the importance of these and other such items, have appreciated the value of their to localities. These items then are shown in the lobby, in the house organ and quite often occupy space in the daily theater ads.

On a recent trip to Chicago, I visited the Balaban & Katz circuit of theaters and made particular note of the excellent material in which this concerns. We had a special" on the Ten Anniversaries of the World War's beginning. This was made up of one-half hour never before shown on the newsreel screen. The causes for the war were shown, the mobilization of the American forces, the making of the United States headquarter, the boys marching down Fifth Avenue, behind Pershing, on their welcome home. As these shots came before the audience, the screen was lighted with rows of red, white and blue lights and as the victorious Yankee boys stepped off the boxcar on the American flag fluttering on each side of the stage, from David of concealed electric fans. The audience in both these theaters I personally visited were almost beside themselves with enthusiasm and this presentation was considered so good that Balaban & Katz held over this particular release, which is something they very seldom do.

Thus it will be seen that news items are just as capable of exploitation as of "filling" and that exploitation of dramatic offerings. The newsreel, being a most important part of the thinking exhibitors' program, will be an important requisite of their exploitation. It is a matter of fact that the newsreel is one of the most important features of "filling" and that exploitation of dramatic offerings. The newsreel, being a most important part of the thinking exhibitors' program, will be an important requisite of their exploitation. It is a matter of fact that the newsreel is one of the most important features of the exploitation situation in the motion picture theaters throughout the country brings into play the exploitation of the short subjects on the increases in the business is on the increase.

In other words, the showmen of the country are beginning to realize the importance of this a past of its history to show which the exploitation situation has shown to offer itself to the "shorts". That the short subjects are a valuable goldmine of exploitation possibilities is an accepted fact.

The fellow who can't see any hallux angles to these, isn't in the game.

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By Arthur M. Brilant
Exhibition Manager, Pathe Exchange, Inc.

To the exhibitor who believes in exploitation of short subjects and who is keen-sighted enough to take advantage of every opportunity offered him, the short subjects are a splendid investment. The study of the exploitation situation in the motion picture theaters throughout the country brings into play the exploitation of the short subjects on the increase. In other words, the showmen of the country are beginning to realize the importance of their exploitation situation as the newsreel, as the exploitation of the newsreel feature, so-called. And the shrewd showman, realizing that it is healthy for the box-office to sell his theater as well as his pictures, is beginning to realize that the exploitation announced the "shorts".

That the short subjects are a valuable goldmine of exploitation possibilities is an accepted fact. The fellow who can't see any hallux angles to these, isn't in the game.

By Jerry Beatty, Universal

There should be no more need for urging exhibitors to exploit short subjects than for telling them to carry an umbrella when it rains. But for some strange reason, most exhibitors judge the pulling value of a subject by the length, rather than by its quality. Unfortunately, there is advertising regulated by quantity.

The Mississippi is the longest river in the United States. But Niagara Falls gets the crowds. And many a one or two-reel subject has at each box-office pull as a long feature.

Your feature is your big attraction, of course. Otherwise you wouldn't put it on. And one of the first things you do as a short subject. But in many cases a short subject can be exploited twice as much as a feature, and twice as to convince the public that they're going to get more for their money at your theater than they do at the theater that advertises its feature and then stops talking.

Most exhibitors take their news reels as a matter of course. They make a bad guess that everybody in town knows that the latest news reel will carry the pictures of the things everybody is talking about. But why, they're paying money unless they advertise when they have unusual stuff in their news reel. Exhibitors who showed the International News pictures of the Pacific Ocean liner "Piscataqua" and the round the world flyers and who didn't advertise these features were just pulling money away from the box office.

An instance of taking advantage of timely news reel features was shown in Kansas City at the Liberty, which has special advertising when the beginning of the World War, special advertising was given International News No. 62, which contained an account devoted to important scenes of the opening of the war. The exploitation campaign put back the Dempsey series of two-reelers proved (Continuing on Page 78)
ARABELLA SEES HEAR UNDER SLAVE
OF REAL MAN
LARB OF PETER BLOOD

CONVICT SAVES LIVES
OF HATED SPANIARDS

And Finds That Pretty Miss Bishop Is Not
Unsympathetic

BY RAFAEL SABATINI

BRIDGETOWN, BARBADOS, January 12, 1686.—There
was a meeting today of high interest to those who are follow-
ing the fortunes of Peter Blood and his fellow rebels-convict
who were condemned as slaves by Lord Jeffreys.

Pretty Arabella Bishop rode out from the fine house of her uncle,
Colonel Bishop, and upon reaching the summit of a gentle grassy
slope, she met a tall, lean man dressed in a sober, gentlemanly
fashion. In some vague way he did not seem quite a stranger. Out
of a brown, shaven, saturnine face two eyes that were startlingly blue
considered her gravely.

Arabella had learned that Colonel Bishop had sent the physician,
Peter Blood, to his trade and was collecting the fees. So it was that
when the Pride of Devon came into port bearing wounded Spaniards
who had been taken prisoners at sea, Arabella Bishop and Peter
Blood met again. The Spaniards had been conveyed to a shed on
the wharf. The hated enemies were shunned by all of Bridgetown
and would have been let to die like vermin save for Blood’s painstak-
ing ministrations. But one with a tender heart did attend the Span-
iards. Blood saw her as he knelt attending one of his patients.
She smiled recognition. Amazed that the niece of Colonel Bishop,
who would have let the wounded men rot, should offer them charity,
Blood warned her.

"The man’s a Spaniard,” said he, in a tone of one who corrects
a misapprehension.

"So I perceive. But he’s a hu-
man being none the less,” said she.
That answer and its implied re-
buke took him by surprise.
"Your uncle, the colonel, is of a
different opinion,” said he. She
captured the irony now more plainly
in his voice.
"And you thought of course, that
I must be of my uncle’s mind?”

"I’d not willingly be rude to a
lady even in my thoughts.

"First you impute to me in-
humanity and then cowardice.
Faith! For a man who would not
willingly be rude to a lady in his
thoughts, it’s none so bad.” Her
boyish laugh trilled out, but the
note of it jarred his ears this time.

"Sure now, how was I to guess
that... that Colonel Bishop
could have an angel for his niece?”
said he recklessly.

"You wouldn’t of course. I
shouldn’t think you often guess a-
right.” Having withered him with
that and her glance she turned to
her charity and heaped fruits and
delicacies beside the wounded Span-
iards. And, having emptied her
basket, without so much as an-
other glance at Blood, she swept
out of the place. Peter watched
her departure. Then he fetched
a sigh.
Exploiting Shorts
(Continued from Page 25)
what could be done to make a short subject the feature of a show. In Pittsburgh Jack Hays, Universal, exploitation man, arranged a tie-up with the Pittsburg Pirates and used the Dempsey pictures exploitation all summer. A gold ball and bat is to be given by Jack Dempsey to the most valuable member of the Pittsburgh team and the fans are voting every day at the park by writing in the names of the candidates for the award. The highest score is the result of the rain checks and depositing them in ballot boxes which stand in the park. Big signs tell about this and the "Dempsey" and "Win" pictures, keeping these pictures before all the fans throughout the baseball season.

In Los Angeles a big exploitation campaign was put back of the Andy Gump comedies, tied up with the newspaper that ran the Gump cartoon. In Universal, exploitation men are getting window displays with photographs of Wanda Wiley, star in Century comedies. Herbert M. Dawley, Southern division, has a series thoroughly exploited with sporting goods and athletic tie-ups.

After all, it was the short subject that taught us almost everything we know about motion picture exploitation. The serial blazed the way for motion picture advertising. Little had been done in the way of any sort of exploitation of serials and it is true that the "Million Dollar Mystery" began with its big campaign. This was followed by other big serial successes which were won over by advertising and exploitation.

Nearly every trick that we are using these days is some sort of an adaptation of ideas that were used in early exploitation of serials and it is difficult to understand why, if exploitation of short subjects was worth while then, why exploitation of shorts now takes a bit of smart thinking on the part of an exhibitor to pick out an interesting advertising angle and he is as like this: an angle in 500 feet of a short subject's 500 feet of a feature. The lazy exhibitor advertises his big event and stops anyone wonders who the fellow across the street who advertises every interesting thing that he has to sell, does more business.

Watching the Critic
How a Baltimore Newspaperman Announced a Dislike of Shorts
Baltimore—Q. E. D., picture critic of The Evening Sun, started something awhile ago when he discussed the value of short subjects incidentally. Q. E. D. appeared in THE FILM DAILY, but read what he gave about a column to:

"Well, it starts, Q. E. D. 'It only goes a few feet.' No one can have been more surprised than the conductor of this column at any this, and if we must say it, slightly irrate response to our opinions voiced, in last Monday's message. We ventured at that time to advance the idea that the majority of film fans paid little or no attention to the short subjects appearing on the programs as presented at the larger movie houses today. We were so bold as to opine that this was the fault of the exploitation that lured the children and girls from the public's pocket. Today we shall print but two of the many communications we have received. The publication of these two epistles leaves the score, as you will observe, easily, or expressed otherwise.

The first letter comes from Mr. William Jameson Parker, and demonstrates its true value that Mr. Parker has proved one two good Hicm tric theorems in his time. We salute him as one Greek to another.

Mr. Quod Erat Demonstrandum, Sun Office.

Dear Sir:

I see by your article in THE EVENING SUN that you would like to have opinions of movie fans regarding news weeklies and comedies. Personally, no matter how the fact is managed, I think the show is laking without a comedy, at least. When I leave a theater, having seen only the feature picture and heard nothing but the news on the way home, I have the feeling of having been stuck. I agree with you on the point that most comedies are poor. When it gets so that the producer takes parts of classics and pieces them together to form a new one, it is time to call a halt.

Fox has done this with a so-called comedy named "Etiquette" now showing at the New Theater. (Ed.—Last mentioned show.) I have been a part of it before. Will you help to keep the Sunday movies from dying out by keeping it before the eyes of the public?

Yours truly,
WILLIAM PARKER.

Mr. Parker touches on so many subjects that I assure you there is no reason to comment, We will say, however, that we have gone to a theater, "seen a feature and a musical selection," Mr. Parker, also two or three shorter subjects even an act of opera—and still felt that we were stuck! This is really rather a common occurrence.

Our second communication comes from none other than "An Interested Reader." This writer seems in full accord with our own views on the subject.

Dear Q. E. D.:

Your article in THE EVENING SUN was of great interest to me because I am, as you probably know, often thought of. In my opinion, most of the so-called "comedy" reels (I mean the short one or two-reel comedies) are an awful bore. I find myself restless and wishing they were over. They usually consist of broken down "livers," endless chains of people chasing each other through the streets, people being hit on the head and passing out and, of course, the usual through-the-wall, in-and-out pie. These things to me are not funny, but tiresome and a waste of good eyesight. Once in a blue moon there is a way of the burlesque on a big picture which is blessed with the presence of a real comedian.

The new weeklies are always interesting to me, especially when a great event is going on in the world. It is true that we get these pictures in the news weeklies, but I think the events closer when we see the parade actually moving up the street or the famous swimmers taking a high dive. I disagree with the Aesop.

I agree with you that they are really delightful—"the expressions and dancing of the figures always appeal to me. These, I think, are very funny and everyone seems to enjoy them.

Lots of the people I know go to the movies just to get out someplace—where, they don't care what the picture is. They want to go some place and they like the show to last long time so they feel that they have their money's worth. Comedy, feature, music, etc., means nothing to them—anything entertainers them and sometimes they don't even watch the picture—just sit and talk.

I have known children to tell through the main feature twice, that they can see the comedy over again. They prefer especially to see small houses scattered through the city suburbs; not the large houses that have the first showing.

AN INTERESTED READER.

Reisenfeld Books Novelty Reels
Cranfield & Clarke have closed with Hugo Reisenfeld for 10 single re- novelty reel subjects, for either Rialto or Rivoll.
**FIGHT NEWS**

**By MANUEL COHEN**

**EDITOR, PATHE NEWS**

From a news standpoint, I have noted that during the past few years the public interest in championship boxing matches has been much keener. These championship boxing matches are the leading news in this field of sport and are covered by the PATHE NEWS service just as the leading news in any field is covered.

Although, of course, we cannot show the actual fighting pictures in this paper, I want to tell you how the manager of a leading movie theater on the east coast decided to show the matches...
Regional Editor's Comment on Exhibitors Attitude Toward Short Subjects

THOS. D. VAN OSTEN, PACIFIC COAST EXHIBITOR

It is our personal opinion that short subjects are not given sufficient exploitation by the exhibitors. It is true, however, that they do give more thought to the series of short subjects, but the balance are used with the thought of their importance only as so called "fillers."

It is regrettable that the showmen do not appreciate the worth of capitalizing on a star appearing in these one or two reels, as there is a wonderful opportunity for such exploitation, open to all exhibitors.

Jacob Smith, Michigan Film Review

I believe there is a growing tendency on the part of exhibitors in this territory to pay more attention, not only to the selection of their short subjects, but likewise to advertise and promote them. Of course, this does not say that every exhibitor is doing this; as a matter of fact, there is still plenty of room for improvement. But exhibitors are slowly but surely waking up to the fact that it is so ridiculous for them to lay their entire efforts and stress on their feature attraction, and neglect the short subjects which are so necessary to round out their entertainment.

The Washington and Broadway-Stand theaters, which are first-run houses, never fail to play up their short subjects in their Sunday afternoon programs, most prominently used announcing the new entertainment of the week. The Kunsky theaters, give considerable care and thought to the selection of their short subjects but do not give them any attention in their advertising.

The writer knows of so many instances where distributors have cashed in by properly advertising and exploiting their short subjects, that he does not hesitate to state that the exhibitor who fails to advertise his short subjects just as strongly as he does the feature—probably—is just losing additional profits. The fact that the exhibitor buys short subjects evidences that they believe the public like them—and as long as they do, there is no use in telling his patrons what he has to offer in the way of entertainment why not tell it all. "Shorts" cover a variety of subjects, and the public is eager to see their faces and hear their voices.

Exhibitors are waking up, as we said before, slowly but surely— in the meantime, most showmen are, as slipping through their fingers. Show me an exhibitor who properly advertises and exploits his short subjects, and I'll show you an exhibitor who is a paying theater. The public want to see short subjects—they will "buy for Mike." Mr. Exhibitor, let the public know what you have. Its merely a matter of proper merchandising.

Benj. H. Fletcher, Movie Age, Omaha

The exhibitors in this territory are handling their short subjects in a manner that they have in years gone by, namely; using them as fillers and have not yet, for some reason, thought of making their short subjects an important part in building a program. Of course, there are exceptions to this and some of the smaller showmen have come to realize that the selection and booking of short subjects is of just as much importance as the feature attraction.

It has been our observation that almost without exception the exhibitor that uses short subjects and advertises them the same as his feature enjoys a much more healthy business than the one that uses his short subjects only as fillers.

There are a few exhibitors in this territory who have attempted during the summer months, the idea of short subjects cooperating with the feature attraction but the edge almost exclusively this type of program has been confined to comedies, making an all comedy program. We feel that advertisers and showmen, with the efforts of MOVIE AGE, as well as other publications, the exhibitors in this territory are gradually becoming educated to the importance of a well-balanced program which must necessarily include some short subjects, but have so far been unable to convince the majority of the importance of giving the short subjects sufficient advertising to the public. Our advice has been to buy good short subjects and give them their just amount of advertising along with the feature.

Elmer H. Mayer, Pittsburgh Moving Picture Bulletin

Exhibitors should be gradually realizing that the short subjects are an important part of their programs. They seem to be using more care in the selection of the shorter films, and most of the first run houses announce their "shorts" in their newspaper advertising. Very seldom is any exploiting done for the "shorts," except when they are real novelties such as "Plastigrams." The Rowland and Clark theaters billy these heavily when they played them several weeks ago. The Cameo here put on a big advertising campaign recently when they played the films of the Dempsey two-reelers. When reviewing the attractions at the various local theaters, the newspapers invariably mention the short subjects. We believe that the local public appreciates the "shorts" when they have quality, and the exhibitors are now realizing this.

Among the most popular short subjects in the Pittsburgh field are the "Our Gang" comedies; the Felix cartoon series; the "Telephone Girl" series; Pahe Review; Bruce Wilderness Tales and the Lloyd Hamilton comedies. The News Reel, always popular with the family crowd, here, have a stronger hold on public interest than ever before.

E. R. Kyle, Southwest Film News, Dallas

Short Subjects are not used as much as they should be, using the information at hand, but there is an increase in their showing during the past year.

Personally I think well of them and believe the public is very tired of the stuff that is being shown as "entertainment." This opinion is based on the fact that theaters showing the medium are losing patronage but have not awakened to the cause.

DIVERSITY NEEDED SAYS M. J. WINKLER

Margaret J. Winkler, who recently returned from an extended tour of the United States, made a close observation of short subjects while on her trip. She summarizes her observations as follows:

"A good short subject has saved many a weak program and strengthened many a good one.

I believe conditions within the industry are adjusting themselves as to short subjects. From experience I find it apparent that we have diversified programs in theaters—exhibitors realizing this are giving more time and consideration to this important unit of their program. This is as it should be, for it is my conviction that the exhibitor who continually runs a diversified program will do a more consistent business than the one who concentrates on special features. An exhibitor attempting to get as good a picture as possible, and is in line with the best feature there will always be a good percentage of his patrons who will not like it—that is where the diversified program functions, particularly if he advertises it. Diversified not merely to the extent of securing a reel comedy—but also scenes, one reel dramas, and novelties.

I have the utmost confidence in the future of the short subject and to the end that it shall receive the recognition it deserves. I honestly believe we are contributing our share with our fall schedule, releasing a number of short subjects.

THE ALL-SATISFYING SHORT

(Continued from Page 29)

new release is therefore merely a variation of an old one, the story of the short subject has no limit because new events and new processes are always opening up virgin material for its use.

The booking of the short subject is well exemplified in the product of Standard Cinema for the summer. Of course, the backbone of any short subject list is the comedy, and Standard comes to bat with Jimmy Aubrey and Stan Laurel.

Just as there are short stories in fiction, as well as novels and novellettes, so there are short story subjects in the short subject. Just as a dull book could be rewritten into a good short story, numberless features could be improved by cutting. But fortunately classics cut down to two reels, and dramas produced in two reels are featured on our program. Also, programs of shorts are edited from features such as players as Rudolph Valentino, Constance Talmadge, Eugene O'Brien, and Conway Tearle.

The other series are the Nell Shipman "Little Dramas of the Big Places," outdoor dramas with simple and straightforward dramas of life and adventure; then there is the Screen Almanac for the readers of fan magazines who like to know about their favorites off the screen, showing shots of entertainment leaders in their homes and at play; the Dinky Doodle series of cartoons, and "Newspaper Fun," which gathers together for ready consumption the best humor of the newspaper jokemakers throughout the nation.

How They Show 'Em

Two Deals On Opera Series

Louis Weiss has sold 18 single-reelers, "Tense Moments From Great Authors And Famous Plays," to Shooker Film, of Denver, Colorado, Utah, Wyoming, New Mexico, and Idaho. Progress bought the series for Eastern Missouri and State of Illinois.
Short Subject Reviews

"The Sun-Down Limited"—Our Gang—Pathe

Type of production...2 reel comedy

There never was a child who didn't love to play "train." Director Robert Mesrow has taken advantage of this fact in his latest "Our Gang" comedy. And how the kids, young and old, will love it. There are thrill and fun alike in this, too, when little Mickey Daniels and the fat boy, Joe, take advantage of the engineer's absence to try to run the locomotive. They run it all right, but they can't stop it. Fortunately however, they can make it reversible. Little Farma gets her foot caught in the track in the way of the engine. Nuß said! Afterwards the kids construct their own train. The engine is one dog power: that is the dog, fastened on a leash, tries to get a cat that is in a cage just out of his reach. When they want the train to stop, they pull down a slab of wood, shutting the cat from view. This one is a laugh-getter if there ever was one. Don't pass this by.

"The Game Hunter"—Universal

Contains Some Smiles

Type of production...1 reel comedy

Bert Roach is starred in this, although both Neely Edwards and Alice Howell share honors with him. "The Game Hunter" is rather better than the average product that this trio are turning out. There is a good sequence with a harmless, driven Roach coming very near to tipping during the length of the ride. Roach is seen in his usual role of butler. This comedy is good for several smiles and a few laughs.

"Between Fires"—Universal

An Excellent Western

Type of production...2 reel comedy

Frank Compton is starred in this, and the story and action are very well selected and done. There is a good thrill race at the finish, and exciting action all the way through. The photography is very good, too. After shooting a crooked gambler in self-defense, Frank Compton escapes to his home. His sister, Ethel, hides him in the fireplace but the sheriff who is in love with Ethel discovers him and after handcuffing him goes to get help. On his way he is told that the gambler is not dead and has confessed that Frank shot him in self-defense. Returning to the house, the sheriff finds that Frank has escaped and is riding toward the border. Knowing that the posse will shoot him, he takes his horse and lassos it just in time to save him. Kingsley and Edmund Cobb are the men. The girl, who is quite attractive is unnamed.

"Low Bridge"—Century

Fairly Entertaining

Type of production...2 reel comedy

Buddy Messinger, the star of this Century, is aided and abetted by a little bored boy called Bubbles, who is good for almost all the laughs in this. Martha Sleeper is the girl but she hasn't much to do. Kiddies will probably enjoy this, but it drags somewhat toward the finish. Cutting would help considerably. The scene where Bubbles is thrown around in his efforts to escape the wrath of Buddy's father are the most amusing bits. A home-made boat that is sailed through a flooded apartment is a novel feature of this comedy.

"Stupid But Brave"—Educ'l

A Real Comedy

Type of production...2 reel comedy

Here is another piece of a comedy of which Al St. John is the star, author and director. The work he is doing in these comedies is consistently funny and very effective, no matter what he does, but the way he does it, although there is a chase in this that is one of the funniest things seen in a long time. St. John is getting to try to cross the country without any money by a specified date in order to get a promised job. A gang of thieves working on a road grab him and take his clothes, leaving him a suit of clothes. The different ways he goes about this suit will send him into howls of laughter. Finally he is running along in his E. V. D.'s when a bunch of runners come along. They are competing for a prize of one hundred dollars. He runs with them, wins the race, grabs the prize and is gone before the constable finds out he is a stranger. Then he starts after him with a shot-gun. This one is a real comedy. Get it.

"Dirty Hands"—Educ'l

Entertaining Kid Comedy

Type of production...2 reel comedy

This is a very entertaining kid comedy. There is a baseball game that they're sure to enjoy, Jack McHugh is a regular boy and the rest of the boys are very natural. There are some effective sequences in the latter portion of the film in which a flock of dogs appear and are excellently handled. They try in every possible way to evade the dog-catcher and are successful. There is a happy ending, too, when a poor little boy gets a big reward for returning the dogs to their owner. Altogether a satisfactory short reel.

"Little Robinson Corkscrew"—Sennett—Pathe

An amusing

Type of production...2 reel comedy

As comedies go, this, the second of the Mack Sennett Star Brand comedies, is entertaining and amusing. It stars Ralph Graves, who will be remembered by your folks for his work in "Dream Street" and other dramatic roles. It is a surprise to see him doing slap-stick, knock-about comedy. Not that he doesn't do it satisfactorily, but it seems rather a let down to do this sort of thing when he can do dramatic work. "Little Robinson Corkscrew" contains many of the usual Sennett stunts, the inevitable chase, the hasty marriage of the villain to the wrong girl whom identity is hidden behind a veil, the hairdo and the rather funny acrobatic stunts and flips, and is entirely satisfactory in the part. Others include Alice Day, Andy Clyde, Charlotte Munsee.

HEADQUARTERS FOR
DE BRIE CAMERAS AND ACCESSORIES

New Model Metal DeBrie Camera, with new 4½ foot dissolving shutter, 2" F 3.5 lens, eight magazines, case for camera, case for magazines, two sets of masks, rewinder, sunshade and tripod.

$1250.00

DeBrie Interview Camera, model E., an ideal outfit for Newsman, Tourist, Explorer, in fact, anyone desiring an all around outdoor outfit. It is identical to the Metal DeBrie, with exception of the dissolving shutter, and a few other attachments only necessary in production work. It is made of wood instead of metal.

The outfit consisting of camera, two inch F 3.5 lens, two magazines, rewinder and case for camera.

$500.00

DeBrie High Speed Camera, capable of taking up to 240 pictures per second. The outfit consisting of camera, two inch F 3.5 lens, two double magazines, case for camera, case for magazines, rewinder and tripod.

$2250.00

DeBrie Professional Automatic Step Printer, Has twenty light changes, automatically controlled, does away with negative rewinding, complete with every device necessary in laboratory work. Capacity 2500 feet per hour.

$1600.00

Liberal allowances made on outfits in trade.

Motion Picture Apparatus Co., Inc.
118 West 44th Street
New York City
Bryant 6635

U. S. and CANADA AGENTS FOR DE BRIE APPARATUS
PEP UP THE PROGRAM
CHRISTIE
WALTER HIE
BOBBY VERN

Educational Exchanges make it easy to advertise these sure laugh getters by furnishing ad mats free for your local papers
WITH

COMEDIES

GET THEM FROM EDUCATIONAL
CONNECTICUT

Exhibitors of Connecticut, as a whole, are rapidly realizing the big value of short subjects, along with their attractions. This recognition of the short subject features is evidenced by the advertising space allotted to it in the local papers, the use of lobby cards, bill boards and the marquees lights.

Not in a few cases the short subject feature is exploited as the big attraction on the program. In this case the wise exhibitor is taking advantage of the best he has to offer. Exhibitors are advertising to the fact that the short subject is often the feature of a show. Advertising the short subject feature of the program as well as the long feature is the answer to good showmanship. Exhibitors of Connecticut are bringing out this fact in a manner that is gratifying. Connecticut exhibitors are awakening the public demand for good short subjects, with the result that short subject representation in the public mind is well under way to a 100% increase during the forthcoming season. GIVE THE PUBLIC GOOD SHORT SUBJECTS says a Haven Manager, Educational Films, Inc.

GEORGIA

The short subject situation in the entire southern states is that most of the exhibitors are using every edict of the advertising man to the end that they do not lay too much stress upon short subjects, simply using them as fillers.

The impression that I get from the patrons of theaters is that they are very fond of short subjects but for the reason that times are hard, they do not pay 50 cents to go into a theater and see a news weekly or a two-reel comedy, the exhibitor is so short sighted he pays no attention to his short subjects. —A. C. BROMBERG, Progress Pictures, Atlanta.

INDIANA

I want to call your attention to the W. C. Quimby Enter., operating the Palace, Jefferson, and Strand at Ft. Wayne.

In building their attractions, the management always surrounds the long feature with a variety of short subjects, thereby giving to their many patrons a well balanced program. In their newspaper advertising they always give prominence to their short subjects, especially the comedies. Exercising good judgment in the selection of their features and also giving particular attention to their short subjects has gained for this enterprise a profitable patronage. Almost every day of the week we find in our daily papers a PEDIGREE, ranging from the most famous old timers to the new ones, which illustrates the wisdom of their policy.

KANSAS

A good instance of a combination short subject program was played at Lenexa, Kansas. This consisted of "Timber Queen" (Serial), "Range Rider" (2 reel Western), "Our Gang and a Pathe Educational Film, and "Lost in the Tropics," a Pathe Educational Feature. These combination programs are very common in this section of the country, in fact, more than the average. Almost every day we come across articles that are devoted to the combination of one of the foremost exhibitors in the middle west. —H. C. DREESENDORF, Manager Educational Exchange, Indianapolis.

INTER-MOUNTAIN

W. A. Melendall of the Pinney, Boise, Idaho, is an exhibitor who takes advantages of the possibilities of quality short subjects advertising his complete show. Each Educational comedy is given considerable space with mats in each of his newspaper ads. Mendenhall believes that a good comedy is an asset to his program and never fails to make mention of Shorty on his marquee. This is illustrated on this point on the marquee of his theater. —C. H. MESSINGER, Manager, Educational Exchange, Salt Lake City.

IOWA

We have noticed articles in THE FILM DAILY showing the methods used by advertisers in exploiting short subjects and are taking this opportunity of giving you an idea as to how Educational short subjects are being advertised in some of the key cities in this territory.

Take for example the Des Moines of this city. On "PIGSKIN" running this week they have the title of the comedy and the star featured in same in electric lights in the marquee with a nice newspaper advertisement together with a nice lobby display of two sets of 11x14 photographs. Occasionally when it is possible they take scenes from the comedy and make a trailer which they use the same as a trailer on a feature from four to seven days before presentation of the short subject.

I have just talked with the manager of the Des Moines and he advises that exploitation of this kind on short subjects are of the highest order value. —A. W. KAHN, Manager, Educational Exchange, Des Moines.

There are a few exhibitors in this territory using very poor judgment in handling short subjects. Some of these exhibitors do not even purchase short subjects. A well known exhibitor in this city has noted that his patrons demand short subjects, but he refuses to buy them, as the price is too high. How can he afford to pay the rent he does for short subjects and ignore letting the public know what he is running is more than plain logic can conceive.

KENTUCKY

I am glad to say that our exhibitors, both large and small, are beginning to attach more importance to the use of movies. This is particularly true of the Keith Theaters in Louisville, the Kentucky. Lexington and the Famous Player houses in Memphis, Chattanooga and Knoxville. These first run houses generally give their films the benefit of Educational advertising and they give a proper display to the short subjects. These same theaters are also beginning to feature Educational in their electric signs.

During 1924 we increased our short subject accounts over 30 per cent, which the writer feels is due to the many exhibitors in this territory and the following methods used: by Educational, advertisements in newspapers, magazines, etc., the fact that we have not been running in such extreme lengths and the second and most important reason is that the public itself has fairly demanded of the theaters that they supply a full program of entertainment by including diversified subjects. —LEE L. GOLDBERG, Educational Exchange, Louisville.

MICHIGAN

There has been a very big improvement in the manner in which exhibitors in this territory have exploited our short subjects. The key cities in this territory generally realize that we are releasing the only nationally advertised short subjects, and a program of short subjects that has been so thoroughly sold since its inception as a national organization, and they have exploited and advertised Educational short subjects in a very big way. We have noted that the smaller towns and smaller theaters in Detroit are gradually following the lead of the larger houses. As an illustration, a small house open just a few doors from the Broadway-Strand, a first run house, where they have been running their opening bill had a Lloyd Hamilton Comedy, the title of which they placed in electric lights as prominently as the longer picture.

There is still room for improvement in the advertising and exploiting done by the first run houses in Detroit, for unless it is some exceptional subject, such as our "PLASTIGRAMS" or "THE CHASE," the first run houses do not give the short subjects the publicity they deserve. Some of this neglect by the first run houses in advertising their short subject is possibly due to the fact that the majority of the first run houses do not select their short subjects until Friday and Saturday, and their newspaper ads made out Wednesday and Thursday at the latest.

We can however see where there has been a big improvement in the past season by the theaters in advertising their programs. We can close practically 100 per cent of our old customers year after year, and I feel safe in saying that 75 per cent of our accounts advertise our short subjects in some manner. As far as Michigan is concerned, the dearth of exhibitors advertising short subjects as fillers, for the leading and successful theaters are devoting a great deal of time to giving their patrons the best they have in their program. —M. HARLAN STARR, Educational Exchange, Detroit.

MISSOURI

Herschel Stuart at the Missouri displays the name of his comedy on his program board and uses short subjects in the Sunday package. He simply mentions the comedy and this is practically the same method used by all first run exhibitors in St. Louis.

Stuart, however, uses a very effective trailer calling the attention of his audience to the fact that he has four of the latest Sid Sinden comedies exclusive first run in St. Louis and the Harry Langdon is the biggest comedy find since Lloyd and Chaplin.

None of our theaters with the exception of the Orpheum feature them at all.

While there isn't a great deal of exploitation given short subjects St. Louis territory it has shown considerable improvement over the past year. —H. D. GRAHAM, Pathe Exchange, St. Louis.

MISSOURI-KANSAS

I find that the exhibitors in this territory are beginning to realize the value of short subjects. They are devoting more space in advertising the entire program, where heretofore mention was made of only one short subject. I find that there are a great many theaters in the key towns that do not advertise a program of short subjects, due to the fact as they state of the high newspaper rate and that they have to use a limited space which can only be used for their future.

Here is a list of theaters in the towns in this territory, with exploitation which is self illustrating:

KEY TOWNS 10,000 AND UP
K. C. TERRITORY

Advertises entire program
Newman, Royal, Liberty, Kansas City, Mo.
Miller, Palace, Wichita, Kans.

Do not advertise short subject
Main St., Kansas City
Lyceum, Leavenworth, Kans.
Orpheum, Novelt, Topeka.
Electric, Colonial, St. Joseph, Mo.
Electric, Kansas City, Kans.
Electric, St. Mary's, Mo.
Electric, Springfield, Mo.
Midland, Hutchinson, Kans.
Klock, Pittsburg, Kans.

Orpheum, Lyceum, Leavenworth.
Kans.

Best, Parsons, Kans.
Palace, Salina, Kans.
Colony, Emporia, Coffeyville, Kans.
Orpheum, Atchison, Kans.
Varsity, Lawrence, Kans.
Strand, Kansas City, Kans.
New Burford, Arkansas City, Kans.
New Lewis, Independence, Kans.
El Dorado, Eldorado, Kans.
Empire, McPherson, Kans.
People's, Chanute, Kans.
Crane, Carthage, Mo.
Star, Newton, Kans.

K. C. TERRITORY

C. F. SENNING, Mgr., Educational Exchange, Kansas City.
MISSOURI

A great number of exhibitors in our territory have come to realize that the short subjects are the short subject, and that the short subject is the most important factor in their program and not merely a fill-in to make their show longer. When the feature happens to be a two-reel only five reels long, they have to book a two-reel comedy just to make it a seven reel show and either do they buy a novelty reel or they even want to know that good comedy or any other good subject will contribute to the making up of a good program, also the success of the theater.

Much thought has been given by the exhibitors in this territory in purchasing short subjects, especially two-reel comedies. They are buying them that they think is the best product available, and are not looking for cheap material or filler and are carefully selecting their short stuff as well as features even if the cost is a little more. Exhibitors and the public together are realizing the difference between a good picture and a bad one and no matter whether it is a feature, two-reel comedy or any other single-reel subject it must be of the highest quality and in its place.

The fact that a great number of exhibitors have been added to our rolls in the past six months and that approximately 80% of their accounts have been increasing in the past year goes to prove that exhibitors are giving a great deal of consideration to their short subjects.

Short subjects are also finding their way in the exploitation of the program and much space is given to comedies or any other good novelty in newspaper advertising as well as in the lobby display. About twenty-five cents of newspaper space is being appropriated to the comedy, mentioning the name of the subject, the star appearing in the film and also the brand. Others are overlooking the fact that the two-reel comedy is becoming a luxury and instead of putting out a one-sheet a great majority of exhibitors are using slides, three-reels and 11x14 photos for lobby play.

Managers of the large theaters in our territory are coming to realize that a two-reel comedy in electric hits the same as they do a feature.

It is regrettable but we must admit, however, that there are still a great number of exhibitors who do not realize the importance of the short subject and not exploit same as they should, they are gradually coming to the realization that a two-reel comedy is its weakest link and that a short subject being a part of the program is not as widely recognized as its exploitation as the feature.

HANKIN, Manager, Educational Exchange, St. Louis.

NEW YORK

Buffalo

During the past year more of our advertisers have used advertising materials than ever before. This is true of the larger houses as well as the smaller ones. Mr. McFaul of Shea's Hippodrome, Buffalo, advertised an original music for the new play, and as well as using an extra frame in front of the theater and a set of 11x14 photographs. Also, the Times-Union of Buffalo's Buffalo sweeps short subjects in front of the theater. Both houses give us considerable space in their newspaper advertising.

In Rochester, the Eastman advertises our subjects in electric lights while the Regent and Piccadilly advertise in the newspapers. The Empire, Eckel and Strand, Syracuse advertise our comedies in front of the theater as well as in newspapers.

As stated above, more exhibitors are advertising short subjects now than ever before. To the writer's mind this is due to the national advertising we are giving our product as well as the fact that Panero is getting familiar with our trade mark and want Educational pictures. Approximately two thirds of the exhibitors are showing our subjects as much as their features, thus giving their patrons the impression that they want a diversified program.

Mr. Croucher of the Crescent, Newark, N. Y., played PLASTIC GRAMS for two days. Croucher took advantage of the commercial business on this little novelty than on any large feature he had in for quite a while. He sent out 3,000 letters in the newspaper advertising his picture and cleaned up on it. This shows what can be done in the way of advertising short subjects.

HROUGH F. BRINK, Manager, Educational Exchange, Buffalo.

Albany

Generally, in this territory, exhibitors are advertising their short subjects more and more.

For five years now the same accounts have regularly added up our product 100% per cent and the continual increase in our number of accounts is also increasing. The exhibitors are taking pains to establish our brands of comedies in their towns and that by constant use of advertising, their short subjects are being recognized by the public as the feature of the week and they have made our subjects mean something to them as a box office attraction.

One of the outstanding examples in our territory of what advertising will do has been proven to me, recently when a manager was made manager of the Gateway, Little Falls, Wagner, an old showman as well as an exchange man, realized the value of advertising in his program. He uses more advertising, from our exchange, than any other exhibitor in the territory. I knew Wagner, a hard worker, has increased to a great extent since his assuming the management. He never before formed single reels get him some additional business. Most of the first run theaters in this territory could take lessons from Mr. Wagner in exploiting their short subjects.

While there is no question but what our first run exhibitors are advertising their short subjects, nevertheless, I do not feel that they are giving them the proper amount of publicity due to the fact that they are not advertising their short subjects in conjunction with their features, and we find that the exhibitors are more and more advertising the value of advertising this portion of their program, and we also note that those who advertise their short subjects are making a record as prosperous as a whole than those who are depending upon the feature alone supplying them the full benefit of the advertising.

I believe that in the Cincinnati territory Fred Meyers operating the Palace, Hamilton, uses features and short subjects on any other first-run account, and you are all more or less familiar with the success he is enjoying. J. M. JOHNSTON, Mgr., Educational Exchange, Chicago.

We find that the exhibitors in this territory are paying more attention to the advertising of Educational Pictures this year than ever before. This is shown by the increased demand for press books, mats and the Educational exchange.

For instance, the Princess Paramount, Toledo; in announcing their fall program used a half page ad in the newspaper and one-third of this ad was devoted to Educational Pictures. This part of the ad was run in large italics and appears under a hand lettered heading of:

“A PERMANENT POLICY AND AN ERA OF NEW AND GREATER PICTURES”

Practically the entire special output of Paramount Pictures will fill our screen. Educational Exchange, which is produced by one of our popular comedies. The latter are nearly the entire output of Educational Comedies, CHRISTIE and LLOYD HAMILTON SPECIALS, which we believe are the best that the trade has to offer.

The popularity of short subjects is shown by the fact that during the past six months we have increased a number of accounts by over 200%. We have increased 100% of the accounts we had in 1920, the first year we started to release.—H. R. SKIRBOL, Manager, Educational Exchange, Cleveland.

EASTERN PENNSYLVANIA

Appreciation for the value of short subjects, as added attraction to their program, seems to be the fact that existing Departments of the Wilmer & Vincent theaters. We do not believe that any of their houses are making use of newspaper work, and seldom is mention made of any short subjects in their billboards and house programs. We were that by the proper use of advertising accessories, including cuts and mats, that considerable interest would be created among the clientele who always look for short subjects on a program in addition to feature pictures.

Edgar Brown of the Garden, Potsville, is thoroughly sold on the value of short subjects, and exploits them in keeping with the entertainment value they add to his program.

This exhibitor not only uses cuts and mats for all two reel comedies supplied from this office, for newspaper work, but also for his house advertising. He has a calendar, monthly display in his window and gives credit to educational short subjects, playing his theater, for the fact that it is his own, the educational subject itself is significant, when an exhibitor gives almost the same amount of exploitation to short subjects as he does to a feature—C. S. GOODMAN, Manager, Educational Exchange, Philadelphia.
The Locust, West Philadelphia, operated by Lewis Nerdinger, features Pathe News in electric lights on the 22nd St. side of his theater. The Stanley, considered the best motion picture theater in Philadelphia, features in electric lights practically all of the Pathe two-reel comedies.

Without exception, every theater in Philadelphia furnishing their patrons with a program play up the short subject just as prominently as their features.

A large number of theaters throughout the Philadelphia territory and most conspicuously the City Square and Criterion controlled by E. J. O’Keeffe, Atlantic City, devote one day each week to short subjects exclusively. These days are generally designated as ‘ALL LAUGH NIGHT’ and the boxoffice results obtained by specializing on the short subject program once a week has made it possible for O’Keeffe to carry out this weekly policy for over ten years.

The Grand Opera House operated by Harry Davis, and Loew’s Aldine, operated by the Loew Circuit, make sincere attempts to exploit their short subject features. Subscribers mention by name the titles of any short subjects that they may be using, in their newspaper advertising, in both their program and their lobby display. These houses also frequently announce--their comedy subjects in their electric signs, sometimes mentioning only the star or title of the exhibit. Other houses mention both the titles and the brand name.

The two most houses in the city of Pittsburgh who make a sincere attempt to sell their short subjects to the public. Other houses either neglect their short subjects, or mention them in their advertising, in their newspaper ads, and frequently present these subjects on their screen without even so much as a ballyhoo in their lobby display. At other times they may have some display of their short subjects although no mention is made of these subjects in their newspaper advertisements. Strange to say, the Grand Opera House and Loew’s Aldine are without doubt the two most successful picture houses in the city of Pittsburgh, and it is our opinion that this fact is due mainly to their policy of selling their entire program to the public, rather than try to attract patronage solely through advertising their feature picture.

Regarding the houses in the smaller communities of this territory, the attemps at selling short subjects are only spasmodic, and we are therefore unable to give you the names of any theaters or exhibitors who make any unusual effort in this direction.

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The larger towns in the Northwest territory are more for the Jenson & Von Herberg, which concern realizes the value of the proper presentation of short subjects and gives considerable space in the newspaper to their advertising. For example, half-page ads were given over to our respectably subject “PLASTI-GRAMS,” and exceptional lobby displays. The picture in their Liberty of Portland, was held over two weeks to capacity business.

The Northwest exhibitors are convinced that the comedy and short subject matter is very essential rather than a necessary. The public demands the same facilities or the same amount of professional talent to draw from foreign countries. It is one of the largest and most successful.

Educational comedies are heralded in electrics and lobby displays and a fair proportion of space of newspaper advertising is devoted.

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The two words—

"EASTMAN"
and
"KODAK"

—in *black* letters in the film margin, identify the release print on Eastman Positive Film, the film that carries quality from studio to screen.

**EASTMAN KODAK COMPANY**
**ROCHESTER, N. Y.**
"The type of picture that the public seems to like and I have no doubt it will bring many shekels into the coffers" - New York American

—and it sure will for any Exhibitor anywhere

FIRST NATIONAL PICTURES Inc.

presentation

"FLIRTING with LOVE"

with

Colleen Moore and Conway Tearle

Adapted from LeRoy Scott's great novel "COUNTERFEIT"

Directed by JOHN FRANCIS DILLON

Photographed by T. D. McCORD
Art Director - MILTON MENASCO
Film Editor - LeROY STONE
Scenario by JOSEPH POLAND
Editorial Direction - MARION FAIRFAX
Produced under the supervision of EARL HUDSON

The New Season's as big as the pictures you show.
A FIRST NATIONAL CONTRACT assures you the biggest you ever had!
Germans Discuss Ban
Aroused Over “American Invasion” —Oppose Any Imports
in 1925

Cabled advice from Berlin indicate that opposition is growing to the showing of American pictures in Germany. A meeting of theater owners at Leipzig late last week discussed measures of checking the so-called “American invasion.”

It was suggested, among other things, that the Government be asked not to allow any imports all of next year, in order to give the German industry an opportunity to forge ahead. The high salaries of German stars also came in for a strong denunciation.

Essex County (N. J.) Organizes
Exhibitors in Essex County, New Jersey, have perfected an organization which will be associated with the M. P. T. O. of N. J. Officers are: Louis Rosenthal, president; Richard A. Reilly, vice-president; Eugene Steinhardt, secretary, and Joe Kreidler, treasurer.

Kirkwood With Famous
Hollywood—James Kirkwood will play the lead in “Top of the World,” Alan Crosland’s next for Paramount. Jack Cummington is making the adaptation.

Peggy Hopkins Joyce in Pictures
J. M. Mullen has signed Peggy Hopkins Joyce to star in a series. Production on the first starts early in October.

Misunderstandings
Result from Ideas Developed Through: Not Carefully Reading Golf Committee’s Plans

Because of necessary changes in the plans for the coming Fall Golf Tournament, considerable misunderstanding has developed among a number of players, as well as golfers. This is chiefly due, apparently to the fact that some have read the changes, and the new rulings by the Handicap Committee, have obtained erroneous impressions, and have passed them along to others. And these, without verifying the information, have “gone up in the air.”

For instance, some people have the impression that unless you can play golf down in the 90s you cannot enter. Others that you cannot win any prizes if you have only played in one.

“Rudy” in “Flame of Destiny”
(Special to THE FILM DAILY)
Los Angeles—The title of Rudolph Valentino’s picture to be made at United Studio, will be “The Flame of Destiny.” Nita Naldi will appear opposite Valentino, in the role of a Moorish girl.

Close English Deal
It is reported that H. G. Harper, Inter-Ocean’s London manager has closed a deal with Wardour Films, Ltd., for eight Perfection Pictures for United Kingdom.

Bob Custer in F.B.O. Series
F. B. O. has signed a contract with Independent Pictures Corp., to make a series of eight westerns, starring Bob Custer.

Eastman Appeals
To Seek Relief From Federal Trade Commission Ruling—Papers Filed
Eastman Kodak will contest the recent decision of the Federal Trade Commission which ordered the company to desist certain of its practices in the manufacture of raw stock.

The company has filed papers for a legal test of the decision with the U. S. Circuit Court of Appeals for the Second District of New York.

Business Better In Montreal
(Special to THE FILM DAILY)
Montreal—Business at local theaters was much better the last eight months than in some time, according to tax figures made public. A total of $4,009,200 was collected at the box office during the first eight months of the year, yielding $400,200 in taxes. The tax collections for the same period in 1923 amounted to $394,771, a decrease of $14,429.

Asher Seeking N. Y. Studio
Los Angeles—E. M. Asher is en route to New York to arrange studio space for “Declasse,” Corinne Griffith’s new picture. Miss Griffith leaves next week.

Charles R. Rogers, Asher’s partner, expects the boys here tomorrow. The conference will be held with First National officials, regarding future Griffith productions.

Barthelmes Host at Party
Richard Barthelmess was host at a gathering at the Tea-Art studio Saturday afternoon. Newspaper folks attended and later appeared in a scene for “Classmates,” the new Barthelmess picture.

Decision Tomorrow
State Righters Will Determine Course in Establishment on ‘Changes in Closed Cities’

A special meeting of the Independent M. P. Prod. and Diet. A. will be held tomorrow night at which the long-discussed plan of financing changes in territories with which state rights now find closed to themselves, will be brought up and a definite decision made.

Important members of the association are agreed in principle that they feel—and have for some time past—that where large theater circuits not only demand entertainment but are tied in with producer-distributors to the disadvantage of the independent operator, it is necessary to take steps that will modify such conditions.

The I. M. P. P. D. A. is moving slowly and carefully in this matter. It does not want to create the impression that it is anxious to cut distribution and makes the emphatic statement that circumstances beyond its members control prompt such a step.

If any exchanges are opened, the company will issue its contract on a pro rata basis. Any such exchange will have a considerable amount of product to handle, inasmuch as available pictures of all participating companies will go through the one channel.

Mission’s Next, “The Tomboy”
Hollywood—Mission Film will produce “The Tomboy.” Release through Chadwick.

Sell, Don’t Yelp
Pittsburgh Exchange Man Has Something to Say About the Tough Situation to Independents
Jack W. Nulman, Associated Exhibitors, Pittsburgh, after reading “Tough Sledding”—(The views of an independent salesman in Chicago)—sifts a long letter in which he says in part:

I am now located with the whitest independent screen in the business and it so happens that it is in Pittsburgh, one of the centers that our ground men found from Chicago says is in deplorable state. Now get me right, I don’t want to tell the world—just want to shout to the people of the world that Mr. Chicago Salesman is not only all right, he is just wreathing, attaining the wet. The Pittsburgh territory has always been and is now and looks like it will always be a territory that every independent distributor, from the smallest state right exchange to the biggest exchange, can say thanks to Mr. Exhibitor, you err...
Australian Film In Canada
(Special to THE FILM DAILY)

Toronto—"The Man They Could Not Hang" has opened at the Grand as a road show, and another engagement is being arranged at the Orpheum. The picture was made in Australia about seven years ago.

Wood Finishes, Working On Next

Hollywood—Frank Woods has returned from the Peninsula Studios in San Mateo, having completed "Chalk Marks." He is spending a few days here, preparing his next, "On The Shell."

"Pandora" Now "As Man Desires"

Hollywood—Gene Wright’s novel of India, called "Pandora La Croix," will be released as "As Man Desires." Production is underway by First National.

Forman To Stay With Carey

Hollywood—Hunt Stromberg has retained Tom Forman to direct Harry Carey in his next, "The Man From Texas." He just finished "Roaring Rails."

Olga Printzlau Again With Warners

Hollywood—Olga Printzlau has again joined the Warner scenario staff. She is adapting "The Man Without A Country."

Seattle Board Resumes

(Special to THE FILM DAILY)

Seattle—The Arbitration Board met recently, after many weeks of inactivity.

In the Courts

New York Hamilton Corp., has obtained an attachment in the Supreme Court against the Passion Play Prod., Inc., and Charles Reinking in a suit on a note for $10,000 made on June 12 last. The attachment was granted by Justice Proskauer on affidavits that process servers were unable to find the officers of the defendant in order to serve papers. It was alleged that an effort was made to find Richard A. Schwartz, president, Oskar C. Arlitz, vice-president, and Charles Reinking, treasurer, at the office of the defendant at 130 W. 46th St. and they could not be found. Harry S. Kosch, who was a director, stated that he and Milton H. Reuben had resigned as directors and they did not know who the present directors are.

Casco Prod., Inc., has applied in the Supreme Court for leave to sue Selznick Dist. Corp. to collect money due the Canadian Feature & Prod. Co., Ltd. The Casco company sued the Canadian concern last year and got an attachment but has been able to find no property to attach until recently when it was informed that Selznick owes the Canadian concern $2,000 as receipts from the film "Proof of Innocence" and also holds prints.

An attachment for $3,000 has been filed in the Supreme Court by Morris Sherman against the Belasco Prod., Inc., in a suit on a note to George H. Davis delivered April 9 last which was payable in August. The note was signed by Edward Belasco, president of the defendant corporation and by Richard E. Thompson, secretary. The attachment was obtained because the defendant is a California corporation.

Sig Schlager confessed judgment in the Supreme Court in favor of the New Amsterdam Credit Corp., for $2,356 due on a note.

Injunction Against Crowl Permanent
(Special to THE FILM DAILY)

Oxford, Pa.—The Chester County Court has issued a permanent injunction against Joseph Crowl restraining the operation of the Globe in the interest of Thomas Larkin, who purchased the Oxford several months ago from Crowl. At the time of the purchase, Crowl agreed not to engage in the business in this town, but he built the Globe shortly after.

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HOW MANY?

(Continued from Page 1)

Asta Neilson. Who is getting $3,000 a week. We have heard that idea discussed over here. But it’s a joke. Because if the star has box-office pulling power, that’s the end of the story.

Incidentally the German exhibitors don’t like the “invasion” of American films. Their popularity, it seems, has almost crowd-clearing films out of their country.

Getting back to basics. If the people of any country decide to select their entertainment. They don’t care where a picture is made. Or who made it. They like the good ones. They won’t go to see bad ones. If the native product is good.

The foreign product suffers. If the foreign product is better than the native product. Well they just won’t pay to the native stuff. Patriotism doesn’t enter into the question of entertainment. Never has. Never will.

"WIT WITH A WALLOP"
HAL ROACH’S RASCALS IN "OUR GANG" 2 REEL
Pathécomedy

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COMING SOON

(Royal Pictures, Inc. Presents)
JACQUELINE LOGAN
"The House of Youth"

~ From the novel by MAUDE RADFORD WARRIN
Adapted by C. GARDNER SULLIVAN
Directed by RALPH INCE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

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PRODUCERS ATTENTION

Foreign Film Distributors
AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 5227
N. Y. C.

Specify
GOERZ
Raw Stock for QUALITY
Sole Distributors:
FISH-SCHURMAN CORP.
45 West 45th Street
N. Y. Bryant 7243

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
512 Fifth Ave. Tel. Murray Hill 1931

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MAURICE COSTELLO
MARIAN SWAYNE
and ALBERT WETZEL
in
Harold McCracken’s
"The Heart of Alaska"

The Most Wonderful Love Story Ever Told of the Land of Eternal Snow.

Produced by
LEE-BRADFORD CORPORATION
for Severyn Art, New York.
**Newspaper Opinions**

**“Being Respectable”**—Warner Alhambra, Milwaukee

SEND in the season's leading feature is the excellent acting by a competent cast which numbers several prominent players. If you like them you'll like the picture, not the story will carry little weight or conviction.

**“Bread”**—Metro-Goldwyn.

Piccadilly, Rochester

DEMOCRAT—**The**"Bread""has scored high in the list of excellence in entertaining qualities the screen drama. "Bread" has its limitations, but there is an admirable human simplicity through the simplicity with which the author, Douglas Norris, represents the facts of human life as he views them. **

**“The Covered Wagon”**—F. P. L.

Ohio, Indianapolis

NEWS—**The**"The Covered Wagon"is a ranged enjoyable laughter, romance and melodrama for the average Pipe.

**TIMES—While comedy, much of it a up-stick variety predominates, there are moments of melodramtic intensity.**

**“The Galloping Fish”**—Nat'l

Cincinnati, Ohio

COMMERCIAL TRIBUNE—It is a delightful picture full of unexpected turns and very well done.

**“Secrets”**—Nat’l

Walnut, Cincinnati

COMMERCIAL TRIBUNE—It is a delightful picture full of unexpected turns and very well done.

**POST—Colleen Moore has undertaken a new characterization, an impulsive, temperamental woman.**

**POST—The film demonstrates that the subject of love has still his good story left in it if someone would stop to think about it.**

**Tales of terror and romance, much of it a very good motion picture.**

**TIMES—The play has an obvious conventional touch which robs it of its potential dramatic value. Holby Oeschberd does some excellent work, but latt' Malley draws a humorous picture of a good-natured workman.**

**“Conductor 1942”**—Warner

Way Strand, Detroit

NEWS—**Conductor 1942** is a laughable enjoyable laughter, romance and melodrama for the average Picture.

**TIMES—It is an amusingly interesting story and merits the praise which it has never shown.**

**“Empty Hands”**—F. P. L.

McVicker’s, Chicago

HERALD—**It drags just a little in the rear but all the pictures of "Empty Hands" is good picture. The story is light, simple and direct, and its persons believable.**

**JOURNAL—**Arthur Stringer supplied the light in a novel.**

**“The Covered Wagon”** is somewhat in the celluloid.

**TIMES—The Covered Wagon" would be excuse enough the existence of the story.**

**Royal, Kansas City

TIMES—It is an amusingly interesting story and merits the praise which it has never shown.**

**“HARRY CAREY IN “ROARING RAILS” ACCLAIMED SUPER-PRODUCTION AT PRE-VIEW, ROOSEVELT THEATRE, LOS ANGELES**

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469-5th Ave., New York

“ROARING RAILS” given biggest ovation of any preview in Roosevelt Theatre this season. Hunt Stromberg stormed by audience leaving theatre. Picture has unlimited action. Continuity flawless. Finish well covered up to very climax making suspense intense. Frankie Darro absolutely the wonder child to date and took audience off their feet. ‘ROARING RAILS’ should give HARRY CAREY entry to highest class houses throughout entire country.”

J. S. Stout

**NOW BOOKING**

Released by PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES

THE SHOOTING OF DAN MCGREW

Metropolitan, Baltimore

AMERICAN—In the new version which has made been made and the box office in mind, the original scenario has been considerably changed. Even Mr. McGrew has been lined up for the occasion.

**“The Signal Tower”**—Universal

Colonial, Indianapolis

NEWS—**Hearty, frank, adventure and comedy such as welcome diversion. All the spectacles has to do is let himself go and enjoy the excitement to the fall.**

**STAR—One of the most dramatic pictures ever made showing a man’s struggle between his sworn duty and his desire to save his wife from the clutches of only such a villain as Wallace Beery can portray.**

Victoria, Philadelphia

BULLETIN—**A sensational railroad romance, as full of thrills as a melon is of seeds.**

PUBLIC LEDGER (EVENING)—**It is one of the most thrilling railroad pictures made in a long time. There is no action in one reel of “The Signal Tower” as there is in ten reel serials.**

**“The Thief of Bagdad”**—United Art.

Lyceum, Rochester

JOURNAL—**It will afford you two and a half hours of the most exquisite pleasure.**

**TIMES-UNION—****It has fantastic happenings, famous scenes and extraordinary effects that are baffling in the impression they make, but are in no sense suggestive of mechanical trickery, since they harmonize smoothly with the action of the story.**

**“Three Women”**—Warner’s

Liberty, Kansas City

TIMES—**It is not in the same class with his recent “Marriage Circle,” but will entice picture audiences not too critical.**
Trade in England

Many Radical Changes at F. B. O.

"Cause Wide Grief"—Aitken in Berlin

By ERNEST W. FREDMAN

The Film Review—M. P. News

(Special to THE FILM DAILY)

London—A small sensation occurred in the English renting trade, when it became known that Arthur Claver- ing and Sidney Tiffany had resigned from F. B. O.

F. A. Enders, late Lieutenant to A. George Smith of Goldwyn, has been appointed managing director of the Swedish exchange, a progress in the personnel of the organization and many of Enders' late colleagues have accepted positions with him.

Harry Aitken crossed over with Hiram Abrams and is now in Berlin with a print of "The Birth of a Na- tion." He plans to use it in his new Germany, where it has not yet been shown.

The Shepherds' Bush Pavilion celebrated its first anniversary last week. An enormous gathering of the trade was present, and the program included the premier of the French film in the picture aroused great hilarity in the audience and the picture on the first night was received with continual laughter. Whilst the film has many beautiful passages, it is regarded as a somewhat doubtful booking proposition in this country.

Three Arrow Deals

The following three deals have been closed by Arrow:

Progress Features, of San Francisco, has bought the 1887 Arthur Petre Beck produced picture, which is in 4 Pinto Pete stunt pictures. "Riders of the Plains," has been bought by Pro- gress Pictures, Atlanta, for the Carolinas, Ga., Ala., Fla., La., Mid. Okla., and Ark. Liberty Film, of Washington, has signed for "Wild West" productions and "Evil" Edmund Fuchs for the District, Maryland and Virginia.

To Release Chicago Fire Drama

Associated Exhibitors will release "Barriers Burned Away," a story dealing with the great Chicago fire of 1871. Arthur Petre Beck produced the picture, which is in the Frank Mayo, Mabel Ballin, Harry T. Morey, Wanda Hawley and Thomas Santchi. W. S. Van Dyke directed.

Theater Goes Under Hammer

(Special to THE FILM DAILY)

Babylon, N. Y.—Oliver H. Rogers, manager of the biggest opera, purchased at a sheriff's sale, the Capitol theater for $1,603. The sale was held to satisfy a judgment.
BIG STARS WANTED
FOR
UNIVERSAL SERIAL

It is generally recognized that the Universal Pictures Corporation is the "Home of Serials." Its powerful resources backing the tremendous facilities at Universal City—the high standard of production maintained—the constant acquisition of original, wholesome material for its chapter plays, have justly brought to Universal the unique fame of being at one and the same time the finest and the largest producers of serials in the picture industry.

IN LINE WITH ITS PROGRESSIVE POLICY, UNIVERSAL is desirous of obtaining the services of an actor and an actress who have appeared in starring roles in feature productions—whose names are known to screen fans everywhere—whose ability and personality make them a real box office asset.

TO SUCH, UNIVERSAL OFFERS AN UNUSUAL OPPORTUNITY—the starring roles in a serial that is destined to be one of the finest and most spectacular of the times—a production that certainly will reflect glory and credit upon all engaged in its making.

All correspondence and interviews will naturally be considered strictly confidential

UNIVERSAL PICTURES CORPORATION

1600 BROADWAY
NEW YORK, N. Y.
Man! We're telling you that bag is full of WONDERS

The First National Big Money Making Fall Product Bag

This will get 'em!
It's got everything-
Just another of those fast hittin' hits that are startlin' the industry!

One scratch of the pen and you have them all — That First National Contract is a sure guide to big money,
**$245,670 Deficit**

Detroit M. P. Corp. in Financial Straits—Stockholders Hold In-dignation Meeting

(Detroit—Receipts face the Detroit M. P. Corp., unless stockholders, many of them socially prominent, will raise $16,000 to take care of persistent creditors.

Frank L. Talbot, formerly of the Buffalo M. P. Corp., has resigned as president and director. It was Talbot who promoted production of "Mary," the one picture turned out by the company. Stella Day was starred and Kenneth Harlan, featured in her support. Miss Day is Talbot’s wife.

At the annual meeting, there were about 400 stockholders present. How—(Continued on Page 2)

**Pathé Lists Detective Series**

Pathé announces the release of a new series of four two-reelers, based on detective stories written by Ross D. Whytock. William Presley Burt directed the series, Nellie Burt is featured, supported by Leslie Austin. The first will be released Oct. 26.

**Another For West Coast**

(Special to THE FILM DAILY)
San Francisco, Cal.—The Senator theater, the newest of the West Coast chain, will open Sept. 29. Governor Richardson, all of the West Coast officials and a number of celebrities will attend the opening.

**Garson and Miss Young Solit**

(Special to THE FILM DAILY)
Los Angeles—Harry Garson and Clara Kimball Young have ended their business relations. It is reported the division of property held jointly in the Garson studio caused the break.

**Flint Expected**

Moslly H. Flint is due in from the Coast today or tomorrow. Harry M. Warner arrives next week when conferences relative to the Warner theater plans will be held.

**“Death Ray” Film to Pathé**

The "death ray" two-reeler produced by H. Crissell Matthews and R. K. Bartlett will be distributed by Pathé.

**Lasky in Monday**

Jesse L. Lasky is expected from the Coast on Monday.

**Carlos Here**

Abe Carlos, Tnart, arrived yesterday from the Coast.

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**Challenge**

When Billy Brandt entered his quartet of exhibitor golfers for the Fall tournament (next Tuesday at Sound View) he included Louis F. Blumenthal, H. Ginsboro, Bernard Edel- hertz and himself, and added: "Bring on your producers and distributors. We can 'lick them all.'

**“D. W.” Won’t Talk**

Declines to Be Interviewed by Boston Newspaper Men—Here This Morning

(Special to THE FILM DAILY)

In the party were Carol Dempster, Neil Hamilton, Frank Puglia, Frank P. Diem, William J. Banetel and Mrs. Alma Grey.

The Scythia, a Cunarder is due in from Boston some time this morning. It is believed that Griffith will have very much work to do here on "The Dawn." He found practically everything he wanted in the way of artists and settings in Germany.

While it was recently stated that no decision had been made concern- ing D. W.’s first picture for Famous, it is understood that it will be "The Sorrows of Satan.

**Goldburg Plans Theater**

A separate company has been form- ed by Jesse J. Goldburg of Independent Pictures, for the purpose of build- ing a theater on Sunset Blvd., Holly- wood. The structure is to cost $200,000 with an auditorium seating 500 and a roof garden, seating 600. The plans have already been drawn up and await the approval of the building authorities.

**Goldwyn Not Going To Europe**

Hollywood—Samuel Goldwyn has abandoned his plan for a trip to Eu- rope. He has left for New York where he will remain several weeks, attending the premières of "Tarmsa" and "Putash and Pernutler In Holly- wood."
Seeks Protection
(Continued from Page 1)
He blames the propaganda on an exchange with which he has done little business.

"I want to say, furthermore, that this booking plan does not contemplate the reduction of film rentals to any exchange in the City of Detroit," says Kunsky, "nor will any partiality be shown to any group of producers as has been stated by the salesmen for one or two of the film exchanges who seem to be opposed to the movement. I am about to begin the erection of another down-town theater in order that I may give other film exchanges the opportunity for first run presentation of their product in the City of Detroit, and the reason I have not been able to give everyone the presentation they desire is due entirely to lack of theaters. On this same subject I wish to say, however, that the town does not need more theaters, I do not look for more profit through the operation of four down-town theaters than I can make with three, and this new theater is being erected for the sole purpose of taking care of producers."

"The plan is open to the inspection of every exhibitor, and I am willing to correct every part of the plan which is subject to criticism by any fair-minded exhibitor."

Shaver Sails Oct. 1
S. E. Shaver, director of the foreign department of Famous will sail for New York on the Homeric October 1st. During the course of a three months' stay in Europe he visited England, France, Germany, Holland and Italy.

Casting at Famous
New assignments at Famous include the addition of Helen Lee Worthing and Ida Waterman to the cast of "The Andy," and Jacqueline Logan, and George Nash, in support of Richard Dix in "A Man Must Live."

First of Series Ready
"The Law and the Lady," the first of the Marlborough Prod. to be state righted by Aywon has been completed. John L. McCutcheon directed at the Fischer studio, it is the first of six.

$245,670 Deficit
(Continued from Page 1)
ward H. Colby, the company's attorney declared there were $800 in the bank. He told those present that the company's affairs had been mismanaged—to such an extent that there now exists a deficit of $245,670. The meeting was far from orderly. Charges and counter charges were bandied around rather freely. One stockholder accused Talbot of promoting the company in order to starve his wife, Talbot, of course, denied this.

The history of the organization is interesting. The studio, a short distance out of town was frequently visited by people of standing, attracted by the plans of the company. A total of $492,925.42 was expended, including payments to stock salesmen of $72,924.51; administrative expenses, $42,785.84; and production cost, about $100,000.

"Mary" will be distributed via the state right market by Ray Art Pictures. Contracts were signed yesterday.

Lee Renews with Fox
(Special to THE FILM DAILY)
Los Angeles—Rowland V. Lee has signed a new contract with Fox to direct specials, the first to be "In Love with Love." Lee will probably make one big picture yearly, and two or three others of lighter caliber.

Barret McCormick Joins Pathe
S. Barret McCormick has joined Pathe as exploitation manager, in charge of "Dynamic Smith" and "The Battling Orioles." McCormick comes to Pathe from the Tivoli, Washington.

Hillyer To Direct "Last Frontier"
Los Angeles—Lambert Hillyer will direct "The Last Frontier" for Ince. He is now working on the adaptation.

120 NOVELTY REELS
First Run Specialties
1924-25
1600 B'way.
N. Y. C.

"Friedrich" At Piccadilly
"Barbara Friedrich" will be the opening feature at the new Piccadilly. Long runs will be the policy.

THE SPATS
IN HAL ROACH'S COMEDIES
(2 reels)
"THEY DRAW BUSINESS"
Pathé comedy

Film Rights For Sale
"MELLOWING MONEY"
A five part serial in Everybody's Magazine great part for young male star. Everything to make a first class picture.

JAY PACKARD
25 West 43rd Street, New York

Art Title Service
Special Photography
Trailers—Announcements
H. E. R. STUDIOS, Inc., 150 W. 46th St., Bryant 7273

SERVICE TO PRODUCERS
SCENES OF EVERY DESCRIPTION
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"Friedrich" At Piccadilly
"Barbara Friedrich" will be the opening feature at the new Piccadilly. Long runs will be the policy.

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INSURANCE EXPERTS
TO THE THEATRICAL AND MOTION PICTURE INDUSTRY
BROADWAY'S NEWEST MOTION PICTURE PALACE

THE PICCADILLY THEATRE

selects as its opening attraction

Thos. H. Ince's great production

"BARBARA FRIETCHIE"

with Florence Vidor and Edmund Lowe

Directed by Lambert Hillyer

---

Thomas H. Ince,
Culver City, Calif.

"Just booked your magnificent production "BARBARA FRIETCHIE" as the opening attraction at my new theatre "The Piccadilly" New York's most up-to-date house. After looking over the field I was convinced that your picture ideally combined necessary artistic and box-office qualities. Added attractions will be Vincent Lopez and his new Piccadilly orchestra and John Hammond the country's leading organist. I cordially invite you to attend the opening Friday September 26th. Best regards."

Lee A. Ochs

---

This magnificent production being released to finest theatres by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-25—THIRTY FIRST-RUN PICTURES
Newspaper Opinions

"The Cyclone Rider"—Fox Rialto, Minneapolis
NEWS—* * * While it takes the race for furriest of the thrills of any picture per reel. Superhuman feats—breath taking action, unbelievable jumps on the ground and in the air without a letup from beginning to end, leaves the heroes of heroic melodrama limp.

"Loew's, Montreal"
STARR—* * * A notably melodramatic offering in which laughter and thrills are plentifully mingled.

GAZETTE—* * * To a melodrama, technically, but it contains as well an unusual number of thrilling incidents.

"A Dangerous Maid"—1st Nat'l, Karlton, Philadelphia
BULLETIN—Miss Taladige attains at times to the same high standard she has shown for herself in previous films. * * *

PUBLIC LEDGER (EVENING)—* * * It is 90 per cent. Constance Taladige. To some that will be that is recommended to. To the rest of the movie fans it may seem to fair entertainment.

"Daring Love"—F. B. O. Family, Cincinnati
COMMUNITY LEADER—Lovers of strong drama will find "Daring Love" very much to their liking.

POST—While the picture is not a record-breaker, it has good story for a background picture, and the plot is well worked out, so that the production is decidedly worth seeing.

TENNESSEAN—Eliza Frankenstein is the bewitchingly pretty heroine.

"The Desert Outlaw"—Fox Smith's, Indianapolis
NEWS—* * * It is all routine stuff, but interest is given by Brian Keene and Evelyn Brent, his leading woman. *

"The Enchanted Cottage"—1st Nat'
Strand, Minneapolis
STAR—* * * One of the finest performances ever given by Richard Barthelmess. * * * The play is filled with an interesting combination of romance and pathos, along with superb character delineation. * * *

TRIBUNE—* * * How they find peace and contentment brings the story to a delightful close. *

"The Family Secret"—Universal Neighborhood Houses, Chicago NEWS—* * * They made a slowly photoplay. As entertainment it is neither rare, medium nor well done.

"The Fighting Sap"—F. B. O. Isis, Indianapolis
NEWS—* * * There are a good many thrills in the film, with Silver King, Thompson's horse, helping out. The series is good program material. *

"The Fire Patrol"—Chadwick King, St. Louis
GLOBE—DEMOCRAT—* * * Almost too realistic to be comfortably entertaining. * * *

JOINT DISPATCH—But do not doubt that there is plenty of excitement. For those who like the thrill produced, or assumed to be produced, by melodrama. "The Fire Patrol" gives the right type of suspense. * * *

STAR—Fires at sea, shipwrecks, hairbreadth rescues and realistic effects makes the picture the thriller it was intended to be. * * *

TIMES—It is a picture which is capable of achieving a different appeal for every type of theater goer.

"Her Love Story"—F. P. L. Madison, Detroit
NEWS—* * * While it is rather tame stuff when compared the "Hunting Bird" and "A Society Scandal". "It permits Gloria to present a model subdued and to our way of thinking, a more appealing performance. "* * *

"The Last of the Dusans"—Fox Washington, Detroit
NEWS—* * * A story replete with situation, it moves logically and rapidly to a smash-up climactic. * * *

"Times"—* * * A story by Zane Grey, that is away above the average "western" *

"Listen Lester"—Principal Keith's, Cincinnati
COMMERCIAL TRIBUNE—Everything that was lacking in the presentation of this bit of film is made up in the story. Together, with many features possible only in the world of light and shade.

POST—The farce, which had so many little lyrics, when it was introduced as a musical comedy, leaves none of its humor on the screen.

TIMES-STAR—"Listen Lester" is nothing more nor less than an attempt to make up for the series of films, which in the legitimate farce, becomes most inadequate for the movie.

"Love and Glory"—Universal Palace, Montreal
GAZETTE—The photography throughout is of the best and the scenes of the village and war episodes are realistic. Charles de Rochefour, Pierre Bachelet, splendid figure of humble romance, and Wallace MacDonald does some fine acting as Antoine.

STAR—There is much to please and something that provokes a tolerant smile. *

"The Man From Broodway's"—Vita, Fays, Rochester HERALD—Romance and melodrama on the Island of Japet, in the Italian Ocean, might well be expected to have considerable color and exciting action, and expectations are not disappointed.

TIMES-UNION—* * * Kerrigan has abandoned opportunity to display his acting as a romantic actor, and his work is reponsible for much of the "punch" of the picture.

"Missing Daughters"—Glenlake Neighborhood Houses, Chicago
NEWS—* * * The main drift of it is a good deal like the movies of five and ten years back.

"Monsieur Beauchaire"—F. P. L. State, Boston
GLOBE—Artistically speaking, "Monsieur Beauchaire" is a very sincere story, and the acting of John Gilbert and Aileen Pringle is sweet.

"The Open All Night"—F. P. L. Park-Mall, Cleveland
NEWS—* * * but the real comedy comes in Raymond Griffith's byplay. The plot itself is and both are pictures.

PLAIN DEALER—"I currently recommend "Open All Night" to you, if you have a grain of humor left in your being. "* * *

"Revelation"—Metro-Gold. Stanley, Philadelphia
BULLETIN—* * * the "fallen" woman is again. Violent and sympathetic and portraying of Joline Holter, the leading femal role.

PUBLIC LEDGER (EVENING)—* * * combines an entertaining story, beautiful photography and a better chance for Violan Dana to show what sort of work she is capable of than has been afforded her recently. * * *

"Tarnish"—1st Nat'l Circle, Indianapolis
NEWS—* * * The production drops a bit, perhaps, and now and then gives the suggestion of too much weathering, but there are several unusually character-portrayals in the eight reels, which gives the photoplay the stamina that it needs. * * *

STAR—* * * The picture is well directed and offers some strong dramatic scenes in which both Miss Prevost and Miss McAvoy are seen to advantage. * * *

"The Ten Commandments"—F. P. L. Detroit O. H., Detroit
TIMES—It is a picture to elicit superb performances of both sorts. Its basic theme is certainly a foundation broad enough to support almost any superstructure, from the sensiveness of spectacle, to the rococo ornamentation of the bearing beam and the histrionic look, from drama plausible and persuasive to the madam extravaganzas of hat-emoted emotion.

"Unsung Women"—F. P. L. Apollo, Indianapolis
NEWS—* * * The whole thing moves here.

OLD TIMES—Richard Dix is in a routine role, but acceptable one. Bela Davies gives a well poised and understanding performance.

STAR—Delightful, beautiful, picturesque, and charming as the finale. * * *

"It is a man's story—but the sort of a man's story that has a special appeal to women, because it deals with the kind of loyalty and sacrifice that makes a strong pull on the emotions. * * *

**

"IF YOU WANT"

Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repaired supervised
To save some of your income
Your re-investments made
To make a trust fund now for yourself or another
Advice about your Will
Or
Relief from your financial cares

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(In the heart of the Times Square District)

"CHARLEY'S AUNT"

THE FAMOUS FARCE BY BRANDON THOMAS

BROKE ALL HOUSE RECORDS IN DUBLIN, IRELAND, WHEN IT WAS PERFORMED THERE LAST WEEK—AFTER 33 YEARS OF MAKING IRISHMEN LAUGH.

WATCH FOR THE SCREEN VERSION WITH SYD. CHAPLIN

AMERICAN DISTRIBUTOR TO BE ANNOUNCED

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM CO.
Zambreno Objects

Denies State Righters Are in Bad Way and Tends to Own Experience

The following communication has been received from Frank Zambreno of Progress Pictures, Inc., Chicago:

"I have read in your issue of Sept 2nd, an article headed 'Tough Sledging'.

"I don't know who sent you this article but whoever sent it evidently didn't know what he was talking about. Possibly this article was sent in by some salesman who hasn't made good in his present independent field or selling product for the national distributor.

"I have been handling independent productions for seven years and I never saw the prospects as bright for the independents as they are this year. We are doing wonderful business in our exchange—in fact, our business commenced to grow about eighteen months ago and has gradually increased—even the summer months showing no decline. Most of the exhibitors in this territory are treating the independent exchanges fairly with very few exceptions. Of course some independent exchanges are not entitled to very much consideration as they don't give the exhibitors very much service or consideration.

"I cannot understand why you would publish the article I have just read without making some investigation for yourself, as statements of this kind never do the independents any good and by many who read it will be accepted as the truth."

"Quaker City" Houses Reopen

(Special to THE FILM DAILY)

Philadelphia—The Broadway, Allen, the Grand O. H., are the first of the larger theaters to reopen for the new season. The Allen will revert to its old policy of week and vaudeville pictures. The Broadway has reopened with "The Covered Wagon".

Edgar Forrest Sues R.C.

(Special to THE FILM DAILY)

Los Angeles—Charging he was disappointed contrary to contract, Edgar Forrest has brought suit against the Robertson-Cole studios for $2850 damages and 2500 shares of common stock in the R-C Pictures Corp.

Desmond To Make Two In North

Hollywood — The William Desmond unit of Universal has left for New York, where "The Meddler" and "The Burning Trail" will be produced. Arthur Rossan is directing.

Fire Damages House During Show

(Harrison, Ark.—Fire damaged the lyric recently. The blaze broke out during a performance. There were no casualties, however.

Will Rebuild Burnt Colonial

(Greenville, Tex.—The Colonial, which was destroyed by fire, will be built in the near future.

Incorporations


Dover, Del.—Harris Amusement Co. of Butler, Wilmington. Capital $50,000.

Dover, Del.—Sunset Beach Corp. Capital $50,000.

M. D. Martin In Town

M. D. Martin, head of M. D. Martin Attractions, New Orleans, is in New York, making his headquaters at Lee-Bradford. He has purchased from the latter, the following pictures: "Venus of the South Seas," "The Lure of the Yukon," "A Pair of Hellions," "Shattered Reputations," "Who's Cheating?" and "In the Shadow of the Moon."

Colorado Pictures Start

(Special to THE FILM DAILY)

Los Angeles—Colorado Pictures Corp. will feature Robert Frazer in their first, "The Birth of the West," in which will also appear Clara Bow, Robert Edeson, Helen Ferguson and Walter McGrail. Jack Adolph will direct.

Robbers Enter Tivoli Theater

(Special to THE FILM DAILY)

St. Louis—The Tivoli Theater was entered by robbers, recently, who made away with $1,000 in cash and a diamond ring.

Ince Studios Busy

Los Angeles—The Ince studios are busy. Six companies are now at work, with others scheduled to start at once.

Cody To Be Featured

Hollywood—A company to star William Cody in a series of eight comedy dramas, is being formed.

Peerless Films Have 27

(Special to THE FILM DAILY)

Kansas City—Peerless Films have 27 pictures for 1924-25 release.

SPECIAL NOTICE TO STATE RIGHT BUYERS

It has been brought to my attention that statements have been made by various persons to my customers and other state right buyers throughout the country to the effect that SUNSET PRODUCTIONS will not produce and distribute pictures for the independent market in the future.

These statements are malicious, untrue, and not founded on fact.

Certain competitors, envious of the high standing of SUNSET PRODUCTIONS in the trade, have endeavored to further these rumors for their own particular benefit.

For four years, SUNSET PRODUCTIONS have established a reputation for supplying good, consistent box office product that has made money for exhibitors and exchanges.

SUNSET PRODUCTIONS have already completed all releases for the 1924-25 season, comprising 8 J. B. Warner productions and 6 Kenneth McDonald productions. Preparations are even now being made for next season's releases.

Watch the trade papers for further announcements.

Anthony J. Xydias
President and General Manager
SUNSET PRODUCTIONS
Hollywood, Calif.
Out they pop! hit after hit!

THE FIRST NATIONAL BIG MONEY MAKING FALL PRODUCT BAG

SAMUEL GOLDWYN PRESENTS
The George Fitzmaurice Triumph

"The Great American Love Drama is right!
It's a pipin'!
Hits we made 'em!
Hits they'll be!

Better get this line-up boys for your city. That FIRST NATIONAL Contract removes competition!
PRODIGIES
By DANNY
They come and go. And chiefly go. That's the trouble. With this type of star entertainment. The latest to be announced--Baby Peggy and Sol Lesser come to a parting. Yet, when Sol took on the wonderful kidde and planned to star her he fully expected that he would be able to develop her as he did Jackie Coogan. Only it didn't work.

The Baby Peggy stardom idea wasn't accepted by First National. The FN exhibitors couldn't see her. Despite Sol's salesmanship. (And he's a good salesman.) So her pictures went out otherwise and now Coast reports say they are parting. If an European contract materializes, Baby Peggy may make pictures over there. Otherwise the future is--at the moment--uncertain.

Jackie Coogan has one more to deliver to Metro-Goldwyn. Whether a new contract will be made is uncertain. But this is definite: it will not be upon the terms of the present contract. The reason is simple. For some reason exhibitors aren't so anxious for Jackie as they formerly were.

Awhile ago the Warners had Wess-ley Barry. He was going fine. Then all of a sudden Mr. Exhibitor said he didn't want Barry. He's making short subjects now. This, together with the situation as it rides with regard to Babby Peggy and Jackie would seem to indicate that child stars should be handled gently. Long term contracts might well be avoided. Not with those mentioned. But with the coming prodigies. And they are always coming along.

If exhibitors don't want such stars there is a reason. And the reason probably is that the fans don't want them. And this is easily understood. In one or two or three pictures such prodigies seem to go all right. For more than that--well, stop; look; listen.

When a picture like "Merton of the Movies" can only remain on Broadway for one week, it needs looking into. Going to do it. Something about this tomorrow.

30 Day Respite
May Be Granted Famous--Hearing Nears End in Boston--In New York Later
(Special to THE FILM DAILY)
Boston--It is expected the Federal Trade Commission hearing here will terminate today and that the defense will be given a five day period of grace before it resumes in New York. The hearing there will run about a month.
A series of continuous tiffs between counsel served to liven up the hearing before Examiner Alvord during the period that Herman Mintz, former general counsel for Famous and Harry F. Campbell, New England manager for Fox were on the stand. Attorney Gaylord Hawkins, for the Government, had his way as far as the exclusion of testimony was concerned, but Examiner Alvord made it clear that he sustained objections, not so much because of the nature of the questions, but because they bore on aspects of trade conditions in New England on which he was already well posted.
In fact, he inferred that New England was in a class by itself as far as the industry was concerned. Bruce Bromley for Famous announced that he had subpoenaed all district managers here that he could reach, to show that they had never had trouble placing their pictures in this territory, and had never run into unreasonable competition from Famous.

Bromley and Alvord Cross Words
When objection to a similar series of questions put to Campbell was sustained, Bromley asked if such would be the case with the other managers under subpoena, Examiner Alvord replying in the affirmative. Bromley countered by saying that such questions had been asked and allowed in other territories by both sides, and
(Continued on Page 3)

Henabery To Direct
Finishes Famous Contract and Now Joins Ritz as Valentino's Director--J. D. Williams Back
Joseph Henabery, who has been signed by Ritz-Carlton and will direct "The Flame of Destiny," Rudolph Valen- tino's first picture for Ritz. It was again reported yesterday that a deal had been closed for distribution with Famous Players.
J. D. Williams and George Ullman returned from the Coast yesterday. No statement could be secured from Ritz relative to distribution.
(Continued on Page 3)

Champs to Play
Jack Dempsey to meet Benny Leonard
Not in the prize ring... But at golf next Tuesday.
Special added attraction for the Fall Film Tournament.
Incidentally, Fred Quimby, Universal, and Billy Gibson, Leonard's manager, will make up the foursome. In case Gibson does not play, Sam Helman will take his place.
Over 125 entries to date. More coming in every minute. Looks like another great party.
PRAY FOR GOOD WEATHER.

Allied Meets Sept. 22
Topeka Conference Coincident with Kansas Convention--Gatherings Look Important
Kansas City--The Allied Organi- zation will meet at Topeka on Monday and Tuesday, to discuss a number of important matters. At the same time, the Kansas M. P. T. O. will convene to ratify the merger of the Eastern and Western units into one.
The new name will probably be the M. P. T. O. of the Mid-West.
It is expected the following will address the Allied meeting, which, among other orders of business, must select a chairman to succeed W. A. (Continued on Page 2)

Baby Peggy and Lesser Separate
(Special to THE FILM DAILY)
Hollywood--"Baby Peggy" has been released from her contract with Sol Lesser of Principal Pictures. "Baby Peggy" starts at Frisco on a tour beginning in a week or two, and will make personal appearances indefinitely. Her father says they will go to Europe where an offer has been made to produce.

I.M.P.P.D.A. Decides
Will Open Exchanges in Closed Territories--First in Operation in a Month
The I. M. P. P. D. A. at a special meeting held Tuesday night decided to finance the establishment of several exchanges in territories now considered closed to their product.
It is understood the first will be launched immediately. It is hoped to have it functioning within thirty days. The members who voted for this plan have already agreed to bear the expense on a pro rata basis.

Europe Improving
England Bettering Theatre Situation--General Optimism Abroad, Bry Johnson Ponders
On a basis of comparison, Europe is improving. E. Bruce Johnson, for- eign manager of First National, said yesterday. Johnson is back, following a three months' trip that included visits to England, France, Germany, Scandinavian countries and Czechbo-Slovakia.
Johnson declared his English trip was a revelation to him, in that he gleaned a real understanding of the English exhibiting situation. Com- menting on production, he said the bottom had fallen out of studio ac- tivity in England; Germany is not making anything of importance and activities along those lines in other Continental countries, he found to be only negligible.
Johnson's observations of condi- tions abroad follow:

England
Exhibitors in England are improving their theaters generally. The large lobbies that characterize a number of British houses are in many in- stances being done away with. Ex- hibitors are realizing that much of this space, heretofore used for decorative purposes can be converted into seats.
There are theaters in many of the major British cities that compare very
(Continued on Page 2)

1st Natl Executives Here
M. L. Finkenstein of Ruben and Finkelson is at the Ambassador.
Col. Fred Levy is here from Louis- ville.

Series on French History
Paramount, in a statement concern- ing production details of "Madame Sans Gene" said yesterday this pic- ture would be the first of a series dealing with the history of France, to be made with the co-operation of the French Government.

"M.G." District Managers Here
The Metro-Goldwyn district sales managers are in town for a sales conference.
E. M. Saunders, Western sales manager leaves Friday for a trip through the Mid-west.

Franklin on Trip
Harold B. Franklin, Famous Play- ers theaters, leaves tonight for Lon- don, the first stop of a quick trip which will end in about 10 days and during which he will go as far South as Dallas. He will make stops at St. Louis, Atlanta and other points.
Europe Improving
(Continued from Page 1)
favorably with houses here, not with the Capitol, New York or the Chicago theater, Chicago, but with the Strand, Rialto or Rivoli.

The consensus of opinion seems to be in exhibiting circles that the new season will be a highly successful one from the box-office angle. England has just completed a summer drive for business, such as has been going on in this country. The weather during the summer was favorable. The Americans, arriving in England confined their probing to London and fail to get out into the other cities.

Germany
A feeling of optimism prevails in Germany. This, from the exhibiting angle. Much is heard about the "contingent." Exhibitors and distributors want the "contingent" either removed or made more elastic, but producers favor its continuance. This is natural, because it affords them the only insurance of protection they can get against a flooding of the German market with inferior pictures. At the same time the profiteering system that has developed as a result of the "contingent" is flagrant. An organized trade along these lines has sprung up there.

Theater construction suffers severe handicaps. The Government is trying to sponsor essential industries and has therefore decided that for every theater built, there must also be an apartment or dwelling erected. The handicap can be realized. Aside from that, the taxation situation is bad. In Germany, Federal taxes approximate fifty per cent of the gross receipts.

France
Conscriptary taxes in France total almost fifty per cent. This condition has brought about a dearth in theater construction. Paris alone has many more first-class theaters than it boasts, and yet little is being done along these lines. As a matter of fact, the taxation problem, a direct blow to the business, is one of the most important factors hampering the development of the important business in Europe. A retarding effect on inter-related branches is, of course, felt as a result.

Norway
Norwegian colonies have been so active of late that as a result, there remain only about half dozen theaters in Norway that are operated by individuals. The remainder has passed out of private control into hands of significant community government.

The privately operated houses are in Copenhagen. Matters have reached the point where First National and other important distributors are considering boycotting Norwegian, due to a more equitable situation.

Denmark
The licensing system prevalent in Denmark is holding back theater construction. The work and work of the philanthropic service to the State, individuals are granted a license to erect a theater. The difficulty exists in not only securing the license but in securing finances to carry through the projects.

Czecho Slovakia
Governmental taxation totals about twenty-two per cent of gross receipts. With a handicap such as this, theater construction is held up.

New Johnson Film Opens Sunday
"Life's Greatest Game." Emory Johnson's newest picture, opens for an indefinite run at the Cameo Sunday. It deals with big league baseball.

Louis Bache Here
Louis Bache, district manager for First National in Canada, is in New York on business.

Edwin Carewe Coming East
Edwin Carewe will arrive here in a few days from the Coast. He has with him a print of "Madonna of the Streets.

Henabery To Direct
(Continued from Page 1)
S. R. Kent said there was nothing to the report just as distribution was concerned and added Henabery's contract with Famous had run out a short time ago.

The picture will be made on the Coast. Harry Fishbeck who photographed "Monsieur Beauregard" will direct the camera work and Cameron Menzies, who designed sets for "The Thrill of Life," is the art work. The script is being written by June Mair. Jess Smith has signed Gustav von Seyffertitz and "Snitz" Edwards as members of the cast.
30 Day Respite
(Continued from Page 1)

Avord replied that they need not be a New England. This territory, he said used more film than any other; condition which may be laid to the "bugaboo" of the exhibitor here, the double-feature bill coupled with the split week, which results in many houses using a total of 288 features every year. Bromley still wanted the questions answered for accumulative profits, but no objections could not be allowed for that reason either. Avord said that no man making good pictures should have his trouble getting bookings here.

The real rift came during the testimony of Mintz. He had been responding to a line of questioning regarding the extremely high prices given here on a previous occasion by Jacob Conn, who had testified in a really heart rending manner of how he had refused to sell out to the Grey Circuit, his supply of pictures had been suddenly cut off, and that he had lost his control of two Concord, N.H., theaters, for $105,000 at a loss so great that he found it necessary to leave his home town and seek new fields.

Mintz on Stand Causes Tilt

Finally Bromley asked Mintz, who was in close touch with the situation at the time the sale took place, what he would consider a fair price for the theaters. Conn immediately objected, and the war was on.

Bromley went into a long explanation of his reason for asking the question and cited much of the money given here in August, 1923, arguing that Conn in his testimony had deliberately tried to show that Famous Players was ruthlessly forcing him off his home town of Concord, and had forced him into a great loss.

Hawkins' objection was finally overruled and Mintz declared that a fair price for the two houses would have been $75,000, of this $45,000 being a good selling price for the Star, with $30,000 for the Sterling. Tilts between counsel continued after the witness was excused, Hawkins intimating that the calling of Nathan Gordon, counsel for Famous smacked of desperation.

Of the few questions which Campbell was allowed to answer, the answers bore on topics much under discussion recently. He declared that he thought producer ownership of theaters a very good thing for New England, a great business stabilizer, and said that in fact he had been using his influence with Fox to build a house in Boston. The only Fox owned house at present operating in New England is in Springfield, Mass. Questioned on his opinion of block booking policies, he replied that he thought the system a very excellent one, that it was the Fox policy, and that he considered it safe guard to the exhibitor. He also said that he had sold Black and Grey nearly all the Fox features, and that he expected to sell the latter the balance of this year's release.

Some interest was evidenced in the testimony by the president of Olympia Theatres, Inc. Both Attorney Hawkins for the Government, and Bruce Bromley for the defense, offered continuous objections, most of which, however, were not allowed by Examiner Alvod.

Gordon a Witness

During his cross-examination by Hawkins, it became evident that he was going to persist in a line of questioning, on which Bromley's objection had been sustained, with regard to each and every city in which there was a Gordon house. Bromley requested and was granted a blanket exception covering the entire list.

Gordon early in his testimony admitted being an original First National franchise holder, and that his franchise covered the six New England states on a seven per cent basis. He told of having been approached on the matter by J. D. Williams and E. B. Johnson in the fall of 1916 with what they termed a distributing proposition of great money-making possibilities, of having attended the meeting in the Hotel Astor in 1917 at which First National was launched, of having been given in his name rather than the company's name and of distributing the product of a local exchange in which he had been associated.

He testified that after closing this exchange, he formed the Gordon Mayer Dist. Co., which continued the same plan of releases as the old company and did business for about a year or until the organization of Associated First National. Asked if the Mayer he referred to was B. Mayer, he stated, now director general of production for Metro-Goldwyn, he replied in the negative.

Now Gordon gave the testimony from which the defense hoped to show that the charges of a famous Players monopoly of pictures were unfounded. He first gave a list of all houses owned by him as of March, 1917, with the population of the cities, seating capacity of the house, and the number of pictures used yearly. He repeated this list of statistics for March, 1919, as well. Objection was raised and was sustained on a question from Bromley as to just what theater Gordon owned in January, 1920. Allowed in another form, Gordon affirmed they were practically the same as in March, 1919, and used the same number of pictures.

"After March, 1917, and down through March, 1919 and on through January, 1920, did you in your theaters use all of the First National product," was the question asked.

"Yes," replied the witness, and to other questions said he also used some of the Universal and independent product which he at that time was distributing. He then gave a list of other chains in Boston and New England, and the extent of their holdings, and the defense rested.

Hawkins in taking the witness, had him restate the Gordon holdings with the opposition in each case, size of opposition houses, the policy used, and population of cities in question, this being the questioning to which Bromley so strenuously objected, and took the blanket exception when overruled.

Many statistics on the twenty-five or more small town theaters in Northern New England in which Paramount has an interest, and which are managed by William P. Gray of Lewiston were gone into. Gray was expected to testify personally, but was confined to his hospital illness, and his evidence was given by his Boston manager.

Olcott Story Switched

It is understood that Sidney Olcott will not direct "Three Black Pennies" for Famous but has been assigned "Salome of the Tenements" instead.

Clever Campaign for "Speed Spook"

A number of extremely clever and saleable exploitation stunts have been prepared for "The Speed Spook" by the Westner-Davidson Agency. The mailing campaign has been carefully planned and includes novel printed matter, designed with a quick appeal to the eye.

Stunt for "Welcome Stranger"

Jack Fuld has organized a "Welcome Stranger" Committee and is conducting a wide-spread and effective teaser campaign in that connection. The picture, distributed by Prod. Dist. Corp., opens at the Cameo on Oct. 12.

Menjou Arrives

Adolphe Menjou is here from the Coast to appear in "The Swan," which will be placed in production tomorrow. Alvin Wyckoff will be in charge of photography.
Boys! it's here!
- the picture
- it took
- 7 months
- to complete
- that great
epic of the west-
that tremendous special

FIRST NATIONAL PICTURES INC.
presents
"SUNDOWN"

by E. J. HUDSON
Directed by
LAURENCE TRIMBLE and HARRY HOYT

Get a bulldog grip on this one!
- It's big! It's enormous
It's a FIRST NATIONAL wallop!
CROWDED

By DANNY

Broadway picture houses. The show windows. Of the larger producers and distributors. Have so many pictures. That they cannot even present their own good ones. As they deserve. So a good picture like “Merton of the Movies” is crowded out. Despite that it did enough business. To justify a second week.

And “Yolanda,” backed by Hearst publicity, crowded out of the Capitol. To a room for “America.” Which must run—under contract—two weeks. And that’s the way it goes.

All along the lines. The reader who words there are too many pictures scheduled. For Broadway.

Just as long as the producers insist on trying to present all of their better pictures on Broadway. So long will this condition exist. And even so, some pictures which deserve a Broadway show never get it.

There is constantly a row on between the sales end. And the exhibition end. Of the organizations controlling the Broadway houses.

The sales department wants the showings. For the benefit of national exploitation. Which, in a sense is important. But the exhibition end only wants “money-making” attractions. That is where the rub comes in. Where the concern desires profits from both ends. Meanwhile, when you hear of important independent productions not getting a chance on Broadway. Remember this overcrowded condition.

Lee-Bradford check up. On statement made. That “Brocaccio cannot be screened.” Pointing out they have successfully screened “The Falcon” (in natural colors, too). Guess we phrased that thought poorly. What we meant was this: that you cannot screen some of Brocaccio’s material. Because it’s naughty, naught. Even too naughty for present day flappers. So here’s hoping “The Falcon” is as good. As Lee-Bradford say it is.

Over 165 golfers “in” for the tournament next Tuesday, as the look like close to 200 entrants finally. And it promises to be “some party.”

Going Strong

Looks Like Close to 200 Players for the Fall Film Golf Tournament—How To Get There

Present indications point to something like 200 players for the Fall Film Golf Tournament, which will be held Thursday, next, at Southern View Golf Club, Great Neck, Long Island. At this writing, there are about 170 players entered, with a lot of worthies during the first sales business may check them, or other matters interfere with their coming out. But that smaller crowd will be on hand is certain.

Pray for Good Weather

The trophies and prizes have been on exhibition—at least some of them—for more than two weeks now of The Independent Movie Supply Co., 729 7th Ave., and have elicited much enthusiasm. There are a lot more and the booby prizes will be worth while, too.

Pray for Sunshine

The morning round—nine holes—will be played in four classes. (Continued on Page 3)

“Sovkino” Formed in Russia

The Associated Press reports from Revel that “Sovkino” is the name of the newly socialized and centralized Russian film industry as created by M. Krassin at the order of the Central Executive Committee of Moscow.

Arkansas Meets Oct. 6. (Special to THE FILM DAILY)


Metro-Goldwyn Drive

First Since Merger—Grainger and Saunders Perking Up Field Force—Away on Trips

Metro-Goldwyn has set aside Oct. 5-18 as “Metro-Goldwyn Weeks,” during which the drive to be held since Metro and Goldwyn merged will be held. James R. Grainger left yesterday for the Middle West and E. M. Saunders leaves today, to get things moving.

The district sales managers, who have spent several days here, left town yesterday leaving behind them a general air of optimism. The consensus of opinion seemed to be that the outlook is healthy. During the sales drive, "Circ", the Enchansress”, and “The Navigator” will be released. That will bring the list of new releases to fourteen.

52 A Year

Planned by Popular Pictures—Harry Durant, Ike Schlank and Sydney Cohen Reported Interested

It was reported yesterday that Ike Schlank and Harry C. Durant had floated a new New Haven company known as Popular Pictures to produce 52 pictures of nominal negative value per year for independent distribution.

It is said that the mayor, district attorney and chief of the Police of the City of New Haven and several college professors who head the board of directors which is to total fifteen individuals. Each will subscribe about $25,000 toward a general operating fund, according to report, while later a stock will be offered to the public. It is understood the pictures will not cost more than $35,000 to produce and will be released in New Haven will be converted into a studio.

Although Sydney S. Cohen yesterday denied any connection with the project, it is reported he will be interested in Popular Pictures as a director, and will have something to say concerning distribution. An important figure in the Poli theatrical circuit who is said to have become heavily interested in the plan is understood to have called on Cohen in an advisory capacity and that, as a result, the original plan for a total of twenty exchanges has been abandoned for the sake of state rights release.

Schlank was the promoter of the Universal Film Service which functioned some years ago, while Durant was an important figure in the production department at Famous some time back.

Schenck, Goldwyn En Route (Special to THE FILM DAILY)

Los Angeles—Joseph M. Schenck left for New York yesterday. Samuel Goldwyn is coming East with him.

Busy On Sites

Warner Brothers Said to Have Three Selected—More Comment From Out-of-Town

It is understood that the Warners have determined upon three theater sites for their proposed key city chain.

The Oldknows, Atlanta Partners? (Special to THE FILM DAILY)

Atlanta—Interest in Warner theater for Atlanta is reflected in the “Weekly Film Review” which declares that “it is almost certain that Oscar Oldknow, president (Continued on Page 2)

Paramount Scores

Riciles Boycott Story Told by Conn, Enter Concord Exhibitor—Neer Over In Boston (Special to THE FILM DAILY)

Boston—Large gaping holes, some of them smooth and round yesterday continued to perforate the story of persecution told here last year by Jacob Conn, Concord, N. H. theater owner who when he acted as a witness for the defense in the famous Player’s hearing. His testimony, in fact, was shot full of holes.

Conn was a strong witness for the Government in 1922 when he told in a pathetic manner of how he had been forced to sell his two theaters in Concord, because of a boycott leveled at him by Boston exchanges. He had testified the boycott resulted because he refused to sell out to the Grey circuit.

Many witnesses were called by the defense, all of them managers of exchanges in Boston and none of whom had ever had a call from Conn, during the period in 1922 when he

(Continued on Page 2)

Coming East for Premiere

Florence Vidor who plays the title role in “Barnacle Fife” is making a special trip from the Coast to attend the opening of the new Piccadilly on Sept. 27. The picture has been booked by Lee A. Ochs for an indefinite run.

Al Rockett In Town

Al Rockett arrived in New York yesterday from the Coast. At the Algonquin.

Sales Realignment

Prod. Dist. Corp. Breaks Up Mid-West Territory—Creates New Posts There

Producers Dist. Corp. has made a new division of its exchanges subdividing the central group into two divisions to be known as the Mid-West Division and the Central Division.

The Central Division will hereafter consist of exchanges at Cleveland, Cincinnati, Detroit and Indianapolis. The Mid-West Division will embrace Chicago, St. Louis, Kansas City, Omaha and Minneapolis.

Cecil Maberry, who has been Central Division manager, has been made Mid-West Division manager and Robert Cotton has been appointed manager of the new Central Division. Cotton has been acting as special representative.
 Paramount Scores
(Continued from Page 1)

had testified that the company had motivated him, seeking to buy their product. Among them were Harry Sagal, of Pioneer Film; Robert Cole, of Cosmopolitan, and George, First National, and Joe Roth, of

Federated.

Hacking. Attorney Bronley for Famous
managed to produce a witness on whom
Conn had called during that period. He was
Hacking. New England manager for
Producers Dist. Corp. He testified that he
had offered to Conn then Hodkinson
product for 1922-23. Hacking said that he
had offered Conn pictures as a price he
considered fair. Conn, he testified, re-
duced his price for the product. But Conn
made the offer because the pictures were
relatively so low that he refused to sell and
later sent Conn to Hodkinson at his own price.

He also said that when he found that
Conn wanted to pay, he had offered him some
pictures at Hodkinson pictures at his
price and that Conn refused these as well.
Hacking also denied that either Grey or
A. S. Black ever had come to him and said
they would not buy Hodkinson if he sold pictures to Conn for his new theatres
in Concord.

Another witness was Henry Scully, man-
ger for United Artists. Conn last year
Testified that in 1922 he had tried for weeks
by buy United Artists and that Scully had
not bought off the exclusive rights was
violently afraid of Grey. Scully denied this
testimony from first to last, and said Conn
had never been to see him at that time. He
said neither Grey nor Black meant anything
to him, and that he had sold both pictures
to Conn and when he wanted to.

He also denied that Grey or Black had been
besieged by Conn on any such errand as charged.

Judge Conn had said that if they had had
made no difference to him. He added that
as far as he could remember, Conn had at no

time offered to buy United Artists pictures.

Another witness was Benjamin Rogers of
Selznick who Conn said had not come to him,
that he had sold Adams the Selznick
product for 1922-23 because Adams
had offered him a fair price, was an old cus-
tomer, and that he was still following his
usual policy of continuing to serve old
customers. He also denied that Grey or
Black visits.

When they called here in Boston narrowed down
to a refutation of Conn's story, since Ex-
aminer Alvord presiding, has barred de-
tailed testimony covering exchange
makers including the Famous Players
managers, which would have gone to show that any
monopoly, attempt at restraint of trade, or
black booking was absent in this
territory. Alvord barred the testimony on the
ground that it had already been shown
to be false, because he had plenty of room
in all key cities for all the good pictures
connected. Because of this Alvord could
have a large part of the morning with the court
still remaining a detailed offer of proof
covering these points. Taken from the
office of Paramount here.

The Boston sessions ended yesterday, af-
ternoon with the testimony of J. J. Ford
of Lewiston, Me., who had been assistant to William
Grey. Herman Mintz was also recalled
and men from the Paramount Boston office
were testified to as the percentage taken up by
Paramount Pictures in this territory.

Busy On Sites
(Continued from Page 1)

of the Southern States Film Co., and
his father, William Oldknow, who is
heavily interested in the concern, will
be equally interested in the Warner's
in the theater interests.

"At the request of the Warner's," the
publication adds, "the Messrs.
Oldknow have investigated several
possible locations and have four sepa-
rate propositions to submit. All four
sites are considered favorable for a
high-class, first-run picture house, and
one location in particular might easily
be picked as the most desirable in the
entire city."

Landau Holds Contract
(Special to THE FILM DAILY)

Milwaukee—Leo. A. Landau, man-
ger of the Alhambra and Garden
Theatres, says, concerning the Warner theater
plans:

"I have the entire output of the
Warner Bros. studio under contract for
my theaters until Sept. 1, 1925. If
they build a theater here, I will
necessarily attempt to break my
contract and I have heard no word to
that effect."

Big Foreign Deals

Gus Sillersheing has disposed of
eighteen Warner releases and two
Lubitsch specials to the I. V. T. A.
for South Africa and to Ferdinand
Lopopoli for Brazil.

Maite with Malcolm LAB.

H. I. Maite, former superintendent of the Pathé laboratory at Broom
Boo., N. J., and recently with the
Powers Film Products in Rochester
is now with Malcolm Film Labora-
tory in a similar capacity.

"Potash" at Strand Sept. 28

"In Hollywood with Potash and Perlinson" follows "The Sea Hawk"
at the Strand, Sept. 28.

120 NOVELTY REELS
First Run Specialties
1924-25

1600 B'way, N. Y. C.

Flood Assigned New Film

Los Angeles—James Flood has been
carried to direct "The Man Without a
Conscience," for Warners. Matt
Moore will play the leading role in "A Love Story," under direc-
tion of Harry Beaumont.

THE FILM DAILY
Vol. XXIX No. 88 Friday, Sept. 19, 1924

Quotations
High Low Close
East Kod. 110% 110% 300
P. F. I. 81% 80% 80% 3.500

Warner's


Minter Forms A. B. C.
(Special to THE FILM DAILY)

Detroit—James M. Minter has
formed the American Booking Corp.,
a state right exchange. He expects
to handle 52 program pictures for
his name series plus two rool
cameras, 52 two reel dramas
52 one reel novelties and four serials.
There will also be 12 specials.

Vale Directing Helen Holmes

Hollywood—Travers Vale will di-
rect Helen Holmes and William Des-
mond in the third society stunt drama
which they are making for Inde-
pendent Pictures.

Hess, General Attorney with Hays

Gabriel L. Hess will act as general
attorney, with Charles C. Pettijohn
as general counsel for the Hays group
when he joins that organization on
Monday.

Sills Signs New Contract

Los Angeles—Millton Sills will be
featured in First National pictures
for some time to come. He has been
signed under a new contract.

"Peter Pan" in Work
(Special to THE FILM DAILY)

Los Angeles—"Peter Pan" has been
placed in production at the
Lasky studio.

COMING SOON

Producer's Distributing Corporation

ROSEPICTURES, INC. PRESENTS

JACQUELINE LOGAN
"The House of Youth"

~FROM THE NOVEL BY MAUD RADFORD WARREN
ADAPTED BY GARDNER SULLIVAN
DIRECTED BY RALPH INCE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

ARThUR STONE

HEADED FOR FAME IN
HAL ROACH'S
2 REEL

PATHOCEMISTRY

STUDIO FOR SALE OR RENT

Three stages: new lighting equipment
with every modern device. Size of building 80 x 165 with enclosed lot
the same size. Subway ride, easy to
reach. Terms reasonable.

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Going Strong
(Continued from Page 2) A to D, B, of players having a handicap of 18 and under. Class B handicap of 19 to 25; Class C, 26 to 33; Class D, 30 and above. Cups will be awarded the winners and there will be runner-up prizes as well. The afternoon play will be as heretofore, with prizes for the winners of the afternoon as well as the usual trophies for the low net, low gross, etc.

How to Get There
By motor; over 59th street, bridge left, through Corona, Flushing, Bayside, Douglaston, turn left at sign marked “Great Neck Sound View Club.” Or by Long Island R. R. to Great Neck, trains leaving 7:11; 7:43; 8:05; 8:41; 9:11, Daylight Savings time. Taxi to club.

If it is raining hard phone FILM DAILY-Vanderbilt 4551 about 7:30 a.m. to oll official information regarding a postponement until the following day. Drizzle, or cloudy weather will not count. Only a real hard rain will cause postponement.

Entries

When you want motion pictures made, any kind, anywhere, remember Eastern Film Corporation, 220 West 42nd Street, phone—Chickerling 2110—2111.

Congratulations! your name is down for
The White List

“Welcome Stranger” Opened at Forum Theatre, Los Angeles to Biggest Business in History of Theatre

Paul C. Mooney, Vice President, Producers Distributing Corporation, 469—5th Ave., New York

“Welcome Stranger” opened Forum Theatre biggest business in history of theatre. Fully three thousand people unable to gain admission. Necessary run second performance which ran past midnight and held audience to finish. Personal opinion “Welcome Stranger” finest audience picture ever made with one hundred percent exploitation possibilities. Picture gets tremendous audience applause. Congratulations. Your resident manager sure did me a favor when he sold me this picture.

Julius K. Johnson, Managing Director, Forum Theatre.

Release by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES


Edith Thornton is en route to the Coast to appear in “On Probation,” to be released by William Steiner.
Great? Man—it's only a wonder picture can do this

Variety

Chicago, with "Secrets," $60,000 record, and without presentation

Estimates for last week:
Chicago—"Secrets" (First National) (4,500; 50-75). Rolled up one of the biggest individual grosses of season, $60,235.

When you feel in the mood for handling a little extra pocket change get yourself one of these

Leadership and Reason Why No. 1

A FIRST NATIONAL CONTRACT is a modern Alladin's Lamp. Sign it and you get riches.
Butterfly

Kathleen Norris
powerful Novel
of the modern
American Girl

Carl Laemmle

“Despite terrific heat and heavy opposition played to capacity business both theatre and air-dome all week. Great business!”

KINGS THEATRE
St. Louis, Mo.

“Fourth week to continued good business.”

FORUM THEATRE
Los Angeles, Cal.

“The best thing that has come our way in months and months.”

SAN FRANCISCO CHRONICLE

“Should have a pull at the box office. Good drama all the way.”

FILM DAILY

ONE OF UNIVERSAL’S FIRST BIG 12 JEWELS FOR 1924-25

Nationally Advertised In
The Saturday Evening Post
The stage and the life of the people "behind the scenes" have a lure and fascination that is irresistible. When contrasted with the butterfly existence of the exquisite society debutante, the highlights of dramatic contrast are intensified and quickened.

In "Trouping With Ellen" beautiful Helene Chadwick plays the role of a chorus girl who renounces the luxury of a perfumed society boudoir for grease paint and a Broadway dressing room. "Trouping With Ellen" is an adaptation of the Saturday Evening Post story by Earl Derr Biggers, and is one of the finest pieces of fiction written by that popular author, whose "Seven Keys to Baldpate" was a literary and dramatic sensation.

Miss Chadwick, who, prior to her debut as a screen actress, was the most photographed girl in America, being known as "The Girl on the Magazine Cover," "The Harrison Fisher Girl" and "The Perfect Type of Beautiful American Womanhood," has earned an enviable position on the screen.

T. Hayes Hunter, who directed "Earthbound," directs Miss Chadwick in "Trouping With Ellen."

And "Her Own Free Will"

Here is a gripping drama of a masterful man and a headstrong yet warm-hearted woman—and the great conflict of their wills.

Destiny weaves her thread in a strange and powerful manner in this gripping photoplay, and the denouement is unexpected and startling.

"Her Own Free Will" is the screen version of the story by Ethel M. Dell, directed by Paul Scardon.
Hal Roach presents

The Battling Orioles

with Glenn Tryon

A Feature

A Mile a Minute Comedy, With a Thrill
or a Laugh Every Second

You've heard of the days when men played ball with their faces covered with alfalfa, through which the wind whistled with a merry tune.

The Battling Orioles were the scrappiest team of that time, and they used their whiskers to choke the umpire into submission. As time passed they quit baseball, became wealthy clubmen, and were bored with life. They thought fighting vulgar, and loud voices a crime.

But a boy and girl woke them up. They found to their surprise that once a fighter, always a fighter, and what a come-back they staged! Laugh chases thrill and thrill ousts laughter.

It's a bear!

Pathépicture

TRADE MARK
Now at Last You Can Get Big Feature

And each “story” is a gem by itself!

Who are the White Indians?

The White Indians discovered in Central America by Richard O. Marsh, leader of an expedition under the auspices of the American Museum of Natural History, have attracted wide attention and been given thousands of columns of newspaper publicity. Pathe Review contributed to the expedition and sent a cameraman with it. The striking series of pictures, “Who Are The White Indians,” are certain to attract much interest. Exclusive.

Hunting Wild Animals in India

One of the most striking hunt pictures ever made, showing a tiger hunt from start to finish, as well as the pursuit of other animals. Taken by the expedition of the American Museum of Natural History in co-operation with Col. Fauntthorpe, formerly of the British Indian forces. Exclusive.

The History of Fashion

Beginning with the cave-woman, this series of pictures shows realistically, accurately, the development of fashion. Every woman and girl in your community will welcome these pictures. Exclusive.

Keep Fit

Here is a series of health pictures that’s entirely new—new because they are practical, can be remembered and applied. Health preservation is a duty which is widely preached. Its importance is attested by the attention given it in the big magazines and papers. These pictures are interesting. They were made under the supervision of C. Ward Crampton, former head of the Department of Physical Education, New York City. Exclusive.

American Cities in Pathecolor

The tendency has been to seek the hidden, far-off places as the source of travel pictures. Here, on the contrary, is presented the leading cities of the nation in the incomparable Pathecolor, showing them as they are. Beautiful, novel, interesting, instructional. Exclusive.

Tracing the Origin of Man

The expedition of the American Museum of Natural History which found the far-famed dinosaur eggs secured these pictures. So far as we know these are the first motion pictures to come out of that remote country. They are strikingly novel, picturesque and thrilling. Exclusive.
"Stories" in Lengths You Can Play

The Amateur Crank

What happens when an amateur gets a motion picture camera and thinks he can become a news cameraman. Some of the absurdly funny pictures that are sent in by amateurs from all parts of the world to the Pathe News. Novel, different. Exclusive.

Secrets of Nature

Taken in cooperation with the British Museum. The most remarkable nature pictures ever taken, many of them of things supposed to be impossible to picture. Exclusive.

The Aerial Tour of Hawaii

The most picturesque territorial possession of the United States as seen from the air. Exclusive.

The Prettiest Girl I Know

The most famous artists and theatrical producers of the country will nominate the girl they think the most beautiful who will be filmed by the Pathe Review. This is a pretty girl contest that means something. Exclusive.

Other big subjects to be announced

Each "story" will run not more than five or six installments. No story will be run consecutively but by chapters four weeks apart. Thus you have the advantage of diversity, and for the first time in short length pictures big feature "stories" such as you have had to buy in feature form in the past and at high prices. You can get these features only in

The Pathe Review
Hal Roach

presents

The King of Wild Horses

A Feature

Your fellow exhibitors wrote this ad and you should profit by what they say

Story by
Hal Roach

Directed by
Fred Jackman

AMUSEMENTS

KING OF WILD HORSES, starring Rex. Five reels. We played this here and at the Palace, J. & B., to two packed houses, with challenges opposition in both towns. They left the challenge to see this picture. As a horse picture, it has no equal. It's the best small town picture ever filmed. The prices were right. Palhe made you think of the old times. Film exhibition, R. R.-W. H. Leiter, Opem House, Leitch, S. B. (Pop. 65).

EXHIBITORS HERALD

King of Wild Horses, with Rex.-Pleasant story, the horse was great. Palhe said he was better than Tony and Star. People will be awed by this picture.-A. F. Ains, Palace theatre, Jefferson, O.-Small town patronage.

King of Wild Horses, with Rex.-The best Western you ever saw, and draws people that would not go to ordinary Western. They like it more on Sunday than on Saturday. They have everything that a Western ought to have, and besides being a dandy picture could be used for a change. The fire scenes are tremendous.-A. F. Ains, Jefferson, O.-Small town patronage.

HERALD

The King of Wild Horses, with Rex.-Here is a real novelty. You can advertise this picture and make sure it will net you more than one like this. The black horse is a wonder, and he has real support. Don't let them hold you up for a big price on this, for it is a cheap Western picture, but if you can buy it right, get it and spend extra money for the advertising. Five reels.-J. C. Johnson, Johnson theatre, Ripley, N. Y.-Small town patronage.

AMUSEMENTS

Herald

The King of Wild Horses, with Rex.-This one broke the house record here and made $9 per seat, which is a tremendous feat. The picture is just right, and no one can ask for anything better. Five reels.-R. J. Miller, Temple theatre, McCook, Nebr.-Small patronage.

WORLD


HERALD

The King of Wild Horses, with Rex.—Something different and pleased 100%. The horse is a wonder and you can’t go wrong in playing it. Moral tone good. Sunday, res. Five reels.—E. A. White, Cozy theatre, Chauncey, Ohio.

HERALD

The King of Wild Horses, with Rex.—A mighty good money maker for anyone. Went after business in this and despite hot weather and counter attractions, I opened the business fast and kept it up. The picture is a clean-cut and the Simila Kid (Hockey), from the South, was wonderful. A stunt that makes good.-A. F. Ains, Jefferson, O.-Small town patronage.

HERALD

Pathepicture
Goldwyn's Plans
Plans Another Potash and Perlmutter Film—Will Star Ronald Colman Shortly

Samuel Goldwyn intends producing another Potash and Perlmutter story, to follow "In Hollywood with Potash and Perlmutter." This will make the third in the series.

Ronald Colman, now featured in "A Thief in Paradise," the new George Fitzmaurice picture, will be starred upon completion of the picture.

Goldwyn arrives in town from the Eastbound to remain here indefinitely. He expects to close for a number of books and story material and seek ideas to inject into adaptations of novels and plays without changing the original plot.

Mark Strand Officials Here
Officers of the Mitchell H. Markalty Corp., of Buffalo, operating the Mark Strand theaters here and elsewhere, are in New York for the annual meeting. Those in attendance include Moe Markalty, president, and general manager; Walter Hays, vice president; Eugene L. Falk, treasurer; Joseph Levenson, secretary, and Joseph Plunkett, managing director of the Mark Strand in New York.

What of Imperial?
No one at Imperial Pictures could be reached on Friday for information relative to the effect of R. A. Walsh's contract with Famous. Walsh has been engaged to direct Pola Negri's production.

Move To N. Y. Sure
1st Nat'l Bringing Two Units Here Next Month—Earl Hudson Returning East

By Oct. 15, two of the First National producing units will be located in New York. One will be the unit featuring Doris Kenyon and the other, in which Milton Sills appears.

Earl J. Hudson who has been handling all of the company's production matters in Hollywood will be transferred here. Marion Fairfax, in charge of the editorial department will also be a member of the New York producing organization.

For the present, Colleen Moore will remain on the Coast, with John McCormick handling business affairs and June Mathis, matters more directly concerned with production.

Hudson has also been handling the Corinne Griffith unit which will also make its next picture in the East. When First National completes its studio arrangements, the Moore unit will also probably be brought on.

Here From Australia
W. A. Gibson, and Frank Thring, executives of Australasian Films, Ltd., are in New York. They have been in this country for some weeks, but spent considerable time on the Coast, following their arrival in San Francisco.

With Famous Jan. 1
D. W. Griffith Starts First Picture Then—At Work Now in Mamaroneck

D. W. Griffith is at work at the Mamaroneck studio making interiors for "The Dawn." There still remains many weeks' work to be done on the picture.

It is expected that Griffith will be ready to join Famous about Jan. 1. No selection for his first picture has been made, it is understood that since his return, he has not seen or conferred with any of the executives at Paramount.

Ufa Incorporates
(Special to THE FILM DAILY)
Albany—Ufa Films, with offices in New York City have been formed here, listing capital of $20,000. A. T. Banzhaf acted as attorney.

Ufa, the important German producing concern has opened headquarters in the State Bldg., from which it will market its pictures direct to the American market.

Four in Eastbound Party
(Special to THE FILM DAILY)

East Side Deal On
Booking Time to Rival Loew May Come of Agreement Between Small and M. & S. Group

It was reported Friday that a booking combination that will rival Marcus Loew in point of power may be formulated on the East Side as a result of an agreement, said to be under way between the Small-Strasberg circuit and the interests identified with the Mayer and Schneider group.

The Small-Strasberg circuit controls seventeen theaters in Brooklyn and Queens and is a recent development in exhibiting affairs across the river. The M. and S. theaters in which Charles Steiner, Harry Blinderman, John Schwartz and others are heavily interested have always had things much their own way on the East Side. Small-Strasberg, who control no properties in Manhattan are understood to have planned entering the East Side. A deal was earlier made, it is said, whereby Small-Strasberg will take over the M. and S. interest in the Commodore and Roehling in Williamsburg, remain active only out of the East Side section and work on bookings.

No one at the Small-Strasberg offices or at the M. and S. headquarters in Brooklyn could be reached for statements.

Great Northern Film Co. Starts
(Special to THE FILM DAILY)
Seattle, Wash.—The Great Northern Film Co., Inc., has been formed. The company will produce a series of Northland pictures, the first of which will be "The Alaskan," to star Robert McKim.

Two New Hollywood Theaters
Hollywood—West Coast Theaters, Inc. is building a theater at Washington St. and Vermont Ave. The company will build another house on Manchester Ave.

Prophecy
By DANNY


"This business gets tougher every day," said the exhibitor. "Sure it does," said the exchange man. "It's gotten so now that you can't see a negative that doesn't cost a quarter of a million. And when we have to try to sell it we get sick."

"No," said the Veteran Exhibitor, "I mean that the troubles we have booking film: fighting the circuits (he owns a pretty good circuit himself), the troubles we have with our help—we are paying stage hands about $90 a week—plus our film rentals make me weary."

"The trouble we have selling film," said the exchange man, "make your problems pale. If we don't get a first run we are up against it."

"Yes," said the Exhibitor, "and how we pay for first runs? Besides I see the business narrowing year after year. In five years, or less, it will be too tough to be in. I'll be getting out."

(Continued on Page 12)

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The Boston Hearing
(Special to THE FILM DAILY)

Boston—A detailed account of the final, afternoon session of the Government's probe into Famous Players activities derived from publications by stringent space conditions follows:

The chief witnesses in the afternoon (Thursday) was J. J. Ford, of Lewiston, Maine, auditor for William P. Grey. The bulk of his testimony was in support of the Hearings held on January, 1920, Attorney Rossetter calling attention to the fact that it was the Grey houses, the Maine-New Hampshire theaters, which were under the New National Guild and showed him a half-interest, and that both he and Grey were interested in First National.

In his testimony regarding the string of Famous Players houses which Grey managed, he showed that the total film rental paid by Grey for Famous theater bookings, but twenty-eight per cent was for Paramount product. Turning to the houses of the Maine-New Hampshire theaters on the same question, he testified that the rentals paid to Famous were about seventeen per cent of the total.

Al Bevan, of the Paramount Boston office, was called to the stand, and offered charts as evidence, which are kept in the office and which showed conclusively that of the available exhibition houses in New England, only an average of twelve percent per cent of the bookings were taken up by Paramount in the last three years.

Herman Mintz was also recalled to the stand in refutation of the testimony given here last year by Ames, and evidence that he later offered during the hearing in New York. He declared that his idea and Grey's idea, at the time in question, was to provide a better class of theater and to provide a small town, to build up a chain system somewhat comparable to the Woodward and Kressie idea in the retail merchandising field. He denied that he, Black or Bokan had ever carried with them plans of a standard theater, or that theater owners in the small towns had been intimidated into joining the company of showing such plans or by any other method. Ames had been discharged from the employ of Black, and that the trips for buying theaters of which he talked so volubly while testifying here in Boston last year, were in reality mostly on his own hook, and consequently were confined to relatively small areas, entering about Rutland, Vt., which was Ames's Regular Route.

On the cross-examination, Attorney Hawkins tried to pin Mintz down to an admission that the company was under a definite agreement with himself and with Black to journey around the New England district, and to visit all the houses that he could for Black. The only result was that Mintz repeated his previous testimony, and another fact, that Ames had with his knowledge, made re-negotiations for two or three houses in Vermont which he had himself suggested would work in well with the other Black houses over which he was to have supervision.

The HISTORIET

Hollywood—Casting for "The Recreation of Brian Kent," the third Harold Bell Wright story to be made, has been started with the engagement of Zazu Pitts.

Representing Screen-Art
Billy Wilkerson has been appointed Eastern representative of Screen-Art Dist. of Los Angeles which are producing several series of two reel comedies and other short material.

Crosland On Coast
Hollywood—Alan Crosland has arrived from New York. He was accompanied by Lynn Shore, his assistant. Crosland will start on "Top of the World," shortly.

Here From Hollywood
Lenore J. Coffee, scenario writer is in New York from the Coast.

Pathi News


The Financial District Knocks Off Work to See the Prince of Wales—Britain's popular prince visited New York and suffered the fate of the popular American holds on to Polo Cup.

The great team of the U. S. wins the second and deciding game against the British team at Madison Square Garden.

Test of ZR-3 successful—8 hour trip in Germany of immense dirigible proved her worth.

American cowboys show London how it's done—Western rough riders make a sensation at the British Empire Exhibition at Wembley.

Other news as usual.

Be sure to have some color in your pictures. There is a growing demand for Colored Titles, Inserts and Trailers

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THOMAS MEIGHAN

is giving another great example of his amazing popularity at the Rivoli, New York, this week. Opening last Sunday, his latest picture, "THE ALASKAN," broke every record for attendance and receipts. At the supper show, usually the least attended of the six daily performances, the crowds were so big that it became necessary to form two lines on Broadway in front of the box office, and business is holding up at the same pace!

THOMAS MEIGHAN

in "THE ALASKAN," has a red-blooded, fighting role in which every fan will love him. Actually filmed amid the snow-capped peaks of the far North, the story has been given a truly gorgeous production. "Meighan is seen in one of the most active of all his roles," says the New York World. "The picture is exactly the kind that the majority will enjoy to the full. An element of brave conflict that might be compared favorably, for smoke and gunfire, with 'The Covered Wagon.'"

THOMAS MEIGHAN

in "The Alaskan"
By James Oliver Curwood
A Herbert Brenon Production
Adapted by Willis Goldbeck from the world-famous novel.

One of Paramount's Famous 40
Short Subjects

"Bright Lights"—Christie—Educ't
Fine, Fast Fun
Type of production....2 reel comedy
This is a first rate comedy. It stars Bobby Vernon, who does excellent work. The situations and values are good, and the cast contains a chorus of pretty girls, Ann Cornwall, Evelyn Francisco and Jay Belasco. The action is fast and snappy all the way through from the opening when the boys in a roadster are following a girl in another car. They come to a cross-road and not knowing which road to take choose the wrong one which leads them straight into the river, car and all. They borrow some clothes from a farmer and are taken for hicks by the girls whom they meet at a barn-dance while Bobby wins the dancing contest. The girls work in a cabaret in the city. Bobby goes there dressed in the hick get-up to have some fun. He fails, and so do the girls. Also the audience.

"Stephen Foster"—Famous Music Master Series—Jas. A. Fitzpatrick
Thoroughly Interesting
Type of production....2 reel novelty
There's enough sentiment in any audience for them to appreciate a film of this sort. It deals with the biography of the man who wrote the never-to-be-forgotten Southland melodies such as "Old Kentucky Home," "Massa's In the Cold, Cold Ground," "Gone Are the Days," and others without end. James Fitzpatrick offers a thoroughly interesting and appealing story in his short reel number, which pictures the unhappy end of a man "whose name may be forgotten but whose songs are forever." Foster's impertinent habits lead him to a pauper's grave and his last days are tenderly pictured with no little sincerity and sympathy. The reel is picturesque and should be an attractive number on any program.

"Unreal News Reel," No. 4—Fox
Fair Laughs
Type of production....2 reel comedy
Fox is offering a series of pictures, satires on the news reels, that have possibilities for comedy, in fact better possibilities than they seem to take advantage of. Some of the ideas are clever and original but others aren't particularly appropriate or funny. The benefit in this one is that of a burlesque on the slow motion camera stuff showing an athletic model who is apparently contorting himself into a variety of a lot of misspelled contestants. An old fellow on crutches wins the pole vaulting contest. Some of the stunts are real laughs but these are in the minority. Here's a good idea but not used to the best advantage.

"Cheer Up"—Cameo—Educational
Average Entertainment
Type of production....1 reel comedy
There isn't anything outstandingly funny about this Cameo comedy, but it is pleasing entertainment. The featured players are Clif Bowes and Virginia Vance. Once again we have the girl who must marry or lose her interest in a factory. She has two sweeties but can't seem to make up her mind which to choose. After they have wrecked the place trying to hang up wedding decorations, she chooses one of them. After they are married, the rejected suitor wrecks his vengeance on them by taking over their home apart. This sequence is rather novel. He finally gets into the cellars of the house and is able to take him away, not knowing that the piano is standing on that portion of the floor. The floor gives way and the piano falls down on him. Average entertainment.

"Should Landlords Live"—Pathé
Stars New Comedian
Type of production....2 reel comedy
This is the first comedy made starring Arthur Stone, whom Hal Roach recruited from Hollywood. Stone does the "country boy who lugs for bigger things" stuff quite well. The comedy deals with his troubles as a rent collector in the city. The footage mainly consists of his efforts to collect money in a large apartment house. The stuff is slap-stick, rough and tumbly but will probably amuse the average audience. Many of the gags are funny. Stone has one mannerism that he uses to excess, that of inserting his finger in a very tight collar. There is a good supporting cast that includes Marie Mosquini, Martha Hamilton, Marian Marsh, who does it very well, Ena Gregory, and others. James Davis and Nick Barrows directed.

"Gee Whiz, Genevieve"—Will Rogers—Pathé
Will Rogers! That's Enough
Type of production....2 reel comedy
Will Rogers is in this. That should be enough. As Jubilo, the happy-go-lucky tramp, he falls in with another hobo who tells him that if he will deliver a note to the drug-store they will live in comfort for a month. Jubilo is too lazy to read the note first. He takes it to the drug-store and then the fun begins, because the note says that the bearer has the small-pox. The second half of the film deals with Jubilo's efforts to meet Genevieve, the sister of his hobo pal. Genevieve runs a restaurant and bar and has buried three husbands. Will Rogers is set for the fourth. This is the last of the Rogers comedies made for Hal Roach. Don't let it get by.

"Tarnish"—Producer: Samuel Goldwyn Distributor: First National
As a whole...STRICTLY DRAMA SPLENDIDLY HANDLED. SHOULD PROVE A MONEY-GETTER.
Cast...Little May McAvoy sweet and charming as ever as the heroine, but Marie Prevost almost steals the picture as the amoral cut-throat. Ronald Colman too stiff as the leading man. Others include Albert Gran excellent as the dragoon, Norman Kerry and Harry Myers.

Type of Story...When Samuel Goldwyn purchased "Tarnish" for a record price there was much-to-do because of some of the critical highbrows and morality experts believed that no one could undertake to adapt this rather poor play. George Fitzmaurice and Frances Marion have brought to the screen a story which not only is a vast improvement over the stage version but which incidentally is one of the finest dramas produced in the year. There isn't any dirt. Not even a speck. And yet the story is so strongly handled that it should prove tremendously interesting at the box office.

The story tells of the effort made by the daughter of a philandering idiot to recover $500 which a gold-digging maniacurist has secured from him. At the pivotal moment in this woman's apartment, the girl discovers the man she loves. How it all ends and how it works out very naturally to a most happy conclusion had better be seen to be appreciated. It's mighty well done, thanks to Fitzmaurice and Frances Marion's superlative performances are given by practically every member of the cast.

"One Night in Rome"—Metro-Goldwyn
As a whole...CONTINENTAL DRAMA THAT WILL LIKELY TAKE THE AVENUE BY STORM. PRESENTS LAUURRETTE TAYLOR IN MORE DISCONCERTING ROLE THAN HER LAST TWO.

Star...Not the capricious vixen of either "Peg O' My Heart" or "Happiness," but probably they'll like her equally well as this grown up, dignified Duchess Dinali.

Cast...Tom Moore always a likeable lover and Werner Oland brash, oriental villain. Alan Halkin suitable as the no-account Duke. Others Miss Dupont and Joseph Dowling.

Type of Story...Drama; from the stage play of the same name by J. Hartley Manners. "One Night in Rome" is the third continental play production in which the star appears in the film adaptation of his hit stage play. Unlike "Peg O' My Heart," however, "One Night in Rome" gives Miss Taylor a sober, more dramatic role—rather than that of the jolly Lady Dinali, the faithful wife of an unfaithful Italian Duke. Of the two Miss Taylor is far more capable of portraying the sultry, capricious young Irish lass, but she looks more the grown, dignified Lady Dinali of "One Night in Rome." The theme is still another Continental atmosphere and the plot also reflects upon the temperaments of the people of the continent. Lady Dinali endures her husband's (the Duke's) unfaithfulness because she reverences his father, the Prince. The Duke, a traitor to his country, is given the choice of killing himself. He does so, making it appear that his wife's faithfulness is the cause of his suicide. The Prince reappears before the audience upon her. She hides away in London posing as a fortune teller but is discovered by a famous tenor who loses his life for her sake. Later the Prince finds Dinali, tells her he has learned the truth, and the English lover is happy with his English lover.

Box Office Angle...Not as good entertainment as star's previous pictures but those who favor films with a dramatic trend will probably concede that it is satisfying.

Exploitation...Can easily be put over, from an advertising standpoint, through the use of the feature telling angle of the story. Teaser stunts in this connection, such as the distribution of three away in the form of playing cards with teaser lines, will get attention. Seeger, the author of the play, will perform in a store window under the name of "Madar L'Enigme", the name the star uses in the story.}

Direction...Clarence Badger; production very good; story fairly well handled.

Adapted by J. Hartley Manners
Scenario by J. Hartley Manners
Cameraman...Rudolph Berquest
Art Director...Chaz. Cadwell
Photography...Excellent
Locale...Italy, London, New York
Length...6,831 feet
**Passion's Pathway**

Lee-Bradford—State Rights

As a Whole... ANOTHER OF THE FORMULA BRAND PLAYS WHICH HAS WORKED OUT WITH A GOOD SHARE OF ACTION AND INTEREST BUSINESS TO HELP IT ALONG.

Cast... Estelle Taylor features in a role that doesn't give her any great prominence. John Perry has the brunt of the action. He'll be missed. Tully Marshall has an insignificant part as an old fashioned heroine. Willis Lucas, Kate Price, Edward Kinball, Smitz Edwards.

**Type of Story... Drama, There isn't much in "Passion's Pathway" that can be credited with the plot consisting of the more or less stereotyped double-crewed heroine who honestly gets him nothing but starvation for himself and family. It isn't until he gets desperate and goes off the rails that things begin to right themselves and hero is reinstated in his old position. But there's a good quota of raw deal work with a sprinkling of action incidents that will help to get the picture over in spite of his aged theme. There's some whole sale slaving of the early reels when hero is trying to protect his employer's mine from gringo bandits. Jean Basing's costuming is a lively and affords some fair thrills. Another mildly compensating feature is the bits of heart interest injected through the suffering of hero's wife and little girl as a result of the villain's trickery. The director has secured a good bit of sympathy for hero and Perry's handling of the role seems sincere and quite capable. Production values are not capable. There is an impossible average of any outlay, at least no more than the story really warranted.

**Box Office Angle...** Fair. No noteworthy high lights either in cast or production. Depends solely on ability of story to hold them and that isn't original. Dramatic bits and heart interest angle may suffice to get it over if they aren't too local.

**Exploitation...** This isn't a very pertinent title. They may come in expecting a sex play but they are apt to be quite disappointed, unless you make it clear just what the story is. You might use catchlines relative to the man who shaves for his employer, takes them and finally lost his position through the trickery of one who coveted his position. Or, "If your wife is the best looking woman in the world refuse you a living, what would you do? See what happens in 'Passion's Pathway.'

**Direction...** Bertram Bracken fair. Obviously not credited.

**Scenario...** Not credited.

**Cameraman...** Not credited.

**Photography...** Usually all right.

**Locales...** City—mining camp—mines.

**Length...** About 6,000 feet.

**Open All Night**

Paramount

As a Whole... UNUSUALLY FINE HANDLING OF CHARACTERS AND EVENT OF CHARACTERIZATION OUTSTANDING BUT STORY IS WEAK.


**Type of Story...** Something different and original. This is Paul Bern's first effort at directing and he has done some excellent work with characterizations. Similar in many ways to the type of material presented by Chaplin in "A Woman of Paris," Lubitsch in "The Marriage Circle," and Monta Bell in "Broadway After Dark." The story is slight but the excellent handling of the characters more than redeems the story.

The story has to do with Viola Dana as Menjou's wife who wants camelman methods rather than polite treatment. She gets him into a situation where he is a champion six day bike rider. But of course she is glad to return to Menjou with his charm rather than return with Flynn with his muscles. While Viola is playing around with the six day champion her husband is having a situation with the champion's sweet heart and here Menjou shows his delightful charm. There is no great thrill in the six day bike race and had there been its value would have been increased at the box office. There is a spill but it is not sensational and there is nothing else of particular value in the box office except the excellent handling of the characters which is what makes it a good and well handled film.

**Box Office Angle...** The presence of Menjou and Viola Dana may be sufficient to offset any other box office effects.

**Exploitation...** While your crowd may like this it is a question whether this type of material will prove successful. While the excellent characterizations and the skillful direction is important it is a question whether or not the picture passes as sufficiently about this is a picture of this type you had better confine your exploitation to Menjou, who is going very right right now and to those who does some excellent work. You can also talk about the unusual idea of a six day bike race and stress the fact that this is the first production made by the director, Paul Bern, who promises much for the future.

**Direction...** Paul Bern, excellent.

**Author...** Willis Goldbeck suggested by the stories of Paul Morand.

**Scenario...** Willis Goldbeck.

**Cameraman...** Bert Glennon.

**Photography...** Very good.

**Locales...** Paris.

**Length...** 5,574 feet.

**The Man Who Came Back**

Fox

As a Whole... VIVID, WELL WRITTEN AND WITH ABSORBING DRAMATIC STRUCTURE, A SPLENDIDLY MADE PIECE THAT SHOULD BE A FIRST RATE BOX OFFICE NUMBER.

Cast... Dorothy Mackaill excellent as Marcelle. Does her work with a certainty and naturalness that is high and commendable. Close-ups of her although in occasional shots her make-up isn't very good. George O'Brien gives a noteworthy performance in the title role. Very well suited to the part. Others Cyril Chadwick, Ralph Lewis, Emily Fitzpatrick.

**Type of Story...** Drama; from the Jules Eckert Goodman play of the same name, based on the novel by John O'Hara. "The Man Who Came Back" has a long successful run as a stage play. It should have a comparatively successful screen treatment. The Fox company has made a really fine entertainment of it. Director Emmett J. Logan gets fine results in all directions. His cast is worthy and capable. His production is consistent and vivid and the atmosphere the making up of the strong dramatic element of the theme has been carefully retained and nicely developed toward a logical, though not arbitrarily, outcome of which the audience is not conscious. The conclusion, "The Man Who Came Back" holds your attention all the way. It is a star-studded drama. An ordinary love story with a difference—arresting. The great love story of a man, spoiled by an indulgent parent, and a poor dancer, their shiking to the depths and final regeneration, is well told.

**Box Office Angle...** Exclusive of "The Iron Horse" this is the best of Fox's fall product. It should make a good box office bet.

**Exploitation...** First of all you have a title already well known. They've either seen or heard about the play or read the book. Get back of the title and boost it for all you're worth. Use catchlines, stills and a trailer to acquaint them with the story. Promise a dramatic and vivid regeneration theme, different from the ordinary. Dolores Costello's portrayal of Dorothy Mackaill's name prominently recalling pictures in which she appeared previously. George O'Brien and Dorothy Mackaill's names in a separate box. Use the "Hollywood Repertory Co."

**Direction...** Emmett Flynn; very good; a little strenuous on long run.

**Author...** John Fleming Wilson

**Scenario...** Edmund Goulding

**Cameraman...** Lucien Andriot

**Photography...** Very good.

**Locales...** France—China.

**Length...** 8,273 feet.
SPANISH BUCCANEER!

PETER BLOOD!

Peter Blood
Crosses
Swords
With
Spanish
er Ruffian!

J. WARREN KERRIGAN as Peter Blood
Charlotte Merriam as Mary Trail

A Day
RS SACK CITY; SAVES GIRL'S LIFE

CONVICT SLAVE BETS ENEMY IN SWORD DUEL

Victors Slip Into Port and Capture Town after Bombardment

BY RAFAEL SABATINI

BRIDGETOWN, CARLISLE BAY, BARBADOS, March 18, 1686.—This town was attacked by a Spanish galleon which reduced the Fort and whose fighting men sacked the city yesterday. The Cinco Llagas, under command of Don Diego de Espinosa y Valdez, slipped into Carlisle Bay at a moment when there were no ships of war at anchor. He was flying the British Jack, but when he had his range on the Fort the gold and crimson banner of Castile broke out as he poured a broadside from twenty guns upon the unsuspecting fortification.

Colonel Bishop ran for the Fort to command the defense. The landing was contested by the militia and by every islander capable of bearing arms, but this Spanish commander knew his business. By sunset two hundred and fifty Spaniards were masters of Bridgetown and Don Diego was setting the price of ransom.

Mr. Blood ventured into the settlement. In a narrow street a girl hurtled into him, wild-eyed. After her, laughing and cursing in a breath, came a heavy booted Spaniard. Almost he was upon her when suddenly Mr. Blood got in his way. The doctor had taken a sword from a dead man's side some little time before. As the Spaniard checked in anger and surprise Mr. Blood addressed him coolly.

"It's hoping I am ye're in a fit state to meet your Maker," said Mr. Blood and ran him through the body. Th' enan sank in a hideous heap without so much as a groan.

Peter Blood took the girl he had rescued, Mary Trail, and guided her almost at a run to the home of Colonel Bishop. There he turned her over to her friend, Arabella Bishop and ordered both the young women upon horses and to be off to safety to Speightstown under the guidance of the Colonel's negro groom. Whercupon Blood went off briskly in the direction of the stockade where his fellow slaves awaited him in deep anxiety and some hope.
“Another Scandal”  
Producers Distributing Corp.

As a Whole............ETERNAL TRIANGLE PLOT THAT TOOK TOO LONG IN GETTING UNDERWAY AND THEN SLOWLY TO A VERY GOOD CLIMAX.

Cast...........Lois Wilson deserves credit for being a sensible little gal at least in the present sequence. Holmes Herbert makes the best of a weak role, Flora Le Breton is pleasant and pleasing, and a tramp, a little song and dance act, Ralph Bunker, as a sort of housekeeper, seems entirely unnecessary. Others Hedda Hopper, Huggins, C. W. Stone, Al Simmons.

Type of Story........Domestic Drama.
Even though there wasn't anything startlingly original about Cosmo Hamilton's story it would seem that it had the makings of a better film than E. H. Griffith has derived from it. There has been far too much time for the story to develop and it misses in quantity and substance and in all the roles of the lead players. The admirers of the story are left with a feeling that it was not quite sure how it was going to develop and the situation is not very clear. The cast is good, the photography is decent, but there isn't quite enough material for an eight-reeler. It is apparent that the film has been severely cut, but it is difficult to understand the reasons for the cuts. There is nothing offensive and no story.

Box Office Angle........May do a fair business in a week or a better chance if it could be cut to at least six reels. Doubtful if it will hold them at its present advance price.

Exploitation........You might succeed in getting them interested in catching the film in some of the large houses. "Wives, Attention! If you want to know how to fool the ‘other woman’ and keep your husband, Lois Wilson and Claude Gillingham do the job in "Another Scandal." There is not the sensational theme that they may expect from the title so you must take this plain when you see it. Lois Wilson's name can be used, also that of Holmes Herbert.

Direction........E. H. Griffith; too slow on development.

Author........Cosmo Hamilton
Scenario........C. B. Penney
Cameraman........Dal Clawson
Photography........All right
Locale.............N. Y.; Florida Length.............7,232 feet

Thomas Meighan in "The Alaskan"  
Paramount

As a Whole.............ACTION, SUSPENSE, FINE PICTORIAL APPEAL MAKES IT A PLEASANT PRODUCTION. AND YET THERE'S SOMETHING MISCELLANEOUS IN IT. MEIGHAN DOESN'T SEEM TO BE WHOLLY AT HOME.

Cast...........William Desmond in "The Sunset Trail"  
Universal

Star...........Will probably suit his admirers in this James Oliver Curwood story of the Alaskan tramp. He takes himself far too seriously. Not always well photographed.

Cast...........Estelle Taylor suitable in a more or less important leading role. Alphonse Ethier and John Sainpolis not over impressive villains. Others Anna May Wong (especially good in several bits), Pat Campeau, Maurice Cannon and Charles Ogle.

Type of Story........Drama; from the novel by James Oiler Curwood. Generally speaking "The Alaskan" seems to be a story that should fit Meighan ideally. He does a good job and director Brophy in sending the story on its way. The photography and the acting are of a high order of entertainment. The plot seems to lose short of the entertainment affected by several other stories. It is certainly capable of the role, perhaps too much so—he takes it too seriously. This is most noticeable in the climax fight which takes place in camera. Incidentally, the slugging and shooting in this sequence becomes just a bit funny when they keep popping each other off in succession in shooting gallery fashion.

The locations are beautiful, and wonderfully photographed. Many of the shots are worthy of a first class scenic. The story deals with the story of the hero Alan Holt to save Alaska, and his own ranch in particular, from Graham, an invader who would "strip the country bare of all of its riches, ravaging every resource for his own aggrandizement." Holt's love for Graham's wife (who left him on their wedding night) makes it more difficult. Of course Holt is the victor and Graham dies conveniently.

Box Office Angle........Not likely to disturb Meighan's legion of admirers. They'll probably be well satisfied. And still it’s not another "Back Home and Broke."  

Exploitation........You know what you can do with Tom Meighan's name. That's sufficient excuse for getting this film from the story of the tramp, his many admirers by telling them he has a James Oliver Curwood story in "The Alaskan." The customary book of statistics will be entirely apropos. Be sure to show them a trailer containing some of the beautiful shots and use stills liberally in your advertising. Everything the actor's name can be capitalized, also.

Direction........Herbert Brenon, good.
Author........James Oliver Curwood
Cameraman........James Howe
Photography........Excellent
Locale.............Alaska Length.............6,736 feet

William Desmond in "The Sunset Trail"  
Universal

As a Whole.............ANOTHER ADAPTATION OF "OVER- LAND RED." FINE POSSIBILITIES IN STORY BUT CURRENT VERSION ISN'T QUITE AS COHERENT AS THE HANDY CAREY PICTURE OF FOUR YEARS AGO.

Cast...........Has adapted many of Harry Carey's experiences in this film which is quite as well suited to the role although he seldom falls short of its requirements.

Cast...........Lucille Hutton pleasing lead actress develops a hobo's pal. Others Wm. A. Steele, Al Jennings, Bob Kortman, Albert J. Smith.

Type of Story........Western comedy-drama; adapted from Henry Kibb's novel "Overland Red." Universal claims that "Overland Red" was the first story to be made in Hollywood. Harry Carey ever made and also one of his best money-makers, which is probably sufficient excuse for thinking the story is worth while. It still makes a good picture and its mixture of comedy, drama, heart interest, and the varied elements of audience entertainment. Nevertheless The Sunset Trail isn't as big as "Overland Red," but while William Desmond handles the role of the hobo capably he isn't quite as suitable a type as Harry Carey whose particular forte lies right in this direction. Desmond doesn't quite meet the comedy business that is included in the characterization. The story deals with the adventures of Overland Red who calls himself the "happy hobo." On the desert he meets a prospector who dies shortly after their meeting. Happy is held for murder but released, although he suspects he stole the gold that was on the prospector's person. They get into a bad line of business and work her father's mine, thus securing the gold which saves the ranch from going to the hands of villian-gritch develops that Happy is an ex-herisher hiding away from arrest for a crime he did not commit. His name is cleared and there's the old time climax.

Box Office Angle........Satisfying for the average audience. They'll probably like the character of the hobo Happy. And one of the more interesting character study and the comedy business is good relief.

Exploitation........In the way of exploitation by way of having a fellow tagged as a tramp, and strolling the streets with press release, in a few cases to advertise "The Sunset Trail"—should get attention. A trailer can be used effectively and the usual postcards.

Direction........Ernst Laszem; fair
Author........Henry Herbert Kibbs
Cameraman........Wylah
Photography........Jack Ross
Locale.............California Length.............5,946 feet

Tom Mix in "Oh, You Tony!"  
Fox

As a Whole............QUITE UNLIKE THEUSUAL TOM MIX OUTPUT. VARIATION MAY APPEAR TO THE FANS, BUT MIX FALLS SHORT OF THE COMEDY REQUIREMENTS OF HIS ROLE.

Star...........Has a thrilling race in the first reel which he does with his usual fine style and offers plenty of thrills but his comedy antics as a cowboy hobo-nobbing with society folks is far out of line.

Cast...........Claire Adams suitable lead. Others Richard Lareno, Earle Fox, Dolores Rousse, Charles K. French, Miles McCarthy.

Type of Story........Comedy-western. Tom Mix's famous horse, Tony, gets the "Why do you do it?" in the title but Tony's owner still holds the center of the stage in the picture, and not as a typical Western hero. Mix's horse doesn't lie in the direction of comedy. He's a great cowboy but a poor comedian. In "Oh, You Tony!" Mix plays the part of a rancher who goes to Washington in behalf of an irrigation project. His cowboy manner fails to fit in with Washington society and Tom takes a course in etiquette. There's a lot of comedy attempts in this sequence but practically all of them fail to materialize. It's a good type of humor that is never honestly funny. At times it is even vulgar, particularly in the way of such things as "making love." Of course there is a plot on hand in which it is planned to fleece Tom of his wealth and get the ranch away from him. All the time, back home on the ranch, there's a sweetheart who is protecting Tom's interest because she loves him. Of course with you doesn't do anything about it and Tom is thousands richer as the result of Tony's winning a race.

Box Office Angle........Tom Mix fans aren't likely to be disturbed because he is playing himself. They'll probably accept his comedy efforts without a kick but from a general entertainment standpoint 'Oh, You Tony!' isn't up to Mix's standard.

Exploitation........If you want to capitalize on the popularity of Mix's horse, Tony, you should be able to interest them with this title and the fact that Tony has a little more prominence than usual, although they may expect more of him from the title. Of course there is a plot on hand in which it is planned to fleece Tom of his wealth and get the ranch away from him. All the time, back home on the ranch, there's a sweetheart who is protecting Tom's interest because she loves him. Of course with you doesn't do anything about it and Tom is thousands richer as the result of Tony's winning a race. They'll probably accept his comedy efforts without a kick but from a general entertainment standpoint 'Oh, You Tony!' isn't up to Mix's standard.

Direction........J. G. Blystone; poor on comedy business.

Author........Don W. Lee
Scenario........Don W. Lee
Cameraman........Dan Clark
Photography........All right
Localer.............The West—Wash., D. C.
Length.............6,380 feet
**The Week's Headlines**

**Monday**

I. M. P. F. D. A. considering own exchanges... Oppose importations due to... Eastman will contest Federal Trade... German theater owners alarmed over... Oppose importations during...

**Tuesday**

John Kunsky explains why he is developing booking plan for Detroit. Seeks protection for exhibitors and himself. Detroit M. P. Corp. faces receivership... Stockholders hold indignation meeting to discuss $245,070 deficit.

D. W. Griffith arrives in Boston from Italy. Refuses to talk to newspaper men.

Louis B. Mayer stops off in Washington en route to New York. Talks of production. [...]

**Wednesday**

D. W. Griffith returns to New York. Declares he is "free" of United Artists upon completion of "The Dawn." Proposed Warner theater project elicits much comment in several key cities. The story arrives with others to consider on plan.

Jules Mastbaum joins Ben Hicks and Ben Blumenfeld in Paris theater project.

Harry Reichenbach stops Paramount advertising in all local theaters. He now has an opportunity...)

Hearst broadsides with his current films.

Germans to invade this country. Determined to gain foothold in the States.

Opening session of Federal Trade Commission in Boston. Testimony shows that "Famous" theater holdings are all negligible.

**Thursday**

Bruce Johnson, back from Europe, found conditions there more improved. General optimism abroad. Theater situation better in England. Famous granted 30 day respite by Trade Commission before hearing resumes in New York. Boston sessions near over.

**Friday**

Paramount scores at final session in Boston. Riddles boycott story told Commission by Jacob Conn, former Concord exhibitor.

Popular Pictures start. Will have 52 a year. Harry Durand, Ike Schenk and Sidney Cohen reported interested.

Metro-Goldwyn announces first sales drive since the merger. Set aside Oct. 5-18 as "Metro-Goldwyn Weeks."

Warners said to have three more under consideration for proposed theater chain.

Providers Dist. Corp breaks up Mid-West territory. Creates new posts there.

**Saturday**

First National to move part of its production outfit to New York.

D. W. Griffith starts first picture (for Famous) Jan. 1. Now at work on "The Dawn."

East Side looking deal between Small-Strawberry circuit and Mayer and Schneider, reported on.

Samuel Goldwyn plans another Potash and Perlmutter film. Will star Ronald Colman shortly.

**The Month’s Headlines**

**Monday**

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**THE FILM DAILY**

**The Film News**

DAILY NEWS— * Percy Marmont is an ideal A. M. S. Hutchison hero. He... "The Clean Heart" and not a little pathos. Decidedly it’s worth while.

EVENING JOURNAL— * one of those exceptional productions that make... It’s a rip snorting picture traveling long past and keeping the girls breathless most of the time.

DAILY NEWS— * There’s a good deal of fun in the two Alphonse Eiffier, with Tommy Griffin in the title role... the only walki...s the picture.

EVENING WORLD— * Thomas Meighan plays the Alaskan according to the best traditions of a lurid role. But the Alaskan is all Alaska.

HERALD-TRIBUNE— * are magnificent, and at the moments when you would persuade yourself that we were looking at a travelogue, we enjoyed it immensely, at other times.

MORNING TELEGRAPH— * Scenically the Alaskan is superb! Dramatically it is a proper quality of paste sun... * It was all rather like a mystery melodrama—one of those things in which everybody goes around with one finger on his nose and another on his lips. Each note here and there with enigmatic comment.

Meighan was stalwart and still rolled his eyes when annoyed and Miss Taylor bobbed about gruffly, whatever may be said of logic, and seemed quite excited by it.

So, to be strictly honest, did most of the audience. The reviewer was not too affected.

TELEGRAM— * There is the usual feud between rich man and poor, culminating in the usual hang-up exhibition of the usual castoffs. Unusual compensation is tendered to the bystanders, by the background hucksters, in the midst of which the Alaskan stalks a sweep of unforgettably beautiful land.

TIMES— Scenically it is a beautiful production, giving one many wonderful glimpses of towering mountains and water-filled valleys. The narrative, however, is one of those tangled affairs difficult for the ordinary mortal to unravel to his satisfaction. To gain a really compact idea of it, one would almost need the author’s help.

There is a quantity of action in this production, but every new and again at important junctures it is shrouded in a veil of mystery... * "The Alaskan." * Prof. Meighan is seen in one of the most active of all his roles. He is also one of the least imaginative of Mr. Meighan’s and through all his escapades he becomes a little more individual. The picture is exactly the kind of thing which a majority will enjoy, as they say, to the full.

"The Clean Heart"— Vitagraph, Rafto

AMERICAN— * one of the most charming and unusual pictures it has been a long time since one saw so much enjoyment from a picture; it is a good picture even. How I am going to pass it by without some unfavorable comment. It is not so much the story as the way "The Clean Heart" is pictured.

**DAILY NEWS**— * Percy Marmont is better in this than in "Winter." He depicts moods, boyish gaiety and emotional reactions with infectious warmth... *
The World
Over—Bigger and Better
Theatres Everywhere

Rin-Tin-Tin in “Find Your Man”
“The Lover of Camille” (“Deburau”)
“The Age of Innocence”
“Recompense” (Sequel to “Simon Called Peter”)
“The Dark Swan”
“The Eleventh Virgin”
“A Lost Lady”
“Eve’s Lover”
“This Woman”
“The Narrow Street”
“The Dear Pretender”
Rin-Tin-Tin in “The Lighthouse by the Sea”
Ernst Lubitsch’s
“Three Women”
“How Baxter Butted In”
“My Wife and I”
“Broadway Butterfly”
“The Bridge of Sighs”
Second Ernst Lubitsch Production
Rin-Tin-Tin Production
“The Man Without a Conscience”

WARNER BROS
Classics of the Screen

SEASON OF 1924-25
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<td>Merrimack Square, Lowell</td>
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<td>Poli Theatre, Worcester</td>
<td>Lyceum, Bayonne</td>
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<td>Wm. Gray New England Circuit</td>
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<td>Majestic, Elmira</td>
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The natural evolution of things will bring a limited number—a very small number of operations. And then it won’t be worth while at all.

“And,” said the Exchangeman, “if you’ll be getting out by that time so will I. It’s almost too tough to stick to as it is.”

TOUGH GOING

Over in Wales they have queer ideas. One of them: the authorities insist that picture Folk cover up their posters on the boards. ("Hoardings" they term them.) Over Sundays. So every Saturday night a nice clean sheet of paper. Goes over all the lithos. Good business over there—lithos.

BRITISH CRITICS RAVE OVER “ABRAHAM LINCOLN”

It has been a long time. Since any American picture received the praise that came to “Abraham Lincoln” when it was recently shown in London. All of the critics seemed anxious to outdo each other. In going overboard on this one, “The Daily Chronicle” has this caption: “Brothers Who Made World’s Greatest Film.”

And the Daily News’ caption reads: “A Great American Film.”

Guess this will make the Rockett boys feel pretty good?

It should.

AN IDEA

Especially suggested to secretaries of various Film Boards of Trade. Throughout the country. Secure from Dave Palfreyman, secretary of the Detroit board a copy of the chart. Prepared by Wm. H. Ashton Printing Co. And have a like list made up. Of theaters in your territory. It will come in mighty helpful. Any printer will be glad to do it for you. For the advertising value thereof.

MEMORIES

Harry Crandall has closed his first house. The old Crandall at Ninth & E Sts., Washington. An old timer, with 500 seats. But the house that gave him his start. And today Crandall is one of the best exhibitors in the business. Harry has covered a lot of ground since January, 1905. When he opened this house. And Jack Alicoate. Of the little old paper. Wrote his first ads.

RAIN INSURANCE

Old Harry Reichenbach has put over another. Now advertises "rain insurance" protection. For the De Mille production "Foot of Clay." At the Rivoli. Harry says over 400 seats were sold. On the first day the ad appeared. Just another good stunt.

AGAIN CENSORSHIP


PUBLICITY

Once upon a time the late Arthur Pue Gorman. Then Senator from Maryland. When being attacked by The Baltimore Sun said: “Let them attack. I’ll have some friends to always take up for me. But for Heaven’s sake, don’t let the papers ignore me. Then I am ruined.”

Which hears somewhat on the publicity awarded yours truly. In various trade papers of England. In the issues received early this week. “Kine”—our friend Tilley never quits—gives a wise crack at a discovery made of the Kinemotograph Trades Council. Which he indicates has “dried up” over there.

Then F. E. Adams, who, in the “Cinema” was fearful that American companies were going to gobble up many theaters in England, and to which we passed on an inelegant “boo!” comes back at the “boo” by quoting. From us. To indicate that American concerns intend invading England. For houses. (We really pointed out that American concerns could be expected to build in various cities all over the Continent, including London.) Then Sam Harris in the same paper laments over the possible invasion of American concerns and our good friend John Cabourn. In the Bioscope. Commenting on the same article says: quoting from us. “Of course such push, such energy, could not be too apparent. It must be in the background, otherwise it must be offensive, but this is simple. ’Forewarned is forearmed.’ What ‘Danny’ has expressed today. Has been thought of by someone else yesterday.”

If our circulation fails to increase in Great Britain after all this unsought publicity someone will lose their job.

XMAS GIFTS

Coming early this year. Especially to Associated Exhibitor salesmen. Who can earn most anything. From furnishing a house for $2,500; a motor, a speedboat, a building lot, even down to membership in a country club. If he can but win “The Spitfire” contest.

Plough in boys, you have a lot of time.

DWAN’S APPEAL

Allan Dwane in an outcry for material. “Let the O. Henrys come on!” he cries. Adding, that in his opinion Henry was “the ideal writer” of picture stories.

Yes, Allan, you’re right. But when you talk of O. Henrys “coming on” don’t overlook this: that every magazine editor in the world has been looking for O. Henry’s successor for a long, long time. And by the way, did you ever hear of Michael Arlen?

FIGURES, CANS AND FILM

The statistical department of Fox Film is on the job. And they have discovered that since Bill started making film he has turned out 650 million feet of negative and positive and that the cans containing this film number 642,700. (Where is Bill’s can factory?) Also the statisticians find that Bill has produced 1,801 productions. But they have overlooked pointing this out:

How many great successes were in the lot? How many box office money makers? A lot of people would like to know.

Do we hear anything?

And ‘nary a producer to chime in. To tell his troubles. We’ll try and dig one up. To listen to his troubles.

BLASE!

Elevator man in Film Building, Pittsburgh. Has the car adorned with lithos and photos of screen celebrities. Asked whom he liked among the lot said: “Don’t know. Never look at ‘em. Somebody pasted ’em up.”

A VETERAN OF 16 YEARS

One Eddie Saunders. Who knows how to bleach his grey hairs. And looks as youthful as a leading man. Been in pictures for 16 years. (Still has a sense of humor.) And still keeps to the job of selling film. Somewhere out in the sticks now. On the same old job. Anytime you see a man with one concern a long time—and Eddie has been with Metro since he and it started—you can bank on it that he’s good. And a lot of folks say Eddie is very, very, good.

BARGAINS

Slightly used and shop worn cameras at greatly reduced prices.

Liberal allowance made on your outfit in trade.

Best cash prices paid for second hand Debrick and Bell & Howell cameras.

MOTION PICTURE APPARATUS CO., Inc.

Bryant 6635
118 West 44th St., N. Y. C.
The two words—

“EASTMAN”
and
“KODAK”

—in black letters in the film margin, identify the release print on Eastman Positive Film, the film that carries quality from studio to screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
Let's go! Up in front we are! Up in front we stay! FIRST NATIONAL FIRST by cracky-means just what it says!
SALESMEN
By DANNY

The link, Between the producer and the exhibitor. Probably the most important lieutenants in the business. With more responsibilities: more problems than the other aids. How do they size up to their responsibilities? How do they measure up? 

For a long time, I have been talking to a number of people on this subject. The result is very messy; badly mixed up. But this seems to be a general belief:

That during the past few years there has come into the business a finer, better, type of salesman than existed before. 

The days of the old-timers, the fellows with smartly stories and open time for a “night off” have gone by.

There is a reason for this. A mighty good one. And that is the evolution that has come— and is still working—in the business. The salesmen today—as a class—are a far better type of men than those who were on the line five years ago. The quicker the entire sales force—all along the line—is brought up to date, the better.

The salesmen—especially those far away from the home offices—have many problems to handle. They must keep peace all along the line. As well as handle a lot of stuff that isn’t so mighty stuff that isn’t so mighty fine. They must arbitrate differences and yet remain loyal to the Home Office. And boy, that’s mighty tough at times.

They must ask—and obtain—from the small exhibitor a price that is often out of proportion to what the big exhibitor pays. Because of the inequalities of the business. And the system in vogue. Besides they must read the bulletins and "urgent" letters coming from the Home Office. A job in itself.

Another Circuit

New York is threatened with another large circuit. The combination of the Mayer & Schneider—Small-Strasburg—Blinderman organizations. It if goes through it may mean 27 houses in the East Side and Williamsburg tied together. And that means the Loew circuit will have a strong antagonist. At least in New York. And if this circuit develops look for more. Especially in and around New York.

All Ready

Looks Like a Great Golf Party If Weather is Good—Over 200 Players to Participate

Unless it rains by the bucket tomorrow promises to be a great day for the golfers. The Fall Film Tournament will be on at Sound View, Great Neck, and about 200 will participate. All golfers (no gofers), and the golfers will include two champions, Benny Leonard and Jack Dempsey, both of whom swing a mean club, according to report.

If Jules Mastbaum can get off the Majestic in time, he will be on hand. Chris Deehl of Youngstown, and the Moore boys from Washington, together with Guy Wonders of Baltimore and George Wilson of Baltimore, will make up some of the out-of-town exhibitors. "Eddie "Doc" Golden of Boston expects to be on hand to show what Metro can do in a golf way.

Mayer B. Schlesinger of Newark has a genuine trophy, a silver cup and the "Du Pont de Nemours" raw stock organization have forwarded a handsome set of brushes as a special trophy.

There will be the usual trophy cups (Continued on Page 3)

July Exports Total $585,009
(Special to THE FILM DAILY)

Washington—Exports during July included 3,106,049 ft. of raw stock, valued at $60,197,720,356 in netteratives, valued at $81,727, and 12,358, 517 ft. of positives, valued at $434,175, according to figures just compiled. An outstanding feature of the month’s business was the importation by England of more than 2,000,000 ft. of positive, with a value of $78,432.

Pathe Stock on Curb

The New York Curb Market Association has admitted to trading, 190,000 authorized shares, Class A common stock, of Pathe Exchange Inc. The stock has no par value.

"The Man She Bought" Next
(Special to THE FILM DAILY)

Los Angeles—"The Man She Bought" will be Constance Talmadge’s next picture. Sidney Franklin will direct.

Detroit First

It is understood that Detroit will house the first exchange to be financed and operated by the I. M. P. D.A., which last week definitely committed itself to a policy of maintaining its own distribution in territory.

A Change

Harvey E. Gausman, who for several years was in charge of the West Coast office of THE FILM DAILY, resumes his old position today. Harvey Gausman is one of the best known men on the Coast in film circles.

"America" Passes

English Ban Finally Lifted—Changes Made Said to Be Mainly in the Titles

Newspaper cables from London indicate that the British ban on "Love and Sacrifice" ("America") has been lifted by the London Board of Censorship, with required changes made essentially in titles.

The Griffith representative in London is credited with saying they uttered hope were considered too forceful and were therefore eliminated. The action remains practically intact.

A L. Grey stated Saturday the picture had been granted a universal certificate, which permits it to be shown anywhere in England. The Scala theater has been held pending a decision in the matter and now that the picture has been passed, it will have its London premiere on Thursday.

"Sea Hawk" Follows "Yolanda"
(Special to THE FILM DAILY)

Detroit—"The Sea Hawk" has been booked for a run at the Adames theater following "Yolanda," now playing there.

C. B. C. Ahead of Schedule

Hollywood—C. B. C. is far ahead of its production schedule. The Perfection series will be finished at least three months before release dates.

Dante’s Inferno Opens Sept. 28
"The Man Who Came Back" closes Sept. 27, following a four weeks’ run at the Central. It will be followed by "Dante’s Inferno."

Dahken Leaves
Fred Dahken, of San Francisco, who has been vacationing here in the East, with his family, is on route for home, via Canada.

Receiver for Granter’s Exclusives
(Special to THE FILM DAILY)

London—A receiver has been appointed for Granter’s Exclusives Ltd.

Another Hollywood?

Tampa, Fla.—Promoters Go The Limit On Promises for New Studio City
(Special to THE FILM DAILY)

Tampa, Fla.—Within a year or so, Tampa will have a Hollywood of its own, if ambitious plans announced by the men at the Tampa Film City Development Company materialize. The company was recently chartered with a capital of $5,000,000, and calmly announces it will spend $10,000,000 on the project. Moreover, none of the stock is offered for sale.

The company is represented here by H. A. Kelly, said to be one of the greatest promoters in the business, in California. Dr. Charles D. Allen and Eugene Reed are also named. More than 30,000 acres of land have been purchased between the Alafia and Little Manatee. A "film city" will be erected on this site to accommodate at least 100 producers, who will have their companies, numerable studios, administration buildings, and the like, at their disposal, the announcement says.

The announcement graphically describes the place as a virtual paradise with a palatial hotel, large golf links, several farms on the outskirts, a club house and a separate residence.

Mac Lean Coming From London

Hugh Mac Lean is en route to America from London on the Adriatic, due here today. He is managing director of Mac Lean Prod. and Atlantic Union Films. Le Cope Little picture is "Bob, Son of Battle." Curtis Brown, Ltd., representing Mac Lean states this picture is the London Capitol, the new house being built by Al Woods and Ben Blumenthal.

Gish in "Dr. Faustus"

The News, in a special Berlin cable, stated on Saturday that negotiations on the pet picture by Gish to appear as Marguerite in "Doctor Faustus." Emil Jannings will play the title role.

Seastrom’s New One
(Special to THE FILM DAILY)

Los Angeles—Victor Seastrom’s next picture for Metro-Goldwyn will be "Kings in Exile."

"Romola" Deal Set

It is understood that the deal between Inspiration and Metro-Goldwyn for the distribution of Rossetti’s "Romola" is to be announced in the near future. The exploitation plans for the premiere are already under way. The picture will have a special Broadway showing.
Cuts And Flashes

The H. & B. & S. Theater Corp., of New York, has changed its name to the Sun Haven Development Corp.

"Red Shadows", the first of the new serial, "Riders of the Plains", has just been received by Arrow.

May Cerf has been engaged by Sawyer-Lubin as a reader.

Leon Mumford Promoted

Leon Mumford, for the past two years manager of Joseph Stern's Tivoli, Newark, N. J., has been appointed special representative of the Joseph Stern Theatrical Enterprises, with headquarters at the Castle theater.

Flynn's First

Los Angeles—The title of "Leify" Flynn's first picture for F. B. O. has been changed from "The Forgotten City" to "The Stranger From Nowhere".

"Second Chance" for La Marr

Sawyer-Lubin have purchased "The Second Chance" by Mrs. Wilson Woodrow, from W. J. Watt for Barbara La Marr.

On Broadway

Astor—"Captain Blood"

Broadway—"Find Your Man"

Brooklyn Mark Strand—"Sinners in Heaven"

Cameo—"Monsieur Beaufique"

Capitol—"America"

Central—"The Man Who Came Back"

Cosmopolitan—"Janice Meredith"

Criterion—"The Ten Commandments"

Liberty—"The Thief of Bagdad"

Loew's New York—Today—"The Enemy Sex"

Tuesday—"The Lash of the Whip" and "His Own Law"

Wednesday—"Secrets"

Thursday—"Girl Shy"

Friday—"Into the Net" and "A Desert Outlaw"

Saturday—"A Rose of Paris"

Lyric—"The Iron Horse"

Mark Strand—"The Sea Hawk"

Rialto—"The Alaskan"

Rivoli—"Feet of Clay"

Next Week

Astor—"Captain Blood"

Broadway—"The Sea Hawk"

Brooklyn Mark Strand—"The Sea Hawk"

Cameo—"Life's Greatest Game"

Capitol—"America"

Central—"Dante's Inferno"

Cosmopolitan—"Janice Meredith"

Criterion—"The Ten Commandments"

Liberty—"The Thief of Bagdad"

Lyric—"The Iron Horse"

Mark Strand—"In Hollywood with Potash and Perlmutter"

Picasil—"Barbara Frietchie"

Rialto—Not yet determined

Rivoli—Not yet determined

Another Hollywood?

(Continued from page 1)

Several of the largest picture houses in Hollywood—"wonderful homes" and "gorgeous residences" for the actors and workers. Officers believe their "film city" will emulate everything of its kind ever attempted in Florida. And, besides the picture end of the enterprise, 27 buildings will be erected to manufacture various articles. The latter will in no way be connected with producing, although when there is a let-up on production, the workers can find employment in the factories, it is stated. Foreigners will be segregated in a separate section.

That's all, however.

In the center of the proposed city, several hundred acres of land will be left to its natural state for the confinement of wild animals and the shooting of outdoor scenes.

Those behind the movement are very sure that the venture will revolutionize the industry. An array of castles, temples, balconies, and the like, will always be at the producers' disposal. The studio buildings will have fronts representing palaces of various types. Kelly declares the city will have a population of at least 25,000.

J. M. Franklin Honored

(Special to THE FILM DAILY)

Ottawa, Ont.—J. M. Franklin, manager of B. F. Keith's theater, has been admitted to the Rotary Club of Ottawa, filling the place made vacant by Oral D. Clokey, former manager of the Regent, who is now in California.

Cast Picked for "Locked Doors"

Hollywood—Betty Compson, Theodore von Eltz, Robert Eddison, Theodore Roberts and Kathryn Williams are the principal players in William de Mille's next, "Locked Doors."

JOHN SLOBEY
ART TITLES
MINIATURE SETTINGS
For Productions

CLAY MODELLING, ETC.
1650 B'way, N. Y. C.
Phone Circle 5372

MOTION PICTURE EXECUTIVE!
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EXECUTIVE, correspondent, ten
years motion picture publicity advertising experience, reliable, college
education, first-class references, desires position to round out ten
years experience. Box K 10, c/o
Film Daily, 71 W. 44th St., N. Y. C.

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GOERZ

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Dept.
542 Fifth Ave. Tel. Murray Hill 1551

JACQUELINE LOGAN
"The House of Youth"
~FROM THE NOVEL BY MAUDE RADFORD WARREN
ADAPTED BY C. GARDNER SULLIVAN
~ DIRECTED BY RALPH INCE

REGAL PICTURES, INC. PRESENTS

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We Are Lenders
PROGRESSIVE FINANCE CO.
1918 Western Ave.
New York Phone, R. 0231

The Film Daily
Monday, September 22, 1924
All Ready
(Continued from Page 1)
and special cups from other kindly donors, of which mention has been
previously made. There will be special
cups for the morning round.

Don’t forget the Handicap
Committee has set some new rules and you are expected to
live up to them. Or be dis-
qualified for prizes.

How To Get There
By motor: over 59th St. bridge, turn
left, through Corona, Flushing, Bay-
side. Douglas, turn left at sign
marked “Great Neck-Sound View
Golf Club.” Or by Long Island R.
R. to Great Neck, trains leaving 7:11;
7:45; 8:15; 8:41; 9:15. Daylight Saving
time. Taxi to club.

If it is raining hard phone FILM DAILY-Vanderbilt 4551
about 7:30 a. m. for official in-
formation regarding a post-
ponement until the following
day. Drizzles, or cloudy wea-
ther will not count. Only a real
hard rain will cause postpone-
ment.

Additional entries, received since
publication of Friday’s lengthy list
follow:
Carnes, G. C., Brit. and Continental
Trading,
Cohen, Emanuel, Pathe News,
Derrham, J. A., Cosmopolitan,
Fitz Patrick, J. A., Fitz Patrick Pictures
Dills, John C., Prod. Dist. Corp,
Gibson, W. A., Seymour,
Gozet, Harry, Consul Film Industries,
Grabiner, George, 565 5th Ave.
Grella, Harry, Supercine Corp.,
Hall, Walter, 36 W. 44th St.
Henry, T. Y., United Artists
Hovis, William, Exhib. Trade Review
Jesse, J., Warner Bros.
Johnson, Million, Australasian Films
Kelley, Arthur, United Artists
King, Henry, Great Neck
Knobloch, Harry, Friars Club
Kruhl, Harry, Powers Engraving
Leffingwell, E. W., Rothacker-Aller
Lesser, Irving M., Principal
Lohin, Bert, Associated Pictures
Milligan, Jim, United Ad Art Co.
Merritt, Sam E., Warner Bros.
Pemberton, John, Banhaf and Pemberton
Powders, E. J., Powers Engraving
Raynor, W. E., Pathé
Rickett, Al, Algonquin
Ridner, Harold, Warner Bros.
Sanford, Bert, Pathé
Bax, Samuel, Lumas Films
Sawyer, A. H., Associated Pictures
Shepp, Dr. E. c/o J. C. Barnstyn
Segal, Harry, Pioneer, Boston
Shallenberger, W. E., Arrow
Starr, Herman, Warner Bros.
Sterne, Monte, United Artists
Thomas, Frank, Seymour
Vogel, William, 110 W. 46th St.
Warner, Abe, Warner Bros.
Warner, Sam, Warner Bros.
Wheeler, Arthur G., Peerless Booking Corp.
Wilkerson, Billy, East Coast Films
Williams, J. D., Ritz-Carlton
Wonders, Guy, Riviello, Baltimore
Zierler, Sam, Commonwealth

Silverman Forms Independent Film
(Special to THE FILM DAILY)

Kansas City—A new exchange has been formed here by Joe Silverman,
formerly with F. B. O. as a salesman.
He has closed for the “Chadwick 9”.

Kansas City Renews Contracts
(Special to THE FILM DAILY)

Kansas City—At a meeting of the p. t. o., local exhibitors decided to
renew the old contract with the operators for another year.

Among Exchangemen
Philadelphia — George Thompson,
who formerly covered this city for
Metro-Goldwyn, has joined Vitagraph,
covering Jersey.

Kansas City—D. M. Majors, for the
past year with the Warner exchange,
is now city salesman for F. B. O.

St. John, N. B.—Robert Romney,
manager for Vitagraph, has returned
from England.

Cleveland—David Klein, formerly
with Goldwyn, is now with Producers
Dist. Corp.

Greenbaums Close for New House
(Special to THE FILM DAILY)

Mansfield, O.—Mark Greenbaum
and his son, Jack, have leased the
new theater to be built by The
Knights of Pythias. The Green-
baums formerly operated the Opera
House. Through competitive bid-
ing, the Opera House, belonging to
the county, went to Jim Partella, who
also has the Majestic. The new house
is to be started this fall.

MACK COHN
Cutting & Editing
At
220 W. 42nd St. N. Y. C.
Lackawana 8677-8

THEATER CHANGES
Atlantic City—A report has it that
the Park, darkened some time ago,
will be reopened by an exhibitor who
now operates in Pittsburgh.

Newberg, Mo.—M. H. Buchey, of
the Lyric, has gone out of business.
Joe Carroll expects to open the house
soon.

Shawneetown, Ill.—The Grand is
now under the management of Grade
Fields. He intends playing first runs.

Detroit First
(Continued from Page 1)

ritories now considered closed to
them.

A committee will leave for that
city very soon to make the necessary
arrangements. Office space will be
engaged, furniture bought, and a
manager and sales force secured. It
is expected all of the necessary de-
tail will be ironed out and the ex-
change functioning in a month.

Harold Lloyd’s latest, “Hot Water,”
will be released Nov. 2.


do not hallucinate.
Incorporations

Columbus, O.—Indian Lake Park Amusement Co., Russell Point, Capital $95,000. Incorporators, A. B. Jones, G. A. Morris, Thomas Thorngren, George Middleton and John Curry Hover.


Providence, R. I.—Park Theater, Cranston, Capital $100,000. Incorporators, George O. Hadfields, Courtland Potter and Eden Bigney.


Springfield, Ill.—The Film Councils Of America, Inc., Chicago.

4 New Coast Producing Units
(Special to THE FILM DAILY)

Sacramento, Cal.—The Secretary of State has granted charters to four new producing outfits. They include the American Players Corp., with a capital of $100,000, with Roy Scott, Mason Andrus, Ward Hayes and Gene Woolsey, listed as incorporators. Thomas Regan, Joseph Pitino and E. M. Regan have formed the Thos. C. Regan Prod., Inc., with capital of $100,000. Another is Art Mix Prod., Inc., formed by Arthur Lynch, Denver Dixon and Marvin Bradley, with a capital of $5,000. The sponsors of Roy Hughes Pictures, Inc., a $50,000 corporation, include Roy C. Hughes, Yngve Esbjornsson and Donna Hare. Headquarters of all are in Los Angeles.

Another New One For Cleveland
(Special to THE FILM DAILY)

Cleveland—A new theater will be erected on Euclid Ave., on the site of the old Star Theater on which was recently sold by the Republic Building Co. to the Euclid-Vincent Co., a new corporation. It is understood that Joseph Lemonias, big holder in the properties on which the Loew theaters stand, is connected with the new company.

Kaplans Acquire Dunbar
(Special to THE FILM DAILY)

Cleveland—Harry Kaplan, of Kaplan Bros., has purchased the Dunbar, in Columbus, the house they recently purchased. They also operate a chain in Cleveland.

Wilson Given New Post
(Special to THE FILM DAILY)

Edmonton, Alta.—Walter F. Wilson has been appointed manager of Famous Players' Capitol. He was the organizer of the Garrick Theater Co., Winnipeg, some years back.

Benefit For Tornado Sufferers

Lorain, O.—Max Marcus, of the U. S. theater, held a benefit performance for the Lorain tornado disaster sufferers recently and turned over $127 to the fund.

Jossey Buys Wilson Series
(Special to THE FILM DAILY)

Cleveland—J. S. Jossey, of Progress, has purchased 26 Ben Wilson westerns for this territory.

Shirk Quits Grand-Asher
(Special to THE FILM DAILY)

Los Angeles—Adam Hull Shirk has resigned as publicity director for Grand-Asher.

Joe Hatcher Passes
(Special to THE FILM DAILY)

Tupelo, Miss.—Joe Hatcher, well known exhibitor is dead.

WHEN—
You Want Motion Pictures Made, Any Kind, Anywhere.

EASTERN FILM CORP.
220 West 42nd St.
Chickering 2110-2111

Auditorium, Ottawa, Opens Today
(Special to THE FILM DAILY)

Ottawa, Ont.—The Auditorium opens tonight with a picture policy. The hall, which seats 15,000, has been turned into a theater. T. P. Gorman will manage. "Dorothy Vernon of Haddon Hall" will be the feature during the opening week, followed by "Hunting Big Game in Africa," "The Ten Commandments," "The Sea Hawk," and "The Man They Could Not Hang," the Australian production. Each picture will play the week. There will only be one performance a day, at 8:30, with $1 top price. The place is so large that instead of a regular orchestra, a regimental band of 22 pieces will supply the music.

"America" In Seattle
(Special to THE FILM DAILY)

Seattle—The Governor, prominent officials and members of various patriotic organizations attended the Northwest premiere of "America" at the Heilig Amusement Co. has booked the picture for the Civic Auditorium at Portland, the Tacoma theater, Tacoma and the Heilig theater, Eugene, Ore., to be roadshowed at $1 top.

FOR RENT
NATIONAL STUDIO
29 Middlesex St.
Boston, Mass.
Make Your Next Picture in Boston
Fully Equipped Studio

Coast Breviary

Hollywood.—The third of the Franklin Farnum series for Independent is near ready.

David Butler has been engaged for a part in "The Narrow Street." James Farley has been cast for "Zander.

One of Many

VIRGINIA AMUSEMENT CO.
L. O. DAVIS
HAZARD, KENTUCKY

VIRGINIA THEATRE, HAZARD, KY.
PERRY THEATRE, HAZARD, KY.
FAMILY THEATRE, COMBS, KY.

The Film Daily September 15, 1924.

New York City.

Gentlemen:

Just received your Short Subject Quarterly Edition and want to say it is a peach.

When I subscribed for your paper some few months ago it did not impress me so much but it keeps on getting better and better so fast I feel as tho I owed you a compliment on this wonderful daily.

It's chuck full o' real live wire and the way you handle your review department makes it one of the most dependable guides in the business.

Keep it up ***

Yours very truly,

VIRGINIA AMUSEMENT CO.

By L. O. DAVIS
**Chronicle**—*.* warranted to give a genuine thrill for every foot of film, and there are several thousand. * * *

**Chronicle**—A picture that reveals two players as much greater actors than they had been thought. * * *

Nothing better than Miss Boardman's scene with Menjou in his bungalow on top of a New York skyscraper has been done on the screen. * * *

“Do you think he'd make a good Camille?” he goes on.

“No,” says we. “Do you?”

“I should say not,” he comes back. “Camille calls for a man weighing three hundred pounds with a squint in his eyes and who can wiggle his ears.”

“Do you know what Camille's about?” we ask.

“No,” says he, but what difference does that make?”

It was on account of this talk that we decided to write some light comedies with a boxing back-ground for Leonard and, ma cheries, they're the wow's whams.

**How do you know?** You never wrote no movies before.

I never laid no eggs neither but I know a good one when I see it. You do, do you?
you gotta give us credit!

The EASTMAN THEATRE
Rochester, N.Y. books for three consecutive weeks' showing

"SECRETS"
"The SEA HAWK"
"ABRAHAM LINCOLN"

First time in history of theatre they ever booked from any one company - 3 pictures to run 3 consecutive weeks!

Yes Sir! They're all tipping their hats to FIRST NATIONAL and that FIRST NATIONAL Contract!
BIG SETS
By DANNY

Well known producer talking, “I want to make—but I’m afraid. Will the exhibitor run it? It hasn’t any opportunities for big sets, or big scenes. But it is a wonderful story. What would you do?”

And we promptly let it go. And said “go on and do it.” And now we’re thinking. Was he right? Is the exhibitor interested in those pictures which have big sets; great production values?

Many exhibitors—it is true—only “get behind” a picture with a big production value. But the rank and file can be depended upon to get behind a good picture. And that is where the story counts most. The public isn’t interested in big sets, great productions, unless the story counts.

That was proven several years ago. When Mr. Proctor was taking a close look at the story of the Lincoln story, and Mr. Gish was looking it over, and Mr. Gish said, “We’ll do it. It’s the story that counts.” And the public didn’t care a whole lot for the production values, which were always there.

There are many fine stories—excellent screen material—which do not lend themselves to great productions. Some of the current successes—real, meritorious, fine pictures—such as “Tarnish,” “The Mortan of the Movies,” “The Clean Heart” have no great production values. There is no reason why they should have. But the stories—the plots—are fine material. And in our hazy opinion any effort to subsidize story to production values would have been silly.

There will always be pictures with great production values. And where the story is worth while they are successes. But big productions without story value. Are simply so much film. You cannot get a picture over on production values alone. No one can. And further no one will.

Mounting costs, increasing expenditures mean this; that if continued

(Continued on Page 2)

Interests Divided
New Inspiration Pictures Handling Bartholomew with C. H. Duell
Now Completely Out
(Special to THE FILM DAILY)

Albany—Inspiration Pictures, of New York, was organized here yesterday, listing 3,500 shares of preferred stock, each held at $100, and 3,500 shares of common, with no par value. J. Boyce Smith, Jr., F. H. Stokes and J. F. Mann are the incorporators.

It is understood the formation of the above corporation, which bears the title of the old Inspiration company, indicates that the internal rearrangement of that organization’s affairs has been completed on the following basis:

Inspiration, the old company, will handle Bartholomew pictures produced to date. “The White Sister”

(Continued on Page 3)

May Not Do “The Swan”
Elise Ferguson may not appear in “The Swan” for Famous, as planned. Gilbert Miller wants her for a new stage play and will endeavor to secure her services. Paramount officials are said to be looking for another lead for the picture.

Mayer Buys Plays; Sails Saturday
Louis B. Mayer has put off the sailing for Europe until Saturday, when he leaves on the Leviathan. Metro-Goldwyn has purchased rights to Somerset Maugham’s “The Circle” and “Daddy-Goose-A-Hunting,” by Zoe Akins.

Estabrook’s New
Howard Estabrook’s next picture will be “The Adventurers Sex.” It will be made at the Tec-Art studios for release through Associated Exhibitors.

The Sterns Returning
Julius and Abe Stern, Century Comedies, are aboard the Mauretania, due in New York, from Europe, either late today, or tomorrow morning.

Banker to Address A. M. P. A.
A. C. Emery, president of the Hamilton National Bank, will address the A. M. P. A. today on the attitude of bankers toward the picture business.

Alice Terry Leaves
Alice Terry left New York for the Metro-Goldwyn studios on the Coast, yesterday to prepare for her next picture.

Still Figuring
The Golf Committee was still at work yesterday afternoon, checking up on handicaps Tuesday’s tournament, in order to determine winners of the four cups donated for Classes A, B, C, and D.

Class A Cup is the Arthur W. Stebbins Trophy
Class B is the Film Booking Offices Trophy
Class C is the Watson R. Rothacker Trophy
Class D is the Jack Cosman Trophy

These awards will be announced in tomorrow’s issue.

Out of Grand-Asher
Sam Grand and Harry Asher resign—Company now on Inactive List

A brief statement issued yesterday on behalf of the Grand-Asher Dist. Corp., announced that Samuel V. Grand and Harry Asher are no longer connected with the company ‘in any capacity, Grand having resigned at directors’ meeting held yesterday (Sept. 16) and Asher having resigned in August.”

The offices at 1650 Broadway have hereby been transferred to Boston. It is understood that Benjamin Schwall, an accountant interested in film affairs in Boston has been elected president of the company and a new board of directors put into office. It is expected that there will be nothing in the way of renewed activity for the present at least. The company has a number of pictures placed with national distributors.

Allied To Expand
Will Seek More Members—Al Steffes Re-elected President Despite Desire Not to Run

(Special to THE FILM DAILY)

Topkea, Kan.—Urged on by the insistence of W. A. Steffes that the Allied State Organizations must do something to expand its activities it was decided at the two-day meeting here that Allied will definitely reach out to embrace additional states in its membership.

Steffes, despite his desire not to run again for the presidency was re-elected and it was determined that if

(Continued on Page 2)

3,207 Cases Filed
Local Arbitration Board Has Busy Year—Only 183 Were Contested of That Total

The annual report of the F. I. L. M. Club of New York City, covering the period from Sept. 1, 1923 to Aug. 31, 1924 the district, 3,207 cases were submitted to arbitration, conducted jointly by the club and the T. O. C. C.

Of 1,256 were contested, 1,526 settled before hearing. Before the Joint Arbitration Board, 1,356 were defaults, 62 were dismissals

As proof of the impartial manner in which the cases were handled, the report points out that despite the large number of cases heard, the board was evenly divided on but three occasions, necessitating the calling in of a seventh arbitrator to break the deadlock.

The board is made up of three members nominated by the F. I. L. M. Club and a like number by the T. O. C. C.

Surprise Dinner to Kent
A surprise dinner to Sidney R. Kent by his friends and executives of Paramount was given at the Rita last night in honor of Kent’s newly created position as general manager. Among those present were Adolph Zukor, Jesse L. Lasky, Harold P. Franklin, Felix Kahn, and about fifty others of the Paramount organization.

Horace Clark Here
Horace T. Clark, Far Eastern representative of First National, is in New York, having completed another jaunt of 40,000 miles in that territory where he says, conditions loom up very satisfactorily.

Laemmle Sails Sept. 27
Carl Laemmle sails from the other side. He leaves on Sept. 27, due in New York on Oct. 3.

Raise $7,000 Fund
M. P. T. O. of Kansas and Missouri To Launch Membership Drive—Announce Topeka Meeting End of Oct.

(Stated to THE FILM DAILY)

Topeka, Kan.—The newly formed M. P. T. O. of Kansas and Missouri terminated its two day convention here by raising a fund of $7,000 to finance a state membership drive.

The convention opened to what appeared to be a meeting striving for stronger organization rather than for the purpose of declaring resolutions. The sessions were rather slow in
Raise $7,000 Fund (Continued from Page 1) starting, because many members had been delayed by late trains.

With the aid of Al Steffes, of Minnesota, A. H. Cole of Texas, Jack Martin of Chicago, and presidents of other state organizations, the body raised about $7,000 to guarantee a membership drive. A committee consisting of L. M. Miller of Wichita, A. F. Baker of Kansas City, and J. W. Watson of Kansas City, was appointed in charge.

One of the accomplishments of the meeting, which has been long pending, was the ratification of the amalgamation of the Kansas City, Western Missouri and Kansas organizations into one body, which will be known as the M. P. T. O. of Kansas and Missouri. It was agreed that the present officers and directors of the M. P. T. O. will remain in office for the merged organization until the next regular convention and that in addition seven new directors from Missouri be elected to serve on the board. These are: C. T. Sears, Nevada; Mo.; W. P. Cuff, Chillicothe; R. E. Silvhoit, Springfield, Jack Tuit, Sedalia, Dr. B. Gardner and Rube Finkelnburg, Kansas City.

Among the resolutions adopted was one expressing the sentiment of a parcel post system for the efficient transportation of film, such as that enjoyed by Omaha and shorter length pictures. Block booking was mentioned, but definite action was deferred as no objections from the floor were voiced. Exhibitors were warned to protect themselves against unfair competition and the free show evil which has been flagrant in Minnesota and which have been attempted in this territory.

Ginsberg Closes Several Deals

Henry Ginsberg has closed the following deals for Benne Leonard, "Flying Fists" series, to M. R. Schwartz, of Chicago, to John Scully, of Boston, for the New England states, except Conn.; Greater N. Y. and No. Jersey, to Ben Levine, of New York; to Ben Amsterdam, of Phila., for South Penn., and to Jack Grauman, of Milwaukee, for Wisconsin.

Eugene William Jackson has been added to "Our Gang" at the Roach studios.

Allied To Expand (Continued from Page 1) for a time, Allied was threatened with dish万博ment, because Steffes said no progress had been made. This statement was objected to by other state presidents there. It seemed to be the opinion that Allied was going through the hollowness of the statement, that other bodies of similar nature had experienced and that it was merely a question of time before its scope would be national.

H. A. Cole, president of the Texas M. P. T. O., said the Allied start was auspicious. "If in the next year," he said, "we can take a dozen states and make real organizations of them, we will have done more than the M. P. T. O. A. has done in four years."

Urged on by Steffes to adopt drastic organization measures, it was determined to assess each member $200 and continue the practice of annexing new states, rather than to call officers will be elected once a year, rather than every sixty days.

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Incorporations

At Broadway Theaters
Rivoli
The ouverture opens the performance, this being Concerto in F. Flat (First Movement). The leading Presidential nominees are next presented in “The Major Issues of the Campaign” by way of the De Forest Phonofilm. Miriam Lax, soprano, sings “Hymning Molyne,” assisted by Paul Osborne and Myrtle Innell, dancers. The feature “Feet of Clay,” is next, and incidentally, last.

At Other Houses
All the Broadway theaters, save one, the Rivoli, are playing pictures that have been seen before. “Captain Blood” is at the Astor. “Monsieur Beausica” is at the Cameo. “America” has been revived at the Capitol. “The Man Who Came Back” is in its fourth and last week at the Central. “Janice Meredith” continues at the Comopolitan. So does “The Ten Commandments” at the Criterion. “The Thief of Bagdad” remains the attraction at the Liberty. “The Iron Horse” is at the Lyric. “The Sea Hawk” has been kept for a second week at the Strand. “The Alaskan” has been shifted to the Rialto, from the Rivoli, to play a second week on Broadway.

DeMille Back from Vacation

Supervision
The supervision of the Screen Guild, the music and everything has been done by Miss Gish and will please her many admirers and no doubt make many new Colleen fans. * * *

The Reckless Age—Universal
Reade’s Hippodrome, Cleveland
News—The story in this one is a little far-fetched, but you can’t help liking the acting. In the picture didn’t become dull before it is half finished. The acting is all right and the photography is good.

Plain Dealer—* * * The story never gets within range of real life but will likely entertain many, particularly the younger generation. The meeting which will attract most is that between the dauntless, handsome Mr. Denny, * * *

Colonial, Indianapolis
News—* * * There is much at which to laugh, notably the b殡tine talks in an automobile, the love scenes between Denny and his leading woman, whom he has to talk to while it is being prepared. It is all great fun for the spectator, with Denny doing the sort of thing he can do best. * * *

Revelation—Metro-Goldwyn-Mayer, Indianapolis
News—* * * Tender, mischievous, mock-serious, the picture is venous and sweet in turn. Miss Dana, given an unusual opportunity, shows her metal. * * *

The Side Show of Life—F. P. L. Park Mall, Cleveland
News—* * * There are light moments, moments of serious humor, but through it all the underlying current of the clown with the wooden heart is the dominating keynote. Ernest Torrence, as the clown, gives a fine performance. Miss Gish and will please her many admirers and no doubt make many new Colleen fans. * * *

Press—Ernest Torrence plays a heroic part in a well-detailed story. * * *

Single Wives—1st Nat’l
New Year, Minneapolis
Star—* * * The interest is sustained throughout and following Corinne Griffith will like it. * * *

The Trouble Shooter—Fox, Victoria, Rochester
Herald—* * * Combination of mixtures of action, romance, and at times highly exciting photoplay. * * *

Times-Union—* * * A dramatic and thoroughly exciting photoplay. * * *

The White Sister—Metro-Goldwyn-Mayer, Indianapolis
News—* * * Miss Gish is excellent in her role. Her supporting cast is a notable one, including as it does, one of the actors with the reputation of Italy, where the picture was made.
FRANK LLOYD PRODUCTIONS INC.

presents

"The SILENT WATCHER"

with

GLENN HUNTER  BESSIE LOVE
HOBART BOSWORTH

Adapted from MARY ROBERT'S RIENHART'S "THE ALTAR ON THE HILL"
Directed by FRANK LLOYD

is without doubt the most wonderful human intimate journey into the soul of the real American—his home—his work—his love of country, that has ever been photographed for the screen!

"The Spirit of '24"—A FIRST NATIONAL for every theatre!
"The day of Reginald Denny is here" declares the N.Y. Daily News — and the box office is proving it every day with "Sporting Youth" and "Reckless Age". Now watch for his latest "Fast Worker". From the popular novel "Husbands of Edith" by Geo. Barr McCutcheon. Universal Jewels. Presented by Carl Laemmle.
Given the combination of two of the finest actors on the screen today, a story that combines all the elements of strong, cumulative dramatic effect, and a director who has proved his craftsmanship in a long series of real box office successes, "Another Man’s Wife" is, without doubt, a showmanship picture of powerful appeal.

James Kirkwood and Lila Lee co-star in this picture. Each has a large personal following, and either one's name heading a cast is assurance that the production is of real money value to the exhibitor. Kirkwood and Lee combined, prove a powerful combination, and the fact that they are newlyweds of the screen adds tremendously to their drawing power.

Matt Moore, Wallace Beery, Chester Conklin and Zena Keefe, who support the stars, all have roles peculiarly fitted to their excellent abilities.

"Another Man’s Wife" offers an ideal dramatic vehicle for Kirkwood and Lee. Is there justice in the "unwritten law"? Is it right that a man should be permitted to wreak his vengeance on the invader of his home? This is the theme of this intensely dramatic story, which develops through a series of tense dramatic situations to a thrilling climax.

The action leads the three principal characters, John and Helen Brand and the love pirate who would steal Helen away from her husband, to the exotic and picturesque country beyond the Rio Grande—Mexico, where they experience many hair-raising adventures.

A spectacular and graphic shipwreck at sea; a desperate hand-to-hand battle between Brand and a villainous skipper who attacks Helen, and a reconciliation between husband and wife, bring to a close a tense photoplay that grips from the first scene to the final fadeout.

The story was written by Elliott Clawson. Bruce Mitchell, who directed Kirkwood and Lee in "Love’s Whirlpool," is responsible for this production.
John J. McKeon presents

Dorothy Dalton and Jack Holt

in

'THE LONE WOLF'

By Louis Joseph Vance

Directed by S. E. V. Taylor

With its great cast and great story no wonder it's one of the most widely praised pictures of the day

"You're bound to get a thrill out of it."—Los Angeles Examiner.

"Of more than passing interest. The suspense is good. None of the flavor of Vance's work is lost."—Los Angeles Herald.

"Action-packed and a highly sensational tale."—Omaha Bee.

"A lot of action, real suspense. There are thieves, spies, pearls, murders, inventions, secret service agents, gendarmes, exciting chases, fights and hair-breadth escapes."—Omaha World-Herald.

"All reports on this were good. Has what they're looking for, action. Tone okay, Sunday yes. Good audience appeal."—R. J. Reif, Star, Decorah, Iowa. M. P. World.

Ask for a Screening!

ASSOCIATED EXHIBITORS

Arthur S. Kane, President

Physical Distributor
Pathé Exchange, Inc.

Encore Pictures

Foreign Representative
Sidney Garrett
If it's your sister who is the price of a party, it makes a difference!

She was a good girl and the jazzy atmosphere of the cabarets where she danced left her unharmed.

She needed money. To earn it she became the accomplice of an unscrupulous financier, and persuaded his young rival to remain in town to the neglect of his business.

Love spoiled the plan; and her little innocent sister made her the foe and not the ally of her employer. She could take money to be the lure, but not when her sister was to pay the price!

A great big cast in a real money picture.
Carrying Coals

By DANNY

To Newcastle. An old expression. But true. Think this over when you read the following. From J. D. Williams, writes Jaydee:

I started in the motion picture business back in 1902, touring with a Riggs nine day lantern. Since then I have owned and operated many theaters, from store shows to the up-to-date metropolitan theater as we know it today.

As you know, I was the organizer and for several years General Manager of First National, in which capacity I had much experience of production and distribution problems.

And yet, such is the complexity and rapidity of the development of this business that I feel that I have much to learn about it. All of which leads up to the object I have in writing you: I would like your editorial advice to a producer just starting in business.

To simplify the problem, I will explain that any ambition is to foster the production of about six big pictures a year to be released under the Ritz brand. It is my idea that by placing the Ritz name only on productions of exceptional merit, the name will in time become an asset to the box office, and consequently of great value to exhibitors.

In the old days when I operated a chain of store shows,
Piccadilly Opens

(Continued from Page 1)

sight. This will save the awkwardness now apparent in other Broadway houses where the musicians come and go during the showing of the picture, which annoys many patrons.

The house represents an investment of over $655,000, exclusive of the ground lease. There will be a broadcasting station connected with Gimbel Bros. and five hours a week the broadcasting will go on. A most up to date ventilating system has been installed and the projection booth contains three Simplex machines, a double condenser and two spots. Marr & Colton have installed the organ which has an echo attachment.

B. A. Rolfe will be director of presentation and Gerald Gallagher, on some time past with Southerns Enterprises, Inc., house manager.

The opening bill included Margaret White, coloratura soprano, a Universal comedy "Alone At Last" the Lopez orchestra, "Barbara Frietchie" and John Hammond at the organ.

Rochester Theater Reopens

(Continued from THE FILM DAILY)

Rochester, N. Y.—The Old Rose Garden theater, reopened last night as the Stanley with "Strangers of the Night" as the feature.

Fred O'Connell in Seattle

(Continued from THE FILM DAILY)

Seattle—Fred J. O'Connell, serial manager for Universal, was here recently on his swing around the U. S. in the interest of serial sales.

Two Ready for Release

Los Angeles—Norma Talmadge has two pictures ready for release, one, "The Lady" and the other, "The Only Woman."

Edna Murphy has been engaged for a part in Richard Dix's newest "A Man Must Live!"

Kley Suing Fox

(Special to THE FILM DAILY)

Los Angeles—Fred Kley has filed a suit for alleged breach of contract against Fox, claiming he was engaged on April 23, for three years and notified he was through in August. He asserts he is entitled to $63,800 for salary and $25,000 damages for injury to his reputation. He says he was engaged as general manager and then given an inferior position.

Saul E. Rogers, general counsel at Fox had received word on Friday relative to the Kley suit and therefore would not discuss it.

Hepworth Making Shorts

(Special to THE FILM DAILY)

London—Cecil M. Hepworth is now a director of the Walton Photographic Co., Ltd., which is producing a series of trick cartoon reels, somewhat along the lines of the "Q-Rossity" films formerly made by Hepworth Picture Plays.

Cincinnati Help Get Increase

(Special to THE FILM DAILY)

Cincinnati—Musicians, stage hands, mechanics and operators have been granted a wage increase, averaging an increase from 5% to 7%.

STUDIOS FOR RENT

Within 35 minutes from Times Square.

One large and 4 small, best-equipped studios in New York.

Large Carpenter shop.

Very large stock of props, furniture, draperies, etc.

Will rent large studio or all five at very low price.

Address: WM. WRIGHT
Room 823
522 Fifth Avenue, New York
or phone Murray Hill 7219

Gevaert

RAW STOCK

Negative — Positive

As Good As The Best

JOHN D. TIPPETT, INC.

GEVAERT FILM

1540 B'way
N. Y. C.
Proven Wallops of THE FAMOUS FORTY

Gloria Swanson in “Manhandled”
All-color “Wanderer of the Wasteland”
Leatrice Joy in “Changing Husbands”
Rudolph Valentino in “Monsieur Beaucaire”
Betty Compson in “The Enemy Sex”
James Cruze’s “The Covered Wagon”
Bebe Daniels, Richard Dix in “Sinners in Heaven”
Thomas Meighan in Curwood’s “The Alaskan”
James Cruze’s “Merton of the Movies”
Cecil B. De Mille’s “Feet of Clay”

—And the Best is Yet to Come!

“Forbidden Paradise” “The City that Never Sleeps”
“Manhattan” “The Fast Set” “North of 36”
“Tongues of Flame” “The Border Legion”
“Wages of Virtue” “Sainted Devil” “Golden Bed”

Coming soon—
THE SECOND FAMOUS FORTY
Paramount Pictures

Knowing THE FIRST FAMOUS 40, the wise exhibitor will keep his time open!
Mary Philbin in "The Rose of Paris" Universal-Jewel

As a Whole... .MANY FINE DIRECTORIAL TOUCHES IN PARTICULAR, IT COULD DOUBTLESS PROVE THOROUGHLY ENTERTAINING. IT IS GOOD ACTING MATERIAL. AN APPEALING STORY IN SPITE OF COINCIDENCE.

Type of Story... Drama... "The Bowery Bishop" fails in that it doesn't succumb in securing the spectator's sympathy for its characters, nor an interest in its conflicts. It lacks dramatic force. The situations are not convincing. One fault is that the hero, having saved off to a good start, a poorly established premise. And thereafter he isn't able to build up an interest in a situation that wasn't blessed with any unusual or original situations. It is essentially the old regeneration theme in which the regenerate is the means of restoring the degenerates of a slum community.

Storm (Henry B. Walthall) meets with little success in his attempts to reform for the betterment of a poor district. A certain down-and-out lawyer breaks away from the fold and realizes a small fortune through the establishment of a questionable resort. There's a poor, clean hearted heroine who's in love with him, and betrayed by him. She disappears and later returns with her baby. Another lover, Tim, wants to marry her but she still loves the father. In order to save a young girl who enters the "resort" she calls the police and the proprietor is arrested for attempted murder. They are sentenced to jail and the two plan to start life over, in the right direction.

Box Office Angle.... Uncertain. You can't consider this for family trade because of the angle in which the white slave traffic is included. You'll have to figure it out for yourself.

Exploitation... There are no particularly worthwhile lines of exploitation for you to follow unless it will be using the names of the players such as Henry B. Walthall and Edith Roberts, for particular scenes. You might put your angle if you think you can interest them from this angle. There are no high lights in the production that you can use at all to stimulate interest in these stars. They are not particularly well known in this country, except for "Winter Comes," which is not particularly well known in the old company to see these pictures both of which need to be booked for the box office, although it may be difficult to exploit.

Direction.... Colin Campbell, has done better things.

Author.... Alexander Irvine Scenaril... Grace Anderson Michie Cameraman... A. G. Heimerl Photography.... Fair

Locale.... City slums
Length.... 3,568 feet

"The Bowery Bishop"
Producer: Rellimo Syndicate Distributor: Selznick

Percy Marmont in "The Clean Heart" Vitagraph

As a Whole... STRONG DRAMA. THE FOCUS OF INTEREST IS A FEMALE CHARACTER STORY UNUSUALLY WELL MADE. ITS APPEAL QUESTIONABLE.

Cast.... Otis Harlan easily ranks with the star as a convivial trap. Margaret De La Motte sweet. Others well-cast but unimportant.

Type of Story.... A. S. M. Hutchinson who wrote the famous "If Winter Comes" has developed a magnificent character study in "The Clean Heart." Briefly the story tells of how the selfishness of a man overcomes by a great love. It's about a sacrifice that fine feeling of the main character. This character situation makes for vast difficulties in the picturization of the material. Director J. Stuart Blackton has done a good job of intelligent picturization. He allows no scenes to pass the box office, although at times Marmont's characterization fails to be recorded.

How a picture of this type will meet popular appeal is a problem, but it should be dependent upon the patronage of individual houses. Average movie fans who seek thrills, etc. may not like this story which is adapted in first rate fashion.

There is no doubt of this that "The Clean Heart" plus "Captain Blood" give Vitagraph two of the very best pictures of the season. They are widely different both in point of appeal and type of story but they are definitely important. The old company to see these pictures both of which should be booked at the box office, although it may be difficult to exploit.

Box Office Angle... It all depends upon your patronage. Intelligent audience will surely like this immensely.

Exploitation.... Where you played "If Winter Comes" and it made good, or if you know that Marmont is liked by your players, play him up. He's your best bet. Hutchinson is not particularly well known in this country, except for "Winter Comes." You must be ingenious, however. There is a mighty strong sequence where the heroine slips over a huge cliff. If you can get a trick out of it, it should bring them back.

Above all, don't let your audience in during the middle of this picture. This will certainly spoil it for them.

Direction.... J. Stuart Blackton, excelle

Author.... A. S. M. Hutchinson Scenarist... Marion Constance Blackton.

Camerman... Steve Smith, Jr.

Photography... Excellent

Locale.... England
Length.... 7,950 feet

"The Clean Heart" Vitagraph

Percy Marmont in "The Clean Heart" Vitagraph

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Author.... A. S. M. Hutchinson Scenarist... Marion Constance Blackton.

Camerman... Steve Smith, Jr.

Photography... Excellent

Locale.... England
Length.... 7,950 feet
“In Hollywood With Potash and Perlmutter”  
Producer: Samuel Goldwyn 
Distributor: First National

As a Whole.....DELIGHTFULLY ACCENTS WITH BOX OFFICE POSSIBILITIES INCLUDING THE APPEARANCE OF THE CHARMING TALMAGE AS VAMPS.

Cast.........While Alex Carr and George Sidney are featured the presence of Norma and Connie cannot be overlooked. Betty Blythe does well as the actual vamp. Vera Gordon good. Others unimportant.

Type of Story.....The well known firm of cloak and suit makers become the new producers with the usual argumentative and terrifying results but what might be lacking in actual story the camera catches up with what is done with the material at hand. This is one of the most birt provoking laugh-getting comedies ever made.

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EXTRA

PETER B

J. WARREN KERRIGAN as Peter Blood
CAPTURES PIRATE SHIP!

DOCTOR TRICKS ENEMY AND SAILS WITH REBELS

Coup Cleverly Planned Leads All Slaves to Freedom

BY RAFAEL SABATINI

Bridgetown, Carlisle Bay, Barbadoes, March 19, 1686.—A coup such as never before undertaken within the history of the Spanish Main was successfully ventured by Peter Blood, rebel-convict, who was sold into slavery here on orders of King James, and today this stricken town, still suffering from the raid of the Spaniards under Don Diego Espinosa y Valdez, is free of its oppressors.

And while Peter Blood was freeing Bridgetown of these Spanish buccaneers, he himself won liberty and freedom for his fellow slaves who had been condemned under Lord Jeffreys.

Don Diego was fixing the ransom to be paid in gold pieces of eight and his soldiers were looting and drinking and ravaging the citizenry when, under cover of darkness, Peter Blood and his band of rebels-convict slipped on board the Cinco Llagas. They overpowered the guard and when Don Diego appeared with his bodyguard they made him prisoner, too. They turned the guns onto the returning Spaniards and sank their small boats.

Colonel Bishop went on board to congratulate Blood and to demand the return of the rebels-convict to their labors. Blood wasted no time with the military commander. He used him to make way to safety beyond the harbor, then putting down a small boat for his safety, put him to the plank. Blood and his crew sailed for Tortuga, rendezvous of the pirates of the Spanish Main.

A David Smith Production
“The Painted Lady”

As Whole. Good dramatic values, and some fine acting are the high lights; development is episodic and strong sex appeal may make it unsuitable.

Cast...Dorothy Mackaill and George O'Brien who have shown they handle effectively and convincingly, Harry T. Morey suitable as the bully captain, Lucien Littlefield a capable villain, and Lucile Ricksen a good in semi-comedy role. Lucile Ricksen pleasing in short parts. Others Lucile Hutton, Margaret McGowen, John Miljan, Frank Elliott.

Type of Story...Drama; from Larry Evans' Saturday Evening Post angle. Four feet rather than half the way through the seven reels, “The Painted Lady” is two separate stories, always threatening to break into on-again, off-again territory. There is still big interest here although they are long under way on separate paths that they combine. This development has made the picture more difficult for the spectator to enthrall each much over either, what with wondering where the connection is and what will take place. Fortunately there's plenty of good acting and some well-handled dramatic incidents that help hold the interest. A more or less strong sex appeal in the latter sequences that will probably make the film unsuitable for certain trade. And that's why it has been cut considerably since the press sheet shows several shots of those that do not appear in the film. The plot deals with the downfall of a girl who has served a prison sentence for another whom she resented. Her gradual degradation eventually brings her to the South Seas, as the mistress of a ship captain. At one youth, falls in love with him but leaves after confessing her past. Later he saves her from a brute sea captain and he learns that she was the cause of his little sister's death. The lovers are recoiled.

Box Office Angle...Dramatic situations, action, good acting can be recommended. You'll have to take into consideration the sex angle if you care to family trade.

Exploitation... You have an alluring enough title to bring them in and an unusual cast, Dorothy Mackaill and George O'Brien who scored considerable recognition for their work in The Man Who Came Back and Blanche Sweet in other Fox productions. Be sure to announce that “The Painted Lady” is a Saturday Evening Post story. A picture of the day. Of course the domestic and foreign trade climaxes should certainly get them interested.

Director... Chester Bennett; good on production but poor on story development.

Author... Larry Evans

By Wm. G. Bly

Photo-Good

Locales...San Francisco, South Sea Island.

Length...6,938 feet

“The Bandolero”

Producer...Tom Terriss

Distributor...Metro-Goldwyn

As Whole...Pleasing and colorful romance. Quantity of pictures and unusual motion picture situations that make for splendid pictorial appeal.

Cast...Manuel Granado a mighty fine looking bandit is the hero of this picture, showing an especially attractive performance. Renee Adoree the right type and very pleasing. Gustav von Seyffertiz contributes a carefully portrayed characterization and Pedro de Cordoba gives one of his always reliable performances. Dorothy Ruth suitable as a Spanish vamp. Good hits done by Gordon Begg, Arthur Donaldson, Marie Valray, Jose Rueda.

Type of Story. Romantic Drama; from story by Paul Gwynne. Tom Terriss took his company to Spain to film “The Bandolero.” The journey was well worth while as the scenery is fine throughout, picturesque locations obtained. The production is A1 on pictorial appeal. The quaint Spanish settings are beautifully utilized. The story, a highly colorful tale of love and revenge, bullfights and Spanish quaintness, is a deep-dyed villainy, a continental revenge theme in which love is eventually triumphant, leaving hero and his sweetheart free to live their own life together. A captain of Dragoons becomes an outlaw when his honor is outraged and his wife killed as the result of an attack by Sir Marques. As revenge the bandolero steals Marques' son. His own daughter, Petra, grows up loving this son of her father’s enemy. Forbidden to marry him she sends him away. He becomes a famous bandit. Later, to satisfy his love for Petra Marques makes war on the bandit, the cause of serious injury to the matador, in the arena. Soon he learns the man he has been seeking is the reformed and chief of the mountain police, and Marques call of their enmity and the matador recovers to claim Petra for his bride.

Box Office Angle...Good entertainment with effective drawing power. With some cutting will be still better. It runs a trifle long at present.

Exploitation...Talk about a colorful Spanish romance, with love and revenge fighting for supremacy. The bull fight sequence will readily get them into the audience and the thrilling scenes in the arena. Run a trailer of this sequence. Your women patrons will be interested in this story and will draw their own conclusions. Use Tom Terriss’ name recalling previous pictures.

Direction...Tom Terriss; excellent

Author...Paul Gwynne

Scenario...Tom Terriss

Cameraman...George Peters

Photography...Very good

Locales...San Francisco, South Sea Island.

Length...6,994 feet
Make Your Advertising Build

A "Fifty-Two Week" Patronage

Your newspaper space will make for permanent success only when you use it to tell about the many attractions of your theatre and about ALL YOUR ENTERTAINMENT.

Consistency in good features and comedies has always been a main factor in our programs and in our success. Ours is a "fifty-two week" patronage rather than the "one week" kind, and after all it is this patronage which shapes our future policy.

Practically the entire super-special output of Paramount Pictures will fill our screen. Each program will be enhanced by one of our popular comedies. The latter are nearly the entire output of Educational Comedies, MERMAID, CHRISTIE and LLOYD HAMILTON SPECIALS, which we believe are the best the market affords.

You Will Always Find a Program of the Highest Standard at the

PRINCESS PARAMOUNT THEATRE

Congratulations, Mr. A. C. Brailey. You have extended your Good Showmanship into your advertising. You not only make your Show entertain All Your Patrons, but also make your advertising talks appeal to All.
Carrying Coals

(Continued from Page 1)

I had a sign which read "A B PICTURE TODAY," that got me more money than any advertising I ever did. It brought them in. My ambition is to make "RITZ PICTURE THIS WEEK" equally valuable—and I think I can do it.

As Editor of THE FILM DAILY, you occupy the position of a strategic observer of the passing show of our wonderful industry. I believe a "round table" discussion of my idea will be of considerable interest to the industry and helpful to me. What do you think?

We think a carload full. On the subject of advertising and exploitation. But we haven't room for all of it here. And now.

But this is certain, Jaydee: a good name on a good picture means a lot. It is extremely doubtful if any of the larger companies could prove the value of their national, institutional advertising. Even where they use brand names like Paramount, First National, Educational and Universal. (Universal is another matter to be discussed later on.) Many exhibitors believe it helps—and helps a lot. But whether a public interested in pictures and entertainment know brand names of companies or product is a difficult question to answer.

THE NEGATIVE SIDE

Approaching the question from the other side it will, however, find this: that despite the intense exploitation given "The Iron Horse" by Fox. In New York. The business at the Lyric hasn't been good. In other words, the public isn't going. Why is it that the New York public is averse to bothering about going to see this picture? Has the campaign been wrong? Or what is the answer. Because it certainly is a fine picture. And should be a great box office success.

The same problem with the Rocketts when they brought along "Abraham Lincoln." At the Gaiety it "died." Yet under the auspices of First National it is doing a mighty fine business. Which might prove that there is much. As to how the public regards a release. Even though individuals may say they never bother to know where a picture comes from.

STAR VALUES

Also, Jaydee, remember this: that with Valentino—and stars of his calibre—brand names are not a necessity. If you don't believe it release a Valentino under any other brand name save Ritz and prove it for yourself. The star value in advertising, to the fan or the exhibitor, is unimportant. The public—and the exhibitors—demand certain stars. Who releases; under what name—is immaterial. Do you think the public cares whether United Artists releases Chaplin, Fairbanks or Pickford? Or what Pathé has to do with Harold Lloyd? You know you don't. (If there was a round table about you'd be clawing under it sooner than say "yes.") Stars are stars. Others are—well, what's the difference?

In the old days. When—as you say—you operated a store show the patrons (how limited in number they were compared to the present day) might then have come in especially to see "A B Picture Today." But that day has passed. Also that week. If you can get them in better today by using signs, advertising, Harry Reichenbach or anything short of a miracle by advertising that way you'll prove a wizard.

Go on and produce good pictures. Fine pictures. Big pictures. Use stars like Valentino. Release great specials. And like the maker of the mouse trap. Who lived far in the woods. The public will seek you out. That is, if you help a little bit—with the proper advertising and publicity. It's a hard job to sell the public a weak picture. And a harder job still. To keep them from knowing about a good one. Somehow or the other they "smell" them. Or seem to, anyway.

CLEVER

Have you been reading the ads written by Sam Hellman. In the little old paper. About the Benny Leonard pictures? They're mighty fine. Striking a new note, too. But then they should. This boy Hellman is one of the highest priced writers of the day.

THE ACID TEST

"Wally" Ham. Vitagraph. Not only saw "The Clean Heart" at least a dozen times. In the studio. But then went and paid 85 cents. At the Rialto. To see it again. It must be good.

HUGH—NOT DOUGLAS—MAC LEAN

Frank Payne. Eastern representative for Douglas MacLean. Rushes to his trusty Underwood. To smash off a line. Or two. To the effect that H. is the MacLean—who has ideas that the corruption of the world may result unless more intelligent hands handle the picture-business—is in no way related to Douglas MacLean.

Well, all right, Payne. Don't get excited about it. Some who read Hugh MacLean's stuff probably thought he, too, was a comedian.

ISN'T IT TOUGH?

The author of "Tarnish" got about $75,000 from Sam Goldwyn. For the picture rights. And now he's yawning again. Wants to buy back the rights. Says the picture is doing so fine. That it is interfering with the business. Of the legitimate show.

Now I ask you, isn't that tough?

VERY PRETTY

Educational's announcement. Of its program for the current season. All done up in nice binding. With name imprint in gold. Going to big, important exhibitors. And others. Good job.

BROTHERLY LOVE

"As one groover to another" wrote Vic Shapiro to Irving Lesser. "I challenge you to a game of golf. Take a handicap if you want it." Vic shot (?) 207 last Spring; Irving 235 on Tuesday. That game will be worth watching. That is if it starts early enough.

WE'RE BECOMING BRILLIANT

Also musical. For instance Kenneth Webb wrote the lyrics. And his brother Roy the music. For the Ritz Revue. And Howard Dietz goes ahead. And writes the lyrics for "Dear Sir." Then Vic Schertzinger writes melodies now and then.

O. HENRY IN A DRESS SUIT

Ralph Block comments. On our ideas about Michael Arlen.

"Welcome to the high-brow ranks!

"I think I was the first man who said that Michael Arlen was O. Henry in a dress suit.

"It is comforting to find agreement over in rough West 44th Street."

Now Ralph, 44th St. isn't rough. It's really highbrow.

For instance this office is located there. So is the Algonquin. Where Joseph Hergesheimer whilst time away. So, too, George Jean Nathan lunches, as does Henry Mencken and Robert Sherwood. Then, too, the Harvard Club is right up the street. And the Hippodrome elephants occasionally browse on the asphalt.

MESSAGES OF GOOD CHEER

Which came to the Golf Tournament on Tuesday. One from Sceerio Garrett. Radio from London. Another from Jack Alcoate. Who said he won the Liars Cup. In Hollywood. Playing with Doug MacLean and Frank Borzage. No one could hear them read. That's why they weren't. What a noisy, good natured crowd it was? And where did all the prohibited stuff come from?

Sunday, September 28, 1924
Current Releases

ALLIED PRODUCERS & DISTRIBUTORS
The Hill Billy (Jack Pickford) . 9-24-24
ARROW
At Devil's Gorge . 4-6-24
The Sting of the Scorpion .
Gambling Wives .

ASSOCIATE PRODUCERS
The Lone Wolf . 5-11-24
Alone Again . 6-1-24
The City Lawyer . 6-12-24
Why Get Married? . 7-17-24
The Checkhovs . 7-18-24
Facing Luck .
The Sixth Commandment . 7-29-24
Squatter's Rights . 8-2-24

C. B. C.

Pleasure . 3-24

HILL BOOKING OFFICES
In the Line of Duty . 18-8-24
Dangerous Curves . 6-12-24
Spirit of the U. S. A. . 6-20-24
Amazing and Josephine . 6-29-24
The Fighting Top . 6-5-24
Tokindo and the Woman . 6-24-24
The Selected Wives . 6-12-24
In the Stampede .
FILM BOOKING OFFICES
The Gallant Fish . 5-8-24
At the Galleon . 5-1-24
Our Country's Call . 5-16-24
Lee Marlow . 5-20-24
The Blue Hawk . 5-26-24
Perfect Flag . 6-8-24
Self-Made Failure . 6-2-24
The suns . 6-24-24
In Search of a Lover . 8-2-24
Fighting With Love . 8-24-24
Hollywood With Port & Pen . 8-2-24
Small fish . 9-2-24

FOX
The Lone Chance . 7-5-24
Flame . 8-2-24
The Honor of Ranch . 7-1-24
Shane the Ranch . 7-3-24
Maiden of the West . 7-3-24

GOLDWIN
The Adventure of the Strings . 7-13-24

Metro-Goldwyn
The Red Lily . 7-20-24

Short Subjects

"The Mouse That Turned"—Aesop Fable—Pathe
Good Animated Cartoon
Type of production . .2 reel cartoon comedy

This Aesop Fable cartoon comedy deals with the trials of awork and mouse who pulls a wagon belonging to a couple of cats who roam the country catching unsuspecting mice and storing them away in a box under the seat of the wagon. The mouse that pulls the wagon tries in various ways to save the cats and release the captive mice. The mouse manages to carry the cats to the edge of a cliff and pushes them over, much to the cats' surprise. The situation is a wonderful illustration of the moral "Revenge Is Sweet." A good cartoon of its kind.

"An Eyesful"—Universal
A Pleasant Shock
Type of production . .2 reel western
This is a pleasant little short reel, starring Billy Sullivan who both rides and looks well. The story tells of a railroad president who is traveling in a motor with his wife and daughter over the Arizona desert. The motor stalls. Billy, a cowpuncher, is riding with his girl, Joyce. The railroad magnate's daughter gets sand in her eye but Joyce is able to save her vision. Billy and Joyce are the right people in this comic situation.

"Her Boy Friend"—Semen—Educ.'s First Rate Entertainment
Type of production . .2 reel comedy
This is a Larry Semen special and it's a first rate short reel. Some of the stunts, jumps, etc. will thrill even the hardened thrill-chasers. The cast includes addition to Semen, who is very amusing as the detective's son, Dorothy Dwan, Alvon Bennett, Oliver N. Hardy, Frank Alexander and others. The action deals with the capture of a gang of bandits by "Iva Method," the girl detective and her sweetheart, Semen. The gags are varied, the photography excellent, and the thrills and comedy subjects.

"Lost Dog"—Spats Family—Pathe
The Scrapping Spats
Type of production . .2 reel comedy
Although there is somewhat more slap-stick employed in this Spats Family comedy than usual in the series, the picture is well handled. The trio of squabblers tries to smuggle a dog—a tiny white pug—into a fashionable hotel where dogs are not allowed. As always, many mishaps occur, and with each mishap the merriment grows. A lion is introduced at the finish which ends in a chase across the stage with the pup close at the lion's heels.

Pathe Review No. 40
Only Three Subjects: All Good
Type of production . .1 reel magazine
There are but three subjects in this issue of Pathe Review, but they are excellent in subject matter and handling. The first is entitled "Who Are the White Indians" and shows some very interesting details of the March expedition into Panama, also some photographs of the White Indians, a historic tribe. The second subject is entitled "The Wiggly Works" and shows the manufacture of Hawaiian ukuleles, and native dancing. The last subject is one of a series called "Visiting Our Own America" and shows interesting glimpses of Chicago.

"Snappy Eyes"—Century-Universal
Average Comedy
Type of production . .2 reel comedy
Wanda Wiley is the star of this Century which includes in its cast the Century Follies girls who appear in fighting jerseys and trunks in a swimming class at a girls' boarding school. There is plenty of rushing around in flivvers and out of them, and everything is extremely wet. The story is about a woman who looks exactly like Wanda Wiley looks very well but moves somewhat too quickly, making the movements look jerky at times. The comedy sums up rather well on the whole.

FOR SALE
BELL & HOWELL CAMERA—
Complete with tripod, five magazines, three lenses, carrying cases, counter,

MOTION PICTURE APPARATUS CO., Inc.
Bryant 6635
118 West 44th St., N. Y. C.
**The Weekly's Headlines**

**New Inspiration unit formed to handle future Barthelemy pictures.**

Sam Grand and Harry Asher resign from Grand Asher Company on inactive list. Allied States Organizations will seek new members. Stables re-formed at Topeka meeting, M. P. T. O., A. L. Kansas and Missouri, meet to raise $7,000 fund to seek new members.

**Friday**

Hugo Riesenfeld offers gold medal to producer of best short subject made from Sept., 1924 to August, 1925.

F. B. O. understood to have leased theater being erected in new Broadway building. Jules Blumenthal's association with Ben Hicks in proposed Parisian theater project.

Detroit M. P. Corp., in financial straits, may referee.

**Saturday**

Laboratory combination involving National Film plant and Clarendon reported away.

Piccadilly, Broadway's newest, opens. B. F. Keith, Greater N. Y. Theaters Co., buying back 4364, of its stock held by Or- pleum Circuit, Inc.

M. P. T. O. Selects May 14-15 as dates for annual convention, to be held in Mil- waukee.

**CALL AND POST**

- It has fine hits in it. But on the whole it is ma- jor, that if that they were all a little tired. **CHRONICLE**

- It is something new for Emil Bennett to play a part with so much strength, but she shows herself cap- able of handling it, doing the best a man's life **while** Novaro **is** as a rule, not, very humorous, matter of much skill and the other roles are well handled.

**EXAMINER**

- Beauty and ugly evil vie for supremacy in "The Red Lily," Lib- bo's latest. Beety and ugly evil always vie for supremacy in drama. But Libbo's contracts are the extremes that show the excellent showmanship of the producer.

**DAILY HERALD**

- It has more heart thrills than any two pictures of re- cent memory, its settings are real Paris, it's cast admirable and every scene of it is a posed picture. **Saramouche**—Metro-Gold. Royal, San Francisco

(CALL AND POST, one of the best pictures of the year. **Lavish** sets, spectacular scenes, thrill, romance and comedy combine to make this Rex Ingram's supreme achievement. **EXAMINER**

- is one of the most lavish productions yet produced. **The Sea Hawk**—1st Nat'l Lyric, Cincinnati

POST**

- is dramatized on the screen in a manner which is convincing without being overbear- **TRIBUNE**

- *each flier clicks fight and, shades of England of Queen Henrietta, what fights they are!* Of course, there's love interest, even if that's so mixed with the great art of the thing "down, that it has a lot of punch.

Stillman, Cleveland

**FLAIR-No, 3" is definitely staged, well played and in all is twelve reel splendor at every turn. A very, very great picture.**

Adams, Detroit

**FREE PRESS**

- Oct. 2, is a prodigious production, costly, massive, splendidy de- rected, capably acted, filled with action and artistically photographed, and Sunday's audi- ence gave every performance a round of applause.
The two words—

"EASTMAN"

and

"KODAK"

—in black letters in the film margin, identify the release print on Eastman Positive Film, the film that carries quality from studio to screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
-and we haven't begun to open it yet!

THE FIRST NATIONAL BIG MONEY MAKING FALL PRODUCT BAG

-there's product in that thar' bag the like of which this old industry has never seen before!

Hits that hit'em! That's what the FIRST NATIONAL Contract brings to you!
VALUES
By DANNY

Of national advertising. As hinted by the several larger companies. Particularly as to universal. As promised. Because the human interest touch of the Universal copy stands fine.

But about the copy running in the Tuesday Evening Post signed by Al Lammle. A year ago we tried persuading Lammle to let us talk it out. But he did not like it. Now, however, it’s different. copy runs single column and Lammle not only talks about pictures, but asks for suggestions as well, almost as if he might sign the article.

The result is that today Universal Picture Corp., is being run along lines suggested by readers of the Post. Some of the best ideas the company is now using came from these readers, says Bob Cochran. Who knows.

In the 122 weeks the campaign has been running “barrels” of letters have been received. A large staff reads them first and Lammle spends 90 cent of his time reading and going to these questions. No form is used. Every communication gives its direct reply. The value the copy has been enormous. Total Universal is preparing to tie up campaign with exhibitors by going in the lobby of the various theaters a dignified poster referring the campaign.

The Paramount Idea
M. Botsford directs the expenditure of huge sums for Famous. In national advertising. He believes deeply in the idea of establishing wide mark value for pictures. But admits it can be done only over a long term of years and with a firm which has sufficient productive force and sufficient merchandising and driving force to back up the national advertising. “It cannot be done in a few years,” says “Bots.”

Carson, no matter what stars we lose carry on just the same. That is the great value of the trade marked here.

Many believe that the national advertising done by Famous has been of inestimable

Committee Forming
Hess, Pettijohn, Rogers, Representing Distributors on Uniform Contract Matter

Gabriel Hess, Charles C. Pettijohn, and Saul E. Rogers, the latter as chairman of the law committee of the Kay organization, will represent distributors on the permanent committee to be formed for the purpose of handling uniform contract business.

No word has as yet been received from the various exhibitor factions as to their selections. It is understood the Kay office has placed no limitation on the number of exhibitor representatives. Back of the motives that have crystallized into this plan is a desire to permit the uniform contract to function as close to one hundred per cent perfect as possible. It is for that reason that it is deemed highly (Continued on Page 2)

“U” Starts to Move

Universal today starts transferring office furniture to its new executive headquarters in the Heckscher Bldg. The change will be made slowly, in order not to interfere with office routine. It is expected the transition will take two weeks to complete.

Brown to Manage New First Run

Minneapolis—Len Brown has been named manager of the Lyceum, the new first run to be opened next month by Clinton & Meyers, of Duluth. M. G. Meyers succeeds Brown at the Astor.

Screen Art Closes Sale

Billy Wilkerson, on behalf of Screen Art Dist. of Hollywood has sold that company’s entire short subject line-up to Rapid-Asher for New England.

“Commandments” in St. Louis
(Special to THE FILM DAILY)

St. Louis—“The Ten Commandments” had its local premiere at the American theater. The picture will have an extended run at $1.50 top.

Kenton to Direct a Columbia

Los Angeles—“A Man and His Money,” one of the eight Columbia to be made for C. B. C. will be directed by Earl Kenton.

McGowan Signs New Contract

Hollywood—Robert McGowan has signed a five year contract with Hal Roach to direct the “Our Gang” series.

“Captan Blood” Closes Saturday

“Captain Blood” terminates its run at the Astor Saturday, Oct. 4.

Europe Aroused

London Conference Called to End American Domination of Continental Markets

Anonymous circulars from an unknown source have been distributed in London, summoning important figures in European film affairs to a conference scheduled to be held in London in about two weeks. The conference will discuss American domination of European markets and methods of ending it, according to a special cable dispatch received by the Los Angeles Times.

While the circular does not give the slightest indication as to who is behind the agitation, the Times cable asserts that it is understood in London to be instigated by German capitalists led by the Krupp-Stimmes interests, which are credited with a plan to seize control of world markets ultimately, and as usual are making their first campaign in the direction of London, Paris and Rome.

The time and place of the mystery conference are not given in the pamphlet, which is printed in English, French, Italian, Swedish and German. Reports come from Berlin to the effect that the German film interests have been working day and night to get Europe unified for a bitter war to the finish against American interests, who are charged with not only flooding foreign markets with their own product but buying as many theaters as they can get their hands on in every European capital as well.

Rothacker Leaves for N. Y.

Los Angeles—Watterson R. Rothacker leaves for the East today. Following a short stopover in Chicago, he will go on to New York.

Development in the Rothacker plan to build a large laboratory in New York may occur in the near future.

Elaborate House for Detroit

Detroit—Elaborate plans are being made for the new Grand Riviera theater, at Grand River and Joy Road, according to Bert Williams, vice-president of the Munz interests, now operating the Palace, La Salle Gardens and Roxedo. The new project will seat 2,000.

Studio in South Dakota

Hollywood—At Film Daily

Hot Springs, S. D.—It is understood that Parkfield-McCarthy Prod. of Hollywood, plans to erect a $60,000 studio in the Black Hills.

40 in Second Group

Paramount Lining Up Releases for Last Half of 1924-25—To Be Sold in Block

Paramount will release another block of forty pictures, beginning Feb. 1, 1925, and running through the last six months of the season. Plans are now being made for the production of this series.

The titles are practically determined upon, although there may be some slight alterations here and there. Casts, in some instances, have already been determined upon and actual production arrangements for several of the group made. The group will be sold in a block, or in exactly the same manner as the first “Famous Forty” are being disposed of. In the Paramount advertising, the new line-up will be known as “The Second Famous Forty.”

Won’t Film “Sorrows of Satan”

D. W. Griffith denied Saturday he is going to produce "The Sorrows of Satan," for Famous. "The rights are held by Famous Players," he said, "and I understand that that company has already some rather elaborate plans under way for putting it on the screen.

Melnitz to Coast

Curtis Melnitz, who has been handling part of the local publicity for the "Thief of Bagdad" left for Hollywood yesterday on a special mission.

New First Run in Missouri
(Special to THE FILM DAILY)

Mexico, Mo.—The Orpheum has opened with first run pictures and vaudeville. Putney & Clay are the owners. They also operate the Liberty.

Roscher Returns

Charles Roscher, cameraman for Mary Pickford Prod., has returned from Europe. Headquarters at the Lamb's.

Goebel Coming East

Los Angeles—O. E. Goebel, of Associated Arts, is en route to New York on a business trip.

Alice Joyce on Coast

Los Angeles—Alice Joyce is here from New York to appear in "White Man" for B. P. Schulberg.

"Vanities’ Price’ At The Cameo

"Vanities’ Price,” the first of the F. O.—Gothic series, opens at the Cameo, Oct. 5.
VALUES
(Continued from Page 1)
value. Especially in establishing prestige and a standing in financial circles. But there is a vast difference in what Famous tries to do— and does— and what a producer with a smaller output might dare attempt. Spasmodic advertising of a national nature is wasted. National advertising without a strong distributing agency equally as valueless.

And Mark Kellogg, who handles the national campaign for First National, has no delusions as to the value of the trade mark. "I doubt if you will ever get the public to come to any theater and ask if there is a First National, a Famous or a Metro, or any other picture playing there," says Kellogg. But our national advertising has much value otherwise.

"Copperfield" Essay Contest Over
The winners of the "David Copperfield" essay contest, conducted by Associated Exhibitors in schools throughout the country, have been announced. $3,000 in prizes will be distributed.

Lists Better Books and Films
A selected list of better pictures and books, has been issued by the National Committee for Better Films, of the National Board of Review. The pictures are listed by companies.

On Broadway
Astor— "Captain Blood"
Broadway— "Merton of the Movies"
Cameo— "Life's Greatest Game"
Capitol— "The Red Lily"
Central— "Dante's Inferno"
Cosmopolitan— "Janice Meredith"
Criterion— "The Ten Commandments"
Liberty— "The Thief of Bagdad"
Loew's New York— Today— "Mon- sieur Beaucaire"

Tuesday— "Captain January" and "Not Built for Running"
Wednesday— "Lily of the Dust"
Thursday— "The Tenth Woman"
Friday— "The Girl in the Limousine" and "Dynamite Dan"
Saturday— "Fools in the Dark"
Sunday— "Behold This Woman"

Lyric— "The Iron Horse"
Mark Strand— "In Hollywood with Potash and Perlmutter"
Piccadilly— "Barbara Frietchie"
Rialto— "The City That Never Sleeps"
Rivoli— "Feet of Clay"
Brooklyn Mark Strand— "The Alaskan"

On next week—
Broadway— "The Sea Hawk"
Cameo— "Life's Great Game"
Capitol— "His Hour"
Central— "Dante's Inferno"
Cosmopolitan— "Janice Meredith"
Criterion— "The Ten Commandments"
Liberty— "The Thief of Bagdad"
Lyric— "The Iron Horse"
Mark Strand— "In Hollywood with Potash and Perlmutter"
Piccadilly— "Barbara Frietchie"
Rialto— "The City That Never Sleeps"
Rivoli— "Feet of Clay"
Brooklyn Mark Strand— "The Alaskan"

Committee Forming
(Continued from Page 1)
desirous that all exhibitor groups are represented: the M. P. T. O. A., the T. O. C. C. and the Allied State Organizations.

M. J. O'Toole, president of the M. P. T. O. A., was out of town almost all of last week and it was therefore impossible to discover what his attitude is toward the Hays committee. Efforts made to reach the T. O. C. C. on Saturday, for information as to that organization's attitude, were unsuccessful, but in view of the large part that the T. O. C. C. played in the drafting of the original form, it is assumed by those familiar with the situation that the T. O. C. C. will be represented on the committee.

Adams Promoted by Famous
Edgar Adams has been placed in charge of the film editing and cutting department of the Famous Eastern studio, succeeding J. Bonn, who will go to the Coast to join the Rudolph Valentino unit.

MACK COHN
Cutting & Editing
At
220 W. 42nd St. N. Y. C.
Lackawana 8677-8

HAL ROACH'S RASCALS IN "OUR GANG" 2 REEL
Pathécomedy

C O M I N G  S O O N

JACQUELINE LOGAN
"The House of Youth"
~ FROM THE NOVEL BY MAUDE RADFORD WARREN
ADAPTED BY C. GARDNER SULLIVAN
DIRECTED BY RALPH INCE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

What is
THE DEAT RAY

What is a miniature setting produced by JOHN SLOBEY? Art titles for Productions CLAY & KLUGER, INC. MODELING, ETC.

PRODUCERS ATTENTION
Foreign Film Distributors
AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 5272
New York Chicago Hollywood
Rothacker Laboratory
542 Fifth Ave. Tel. Murray Hill 1161

ROLAND W. CAMPBELL
Wanda Hawley, Louis Lombard, Harry C. Higbee, Lila Lee, William H. Wallis, Tilly Losch, Capital Comedies

"THE LIGHTS OF LONDON"
An A. C. and R. C. Broadway Production
Presented by LIE-BRADFORD CORPORATION
201 SEVENTH AVENUE, NEW YORK.
In the Courts

Johnstown, Pa.—Investors in the United States M. P. Corp., whose president, James W. Martin, is in jail at Cumberland Md., on charges of embezzlement and obtaining money under false pretenses, have two weeks' chance of recovering any money, according to the new solicitor, John H. Hoover. The company, under the name of the Cumberland M. P. Corp., with an authorized capital of $3,000,000, and shareholders of $500,000, after paying $250,000 on its mortgage of $50,000, was forced to mortgage its property for $30,000 insurance on the property. The money was not paid properly. Most of the investors are local residents.

Natchogue, N. Y.—Nathan Goldstein has started action in the Supreme Court, to have a receiver appointed for the Rialto, which he recently sold to Ward & Glynne, owners of the Patch operation. Goldstein, since Glynne refused to carry sufficient insurance on the building to cover its mortgage of $50,000. Glynne refuses $30,000 insurance on the property and contends this is as much as he has ever carried.

Advisors will be submitted and meantime no receiver has been appointed.

Columbus, O.—Carl E. Neal and Ed C. Clark have filed suits against the M. P. Operators' Union, seeking $10,000 and $5,000, respectively. Neal and Clark were members of the union and were employed at James Theatre Co. The union expelled both their cards and expelled them without cause. It is feared. They were then dismissed by the James people.

O. Roberts Hirsch, owner of Sigma, has filed a suit in the Johnson plea court, against officers of the local No. 248, of operators' union, to restrain the union from picketing in front of his theatre. Hirsch and the union have arbitrated since Sept. 1, when the union called a strike because Hirsch failed to grant an increase to his employees.

"Never Say Die" Buttons

Orders to be hung up in theaters, several pin buttons attached, being distributed by Associated Press, as an exploit of the union "Never Say Die." Reading on pins warns patrons to take a button "to insure against loss of butted off shirts while laughing at picture.

Grand O. H. Remodeled

Grand Opera House, at 23rd and 8th Ave., showing vaudeville pictures, has been extensively re-figured and re-carpeted. A new organ has been installed and new marquee erected both on the 8th Ave. and on the 23rd St. entrance.

Signs Marguerite Clayton

Hollywood—Jesse J. Goldberg has Marguerite Clayton to appear in a picture opposite Pictures.

Lists $17,500,000 Capital

Toronto—A statement has been issued by Famous Players Canadian Corp., Ltd., placing the actual capitalization of the corporation, at $17,500,000, of which $13,630,000 is outstanding. The capital is divided as follows: First and general mortgage bonds, $2,500,000; first preferred cumulative 8 per cent shares, $6,500,000; second preferred cumulative 8 per cent shares, $1,000,000; common shares, $7,500,000. The whole of the common is outstanding, as well as the second preferred. The corporation is seeking to sell an additional $10,000,000, of which $1,000,000 was added to the authorized capital in March of this year. The money is needed to finance the expansion of the company's operations in Canada. The corporation has also declared a dividend of 4 cents per share on its common stock, payable Oct. 15.

Do You Know—

That

The Film Daily has subscribers on every continent and in every important city in the world.

That

If you are travelling, and want an address, you can use ours.

That

We will assist you in every and any way possible to solve your problems regarding distribution, publicity, advertising or producing.

That

Most of the film exchanges or exchange managers are interested readers of The Film Daily.

That

There are over 40,000 copies of the Film Year Book in circulation.

That

167 motion picture editors of 167 leading newspapers read and clip news from the Film Daily.

That

The Film Daily reports are absolutely unbiased. If a picture is good we say so. If it is fair, we say so. If it's poor we say so. Because of our unbiased opinion exhibitors respect us.

That

Every news item is confirmed prior to publication.

That

We publish "All the news when it is news."

That

Our information department answers thousands of questions a year all pertaining to this industry.

That

This big, little paper is always at your service.

The Death Ray

What discovery has received amazing newspaper mention and aroused the interest of the world?

Grand O. H. Remodeled

To Grand Opera House, at 23rd and 8th Ave., showing vaudeville pictures, has been extensively re-figured and re-carpeted. A new organ has been installed and new marquee erected both on the 8th Ave. and on the 23rd St. entrance.

Signs Marguerite Clayton

Hollywood—Jesse J. Goldberg has Marguerite Clayton to appear in a picture opposite Pictures.
with
Laura La Plante
and
a great cast

"HIGHLY enjoyable audience picture for any type of house!"
MOTION PICTURE NEWS

"It should be one of the season—"

One of Universal’s First!

THE EAST END

THrILLING MIRTHQUAKE

UNIVERSAL
Based on the popular novel "Husbands of Edith" by George Barr McCutcheon

Directed by Wm. Seiter

"A corking entertainment! Hard to imagine this picture as failing to suit any box office!"

MOVING PICTURE WORLD

It's the biggest comedy silent, wonderful!"

N. Y. MORNING TELEGRAPH

Best buy in sight!

AN UNENDING EXPLOSION OF LAUGHS
Incorporations


Tacoama, Wash.—Great Northern Film Co., Inc., Seattle.

Tampa, Fla.—Film City Enterprise Co. Capital $5,000,000.

Detroit, Mich.—American Booking Corp.

Found Conditions Favorable

Ed. M. Hopcraft, sales manager for Cranfield & Clarke, returned from a sales trip and found conditions in the Mid-West favorable, contrary to expectations of Circulation Manager L. N. Underwood, who voiced his pessimistic opinion in these columns some weeks ago. He says:

"Chicago and surrounding territory are on a better and more sound business basis than ever before. I have been told by both exchanges and exhibitors that they had no idea a year ago to talk about. I saw the building of new theaters, which surely hides well for the future of him conditions in the territory. These new buildings are sure to open up the market for more pictures and create a larger field for the exhibitors to select from the product. This is one of the many encouraging signs of progress in my many checking observations."

Two Theater Burns

Scottsbluff, Neb.—Fire which destroyed the buildings in a fire that originated in the rear of the Strand, at Minot, N. Dak.

Independence, Kan.—Firemen fought four hours to subdue a stubborn blaze that started in the Jefferson Ferry Building. The fire was covered during a matinee and a near panic resulted when the alarm was given.

English Films in Winnipeg

"Outs" (Special to THE FILM DAILY)

Winnipeg, Man.—Last week three of the leading houses played English films, "Come On Loving Cup," at the Province; "Harbor Lights," at the Garrick, and "A Couple of Down and Outs," at the Osborne.


"Outs" (Special to THE FILM DAILY)

Buffalo, N. Y.—Sam Galanty has been succeeded as manager of the F. B. O. exchange, by Fred Zimmerman, formerly with Selznick and F. B. O. Galanty has been made special representative in the East.

Jansen To Manage Lebedoff Houses

Minneapolis—S. G. Lebedoff has named Anton Johnson manager of his Liberty, at Dupont and Sixth Sts., and also the Homewood, now under construction at Newton and Plymouth Aves.

Fred Davies Arrives in Atlanta

Atlanta—Fred Davies is here to assume the management of the F. B. O. exchange, made vacant by the resignation of "Doc" Koch. Davies hails from Albany.

New Film Classics Manager in Pitts (Special to THE FILM DAILY)

Pittsburgh—Austin Intertaine is the new film classics manager, succeeding R. S. Moran, resigned.

First National Moves

"Outs" (Special to THE FILM DAILY)

Philadelphia—The First National exchange is now located in new quarters at 1225-27-29 Vine St.

Everett Exhib. Candidate For Senator (Special to THE FILM DAILY)

Everett, Wash.—Joe St. Peter, owner of the Rose theater, is a candidate for State senator.

Buys 10 from Arrow

"Outs" (Special to THE FILM DAILY)


The Greater Feature line-up for 1924-25 includes: 44 features, 52 two reel comedies, 104 one reel subjects and two serials: "Santa Fe Trail" and "Days of 49.

"Greater Movie Season" Incorporated

"Outs" (Special to THE FILM DAILY)

Los Angeles—The "Greater Movie Season" at Los Angeles was so successful that it will be observed annually. Officers of the new group formed to handle it include: Joseph M. Schemick, president; Herman Weber, vice-president; Fred B. Boyl, secretary; Louis B. Mayer, treasurer, and Harry C. Arthur, Jr., general manager. Arrangements are already under way for a spectacular demonstration next year.

Films to Help Charity Drive

"Outs" (Special to THE FILM DAILY)

Los Angeles—The M. P. D. A. has named Charles W. Christie head of the committee to aid the various charitable and welfare agencies in a "Marriage to a Christie" where a number of best short reel subjects will be shown to aid the chest.

Roma Changes Hands; Opens Oct. 1

"Outs" (Special to THE FILM DAILY)

Hamilton, O.—The Roma theater will open Oct. 1, under ownership of DeNoble, and sons of Ada, who have purchased the concern, with the idea of turning out a short reel news reel to aid the chest.

Lowell Cash Joins Progress

"Outs" (Special to THE FILM DAILY)

Cleveland—Lowell Cash, formerly exploitation man in New York, is now with Progress pictures, and is putting over a special anniversary celebration, commemorating the company's second year.

Kunskey Takes Over Gratiot Theater

Detroit—The Kunskey interests have taken over the Gratiot theater, and appointed the former office manager, the Gratiot has been in the hands of a receiver for several years.

Bromberg Moves Home Office

Atlanta—Arthur Bromberg has moved the Progress home office to larger quarters at 106 Walton St., where Metro formerly was housed.

Rosen Retained by Warners

Hollywood—Phil Rosen, having completed "This Woman" for the Warners, has been re-engaged to direct "The Bridge of Sighs."

Royal Pictures Will Have 52 Features for New Season

Philadelphia—Royal Pictures, Inc., will have 52 features for the new season, released one a week.

New Theaters

Plattsburg, N. Y.—Owing to delay in the shipment of steel, the theater which William Benton is building here will not be completed before late November or early December.

Inglewood, Cal.—The new Granada has 1,500 seats and cost $150,000. The house was built by Andrew Bennett, who has leased it to W. Van Derlip for ten years.

Keokuk, la.—Baker & Dodge plan to open their new Grand on Thanksgiving Day. The house will seat 1,200.

Dayton, O.—The Valley, formerly owned and managed by D. Forsell, has been taken over by L. C. Keller.

Potsdam, N. Y.—The Rialto, recently erected, is expected to open the latter part of this month.

Cincinnati—William Gerbes has completely renovated the Marvel for the fall opening.

Everett, Wash.—Pitz and Swanson's new $250,000 Everett theater has been opened.
Newspaper Opinions

"Along Came Ruth"—Metro-Gold. State Lake, Chicago

DAILY NEWS—* achieves an enter- taining type of comedy

JOURNAL—* Viola Dana plays the intrepid heroine with the well-known Dana dash.

* "Cornered"—Warners

HERALD—*+ provides a genuinely exciting story, the sole purpose of which is to entertain the audience.

JOURNAL AND POST EXPRESS—*+ The usual plot is gone. The film is the story of the chief characters, with plot directed toward the accomplishment of the big robbery.

TIMES-UNION—* can be counted upon for an hour or more of entertainment during which you will be too eagerly watching for the next turn of the action to give much attention to its plausibility.

* "Daughters of Pleasure"—Principal Strand, San Francisco

CHRONICLE—*+ is better done than most of the pictures that deal with the social problem of prostitution. It is growing wearisome, but in this one there are several new twists and an interesting aspect.

EXAMINER—*+ The story is an absorbing one, telling a family of which an experience of years of fragility, suddenly finds itself riding to unbridled wealth.

* "The Desert Outlaw"—Fox

MORO, Chic goi AMERICAN—*+ Buck Jones does some great riding up and down the hills, over precipices, etc. and does a consider- able amount of it with his hands locked behind his back. He and I, in a swift dernière, dug our way out, waterfall and, eventually, didn't come off as a bond with no faster.

* Empty Hands—*—F. P. L.

FENWICK, Boston

TRAVELER—*+ Victor Fleming directed the picture, and he has used his sense of humor in the right places—more power to him. The subtitles are mostly good, the scenery is always wonderful, and that river through the rapids is ever so well done.

* New Grand Central, St. Louis

LOPPINER—*+ Local New Yorkers are likely to contribute to making "Empty Hands"*+ a very fine picture of love and life in the open.

POST-DISPATCH—*+ It is the best of the pictures of this type. It is a thrilling and rapid shooting scene with a thrilling rescue of the girl as its climax.

STAR—*+ "Not unusual."

* "Find Your Man"—Warner

NEW LYTIC, Minneapolis

TRIBUNE—*+ A series of thrilling episodes in which Rin-Tin-Tin figures prominently, brings about a satisfactory culmination.

* "The Heart Buster"—Fox

MOON, Omaha

DAILY NEWS—*+ Mix falls sadly short of grace, in the editor's opinion.

*+ He gets too much of the action, does some driving that's pretty good, but quite untrapped, and then pulls the oldest bit of hokum known to trick photography comedy.

* "Lily of the Dust"—F. P. L.

LOEWE'S State, Boston

GLOBE—*+ From the moment the pic- ture begins to unfold on the screen, Pola's civil personality dominates the picture. She is tender, warm and cyclonic.

Little Robinson Crusoe—*+ Metro-Gold.

DeLAMONT, St. Louis

GLOBE—*+ A day dream or a near tale. Full of laughs for the youngsters and indelible smiles for the grown-ups.

POST-DISPATCH—*+ There is a thrilling and heart-warming picture of a dog hatchet marked on a cannibal island with only a cat as a companion. The animals worship him as god and he has the time of his life for a while.

TIMES—*+ Jackie has had better stories than this.

* "Manhandled"—F. P. L.

Garden, Milwaukee

SENTINEL—*+ With the possible ex- ception of "The Hamming Bird," this is the second thing the Grace Swanson has done.

* "The Man Who Came Back"—Fox

New, Baltimore

AMERICAN—*+ Is a splendid film. There are color, romance and thrill, I enjoyed it, and I know you will.

Monsieur Beaucour—*+ F. P. L.

Orphponsors, Boston

GLOBE—*+ The role of the Duke of Chartres, champion duelist and lover, is a congenial one to Valentino.

The adventures in the picture are satisfying to the eye in the matter of lavish settings and mar- velous costumes, but the plot is so over-shadow the dramatic value of the story.

* "The Painted Flapper"—1st Nat'l

Fay's Philadelphia

INQUIRER—*+ is true to life of the city and shows how and what shows the finery of the film and life of the scenes.

* "Ramshackle House"—Prod. Dist.

Corp. Fox, Philadelphia

INQUIRER—*+ is a melodrama that lacks with villainous deeds.

* NORTH AMERICAN—*+ Betty Compson is the star. She is as pretty as ever—and more mannered than ever. She is seen as the sprightly daughter of an impractical southern gentleman, who wears his galluses as an ornament over his abdomen and doesn't know what it's all about.

* "The Sawdust Trail"—Universal

New, Chicago

AMERICAN—*+ It is a happy mixture that offers color and entertainment in several different lines.

TRIBUNE—*+ It is a picture of fine- lined action, comedy and Western melodrama all in one.

* CHRONICLE—*+ A picture that gives the green-eyed Hoot a somewhat differ- ent character to play, with all of his foot- horseman-ship and his daring stunts let in.

* "Three Miles Out"—Asso. Exhibitors

Victoria, Rochester

HERALD—*+ An interesting story of a girl that is only one of a group of lively, high-spirited characters with a crew of ram rompers on the high seas and of a young sea-cap- tain whose admirers to watch and delay in an island and capture the house snugglers. Highly melodramatic.

* "The Torrent"—Goldstone-S. R.

Fay's, Rochester

INQUIRER—*+ A film story full of vigorous, red-blooded action and spectacular features.

* "The Turmoil"—Universal

Randolph, Chicago

HERALD—*+ A well-written film of family fortunes. The stars are expert, though George Hackathorne as Bible's son doesn't dominate screen enough. En- nert Corrigan is excellent in this.

POST—*+ The picture is interesting and somewhat out of the ordinary. It is worth seeing.

* "Wine"—Universal

California, San Francisco

BULLETIN—*+ Dramatic story of bootleggers and excuting their work.

CALL AND POST—*+ Was built with a view had an expert with no interest in art. It gives you an eyeful, or rather eye full after another, including the Twelve Mile Cale on a ship at sea and a very realistic road house.

CHRONICLE—*+ Universal has made an interesting story of rather well-worn materials, with much sympathy for the father. It is a good action picture for the poor little daughter.

EXAMINER—*+ Myrtle Stedman has the role of the jazz-mad mother, and in the character she does all that is required of her. Hasty Gordon plays a nice bit in the father portrayal. Forrest Stanley, as the sweethearts, works hard.

* "Wine of Youth"—Metro-Gold.

Piccadilly, Rochester

HERALD—*+ "Wine of Youth" is a misleading title. One sees it advertised and ex- pects another of those jazz pictures falsely depicting the modern flapper. The fact is that the picture..." is genuinely good entertainment.

JOURNAL AND POST EXPRESS—*+ poten potus drama—drama made real and moving by a cast of excellent actors.

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High-Speed Action, Laughs, Thrills.

"WILD GAME"  "ROUGH AND READY"

Jack White Productions
D'je ever notice—

wherever box-office
and newspaper reports
are published—-

What a whale of a lot of
FIRST NATIONAL PICTURES
are being booked by exhibitors?

There's a reason by gosh
S-s-s-s-sh! It's because they're
the-best-on-the-market!
TRAGEDY

By DANNY

Do the great army of theater goers want it? On the screen? I doubt it. And doubt it very much. It is true there are some exceptions. Outstanding ones, like "The White Sister." But generally speaking the vast army of fans don't. And there is a reason for this.

The mass of picture goers represent the middle class. And to an extent the lower class. Of citizenship. (Not only here but all over.) The moving picture—despite the splendid productions constantly being made—has not yet reached a point of common contact. With what is known as the "limousine trade." Some, yes. Not enough. And it will take years to educate and bring them.

The vast army of picture goers have tragedy enough. Sorrow enough. Unhappiness enough. In their own homes. In their own lives. Not to wish to see more of it. For what they consider their entertainment.

That is one reason why the sloppy, sentimental, holier-than-the-rest stories get by. A woman who has been cooking, cleaning up, washing children and dishes, gets away from all of this. In the atmosphere of such stories. They live—for the hour—the romance which has been denied them. And they go home happier, more content—lighting a little perhaps because their Prince Charming isn't a Con-way Taree. Or a Milton Sills. Or a Tommy Meighan. Or any one of a number. (No, we haven't forgotten Valentino.) And in reverse ratio when they see the tragedies, the tears come back to them a hundred fold.

The fact that a play with a sad ending has been "a riot" isn't a reason for its production in pictures. The value of such a play is to thousands—perhaps a hundred or at best several hundred thousand. But that is a trifling figure. Compared to the attendance which sees and enjoys—pictures day after day.

All of which means, Keep away.

(Continued on Page 2)
The Film Daily

Tuesday, September 30, 1924

Big Deal Set
(Continued from Page 1)

The deal ends a threatened theater on the East Side and again removes all danger to the dominating booking position held by M. & S. in that section. It also gives Small-Strasberg practically complete sway over the Plaza section in Williamsburg. The Commodore and Roebuck are new, modern theaters, while the Gen, which seats 1,000, is somewhat older.

Those familiar with the M. and S. affairs declare that the new deal will place the feelings of the several groups said to be involved with M. and S. in a booking deal. These are Katz and Gross, Steiner and Schwartz and Harry Blinderman, Katz and Gross operate the Florence and East Broadway in New York and the Orange Park and City Line in Brooklyn. Steiner and Schwartz have the Sunshine and New 14th St. in New York while Blinderman has the Delancey in lower Manhattan. It is said Katz and Gross have had run-ins with M. and S. on the buying of pictures because M. and S. have suffered penalties from exchanges in buying for their Brooklyn houses that also extended to Katz and Gross.

The deal gives Small-Strasberg about 27 theaters. Two are building. One of these is at Dean and Fourth St., Brooklyn and the other is in Maspeth. The latter house opens in a few weeks. This group has been functioning about a year and has had a rapid growth as a buying factor in Greater New York.

Harry Sofferman of Sofferman, and Sofferman, theater brokers is known to have been interested in the transaction but efforts to secure a confirmation or denial from him proved unavailing. When William Small-Strasberg was reached at the Republican in Brooklyn, he did not deny the deal had been closed, but would supply no details. The theaters are held to a figure of $75,000,000. Actual transfer from M. and S. to Small-Strasberg occurs about Oct. 15.

Equity To Form Screen Division

The Actors' Equity will shortly make a determined effort to organize the actors and actresses engaged in screen work, according to an article which appears in the current issue of "Equity."

La Follette Campaign Film

The La Follette-Wheeler Campaign Committee has just completed "The Spirit of 1924," which is being used in connection with the campaign. The film was made under the supervision of David K. Niles, by Roycroft Pictures Inc., and was produced by Ernest Maas, head of the company. The film is about a reel in length.

Theater Owner Dismissed

(Charles J. W.)

Seattle—Acting Police Judge Jacob Kalina has dismissed the case against C. J. Klawitter, theater owner, who was arrested for showing alleged improper stills in the lobby of his house. The case was dismissed because the censor board seized the stills without a search warrant.

Back From Location

Howard Estabrook, Charles Gib- lyn and Bert Sichel returned yesterday from Niagara Falls, where they inspected locations to be used in "The Adventurous Sex," an Associated Exhibitors release.

Ruth Roland In The East

Ruth Roland arrived in New York from the Coast on Saturday with a print of "A Dollar Down." She left for the bankers convention in Chicago on Sunday, returning the end of the week.

Harmon Weight has completed "Hard Cash" for Associated Arts, at F. B. O.

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Reckless Romance

An AL CHRISTIE FEATURE

Adapted from the great Broadway Success

What's Your Wife Doing?

Directed by Scott Sidney

Harry Myers
Wanda Hawley
Tully Marshall
Sylvia Bremer
Lincoln Plumer
Jack Duffy
Morgan Wallace
Mitchell Lewis
T. Roy Barney

Season 1924-1925 Thirty First-Run Pictures

The Spats

IN HAL ROACH'S COMEDIES

(2 reels)

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Pathé comedy

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N. Y. C.
Newspaper Opinions

"Feet of Clay"—F. P. L.
The Chicago, Chicago

HERALD—"it serves as colorful en-
ertainment, especially when Rod La Rocque gives one of his best performances as an
arranged husband.

Allen, Cleveland

PLAIN DEALER—"There is much
that is trite and shabby in the unfolding of
the entire plot in spite of the wealth in
sight, but there is in the last reel enough
to make up for Dr. Myle's giving—
on what they want.

Missouri, St. Louis

GLOBE-DEMOCRAT—A fascinating ro
n and near tragedy of married life.

POST-DISPATCH—"The picture be
ings interestingly enough with a lively scene
of Catalina Island beach and a thrilling
aquaplane race. It gets a new thrill by
having one of the men bitten by a shark.

STAR—Dr. Myle carries the action
of his picture "from the sands of the
atlas to the gates of Hell— and back

TIMES—"The plot is fairly inter-
ning, but so illogically worked out that one
expecting most anything will happen.

In Hollywood with Potash and
Perrimutter—"1st Nat'l—Walnut,
Cincinnati

POST—"The picture is so crotch-
th of funny situations and humorous sub-
titles that the audience is kept in almost
constant uproar. See this picture and you
will laugh at least thirty-three times.

TRIBUNE—"a play that is crammed
of mirth.

Capitol, Detroit

FREE PRESS—"To see "Potash and
Perrimutter, in Hollywood" is to see one of
the season's most delightful comedies.

TIMES—"Since most of the fun in
Potash and Perrimutter stories comes
from the dialogue, it is necessary to pepper
film with a great many subtitles, and there
some of them, very clever.

The Woman on the Jury—"1st Nat'l,
State, Minneapolis

TRIBUNE—"Sylvia Breamer is sur-
rounded by a notable cast of film players.

The man and the woman are: P. H. Stillwell, vise-
presid 

J. A. Walsh, treasurer, Evelyn
Welsh, secretary, and the following
board of directors: Agnes Men-
ny, Harry Wylie and Mel Shauer.

"Sea Hawk" in Detroit

"The Sea Hawk" is at the

dams for at least four weeks.

Little Rock Favors Sunday Shows
(Special to THE FILM DAILY)

Little Rock, Ark.—Although an or-
dinance prohibits Sunday shows, the
Chamber of Commerce has launched a
movement to open the theaters on the
Sabbath. The Chamber of Com-
merce at Hot Springs has launched a
similar movement, aided by many
Bunic organizations.

Operators' Demands Refused
El Paso, Tex.—Theater owners have
refused to grant the demands of opera-
tors for a day's work week and a
50% increase for overtime. Ope-
ners at Fort Worth have just been
given an increase of $2.50 per
week. A new contract has been
signed by operators at Waco, for a
slight increase.

Stanley Hand in St. Louis
(Special to THE FILM DAILY)

St. Louis—Stanley W. Hand, spec-
ial representative of the First Na-
tional home office, is here in con-
nection with the handling of the five
specials.

Jones Starts On His Next
Hollywood—Buck Jones has fin-
ished "Winner Takes All" and has
started on his next, "The Man Who
Was Lost." 

Bettie Blythe Not Coming East
Hollywood—Bettie Blythe has can-
celled her trip to New York. She
is scheduled to appear in a picture
here shortly.

Doty Handling C. B. C. Editing
Los Angeles—Douglas Doty has
been signed by C. B. C. to edit future
pictures. Walter Anthony does the
filing.

Bert Brouse Takes Over Imperial
Ottawa, Ont.—Bert Brouse, son of
Harry Brouse, who died recently,
has assumed management of the
Imperial

"The Garden of Weeds" Completed
Hollywood—James Cruze has com-
pleted "The Garden of Weeds" for
Paramount. Warner Baxter supports
Bette Compton in the lead.

Comersfords in Real Estate Deal
(Special to THE FILM DAILY)

Sunny, Pa.—One of the biggest
real estate deals ever closed in this
section was transacted recently, when
the Comerford Amusement Co., sec-
cured the title to the Guyer block,
on the southern corner of Third and
Market Sts., for $165,000. Among
other property, the Strand is included.

Dallas Operators Still on Strike
(Special to THE FILM DAILY)

Dallas—Theater owners and the op-
ar's union have failed to reach an
agreement, on a new scale. It is
understood a number of non-union
men have taken the civic examine-
tion with a view to replace those on
strike, who have been out since Aug.
24.

Cast for "The Tomboy"

Hollywood—Dorothy Devore, Her-
bert Rawlinson, Helen Lynch, Harry
Gribbons, Bert Roach and Len Wil-
lions have been cast for "The Tom-
boy," the fifth of the "Chadwick
Nine." David Kirkland will direct.

Leonard Starts Soon

Frank Zucker will photograph the
remaining installments of "Flying
Fists," starring Benny Leonard. Pro-
duction is expected to start next week.

New Theaters

St. Johnsville, N. Y.—Construction
work on the new Chamber is fast near-
ing completion. The opening date
has been set for late in October.

Snohomish, Wash.—Lon Brown
will open his new theater, Oct. 9.
He will call it Brown's theater. The
house seats 500 and cost $35,000.

Cuyahoga Falls, O.—The new Falls
theater has been opened with pictures
but later, the management intends
changing to a splitt program.

Mountain View, Cal.—Fred Cam-
pan and Charles Hartley will erect
a 600 seat house in the near future.

Fort Lauderdale, Fla.—The new
Queen is part of the extensive build-
ing program being carried out here.

Beaverton, Ore.—Ground has been
broken for the new Pacific theater,
which will cost $20,000.

Monrovia, Cal.—Work has been
started by F. R. Alexander, on a new
$150,000 theater.

Downing, Mo.—The Koz has
opened, with J. M. St. Clair as man-
ger.

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are deposited

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To make a trust fund now for

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Dover, Del.—Evans Moving Picture Co., Wilmington. Capital $100,000.

Dover, Del.—Homewood Amusement Co., Wilmington. Capital $100,000.

Six Deals Closed

Cranfield & Clarke have sold the following franchises on their product: to AYW Film, for Greater N. Y.; to J. E. Rich, R. H. Hill Enterprises, Pittsburgh, for West Penn.; to J. A. O. Va., Ohio, and Ky.; Epic Film of Chicago, for Illinois, Indiana and Wisconsin; to Jack Whitney, Cosmopolitan Film, of Boston, for New England, and De Luxe Film, of Philadelphia, for Penn. and West Victoria.

F. B. O. Salesmen Use Aeroplane

Springfield, Ill. — Tom McKean, manager and Lew Bent, salesmen, of the St. Louis branch of F. B. O., utilized an aeroplane to close a contract recently. They made the air trip from Springfield, III., to Jacksonvil, Ill.

Sales Conference in Mid-West

St. Louis—C. E. Penrod, district manager for F. B. O., presided at a special sales conference at the local exchange. Plans for the forthcoming "F. B. O. Days" and the balance of the season was discussed.

Pennsylvania Theater on Fire

Sharpsburg, Pa.—A fire in the comfort, recently threatens the business section. A performance was under way when the blaze started. There were no casualties, however.

Orpheum To Have Split Policy

The city of Springfield, Ill., is preparing to have a policy. The new location is the near future.

Stern Now With F. B. O., Albany

Albany, N. Y.—Herman Stern, formerly Universal division manager in New York, has been appointed to a position in the company's New York office.

Universal Promotes Furst

St. Louis—Nate Furst, formerly Southern Illinois salesman for Universal, has been promoted to the management of the Sioux Falls office.

Albany Theater Becomes First Run

Albany, N. Y.—Samuel Suckow, the owner and manager, has inaugurated a policy of first-runs at the former house.

Bendell Wins Contest

Albany, N. Y.—Victor Bendell, local Universal salesman, came out winner in a three months' sales contest against Buffalo and New Haven.

Foreign Deal on Chadwick Pictures

Simmonds-Kahn Enterprises, Inc., has disposed of the entire Chadwick product for Australia, Japan, China, and India.

"Wizard of Oz" for Chadwick

Hollywood—Larry Semon has started on "The Wizard of Oz" for Chadwick Pictures.

Tivoli Theater, Ltd. Formed

Hamilton, Ont.—A group of local men have formed the Tivoli Theater, Ltd., with a capital of $200,000 to erect a new first run to house. Pictures and vaudeville will be the policy. J. Swanwick will manage, while associated with him are R. B. Harris, W. H. Yates, and others of Hamilton.

Sam Wood to Make Another

Hollywood—Sam Wood, now cutting and editing "The Mine With the Iron Door" for Principal, will direct another Harold Bell Wright story for that company, "The Re-Creation of Brian Kent."

Fined for Showing Without Permit

Huntington, W. Va.—The Orpheum, now showing pictures, will be fined $25 for showing a picture, "Vengeance of Pierre," without the censors' permit. The complaint was made by Mrs. E. T. Colwell, secretary of the board.

Ford in New French Company

Paris—A new French company will be formed by Reginald Ford and André Ullman, Lucien Doublon and Jean-Emile Roffold. The capital of the company, Societe Anonyme Les Galas Cinematographique, has not been mentioned.

"Texas Ranger" Series for F. B. O.

Hollywood—"The Texas Ranger" series is the title of a picture to be made by Independent Pictures for F. B. O., in which Bob Custer and his horse will appear. Ralston ("Breezy") Eason will direct.

Change Title of Carey's Next


Theater Changes

Clarion, Pa.—The Grand theater property is now owned by a syndicate headed by Lewis Heppinger, a deal having been closed with Frank Crooks, former owner.

Eustis Lake, Fla.—Harry Gordon has retired from the management of the Eustis. He is succeeded by Mr. J. M. Brown, of Bradenton, who owns the lease.

Watkins, N. Y.—George Tooker, a Elmira, has leased the Glen from the estate of the late David B. White.

Toledo, O.—The Rialto, closed to some time, has been re-opened under management of Walter J. Gruebel.

Niles, O.—Joe Cianciolo is now the proprietor of the Stafford, formerly operated by Mr. Stafford.

Bluffs, Ill.—J. C. Welch, owner of the Rialto, Jacksonville, has taken over the Photoplay.

Hamilton, O.—B. Z. Wolterman has leased the Regent from the Jew- et Photoplay Co.

Carbondale, Ill.—Mrs. I. W. Red- gers, of Cairo, has added the Bart to her string.

For Sale

TWO KNOCKOUTS

The Picture Nights of "MARY MINDS HER BUSINESS"

By George Weston.

This story appeared in the Ladies' Home Journal and is now published in book form.

ALSO

"LITTLE BOSS OF BIG BEN"

By Kathleen Egelstone.

Argosy story. If interested, wire, or write National Film Corporation of America

Santa Monica Boulevard and Lodi St. Hollywood, California.

H. GRINDEL MATTHEWS' world-famous discovery

THE DEATH RAY

What it is, what it does, and what it will do and what it may do. A picture that will cause more discussion than any other picture you can show.

Two Parts

Pathetic Picture

Tuesday, September 30, 1924
BY DANNY

Especially those who pursue large circuits. Just how do they reach their decisions? Easy, of course, as to certain stars. And certain box office pulling director specials. But what about the rest? What about the great quantity of pictures that have neither great star nor director special interest?

There are some large circuits which are excellent systems. For determining on picture values. The ample organization in Philadelphia particularly. They have a card system on which is noted various corners of different members. Other circuits—with committees—have like steins.

But how many of such committees, or buyers, take into consideration the important point that pictures are made particularly—and especially—appeal to women? And if so, how many have girls, women on their committees.

The ideal buying committee should contain at least two women. One out 20. The other between 32 and 42. Then the varying ideas of such women could easily be balanced by the showmanship value of the men the committee. Some day we are going to ask some woman—or girl—seriously unknown to us. To write a criticism. On a picture. Just to see what happens. Hope it can be printed.

Broadway Business

Here’s hoping the Piccadilly moves. It probably will. Lots of talk on the Main St. of New York’s more picture houses. Especially on Saturday and Sunday. Then there is so much business that the overflow from the bigger attractions fill other houses. So you really can tell. The strength of any picture on Broadway. By the busi-ness it records on these two big days of the week.

There are pictures and pictures. But this is the fancy phase of all of them: that many pictures over which the critics enthuse—especially.

(Continued on Page 2)

Play Dates

Michigan M.P.T.O. Fighting Block Booking And “Robin Hood” Prices of Independents

(Special to THE FILM DAILY)

Detroit—In a broadside issued in conjunction with the fourth annual National Michigan M.P.T.O. Co. in Saginaw, is a circular letter, which, in part says:

“During the past few weeks it has been the pleasure of this office to talk to a number of New York men who are in the motion picture business. From nearly every one comes the same story, the same lurid fear, justified by a combination of circumstances which have developed during the past six months:

“That a certain group of producers are reported to be in a perfect understanding and are making a determined effort to corral play dates.

“I don’t think there is a representative of a producing company in Detroit who hasn’t given considerable credence to the report—I almost said fact.

“But the remarkable part of the whole affair is that not a single move has been made to forestall such a move by a single one of them. Not a single move.

“The game that is reported as played is an interesting one. The exhibitor is on one side of the table, the certain group of distributors on the other side, and the old (Continued on Page 4)

Brings 20,000 Ft. of Hunt Film

A. J. Klein, a champion lion hunter has returned from Africa with 20,000 feet of film showing native hunts, large herds of wild animals, including zebras, giraffes and hyenas and native methods of living.

Klein has made no arrangements for distribution. He is making his headquarters at the American Museum of Natural History.

Greeks to Produce?

(Special to THE FILM DAILY)

Los Angeles—The initial issue of “The Film Tribune” reports from Chicago that Michael E. Tellegen has been lining up a representative number of Greeks to form a production company that will make its headquarters here. Pictures with a negative cost of $75,000 are planned.

Henderson on Raw-Art Serial

Dell Henderson and Ben Lewis, his assistant are on route to the Coast to direct a serial for Ray Art.

Executives at Glass Luncheon


Unique Buying Deal

Employment for Husband Condition Under Which Woman Purchases Films in Northwest

Minneapolis—“Greater Amusements” says a new use for a theater owner’s buying power was uncovered at a meeting of the Minneapolis arbitration board, in the case of Mrs. E. W. Jensen, vs. Producers Distributing and Producers Distributing vs. Mrs. Jensen.

Mrs. Jensen operates the Auditorium at White Bear, while her husband, is a film salesman. When the man who works for the company that will employ him is the company which gets the business of the Auditorium.

That, at least, held good in the case of Producers Distributing, according to the claim of Mrs. Jensen, who declared that the company had failed to keep its alleged promise to employ her husband, and asked cancellation of her contract with the firm, (Continued on Page 2)

Cosmopolitan to United Studios

(Special to THE FILM DAILY)

Hollywood—The Cosmopolitan unit producing “Zander the Great” is working in the United Studio. It is probable that other Hearst productions will be made there.

Forest Fire in Benedict Canyon

(Special to THE FILM DAILY)

Hollywood—A forest fire raging in Benedict Canyon threatens some magnificent homes, especially the new house erected by Tom Ince.

Going to the Coast

It is understood that Marcus Loew plans to leave for the Coast early this month.

New Merger Reported

M. & S. and Steiner Circuit Again Mentioned—Small-Strasberg Control Williamsburg

On the heels of the purchase of the Commodore, Roehling and Gem theaters in Brooklyn, by the Small-Strasberg Circuit, Inc., from the M. & S. Circuit, came reports yesterday that a theater deal involving the latter group and a third-the Steiner group known as the Allwon Circuit, was in the wind.

For about six months past, there have been rumblings that M. & S. would either purchase the Steiner group, including the Sunshine, 14th St., Atlantic Garden, and about five others, or Allwon would absorb M. & S. Indications yesterday pointed to the merging of the Allwon theaters with M. & S.

This impression was borne out when it became generally known that M. & S. had disposed of their Brooklyn holdings for a figure said to be close to $1,000,000. By the purchase of the Commodore, Roehling and Gem, all of them in the Plaza section of Williamsburgh, Small-Strasberg assume full booking control of that thickly populated section of Brooklyn.

With the change of ownership, there ends a battle for product. As a matter of fact, it was stated yesterday that so keen had the bid (Continued on Page 4)

Lucas After Miami Site

(Special to THE FILM DAILY)

Miami—Arthur Lucas, who is mentioned in connection with the newly-formed International Amusement Co., is running ad copy in all local papers, seeking a site for a new house. If he is successful, this will make Miami a competitive town. At present all theaters are controlled jointly by the Leach interests and Southern Enterprises.

Lazarus Out of Imperial

Paul Lazarus has resigned as president of Imperial Pictures to reenter the publishing business in San Francisco.

A. C. Berman will take over the duties of Lazarus until a new president is appointed.

It is reported from the coast that R. A. Walsh, director-general for Imperial will return to Douglas Fairbanks after making one picture for Paramount.
A Forward Trend
Improvement in Business Noticeable
Bank Reports—Mid-West Marks Time
The Guaranty Trust Co. says:
"Definite improvement in some of the most important branches of business has taken place in the last few weeks. Not only has there been further expansion in wholesale and retail distribution, but industrial activity, which, generally speaking, has been the lag in the upward movement, has given definite signs of response to the influences making for progress."

One of the most striking features of the present situation is the extraordinary abundance of money."

The Herald-tribune reports from Chicago:
"Business throughout the Middle West appears to be marking time against the result of the election and readjustments in materials and labor costs. With the bulk of the corn crop practically out of danger of frost and record yields of other farm products for which high prices are being received, the great agricultural districts are heading for unusual prosperity unless the political schemers and radicals succeed in upsetting the orderly procedure."

From Los Angeles, the same paper says:
"The situation may be summarized by the statement that while the actual volume of business being transacted is not remarkable, the trend is in the right direction, with a tendency toward firmness and steady improvement."

Cory Seriously Injured
Prod. Dist. Corp. was advised yesterday that M. E. Cory, San Francisco manager is seriously injured as a result of an automobile accident.

Unique Buying Deal
(Continued from Page 1) which she said was made on condition that her husband be given a position on its sales force, and that she be awarded damages of $250. In addition, the company sold her old pictures for new, tucked an additional charge of some $47 on a C. O. D. shipment sent her and permitted one of its employees to insult her and her daughter, she charged.

In a counter action, the company denied all of the Jensen charges, save the overcharge on the C. O. D. shipment, alleging that Mrs. Jensen had failed to pick up pictures reserved for her, after dates had been set and confirmed, since steadfastly ignoring all correspondence and winding up with a claim for $150 damages. Despite the protest of Mrs. Jensen, when told the decision, the board ruled that its disposition of the case must stand, and that Mrs. Jensen must play the pictures according to contract, with claims of both for damages ignored. The alleged insults and promise of employment were given no consideration.

Ingram Sails Today
Rex Ingram sails for Europe today on the Paris to launch preliminary work on "Marie Nostress." He is taking with him George Nofka general company manager; Joseph Boyle and Donald Murphy, assistant directors; Ben Carre, art director; Grant Whytock, film editor; Willis Goldbeck, scenarist; John Scitz, cameraman; Davie Howell, assistant cameraman; Howard Strickland, publicity representative; John Damney, production manager and John George actor.
Pictures That Make Good
and pictures that are making
good money for exhibitors
every single day. We guar-
antee the audience value of
every one of these pictures

From Mabel Wagnalls's novel
"The Rosebush of A Thou-
sand Years" Adapted and
directed by George B. Baker. 
With Viola Dana, Monte
Blue, Lew Cody, Marjorie
Daw, Edward Connell.
"One of the most effective and
thrilling romances we have
ever seen."—Providence Eve.
Tribune.

FRED NIBLO'S production of his own story. With
Ramon Novarro, Enid Bennet,
Wallace Beery, Rose-
mery Theby, Mitchell Lewis.
"A directorial triumph. If
you have been praying for
better pictures, go see an an-
swer to your prayers."—Cleve-
lund Plain Dealer.

MARION DAVIES in Char-
les Major's famous novel. 
Adapted by Luther Reed.
Directed by Robert G. Vign-
nola. Settings by Joseph
Urban.
"Yolanda' just as big if not
bigger than 'When Knighth-
hood Was In Flower.' Mar-
ion Davies charming."—Cleve-
lund News.

KING VIDOR'S production
With Eleanor Boardman,
William Haines, Ben Lyon,
Pauline Garon, Creighton
Hale, James Morrison, Niles
Welch. Adapted by Carey
Wilson from Rachel Croth-
ers' play "Mary The Third."
"It's a treat, a box-office jubil-
lee, brimful of gaytry and
color."—Ex. Trade Review.

LAURETTE TAYLOR in J.
Hartley Manners's famous
stage success. Supported by
Tom Moore and a great cast.
Directed by Clarence Badger.
"Thoroughly entertaining pic-
ture, possessing a plot of real
dramatic power. Filled with
action that made its success
as a play on Broadway."—
Motion Picture News.

ELINOR GLYN'S produc-
tion of her own story. Di-
rected by King Vidor. With
Aileen Pringle, John Gilbert,
Bertas Crasby, Dale Fuller
and a great cast.
"Even surpasses 'Three
Weeks.'"—Detroit Free Press.
"Sheer romance."—M. P.
News.
Play Dates
(Continued from Page 1)
"Con" game is being worked. * * * When the moves on the checker board work around to the position, there is all of the play dates tied up with the group who has play dates tied up with the group is now willing to throw the dust of the pictures in his eyes. It is now prime time to cash in, and you have only your self to blame when they cash.

The only thing of value a theater owner has today is pictures. His only hope for business independence is an over production of pictures. But there isn't one out of a hundred exhibitors who really sees it. And there hasn't been to date a single move on the part of producers who are in the inner circle to make the point plain.

"That's why the practice of selling large numbers of pictures in blocks is dangerous to the exhibitor. It's not a campaign against a sales policy. It is a policy of preservation of business independence.

"Only the other day a producer's representative declared that Michigan had always been one of the most fertile fields for block buying in the country. And that not such a compliment either.

"The move to corral play dates is not a move to think about tomorrow. Tomorrow's news may be that a tombstone inscribed 'bankrupt' has been erected where the door of several independents. And they have not discovered anything that will revive the dead.

"Nothing can force such an issue quicker however, than a foolish policy on the part of the independent distributors of getting a couple of good pictures and asking 'Robin Hood' prices for them. The exhibitor will never be sold independent pictures. That way. The independent producer can't afford to get dizzy just because he gets a picture that looks like a winner. If he knows it is forcing the exhibitor to do the very thing he can't afford to have him do. Think that the independent too, is working both ends against the middle.

"It's something to think about."

Mac Lean Going Abroad

Los Angeles—Douglas Mac Lean is at work on his fourth picture for Associated Exhibitors. It has a Parisian background, scenes for which will be shot in Paris. Ann Cornwall is Mac Lean's leading woman.

Ben Carre sails today on the Paris as art director of the "Mare Nostrum" company. In addition he will do some advance work for the Mac Lean picture.

New Merger Reported
(Continued from Page 1)

for pictures became in Williamsburgh that the operation of theaters there at a profit was a hazardous undertaking. Before the formation of the Small-Straseberg Circuit, Small operated the Republic while M. & S. had the Commodore, Rokbling and Gen. When Small and Straseberg formed their joint company in October of last year, it threw together the Republic, Marcy and Williamsburgh theaters in Williamsburgh and the State, Sumner and Kismet in other sections of Brooklyn. The battle even then was not evenly matched because M. & S. had two really splendid theaters, the Comodore and the Roehling to the one, the Republic, operated by Small-Straseberg. Out of all this, the various local exchanges reaped a ripe harvest.

The Small-Straseberg interests now have seven theaters in Williamsburgh: the Commodore, Roehling, Republic, Marcy, Gem, Broadway and Lee. They are in a position to exercise a complete control, especially so, since the M. and S. opposition has been removed.

The growth of the Small-Straseberg Circuit has been phenomenal. Many older exhibitors in the local territory have openly conjectured about the financial interests in back of them. Two theaters, as noted are being built. One of these at 4th and Dean Sts. has been building for about 18 months with the work held up from time to time, and the other in Maspeth.

All told, 27 theaters are controlled by the company. Seven are in Williamsburgh; in April, the Snuzo theaters in Queens, eight all told, were added to the chain. These were the Arcade, Arena and Steinway in Astoria, the Victoria in Elnhurst and the Hyperion, Victoria, Colonial and Palace in Corona. Others in their string include the Nostrand and two others in the Bedford section, the Borough Hall on lower Fulton St., and the Meserole in Greenpoint, recently acquired from Sol Brill.

There has been considerable speculation over the buying power of Small-Straseberg. It has been pretty generally believed that M. and S. Katz and Gross, Stein and Schwartz and Harry Blinderman are working under some sort of a buying agreement, whereby a division of product is made, agreeable to all concerned. In some quarters, it is believed these groups, together with Small-Straseberg are building up a buying circuit, designed to control Loew. If this is true and if an understanding exists, it was give the combined organization about 60 theaters to accommodate w pictures.

On the other hand, it is asserted that these theaters generally follow Loew and that it is not a question of fighting Loew but of buying pictures in blocks and therefore, econimically.

Mastbaum Here

Jules E. Mastbaum paid New York his first regular weekly visit yesterday since his return from Europe.

Belleville, Md.—Noah Bloomer, president of his own Rex group, is up to open his new Rex about November 15. The house cost $75,000.

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THE FILM DAILY
Wednesday, October 1, 1924

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With the Most Artistic
Private Theatre

in America.

Wired for motion
picture machine

FOR SALE at half its cost. In Linlithgow, Pa., 82 miles from city. For illustrated circular apply

PAYSON Mcl. MERRILL CO.
9 E. 44th St. New York City

Murray Hill 8300
**Barbara Frietchie**—Prod. Dist. Corp.

**Piccadilly**

**AMERICAN—**

Barbara Frietchie young, beautiful and full of the joy of living. She is the one thing more than Florence Violad, who, to my way of thinking, not only one of our most beautiful screen actresses but one of the best actors as well.

**DAILY NEWS—**

Even if you are not led up on love stories that use a hole-in-the-wall for a background, I think you'll enjoy this picture while it is a highly realistic and at times a beautiful film.

Florence Violad and Edmund Lowe are lovely lovers who carry you away with their sincere acting.

An admirably directed, ably acted picture, with pretty scenes.

**EVENING WORLD—**

a traditional setting of the blue and the gray, the tulip and mint juleps and moonlight and through it all the melting overtones of "Maryland, My Maryland," it was applauded with enthusiasm everywhere.

**BULLETIN—**

There are quantities of popular sports fans and gamblers, and wolveriders, and a nice clean love story running through the whole. It is a picture which pleases baseball fans and instructs that female portion of picture audiences which is not up on "Life's Greatest Game."

**DAILY MIRROR—**

The picture features fights, murder love, family misunderstandings, standing, misery, son's affection, youthful romance and a happy ending.

**EVENING JOURNAL—**

The baseball scenes are cooking, and coupled with the melodramatic story, make a good picture.

**HERALD-TRIBUNE—**

To us his picture seemed the last word in crudeness. They seem cheap, obvious and perspective producing in the serious scenes. We think that Edmund Johnson writes the worst stories that ever have been put on the screen and that "Life's Greatest Game" is not up to his usual standard. However, if F. B. O. didn't make money out of the Johnson pictures it would not release them. Probably, F. B. O. doesn't like them any better than we do.

**THE WHITE LIST—**

The industry certainly needs it!

**TO CONTEMPLATING USERS OF ELECTRIC SIGNS:**

An Electric Sign of a type similar to that used at the

**PICCADILLY THEATRE**

**New York**

Lyric ("The Iron Horse")

Liberty ("Thief of Bagdad")

"TEN COMMANDMENTS"

(That was on the Putnam Bldg.)

Luxor and Costello Theatres

is covered by Letters Patent No. 912,712, granted to Mortimer Norden and controlled exclusively by the Norden Co., Inc.

Also design Patent No. 59,021 of the type used on the RIVOLI Theatre signs, New York, is controlled by the Norden Co.

We shall protect our rights in these patents to the fullest extent and all infringements will be vigorously prosecuted.

**Protect YOUR OWN Interests**

By contracting only with the originators. We have granted no licenses under these patents. All Norden Signs guaranteed Fire and Weather proof.

**NORDEN COMPANY, INC.**

132 W. 43rd St., New York City

"We Light Broadway"
Theater Changes

Syracuse, N. Y.—Edgar Well, formerly manager of the Strand, has accepted a position with J. Meyer Schine Amusement Co., to manage several houses in that chain.

Kalamazoo, Mich.—W. S. Butterfield’s Capitol, formerly the Majestic, has opened for the fall, after undergoing repairs and remodeling estimated at $10,000.

Arlington, Wash.—W. L. Flint has renamed the old Gem, which he recently renovated, the American, closing his old American. Mrs. Batchelder is manager.

Harrisburg, Ore.—A deal has been closed by R. W. Kessel, whereby he becomes the owner of the theater at Junction City. Kessel will redecorate.

Washington—The Lyric, which had a summer season of burlesque, is now opening with a combination program of vaudeville and films.

Pittsburgh, Pa.—The Commercial Realty Co. has sold the Center Square theater, for Mark Brown, to Louis Hendel, for $15,000.

Richmond, Va.—Clarence J. Vaden has taken over the lease on the Fifth St. theater, which will reopen about Dec. 1.

Ogdensburg, N. Y.—Bob Landry’s Strand is scheduled to reopen on Oct. 1. The house has been thoroughly renovated.

Davenport, Wash. — The Blue Mouse has changed hands. F. O. Gabrielson has sold out to E. C. Gehrie.

Ballinger, Tex. — The To-To-Sho, now in a legal tiff, is expected to be opened as soon as difficulties are settled.

Fredericktown, Mo.—Al H. Thost, owner of the Gem will show pictures four nights a week, instead of two.

St. Louis—Chris Zortex has taken over the Roosevelt on Garrison Ave. He also operates the Melvin.

Chicago—Levine and Cohen have taken over the Parkway, formerly managed by Walter Johnson.

Schenectady, N. Y.—The Strand opened its doors for the fall with “The Covered Wagon.”

Scotia, N. Y.—John Meyers, owner of the Star in Schenectady, has taken over the Grand.

Beulah and Price Here

Harry Hammond Beal, Coast correspondent of the Exhibitors’ Herald, is in town on his honeymoon.

Guy Price, dramatic editor of the Los Angeles Herald, is here on a vacation.

Kiddies to See Coogan Film

Special morning shows for children to see “Little Robson Crouse” will be held at Loew’s Ave. B and 116th St. Theaters, Oct. 11; the Astoria, Palace, Broadway and New Rochelle, Oct. 18.

Correction

In reporting the purchase of a group of ten pictures by Greater Features of Seattle, it was stated the acquisition had been made from Arrow when C. B. C. was meant.

Vidor Contract for Two Years

Los Angeles—Thomas H. Ince’s new contract with Florence Vidor runs for two years. Her present agreement has another year to go.

Future Films at Capitol

Future bookings at the Capitol include “His Hour,” “The Navigator,” and “Dorothy Vernon of Haddon Hall.”

Bound for Hollywood

Ned Van Buren, cameraman is en route to Hollywood.

In the Courts

William Faversham has confessed judgment in the Supreme Court in favor of Joseph P. Bickerton, Jr., for $3,400 as a balance due Bickerton for negotiating his contract in 1920 with Lewis J. Selznick to appear in “The Man Who Lost Himself.” The papers show Faversham agreed to pay Bickerton $10,000 for his services and the money was to come out of his receipts from the film. The actor failed to pay in installments, but Bickerton took judgment.

Coast Brevities

(Special to THE FILM DAILY)

Hollywood—The first of the Lefty Flynn series for F. B. O., titled “The Forgotten City,” has been completed by Harry Garson.

Tod Browning has completed “The Frude,” Evelyn Brent’s great Gothic picture for F. B. O.

Clarence Brown is on location in the Yosemite Valley with the “Smoldering Fires” company.

Def Andrews is at work on the seventh episode of F. B. O.‘s “Getters” series.

Herbert Rawlinson has been signed by Mission Film to appear in a secret service film.

Max Asher has returned to the screen for Independent Pictures.

Anders Randolf Sailing

Anders Randolf is included in the passenger list of the Paris, sailing this morning for France. He has an important role in “Ben Hur.”

Novelty—Thrills—Intriguing Romance

“THE MAN WITHOUT A HEART”

“A BANNER PRODUCTION

with Kenneth Harlan
Jane Novak
Faire Binney
David Powell

Directed by Burton King—

MAKE THIS YOUR BANNER YEAR

IKE LIBSON
Of the Col. Fred Levy Circuit Has Booked

HAROLD BELL WRIGHT’S
“The Mine with the Iron Door”

for the ENTIRE CIRCUIT Including:
Majestic, Louisville
Kentucky, Lexington
Strand, Cincinnati
Strand, Dayton O.
Arcade, Paducah
Empress, Owensboro
Laurence, Bedford, Mass.
Lerone, Jeffersonville, Ind.

BOOK NOW AND GET GOLD FROM THE MINE.
A Principal Pictures Master Production

IKE LIBSON
OF THE COL. FRED LEVY CIRCUIT

NEW ARROW SALES
Recent deals closed by Arrow include:
The “Pinto Pete” series to Masterpiece Films of Philadelphia, for Eastern Penn Southern Jersey and Delaware; to Consolidated Amusement Co., Ltd., of Honolulu, the serial, “Days of ’49,” for the Hawaiian Islands, to Progress Pictures, Atlanta, “Gambling Wives,” for Texas; to Eddie Lyons, Comedies, for Ga., Ala. Tenn. and Texas; the Broadway and Midget plays, for Ga., Ala., Fla. and Tenn.; the Cruelty comedies, for Ga., Fla., Ala. La., Miss. and Texas, and the Speed comedies, for Ga., Fla. and Ala. Merit Films has secured the serial, “Riders of the Plains,” and the “Pinto Pete” Westerns for Great New York and No. New Jersey.

STUDIOS FOR RENT

Within 35 minutes from Times Square. One large and 4 small, best-equipped studios in New York. Large Carpenter shop. Very large stock of props, furniture, draperies, etc. Will rent large studio or all five at very low price.

Address: WM. WRIGHT
Room 823
522 Fifth Avenue, New York
or phone Murray Hill 7213

Wednesday, October 1, 1924
Incorporations


Albany—Studio Theater, New York. 1,000 shares preferred stock, $5 each, and 20 shares common stock, no par value. Directors, W. E. Shapin, and A. Mazar.


Annenen, N. J.—Hudson Theater, Inc., Union Hill, Capital $100,000. Directors, H. Boyd and John Phillips.

Flinn, Ill.—General Films, Chicago. Capital $50,000. Directors, A. A. Rothengrass, Mathewson, and Peter Kranz.


Barnaby—Tull Theater Corp., Brooklyn. 50 shares common stock, no par value.


Merit Buys Rayart Product

Merit has secured the Rayart output for Greater New York. The deal includes a serial, "Calling Broadway," "The Street of Tears," a six-reeler; a series of six features and Reed Howes; a series of six "Metropolitan Melodramas," known as "The Star Reporter series," and "Just Mary."

Freed from Sunday Charges

(Special to THE FILM DAILY)

Yale, Mich.—Because Justice J. H. Merrill is puzzled about the penalty of violating the Sunday closing ordinance, he suspended sentence temporarily, on Harry Holbroth and Robert Birdwood.

Si Danz Acquires New Hollywood

(Special to THE FILM DAILY)

Seattle—Si Danz has bought the Hollywood, Seattle’s newest suburban theater, on Victory Highway. Steele will retain his Queen Anne, which was reported sold to Danz a few weeks ago.

Thornton Quits Vitagraph

(Special to THE FILM DAILY)

Dallas—Tommy Thornton, late with Vitagraph, has joined the Southern Theater Equipment Co., replacing P. C. Parrish, who has been made manager of a new branch the company has opened in New Orleans.

Smith Adds to Chain

(Special to THE FILM DAILY)

Warren, O.—Lemotto Smith, president of the Smith Amusement Co., operating a chain of houses in Warren and Alliance, has leased the Duchess, formerly operated by Dan Robbins.

K. C. Adopts Visual Education

Kansas City.—Motion picture courses have been adopted by the Board of Education for all the city’s schools, supplementing the textbook teaching of geography, history, science and Latin.

Grauman Remodeling the Rialto

(Special to THE FILM DAILY)

Los Angeles—Sid Grauman is remodeling and redecorating the Rialto. Alterations have been under way for the past seven weeks.

"Flying Fists" Showing

The first three of the "Flying Fists" series will be shown at the O. P. W. roof tomorrow, at 10:30 A.M., by Ben Levine, of the Oxford Exchange.

"Frisco Navy Exchange to Move"

(Special to THE FILM DAILY)

San Francisco — The Navy’s exchange, now located here, will be moved to North Island in the near future.

As Simon Legree? How Silly!

It takes a lotta brains to get by in the film business and just as many brains to get a buy.

For example, suppose we had bought the rights to "Uncle Tom" from Avery Hopwood for Benny Leonard and then tried to peddle the piece as high class farce comedy. The chances is that the wise lads around the aged Forties and infant Fifties on Broadway would have figured that Benny Leonard was about as good in "Uncle Tom" as a snake would be in a toe dance, and ‘d give the buy the bye-bye.

Now, that’s where the brains come in. It didn’t take us no more’n a month to figure out that Leonard wasn’t cut out for a Legree. By a happy chance we started him in some two-reel comedies dealing with boxing among other valuable things, so now it works out this way: if you want a good laugh tie up with the "Flying Fists" series; if you wanna be laughed at, don’t. We should care.

You shouldn’t, shouldn’t you?

Ask Henry Ginsberg, 1540 Broadway, about the Leonard Series.
it's got the punch that pulls the bunch

M.C. LEVEE presents

In Every Woman's Life

with

Virginia Valli, Lloyd Hughes, Stuart Holmes
Marc MacDermott, George Fawcett, Ralph Lewis

Directed by Irving Cummings

From OLIVE WADSLY'S novel - "BELONGING" Screen play by ALBERT SHELBY LEVINE

Is one of those examples of perfect picture - box office construction - story! title! - cast! - direction! - 100% in money making appeal!

FIRST NATIONAL PICTURES mean chair filling pictures! A FIRST NATIONAL CONTRACT means continuous big business
BLASTS

By DANNY

Old Tickets Good
Exhibitors Can Consume Supply On Hand, Under New Treasury Department Ruling

Washington — The Treasury Department has removed the expiration limit on the use of tickets printed by exhibitors before the admission tax up to 50 cents was removed. Exhibitors can now sell the old form of ticket until their present supplies are exhausted.

The extension is made known in a letter sent by Deputy Commissioner R. M. Estes to the M. P. Prod. and Dist. Ass’n in New York, which reads in part:

"You are now advised that the time limit on the use of these tickets has been removed. Theater proprietors having on hand tickets of admission (Continued on Page 2)

The Davises Coming from England
(Special to THE FILM DAILY)
London—Israel Davis, proprietor of the Marble Arch Pavilion and other important English theaters, together with his son Capt. Edward Davis has left for the States on the Baltic. They will remain in New York two weeks, make an extended trip through America and end in Los Angeles for a three weeks' sojourn.

The Baltic is due in New York on Monday.

Hall to Remain Here

Frederick Mordaunt Hall, well-known and well liked motion picture editor of the New York Times will remain in this country permanently. He has abandoned his intention of going to London to handle publicity for the Capitol, the new Woods-Blumenfeld picture now being built.

Going Ahead

Paul Lazarus' Withdrawal from Imperial Won't Interfere With Plans, Says A. C. Berman

Abe C. Berman declared yesterday that the withdrawal of Paul M. Lazarus president of Imperial Pictures will make no difference in the plans of the company. A meeting of the board of directors will be held some time this week to select Lazarus' successor.

Berman stated production plans are making satisfactory progress and that the first picture will be placed in work shortly. The original plan called "The Desert Healer" as the initial production.

Lloyd-Famous
Reports drifted in New York from the Coast yesterday to the effect that Harold Lloyd had made some sort of an arrangement with J. D. Williams and that at the expiration of the existing contract with Pathé that Lloyd would release through Famous Players.

Selznick Revamped
New Company Forming Out of the Old—Two Year Note Holders Figure in It

W. C. J. Doolittle, president of Selznick yesterday announced completion of tentative plans for the organization of a new company to finance secondary releases and exploitation pictures. In the new company, the note holders and other parties interested in the Selznick Dist. Corp. will receive recognition and be allowed to participate.

The company expects to start with $3,500,000 fresh capital and an additional $5,000,000 in the form of notes for which it expects to find money for ten years the existing Selznick notes. It is expected that the new capital will be devoted mainly to financing new productions for distribution through Selznick.

Doolittle made it plain that the new company was to be a permanent organization entirely separate from

‘Agreement’ Unknown
No Knowledge Here of Reported ‘Understanding’ Among Producers on Date Rates

Word from Michigan indicating that a "certain group of producers are reported to be in a perfect understanding and are making a determined effort to corral play dates" found no echo in New York yesterday.

Inquiries made from the more important sales managers were not productive of results. In all cases, the assertion made by the Michigan M. P. T. O. was openly discounted by everyone approached.

One official at Famous declared he didn't think the matter of sufficient serious import to warrant a statement from the company. At First National, it was learned that both R. A. Rowland and R. A. Eschmann had received telegrams on the block booking situation from H. M. Richcy.

P. B. O. Theater Deal Closed
P. B. O. has contracted with the Ballphere Engineering Co. builder of the 18-story office building on 1556-1560 Broadway and 159-165 W. 46th St., to include a 600 seat theater in the structure. The lease will run for 15 years at an annual rental of $80,000. Exclusive announcement of the proposed theater was made in THE FILM DAILY on Sept. 26.

Low's State Leads in Value
The Department of Taxes and Assessments yesterday issued an assessment of 12,000,000 for property. Heading the list of picture theaters is Loew's State with an appraised valuation of $14,000,000. The Capitol is held at $2,050,000; Criterion, $3,500,000; Rialto $2,150,000; Rivoli, $1,440,000 and Strand, $3,025,000.

The “Potash” Contract
It is understood that "In Hollywood with Potash and Peruvian" is the last Potash picture to be delivered to First National by Samuel Goldwyn under the present contract.

Orient Never Better

Far Eastern Buyers Paying Better Prices—Japan in Theater Building Frenzy, Says H. T. Clarke
With 175,000 miles of Oriental territory behind him, 35,000 of which he covered in the past nine months in the interest of First National, Horace T. Clarke, Far Eastern representative of the producer, says the independents want

(Continued on Page 2)
Selznick Revamped
(Continued from Page 1)
any existing corporation, and that
while he intended to use the Selznick
exchanges, there would be no binding
arrangement by which would prejudice
the company from utilizing or ac-
quiring any exchanges that might be-
come available on advantageous
terms.
He expressed the hope, however,
that sufficient of the Selznick note
holders would join the plan to make
it feasible to acquire the Selznick
exchanges. The new company will
function under its own name and with
its own capital, no matter what ex-
changes are used.
While the new company was for-
med under the auspices of Doolittle
and associates, he was emphatic in
saying that it must not be mistaken
as a Selznick enterprise in any shape
or manner.
The first opportunity to subscribe
to the new securities will be offered
to the Selznick note holders and or-
ganization, and thereafter to producers,
exhibitors and the trade with whom
Doolittle and his organization have
been regularly doing business.
To secure the investors, to obviate
any sudden shifts of control, and to
prevent any outside domination of the
company's policies, Doolittle, a strong voting trust will be created,
putting the control, for ten years,
in the hands of Doolittle. Walter Je-
rome Green and Mark Ilynaia.

The personnel of the new board of
directors has not been announced
nor the names of the committee who
will formulate the plan and work out
details. Doolittle says he has such
strong assurances of support that he
has no doubt but that the old note-
holders will fund their debts and that
the new financing will be largely
over-subscribed.

The plan of organization will be
announced later.

Brouse Increases Imperial Prices
(Continued from THE FILM DAILY)
Ottawa, Ont.—Bert Brouse, man-
ger of the Imperial has made a slight
increase in evening prices. An
all around advance of five cents is
made, which are now from 20 to 40 cents.
The matinee prices remain as be-
fore.

Old Tickets Good
(Continued from Page 1)
printed in accordance with the regu-
lations in effect under the Revenue
Act of 1921 showing an established
price of 50 cents or less. This tax
thereon, may continue until their
present supply is exhausted to sell
such tickets of admission without
overstamping or overprinting, for
nontaxable admissions under the Rev-
euene Act of 1924, provided the tickets
are sold only at the established price
thereon. If sold for any other price,
they must be overprinted or overstamped to indicate the true
selling price.
The original time limit was to run
out yesterday. This step means an
additional saving to exhibitors in
printing costs.

Deals On Banner Product
S. J. Briskin reports the follow-
ing contracts on the Doolittle product: To Standard Film, for Western Penn.,
West Virginia, Ohio, Kentucky and
Michigan; to Enterprise Dist. Corp.,
for the Carolinas, Georgia, Alabama,
Tennessee, Mississippi, Louisiana,
Texas, Oklahoma and Arkansas; to
United Film Service, for Eastern Mis-
souri and Southern Illinois, and to In-
dependent Film, for Western Missouri
and Kansas. The deals include the
Banner "Big 4" and also the Ben
Verscheller series.

Rock in Toronto
(Special to THE FILM DAILY)
Toronto, Ont.—John B. Rock, gen-
eral manager of Vitagraph, was a rec-
cent visitor to confer with Canadian
Vitagraph officials.
Moody Becomes Majestic Manager
(Special to THE FILM DAILY)
Starford, Ont.—The appointment of
C. H. Moody, as manager of the
Majestic is announced.

Oh! It's the "Battling Orioles"

COMING SOON

GEVAERT
RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way N. Y. C.
made by white people!
Hellman Wins Class D Cup
Arthur Brillant of Pathe and Sam Hellman, author who were tied for possession of the Class D Cup, donated to the Palm Golf Tournament by Jack Cosman got together over the telephone yesterday to settle matters. Hellman flipped a coin and asked Brillant whether the year of issuance was odd or even. Brillant said that it was even but it proved to be 1913 and so Hellman won the cup.

Toronto "Sea Hawk" Run Nears End
(Special to THE FILM DAILY)
Toronto Ont.—The local run of "The Sea Hawk", now in its sixth week, at $1 top at the Regent, comes to an end this week, the picture being transferred to the Capitol, Montreal, and then to the big Auditorium on Ottawa.

Crooker With "Theater and Drama"
Herbert Crooker has resigned from the Morning Telegraph to become managing editor of "Theater and Drama", a monthly magazine published by Amedee J. Casey, owner of "The Radio Journal" and "The Coal Journal."

Old Keith, Landmark Going
(Special to THE FILM DAILY)
Cleveland—The Prospect, Prospect Ave., the first home of Keith in this city, is being torn down to make way for an office building.

Felix Orman Here
Felix Orman, associated with J. Stuart Blackton when the latter was in England, is here on his first visit in some time. He is at the Algonquin.

New House Opens In Hamilton, Ont
(Special to THE FILM DAILY)
Hamilton, Ont.—The Tivoli, a new 1,500 seat house, opened Monday, by Manager Swanwick. The Tivoli is the latest addition to the new Keith chain in Canada, built with local capital.

New First-Run Zone Forming
(Special to THE FILM DAILY)
Cleveland—The East 105th St. section is getting to be as much a center for first-runs as down town. There are four houses playing first-runs. They are the Park Circle, Keith's East 105th St. and the Monarch.

Hughes Heads Pittsburgh Board
(Special to THE FILM DAILY)
Pittsburgh—New officers of the F. L. M. Board of Trade follow: M. C. Hughes, Famous Players, president; B. M. Moran, Pathe, vice-president; J. H. Alexander, Columbia Film Service, treasurer. The arbitration board will be composed of Joseph Kaliski, Educational, Harry Levy, Universal and A. M. Goodman, National Exhibitors. The arbitration board will be composed of Joseph Kaliski, Educational, Harry Levy, Universal and A. M. Goodman, National Exhibitors.

State Righter Offers "Sans Gen"
Admiration Attractions state it have a picture known as "Mada Sans Gen" made abroad, ready release via the state right market at New York.

Hughes is producing "Mada Sans Gen" with Gloria Swanson, the starring role, in Paris. Leo Perret is directing.

Bloor, Toronto Reopens
(Special to THE FILM DAILY)
Toronto, Ont.—The Bloor, Bloor St. West, one of the finest burhans houses erected by the Allen Theaters, Ltd., was reperated Monday with "The Covered Wago" by Famous Players. The price range is 30 cents.

Screen Advertisers Meet Today
(Special to THE FILM DAILY)
St. Louis—The Screen Advertisers Ass'n is open their annual two day convention at the Hotel Statler, morning. The delegates will be coned by Mayor Henry Kiel and Douglas R. Stack, president of association.

Will Buy in Seattle
(Special to THE FILM DAILY)
Seattle—Mr. and Mrs. B. W. F., former owners of the Madison, have returned from the East. They are ready to do business at the hotel Statler, morning. The delegates will be coned by Mayor Henry Kiel and Douglas R. Stack, president of association.

Wilkinson on Trip
Billy Wilkinson leaves today or two weeks' sales trip to close un territories on the Johnny Hines ser
“—six reels of continuous hilarity”

—New York Evening World

“It would be a misanthropic individual who could sit through this picture without bursting into a guffaw every five minutes, at least.”
—Post

“—it is one of the funniest farces it has been our lot to view on the screen.”
—Times

“Indeed it has been quite a while since the rafters at the Strand have rung with so many vibrations.”
—Evening Sun

“Enough humor in the picture to make the ushers forget themselves.”
—Evening Journal

“—six reels of continuous hilarity.”
—Evening World

“The picture is a gem. The shrieks from the audience last night sounded like a roller-coaster full of kids.”
—Daily News

“It is and has a right to be—the pride of the Goldwyn heart. It is the merriest film of the day.”
—Telegram

“Brought bigger and better bursts of authentic merriment from your correspondent than any motion picture which he has seen in a year or so.”
—The World

“The result is side splitting. The fun is fast and furious.”
—Evening Graphic

“Left me weak from laughter and gasping for breath.”
—American

“Hilarious affair from start to finish.”
—Morning Telegraph

“Far more amusing on the screen than on the stage. A rollicking comedy with no dull moments.”
—Herald-Tribune

—and how they packed the STRAND!
—and how they’ll pack your theatre!

SAMUEL GOLDWYN presents
IN HOLLYWOOD with POTASH and PERLMUTTER

From the famous Broadway Stage Success ‘Business Before Pleasure’ by Montague Glass and Jules Eckert Goodman
with Alexander Carr—George Sidney—Betty Blythe—Vera Gordon
Directed by ALFRED E. GREEN—Adapted by FRANCES MARION

It’s new—NO. 2—Exploit it that way!
A FIRST NATIONAL PICTURE
Newspaper Opinions

"Dante's Inferno"—Fox Central

AMERICAN—* *  A modern story has been added to the Italian poet's classic.

Dante's "Inferno" seems * * to be the illustration of a bad dream. Even with such modern folk as Ralph Lewis, Gloria Grey and Joseph Swickard, we realize that we are seeing something unreal. One thing—the shrewdness of Dante's Lucifer is a virtue there is not too much of either hell or hero on which to hang a name.

BULLETIN—** The photography, the spectacular settings, the arrangements of those diabolical scenes are really marvellous.

DAILY MIRROR—** Director Henry Otto has visualized the Inferno with rare impressiveness—according to Dante's description of it—but he has destroyed its effectiveness by too much repetition. The modern story woven throughout the film is oppressive and unpleasant, and in the end it turns out to be a nightmare.

Cameras and Joe August have executed some marvelous photography in the Inferno sequences. This, in itself, nearly serves to make the picture one not to miss if you are interested in starting effects.

EVENING JOURNAL—** Spectacularly, the photography is interesting, showing the various punishments that might be conceived in the famous circles. There are all the picturesque circles of the Inferno; every plausible penalty inflicted on shrinking transgressors.

EVENING WORLD—** The director has revealed in the story. He has made it a horror story. The blood-drenched terrors and boiling pitch, of hell-tinged fires and harpies and whatever flames, arches, ringlets and all the variousments of the damned "blown like cranes upon a mighty wind."

GRAPHIC—* * * has thrills aplenty for those who like the grotesque and fantastic. It also offers some interesting examples of the triumphs and tricks of photography.

MORNING TELEGRAPH—"Dante's Inferno" * * * is an amazing affair.

Henry Otto * * * has handled big scenes with astonishing skill and has presented remarkably vivid pictures of the hereafter, down below.

Of course, there is a modern story interwoven with Dr. Dante's immortal allegory.

"Dante's Inferno" teaches the lesson of goodness in the ancient fire and brimstone methods, but it is a vivid picture starting at times. The spectacular moments will astonish one.

POST—** As picture entertainment, however, it is very interesting. A modern story is run parallel to the poet's conceptions of the torrid regions, the two being very deftly interwoven, and the interest in such is maintained to the end.

The scenes in hell are remarkably well done, and, even though you never lose the sense of make-believe, you are often impressed with the sincerity of the producer's effort.

SUN—You will enjoy "Dante's Inferno" as an unusual spectacle of an even merit. But if you value peace of mind at all, take no intoxicating drinks before you enter the theater—unless, of course, you are just dying to be sent away for a cure.

For Sale

TWO KNOCKOUTS

The Picture Rights of "MARY MINDS HER BUSINESS" being played by George Wabash.

This story appeared in the Ladies' Home Journal and is now published in book form.

ALSO

"LITTLE BOSS OF BIG BEN" By Kathleen Eggleston. An Argosy story.

If interested, wire or write National Film Corporation of America Santa Monica Boulevard and Lodi St. Hollywood, California

A Questionnaire

In an effort to make THE FILM YEAR BOOK, 1925, more than usually attractive, we are publishing this questionnaire and forward the information to our office.

Exhibitors are to furnish this information at the earliest available moment, bearing in mind that the replies can be changed for corrections, etc., up to November 1.

What star proved your most popular box office attraction during 1924?

What director's production proved most popular with you during 1924?

What three feature productions gave the best box office satisfaction during 1924?

If you own or operate two or more houses please give names and locations.

Address all replies to THE FILM DAILY, 71 West 44th St., New York City, Department YB.

TIMES—* * A modern story is ably entwined with the action of the peculations of Dante, and now and again one is relieved to be brought back from hell to the world.

Henry Otto * * * made this amazing pictorial effort * * * It is imaginative and almost uncanny, redeemed by the interludes of the everyday world, in which there is some happy comedy.

WORLD—* * * an astounding and remarkable film, I think it is most important as an exhibit of lighting, grouping and photography.

* * * the scenes of spiritual torment which the screen * * * are as completely worked out and as finely fashionable as anything I have ever seen.

"The City That Never Sleeps"—Rivoli

AMERICAN—* * "The City That Never Sleeps," for a picture of that type, is above the ordinary.

* * * James Cruze's direction and his cast far out weighs and trivialis of plot.

* * * Louise Dresser * * * plays the mother with exceptional understanding.

Whoever enjoys melodrama will make no mistake in visiting the Rivoli this week.

BULLETIN—In "The City That Never Sleeps" liquor plays a prominent part. Hell's Kitchen * * * furnishes the setting for the story.

* * * played by a capable cast headed by Louise Dresser * * * and Ricardo Cortez.

It is a strikingly modern picture and holds the interest of the audience throughout. The climax of the picture is especially well done.

DAILY MIRROR—"The City That Never Sleeps" is a clean. With such a title, James Cruze's latest * * should really have a generous dash of the risque. It unfolds a dramatic story of mother love.

The story itself * * * is tiresome, but Director Cruze has succeeded in adroitly lifting it from the ranks of melodrama by those deft touches of which he has proven himself a master.

DAILY NEWS—* * A rather satiny picture for Mr. Cruze to attempt, with little humor but lots of gorgeous clothes and not a few cocktails.

EVENING WORLD—* * * It is an old plot, but it has been directed with humor and imagination by James Cruze, and Louise Dresser as the mother makes it genuine and touching. Virginia Lee Corbin played the daughter as if she were made of golden flax, and the last scenes are and lots of pretty porcelain.

HERALD-TRIBUNE—* * * Years ago, when we used to see obscure "movies" in outlying theaters, we have encountered innumerable women, but that one, but, thank God, not for a long time.

However, a picture cannot be without interest when it has such nice people as Louise Dresser, Ricardo Cortez, Kathryn Williams and Pierre Gendron. They almost made you believe in "The City That Never Sleeps."

MORNING TELEGRAPH—* * * Production is enlivened by some distinct details of direction which always mark James Cruze's pictures as out of the ordinary.

POST—* * * A typical program picture which means that it is "average" having some good and some bad features. Louis Dresser, who plays the leading role, sells it from a total eclipse by her very intelligence work. Without her, there wouldn't be much in it worth talking about.

TELEGRAM—* * * The picture is smartly peppered up by a flurry of dancestep drinking parties, luxurious bachelor quarters, courtrooms and all that moral paraphernalia by means of which the movie pictures depict and deplore the tide an backwash of city life. It is quick and dramatic in its telling.

TIMES—* * * The theme is interesting and quite logical as to argument. Although this is indubitably a melodramatic effort, it is nevertheless a strong entertainment brought through Mr. Cruze's imaginative and clever direction. There are scenes of a decade and a half ago when the corn soldos were 

WORLD—* * * The early sections of this, down town in the family saloon, indicate that an excellent film would develop. But on the way uptown the picture was slowed down, and rushed along only partially at the climax.

Ricardo Cortez copied ably the role of villian, Virginia Lee Corbin was as that the word flapper used to suggest.
SPEAKING OF SALES

Dr. Henry B. Reisz, Universal's "Thief of Cairo" producer, announced that the picture was re-releasing to a successful run because of the New York premiere of "The Toreador"... Mr. Meyer's "Chisum"... Mr. Chaffee's "The Whispering Wind"... Mr. Lankers' "Don Juan"... Mr. Johnson's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... Mr. Lewis' "The Eagle"... Mr. Donovan's "The Great Divide"... 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without batting an eyelash—we want to proclaim to every exhibitor in the world that we have just seen the

Edwin Carewe presents
"MADONNA of the STREETS"
with Nazimova and Milton Sills
Adapted from W.B. Maxwell's "THE RAGGED MESSENGER"
Directed by EDWIN CAREWE

and believe it to be one of the greatest heart grip—ping audience dramas the screen has ever seen

THE FIRST NATIONAL CONTRACT—the wise showman's protection
CARL LAEMMLE'S
Weekly Column is selling Tickets for You!

WEEK after week—52 weeks in the year—this column is working for you in the Saturday Evening Post.

Under the heading “Watch This Column” Carl Laemmle reaches millions of picture fans. His simple and direct style has gone home to the people and aroused an interest in Universal Pictures unparalleled in the business field today.

This public interest is evidenced by the thousands of letters received by him daily. His correspondence quickly grew to such magnitude that it became necessary to organize an adequate department to facilitate its handling, to make sure that every correspondent received a personal reply.

The column is creating thousands upon thousands of new friends for Universal Pictures and thousands upon thousands of patrons for theatres playing Universal Pictures.

UNIVERSAL the best buy in sight

Watch This Column

“The boy's will is the wind's will, And thoughts of youth are long, long thoughts.”

—LONGFELLOW

WILLIAM DUNCAN

Come on, you American boys everywhere—write me a personal letter and tell me what you think in serial moving pictures. I have a high regard for your opinion. Do you prefer stories founded on historical incidents and heroic characters, or would you rather see well-known fiction dramatized and brought to the screen? Have you any suggestions to offer—any stories you can recall that can be produced in serial form?

Long ago, boys, I realized that the old style of serial stuff wasn’t wanted. So I produced such serials as “The Days of Buffalo Bill,” “Winners of the West,” “Robin’’s Crusade,” “The Fast Express,” “The Iron Man” and “Wolves of the North,” starring WILLIAM DUNCAN and now being shown at leading theatres everywhere. These have all been received with much enthusiasm. UNIVERSAL is the greatest producer of this form of entertainment and I want the opinion of you American boys, and your parents, so I can give you what you want.

Personally I have seen “The Hunchback of Notre Dame” six times and always found something new to wonder at. I honestly believe it is the greatest picture that has ever been produced and I have thousands of letters, most of which agree with me. You must see it. You will remember it always.

Once more let me remind you to see “Merry Go Round,” Universal’s great dramatic love-story; “The Signal Tower,” a fine railroad romance starring VIRGINIA VALI, “The Reckless Age,” a stirring romance of youth, with REGINALD DENNY in the leading role; “Hit and Run,” a combination baseball and cowboy story, starring HOOT GIBSON, and the “Fight and Win” pictures, starring JACK DEMPSEY, champion of the world.

CARL LAEMMLE
President

UNIVERSAL PICTURES
1600 Broadway, New York City

Watch This Column

“The light of love—the purity of grace, The mind, the music breathing from her face.”

—BYRON

MARY PHILBIN

Later on, you will be able to see “K—The Unknown,” starring VIRGINIA VALI, with an excellent cast, including MARY PHILBIN, assisted by JOHN SANFORD, DOROTHY REVIE, ROBERT CAIN, GINO GARRADO and others. This is an Irving Cummings production and a Universal Jewel. The story is from the celebrated French novel, “Mimi.” Please be sure to see it and write me your opinion.

“FILM PROGRESS,” official publication of the National Committee for Better Films, mentions “Wine,” Universal’s fine romance, as “a strong story with entirely legitimate propaganda which is successfully carried out.” This is a very unusual picture—a full of thrill and entertaining and proper for the whole family.

Watch for HOOT GIBSON in “The Ridin’ Man from Powder River,” a clean, fast-riding, open-air picture full of laughs and thrilling scenes. Have you seen any of the Champion JACK DEMPSEY pictures—virginia VALI in “The Signal Tower,” or “The Hunchback of Notre Dame,” or REGINALD DENNY in “The Fast Worker,” or “Merry Go Round”? They are all successes. Don’t miss them. And write me your opinion.

Universal Pictures booklet sent you on request

CARL LAEMMLE
President

UNIVERSAL PICTURES
1600 Broadway, New York City
At World’s Premiere at Broadway’s Newest Motion Picture Palace “THE PICCADILLY THEATRE”

Thomas H. Ince’s Great Production

"BARBARA FRIETCHIE"

With Florence Vidor and Edmund Lowe
Directed by Lambert Hillyer

received the following unanimous praise from the New York critics:

“Florence Vidor and Edmund Lowe are glamorous lovers who carry you away with their sincere acting.” —MILDRED SPAIN, Daily News.


“It is both dramatic and patriotic. Lambert Hillyer, who has lately come to the front as a director worthy of our most earnest consideration, has not failed to get every ounce of drama out of the play.” —LOUELLA PARSONS, N. Y. American.

“A fine and glowing romantic drama, woven in bright colors over a background of Civil War.” —QUINN MARTIN, N. Y. World.

“Roaring cannon, marching and counter-marching troops, wild cavalry dashes and the spirit of Dixie au naturel, romance under fire—these familiar ingredients of a Civil War story are stirred by Thos. H. Ince until they jell and the resulting confection is ‘Barbara Frietchie,’ ” —N. Y. Evening Post.

“If there ever was a costume play built for the single purpose of pleasing the average fan this is it. The Piccadilly audience most heartily gave vent to their pleasure by interrupting the scenes with genuine applause.” —SAM COMLY, N. Y. Morning Telegraph.

“There are several patriotic and thrilling war scenes, splendid acting throughout, beautiful Southern settings, a good cast and an appealing love story.” —ROSE PELSWICK, Evening Journal.

“Many scenes in ‘Barbara Frietchie’ reminded one of Griffith’s ‘Birth of a Nation,’ and the picture as a whole is a creditable job. The thrilling battle scenes and the unusually good acting make it very enjoyable.” —N. Y. Sun.

This magnificent production being released to finest theatres by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-25—THIRTY FIRST-RUN PICTURES
Back Empty-Handed

Female Returns—Finds Only One

European Picture “Die Niebelungen” Suitable for America

Carl Laemmle arrived Friday

from the Aquitania from Europe,

where he spent the summer. He was

accompanied by his children Miss

Erna and Carl, Jr.; by his secre-

tary Harry H. Zehner and his per-

sonal representative Hugh Hoffman

Hoglund. On the boat Laemmle was

met at Quarantine by E. J. Goldstein.

Other Universal ex-

patriates met him as he left the boat.

He found him in excellent health.

(Continued on Page 2)

$800 In Bonuses for Metro-Gold.

Over $700 in bonuses will be paid

Metro-Goldwyn force at the end

“Metro-Goldwyn Weeks.” The

bonuses are divided up as follows: $750
to $500, respectively, to the divi-

dents making the two best showings;

$500, $400, $350, $300, $250 and

$100 for the leading branch

exchanges; $100 to the leading sales-

men, and $100 to the booker, in each

the five winning offices.

Sunday Shows at the Coham

The Moss office has taken over the

stage M. Coham theater for Sun-

day picture shows, beginning this

week. The opening picture has not

been announced, but the price scale

is probably fifty cents top.

Bennett Series for Arrow

Whitman Bennett will produce a

series for Arrow. He is now making

the Lost Chord.

(Continued on Page 11)

That Deal

By DANNY

Which takes Harold Lloyd. As well as Valentine. Into

Famous. Been talked about for months. Finally “released.”

And causes a hubbub. The most interesting development of

the new Lloyd connection is, of course, the plan under which his pic-

tures will be released.

The official statement issued. Carried nothing as to distribu-

tion. Except to say that details “are being worked out.” It is

a fact, however, that both Fraser and Ragsland—Lloyd’s business

associates—have for a long time. Definitely decided that whoever

handled the Lloyd product. Must do so with a separate sales force.

HUMAN NATURE vs SELLING PLANS

It may be that the Lloyd associates. Had in mind a fine

idea. When they insisted on a separate sales force. Perhaps it

was to prevent exhibitors being jimmied. Into booking a lot of

pictures they did not want. To get the few they do want. And

want badly. This has been one of the curses. Where stars have

been releasing their pictures. In a machine which handled a lot

of pictures. Some of which were not so good.

This was to have been the big idea of United Artists. As

planned. But those who know this business. Realize the diffi-

culty of selling picture by picture. No matter what efforts are

made to prevent other product being tied in. With the sale.

If this highly ethical motive was in the minds of Lloyd’s associ-

ates it is fine. But how can it be done remains to be seen. This

without any intended inference or suggestion, that Famous will

not live up to the Lloyd contract. But human nature is one thing.

(Continued on Page 11)
Back Empty-Handed
(Continued from Page 1)
far better than at any time during the last few years.

While on his annual vacation in Europe, Lacombe, assisted by
man, made a close study of European film conditions. Among other things,
he looked around for European pictures likely to be acceptable to the
American market. He returned em-
handy-handed.

"Pictures that might please American
audiences are few and far be-
tween," he explained. In structural
matters, such as architecture and
labor saving methods, I am bringing
back some good ideas, but as for
pictures, I saw only one that was
really worth while. I did not buy it
because the contracting parties
already were in America. I am refer-
ing to 'Siegfried,' or 'Die Niebels-
ungen.'

By far, the greatest activity in
European film circles is in Germany,
and most of that is centered in Berlin
English, French and Italian produc-
tion is taking place to some extent
but is small in comparison to the
German and American output. But
with all their equipment and with all
their high grade talent, the German
production directors do not seem
to be able to recognize and grasp the
idea of producing the kind of picture
that we in America have come to
expect."

Brooklyn Strand Celebrates
The Brooklyn Mark Strand will
celebrate its fifth anniversary next
week. Edward L. Hyman, managing
director has prepared a special pro-
gram for the event, built around the
feature, "The Alaskan." In honor of
the event, a special souvenir program
beautifully done, will be issued.

Preparing for "Charley's Aunt"
Hollywood—Sydney Chaplin is pre-
paring for his feminine part in "Char-
ley's Aunt." Meanwhile, Al Christie
is working on the set of the film.

Paramount Unit on Location
Hollywood—The Paramount unit
filming "The Code of the West" has
left for Tonto Basin, Ariz., to shoot
exterior shots. William Howard is direct-

In the Courts
(Los Angeles—Philip Cohen and
William Klein, the latter of New
York, have filed a suit against William
Selig on behalf of the Selig Poly-
scope Co., Ltd., of London in the
Federal Court for the District of
Southern California, for $75,850.63.

Precedent is alleged over "In
for the Night." It is claimed the
picture was not delivered as per the
contract and the resultant suit is for
damages.

To Roof Alabama Airdrome
(Special to THE FILM DAILY)
Sheffield, Ala.—A. R. McRae, of
the Muscle Shoals Amusement Co.,
now operating the Airdrome there,
plans to put a roof over it. McRae
says his business for many weeks past
has been unusually good.

Savoy, Hamilton, Ont. Reopens
(Special to THE FILM DAILY)
Hamilton, Ont.—The Savoy has
been reopened by George Stroud as
a two-a-day house, with $1 top price
and all seats reserved. The feature
was "Dorothy Vernon of Haddon
Hall."

Meet Demands Of Operators
New Orleans—Most of the local
theaters have agreed to the increase
in salary made by the stage hands.
At first, the managers agreed to battle
the employees, but this was deemed
unwise.

Navy Books "The Navigator"
The U. S. Shipping Board has
booked Buster Keaton's "The Navi-
gator" for all its vessels.

Barker Starts "Dixie"
Hollywood—Reginald Barker has
started production on "Dixie," by Ger-
Frank Keenan will play the lead.

Costumes for Hire
New York's newest and foremost
Costume Rental Organization

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

REAL COMMUNICATIONS, INC. PRESENTS
JACQUELINE LOGAN
"The House of Youth"—From the novel by MAUDE RADFORD WAREN—Adapted by C. GARDNER SMITH—Directed by RALPH INCE

JACQUELINE LOGAN
SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

GEVAERT RAW STOCK
Negative—Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.
EARL HURD
CARTOON
COMEDIES

Offer a new and diverting novelty that will appeal to all. Each release a complete vaudeville show in cartoons. Thirteen one-reel subjects, starting with

"THE
BONEYARD BLUES"

Entertaining . . . A lot of fun—Film Daily

Here's a good idea in pen and ink cartoon movies. Earl Hurd has improvised a new way to depict vaudeville with all its funny burlesque and the variety that one is supposed to see—and doesn't . . . . . Appeals to all alike, children as well as grown folks.

—Exhibitors Trade Review

EDUCATIONAL FILM EXCHANGES, Inc.

For foreign rights address
FAR EAST FILM CORPORATION
729 Seventh Ave. New York City
"Barbara Frietchie"

Producer: Regal Pictures, Inc.
Distributor: Prodist. Corp.

As a Whole... ONE OF THOSE CIVIL WAR PLAYS. LOTS OF GOOD MILITARY ACTION AND COMEDY. STORY A BIT OF SOMEHOW OR OTHER JUST FAILS TO HIT. TOO LONG.

Players... Florence Vidor and Edmund Lowe excellent. Joe Benett, over acts as heavy. Others unimportant.

Type of Story... The chances are that most people who might be interested in any picture bearing the title "Barbara Frietchie" will imagine they are going to see something which carries out the famous line of the famous poem which reads something like "you must this old grey head but spare your country's flag." Now they aren't going to see any grey hairs here, nor a bearded hero and so this crowd may think they have been tricked. On the other hand if there are a lot of people who don't expect much of a story, the bit of history when it's different and they might like the love affair of Florence Vidor and Edmund Lowe (with a lot of military war-like atmosphere) very much indeed. The producer has brought in the "shoot-if-you-must" stuff but it looks as if it were faced in with a lot of effort with the heroine, a southern girl who thinks her northern lover is dead raising the flag at half-mast as Stone's Jackson marches through Frederick. Of course the lover isn't dead.

The picture is so long and there is so much unnecessary detail that judicious pruning might easily improve it a great deal. The war stuff is at times exceptionally well handled but it is covered over with the usual "sweet performance" that's all.

Box Office Angle... Better see this one and figure it out for yourself. Florence Vidor's name may help a lot.

Exploitation... You can talk about the famous old poem if you want to take a chance on your crowd not being around by expecting to see a picturization of the poem because the picture is not and there may be a kickback. On the other hand you can say that this war-time romance is based on the famous Clyde Fitch play and play up Florence Vidor and Edmund Lowe as much as you can. Run a trailer of some of the war stuff and it might get them back without difficulty. Some of it is exceptionally well done.

Direction... Lambert Hillyer; some excellent stuff.

Author... From the play by Clyde Fitch.

Scenario... Lambert Hillyer and Agnes Christine Johnston.

Leo Maloney in

“Not Built For Runnin’”

Wm. Steiner—State Rights

As a Whole... BETTER THAN THE AVERAGE WESTERN. A BETTER THAN AVERAGE TYPED PLOT BUT GOOD COMEDY RELIEF LIFTS IT OUT OF THE RUT. HOLDS DEALING VERY MILDLY.

Star... Likeable, easy-going and convincing without too obviously trying at him. Should get good notices under the wholesome comedy-consistently entertaining westerns.

Cast... An actor, credited as Whitehorse, plays a comedy role that helps offset the formalities of the plot considerably. Offers some good laughs. Bud Osborne one of those easy-going, overachieves villians. Josephine Hill pleasing lead. Others Eva Thatcher, Leon Claplam.

Type of Story... Western comedy-drama. Occasionally there comes along with a western that isn't actually very different from the majority but somehow or other it strikes a different note and, at any rate, gets the pictures noticed. "Not Built for Runnin'" is such. The case with "Not Built for Runnin'"? It hasn't any unusual plot, nor any particularly good acting. But it is the sort of thing interestingly and has a light but effective comedy vein that lifts it out of the general run, so Leo Maloney is a likeable hero and not such a bad director either. He's done both jobs creditably. The story deals with the partnership of Sunny Clark and his stutering pal. The two secure jobs on a ranch operated by a girl who inherited the place but can't afford to run it. Jack Charing the place, and the girl, well enough to work without pay. His courage wins the emittance of the heroine for a period instead of the girl's place. Various attempts to capture hero fail. They do decide to come after him, in the end, in the deciding game, he learns the man is his father. There's a family reunion with both partners winning the hand of their employer and his pal, the hand of her cook.

Box Office Angle... Good western entertainment with comedy angle that makes it better than the average. Should satisfy audiences on the whole.

Exploitation... Instead of playing up the hero in the angle of stunts and thrills you might try to get them interested in the laughs that it offers. It's an amusing story and westerns and they'll probably like it very well. Leo Maloney deserves a following. He's offering a considerable opportunity to western players. The title is a novel one and though it doesn't apply in this sense, might be used for advertising purposes, in conjunction with weight reducing tie-ups.

Direction... Leo Maloney; first rate author.

Scenario... Ford Beebe.

Photography... Excellent.

Locale... The West.

Length... 5,000 feet.

“Life’s Greatest Game”

Film Booking Offices

As a Whole... BASEBALL MELODRAMA THAT CONTAINS PROPER INGREDIENTS OF ACTION, ADVENTURE, COMEDIANS AND 3 NATION GAMES ATMO- SPHERE LIKELY TO GET OUT OF ORDER.

Cast... Tommy Walker has the role of a policeman, a former postman, in previous pictures. He makes an equally pleasing a sort of a role, but an unusual player. Gertrude Olmstead looks pretty, but inconspicuous hero. Tom Santsch is the erring rat and Jane Thomas the snob and wife mother. Fred Kirbys the slick villain. Does well in the part of ‘smart alec’ who tries to fix a world’s record, using the old 1900’s. The populace is out for the big game of the son, now coming on bikes, on old time rigs and the little boy in the much amusing motor run-in the kilk with the wicker basket on the sides and the door in the back. This is part of the plot. He is a villain whose frames a story, the baseball hero’s wife, resulting in the hero’s separation. His son, though seldom play the game, accepts a place the Giants team in order to play in two. In the deciding game, he learns the manager is his father and decides to revenge him by losing the game. But he wins.

Box Office Angle... Likely to be a nice business. You should have much difficulty in bringing them in once you let them know it is a baseball story.

Exploitation... Anything in the world baseball atmosphere should attract their attention. Arrange for a story display, get the cooperation of any teams. They might stage a game and sell it as a "Barbara Frietchie" play and the picture to the people that way. The title is a novel one and though it doesn't apply in its sense, might be used for advertising purposes, in connection with weight reducing tie-ups.

Direction... Emary Johnson, gives a little too long.
The Film Daily

Friday, October 5, 1924

“Hearts of Oak”

Fox

Jack Hoxie in

“The Western Wallop” Universal

As a Whole... FORMULA WESTERN THAT HAS THE USUAL LAWLESS LEADERS WITH A PLEASINGLY UNUSUAL DECEPTION AND SCRAMBLE FOR A SMALL TOWN WHERE AN OVERALL CRY FOR TRUE PATRIOTISM, A WRAP-UP OF THE COMBAT OF 1812, SOMETHING DIFFERENT FROM THE USUAL, A TOUCH OF BRILLIANT COMEDY, A GILDA FOR A LINGERING GLOOM, A LILY OF THE VALLEY, A REGRETTO IN THE COUNCIL OF FIVE, THE DOLLS AND THE FLOWER, A ROWDY TEMPERAMENT... MARKED AN ENTRANCE TO AN ICE-HARD HELD "HEARTS OF OAK"... A strongly marked film which should not only appeal to a large number of people, but to all those who appreciate a good story, a good picture.

Buddy Roosevelt in

“Big Bang Buddy”

Universal

Producer: Lester F. Scott, Jr.

Distribution: RKO

As a Whole... GOOD PEEP WESTERN THAT VARIES, IF NOT SLIGHTLY, FROM THE USUAL. ALL Run-Down WESTERN PLOTS, WITH PROBABILITY, CONCEALED A FIRST RATE FILM OF ITS KIND.

Star... Likeable and a good worker, especially when it comes to proving his innocence and winning the hand of the girl he loves.

Cas... Jean Arthur a pretty little heroine and loyal to the "stranger" even though her dad thinks he's on the level. Al Richmond the stereotyped villain. Others Robt. Fleming, W. B. Connor.

Type of Story... Western. Of course, there's a villain still trying to pull away a hero but then there's a stronger romantic element than is expected. It contains some mystery in connection with the outlaw, Shane Mc-Cune, which really does make "Big Bang Buddy" a little different from the regulation western formula Reginald C. Barker's (not the director) theme contains a pleasing blend. It will probably make this of a little more than average interest to women patrons while at the same time it has enough first-rate stunts and thrills to let it get over with the men folks. Buddy Roosevelt is a likable hero who does his stunts easily enough. They are mostly horseback, involving a moving freight, a number of novelty escapes and rescues and his several near-deaths such as being hoisted and placed in the path of an approaching train, and the like offer further thrills. The story deals with hero's love for a certain girl, of her supposed father's attempt to punish him because he thinks he is in league with an outlaw with whom the hero is friendly, the outlaw who later develops is not really an outlaw but the girl's father.

Box Office Angle... Satisfying western film that your folks will undoubtedly like thoroughly well You might try to gain their interest for Buddy Roosevelt since he is featuring a series of these western pictures.

Exploitation... Stills or a trailer showing Buddy Roosevelt tied hand and foot and placed on track in front of onrushing locomotive will probably be all you'll need to bring in some of your patrons. It gives a good idea of the kind of thrills contained in the film. Play up the romantic element for the benefit of your women patrons and the action side for the boys. Commence October.

Director... Frank L. Ingham; all right.

Author... Reginald C. Barker.

Scenario... Reginald C. Barker.

Cameras... Irving Ries.

Photography... Satisfactory

Locales... The West.

Length... 4,500 feet

The City That Never Sleeps

Paramount

As a Whole... STORY A BIT FARTHEST PERHAPS BUT THEY'RE GOING TO LIKE IT JUST THE SAME. Has SHARP, RICKETY MATCHES IN MOTHER LOVE ANGLE. LOUISE DRESSER GIVES EXCELLENT PERFORMANCE.

Cas... Louise Dresser steals the picture in the role of a sacrificing mother. Ricardo Cortez good leading and capable. The same applies to Pierre Gendron. Virginia Lee Corbin, quite grown up, does fairly well in a flapper role.

Type of Story... Drama; from Leroy Scott's novel, "Mother O'Day". A certain amount of credit goes to Leroy Scott, to be sure, but the bulk of it belongs to James Cruze and Louise Dresser. Together they've made an interesting picture of Scott's. The story, in reality, is probably an exaggerated mother love theme. It didn't seem to me that Mother O'Day should have put her daughter out of her life entirely in order to have her brought up properly. Bill of course; I could understand that for a plot and so it had to be. Cruze, as always, injects a lot of fine touches that cannot fail to make a situation interesting. His early close, the old corner saloon with its free lunch counter and character played by Anzalone seems very real. The "Sidewalks of New York" phenomenon naturally lends additional atmosphere. There are some attractive settings and gowns worn on that also make for good audience appeal. And through it all there is a very sincere, very convincing piece of acting in Miss Dresser's handling of the mother role is fine. Hers is a life of sacrifice and not a selfish person, and oh, how she doesn't know her. How she feels a fortune hunter who would marry her daughter is followed by a happy reunion of old and new. A fairly good launcher... "Mother O'Day".

Box Office Angle... "The City That Never Sleeps" might be generalized as one of the modern girl stories if it weren't for a fine heart interest angle brought out through mother love. It ought to sell readily and easily. It appeared to please a Rialto holiday audience greatly.

Exploitation... Run a trailer that will include bits of Louise Dresser's performance and use catchphrases such as: "There is no end to a mother's love. The City That Never Sleeps" contains a fine example of it. You can use James Cruze's name prominently and recall his "The Covered Wagon," "This Is Hollywood" and "To the Ladies." Mention the original title of the novel and arrange for book-store tie-ins.

Direction... James Cruze, first rate

Author... Leroy Scott

Scenario... Anthony Cokidale—Walter Wood.

Cameras... Karl Brown.

Photography... Good

Locales... New York

Length... 6,607 feet.
SHOWMEN, DON'T TAKE MY WORD ALONE ON THE BOX-OFFICE VALUE OF

THE CLEAN HEART

OR

THE CRUELITIES OF LIFE

BY A. S. M. HUTCHINSON

WITH

PERCY MARMONT — MARGUERITE DE LA MOTTE

READ what a fellow showman, JOHN HAMRICK, owner of bi theatres in Portland, Seattle and Tacoma, wired:

"Today I booked 'The Clean Heart,' and words fail me for my honest opinion of this great picture. One full house of patrons in any theatre in the country should spread the news like wild fire. It is a rare treat to see pictures like this one. Regards."
BOOKINGS ARE CLOSING UP ON

CAPTAIN BLOOD

THE PICTURE SENSATION OF THE YEAR!

By Rafael Sabatini

THEY ARE GOING FAST

Don't wait! Get in early

BOOKINGS ARE CLOSING UP ON

CAPTAIN BLOOD

THE PICTURE SENSATION OF THE YEAR!

By Rafael Sabatini

BOOKINGS ARE CLOSING UP ON

CAPTAIN BLOOD

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A Dog Hero.

A true hero is RIN-TIN-TIN in the latest film, "Find Your Man," directed by Martin Dumas. RIN-TIN-TIN, a noble dog, is the main character in the story, which is a powerful portrayal of loyalty and courage. The film is a thrilling adventure that will captivate audiences of all ages.

In "Find Your Man," RIN-TIN-TIN plays the role of a dedicated police dog who, along with his human partner, works tirelessly to bring justice to those who wronged them. The film is filled with action-packed scenes, heart-warming moments, and an unforgettable performance by RIN-TIN-TIN.

This film is a testament to the bond between humans and their pets, and it will leave you with a sense of awe and appreciation for the loyalty and bravery of these incredible creatures. Don't miss "Find Your Man," starring RIN-TIN-TIN, in theaters now.
"The Tenth Woman"
Warner Brothers

A whole...NOT A GREAT DEAL OF STRENGTH IN THE STORY BUT IT CONTAINS SOME FAIRLY GOOD "DOPE" ON THE MARRIAGE QUESTION AND WAS SUFFICIENT TO INTEREST THEM...

ast...Bayley Bayne featured in this story doesn't give her a particularly important place in the story. Doesn't photograph well.

June is now pleasing as one of the young women who refuse to be "domed" by your husbands. John Roach a fairly handsome leading man. Others Charles Post, Raymond McKenzie, Al Ace Frank, Edith York and Gilbert Holmes.

The Romance of Story...Domestic drama, from a story by Harriet Comstock. Rose Ann, like a lot of other wives, fevered her husband but wasn't keen about living up to the marital compact. On Rose Ann's temperament Harriet Comstock builds her yarn, a not particularly unique plot, once that fact is in substance. Still it manages to survive through nearly seven reels, although it would have made a much better story if there were to be more of it. Probably there will be those who would want Rose's association with Barry Compton to have had a little more. But all in all it is a good marriage tale. All he does is escort Rose about, all the time urging her to stick to her husband. And while he is unconscious of Rose's efforts to attract him, there'd be a little more pep to the picture but not there are those who will like her pathetic affection. Of course there's a girl whom Barry really does love but all the time she finds by telling them...will probably average satisfaction. No important high lights but it stands in even chance of satisfying the general trend of audiences.

"The Cyclone Rider"
Warner Brothers

As a whole...TYPICAL LINCOLN J. CARTER MELO-DRAMA THAT RUNS ALONG AT A GREAT PACE WITH ACTION AND THRILLS GALORE. MUCH OF IT IS FAR FETCHED BUT IT HAS A WHIRLWIND TEMPO.

Cast...Reed Howes, the Arrow collar that he can do something besides display the latest in men's neckwear. Has an exciting time of it as the hero of "The Cyclone Rider." Alma Bennett the object of his unwavering efforts to win a great race. William Bailey the glorifying villain. Others Margaret McQuade, Charles Conklin, Ben Deeley, Frank Beal, Evelyn Brent.

Type of Story...Melodrama; from Lincoln J. Comstock. "The Cyclone Rider" can be adequately described as a "typical Lincoln J. Carter". To most people this should be the catch. Reed Howes is "in the lead" for Fox release. The story has everything that a thrilling melodrama should have besides some things that it might get along without. But it must have action and it must have thrills so implausibility steps in and you'll have to forgive a lot of impossible things that happen in order to get the most of the story. The hero Reed Howes is different from any other hero. He just goes right on living no matter what happens and he certainly "meets up" with plenty of danger. He's bound to win the great 75 mile race, the $50,000 purse and the hand of the girl. The obstacles that villain and his gang put in his way are the means of Hurley's Dizzy jumps from iron griders hoisted in mid-air, dodging in and around speeding trains, and running off moving ferries, and mad race over mountain and valley, a smash-up, a tunnel cave-in,—these are only a few of the little mishaps provided to kill hero and thrill the audience. To say that he comes through safely and marries the girl is superfluous.

Box Office Angle...Where the film can be counted on to please it should be an easy matter to get them in. Posters suggested in Fox's press sheet indicate the thrills and "death defying stunts" will bring them in. List some of the pictures' high thrills and make use of the extensive ideas for exploitation compiled by the Fox publicity staff. They are presented in detail in complete and informative press sheet.

Direction...Thomas Bingham; good, of its kind.

Author...Lincoln J. Carter

Scenario...Thomas Bingham

Cameraman...Sid C. Wagner

Photography...Good

Locales...Large city

Length...6,472 feet.

"The Silent Watcher"
First National

As a whole...MIGHTY WELL MADE, COMPLETELY ARRESTING AND ORIGINAL STORY AND SPLENDIDLY ACTED. WILL BE THE BETTER OF SOME CUTTING.

Cast...Outside of "Merton of the Movies" this is the best work Glenn Heap has done in any picture. Beside Brian Fox's Love gives a fine performance, also. Hobart Bosworth good. Others Vida Hope, Pauline Goddard, Aggie Herring, Lionel Belmore, DeWitt Jennings.

Type of Story...Drama; from Mary Roberts Rinehart's Saturday Evening Post story, "The Watcher on the Hill." With just a little cutting to save it from dragging a bit at times "The Watcher" can be made a real gem of an entertainment. All hands combined make it right. The climax is the very heart of the picture and Frank Lloyd's direction keeps it right. The theme is well constructed, smoothly developed and terribly suspenseful. And the criminal is apprehended. The early sequence dealing with the home life of Joe and his young bride are particularly effective, both heroes showing a dramatic turn, and Joe becomes involved in a murder. Lloyd spends a little too much time in picturesqueness of scenery but the story is the keyword of Mrs. Rinehart's story. Joe is private secretary to John Steele, who is a candidate for Senator. Neglected by his wife, Steele interests himself in an actress. She kills herself in the apartment. Joe had rent for his boss. Joe hundreded, and in loyalty to his employer, goes through the ordeal thinking about the truth of the matter. He is released and Steele elected, due to the fact that Mary had been kept in ignorance of Joe's illness and therefore his did. He is president. Steele is the means of restoring the couple to each other with Joe not much better off, but wiser, for his loyalty.

Box Office Angle...A good entertainment that should satisfy, especially those who claim for something out of the ordinary. A good story, good production and fine acting—all in one.

Exploitation...Plenty of talking points in this one. First: play up the name of Mary Roberts Rinehart and the fact that "The Silent Watcher" is an adaptation of her story, "The Watcher on the Hill," which appeared in the Saturday Evening Post. Use Glenn Heap's name prominently and promise a fine performance. This goes for Bosworth, too, Also, talk up Frank Lloyd and say he made "The Sea Hawk." Direction...Frank Lloyd; especiall

The Weeks' Headlines

Monday
Paramount to release forty pictures in secret.
Permanent committee forming to handle unified releases.
Germans reported behind plot to call London conference to fight American domination abroad.

Tuesday

Michigan M. P. T. O. reporters produce in accord to code play dates. To fight against block booking.

Paul N. Lazarus resigns as president of the National."
Short Subjects

"The Go-Getters"—F. B. O. New Series; First Pleasure Type of production.—10 episode chapter play.

The type serial on the order of the "Fighting Blood" and "Telephone Girl" series. Like them, each chapter is in two reels and tells its own particular story, completely, but the same characters appear in each episode. The story is by George Marion, Jr., and the cast in each case includes Albert Vaughn and George O'Hara, Kit Guard, Albert Cook and Stanley Taylor.

The girl this time is a telephone operator in a small-town railroad station. Her sweetheart is a fireman on a locomotive. The snobish son of the railroad magnate is also intrigued with Alberta, and to this in each episode seems to be about equally divided between comedy and thrillers, the first reel dealing with the comedy and the thrill and excitement being reserved for the second reel. The series should have no difficulty in pleasing the little audience, though it lacks the snappy Witwer titles. Del Andrews directed.

"The Goofy Age"—Hal Roach—Pathe

Holds All The Way Type of production.—2 reel comedy

The action in this contains, amuses and holds the interest of the way. That should be enough for any comedy. In addition, there's a scene in the subway during the rush hours that is a corker! Glen Tryon is the baby, Rosemary Ayrton is the blond snob, and Blanche Mehaffey is the pretty girl. The rest of the cast is excellent, too. The direction is A1 and was done by Jack Esteat and Fred L. Guiol. The story isn't much, but it's natural and there's a bunch of really funny gags that should do a lot of good. For a moderate price, this should keep them all dead and save the dough. Should easily please them.

"Pocahontas and John Smith"—Universal A Fair Release

Type of production.—1 reel comedy

This is another of the Hysterical History series, each of which burlesques some well-known canvas in history. This one starts by having John Smith talk to an unseen audience and tell of the way things happened. Then of the ensuing action is quite amusing, but the reel while it is fairly amusing. This is excellent comedy. The gag gets away with the money and leap to the top of a moving freight train. Conley follows and after much exciting action makes them knock them down all dead and save the dough. Should easily please them.

"The Crazy Quilt of Travel"—Lyman H. Howe—Educ
c

Excellently Handled Type of production,—1 reel magazine

A map of tiny scraps of film patched together like a quilt forms a novel opening for this entertaining and informative magazine reel. Next comes an outline map of the world. An arrow points to a certain spot and the credits an actual scene from that particular country. Thus you have first—dog-sledging in the snows of Siberia. Then, Yellowstone Park with particular attention given to Henderchief Pool. Then the Windmills of Hol-deon and that's saying a lot. Don't miss it. Langdon has a way with him that's all his own and is sure to be liked and laughed at by your folks. The film is the father of the morning of the day that was to have been Harry's wedding day, but he wakes up after a night's drink and thinks he was married! Anyway, he gets out of jail—falls out, to be exact—and to escape the cops he finds himself disguised as a hansom cab driver. There is some very funny stuff in this part of the comedy. Two chinks drive in the cab and times of the pipes they smoke drift up to Harry. He gets so happy he walks right off the roof of his cab on to the roof of a near-by auto-wagon, etc., finally landing on the roof of a patrol wagon. He should be good for a lot of laughs.

De Forest Phonofilm—De Forest

Case Patents

A Novel Idea Type of production.—2 reel talking film

De Forest Phonofilm presents President Calvin Coolidge, Hon. John W. Davis and Senator Robert M. La Follette on "The Major Issues of the Campaign." Certainly you couldn't offer your patrons a better combination of speakers on one program. They are the three candidates for the presidency. All three read from their party platforms, first Davis, whose voice, incidentally, does not reproduce as well as either the President's or Senator La Follette's. Davis speaks in an easy, unhesitating style though he varies his expression but little. Senator La Follette is more vigorous and while at times he shars syllables, it is usually easy to understand what he says. The President's speech was delivered in his usual showy manner with that unmistakable New England twang. He hesitated occasionally. An attentive audience will not find it hard to understand what they are saying. The offering should prove an attraction on any program.

"Short Change"—Educational

Get this True

Type of Production.—2 reel comedy

This is a situation comedy that is really enjoyable. Walter Hiers who have been on the screen in "Sixty Cents an Hour" and other comedies, is the star of this. He is the cashier of a bank, and in leaving Davis speaks in an easy, unhasten-

ing style though he varies his expression but little. Senator La Follette is more vigorous and while at times he shars syllables, it is usually easy to understand what he says. The President's speech was delivered in his usual showy manner with that unmistakable New England twang. He hesitated occasionally. An attentive audience will not find it hard to understand what they are saying. The offering should prove an attraction on any program.

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MACK COHN
Cutting & Editing
At 220 W. 42nd St. N. Y. C.
Lackawanna 8677-8
That Deal
(Continued from Page 1)

going to do. When an infant child is needed? For that last "human interest" touch.

PATRON JULES
Yes. Jules of Philadelphia. You know his last name. (There is only one Jules in that burg.) Has presented a painting to the Luxembourg Galleries. In Paris. Now ain't that nice?

GOT ANY OLD CLOTHES?
If so bundle them up. And shoot them to Carl Laemmle. Up Universal way. Wants all your old clothes—no matter how raggled—for the poor of Europe. Who will need them this Winter. We're digging in the old closet. Go on and do the same.

THE COMMUNITY HOUSE
O. E. Goebel, Associated Arts talking: "There is no denying the fact that there are hundreds of thousands of people in the smaller communities of the Nation today who still view the local picture house as they once looked up on the old time pool room and billiard hall, and who will not allow their children to attend exhibitions of motion pictures. "

"But I thoroughly believe the day of the community theater is not far off. And by community theater I mean the theater where exhibitors and leaders of the various communities will consult together and cooperate in putting before the community wholesome pictures."

"Yes; and the sooner this spirit is developed, the better. It cannot come too soon."

FOX AND DANTE'S "INFERNO"
Newspaper critics have their own sense of humor. One of them, after seeing "Inferno" said "I've just seen a hell of a picture." And Quin Quinn of the World concludes his criticism by saying: "I think this latest places him (Fox) in a position more advantageous than he has been before. To those who insist they have not liked his efforts in the past he might very well say, pointing toward the Central: "You can all go to hell and see how you like that."

A Few Left
Brand New Pathé Studio model cameras with automatic dissolving shutter, metal fittings, 2
Krauss Tessar F3.5 lens, 4 magazines, 2 cases and
Precision Ball Bearing Tripod.
$650.00

MOTION PICTURE APPARATUS CO., Inc.
Bryant 6635
118 West 44th St., N. Y. C.

C O M I N G SOON

Florence Vidor in
"The Mirage"

Producers Distributing Corporation

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Newspaper Opinions

“The Alaskan”—F. P.-L.
Capitol, Cincinnati.
POST—J. Edward Redfern is a master of that art which is known as ‘Westerns’, not because he is a director, but because he is a producer. ‘The Alaskan’, is a Western in the true sense of the word. It is a Western of the highest order, with a cast of thousands, and a plot that will keep you on the edge of your seat until the very end. The photography is superb, the acting is excellent, and the story is one of adventure and excitement. All in all, it is a film that should not be missed by anyone who loves the Western genre.

State, Cleveland
NEWS—M. A. D. is a photo story that deserves praise. It is just a motion picture and there is no end to its charms. PLAIN DEALER—Mr. Meighan is a newcomer to the film industry, and his acting is impressive. He seems to be a native of the region about Banff and is a feature of the production.

Ohio, Indianapolis
STAR—Mr. Meighan is a newcomer to the film industry, and his acting is impressive. He seems to be a native of the region about Banff and is a feature of the production.

“Tarnish”—1st Nat’l
The Chicago, Chicago
HERALD AND EXAMINER—No, we are not talking about “Tarnish” as a film. It is a glib and uninteresting affair, but it is a well-made film that is worth seeing for its acting and cinematography. The treatment of the plot and the action really makes this story interesting. It is devoid of complications, has scarcely any comic relief and lacks suspense. It is good—so is the atmosphere.

Regent, Rochester
HERALD—Blonde and brown, with all direction, rip and tear, feminine eyes fill the air. Miss Pickford is not merely a visual delight. She has depth of feeling and the color of reality. Some of the glimpses afforded of her are surpassingly beautiful.

“Flirting With Love”—1st Nat’l
Daliah, Olathe
WORLD-HERALD—The treatment of the plot and the action really makes this story interesting. It is devoid of complications, has scarcely any comic relief and lacks suspense. It is good—so is the atmosphere.

Warfield, San Francisco
BULLETIN—May McAvoy presents the role of the principal role. May McAvoy is a fine actress, and her performance as the wife of the married man is admirable. The story is well written and moving, and the performances of the principals are excellent. The supporting cast is excellent. It is a film that should be seen by all.

“Vanity’s Price”—F. B. O.
California, San Francisco
Week Ending Sept. 27.
NEWS—M. A. D. is a photoplay deserves praise. It is just a motion picture and there is no end to its charms.

“Welcome Stranger”—Prod.-Corp.-Karlstad, Minneapolis
INQUIER—A fine screen adaptation of Ayrton Hoffmann’s stage success. It is a film that will be enjoyed by the entire family.

“Chirping”—1st Nat’l
The Chicago, Chicago
HERALD AND EXAMINER—No, we are not talking about “Chirping” as a film. It is a glib and uninteresting affair, but it is a well-made film that is worth seeing for its acting and cinematography. The treatment of the plot and the action really makes this story interesting. It is devoid of complications, has scarcely any comic relief and lacks suspense. It is good—so is the atmosphere.

In Hollywood with Potash and Perlmuter—1st Nat’l
Wisconsin, Milwaukee
LEADER—No, we are not talking about “In Hollywood with Potash and Perlmuter” as a film. It is a glib and uninteresting affair, but it is a well-made film that is worth seeing for its acting and cinematography. The treatment of the plot and the action really makes this story interesting. It is devoid of complications, has scarcely any comic relief and lacks suspense. It is good—so is the atmosphere.

“Lily of the Dust”—F. P.-L.
New Aiter, Minneapolis
TRIBUNE—F. P.-L., a pilot in the United States Navy, is a film that is well-made and should be enjoyed by all.

“Sisters”—1st Nat’l
San Francisco
HERALD AND EXAMINER—No, we are not talking about “Sisters” as a film. It is a glib and uninteresting affair, but it is a well-made film that is worth seeing for its acting and cinematography. The treatment of the plot and the action really makes this story interesting. It is devoid of complications, has scarcely any comic relief and lacks suspense. It is good—so is the atmosphere.
The film that carries quality from studio to screen—

EASTMAN POSITIVE FILM

—has the identification "Eastman" "Kodak" in black letters in the transparent margin. Look for it.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
– as the hits go marching on!

All the wise boys are right in line picking up big time profits with their

FIRST NATIONAL CONTRACT
NORMA, DOUG, MARY MAY GO TO FAMOUS; REPORT DENIED

SENSATION
By DANNY

And now. On top of Lloyd Valentino. Under the Famous Players banner comes that moves are aloof. Denials may result in three—or other great stars become identified with that same organization.

Of course there are denials, but always are. The Valentino move to Famous was denied. Oh, so emphatically. The big Lloyd move to Famous denied. Oh, so vigorously, where they are.

* * *

A of which does not indicate the emphatic denials. Now are not so. They may belie so. But then again we shall see if anything you do. We're figuring (counting the denials) that there's smoke. Perhaps much. And back of this should be the fire.

* * *

The report fails to develop. An eye on United Artists is all. And on Norma. But it is far from certain. This popular star will remain after the expiration of her present contract with First National. Very far.

* * *

There has been a lot of talk. People idle chatter, then a left First National—if ever does—she would be on the Metro-Goldwyn-Mayer. (Continued on Page 2)

Chicago Site Set

Warners Ready For Theater There
—Interesting Plans for the Mid-West

Harry M. Warner returned from the Middle West Saturday with definite word that he had bought an option on an important theater site in the City of Chicago. While he would make no mention of the exact location, he intimated that the ground was favorably situated and that the theater to be erected ultimately would figure in an important manner in the Chicago first-run situation.

Important matters relative to the theater situation in the Middle West may be expected in connection with the Warners. It will be recalled that when Harry Warner came East from Hollywood, he was accompanied by Harry Lubliner of Lubliner and Trinz and Motley H. Flint. Together they held some important conferences relative to the theater situation in that section of the country.

Warners Buy “Bobbed Hair”

“Bobbed Hair” is the title of a new novel to appear serially in Collier’s and later in book form which the Warners have purchased. This is the work for which negotiations have long been under way and is a composite of the literary efforts of ten nationally known authors, each of whom wrote a portion of the story.

Doesn’t Own “The Miracle”

Famous denied Saturday that it would produce “The Miracle,” in which, according to cables, Ganna Walska would appear. The rights are still held by Morris Gest.

Attack Oil Film

Democrats Charge “World Struggle for Oil” Is Propaganda for Harry F. Sinclair

Washington—“The World Struggle for Oil,” a five reeler released through Selznick has been branded by the Democratic National Committee as a propaganda film designed to take curse off the oil scandals. The Committee picks apart a letter

Important Stars Reported Interested in Single Sale Policy Devised for Lloyd and Valentino Releasing—Chaplin Likewise May Be Included in Portentous Move

Although denials came from official sources, it is understood that moves now being made may result in the following stars releasing their product through Famous Players:

Norma Talmadge
Doug Fairbanks
Mary Pickford

A possibility of Charlie Chaplin being involved in the negotiations occurs. But this is not definitely known.

An important official of Famous on Saturday denied that the company was making any moves relative to the stars named.

Hiram Abrams of United Artists declared that the report was “a malicious lie” and added:

“I believe this is not known to Adolph Zukor. Mr. Zukor knows that Doug and Mary are under contract with United Artists. It is just a silly, unfounded rumor.”

Joseph M. Schenck, Norma’s manager as well as her husband, when asked with reference to the report in circulation said that doubtless there were such reports, but that, in view of the contract existing with First National for Norma’s pictures, there was nothing to be said at this time.

Plans being worked out anticipate the enrollment of these leading stars in the business on the same plan by which Harold Lloyd and Rudolph Valentino will be carried as Famous stars: an independent sales force; an independent approving of contracts, all pictures to be released on percentage, all sales to be made independent of any other product being merchandised through the Famous sales organization.

Serious consideration is being given the idea of these notable stars becoming identified with Famous. Norma Talmadge has three more pictures to make for First National to complete her contract. As is well recalled, both Doug and Mary recently signed a new agreement dealing with their future relationship with United Artists.

There is hardly a doubt that the renewing of the Norma Talmadge contract will be one of the most important matters

(Continued on Page 2)
A SENSATION

(Continued from Page 1)

wry program. This is due, of course, to the close relationship between Joseph and Nicholas Schenck. And the Metro organization. But close relationship, And Norma’s future plans. As guided by husband-manager Joe Schenck. Are different matters. Very much so.

* * *

So let’s wait and see what happens. It’s surely going to be interesting. As well as important.

* * *

By the way, Don’t overlook one John C. Ragland. When you figure on the Lloyd and Valentino pictures. Going through Famous. Here is a young man. Whom you will hear about a lot. And in a mighty important manner. Keep an eye on him. And don’t close it.

* * *

Incidentally, the Valentino status is somewhat changed. From when Valentino was a Famous star. Then Famous employed him. Now it looks as if he has arranged. To have Famous release his pictures. Just a trifles difference. In the status quo.

Norma, Doug, Mary May Go To Famous; Report Denied

(Continued from Page 1)

to be discussed next week when the First National annual meeting occurs at Atlantic City. There is also some question whether Joe Schenck will attend that meeting.

As a matter of fact, while First National has three Norma’s to release, the star has but one to complete. She recently completed “The Lady” which is to go out on release after “The Only Woman” and that leaves her but one more to make. So if negotiations are carried to completion, Norma would have ample time to produce so that Famous could release her first early in the season of 1925–26—in other words after next September. (It is possible that the existing First National contract might carry a clause barring any distribution under her future contract for a period of say six months after the release of her last First National. Such clauses are common in star contracts.)

As to Mary and Doug, another situation presents itself. A long time ago it is understood that an arrangement was made that all pictures of Norma, Doug, and Mary would be released through the same distribution channel. At that time gossip had it that Joe Schenck would take over the handling of United Artists and look after the distribution of product of the important stars identified with that organization. And at that time it was anticipated that Harold Lloyd might join United Artists.

Now that Lloyd has become identified with Famous, and in view of the distribution plan offered Lloyd and Valentino, it is known that serious consideration is being given the idea of the stars mentioned also accepting the Famous plan. If the Famous idea is rejected, however, it need not prove surprising to see a reorganization in United Artists, and to see Norma Talmadge become a United star release.

“THEY DRAW BUSINESS”

HAL ROACH’S RASCALS IN “OUR GANG” 2 REEL

Pathé comedy

COMING SOON

Producers Distributing Corporation

Priscilla Dean

A Cafe in Cairo

Directed by Chief Witney

Adapted by Harvey Gates from a screen play by D. S. H. Forsyth and Hunter Stromberg

Produced by Hunter Stromberg

Season 1924–1925 Thirty-First Run Pictures

Presented by Hunter Stromberg and Charles R. Rogers

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Vol. XXX No. 5 Monday, Oct. 6, 1924 Price 5 Cents

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The Star of Wondrous Charm
Betty Balfour
in “Love, Life and Laughter”
Rare in Story; Rich in Beauty; It’s Different From Any Picture Ever Shown.
THE BIGGEST STORY NEVER FILMED
An A. C. and R. C. Bromhead Production

Produced by LEE-BRADFORD CORPORATION
208 Seventh Ave. New York

[Advertisements and Classified Ads]
The Six Best Pictures of the Month

MONSIEUR BEAUCAIRE  JANICE MEREDITH
THE SIDE SHOW OF LIFE  MERTON OF THE MOVIES
LITTLE ROBINSON CRUSOE  THE IRON HORSE

The Six Best Performances of the Month

ERNST TORRENCE in “The Side Show of Life”
RUDOLPH VALENTINO in “Monsieur Beaucaire”
RAMON NOVARRO in “The Red Lily”
NORMA SHEARER in “Broken Barriers”
BEBE DANIELS in “Monsieur Beaucaire”
LOUISE LAGANGE in “The Side Show of Life”

FAMOUS FORTY
Paramount Pictures

Everywhere you look
THE FAMOUS FORTY
is leading the field!
Putting it Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Haug Scores Again

Valdosta, Ga.—A description of the new "Metro-Goldwyn" put over the "Great Movie Season" by the Strand, is given below by W. F. Howard, manager of the house. "The Great Movie Season," in advance, regarding "Metro-Goldwyn Greater Movie Season," two inches daily, leading up to a double page spread Saturday.

"We came out with a double page spread on the Saturday before the opening of the season, in The Times.

"Special stories were carried daily one week in advance."

"A Scararamache picture setting was used during the week with floral decorations, and color lighting effects opening the prologue at each performance.

"One thousand heralds were mailed with an imprint of the week's program and mentioning the movement."

"Two hundred special box letters were used while window cards were put in merchant windows on the Main Street. Permission was given by the Street Railway Co. to put the cards on the posts. One hundred cards were placed in ten nearby towns within a radius of eighteen miles."

"A four column ten inch add in a supplement eight page co-operative merchant paper, gotten up by the Chamber of Commerce once a month, 7,500 of those are mailed in the rural district of this county."

"Two large cloth banners, 3 by 10 feet long, were put on each side of the street cars, reading: 'Valdosta's Metro-Goldwyn Greater Movie Season,' and also the entire week's program."

"Every soda mirror, as well as cigar stand, had writing on their mirrors advertising the same."

"Tuesday at the Rotary Luncheon I announced this movement and also on Friday at the Kiwanis Luncheon. Every merchant was personally solicited by the writer so that he could take notice of his customers with this movement.

Unique Lobby Display

Seattle—Steady burning lights for use through day and night was an idea of Leroy Johnson, of the Liberty, during the showing of "When A Man's A Man."

Black and white stills were used on both sides of the shadow boxes and the box office, forming a neat and attractive column. The title of the picture was worked out in 10,000 watt daylight lamps-steady burning. The border of lamps wound around twice around the lobby panel, and were of amber color. They were connected on a flasher. A cut-out, in the shape of a book, was used on top of the marquee and lighted at night so that all passersby could read its message.

Drawing Contest Featured

Syracuse, N. Y.—Cliff Lewis, of the Strand, used an original idea in putting over "The Perfect Flapper," in the nature of a drawing competition, arranged in co-operation with The Telegram, whereby all readers were invited to draw their conception of "The Perfect Flapper."

In order to get away from the sameness of the usual campaign, the people of Syracuse were invited to give their conception of "The Perfect Flapper." The contest covered 15 days, giving a total of 1,400 lines of publicity. Almost 100 illustrations were received. The winning sketch was run in the paper on the last day and the three best illustrations were placed on display in a music store.

10,000,000 Match Boxes Free

León J. Bamberger, assistant exploitation manager of Famous, has completed negotiations with the Lion Match Co., of New York, for the manufacture of 10,000,000 packets of wax paper matches, the covers being lithographed with the company trade mark and the slogan, if "It's a Paramount Picture, It's the Best Show in Town."

The match company will imprint the local theater's name free of charge on all orders received. The exhibitor may then place the matches in cigar stands for distribution, or for use in exploitation campaigns.

Usual Campaign Stuff Successful

A popular orchestra in a leading hotel playing "Love Has a Way," the song-theme melody in "Dorothy Vernon of Haddam Hall," a featured dance number, and also broadcasting this number by radio, was one of the features of exploitation when that picture was shown recently at the People's.

Incorporations


Dover, Del.—Zimmerman Theatrical Corp., Wilmington. Capital $100,000.

Dover, Del.—Sunset Beach Corp., Capital $50,000.

Dover, Del.—James M. Wheelan. Capital $25,000.

St. Louis—Gene Rodenich Publishing Co.

Dover, Del.—Elrac Corp. Capital $500,000.
On Broadway

Broadway—"The Sea Hawk" at Vanity's Price; "Vanishing Point" at the Strand; "Dante's Inferno" at the Strand; "Janice Meredith" at the Strand—"The Ten Commandments"; "The Thief of Bagdad" at the Strand; "New York" at the Strand; "The Warrens of Virginia" at the Strand; "Tumble for Sale" at the Strand; "In America" at the Strand; "The Covered Wagon" at the Strand; "The Truth About Women" at the Strand; "Western Wallop" at the Strand; "Little Robinson Crusoe" at the Strand; "Find Your Man" at the Strand; "The Iron Horse" at the Strand; "Three Women" at the Strand; "Barbara Frietchie" at the Strand; "The Story Without a Name" at the Strand; "Her Love Story" at the Strand; "In Hollywood with Pothash and Perlmutter" at the Strand.

Next Week

Broadway—Not yet determined.

In Hollywood—"Welcome Stranger" at the Strand; "The Navigators" at the Strand; "Dante's Inferno" at the Strand; "Janice Meredith" at the Strand—"The Ten Commandments"; "The Thief of Bagdad" at the Strand; "The Iron Horse" at the Strand; "Janice Meredith" at the Strand—"Janice Meredith" at the Strand—"In Hollywood with Pothash and Perlmutter" at the Strand.

Ben克斯

Ben Buys No Bunk—

They may be sleepy down in Philadelphia but Ben Amsterdam, the exchange man, is the Big Ben that wakes 'em up every so often and between times with pictures that ring the bell.

Being constantly on the look-out for comedies that'll make the Quakers quake with laughter it was of course the most natural thing in the world for him to make a dead set for the Benny Leonard two-reelers. He practically pulled us out a bed for a peep at the pies and had his fountain pen in his mitt before we could slap the papers in front of him.

"Flying Fists" are short subjects but they'll get the long green.

They will, will they?
Terrific Bombshell

On the very eve of the greatest world’s heart out of players - managers - execs, the great National game because they believe?

IS BASEBALL

Can baseball players be bribed? On every street corner, in every office, in every public place—in millions with millions demanding

DRIVE THE CROOKS

On thousands of front pages in newspapers screams This, people will talk about this sensation in our great Nation paralleled opportunity to take advantage of focus and a Mighty Baseball Epic of the screen—The FIRST—and only

"LIFE'S GREAT"

Which actually shows tremendous has just happened in baseball -
Explodes in Baseball

comes this terrific sensation tearing the
-
stunning millions of fans who love our
-clean - Millions are now asking

ON THE LEVEL?

very home throughout the entire length and breadth of the
gies it is the red hot super sensational subject of the hour

OUT OF BASEBALL

al News—it will be alive for months—All winter millions of
What a break for thousands of Exhibitors—what an un-
ion and absolutely MOP UP with EMORY JOHNSON’S
IAL BASEBALL CLASSIC ever made

TEST GAME

amatic scenes the very thing that
attempted bribery of big leaguers.

(See Next Page)
It shows the secret offer of thousands of dollars.
It shows the ways and means employed by the sports --- scenes and action that are

**POSITIVELY**

All absolutely true-to-life --- exactly what thousands of head lines --- that's what your fans will see when the melodrama

"LIFE'S GREA

the most pulse quickening-most thrilling melodrama

baseball scandal and its exposures, but additional

as much as as for the men

All Winter long this sce

Millions will talk about it --- the newspapers will be full of outstanding lucky break of years for exhibitors.  Don't lose booking.  Sensational posters - sensational accessories already

**FILM BOOKING OFFICES of AMERIC**
e gambler to a big leaguer to throw a big game--
books to contaminate the finest of our National

SENSATIONAL

ewspapers are now screaming about in sensational
spring this most amazing most timely super

TEST GAME"

ORY JOHNSON ever made and not alone the
art throbbing melodrama for women and children

ral will grow and grow

ousands of columns will be spilled on it - - - It's the one
second - Run to the nearest Telegraph Office and wire your
ed to our 34 exchanges. ACT NOW

723 SEVENTH AVENUE, NEW YORK CITY
A Questionnaire

In an effort to make THE FILM YEAR BOOK, 1925, more than usually attractive, enthusiastic exhibitors are requested to fill in the following questionnaire and forward the information to this office.

Exhibitors are urged to furnish this information at the earliest available moment, bearing in mind that the replies can be changed for corrections, etc., up to November 1.

What star proved your most popular box office attraction during 1924?

What director's production proved most popular with you during 1924?

What three feature productions gave the best box office satisfaction during 1924?

What three short subjects gave the greatest box office satisfaction during 1924?

If you own or operate two or more houses please give names and locations.

What first run houses do you operate?

Your name, address, etc.

Address all replies to THE FILM DAILY, 71 West 44th St., New York City, Department YB.

PUBLIC LEDGER—* * * Unfortunately there is a little novelty in it to distinguish it from other films of a similar nature made recently. Of its type, it is interesting enough.

RECORD—* * * Ramon Novarro plays the hero with many droll touches. Enid Bennett is the heroine and, barring a too rousing melodrama under the blows of fate in a too surprising sweet victory toward her enemies, is also effective. Wallace Beery does a Paris Apache delightfully.

“Revelation”—Metro-Gold. Strand, Cincinnati

PUBLIC LEDGER—* * * Unfortunately there is a little novelty in it to distinguish it from other films of a similar nature made recently. Of its type, it is interesting enough.

RECORD—* * * Ramon Novarro plays the hero with many droll touches. Enid Bennett is the heroine and, barring a too rousing melodrama under the blows of fate in a too surprising sweet victory toward her enemies, is also effective. Wallace Beery does a Paris Apache delightfully.

“The Signal Tower”—Universal.

Bowdoin, Boston

POST—* * * Those who have never travel ed at top speed on trains or been in a crowd at the terminal during the commuter's hour will find this offering just to their liking. It is truly realistic and proved one of the hits of the year at the Bowdoin.

“The Sirens of Seville”—Prod. Dist. Corp.—New Lyric, Minneapolis

DAILY NEWS—* * * a picture that grips the audience and holds them until the last reel.

TRIBUTE—Priscilla Dean, as fiery and appealing as ever.

“Tarnish”—1st Nat'l

The Chicago, Chicago

DAILY NEWS—* * * flatters your intelligence by its lack of melodrama and hokum.

“The Ten Commandments”—F. P. L.

Grand Opera House, Cincinnati

TIMES-STAR—* * * In spectacular beauty, impressiveness of production, dramatic intensity and bigness of theme it is equal to any motion picture ever made, on the superior of most of them.

American, St. Louis

POST-DISPATCH—* * * are found of the elements which make this screen drama distinctive. The pointing of the moral done through the medium of a modern melodrama which succeeds the Biblical sequel with startling suddenness.

STAR—* * * The picture is not so good as “Three Weeks,” but those who relish love making will not be disappointed.

National, Washington

STAR—* * * The mechanical simulation of the Bible miracle was so true to nature as to elicit applause of spectators, who otherwise were tense quiet throughout the action of the story.

TIMES—* * * stands as a mighty moment to DeMille, and is by far the greatest film sermon ever preached.

“Three Miles Out”—Aso. Exhib.

Cameo, San Francisco

BULLETIN—Laughs and thrills alternate.

Address all replies to THE FILM DAILY, 71 West 44th St., New York City, Department YB.
New Theaters

San Angelo, Tex.—Frank Roberts and John D. Jones, operating the San Angelo Amuse Co., have purchased a lot on North Chadbourne St. from Frank and Ralph Harris, on which they will erect a new theater. Construction will not start for some time.

Summit, N. J.—The Heller Construction Co. has received permission to erect a theatre at the corner of Springfield and Woodland Ayes. The new building will contain eight stories and a 1,200 seat theater.

San Bernardino, Cal.—J. G. Knapp, owner of this city, has purchased the Colton Theater lease, and will continue with the plans of the former owners, to erect a new theater on the site.

Jamaica, N. Y.—A $350,000 theater is being erected between 122nd and 123rd Sts., Dunton. The house will open about Jan. 1, and when completed will seat 2,000.

Olcott, N. Y.—The Palace has been opened by the Bordonaro Bros. The house takes the place of the theater burned last May.

Lancaster, S. C.—George W. Parr has opened the new Imperial.

Secures Locations by Acropole

Hollywood—Irvin Willat, now in Texas making “North of 36,” for Paramount, used an aeroplane recently, to secure locations inaccessible by auto. Willat was invited by the Government to use a plane from the Kelly Field air station.

Additions to “Centaur” Cast

Hollywood—The cast of “The Wife of the Centaur” has been augmented by Kate Lester, Kate Price and William Haines. Robert Vignola will direct.

Reo Photoplays Quit

Reo Photoplays Corp., of New York, has filed dissolution papers with the Secretary of State in Albany.

Change Title of Vignola’s Latest

Hollywood—Robert Vignola’s “Mrs. Paramore” will be released the end of this month as “Married Flirts.”

General Film To Be Reorganized

(Special to THE FILM DAILY)

St. Louis—Stockholders of the General Film Mfg. Co., now in the hands of receivers, at a recent meeting, voted in favor of a plan of reorganization, whereby the company will obtain additional working capital. Under the arrangement, certain St. Louis financiers are to put $50,000 into the company.

N. C. House Destroyed by Fire

Concord, N. C.—Fire that started in the projection booth, completely destroyed the Piedmont. Most of the loss is covered by insurance.

Among Exchangemen

Kansas City, Mo.—Jean Belasco, who has been handling exploitation in this territory for Universal, has been made manager of the Randolph, Chicago.

Winchendon, Mass.—George Wilkin-son, owner of the National has re-opened the old Gem.

Robert T. Kyle has joined the First National special exploitation force handling the live specials.

Atlanta—J. M. Glass has been made a road representative for F. B. O.
Mr. R. B. Hanlon,
Asst. 1st National Pictures, Inc.
Pittsburgh, Pa.

Dear Mr. Hanlon:

I am writing to express my highest appreciation of the fine work you and your company are doing in bringing Lincoln to the screen. The picture has been favorably received by all who have seen it, and I have no doubt that it will be a great success. I am glad that First National is taking such an active part in the production of this important subject.

Yours truly,

S. M. Silverman
Silberman's Strand

AL and RAY ROCKETT present
"ABRAHAM LINCOLN"
Scenario by FRANCES MARION
Directed by PHILIP ROSEN

You're stepping with the big boys when you have a FIRST NATIONAL CONTRACT
AN AD
By DANNY
With a kick in it. Interesting everyone in this business. Going to what lengths an independent producer feels he has to go. To get his picture on Broadway.

It is written by A. H. Sebastian. General Manager of Belasco Prod. Which "Welcome Stranger," Directed by James Young. With a reported "fit" cast. After telling of the show houses. That have played. Playing—"Welcome Stranger" around the country. And they play. Sebastian says:

Owing to the fact that the Broadway motion picture distributors (with the exception of the beautiful new Picadilly at the B. S. Moss Cameo) owned and operated by the several largest film producing companies or affiliated with them, and therefore, must exclude exclusively the photographs of their representative controlling corporations, there seems to be no first-run theater in New York available for 'Welcome Stranger.'

The amusement loving people of New York are entitled to view 'Welcome Stranger.' I believe the producers of film, who with their employees and associates have created an unusual entertainment, are entitled to a showing which is due to the picture in any of the four largest Broadway theaters. Then tells of efforts being made to have a Broadway house. In fact. The picture goes in the Picton Saturday. Which is as good as it should be. Because Lee Ochs can give no greater service to the industry. Than to make this picture head. The show place of all other. The only public is: Can he find pictures? Without being as to price. Please, Mr. Independent Exhibitor. Don't send in a brand of titles. Of pictures and enough to run at the Picoty. Tell it to Lee Ochs. In booking the house.

C. C. Griffin Wants Ind. p's Product;
Says He Can't Buy Except in Blocks

Editor, Film Daily
New York
Dear Sir:

There is so much talk in the trade papers lately about exhibitors not giving business to the independents, that I have begun to think that conditions in other parts of the country must be different than they are here. I would like very much to run independent pictures. For instance, I would like to run Warner Brothers' product, Producers Distributing Corporation, Vitagraph and Metro-Goldwyn, but when I attempt to buy anything from any of the above, they immediately tell me that I must buy the entire output, as that is the only way they sell their product.

In my theater I have three changes a week, I use Famous Players and First National's product, but have room left for quite a few so-called independent pictures, but cannot buy them in blocks of twenty or more because if I did I would be buying more product than I can use, which of course, I will not do. If the conditions in other parts of the country are the same as they are here, how in thunder do the independent distributors figure to sell their product? Will somebody please tell me, I would like to know.

Yours very truly,
C. C. GRIFFIN.

Reply To Griffin
So-called "Independents" Explain Their Attitude Toward Block Bookings

In response to the assertions made by C. C. Griffin, of the New Piedmont theater, Oakland, Calif., that he can't buy the so-called "independent" pictures because the companies controlling their distribution insist upon selling in blocks, executives of what are generally termed the "independent" distributing organizations have forwarded a number of interesting replies to THE FILM DAILY.

In addition to taking issue generally with what Griffin claims, several communications take up the block booking situation in Detroit, where the show place of independent product. The only problem is: Can he find pictures? Without being as to price. Please, Mr. Independent Exhibitor. Don't send in a brand of titles. Of pictures and enough to run at the Picoty. Tell it to Lee Ochs. In booking the house.

Bears Out Laemmle
V. E. Atkinson Back—Saw No Foreign Pictures Suitable for American Consumption

William E. Atkinson, vice president and general manager of Metro-Goldwyn, returned yesterday on the S. S. Baltic from a brief vacation trip in Europe.

"London film theaters are doing a prosperous business," he stated. "American pictures, of course, dominate the field there, as they do throughout Europe."

Speaking of foreign production, Atkinson made the same observation that Carl Laemmle did upon his return recently: that Europe was doing nothing in pictures that was suitable for consumption here. Laemmle saw only one, "Siegfried." In this connection, Atkinson said:

"While I was there I saw no foreign pictures."

Schulberg Plans Special

B. P. Schulberg has purchased what he terms an unusual story and will produce it under the title, "Capital Punishment." A second unit is being formed on the Coast to handle it.

Road-Shows for "Romola"

Metro-Goldwyn officially announced the acquisition of "Romola" yesterday. The picture will have a Broadway run at advanced prices and will be sent out as a road-show all over the country.

To Stand by Contracts
A statement from Warner Bros. issued yesterday, says in part:

"Since the fact has been made public that our organization is about to enter into an extensive theater building campaign we have had repeated calls, messages and communications from exhibitors throughout the country who have gained the mistaken impression that we are about to enter into direct competition with them.

"Such is not the case and in every instance where we have a definite bona fide contract with an exhibitor for the exhibition of our productions such contract will be lived up to by us."

Fox Holds Lyric for 20 Weeks
The long term lease on the Lyric secured by the Mutual Burlesque Circuit forces Fox to vacate the theater in about twenty weeks. "The Iron Horse" is now playing there.

Williams and Kent Coming East
(Special to THE FILM DAILY)

Los Angeles—J. D. Williams and S. R. Kent are expected to leave for New York tomorrow.

Shauer Returns Tomorrow
Emil E. Shauer, head of the foreign department for Universal, has been abroad for several months, returns tomorrow on the Homeric.

Grauman May Have N. Y. House
It is reported that Sid Grauman will take over an existing New York theater and remodel it into a theater like the Egyptian in Hollywood. Grauman is due back from Europe shortly. It is also possible that he will enter the production field.

Ufa Chief Coming
Erlich Pommer, Production Head, Here Sunday—No Decision Yet on Marguerite

Erlich Pommer, chief of production of the Ufa company of Berlin and head of the large studios at Neubabelsberg is aboard the Deutschland which is due in New York on Sunday. Together with Dr. Felix Kellman, the managing director of the company who has been here for some time, Pommer will go to the Coast. The visit will be made for the purpose of watching the trend in American production, with the ultimate desire to conform to the American entertainment standards of the American public.

While here, Pommer will discuss a selection for the part of Marguerite in "Faust" which Ludwig Berger will direct and in which Emil Jannings will star. Lilian Gish is mentioned in this connection, but as yet no decision has been made.

Ufa will release "Die Niebungen" in America as "Siegfried."

Price 5 Cents
Another House for Detroit
Detroit—Harry Brown will begin construction on a 1500 seat house immediately, to be erected on Fenkel Ave. Brown will shortly open his new Grand-Woodward in Highland.

These two new houses will increase his local chain to six. The other four are the Astor, Buchanan, Acme and Acadamie.

Definite plans as to John Kunsky's new State have been made known; they call for actual construction to start Dec. 1. The opening will occur Sept. 1, 1925.

Saxe Premier In Janesville
Janesville, Wis.—The Jeffries theater, the latest in the Saxe circuit, opened Saturday night. It has a seating capacity of 1500, making it the largest house in Southern Wisconsin. James Morrissey has been chosen to manage it. The Saxe organization now has 23 theaters in the state, three of them completed since last March at a total cost of $3,250,000.

Friedman Joins Stoll
(Royal THE FILM DAILY)
London—Sydney Friedman, former joint managing director of F. B. O has joined Stoll, as assistant to Jeffrey Bernard.

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(Continued from Page 1)
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THE SPATS IN HAL ROACH'S COMEDY
(WIT WITH A WALLOP)
Pathecomedy

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COMEING SOON

Gevaert Raw Stock

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 JOHN D. TIPPETT, INC.
 GEVAERT FILM
 1540 B'way N. Y. C.

For Sale
TWO KNOCKOUTS
The Picture Rights of
"MARY MINDS HER BUSINESS"
By George Weston
This story appeared in the Ladies' Home Journal and is now published in book form.

ALSO
"LITTLE BOSS OF BIG BEN"
By Kathleen Eggleston
If interested wire or write
National Film Corporation of America
Santa Monica Boulevard and Lodi St.
Hollywood, California

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Another House for Detroit
Detroit—Harry Brown will begin construction on a 1500 seat house immediately, to be erected on Fenkel Ave. Brown will shortly open his new Grand-Woodward in Highland.

These two new houses will increase his local chain to six. The other four are the Astor, Buchanan, Acme and Acadamie.

Definite plans as to John Kunsky's new State have been made known; they call for actual construction to start Dec. 1. The opening will occur Sept. 1, 1925.

Saxe Premier In Janesville
Janesville, Wis.—The Jeffries theater, the latest in the Saxe circuit, opened Saturday night. It has a seating capacity of 1500, making it the largest house in Southern Wisconsin. James Morrissey has been chosen to manage it. The Saxe organization now has 23 theaters in the state, three of them completed since last March at a total cost of $3,250,000.

Friedman Joins Stoll
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In Production!

A Powerful Story That Will Be The Greatest Record-Smasher Exhibitors Have Ever Known.

Capital Punishment

Personally Supervised by

B · P · SCHULBERG
Out of a Clear
without a word of wa
without previous ball
Comes
the most stupendous melo-
dramatic thriller ever screened!
A sensational picturization of
LINCOLN J. CARTER'S
famous stage play
BOX-OFFICE HISTORY IS BEING MADE BY

Thomas H. Ince's great production
"BARBARA FRIETCHIE"
with Florence Vidor and Edmund Lowe
Directed by LAMBERT HILLYER

in Los Angeles

Paul C. Mooney and John C. Flinn
Producers Distributing Corporation
469 - 5th Avenue, New York

" 'BARBARA FRIETCHIE' opening tonight brilliant beyond description. Capacity audience unanimous in their approval. The picture is one of the outstanding fine pictures of the season. Four weeks sure for this engagement. Regards."

Charles H. Wertz, Mgr. Director,
California Theatre
Los Angeles, Calif.

in New York

NOW IN ITS SECOND SENSATIONAL WEEK AT
"THE PICCADILLY THEATRE"
NEW YORK — BROADWAY'S MAGNIFICENT
NEW MOTION PICTURE PALACE

BOOKING RESERVATIONS NOW BEING TAKEN
by
PRODUCERS DISTRIBUTING CORPORATION
Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-25—THIRTY FIRST-RUN PICTURES
Reply To Griffin

(Continued From Page 1)

A. E. Shallenberger points out to Mr. Griffin that a refusal to book exhibitions from independent producers to him does not affect the independent distributors, as he as well know as all, is a real national distributor and not independent.

Therefore, Shallenberger remarks:

"Furthermore, in the letter, I notice that you mention the films of Vitagraph, Metro-Goldwyn, and fairly believe that one of the above-mentioned companies could be classed as independent distributor, as you know as well as all, is a real national distributor and not independent.

Therefore, I suggest that you call Mr. Griffin's attention to the fact and ask him to be ever so kind to get pictures from really honest-to-goodness exchanges, whether he be interested when he did not receive pictures from them. In other words, he has not been.

Film Booking Office

Attributing a large portion of his company's success to the attitude its toward independent exhibition, Mr. Harry M. Berman expresses surprise at a statement by Griffin.

Grabert states that it is impossible for him to buy independent product because of the instance of independent producers who refuse to sell to him.

"Our books are closed to all exhibitors with their eyes wide open. We have made our decision that we will not sell to an exhibitor in a position of any sort of a position. We have only the best of orders and do not wish to be associated with them. You must deal with us on the basis that we are selling our product only to those who are interested in high-quality films.

Warner Bros.

Abe Warner of Warner Bros. takes Griffin and others in similar spot to task for booking pictures in bulk at the beginning of the season and then discriminating against independent producers on the basis of the cream only of their programs. He says:

"This exhibitor, like many others, at the very start of this year's bookings discriminated against the independent producers by holding up a large quantity of pictures, often without really knowing what he is buying and then expects to be able to pick and choose from the cream of the product to hold up his wholesale purchases for the future.

"Motion pictures are like shoes, or are not all cut from the same pattern and the organization behind the pictures stands for even more than that in any commercial line. Speaking of the cream of the market, Warner Bros. cannot turn out twenty pictures of the calibre we are making and afford to sell them on an individual basis.

"Suppose the situation were reversed, could not Mr. Griffin and Griffin if he had but a few 'fill in' dates left, select and offer the high spots on the programs of the larger producing combines. He does not believe that this market could not be improved.

"If this were not for the cream of the independent producers in making a desirable product the exhibitors of today would in a very short while. He will be forced to deal with a select few, pay the price demanded and in plain words become not much better than a high grade jackass running a theater for the producing company, with the doubtful privilege of paying his own expenses.

"We feel very proud of our record and if the exhibitors have not by now the confidence in the type and quality of our productions and does not feel that we have demonstrated by past performances that he is not buying a cat in a bag, then all I can say is that we should continue producing twenty or more big pictures per year and concentrate on a few pictures each year and go out and easily get all the money the market can stand for the few.

"If the independent market is ever forced to this situation, the exhibitor will not complain because he is asked to buy too many pictures, on the other hand he will be congratulating himself if he can strike a balance on the right side of his ledger."

C O M I N G  S O O N

Producers Distributing Corporation

REGAL PICTURES, INC. PRESENTS

JACQUELINE LOGAN

"The House of Youth"

From the novel by MAUDE RADFORD WARREN

Produced and directed by RALPH INCE

Season 1924-1925 Thirty-Five Run Pictures

IF YOU WANT

Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
Your reinvestments made
To make a trust fund now for yourself or another
Advice about your Will

Relief from your financial cares

East River National Bank

Broadway at Forty-first Street

(In the heart of the Times Square District)
-and we haven't begun to open it yet!

THE FIRST NATIONAL
BIG MONEY
MAKING
FALL PRODUCT
BAG

-there's product in that
thar' bag the like of
which this old industry
has never seen before!

Hits that hit'em! That's
what the FIRST NATIONAL Contract
brings to you!
WESTERNs

By DANNY

What a lot are being turned out not only by the large concerns, but by the smaller ones. The famous studios in Fox have two stars—Mix Jones, Universal has Hoxie Gibson. With an occasional guest, Bill Desmond.

Many of these are made cheaply. But some of them rather seem to get bookings. Many are for amateurs. Cost little. But are shown. The reason must include this: that the American people are watching them.

The spirit of the old Wild West is in practically every picture. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks. It is the story of the boys robbing banks and the deed turned out crooks.

Reorganizing

New Company to Supplant Selznick Distributing Committee Meets

It is understood that the committee handling the reorganization of Selznick Distributing held a meeting Monday at the Bar Association to discuss details in connection with the new company.

It is understood that a name being sought is that of the parent company. One thing is certain, the Selznick trademark will pass out of existence.

"Naked Truth" Feb. 7

What shall the Naked Truth be this season?

That is the burning question which is engrossing the membership of the A. M. P. A. right now. The annual affair will definitely take place at the Astor Saturday evening, Feb. 7.

The members of the A. M. P. A. are working on a questionnaire sent out by President A. M. Borsford asking for suggestions and some are already coming in.

P. C. T. Buys English Theaters

(Special to THE FILM DAILY)


Borrows Aileen Pringle

(Special to THE FILM DAILY)

Selznick Studios has purchased Aileen Pringle, the leading actress in "A Thiefs in Paradise."

"Lincoln" in Los Angeles

(Special to THE FILM DAILY)

Los Angeles—"Abraham Lincoln" began its local showing at the Criterion last night.

Brewer, a 1st Nat'l Manager

First National has appointed E. D. Brewer, manager of its Oklahoma City branch succeeding W. A. Ryan, resigned.

Bachmann on Sales Trip

J. G. Bachmann of Schuberg Prod. is on a sales trip that will take him as far West as the Coast.

Francis Howard for "The Swan"

It is understood that Francis Howard, who has excited considerable comment by her work in the stage play "Best People," has been selected to replace Elsie Ferguson in "The Swan." Miss Howard has done little, if any, work in pictures.

"Rudy" to Make 3 on Coast

(Special to THE FILM DAILY)

Los Angeles—It is understood that Rudolph Valentino will make his next three pictures at the United Studios where Stage No. 6 has been engaged.

C. B. C. Sells 4 for Canada

Joe Brandt has sold "Marriage Market," "Forgive and Forget," "In" and "A Tangle," to Film De Luxe Co., for Canada.

Grauman Arrives Tomorrow

Sid Grauman returns from a long vacation in Europe on the Bencenga tomorrow.

Public Service Boost

Milwaukee Names Committee of Three—Part of M. P. T. O. A. Program

(Special to THE FILM DAILY)

Milwaukee—A public service board has been named by the M. P. T. O. of Wisconsin to carry out the policy of community and public service decided upon at the last state convention.

Members of the new board are George Fischer, New Milwaukee theater, Milwaukee, chairman: E. W. Vau Norman, Parkway, Milwaukee, and J. H. Silliman, owner, Milwaukee.

As its first work, the board has put its shoulder to the wheel in an effort to get out the full voting strength in the November elections, urging recently by Michael O'Toole, National president.

The Milwaukee board is probably an outgrowth of a suggestion made by O'Toole when he was there recently.

The public service work of the M. P. T. O. A. is functioning in a more or less scattered fashion in various sections of the country. O'Toole was invited in forming the M. P. Board of Trade in Pennsylvania about a year ago.

Weinberger with Schulberg

J. G. Bachmann has appointed Mack D. Weinberger, sales manager of B. P. Schulberg Prod. Inc.

Forsakes Distribution

I. M. P. D. A. Abandons Plan for Own Exchanges—Sees No Need

For Move

The Independent M. P. Produc. and Dist. Assn., Inc., which numbers the more important state regiment among its members abandoned its plan to enter distribution on a co-operative basis.

This new twist is a development in conditions generally throughout the country. The executive committee has dispersed its representatives in the field, and from various headquarters in New York, and declared

(Continued on Page 2)

3,500 Seat House For Portland, Ore.

(Special to THE FILM DAILY)

Portland, Ore.—The Jenkins Investment Co., has purchased a downtown block of the Fleischer Estate, for the purpose of erecting a $1,500,000 theater and office building. The Jenkins Investment Co., is allied with Jenkins and Von Herberg. Construction will begin as soon as plans now being prepared are completed. The house is to seat between 3,500 and 4,000 people and will be the largest on the Pacific Coast.

This interesting announcement closely follows the announcement of Warner Bros. that a $500,000 theater will be erected in Portland.

First Bookings on "Hot Water"

Los Angeles—"Hot Water" opens at the Metropolitan Oct. 11.

Detroit—The Adams will show "Hot Water," beginning the 19th.

Chicago—The new film picture goes into the Orpheum either the 25th or Nov. 1.

As noted, the Strand showing of "Hot Water" opens Oct. 26.

Brandt Answers

C. B. C. Executive Answers C. C. Griffin Charges About Block Bookings in California

Joe Brandt of C. B. C. took up the cudgels of the independent exhibitors and answered the charges of C. C. Griffin, Oakland, Calif., exhibitor who declared he couldn't buy independent product as he pleased but was forced to book in blocks.

Touching on the block booking situation as denied by the Michigan M. P. T. O. and Griffin, Brandt states it is not true that producers, as a body have failed to warn against the practice, as asserted in Michigan. Brandt adds that

(Continued on Page 2)
Forsakes Distribution  
(Continued from Page 1)  
Indicating that, in view of a vast improvement, it would no longer be essential to enter distribution.

There are two bad spots but the independents feel that they are not being discriminated against any more than the old-line national distributors. In the Denver territory, express charges and long hauls make distribution operations a questionable venture. In Minneapolis, it is the theater situation that militates against distributors. The Independents point out that others experience the same difficulties that confront them.

The state rights are really impressed with the improvement of the last few weeks and attribute the change to the quality of their current output, which they think tops anything of its kind yet released.

Incorporate Bethlehem Interests  
(Continued from Page 2)  
incorporate the Bethlem Corp., which has a capital of $50,000. The incorporators are John Geyer, Floyd Koppen and Paul G. Smith, all connected with the Wilmer & Vincent interests.

Bethlehem, Pa.—The Colonial Bethlehem Corp., has been formed by Wilmer & Vincent to operate the Bethlehem.

Nigh Adds to Cast  
Warner Richmond and James Bradbury, Jr., have been added to the cast of "Fear-Bound," being directed by William Nigh at the Tec-Art studio. George Foley, Jr. is doing the camera work.

Charles Beyer has joined the cast of "A Man Must Live," starring Richard Dix.

INSURANCE  
We have been handling Motion Picture and Theatrical Insurance for the past fifteen years and are in a position to quote any proposition—big or little.

Arthur W. Stephens & Co., Inc.  
1540 Broadway, New York, N. Y.  
Bryant 3040

Quotations  
High Low Close Sales  
East. Kod. 109/4 108 108 400  
F. P.— 88% 88% 88% 1,800  
do pf... 96% 96% 96% 300  
Film Insp. Not quoted  
Lowe's 17 17 17 100  
Metro-Gold. Not quoted  
Pathé 46% 46% 46% 100  
Warner Not quoted

WESTERNS  
(Continued from Page 1)  
Broadway for somewhere about $20,000. Or even less. Some at half that figure. If they get by. And nibles comes from picture makers. They cannot lose. No matter what happens to the play or its box. In other words they know the bidding propensities of picture producers. And trade on it.

Get George do it!  
George E. Kann  
George E. Kann Corporation  
225 West 2nd St.  
New York, N. Y.  
Foreign Cables—Geokiann, N. Y. Distribution

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Brandt Answers  
(Continued from Page 2)  
Independent producers have been cautioning exhibitors against the propaganda used by "the greatest parties" that independents would not have enough product and that therefore exhibitors should block book from the old-line organizations.

"The pictures," says Brandt, "that have thus far, been actually released by the independents and those that are ready for release show that the exhibitors of this country can consider the independents as a reliable source of steady supply for a sufficient number of pictures and of the necessary standard of quality to warrant their going very easy on the proposed idea of saving up all their play dates with a few or one or two of the 'inner circle' organizations.

"Every member of the Independent Prod. and Dist. Ass'n, which represents the real independents has worked out a policy with his distributor and franchise holders whereby the pictures of the independents can be and are sold to the exhibitor at a live and let live price.

"The great trouble is that the exhibitors do not distinguish between a real independent producer and the stunt one.

"The real independent producers haven't adopted any dizzy attitude of trying to get "Ruth Hood" prices for one of their big pictures and forcing the exhibitor to swallow a group of pictures that he does not want.

"If the Michigan exhibitors, or any other exhibitors want to present their greatest asset, play dates, and get the greatest revenue out of those play dates let them patronize the exchanges that handle pictures made by real independent producers and they will get more than their money's worth.

"Ed" Stuve Honored  
Pittsburgh, Pa.—The force of the local Famous exchange gave E. M. ("Ed") Stuve a dinner upon his recent departure for Florida, where he will engage in the real estate business. He was presented with a traveling bag at a dinner at the Fort Pitt Hotel.

The audience cheers the perfect handcoloring by  

Phone: Morningside 1776  
528 Riverside Drive, New York, N. Y.

WHEN—  
You Want Motion Pictures Made, Any Kind, Anywhere.  
REMEMBER—  
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Chickering 2110-2111

PRIZMA, INCORPORATED  
3191 Blvd., Jersey City, N. J.  
Montgomery 4211

Pathé News
Sees All  
Knows All

NO. 82

THIRD GAME OF WORLD SERIES  
"Giants" beat the "Senators" before a cord crowd at the Polo Grounds, New York; high sights of the game.

THE DAYTON AIRPLANE MEET  
Aerial speed kings compete for Pulitzer trophy at Dayton, O.; Capt. Burt Edwards killed.

Colored Titles  
and Colored Inserts  
in your pictures  
Cost very little more than black and white.  
Ask us about it.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.

Pathécomedy

"WE NEVER DISAPPOINT"

ALLAN A. LOWES, GEN. MGR.
They’re Cleaning Up!

—these big attractions have already established themselves at the box-office. They’re drawing real money. When you book them, you’re booking Profits!

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<th>Revelation</th>
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<tr>
<td>From Mabel Wagnall’s novel &quot;The Rosebud of A Thousand Years&quot; Adapted and directed by George D. Baker. With Viola Dana, Monte Blue, Lew Cody, Marjorie Daw, Edward Connelly. &quot;One of the most effective and thrilling romances we have ever seen.&quot;—Providence Eve. Tribune.</td>
<td>REX INGRAM’S production of Edgar Selwyn’s famous stage play. With Ramon Novarro and Alice Terry. &quot;Most absorbing production in many months. Irresistibly thrilling. Distinctively beautiful.&quot;—N. Y. World.</td>
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<td>FRED NIBLO’S production of his own story. With Ramon Novarro, Enid Bennett, Wallace Beery, Rosemary Theby, Mitchell Lewis. A directorial triumph. If you have been praying for better pictures, go see an answer to your prayers.&quot;—Cleveland Plain Dealer.</td>
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<td>KING VIDOR’S production With Eleanor Boardman, William Haines, Ben Lyon, Pauline Garon, Creighton Hale, James Morrison, Niles Welch. Adapted by Carey Wilson from Rachel Crothers’ play &quot;Mary The Third.&quot; &quot;It’s a treat, a box-office jubileee, brimful of gaiety and color.&quot;—Ex. Trade Review.</td>
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<td>LAURETTE TAYLOR in J. Hartley Manner’s famous stage success. Supported by Tom Moore and a great cast. Directed by Clarence Badger. &quot;Thoroughly entertaining picture, possessing a plot of real dramatic power. Filled with action that made its success as a play on Broadway.&quot;—Motion Picture News.</td>
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Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Big Send Off For “Sea Hawk”
Cincinnati — The engangement of “The Sea Hawk,” at the Lyric, was marked by a well-ordered campaign which covered Cincinnati and its environs thoroughly.

Robert H. Kyle, First National’s special representative, arranged a special showing for critics. This was an innovation here and met with the approval of the reviewers, who proved liberal in the use of photos and stories.

The Dow Drug Co. turned over the windows in its four downtown corner stores for displays of the book together with stills, posters and special cards. The Dow stores in the outlying districts also displayed the books and reading notices during the screening. The four leading bookshops gave over entire windows to “The Sea Hawk” — copies of the book, posters, stills and cards.

The lobby of the Lyric was transformed into a bit of 16th century Algeria. Persian chalilie and sages were placed along the lobby, flanking beautiful art displays of ships, and Spanish and British flags. The foyer was made into a Moorish courtyard. Huge oilpots and incense burners, palms and striped canopies were mingled with rare Persian rugs loaned by a local store. The Moorish atmosphere, the dim, amber lights made a most effective preparation for the picture. The marquee and front of the theater, replete with flags and ship cut-outs, spears, pikes and scimitars, was brilliantly lighted by floods.

Large, smashing ads were taken in the newspapers, radio announcements obtained, and a circular letter mailed to every school teacher in the city.

More “Flying Fists” Sales
Additional deals on the Benny Leonard “Flying Fists” series include: F. and R. Film, Minneapolis for Minnesota, Upper Michigan, and the Dakotas; Independent Film of Kansas and Missouri and H. H. Lande Enterprises for Ohio, Western Pennsylvania, West Virginia and Kentucky.

Green Joins Sales Department
Willie Green, whose smiling countenance has adorned the outer office of Nicholas M. Schenck’s suite at Metro-Goldwyn for six years has been transferred to the sales department. He is now at the local Metro-Goldwyn exchange.

Jackie Decorated by Greece
Larry Welugarten was advised by cable yesterday the Government of Greece had decorated Jackie Coogan with the Order of George. Jackie has turned over $1,037,000 in foodstuffs and clothing to the Greeks for relief work.

“Miracle” Now “The Great Miracle”
“The Great Miracle” has been selected as a title for the new Jewel, which heretofore has had “Miracle” and “The Stairway of Hope” as working titles. Alma Rubens and Percy Marmont are playing the principal roles.

Bartlett Coming East
(Special to THE FILM DAILY)
Los Angeles—Randolph Bartlett who has been editing pictures here for the past two years is returning to New York where he arrives Monday.

Nagel and Shearer in “Excuse Me”
Hollywood — Conrad Nagel and Norma Shearer will play the leads in “Excuse Me,” work on which will start next week at Metro-Goldwyn. Rupert Hughes will direct.

The Strand Books Three
The Strand has booked the following: “Tarnish,” beginning Sunday; “The Silent Watcher” and “Hot Water.” The latter plays two weeks.

Theatre Changes
Monroe, N. Y.—The K. & B. Amusement Co. has disposed of the Colonial to L. W. Chamberlain, who also owns the Lafayette in Suffern. Chamberlain will manage his new acquisition, succeeding F. E. Bolton.

Morgantown, W. Va.—George P. Comunizis has appointed Herbert A. Shaw manager of the Metropolitan, replacing Charles H. Smock.

Albany-Decatur, Ala.—The Delite is undergoing extensive remodeling and repairing.

Raymond, Ill.—M. F. Weber has taken over the Community from C. H. Smock.

Capitol Organ Recitals Over Radio
The Capitol will broadcast organ recitals twice a week Tuesday and Friday mornings at 11:30, as part of its radio activities. Dr. Bright-Cottone will conduct.

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

white treatment

This is the guy that made them mad,
Because he tried to make them glad,
But how they fought when he got in bad,
OH PAPA!
The BATTLING ORIOLES
A Hal Roach Novelty Feature Comedy

A. H. BLANK
Circuit

AROLD BELL WRIGHT’S
“THE MINE WITH THE IRON DOOR”

This was done “sight unseen” and as other big exhibitors have done because they KNOW that the name of Harold Bell Wright, the superb cast and the great director, Sam Wood, are sure fire for any house.

It’s a Sol Lesser Presentation

A Personal Pictures Master Production

Three in October Lineup
“Barbara Frietchie,” “The House of Youth” and “Trouping With Elijah” are included in the Producer Dist. Corp. release schedule for October.

Betty Jewel has been added to the cast of “Argentine Love,” Allard Dwan’s new picture for Famous.
Coast Brevities (Special to THE FILM DAILY)

Hollywood—It is understood that the Beau Arts company, headed by Palethorpe, is insolvent, and will file the Charles Ray studio which they had rented. The company planned to make a series of five reel westerns for Pathé.

Work on "Dick Turpin," a Tom Sullivan special for Fox, has started. G. Blystone is directing. Katha Myers appears opposite Mix.

Jack Collins, formerly gag man with Mett and Lloyd Hamilton, has joined F. B. O., and has been assigned to "The Go-Getters" series.

Roy Barnes is the newest addition to the cast of Bayster Keaton's "Seven Chances." Snitz Edwards has also been engaged.

"Lefty" Flynn will shortly start work on "The No Gun Man," and Harry Garson production for B. O.

Gloria Grey has been signed by Edy Garson to appear opposite "Flynn in "The No-Gun Man."

Terry Stonehouse has been named by Jack and Arthur for a role in "One Way Street."

Tyrone Power and Wendy Barrie have been retained by First National to adapt "Women's World."

Judy Hobart is writing the continuity for "Diva's" next for F. B. O. "Atlantic Nights."" "Joan Browning has completed "The Big Story,"" Evelyne Brent's first feature.

GAUSMAN

Gentlemen's Estate
With the Most Artistic Private Theatre
in America, Wired for motion picture machine
FOR SALE at half its cost. In Llewellyn Park, 14 miles from the city. For illustrated circular apply
PAYSON M. MERRILL CO.
9 E. 44th St. New York City
Murray Hill 5700

We are in the market for SHORT SUBJECTS
For the territory of
New York State & No. New Jersey
SERVICE FILM CORP.
29-7th Ave. N. Y. City
Bryan 3377

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION
REGAL PICTURES, INC. PRESENTS

JACQUELINE LOGAN
The House of Youth

FROM THE NOVEL BY MAUDE RADFORD WARE
ADAPTED BY C. GARDNER SULLIVAN
DIRECTED BY RALPH INCE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

Scully's No Come-On!

Any bimbo that's ever tried to sell J. S. Scully, the Boston exchange man, anything in the picture line'll tell you that he looks a thing over inside, outside, topside and bottomside before reaching for the dotted line. He don't never buy no lemons excepting only when he wants to make lemonade.

So when we tells you that he took one flash at the Benny Leonard pictures and grabbed 'em off quick for the baked bean belt you know that them two reeles is got something with a gate-grip in 'em.

At that we advise you to lay off them two-reelers if you ain't equipped to handle big crowds. We'd hate to be responsible for a crush in which somebody might get hurt.

You would, wouldn't you?

Ask Henry Ginsberg, 1540 Broadway, about the Leonard Series.

Newspaper Opinions

"Vanity's Price"—F. B. O.

EVENING WORLD.* * * is "Black Oenx" all over again, with somewhat different treatment. It is a sure-fire box office attraction, but the question of whether it will be more or less popular than its predecessor depends will hinge upon the preference of the fans for Anna Q. Nilsson or Corinne Griffith.

Miss Nilsson is the featured player * * * but Stuart Holmes * * * walked off with this. This is no reflection upon Miss Nilsson * * * MORNING TELEGRAPH—* * * Anna Q. Nilsson lifts herself above the class of "merely" stars and steps gracefully up a higher niche in the cinema's temple of fame through her interpretation of a very difficult role in "Vanity's Price." * * * we do not recall her in any role in which her rare beauty and exquisite charm have been given such perfect freedom. * * *

Suspense, laughter, tears, drama—all here. There seems to be not a single needless foot of film.

POST—* * * a slightly different and for that reason a vastly entertaining picture. * * *

Miss Nilsson as Vanda du Maurier was vivacious and beautiful. Her gowns and the way she wore them would drive any woman to despair. Her performance was a joy, too.

TELEGRAM—* * * Not only is the story worth sitting through, but Miss Nilsson wears most exquisitely and the settings are so sumptuous that they are almost in bad taste, which is very sumptuous indeed for settings.

WORLD—An artless bit of anti-Steinach propaganda. * * * It argues somewhat dangerously that physical rejuvenation alters mental attitudes. Spuriously, it states that an old woman with the attributes of youth becomes a solely physical being.

Noy Finishes "Lost Chord"

Wilfrid Noy has finished actual work on "The Lost Chord" for Whitman Bennett-Arrow release and is now cutting and editing.

Grainger Calls Meeting In Cleveland

(Special to THE FILM DAILY)

Cleveland—James Grainger, Metro-Goldwyn sales manager, and W. C. Baechmeyer, division manager, held a central district meeting here last Sunday.

Rayat Borrows from Goldburg

Rayat Pictures has borrowed Frankly Farnum and Helen Holmes from Independent Pictures to appear in "Battling Brewer," a new serial which Dell Henderson will direct.

Paramount Unit on Location

Los Angeles—Fifty-one of the "Code of the West" unit have left for the Tonto Basin district in Arizona, to film exteriors. William Howard is directing.

May Switch to Films

Boston—Pierce's Union Square theater has been acquired by E. Meyer and is being remodeled throughout. The house may show vaudeville and pictures.

Grelle Buys Gotham Series

Sam Sax has sold the series of six Gotham Prod. to Harry Grell of Supreme Photoplays of Pittsburgh for Western Pennsylvania and West Virginia.

Marion Amusement Co. Quits

(Special to THE FILM DAILY)

Marion, I1—Disolution papers have been filed with the Secretary of State in Springfield by the Marion Amusement Co.
8 weeks were not enough—so 2 more were added!

—and that after playing through the hottest summer that Boston has had in fifty years.

again proving that

AL and RAY ROCKETT'S
presentation of

"Abraham Lincoln"

Scenario by FRANCES MARION  Directed by PHILIP ROSEN

is one of the greatest box office pictures ever made!

Newspapers eat it up! Boston Traveler after its 7th week said: 'Once in a while there happens a photoplay which is so unusual so inspiring so informative that it becomes the duty of the press to direct the attention of the public to it. Such a photoplay is 'ABRAHAM LINCOLN'"

A FIRST NATIONAL SPECIAL means a specially big clean-up

Members of Motion Picture Producers and Distributors of America, Inc.—Will Hays, President
Shauer Optimistic
Expect Foreign Business Will Soon
Exceed Domestic—Prospects
Most Encouraging
Emil Shauer, head of the foreign
department of Famous Players, re-
turning from abroad yesterday on
the Homeric, was met at Quarantine
by a W. A. Smith maternal representa-
tive, who quoted him as follows:
“Our foreign business is running
about 33 1/3% ahead of last year. I
expect in a short time that foreign
business will exceed domestic.”
Prospects of Famous Players are
more encouraging than ever. We are
operating on a larger scale which
should be reflected in earnings.
“We are organized throughout the
world 100% from a distribution
standpoint. Business in France, Bel-
gium and Switzerland is double what
it was last year. Subsidiaries in
both Holland and Italy are being
organized, which will help materially
in our distribution. We now have
established offices in California,
New York and London.”
“We are operating 211 theaters in
their respective countries.”

O’Toole In Doubt
M. P. O. A. Head Not Sure Why
His Organization Should Serve
On Contract Committee
A possibility exists in the mind of
M. J. O’Toole, president of the
M. P. T. O. A., as to whether
or not his organization will be a party
to the uniform contract committee
planned by the Hays office.
O’Toole declared yesterday that he
didn’t quite know the stand of his
organization to produce a series of pic-
tures at all to do” with the drafting
of the committee. He declared he had
heard nothing definite about the plan
except an occasional report here and
there.
It is understood Charles L. O’Reilly
will represent the T. O. C. C. As
noted, R. R. Pollock of Kansas will
be the Allied State Organization
representative. Saul Rogers, Charles
C. Pettjohn and Gabriel L. Hess
will represent the Hays organization.
The plan, as pointed out, is to
have all exhibitors group together
and form one committee to handle
suggestions regarding changes in the
contract.

Harry Carey Seen
(Special To THE FILM DAILY)
Hollywood—Harry Carey insti-
tuated arrangements for $20,000
against Stellar Prod., Inc.

Decision Expected Tomorrow
A decision in the Henry King
inspiration suit is expected tomor-
row. Attorneys for both sides have
exchanged briefs.

First National Signs Hillyer
(Special To THE FILM DAILY)
Hollywood—First National has
signed a contract with Lambert Hill-
yer.

Witcox Bros. and Smith Sail
Charles and Herbert Witcox and
A. George Smith of London, left for
home yesterday on the Aquitania.

Sol Lesser Leaves For New York
(Special To THE FILM DAILY)
Hollywood—Sol Lesser is en route
to the East. He left yesterday.

Conway Tearle Coming East
Los Angeles—Conway Tearle and
his wife, Adele Rowland, have left
for New York.

Warners On Broadway
Make Deal With Piccadilly—Name
To Be Featured in Lights—Other
Cities to be Announced Soon
Announcement was made yesterday
that a deal had been completed be-
tween Warners Brothers and the
management of the Piccadilly on
Broadway, yesterday. Warners have
the right of way of pictures shown in
the newest theater downtown. The
deal becomes effective immediately.
The first Warner classic to be
shown at the Piccadilly will be “The
Lover of Camille,” renamed from the
previous title which play “Deburau.”
This will occur probably in several
weeks. It is understood that the
Piccadilly has booked “Sundown” as
well as “Welcome Stranger,” which
must be shown ahead of the Warner
product.
It is expected that within several
days the names of theaters to be built
in several more cities will be an-
ounced by Warners. The Piccadilly
deal calls for Warners name to be
used on the big sign.
Harry Warner leaves on Monday
for the Coast.

Aaron Jones Sailing
Aaron Jones, of Jones, Linick &
Schaefer, of Chicago, is in town.
Sailing today for a several months
stop on the Riviera.

Fraser Coming East
(Special To THE FILM DAILY)
Hollywood—W. R. Fraser, of Har-
old Lloyd productions, leaves for
New York on the 15th.

“Thief” Closes Saturday
“The Thief of Bagdad” closes its
long run at the Liberty on Satur-
day.

Berlin Unsettled
Considerable Speculation over Effect
of Dawes Plan on German
Industry
(Special To THE FILM DAILY)
London—The Berlin correspondent
of Kine, Weekly, writing about the
effect of the Dawes Plan on Ger-
many, advances the suggestion that
the loan be granted as part of the plan
will bring about changes in the Ger-
man protective tariff.
Exhibitors and exchanges are clam-
ing more loudly than ever before
for free trade in films, but the pro-
ducers are determined to maintain
the “contingent” at its present status.
Kine says:
“...There is a good deal of disappoint-
ment and even bitterness at the pos-
sible restoration of the 26 per cent,
(Continued on Page 2)
In the Courts

An answer was filed in the Supreme Court in a suit of the Independence Indemnity Co., against the Winship Pictures Corp. and Clyde E. and Marie E. Elliott. The defendants allege that the suit is based on a nonexistent agreement for the making of a note between Clifford R. Harris, who represented the plaintiffs, and Winship, in that the latter was compelled to pay $10,000 for a loan of $25,000 for six months from Feb. 13 last. The defendants also allege that the note was made and endorsed through misrepresentation.

Supreme Court Justice Prossnauer has confirmed the award of a committee of the Joint Arbitration Board of the F.I.L.M. Club and the Theater Owners Chamber of Commerce, in a dispute between Fox and Marshall L. Seaton over the refusal of Seaton to accept films ordered for the Elite theater at Sag Harbor, L. I. A judgment for $1,800 was filed against Seaton as the result of the award.

Boston Run of "Lincoln" Extended

Boston—The local engagement of "Abraham Lincoln" at the Tremont Temple has been extended two more weeks, giving the picture a ten weeks' run.

Kiddies To See "The Covered Wagon"

Sally Joy Brown will play host to 50 kiddies at Loew's Victoria, Saturday afternoon. "The News" party will see "The Covered Wagon."

New Comerford House Opened

Sunbury, Pa.—The Savoy, the newest link in the chain of the Comerford Amusement Co., has opened. It seats 475.

Western Premiere in Frisco

Hollywood—"The Breath of Scandal" will have its Coast premiere in "Frisco next week at the California.

"Thief" Opens in Kansas City Kansas City—"The Thief of Bagdad" has started an indefinite run at the Shubert, with two shows daily.

"Dynamite Smith" Ready

"Dynamite Smith," the first of the series starring Charles Ray, will be released by Pathe Oct. 12.

Jack Dempsey in Vaudeville

Jack Dempsey will open a vaudeville engagement in Buffalo Oct. 20, which will last five weeks, after which Dempsey will leave for Los Angeles for the Christmas holidays with his parents. The final week of his engagement will see him in a local house. It is understood Dempsey has several offers from film companies, but the champion indicated recently he will not accept any picture work this year. He has completed his contract with Universal.

Fishbeck Signs With Ritz

(Special to THE FILM DAILY)

Los Angeles—Harry Fishbeck who photographed "Monstre Beauregard" and "A Sainted Devil," starring Valentino, has signed a contract with Ritz to do three more pictures. Irving Dutcher and Arthur de Tita, Fishbeck's assistants are here from New York.

Florence Vidor Leaves Sunday

Hollywood—With the Coast on Sunday to begin work on "The Mirage." Miss Vidor entertained feminine members of the press at a luncheon Tuesday at the Ambassador. She made a personal appearance at the Picadilly last night.

Century Plans Big Year

Hollywood—With the Coast on Sunday to begin work on "The Cost of Folly," the next Gloria Swanson picture.

Corinne Griffith Here

Corinne Griffith has arrived in New York for a week's vacation, following which she will return to the Coast to appear in "Declasse." At the St. Regis.

Dwan Going Abroad

Allan Dwan is expected to sail for Europe about Oct. 29 to shoot some scenes for "The Cost of Folly," the next Gloria Swanson picture.

McCormick Here

John McCormick, West Coast representative of First National arrived in town yesterday to confer with home office officials.

Morye Here From Coast

Harry T. Morye, who has been working on the Coast for about a year, is back in New York. His last Coast picture was "The Roughneck," one of the Fox specials.
Exhibitors Herald

announces that

MR. SYDNEY S. COHEN

will commence in an early issue a series of articles dealing with the real facts of the industry of today, with especial reference to—

"THE EXHIBITORS' PLACE IN THE SUN"
Newspaper Opinions

"His Hour"—Metro-Gold. Capitol

AMERICAN—* There is no matter what any
critique critic may say about the tastibness
of the story—it's a moneymaker. It will pay
the back on the other pictures less Gilbey,
but not so popular.

BULLETIN—** It is a costume pic-
ture, one of brilliant characters and a sen-
ior-oriental prince who loves an English girl.

John Gilbert plays the dashing prince and
Alma Rubens is charmingly played by the
English sweetheart. Bertram Grassby is
* very picturesque and Allan Forrest was excel-

DAILY MIRROR—** This is the best
Eligon Glyn story, the one of the three.
It has action, pace, beautiful backdrops, and
an excellent cast. It attempts only to unfold
a tempestuous love story with Russia as the
local. It succeeds. There's no lessening
of tension. It seems a fitting sequel to
"The Masqueraders."

EVENING JOURNAL—** The photo-
graphy will undoubtedly be the high point in
the theater and form a long line around the
block. It's that kind of a picture, and,
whether you admit it or not, you'll like it.

EVENING WORLD—* A typical
Eligon Glyn story, the second of the three
picture tale which has a way of flowing fluently
from the pen of the English author.

There is no attempt to cast the high-
born English girl, * * * the gossipping old
singers, in short, as happened in the
first picture. * * * will be hold in any theater it is
shown in.

THE TRIBUNE—"His Hour" should
turnish a forgetful hour for a great many people.
It is a fine picture and we'll enjoy the picture
* * as much as we did. It is so much better than
"Three Weeks" and some other of Eligon Glyn's screen adaptations.

POST—* * * In acting, directing and
generating it is a picture that is not to be
difficult to find a better picture, but the story
is so malodorous that it seems a shame
that these other virtues were wasted on
it.

Every one knows what an Eligon Glyn
story is; they're all alike.

SUN—* "His Hour" is a typical Glyn
photoplay. It is a fine picture.

TELEGRAM—* An hour of the
Glyn style of love story. It's perfect.

It's probably immoral. Everything the broad-chested, hand-
some Glyn lover-has, and he has much to
say and do, but the picture is crowded with
tries to make each of sixty minutes work
on six cylinders.

TIMES—* Miss Pringle is charm-
ingly natural as Tamara, and John Gilbert,
who indulges in lots of hand kissing, the
Prince, is really thoroughly capable in this
part. Some of the scenes are interesting.

WORLD—* * There is about as much
sense in it as there is in "Matteawan,"
of drama I found practically none. As I walked
out of Mr. Richter's theater I playfully
observed to myself that what I had just
seen was little short of Captorial punishment.

"Three Women"—Warners

Mark STRAND—Even if Lubitsch did bow
to the great public opinion, and let
his picture sag at the end, it is well worth
seeing. As pictures go, in spite of the un-
worthiness, I should say that they do come
close to the top of recent productions. It is
directed with a defense and a measure that makes
every Lubitsch production a delight.

LUBITSCH—In a fine cast May
McAvoy and Pauline Frederick stand out
as the finest and the splendiferous performance
as Mary Carey and Marie Prevost appear
in important roles.

Lubitsch shies in clever photographic
tricks, effective situations, spectacular
photography.

DAILY MIRROR—* * * * Splendid
entertainment. There is a paucity of subtitles
which enhance the picture, the story inter-
prompt coming direct from the players.

Pauline Frederick is particularly fine in
an unapathetic role and May McAvoy and
Pauline Frederick is splendidly supported as
Mary Carey and Marie Prevost hasn't much to do, but she
showed to good advantage in what she has.

DAILY NEWS—** "Three Women"
is a picture well worth seeing.

Lubitsch always seem to go through his
works carrying a torch to light the darkness
of a story. His little neat touches make the
picture breathe instead of looking like it was
filmed in the back yard by some trusty
mechanic.

EVENING JOURNAL—Lubitsch has
told his story with a suavity and directness that
renders the obvious, and not until the end
doesthe charmed bag. But, at the climax
* * * Miss Miss Pringle is abso-

Lubitsch is the greatest film director in
the world. There is a conventional motion picture situation
which forces one to suspect a deference to the box
office. But Miss Pringle, the shock of the
lovingly exceptional and so subtly delightful as
to be heat described by her shoulder and a wave of the
hand. LUBITSCH—Fandiring to public
people for a moral ending and mutilation by
baviors contributed to make mar another
other picture. If it were not
for these two considerations, "Three Women"
would be a triumph of a trio of stories, three
of types of femininity, would be something in
the nature of a triumph for Ernest

HERALD TRIBUNE—Never before have
we been willing to concede to Pauline Frederick.
Now we do. She plays the ageing and morose Miss
in "Three Women" and she plays it with no compo-

"Ernst Lubitsch—* *" A picture

worth seeing. It is a picture that is not to be
difficult to find a better picture, but the story
is so malodorous that it seems a shame
that these other virtues were wasted on
it.

Every one knows what an Eligon Glyn
story is; they're all alike.

TELEGRAM—* An hour of the
Glyn style of love story. It's perfect.

It's probably immoral. Everything the broad-chested, hand-
some Glyn lover-has, and he has much to
say and do, but the picture is crowded with
tries to make each of sixty minutes work
on six cylinders.

TIMES—* Miss Pringle is charm-
ingly natural as Tamara, and John Gilbert,
who indulges in lots of hand kissing, the
Prince, is really thoroughly capable in this
part. Some of the scenes are interesting.

POST—Despite an ending which, from
the standpoint of sociology, cannot be too
strongly condemned, "Three Women,"
at the Manhattan Strand, is an interesting and enter-
aining drama, verging on the "mellow" of
human emotion.

SUN—* * * The most powerful motion pic-
ture that has come to Manhattan toward
since Joseph Hergesheimer's "Cyphers."

TIMES—* * * reveals Mr. Lubitsch as
a talented stylist in direction, a producer who
makes the most of every detail and whose
work scintillates with original ideas. Art
This is a work of art so far as the dis-
ction is concerned, but the story is weak
in composition. Nevertheless it is a film we
advise picture enthusiasts to see as there is
so much in it to be enjoyed.

WORLD—* * * "Three Women" bears
the imprint of that director's talent. Still it is
nothing like so good a play as the former
"The Marriage Circle."

"Her Love Story"—F. P. L. Rivoli

AMERICAN—* * * A select story for
sentimental souls. It drips with romance,

kings, "Three Weeks" atmosphere
and other elements that were in
a large portion of the inhabitants.

Dwan has done his best to make an
impossible scenario into a plausible produ-
cut.

BULLETIN—There are some rather splen-
did pictures, as well as some

"Her Love Story" is a

EMBODYING a producing unit with the rep-

resentativeness of eminent STARS AND
DIREC'TORS, the development of new
screen personalities and the financing of worthy propositions.

It is a Known fact that we have introduced more
screen personalities than any other managerial ser-

vice—Dorothy Mackaill, Pauline Garon, Glenn
Hunter, Ben Lyon, Reed Howes and Manuel Gran-
ada speak for themselves.

As our affiliations are international we have
signed European contracts for Mae Marsh, Seena
Owen, Wanda Hawley, Pedro, Cordoba, Wynhald,
Standing, Marguerite Marsh, Renee Adero, Gust-
von Seyffertiz and others.

What distinctive service is required call on us.

London New York Los Angeles

The Jess Smith

Motion Picture Enterprises

A Service for the Producer

Chicago, Illinois

PRODUCERS DISTRIBUTING CORPORATION

Season 1924-1925

THIRTY FIRST RUN PICTURES

C O M I N G  S O O N

FLORENCE Vidor

"The Mirage"

From Oscar Scrivelli's successful Broadway play

George Archainbaud

Directed By

F. R. BABBOLT

and T. G. SULLIVAN

Murray Hill

3382 - 3383

JESS SMITH

MOTION PICTURE ENTERPRISES

247 Park Avenue — New York
Richmount Closes Deal

Dave Mountain, of Richmount Pictures, who has acquired the Kayart output for abroad, has sold the entire line-up, including 12 specials, six stunt dramas; six Larkin features; six Northwest M.F. stories; six Northwoods dramas and "Trail Dust" to Sociedad General Cinematografica for Argentine, Uruguay, Paraguay, Chile, Bolivia, Peru and Ecuador. He also sold them "The Barbarian" and "Souls in Bondage." 

New Theater for Yorkville

A new $250,000 theater, to be known as the Rhinclander, will be built at 75th St. and First Ave., in the Yorkville section. It will seat 3,000 and open in April, 1925. Wm. Salkin, of 29 Mario Ave., is president of the corporation behind the project; Harry Goldblatt is treasurer and Joseph Krulcek, secretary. They own the 79th St. theater, at 79th and 2nd Ave.

Foreign Deal On "Music Masters"

James A. Fitzpatrick's "Music Masters" series has been sold to H. E. Hayward, of the Interchange House, London, for the United Kingdom, China, Japan, the Malay States, Java, the Straits Settlements, Philippine Islands, Siberia and Manchuria. 

To Fight Sunday Shows

Galesburg, Ill.—What is declared to be the first citizens' organization formed to fight Sunday shows has been organized here. The town is, at present, "blue," but the question will be voted on again at the November election.

Better Films Body Meets

Jacksonville, Fla.—The local branch of the Better Films Committee met in the Y. M. C. A. Bldg., recently, to plan the reception for Col. Jayson Joy, of the Hays organization, who is due to arrive in Jacksonville in November.

Teddy's Aunt has kept the whole world laughing for thirty-three years. Can you imagine what a WOW of a picture this is to make with Syd Chaplin in the stellar role?

As a play

"My Uncle's Aunt"
Sees Need For America To Secure First-Runs In European Capitols

Move a Safeguard to Guarantee Outlet—Possibility of “Invasion”
Called “Mere Talk,” by Ben Blumenthal—Thinks Producers Here Will Assimilate Worthwhile Foreign Talent

Discussing conditions in Europe yesterday, Ben Blumenthal of the Export and Import Film declared the American industry should at once find it necessary to obtain theaters in pivot European cities to insure exhibition of product. In an extremely intercontinental consummation of matters abroad, he said:

"The settling of European conditions and the end of the war in Europe is bringing people to the picture theather. Just as an American theatrical producer is slowly and gradually forcing the legitimate to give way in the United States, the legitimate is being squeezed out of the market. The result is that the pictures in order to obtain a hold on the American market, must obtain it by force, whether or not this will ever happen. There may be at some time a courageous foreigner who will come here and produce a picture or two. If the picture is successful, he will be immediately assisted by the American organizations and will not cease being foreign, but will then produce for the American market, irrespective of what happens in Europe.

There are European directors of great ability who desire to work in America. They will naturally try to work for one of the leading American concerns instead of working in America for a foreign corporation, if they should ever happen to be one who would have the courage to compete with American producers already established. It has been proven very difficult for American corporations with their tremendous organizations to produce abroad, several thousand and miles away from home. How much more difficult it would be for a German or a French or a British corporation to produce in America. Then, taking it for granted that they did produce the films, what are they going to do with them? Where are they going to show them?

"For foreigners to seriously compete with American producers and distribute their films, they first need to be able to build, purchase or otherwise obtain large theaters in the various centers and then slowly bring in their film and try to educate the public to appreciate their pictures. This may be feasible. These people may take time place and I think there is more chance of the foreigner being successful in America. The American exhibitors are in the position where very shortly there will be a revenue from European films as they realize from the American market.

Theater Protection Necessary

"However, to protect and to more readily seize the benefits which are increasingly accruing to the American industry, it will be necessary for our producers to do something of their own accord, I. e., obtain theaters in which to show their product. Unless they do this, the American producers will in certain cases be left with the same position, although not quite as bad, as the foreign producers are with their merchandise here.

The independent buyer or intermediary, whether state-stake distributor, importer and as a matter of fact all except producers of exceptional rank and quality, to my way of thinking have been slowly dying out and are to a great extent already dead, but a great many of those who have not yet realized it. The independent producer, to sell his wares must give a better price or a cheaper price than the large corporations. This is impossible. This holds good in Europe as well as in America, and yet in America it is a matter of fact, more so.

The idea of the『Invasion』by European producers is an unfounded nightmare and the situation here will never happen. In each individual country there will always be a big possible situation of consumption. This is as it should be and such pictures will always have a drawing power and appeal in their respective countries. That is, a picture produced in France will have a certain appeal in France, but not elsewhere. This holds good for Germany and England also. Occasionally there will be produced a picture in one or another of these countries which will have American distribution and success, but as in everything else, it is the exception which proves the rule.

Foreign "Invasion" Only Talk

"Regarding the fear that European producers will come to America to make pictures in order to obtain a hold on the American market, it was not thought this will ever happen. There may be at some time a courageous foreigner who will come here and produce a picture or two. If the picture is successful, he will be immediately assisted by the American organizations and will not cease being foreign, but will then produce for the American market, irrespective of what happens in Europe.

There are European directors of great ability who desire to work in America. They will naturally try to work for one of the leading American concerns instead of working in America for a foreign corporation, if they should ever happen to be one who would have the courage to compete with American producers already established. It has been proven very difficult for American corporations with their tremendous organizations to produce abroad, several thousand and miles away from home. How much more difficult it would be for a German or a French or a British corporation to produce in America. Then, taking it for granted that they did produce the films, what are they going to do with them? Where are they going to show them?

"For foreigners to seriously compete with American producers and distribute their pictures, they first step will have to be to build, purchase or otherwise obtain large theaters in the various centers and then slowly bring in their film and try to educate the public to appreciate their pictures. This may be feasible. These people may take time place and I think there is more chance of the foreigner being successful in America. The American exhibitors are in the position where very shortly there will be a revenue from European films as they realize from the American market.

Theater Protection Necessary

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THE CRITERION

Los Angeles

Has Booked

HAROLD BELL WRIGHT'S

"THE MINE WITH THE IRON DOOR"

For an indefinite run.

This theatre has just finished big runs of "The Sea Hawk," "Secrets," "Abraham Lincoln" and "The Hunchback." It's a Sol Lesser Presentation.

A Principal Pictures Master Production

"CELEBRITYTYPES"

Famous People As You Seldom See Them

RAY FOSTER'S NEW SINGLE REEL SERIES OF 18— ONE EVERY 3 WEEKS

SERIES BOOKED BY— DR. HUGO REISENFELD

FIRST ISSUE NOW SHOWING AT THE

RIALTO THEATRE

NEW YORK CITY

FIRST ISSUE INCLUDES: REX BEACH, NEYSA MCMEIN, RUBE GOLDBERG, WINSTON HUNT, ANITA LOOS, EDDIE CANTOR, RACHMANNINOFF AND OTHERS.

ENTIRE UNITED STATES AND FOREIGN RIGHTS NOW OPEN

CALL—WRITE—WIRE—RAY FOSTER

245 W. 47TH ST. CHICKERING 3185
REVENUE

By DANNY

We what Shutter of Famous
That he anticipates for-

business. To "exceed do-

" In a short time.

It is too optimistic.

No notion about that. Because

fades do not exist. To tell

functions a lot better.

the foreign.

there is also no doubt about that

Famous, as well as prac-

every other concern. Is look-

improved grosses. From the

field. Chiefly because prod-

ests been undersold. Badly sold.

And this chiefly be-

the foreign business. Hasn't had

but it deserves. From those

It has been regarded as just

cream. When in fact it has

much more than that.

"Within the next few years

for this: a betterment of

sign organizations of all

provinces. With a correspondence

improved gross. Because it

silly to imagine that one-

of the world. Should pro-

two-thirds of the revenue

picture. Which is exact-

what seems to be the idea

American methods. Which

resulted in real figures. For

pictures. Can—and will be-

lected. All over the world. There

company in the business.

receiving from the foreign

Anything like what it is en-

"Sid" on Broadway

Sid Grannan docks today.

mean something. There is a

big idea on foot. To trans-

this premier showman. To a

way house. And let him show

thing. Now the idea is more

salubrious. Several develop-

may choke it. But if it works

there is a fair chance that it

with Grannan on Broadway.

other gentlemen will have

thing to think about.

The question of additional

tuses on Broadway brings to

point: what product

such houses use? Or will

be compelled—because of

(Continued on Page 5)

Annual Meeting On

1st Nat'l To Meet at Ritz, Atlantic City—Home Office Group

Leaves

The regular annual meeting of First National Pictures, Inc., will be

held this year at the Ritz-Carlton Hotel, Atlantic City.

Samuel Katz, of Chicago, Robert

Lieber of Hollywood, and John

McCormick. West Coast representa-

tive together with Richard A. Row-

land, Harry O. Schwab and Mrs.

Florence Strauss of the home office

staff leave for the coast resort this

morning

On Monday, the following depart-

ment heads will join the others: Her-


cman Bernner, E. Loewmann, E.

Pronce Johnson Mare Kellogg, C. S

Pinkerton and Sam Spring.

The meetings will run about three

tays. The majority of the original

franchise holders are traveling direct-

ly to Atlantic City.

Planning Another "Commandments"

Mrs. E. K. Adams, chief reader for

 Cecil B. DeMille, has left Hollywood

for New York to start her yearly

search for new material. It is said

DeMille has given instructions that

her search be thorough, because

his intention to spend 1924 in the

making of a picture equal in scope to

that of "The Ten Commandments."

Carewe Film at Piccadilly

Maidens of the Streets," a first

national release has been booked into

the new Piccadilly. "Sandown," one

of the commune's specials will open at

the theater on Nov. 1 for two weeks

Adds 40 Salesmen

Selznick Brings Force to Greatest

Point of Expansion In Its

History

Selznick Distribution has increased its

selling forces within the past

fortnight by the addition of 41 men

throughout its exchanges, bringing

its sales organization to the largest

proportions in its history.

The enlarged personnel is made

necessary, according to Selznick,

by increased product which has either

already been acquired, or plans for

the acquisition of which are near

completion.

Among the productions on which

intensive campaigns will be made are

"The Passionate Adventure," "The

Greatest Love of All" and "His Wo-

man."

Supplying Westerns

J. F. Cubberley Organizes Special

Exchange in Northwest—Offer-

ng Complete Programs

(Special to THE FILM DAILY)

Minneapolis—J. F. Cubberley an-

nounces the formation of the Inde-

pendent Film Co., with offices in

the Loeb Arcade Bldg., to supply

Northwest exhibitors with complete

programs.

Cubberley declares he was prompt-

ed to form the company to meet de-

mands of exhibitors who have been

demanding a better type of westerns

without contracting for other pictures

and other comedies. Independent

Film will release 52 a year, composed of

westerns, thrill, stunt and action

pictures, on a weekly schedule. To

round out the remainder of the pro-

gram, Cubberley has made an ar-

rangement with Educational to sup-

ply 52 two reel Mermaids and Lloyd

Hamilton comedies and 52 single

reel Cameo comedies. The new pro-

gram will be released beginning Jan.

4. The features will include the Buddy

(Continued on Page 4)

Buys In 14 Houses

William Goldman Acquires Half

Interest in the St. Louis

Amusement Co.

(Special to THE FILM DAILY)

St. Louis—William Goldman, own-

er of the Kings theater and recent

purchaser of the Rivoli yesterday an-

nounced he had purchased a half

interest in the St. Louis Amusement

Co. The deal involves 14 theaters.

Goldman's interest has been

bought by Harry Koplar until now.

Commenting on the transaction,

Goldman said:

"I am now half owner of these

properties and will operate my half

interest in the St. Louis Amusement

Co., in conjunction with my present

holdings, independently of any fac-

tions.

"Rumors purporting other theatric-

al interests in association with me

directly or indirectly in the Grand

Ave. theater now in the course of

construction I hereby emphatically

deny. This new deal is effective as of

Nov. 1."

Testimonial for Hays

The Arbitration Society of Amer-

ica yesterday presented Will H. Hays

with a parchment scroll on which

were inscribed suitable resolutions,

commending Hays for the work he

had done in introducing arbitration

into the film industry. The presenta-

tion address was made by Judge

Moses H. Grossman.

Daniels in "Miss Bluebeard"

Frank Tuttle, who will direct Bebe

Daniels in "Miss Bluebeard," has

returned to the Famous studio from

Asheville, N. C., where he and Town-

send Martin have been preparing the

script.

Nebraska Meets

100 Exhibitors at Omaha Meeting—

Change Schedule of Dues To

Daily Assessment

(Special to THE FILM DAILY)

Omaha—About 100 exhibitors at-

tended the Nebraska M. P. O.

convention at the Royal Hotel. A

central discussion of situations fac-

ing exhibitors in this territory was

held.

Among the resolutions adopted was

one opposing the sellling of pictures

to non-theatrical institutions operat

ing in competition with theaters and

another requesting that when theater

services he handled exclusively through the

exchanges selling the product.

The next year's budget was in-

creased to $5,000 and the system of

(Continued on Page 4)
Don’t Insist on Blocks

Referring to the booking situation in Oakland—California where C. Griffin does claim he can’t book independent product except in blocks, W. C. Doolittle of Selznick states:

“Our organization, since my connection with it, has never followed the policy of block booking. We offer our product to exhibitors naming the pictures, and we have a satisfactory business in every town or house, but we never insist upon them taking all or nothing.

“We have never used any clubs—we sell our individual pictures upon their individual merits. This is done in order to secure justice not only for the exhibitors but also for the producer who has placed his product with us. It is only natural that pictures will vary in quality and box-office attraction and should be paid for accordingly.”

Doolittle states his communication is designed to cover the Michigan situation as well.

Planned State-Wide Chain

(Special to THE FILM DAILY)


He had plans nearly completed for a large theater in Little Falls and negotiations were also under way for the acquisition of other theaters in the state.

New Mermaid Unit

Los Angeles—Three companies are now producing Mermaid Comedies at the Fine Arts Studio. The additional companies have been added so that the full schedule of 18 releases through Educational, may be completed.

No Affiliation with Empey

Associated Exhibitors, deny that Empey has contracted to produce pictures for that organization. Published stories had it that Empey was to produce pictures in which he was to star and co-direct.

1st Nat'l Buys “Far Cry”

First National has acquired from Arthur Richman and Robert Milton, film rights to “The Far Cry.”

Invites U. S. Trade

South American Banker Here, Says That Country Welcomes Dealings with the U. S.

Norman C. Stenning, president of the Anglo-South American Trust Co., is here from South America with very optimistic reports of business conditions there. Stenning has resided in this country by the Anglo-South American Trust Co., New York.

Stenning finds conditions exceedingly satisfactory in South America. He declares Argentina has had an unusually fine year. Its large cereal harvest, he says, is now being disposed of at satisfactory prices, and it is expected that all its stocks will be completed before the end of the year.

Exchange has recovered considerably from the low point. Stenning states, although it is still well below par. Several of the large railway companies contemplate building extensions and will make improvements. This, it is expected, will eventually have a beneficial effect on the exchange, thereby assisting the importer.

Stenning declares “Ireland seems to have entirely settled down after its political turmoil and the abnormal high prices of coffee at present should have a beneficial effect on that country’s commercial situation. Exchange has also recovered substantially.”

“The Anglo-South American Bank has capital and reserves of more than $60,000,000 and during the 36 years of its existence has specialized entirely in export banking. It has 51 branches throughout Latin America.”

Malcolm Strauss has purchased “Gold Blaze,” the race horse, for use in “Galloping Hoods.”

Quotations

High Low Close Sale

East. Kod. .110 100% 110 400
F. P.-L. .26/4 817 813 2,300

Film Insp. .8 8 8 300
Loew’s . Not quoted
Metro-Gold. . Not quoted
Pathé . 47 47 47 200
Warners . Not quoted

REVENUE

(Continued from Page 1)

lack of important “independent” pictures. To line up with the old companies?

WARNERS—by tie-in with the Piccadilly. Are insured of a show window. In New York. But a glance at the bookings. Of the Piccadilly. Indicates that First National. Were already well in. And set for showings of two of their important pictures. Despite that The Strand has been—and is—the First National show window.

Seco Data on House Closings

Kansas City—The Film Board of Trade is asking exhibitors to notify the Board when they close their houses, the date, the closing and the reason, and the date of re-opening. This information, in turn, is sent to the exchanges, who can act accordingly.

“Roaring Rails” at Cameo

Harry Carey in “Roaring Rails,” goes into the Cameo Sunday.

New York Chicago Hollywood

Rohracker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

CONSUMER

HELENE CHADWICK in

“TRIPPING with Ellen”

PRODUCERS DISTRIBUTING CORPORATION

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

Evans Laboratories, Developing—Printing—Titling
1476—Broadway
Telephones Bryant 9330

Business in Dallas on Upward (Special to THE FILM DAILY)
Dallas—Business at the theater is improving constantly. Managers port a boom during the past six weeks.

ARTHUR STONE

HEADED FOR FAME IN

HAL ROACH’S 2 REEL

Pathé comedies

ANYTHING PHOTOGRAPHER

For Motion Pictures
Trick and Title Photography
Our Specialty
MAX LASKY
Tel. Circle 1932 1650 Broadway, N. Y.

POWERS FILM
Surviving the long run. Distributed exclusively by SENSITIZED FILMS, Inc.
A. G. STENG, President
Phone 1650 Broadway Circle 9001

The Oscar C. Buchheister Co. Inc.
ART TITLES
Printed Titles & Special Effects
245 W. 35th St.
New York City Circle 6240-1

Specify
GOERZ
Raw Stock for QUALITY
Sale Distributors:
FISH-SCHURMAN COR.
43 West 45th Street
N. Y. Bryant 7243

WHEN—You Want Motion Picture Made, Any Kind, Anywhere
REMEMBER
EASTERN FILM COR
220 West 42nd St.
Chickering 2110-2111
Where Romance has a Trade Mark

Monsieur Beaucaire

Lily of the Dust

City That Never Sleeps

Merton of the Movies

Man-Handled

What a Trip Up Broadway, New York, Revealed Last Week!

- on any Street
- on any Night

Paramount Points the Way!
New Spool Lengthens Film Life
E. Bruce Johnson, foreign manager of First National at Los Angeles, has recently returned from a trip abroad, talks of a new invention he saw while on the other side. Films in foreign countries are short-lived, due mostly to old spools. A new adjustable spool has been invented, according to Johnson, by C. E. Hogg, assistant sales manager of First National, Ltd., which can be used in any make of machine. This will aid the life of prints, worn out by old and misused spools, which are forced into the several makes of machines used on the other continent.

Iowa Checks Billboard Display
Des Moines—A state law prohibiting erection of billboards on public highways and in other locations where they make their existence a danger to public safety is now in effect. It aims to prevent location of signboards, on public or private property, which will obstruct the view of travelers on the highways, but does not interfere with stands located at safe distances from the roadways.

Friday, Alex-

New Trade Commissioner at Toronto
Toronto, Ont.—Word from England announces the appointment of G. F. Braddock as Trade Commissioner here. Braddock formerly was connected with the Dept. of Overseas Trade in London, and succeeds W. F. Field, who has been promoted to the post of Senior Trade Commissioner in Canada and abroad. Braddock is now en route from England.

C. H. Coburn’s Wife Ill
Atlanta—Mrs. C. H. Coburn, wife of the traveling star, is seriously ill at the Wesley Memorial Hospital, suffering from appendicitis. It is expected she will recover from the operation, however. Coburn will make Atlanta his headquarters for the next few months, until Mrs. Coburn has recuperated.

To Discuss Facts of Industry
Sydney S. Cohen will write a series of articles pertaining to “the real facts of the industry today, with especial reference to the exhibitors’ place in the sun” for “The Exhibitors Herald.” The first appears shortly.

Flood Assigned His Next
Hollywood—James Flood, whose last picture for the Warners was “The Tenth Woman,” will next make “The Man Without A Conscience.” Flood is at present assisting Olga Fritzhau in the adapting.

New Paramount Exploiter in South
Atlanta—E. E. Geyer has arrived here to take charge of Paramount exploitation in the South, including the Charlotte and Jacksonville offices, and will also have an exploitation representative in the persona of a Mrs. Eschenfelder.

Piease Savini Leaves F. B. O.
Atlanta—Piease Savini, following eight years with F. B. O., has resigned to become associated with Progress Pictures.

Lee-Bradford Sales
Deals closed by Lee-Bradford, Inc., include the following:


Talk of Northwest Studio
Minneapolis—“Greater American” reports that Parkford & Shartney Prod., a Los Angeles producing company, is declared to be planning a studio at Rapid City, S. Dakota, at a proposed plant cost of $60,000.

A series of western productions will be made with the Black Hills as its setting until filming is planned, it is stated.

Decrees Directorate
(Springfield, III.—The Irving Variety Co. has been granted permission by the Secretary of State to increase the number of directors from 5 to 3.)

TOM BOLAND
One of the Biggest Exhibitors in the Southwest
Has Booked
“Sight Unseen”

HAROLD BELL WRIGHT
Fine adventure romance; of hidden gold

“THE MINE WITH THE IRON DOOR”
He is only one of many.

It’s a Sol Lesser Presentation

COMING SOON
PRODUCERS DISTRIBUTING CORPORATION. INC.
REGAL PICTURES, INC. PRESENTS

JACQUELINE LOGAN

In “The House of Youth”

FROM THE NOVEL BY MAUDE RADFORD WARREN
ADAPTED BY GARDNER SULLIVAN
DIRECTED BY RALPH INCE

SEASON 1924-1925 THIRTY-FIRST-RUN PICTURES
From Coast to Coast—

**California**

**NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT**

**TELEGRAM**

**WESTERN UNION**

**CLASS OF SERVICE | SYMBOL**

| Telephone | Red |
| Day Letter | Blue |
| Night Message | Black |
| Night Letter | N. L. |

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**MARCUS LOEW**

**LOS ANG. CAL. 4**

**HIS HOUR TREMENDOUS SUCCESS AT STATE THEATRE IN SPITE OF HOTTEST WEATHER IN TWO YEARS STOP BUSINESS BUILT EVERY DAY STRONGER POSSIBLE PROOF PICTURE WELL LIKED BY PUBLIC STOP WILL IMMEDIATELY PLAY ENTIRE WEST COAST CIRCUIT STOP MY CONGRATULATIONS ON THIS PRODUCTION AND ENTIRE PRODUCT SO FAR THIS SEASON EVERY ONE OF THEM HAS BEEN EXCELLENT AND PROVED REAL BOX OFFICE ATTRACTIONS REGARDS**

**HARRY C. ARTHUR JR.**

**New York**

"Talk about the shills that Valentino made famous, John Gilbert, makes them all look like imitations. It's a money maker."

N. Y. American

"'His Hour,' Elinor Glyn's best film yarn ... Should furnish a forgetful hour for a great many people ... It is so much better than 'Three Weeks' ... John Gilbert is a fascinating hero, one who makes each woman in the theatre wish that she was in the heroin's slippers ... He has 'It,' that quality which Elinor Glyn makes a specialty of having in her heroes."

Herald-Tribune

"Thousands of moviegoers braved the crush at the Capitol ... 'His Hour' will take hold in any theatre it is shown in ... Women will find John Gilbert as the dashing Prince, simply admirable."

N. Y. Eve. World

"Caveman love ... New Elinor Glyn picture throbs with tempestuous romance ... Caveman love crashes to the fore at the Capitol this week, where Elinor Glyn's latest heart-throb picture, 'His Hour' divulges how it's done ... This is the best Elinor Glyn picture ever made."

Daily Mirror

"In acting, directing, and general excellence of production it would be difficult to find a better picture ... John Gilbert's is one of the outstanding performances of the year."

N. Y. Eve. Post

"The Prince, as played by John Gilbert, has a dash about him. Feminine hearts will find this fellow 'simply adorable.'"

Morning Telegraph

"You most certainly never will be caught napping when the 'big scenes' of the Glyn movies come along. For Mme. Glyn's 'big scenes' are ever so much bigger than anybody else's."

N. Y. Eve. Sun

**Metro Goldwyn**

**Elinor Glyn's**

production of her own story

**HIS HOUR**

directed by

King Vidor

with AILEEN PRINGLE, JOHN GILBERT

Produced by Louis B. Mayer
"A work of art. It reveals Mr. Lubitsch as a talented stylist in direction; a producer who makes the most of every detail and whose work scintillates with original ideas."
—Mordaunt Hall, N. Y. Times

"Ernst Lubitsch has drawn a vivid picture. And what imagination has Lubitsch!"
—Harriette Underhill, N. Y. Herald

"Ernst Lubitsch has scored another triumph for Warner Bros. in 'Three Women.' Again his masterful direction and subtle touches are evident."
—N. Y. Morn. Telegraph

"'Three Women' comes pretty close to the top of recent productions. It is directed with a deftness and sureness that makes every Lubitsch production a delight."
—Lonella O. Parsons, N. Y. American

"'Three Women' is a picture you'll like! Lubitsch's little neat touches make the picture breathe."
—Mildred Spain, N. Y. Daily News

"Lubitsch has told his story with a suavity and directness that disregards the obvious."
—Rose Peswich, N. Y. Journal

"Another triumph for Ernst Lubitsch."
—N. Y. Evening World

"Seldom do we see such good acting as is done in 'Three Women.' Ernst Lubitsch has done one of the best pieces of directing in his career."
—N. Y. Evening Post

"'Three Women' is a stirring and powerful photoplay. Subtitles are few and far between when Lubitsch works."
—N. Y. Sun

"Ernst Lubitsch's directing is evident in many little subtle touches—such as no one but Lubitsch seems to think of."
—N. Y. Eve. Graphic
The Art of Lubitsch!

applaud Mark Strand's New York Showing of

WARNER BROS
Classics of the Screen

Women

MAY McAVOY
MARIE PREVOST
PAULINE FREDERICK
with LEW CODY

and an all-star cast including
Willard Louis, Mary Carr, Pierre Gendron

DIRECTED BY

ERNST LUBITSCH
Newspaper Opinions

"The Story Without A Name"—Famous Players

Rialto

AMERICAN—Truly the story is, that we all agree, but it has been produced with such a tention to detail that it is robbed of some of its nickle library qualities. However, if your fancy runs to melodrama, do not neglect visiting the Rialto theater. for "The Story Without A Name" is certainly a fine example of unrestrained melodrama.

BULLETIN—While the actual plot of the story is not new, every thrill of the old time melodrama has been crowded into it in a new setting. And the story is strong enough to hold the interest of the audience.

DAILY MIRROR—* * * a five-cush melo-
drama.

There is much beauty in this Irvin Willat production. * * * interesting entertainment.

DAILY NEWS — The photography has been beautifully handled. There are plenty of thrills and the action speeds up in the last two reels.

EVENING JOURNAL—"The Story Without A Name" is a super-thriller. It is everything plus use.

GRAPHIC—The screen play suffers somewhat in comparison with the original story, and has the rather evident effort to put an abundance of thrills into the various situations. Still, it is a good picture and yiling considered.

HERALD TRIBUNE—* * * Wulfram F.* * is such a terrifying villain. In fact, he is the most interesting thing in the picture. Yachts are blown up and there are all sorts of rifle fist fights, so the picture pleasantly will play to many people. Neither of the stars has anything to do worth while, for it is a picture of action rather than emotions.

MORNING TELEGRAPH—* * * a melodistic picture.

There are many thrilling scenes omitted from this sketch. The action, however, is ever more tense and "The Story Without A Name" will hold your interest throughout.

POST—* * * gets away to a zero start, clings to the heels of exciting melodrama somewhat midway and dies away with a little scuttering. * * * However, as a whole, the picture is fairly good entertainment.

TELEGRAM—* * * is one of the finest pieces of melodrama of the "peril" type that have come to the screen in many days.

W.M.S.—Toward the end of "The Story Without A Name" * * * we concluded that it would be better if this picture were never nitted, so that it might fade away harmlessly after its seventh days on Broadway.

W. C. B.—"The Story Without A Name" is probably what is known as a good program picture.

Vita of Vienna Collapses

(Special to THE FILM DAILY)

Vienna—The Vita Company has collapsed with the bankruptcy of one of the important banks here. Vita's liabilities are 43 milliard crowns. The studios are said to be worth 65 milliards.

Viennese Unit Film's "Sanine"

(Special to THE FILM DAILY)

Vienna—A local company is filming "Sanine," the sensational novel by Artzybashiev. Exteriors will be made in Russia. This work has been suppressed in a number of countries.

"Breezy" Eason With Independent

Hollywood—"Breezy" Reeves Eason has been engaged by Independent Pictures to direct the "Texas Ranger" series, which will feature Bob Custer.

Rockett Prod. in New Quarters

Los Angeles—Rockett Prod., Inc., have established executive headquarters in the new Hollywood Guaranty Bldg.

Some Important New Features of THE FILM YEAR BOOK, 1925

THE FILM YEAR BOOK, 1925, now in process of preparation, will contain several important features which it is anticipated will add to the lasting value of this publication. The weekly receipts of important first run houses, together with the title of the feature, as gathered by "Variety" each week, will be compiled into a table which should be of enormous value in estimating the box office drawing power of stars and special attractions. This feature will be used through the courtesy of "Variety," and will be presented annually.

There will also be published the result of a questionnaire which will go to thousands of exhibitors of this country (the first batch to 5,000 exhibitors is now in the mail). This questionnaire will show which star was the best box office attraction during 1924; which director had the greatest drawing power at the box office; the three features which established the greatest vogue; the three short subjects which seemed to be in greatest demand.

A number of special articles of particular value to the industry will be presented and the usual lists will be brought up to date—every effort being made to have them absolutely accurate.

In addition a special listing will show the work of each star, director, scenarist and cameraman, from 1918 to date. Thus one can determine by a glance what these important workers did each year.

These are but a few of the features of this volume which has justly been termed the official record of the American motion picture industry.

As a medium of advertising for every company; every artist, director, scenarist, cameraman,—indeed every one engaged in this industry there is nothing published which has such a gigantic and lasting appeal.

Over 40,000 issues of THE FILM YEAR BOOK are now in circulation.
### Current Releases

#### ALLIED PRODUCERS & DISTRIBUTORS
- **Hill Billy (Jack Pickford)**... 3-23-24
- **ARROW**
  - Devil's Gorge... 6-15-24
  - A Sting of the Scorpion... 6-1-24
  - In Search of Wives... 4-6-24

#### ASSOCIATED EXHIBITORS
- **Lone Wolf**... 5-11-24
- **Dorothy**... 6-1-24
- **Chebahros**... 5-18-24
- **Spitfire**... 6-22-24
- **Lafawndah**
  - Sixth Commandment... 6-29-24
  - Say 'Em... 9-28-24

#### C. B. C.
- **O'Mine**... 5-11-24
- **Hot Line**... 8-10-24

#### FAMOUS PLAYERS-CLAY
- **It's a Wonderful Life**... 5-4-24
  - Love of the Sea... 6-1-24
  - Guilty One... 6-22-24
  - Love... 6-29-24
  - Guarded Women... 6-29-24
  - Gypsy Hands... 6-29-24
  - Enemy Sex... 7-6-24
  - Warden of the Wasteland... 7-6-24
  - Side Show of Life... 7-27-24
  - Harbour Bearer... 8-17-24
  - Unhanded... 8-3-24
  - Pray Hands... 8-24-24
  - Of the Dust... 9-2-24
  - All Night... 9-21-24
  - Women in Heaven... 9-14-24
  - Alaskan... 9-28-24
  - City that Never Sleeps... 10-5-24

#### FILM BOOKING OFFICES
- **Without a Name**

#### PREFERENCE
- **Jesse James**... 4-6-24
- **Four Daughters**... 7-7-24
- **Nineteen**... 9-21-24
- **Crossroad Kings**... 9-21-24

#### METRO-GOLDWYN
- **True as Steel**... 6-23-24
- **Red River**... 6-23-24
- **The Recruit**... 6-23-24
- **A Man Who Fights**... 6-23-24
- **Wine of Youth**... 7-13-24
- **Road**... 7-13-24
- **Along Came John**... 7-20-24
- **Tess of the D'Urbervilles**... 8-13-24
- **Broken Bridges**... 8-10-24
- **Little Robinson Crusoe**... 8-10-24
- **Hearts of Oak**... 10-5-24

#### PATHÉ EXCHANGE, INC.
- **Girl Spy**... 4-6-24
- **The Forthright Door**... 8-24-24
- **Hot Water**... 7-7-24

#### PREFERRED
- **The Breath of Scandal**... 8-24-24
- **Daughters of Desire**... 9-1-24
- **The Masked Dancer**... 9-1-24
- **The Masked Rider**... 9-1-24
- **Captain January**... 10-5-24

#### PRODUCERS DISTRIBUTING CORP.
- **Hold Your Breath**... 6-24-24
- **Hungry Bad Boy**... 6-24-24
- **Wandering Husbands**... 6-24-24

### Theater Features
- **Grit**
- **What Shall I Do?**... 6-29-24
- **The Lightning Rider**... 7-2-24
- **The Lightening Rider**... 7-2-24
- **Another Scandal**... 9-21-24
- **Tiger Thompson**... 9-21-24
- **Her Own Free Will**... 9-14-24
- **Barbara Fretheic**... 10-5-24
- **$20 A Week**... 5-4-24
- **Flipper's Wife**... 5-4-24
- **Fugitive Wives**... 5-4-24
- **Love of Women**... 7-6-24
- **Missing Daughters**... 9-28-24
- **The Howery Bischof**... 9-28-24
- **Dorothy Vernon of Haddon Hall**... 5-25-25
- **UNIVERSAL**
  - **Riders Up**... 5-4-24
  - **Riders Up**... 5-4-24
  - **Westward Captain**... 5-4-24
  - **The Last Outlaw**... 5-6-24
  - **The Ring**... 5-6-24
  - **The Ring**... 5-6-24
  - **The Last Outlaw**... 5-6-24
  - **The Last Outlaw**... 5-6-24
  - **Riders Up**... 5-4-24
  - **Westward Captain**... 5-4-24

### STATE RIGHTS RELEASES
- **Another Million (Sunset)**... 5-18-24
- **The Life of the Alley**... 5-18-24
- **The Life of the Devil (Express F.)**... 5-18-24
- **The Fire Patrol (Chadwick)**... 5-18-24
- **Traffic in Hearts**... 6-29-24
- **In Fact Company (Trout)**... 6-29-24
- **Daughters of Pleasure (Principal)**... 6-29-24
- **The Valley of Hate (Russell)**... 6-29-24
- **Dancing Love (Trout)**... 6-29-24
- **Down by the Rio Grande (Goldstone)**... 6-22-24
- **Lure of the Yahoo (Lee-Bradfrod)**... 6-22-24
- **Yankee Speed (Sunset Prod.)**... 7-20-24
- **The Other Kind of Love (Goldstone)**... 7-20-24
- **Back to the Bar (Arctasia)**... 7-20-24
- **The Desert Sheik (Tru-S)**... 7-20-24
- **Western Vengeance (Independent)**... 7-2-24
- **The Call of the Male (Goldstone)**... 8-13-24
- **Hush of the U. S. A. (Steiner)**... 8-19-24
- **Lend Me Your Husband (C. C. Burr)**... 8-17-24
- **Scaring the Turtles (Herbert)**... 8-17-24
- **Rainbow Rivers (Steiner)**... 8-24-24
- **Paying the Limit (Gerson)**... 8-31-24
- **A Soul's Awakening (Herbert)**... 8-31-24
- **The Speedy Spook (Burr)**... 9-7-24
- **Texas Women (Goldstone)**... 9-7-24
- **Battling Buddy (Arctasia)**... 9-14-24
- **Battling Buddy (Arctasia)**... 9-14-24
- **Cocho Fagg (F. & W.)**... 9-23-24
- **Potomac Wm. Stine)**... 9-23-24
- **Passions Pathway (Lee-Bradford)**... 9-21-24
- **Fast and Fearless (Arctasia)**... 9-21-24
- **For Woman's Favor (Lee-Bradford)**... 9-21-24
- **The Pride of Sunshine Alley (Sunset)**... 9-21-24
- **The Tenth Woman**... 9-21-24
- **Dynamite Don**... 10-5-24
- **Woman's World (Goldstone)**... 10-5-24

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**He'll be the feature of your program.**

**E. W. Hammons PRESENTS**

**WALTER HIERIS**

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**in SHORT CHANGE**

"If we were an exhibitor we would advertise this comedy regardless what the feature we were showing might be; for the feature of the bill would doubtless turn out to be Walter Hieris"  
— Exhibitor Trade Review
New Theaters

Gainesville, Tex.—J. H. Thiessen and S. Bertram will shortly open a new theater in the building formerly occupied by the New Highway Garage, on East California St. The new house will seat 350.

Potsdam, N. Y.—The new house which Papayanacos Bros are erecting here is fast nearing completion. It is expected the house, which will be called the Rialto, will open sometime this month.

Merced, Cal.—Merced is to have a new theater. The Golden State Theater Corp., of which Robert McNeil, one of the owners of the Merced theater, is president, plans a new 1,000 seat house.

Ray City, Mich.—Construction work on the new $15,000 theater on Midland St. by the Peoples Commercial & Savings Bank, is completed. The house will seat 1,000.

Boulder, Colo. — The new Longmont, owned by the Colorado Realty Co., has formally opened.

Glendale, Tex.—Plans for a new $150,000 house have been completed by M. G. Khodigan.

Portland, Ore. — Graeber’s new Egyptian has opened. It seats 1,100 and cost $520,000.

New Music Tax Fight Starts

Kansas City—What is believed to be a result of a decision rendered in the Federal Court here this Spring, in suits against several exhibitors has started with the filing of suits by the Jerome Remick Co., Leo Feist and Charles K. Harris, against L. J. Lenhart, of the Roanoke; J. W. Watson, of the Benton, and Jack Roth of the Strand. Each exhibitor is being sued for $250.

New Coast Theater

Oakland, Cal. — Plans for a new $350,000 theater have been made by Harry E. Kellman. The new house will seat 2,000, and will be located on Grand Ave. Eleven stores are included in the building.

Arkansas House Burns

Harrison, Ark.—Fire caused considerable damage to the Lyric recently, when a reel exploded in the machine. More than $1,000 of film alone was destroyed.

New Saenger to Open Nov. 1

(Pin by THE FILM DAILY)

Pine Bluff, Tex.—The new Saenger theater is to open Nov. 1. The house will be called the Pine Bluff.

K. C. Exhibitor Dies Suddenly

Kansas City—E. E. Richards, pioneer exhibitor and part owner of the Richlyn Amusement & Realty Co., is dead.

Kirkwood Back With Paramount

Hollywood—James Kirkwood will play the male lead in “Top of the World” for Paramount.

Incorporations


Sacramento, Cal.—Screen Arts Club, Los Angeles.

Operator Burned In ‘Frisco Fire

San Francisco—Rudolph Scharbert, operator at the Courtland Ave. theater, was burned about the face and hands when ignited film caused a serious blaze in the house.

Alma Rubens Plans Trip To N. Y.

Los Angeles—Upon completion of “The Stairway of Hope,” Alma Rubens will depart for the East to confer about a picture to be made abroad.

New City Ordinance Effects Theater

Morgantown, Pa.—A new city ordinance decrees that all house steps be removed from the street. When the management of the Arcade delayed in removing the steps from in front of the theater, city employees carried out the ordinance, leaving those in the theater in a difficult position when they were leaving.

Penn State Amusement Co. Expands

Pittsburgh, Pa.—The Peep State Amusement Co., Inc., of Uniontown, has acquired control of the Strand at Morgantown, for a period of years. $75,000 will be spent in remodeling the new acquisition, which will be in active charge of George Sallows, who formerly managed the house.

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Cuts And Flashes

Whitman Bennett is prod. “His Woman,” a picturization of an English novel “Back From Dead.” The cast includes Ruth Miller, David Powell, Thurman, Lawford Davidson, Frankie Evans.

Harry Gates and J. Grauband wrote and adapted “One Gous Night” for C. B. C., and Charles MacArthur, as stated by company. MacArthur wrote “Fatal Kiss,” one of the Perfe series.

Century has mailed to exhibitor throughout the country a hand folder, describing in detail the pany’s product and stars.

Pedro de Cordoba is on the bound to this country from Spain. He will arrive next week.

New Kansas House Seats 1


A Questionnaire

In an effort to make THE FILM YEAR BOOK, 1925, more than usually attractive, exhibitor readers are requested to fill in the following questionnaire and forward the information to this office.

Exhibitors are urged to furnish this information at the earliest available moment, bearing in mind that the replies can be changed for corrections, etc., up to November 1.

What star proved your most popular box office attraction during 1924?

What director’s production proved most popular with you during 1924?

What three feature productions gave the best box office satisfaction during 1924?

What three short subjects gave the greatest box office satisfaction during 1924?

If you own or operate two or more houses please give names and locations.

Your name, address, etc.

Address all replies to THE FILM DAILY, 71 West 44th St., New York City, Department YB.
Coast Brevities
(Special to THE FILM DAILY)
Joliet—Mac Marsh has ar
here from New York. She is
erring with a prominent pro-
many stars of two pic-
res. Her last performance was
, made in Germany.

reparatory work on "The Triflers"
been started at F. B. O. by B.
Schulberg. Camera work will
as soon as Gassner finishes
ite Man."

Trigger Fingers" has been se-
the title of Bob Custer’s first
"Texas Ranger" series to be-
dependent for F. B. O.

P. Schulberg has completed in-
ors on "White Man." Alice Joyce,
Andran and Walter Long
the cast.

The Midnight Express" the third
the Columbia series for C. B. C.
been completed. George W. Hill
ected.

the title of Ben Turpin’s latest
the "Victor" series has been changed from "The
Virginian" to "The Reel Vir-

aby Vondell Darr has been added the cast of "One Glorious Night"
fourth of C. B. C.’s Columbians.

Mrs. Sidney Drew is appearing in
iday playlet at the Pantages the-
in San Francisco.

the second of the new "Screen
series has been finished
C. B. C.

GAUSMAN

Goldwyn and Wanger Speak
peaking at the weekly luncheon
the A. M. P. A., yesterday, Samuel
dwyn, stressed the value of cour-
as the keynote to a producer’s
ector’s forum at the White House.
instances illustrate his contention Goldwyn
red "The Thief of Bagdad," "The
Commandments," "The Covered
ong and pictures of D. W. Grif-
as examples of courage and
ience on the part of these di-
. He said that "The Ten Com-
ments" was originally budgeted
a cost of $200,000, but that be-
the picture had been two-thirds
ished, the cost had been raised
to $1,000. Goldwyn pointed to the
sent success of the picture in ques-
as a tremendous tribute to the
dependence of prerogative on the
the director who made it, in-
atting at the same time that it is
analogous position of the repre-
producers, that makes it possi-
for the latter to produce great-

Wanger, production man-
famous Players, spoke of the
commendable advance of motion
publicity from the harum-
srag stage to the present one of
liness and news value to
readers at large.

Mac Lean Series Sold
Milton Cohen, of Inter-Globe Ex-
port, just returned from London
reports the following sales on varied
releases of the Douglas Mac Lean
series to unnamed buyers. "Never
Say Goodbye," sale price $10,000; first three Mac Leans for
Belgium, price $10,000; "Going Up" and "The Yankee Coin," for Italy
$5,000; "The White Man," sale price
land at $2,000. Spain and Portugal
were sold in one block for the first
two.

McCall Fashion Review Appears
The McCall fashion people are
putting out a single reel "Fashion
News," in which Hope Hampton ap-
ppears. The first of the series has been
completed. It is in color and shows
all the latest foreign and domestic
fashions.

Biltmore Amuse. Co. Building
Paterson, N. J.—The Biltmore Amu-
usement Co., Inc., is erecting a new
1,000 seat theater on Main St.,
Between Van Houten and Broadway.
The house will be known as the Riv-
. It will cost $75,000.

Film Classics Close Big Deal
Pittsburgh, Pa.—A deal has been
completed between Classic Fashions for the War-
ner product in local houses. It is un-
derstood the bookings involve down-
town and East Liberty showings
for the entire season.

Harrissburg House Burns
Harrissburg, Pa.—More than 1,400
patrons filed out of the Colonial un-
iformly when a blaze started in the base-
ment, which was completely de-
stroyed. The theater proper was not
damaged much.

"Iron Horse" After "Thief"
Chicago—"The Iron Horse," fol-
lowing "The Thief of Bagdad," was the Wood’s feature of the day.
Clayde Worthington of Fox, is here arranging an extensive
exploitation campaign.

Robb Added To Arbitration Board
Dallas—Harold Robb, of the R. &
R. Circuit, will remain in Dallas per-
manently, running the general office
here. He has been added to the arbi-
tration board as a permanent member.

Moose Open New House Soon
Pittsburgh, Pa.—The new Moose
theater at Hastings, built by the
Moose Lodge, will open Oct. 25. M.
G. Rhodes will manage the house,
which seats 600.

Reduces Capital
(Special to THE FILM DAILY)
Albany—The Monument Theater
Corp., capitalized at $2,000,000, has
reduced its capital to $1,600,000.

New House On Long Island
Great Neck, L. I.—The new Play-
house has opened, following much
difficulty experienced in construction.
Atherly Poland is the owner.

Theater Changes
Chicago—Workmen have begun
raising the former Colonial, to make
way for the new Masonic Temple,
which will include a 3,500 seat the-
ater, which, as stated, has been leased
by Balaban & Katz. The rent
price has just made been. It
involves $327,000 yearly.

Chicago—The old Parkway, at
22nd St. and California Ave., has
been reopened as the Western,
following extensive remodeling
and redecorating. James E. Cohen
is managing. The house will con-
continue with a first-run policy.

Oklahoma City—Ray Berry has
leased the Oklahoma to D. A. Boyle
and W. H. Woods, of Anadarko,
for five years.

Clarendon, Ark.—J. T. Dial has
sold the Victory to E. J. Ballinger
of Lone, and C. E. Collier, of Oak-
land, Ill.

$500,000 Theater For Davenport, Ia.
(Special to THE FILM DAILY)
Davenport, Ia.,—Dr. D. J. Palmer,
head of the Palmer School of Art
practic, has announced intentions
of building a $500,000 theater here,
struction on which will begin next
fall and will be completed in the sum-
mer of 1926.

"Sky High," Mac Lean's Next
Los Angeles—Douglas Mac Lean's
fourth for Associated Exhibitors, is
"Sky High." The cast includes
Anne Cornwall, E. F. Basket, L. E.
Shumway and Robert Ober.

Dallas Journal In New Quarters
Dallas—"The M. P. Journal" is now
located in new quarters at 2200
Jackson St. In the same suite is the
M. P. T. O. of Texas.
again! to the front! hitting on all six! comes the famous "Ince punch"—punchier than ever in

Thomas H. Ince presents
CHRISTINE of the HUNGRY HEART
From the novel by
KATHLEEN NORRIS
with
FLORENCE VIDOR
and
CLIVE BROOK
Supported by
IAN KEITH, WARNER BAXTER
and WALTER HIERS

Adapted by BRADLEY KING
Directed by GEORGE ARCHIBALD
Under the personal supervision of
THOMAS H. INCE

Step right up—gentlemen and get the greatest box-office tonic on the market—a FIRST NATIONAL CONTRACT
Carl Laemmle presents

Mary Philbin in

"The Rose of Paris"

From the popular French novel "Mitzi" by Delly
RELEASED NOV 9th, 1924
An IRVING CUMMINGS PRODUCTION

Other successes Starring
Mary Philbin
"The Gaiety Girl"
"Merry Go Round"
"Fools Highway"

UNIVERSAL — the best buy in sight
FLORENCE VIDOR, the personification of feminine charm, reaches the height of her dramatic career in the Thomas H. Ince Production “Barbara Frietchie” from the Clyde Fitch play and “The Mirage” from Edgar Selwyn’s sensational drama. A Regal Production.

Miss Vidor was never more beautiful nor more wholesomely alluring, and the power of her dramatic portrayals in these two impressive productions surpass everything else in her entire career.

In the title role of “Barbara Frietchie” in the quaint settings of Civil War days she is a vision of fragrant loveliness, romance and heroism. The sincerity of her acting gives life and reality to the story, and even the great Julia Marlowe, aided by her marvelous voice, who played the part on the speaking stage, is equalled by the silent, dynamic portrayal of Miss Vidor.

Mr. Ince could not have made a more fortunate choice of a star for this stirring historical romance than the selection of Florence Vidor. She is ideally suited to the part, and her popularity is worthy of the importance of the role.

“The Mirage” signalizes another dramatic triumph for Miss Vidor. In this powerful drama she portrays the role of a woman re-born with a mastery of emotion unequalled in the silent dramatic art. The play itself is rated as one of the greatest of all modern dramas, ranking in power with “Paid in Full” and “The Easiest Way,” and the artistry with which Miss Vidor has invested it on the screen is superb in realism and finesse.

Foreign Distributor: Wm. Vogel Distributing Corp.
ASSOCIATED EXHIBITORS offers 32 first-class features for 1924-1925.

Associated Exhibitors is independent in all that the name implies. You don't have to buy all to get a few. You may buy one, two, a series or all 32 just as you wish. All Associated pictures are offered on a true Selective basis,—the way that is fair to all.

**Save open time for the following:**

2 Harold Lloyd New Feature Comedies (Pathe-pictures, Associated Exhibitors, Selling Agents)
4 Charles Ray (Presented by Thomas H. Ince) (Pathe-pictures, Associated Exhibitors, Selling Agents)
4 Hal Roach Features (Pathe-pictures, Associated Exhibitors, Selling Agents)
4 Douglas McLean
4 Howard Estabrook
4 Arthur Beck
4 Lewis Moomaw
6 Specials

*Titles and descriptions of the first six follow; Watch for further announcements!*

**Associated Exhibitors**

*Arthur S. Kane, President*

*Physical Distributors*  
*Pathe Exchange, Inc.*

*Foreign Representative*  
*Sidney Garrett*
live love and laugh!

Douglas MacLean

"The Screen Light-Comedy King"—Detroit News
Kinsky Capitol Showing
in "Never Say Die"

"A Pippin of a Rib-Tickler"—Los Angeles Express
World's Premier Showing
Metro-Goldwyns California

The funniest romance ever screened with the fastest working bridegroom who ever slipped a ring over a beautiful girl's willing finger——
—and the thrillingest joy-ride in a sea-going hack.

From William Collier's Greatest Comedy Success,
Directed by George J. Crime with Lillian Rich and Helen Ferguson the cast of fun makers.

More thrills than "Going Up"
Faster than "The Yankee Consul"
"Goes them one better in laughs"
—M. P. News

Associated Exhibitors

ARTHUR S. KANE, President
Physical Distributors
PATHE EXCHANGE, INC.

Foreign Representative
SIDNEY GARRETT
"The Price of a Party"

From the Cosmopolitan Magazine story by William Mac Harg
Adapted For the screen by Charles Forrest Roebuck

with Hope Hampton - Harrison Ford
Mary Astor - Arthur Edmund Carew
Dagmar Godowsky

"At a price!"

Money and pleasure can always be had—at a price. The price that a man must pay differs from that a woman must pay. She wanted money; for that she had to pay the price of her freedom to love the man of her choice. Her sister wanted pleasure, life, laughter, gayety; and she shuddered at the price her sister must pay. How, in spite of her bargain, could she hold the man she loved? And how, in spite of the same bargain, could she save her sister from her folly?

There are a dozen fascinating angles to this story; and in cast and production it's quality all the way through.

Directed by
Charles Giblyn

Associated Exhibitors
Arthur S. Kane, President
Physical Distributors
Pathe Exchange, Inc.
Foreign Representative
Sidney Garrett
Does height make a hero?

Mullaney was a probationer in the Police Départment and two inches short of the required height. The Commissioner was a stickler on qualifications, so Mullaney was refused his shield.

He was on patrol for the last time, broken-hearted because his job and his girl had suddenly become out of reach.

What happened to make the Commissioner change his mind and tell him he was proud of him? What did he do that outweighed the examination he didn’t pass, the two inches he lacked in height?

Here’s a real police story, with all sorts of tie-ups; with thrill and human interest and pathos that will get under your skin.
"The Battling Orioles" with Glenn Tryon

Imagine Babe Ruth With Whiskers!

In the old days of baseball the stars had their maps covered with excelsior; full beards, goatees, moustaches and side-burns were all the rage. Those were the days when the Battling Orioles could fight as well as they could play, and they could sure play ball. Umpires worked in relays, then.

They got old and rich. And the older and richer they got, the more they shuddered at the rough-necks they used to be. Something waked them up. With yells of joy these foppish old ruins waded into the toughest gang, the hardest fighters in town. You think you have seen fights. Just see this one!

An honest to goodness novelty, with laughter and thrills combined

Pathépicture

obtainable through

Associated Exhibitors
Arthur S. Kane, President

Physical Distributors
Pathé Exchange, Inc.
Thos. H. Ince presents
Charles Ray
in
'Dynamite Smith'

by C. Gardner Sullivan
with
Wallace Beery ~ Jacqueline Logan
and Bessie Love
Direction by Ralph Ince

"Dynamite Smith" is the first of the new Charles Ray pictures presented by Thomas H. Ince.

Mr. Ince has never been sponsor for a poor or just fair picture and he never will be.

"Dynamite Smith" presents absolute proof of what Ince's genius can do. It shows that Charles Ray under his supervision, is supreme in his own particular field, and that his name will be one to conjure with at the box offices of the nation.

"Dynamite Smith" is a picture that Mr. Ince is proud of; it is a picture we are proud to offer; it is one that you will be proud to show in your theatre.

It has everything that makes a picture really great.

Pathépicture

Obtainable through
Associated Exhibitors

Physical Distributors
Pathe Exchange, Inc.
Ashtabula “Blue”

City Complies With Ministers’ Mandates and Goes the Limit in New Ruling

(Special to THE FILM DAILY)

Ashtabula, O.—Beginning tomorrow, (Sunday), Ashtabula turns the test shade of blue, compliance with the demand of authorities to close picture theaters on the municipal authorities in the city have gone the limit with the result that all street cars, the city waterworks and the city lights will be shut down tonight.

Tipple With Metro-Goldwyn

Oct. 18, Eddy Eckles, at press general manager of the Exhibitor Trade Review, will resign to accept a position with Metro-Goldwyn. It will create a new job for the team of showmanship men of exhibitors. Eckles will have headquarters at the West Coast box.

Kann Sells Seven Features

George E. Kann has sold three productions and a series of Banner Prod., to Societad Cine Cinematografica for Argentine, Guy, Paraguay, and Chile.

“Gets Role in ‘The Swan’”

Announces definitely announced yesterday that Frances Howard, one of the stars in “Best People” will play the part of the princess in “The Swan.”

**Sessions**

By DANNY

Two very important ones on. Next week, First National annual pow wow. In Atlantic City, Michigan M. P. T. O. meets, Saginaw. Sorry they conflict. Means we won’t be able to stick by the sad sea waves. As long as might be desired, because the Michigan crowd seems attention. Too important a gathering. To miss.

First National promises considerable of interest. When you line up nearly 30 big league exhibitors anywhere. At any time. You usually get a lot of good ideas. And the F. N. party has some mighty interesting men in attendance. Some real thinkers, including Sam Katz. Of Chicago. Who, incidentally, will be in the limelight. Because the other franchisers are bound to be interested. In the Katz idea of entering Detroit. Where John Kunsky has been the cock of the walk. For a long time.

**SOME UNDERSTANDINGS**

There has been a sort of understanding. For a long time. Among the F. N. boys. That no one would enter the territory of another franchiser. The Katz move to Detroit is the first break. Bound to cause a lot of talk.

Then the production plans. For the coming year. Will be talked of a lot. Dick Rowland will be there. To give out first hand information. The production units coming East will be discussed. More ambitious plans for next year also. These include the making of Papini’s “Life of Christ.” Which should be of great import.

The Famous corral of Lloyd and Valenti, plus the possibility of others. Is sure to make these big exhibitors sit up and take notice. And with the Famous meeting in sight. Only a few weeks off. When plans for the coming year will be discussed. Is certain to make this subject most interesting.

Whether the Talmadge contract will be renewed may come up. Either for settlement or discussion. It hasn’t to far. These, plus a few more problems. Are certain to make for an important session.

**AS TO MICHIGAN**

Here is one of—if not the best—organized crowds of exhibitors in the country. Their annual get-together should mean a lot. The Michigan boys are bit up about block booking. They will talk it a lot. Whether they will do anything remains to be seen. Resolutions mean little these days. (They never have.) Maybe something more important will occur.

They have some other matters on tap. Which will be better reported than—at this time—discussed. And the banqueters will hear Martin Quigley, Harry Reichenbach, Senator Couzens, some state officials of importance, a representative of the Hays organization, and little me. Here’s hoping the other speakers are good. They probably will be. Which will even up matters.

**ORGANIZED DISTRIBUTION**

While out that way we’ll look into the distribution plan that has been brought about in Detroit. They say it has some mighty interesting kinks in it. And to it. Maybe we’ll have something to say about it. Later.

(Continued on Page 12)

**Tilt Over “Tarnish”**

Producer of Play Claims It Can’t Be Shown Before Oct. 15—Booked At Strand

John Crocker, producer of the stage play “Tarnish,” through his attorney, Nathan Vidaver, has warned George Goldwyn, producer of the picture version that the film cannot be publicly exhibited in New York City until Oct. 15 and that if Goldwyn, without warning, recourses will be taken in court for an injunction.

The picture is slated to open at the Strand. (Continued on Page 2)

**The St. Louis Deal**

(Special to THE FILM DAILY)

St. Louis The theaters operated by the St. Louis Amusement Co., in which William Goldman has purchased a fifty per cent interest, are the Pageant, Tivoli, Shaw, Shenandoah, Novelty, Manchester, Molife, Lindell, Lafayette, Roscoe, Grand Florissant, Arsenal, and the Arco.

Grauman Back From Europe

Sid Grauman returned on the Aquitania yesterday from a long trip to Europe where he had gone with the original idea in mind to build theaters something like the Egyptian, in Hollywood. However, the trip lasted much longer.

There is a possibility that Grauman may head an important theater project on Broadway and that a well known figure in production will finance the construction of the house.

**Say Films Are Staple**

Important Bankers Declare Industry Is Out of Speculative Classification

Important bankers who attended the dinner tendered to R. B. F. Randolph at the Ritz Carlton Thursday night were unanimous in their declaration that the industry was no longer to be considered in the speculative or questionable classification but that it warrants the respect shown to other commercial enterprises.

Randolph, as noted, leaves for the Coast shortly to assume an important post with the Anglo-California Bank of San Francisco. He has been abroad with the Guaranty Trust Co. and while in London had various business dealings with members of the English film industry.

Charles H. Smith, chairman of the board of directors of the Guaranty Trust Co.; Dr. A. H. Giannini of the East River National; Peter J. Brady, of the Federation Bank and a vice-president of the Manufacturers Trust (Continued on Page 2)
Tilt Over "Tarnish"
(Continued From Page 1)
Strand tomorrow (Sunday), for a week, Nathan Burkan, acting for Samuel Goldwyn, has advised the Cromwell organization that the agreement under which Mr. Goldwyn purchased the motion picture rights of this play, speaks for itself and that Mr. Goldwyn proposes to show the said photoplay at the Strand.

The objection to the showing is placed on the fact that the stage version is showing in and around Greater New York. Joseph Plunkett declared Friday that whatever difficulties may exist between the two parties will have no effect upon his intention of running the picture as extensively advertised all through the week. He said, in this connection:

"The photoplay has been booked by us, it has been extensively advertised, our surrounding program has been arranged and it would be almost impossible to stage another film production at this late hour. The John Cromwell interests can get out all the injunctions it pleases against Mr. Goldwyn, but they cannot stop the Mark Strand theater exhibiting the photoplay next week."

"Sea Hawk" Starts Canadian Tour
Toronto, Ont.—"The Sea Hawk," playing at the Regent, has started its Canadian tour. The picture opens in Montreal, Oct. 19, after which it will start a run at the Casino, Hallifax, then to the Auditorium, Ontario, on Oct. 20, the Gaiety, Fredericton, Quebec City, Nov. 2, Savoy, Hamilton, and other important key cities. It is also playing the Palace, Montreal.

Additions To Cast of Ferber Story
Hollywood—First National has added three new personalities to the cast of Edna Ferber's "So Big," in which Colleen Moore will be starred. They include Phyllis Haver, Rosamary Theby and Henry Herbert.

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The Second Famous Forty
Already Sold to the Public

In the case of pictures and the public, familiarity breeds content. People flock to see the stars, players, directors and stories they know best. Paramount national advertising has educated the masses to believe they will find their favorites in Paramount Pictures. Seeing Paramount Pictures has taught them to know it.

The fact that the public is sold in advance every time you announce a Paramount Picture is one important reason for the tremendous success The Famous Forty is winning today. Your audiences are convinced now more than ever that only in Paramount can they get the most popular stars in the most popular stories, produced by the most popular directors.

Paramount will make good this same reputation in The Second Famous Forty, to be released beginning February 1, 1925.

This new group will include such stars and outstanding personalities as Gloria Swanson, Thomas Meighan, Pola Negri, Richard Dix, Bebe Daniels, Betty Compson, Leatrice Joy, Jack Holt, Lois Wilson, Theodore Roberts, James Kirkwood, Rod LaRocque, Jetta Goudal, Agnes Ayres, Vera Reynolds, Adolphe Menjou, Raymond Griffith, Ernest Torrence, Wallace Beery, Noah Beery and many others.

—such directors as James Cruze, William de Mille, Sidney Olcott, Herbert Brenon, Dimitri Buchowetzki, Raoul Walsh, Irvin Willat, Victor Fleming, Frank Urson, Paul Iribe, Paul Bern, Paul Sloane and others.

In the Second Famous Forty are sterling box office attractions made from nine celebrated successes of the spoken stage, fourteen best-selling novels of the hour, and the cream of the stories from the Saturday Evening Post, Cosmopolitan, Red Book and the other magazines that picture fans read. Every Second Famous Forty story is one the public has already shown it wants.

Wise showmen are keeping their time open for The Second Famous Forty. The detailed announcement will be made soon.

S. R. KENT.
Dr. Frank Crane says:

"Glory be to the saints! . . . It's dark in the movies and the boys and girls hold hands! More power to 'em. I myself held hands in a church, and the upshot of it was a girl married me, and still has me, and may a like fate fall on all young villains."

—N. Y. Morning Telegraph

WE say "glory be to the Saints" for Dr. Crane and for his championing of joyful screen entertainment.

Every night exhibitors should say a prayer of thanks for Dr. Crane,—and such gifted screen artists as Harold Lloyd, Douglas MacLean and others, whose comedies make boys and girls so happy they must hold hands.

We thank "Variety" for its tribute to film comedies after seeing "Never Say Die" when it said, that Pathe is trying to corner the laugh market with Lloyd and MacLean, and then—

"Right now to sum up between MacLean's 'Never Say Die' and Lloyd's 'Hot Water,' the latest feature by that comedian, the MacLean picture must be judged the better of the two by hundreds of laughs."

"It packs a laugh wallop from beginning to end and is better than his 'Yankee Consul' was."

JUST like Dr. Crane, "Variety" is famous for telling the truth as it sees the truth. Nobody can question its honesty.

"Variety" knows the pictures by these two comedians stand out. Harold Lloyd and Douglas MacLean never copy anybody. Each has great personality and a winning style. They are perhaps the two most likeable chaps on the comedy screen. Each is pre-eminent in his own style of fun.

Exhibitors know the matchless box-office value of comedies. All theatre reports to "Variety" prove it. That's why "Variety" also says about "Never Say Die"—

"It is a 100 per cent laugh producer that abounds in thrills."

"It is well cast and well played. MacLean on the strength of it takes his place side by side with Lloyd when it comes to real story and laughs combined in one picture."
the Acknowledged
the Industry
— See "Variety" Report below
in "Never Say Die"

Read this Yourself!

NEVER SAY DIE

The Pathé organization may be cornering the laugh market in feature films. With Harold Lloyd and Douglas MacLean they have a couple of male stars that make the public laugh. Especially is this so in MacLean's latest, "Never Say Die," which packs a laugh wallop from beginning to end and is better than his "Yankee Cannons," although that was a good picture.

Right now to run up against MacLean's "Never Say Die" and Lloyd's "In Hot Water," the latest feature by that comedian, the MacLean picture must be judged the better of the two by hundreds of thousands of moviegoers.

And MacLean goes in for the thrill stunt. There is a sequence in the picture with MacLean walking out on a window ledge outside of a doctor's office with his eyes blinded, and he falls from that perilous edge. It was such a surprise there was 100 per cent added to the thrill.

The story is that of a wealthy young man who walks into the office of a group of doctors. They mistake him for an expected patient and go over his person thoroughly. Through a series of comedy events they pronounce that he has three months to live.

It is during this examination that he gets the thrill with the comic wagons out of the office onto the window ledge, and this scene is a wow of laughter.

To do the right thing MacLean decides he will marry the dance of his artist friend so that at the time of his death he will be able to bequest his fortune. This step is taken because his uncle's will provided that on the death of the young heir the money must go to someone in the family. As there is no family, one must be provided. After the three months and death still sidestepping, husband and wife meet for the first time since the wedding ceremony. Both have come to the conclusion they are really in love with each other. Despite the attempts of the former fiancé of the wife, those of a gunman to bump off the hero, and an amusing situation through the introduction of a professional corespondent, the pair make their escape from the city on a steamer for a long-delayed honeymoon.

In addition to the window ledge stunt there is a screaming chase scene with MacLean seated in a cold-fashion cab. It first loses its driver and later the horse, but goes careening madly on its way down hill, past autos and trolley cars, escaping trees by fractions of an inch, with the hero for the greater part of the time sitting serenely inside, unaware. This is another succession of heavy laughs.

The finish with MacLean hoisted on board the steamer in an auto to escape the gunman makes a fitting climax to the series of laughable mishaps that have preceded it.

The filming is almost as clever as the action, with the result a 100 per cent laugh producer that abundantly repays the expense of release.

MacLean 100% Comedies
Now Booking
"Going Up"
"Yankee Consul"
"Never Say Die"
(In Preparation)
"Sky High"

Are You Playing MacLean Comedies?

ASSOCIATED EXHIBITORS, INC.
ARTHUR S. KANE, President
SIDNEY GARRETT
Foreign Representative

THE EXCHANGE, INC.
Physical Distributors
William Fairbanks in
"Border Women"
Phil Goldstone—S. R.

As a Whole............ONE MORE GOOD ACTION WESTERN. HAS ENOUGH EXCITEMENT AND ACTION TO MAKE A GOOD NUMBER THAT WILL FIT NICELY ON DOUBLE FEATURE PROGRAM.

Star.............Another of those tireless western heroes who haven't a spare minute for themselves, with saving their girls and rounding up the villains.

Cast........Jane Arthur pleasing as the girl in the case and George Magrill looks the part of the Mexican villain. William Turner, Emily Barry, Julian Rivero.

Type of Story............Western drama. Artless is offering a consistently good series of westerns of which "Fast and Fearless" is one. It is a good lively number with plenty of action and should satisfy the crowd that likes a western entertainment. The plot doesn't deviate too much from the usual formula but that probably won't matter a great deal where they can be relied upon to be satisfied with action.

There was some controversy not long ago, with the Mexican Government, which resented the use of Mexican soldiers in American screen plays. While "Fast and Fearless" really doesn't contain anything that might be construed as offensive, there's a Mexican bandit villain who is turned over to the American hero whose brother the bandit killed. Likely the good turn done the Mexican Rurales by the American hero will suffice to counterbalance this situation and pacify any possible objections. It's a bigger, by way of production than the other Buffalo Bill pictures. The Mexican town is realistic. One "documented" scene shows a cattle town with hero spans by springing from the back of a tree is obviously artificial. Otherwise the stunts look real. There's considerable comedy touches that are effective also.

Box Office Angle...........Suitable western that will go all right with your folks providing you know they like this class of picture. It might well be to get them interested in Buffalo Bill Jr.

Exploitation.............You are probably aware of the best way to get them in for a western. Naturally a trailer showing Buffalo Bill Jr. at his stunts or shots of some of the fancy shooting frags will help to get them interested. You can arouse interest by boosting the character and telling them that Buffalo Bill Jr. works hard to please them and win their trust, in "Fast and Fearless." Jean Arthur is a great heroine. You might use stills for.

Direction.............Richard Thorpe; all right.

Author.............Not credited.

Scenario.............Not credited.

Cameraman.............Not credited.

Photography.............Average.

Locale.............The West.

Length.............4,690 feet.

"Vanity's Price"
Film Booking Office

As a Whole.............RATHER INTERESTING. IF NOT ALWAYS COMPLETELY SATISFYING, THIS REJUVENATION: LAVISHLY MOUNTED. HAS FINE ARRAY OF ELEGANT SETTINGS AND AN ACTRESS OF FACE VALUE. WYNDHAM STANDING IN THE BACKGROUNDS AS WICKED AND WITSY AND'S A Distinguished as Easy.

Cast...........Anna Q. Nilsson effective and well suited in the role of actress who will regains her youth. At times the story clings too close to over direction. Stuart Holmes in one of his typical characteristics. Given some distasteful bits of detail, formula much as well. Good food, picking hats from his coal and the like. This may help designate his character but they're not written as long and detailed as one would like. His furthering of the plot is effective though humorous and the hilarious sequence with his character is sure to have a laugh at. Otherwise the story is light and amusing. One of the very best and intriguingly interesting, from a technical view-point, full of class and light and unusual with a value which however might be worth if there was not a big number of these big house masses of people wandering around on a real scene and they use this cover to their advantage. Whether audience will recognize same is a question but it is certain that it is a lot of hell in the theater. You might make this effort prove anything worthwhile as a drawing card.

The picture is certainly doing unusual business at the Central Theater, New York.

Box Office Angle.............This is so far the beaten path, so far removed from the usual motion picture picture it is difficult to attract attention.

Exploitation.............The Fox people New York have gone in for an intensive lobby effort which is a costly and which might not pay off. They have a tremendously strong crimson-stained lights in the lobby and about the place. The girl has a full red glow all about and will execute a general idea of title. By decorating your lobby this manner and using the posters and stills you should have a very effective bally. You can also use a trailer of one of the shots of hell and these certainly should come back to see rest of it. You can mention that if you want but they be a show this way as against the general curiosity. Many people prefer to know what has happened, and even though it is only a story picture conception.

Direction.............Henry Otto; has some remarkably fine work done weakness of the story.

Author.............Paul Bern

Scenario.............Paul Bern

Cameraman.............Hal Mohr

Photography.............New York.

Locale.............Hell and any large.

Length.............About 1,500 feet.

"Dante's Inferno"
Fox

As a Whole.............A LOT ABOVE HELL, A LOT OF NUTS WERE SHOT ENDING SHOT TON TOTALLY BAD BUT IT IS A GOOD STORY WHICH HOWESEEMED TO BE PULLING BUSINESS.

Cast.............Ralph Lewis, the milli air who has a vision of hell as good. But this is of product rather than in the story. Many names, few important.

Type of Story.............Edmund Gould was selected by Fox to write something around Dante's famous exception of hell and so he wrote it isn't much of a story but it is the purpose intended which is to show many shots of what hell purgatory and the very interestingly interesting picture of a technical view-point, sets, camera work and light and for a spectacular effort. There is also value which however might be worth if there was not a big number of these big long lines of people wandering around nudes on various plates and they use this cover to their advantage. Whether audience will recognize same is a question but it is certainly a lot of hell in the theater. You might make this effort prove anything worthwhile as a drawing card.

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“For Woman’s Favor” 
Lee-Bradford—State Rights
As a whole...PRIZMA SEASON LACKS PUPPETRY AND QUIET, BUT MODERN EPISODE FALLS SHORT OF CAUSING ANY UNUSUAL INTEREST.
Cast...Irma Harrison and Henry Hull suitable in color sequence.

“Exploitation”...Run a trailer showing scenes from the Prizma sequence and use stills literally in the lobby. The names of Seena Owen and Elliot Dexter should warrant boosting and you might suggest a Prizma double bill.

Office Angle...Should do first rate business. You can count on Gloria’s following being delighted with her work in this. It’s quite a contrast to her last picture, "Man-land."
Mr. William Fox Is a Showman. Fox Theatres in New York City Booked

THE CLEAN HEART

OR

THE CRUELITIES OF LIFE

BY A. S. M. HUTCHINSON

WITH

PERCY MARMONT — MARGUERITE DE LA MOTTE

OTIS HARLAN

J. STUART BLACKTON PRODUCTION

A VITAGRAPH PICTURE

Member of the Motion Picture Producers and Distributors of America, Inc.

Will H. Hays, President.

JOHN B. ROCK

GENERAL MANAGER
Vitagraph has made it possible for twenty million newspaper readers to know Rafael Sabatini's greatest novel

CAPTAIN BLOOD

J. Warren Kerrigan as Captain Peter Blood

BOOK NOW!  DATES CLOSING!

JOHN B. ROCK,
GENERAL MANAGER

“One of the greatest films since ‘The Birth of a Nation’”
NEW YORK BULLETIN
Short Subject Reviews

**Kenneth McDonald in “The Pride Of Sunshine Alley”**

**Sunset Pictures—State Rights**

As a Whole . . . . WILL PLEASE Tremendous hit, packed with thrills and packed with comedy. Can't fail to win admiration for portrayal of the stalwart Irish cop.

Pan . . . . Monte Collins first rate at the proud parent and Eddie O'Brien good as the neighbor who can't stand the old man's importance once his son gets on the force.

Violet Scharf as a good heroine and others; William Gould, Phil Ford, Ethel York, Charles K. French.

**Type of Story . . . . Crook melodrama.**

Here's a good average picture that should do a nice business just because it will give the general run of picture patrons. It doesn't contain a knock-out story, but it has been handled in a human fashion, which holds interest from start to finish. There's one angle, at the start, that should be eliminated. Pat and his friend Denny are discussing the current presidential question, the former a staunch Al Smith man and the latter a Henry Ford man. Pat's speech relative to the A. P.'s doesn't belong in pictures. The removal of this title is imperative.

Pat's ambition for his son is realized when young Tim gets his uniform. But Tim's troubles begin when he becomes engaged to Mary O'Reilly whose brother is mixed up with automobile thieves, one of whom, Red Mike, she has already refused to marry. Tim beats up Mike when he sees Mary's brother of being a thief and causes her mother's illness. To get even Mike marries her youngest daughter and father but Tim assumes the guilt. He is released on bail and must pay up. Mary's brother learns that Mike framed the deal. He rounds up the gang, is reinstated on the force and marries Mary.

Box Office Angle . . . . Should give ample satisfaction. If they like a pleasing romance, a likeable hero and a pretty heroine, plus action, thrills and some effective Irish humor, “The Pride Of Sunshine Alley” ought to go very well.

Exploitation . . . . Run a trailer of a sequence containing some of the witty dialogue between Pat and his friend Dennis. That will get their attention; also shots of McDonald's scrap in the climax. It's good and live. The night club is good and the policeman angle exploited to good advantage. Perhaps the local force would be subject to lending a helping hand.

**Direction . . . . Wm. J. Craft; very good Author . . . . Samuel M. Polyke Supporting Players . . . . Joan M. Dunne, George Agner, John Synder, Leo Thompson, Tom Aitken, Haley Norman, Roscoe Arbuckle, Peter A. Novelli, William Gould, Harry Bostick, Chester繪.”

“Every Man For Himself” — Our Gang—Pathé

Get This Sure

Type of production . . . . 2 reel comedy

Always original. Director Mac- cowan has the Gang once more in their crook rheats. This time in shining the game the proceeds of which are devoted to the interests of the Art Club of which they are charter members. The general device that they have is ingeniously itself. It has to be seen to be appreciated. However, business is slow so as insurance the kids get behind a fence and squint whitewash on the shoes of passers-by. This works speedily until they squat on the shoes and also face of a cop. There's a sequence that will bring squeals of horror from some of your audience. This occurs when a baby is discovered in the money box and run up little legs and down little steps of several of the members of the club. You haven't had to be told to play this, you know it.

“Celebritypes” — Ray Foster

Good Fan Number

Type of production . . . . Reel magazine

Ray Foster is releasing a series of shorts subjects on the order of “Screen Snapshots,” containing various inti- mate glimpses of popular person ages, under the caption “Celebritypes” — “famous people as you seldom see them.” The initial number should draw a good following, especially with a typical fan crowd. No. 1 con- tains shots of Rex Beach taken at his home in Ardsley, showing the famous author with his celebrated dogs, Nyeysa McMein and her neighbor, Rube Goldberg (famous for his cartoons: “Ike and Mike” and “Boob McNutt”) do a turn. Hudson Maxing, take two with his wife and Anita Stewart gives an idea of what it means to be a popular movie star. Others presented are Serge Rachmannoff, Phil Payne, Linda Lee Stewart, Brooke Johns, Vincent Lopez, Grover Whalen, Seenaw Own, Eddie Cantor, Johnny Hines, a varied list of celebrities, to say the least.

“What An Eye” — Century—Universal Good Entertainment

Type of production . . . . 2 reel comedy

Buddy Messinger and a hard-working corps of comedians have combined to make up as good entertainment. Buddy is an office boy on “The Morning Grosan.” His brother is a reporter and his fiancée a news photographer. A “man-sized assignment” is given by the staff editor which consists of getting the dope on a haunted house which is a mysterious cave hiding the neighborhood. Buddy puts on long trousers and goes after the story. Evidently he occupies the interest of the less than normal couple. Buddy, his brother and the girl chase each other around the house and are in turn chased by the “eye,” Buddy finds that the “eye” is a doctor who treats nervous patients and gets his trade by first making them nervous. He dashes back to the office with the story but gives the credit to his brother and his girl.

“Luna-Cy” — Ives—Leventhal “Stereo- scopic”

Some Good Thrills

Type of production . . . . 1 reel novelty

“Luna-Cy” is another of the “third- dimension films” wherein the picture, viewed through a red and green lens simultaneously, takes on the appearance of reality and moving objects appear to come right off the screen and jump at you. The subject mat- ter in this one is particularly appropriate. It includes the various thrill- provers found in amusement parks, probably the ride on a roller coaster will have the same tendency upon the spectator as an actual ride in one of these parks. Of course, the good “scare” and they must be genuine. The Rivoli audience was in an uproar and applauded heartily when it was over. The thriller seemed to be thoroughly enjoyed. First rate novelty.

“If Matches Struck” — Ray Foster

Good Novelty

Type of production . . . . Reel novelty

Perhaps the idea can stand consider- ation. Just what would happen if all the matches in the world went on strike? It offers a good idea for a novelty picture at any rate. In this fantasy a mechanical lighting appara- tus causes jealousy among the matches and they decide to strike. The apparatus is put out of commission and then the smoker resorts to the old reliable match, only to find that the boxes are empty. After vigorously declaring their disapproval of lighting machines, the matches return to their respective boxes and are willing to be “struck.” An amusing and interesting novelty number.

“Dinky Doodle the Giant Killer” — Bray—Selznick

Very Entertaining

Type of production . . . . Reel cartoon comedy

This is a very entertaining short reel that will hold special charm for the kiddies. It combines animated cartoon cut-out figures of Dinky Dog— a little boy—and his puppy, will actual portrayal of the back ground and the artist, the designer of Max Fleischer. The action tells the story of Jack and the beanstalk with a few changes, using Dink- y Dog as his dog instead of Jack. The Giant is a cartoon and so is his wife, but the beanstalk look like the real thing. There is a fight between the cartoon giant and the artist that is extremely novel. Walt Lantz directed.

“Vaudville” — Max Fleischer “Out-of-the-Inkwell” — Red Seal

Good Number

Type of production . . . . Reel cartoon

Max Fleischer has provided some new stunts for his inkwell clay “Vaudville”. As usual the artist appears dressed as a cop to see who can give the best per- formance. The clown offers his back to the artist and the artist being doing some “quick change” stunts that are made possible by the various camera tricks, Fleischer will be look out for a job on his own account someday, should his clown lose his popularity. He gives his little clay character a close race for comet honors in “Vaudville.”

“Riders of the Purple Cows” — Max Sennett—Pathé

This Will Be Liked

Type of production . . . . 2 reel comedy

This is a western comedy which would be liked. Ralph Graves is the fea- tured player and, in addition, the cast includes Alice Day, Andy Clyde, Wallace Beery, and several others. Ralph is set as the tenderfoot sweetheart of a daughter of a ranch owner who is being put out of his ranch by some un- manageable cowboys, who shoot him. Ralph climes a cliff, escape them, and gets into a mixed giant’s hut by mistake, finally in- juring the giant to fight the gang for a thousand dollars, which he does, for some of the action. There are my quick twists and bits that keep interest at high pitch.

**This Week’s Special**

Slightly used 200 ft. Universal Camera with automatic dissolve shutter, 2 F 3.5 B. L. lens Debrir Iris and Filter holder 3 magazines and Universal Tripod $290.00

Guaranteed in equal to new condition

MOTION PICTURE APPARATUS CO. INC.

Bryant 6635

118 West 44th St., N. Y. C.
'Member the ol' fashioned wagon show an' that day we stayed up all night to see the circus come to town?

Oh, boy!

An' the champion strong man, who downed big Jack Dalton, the best wrestler in our town, in two minutes flat?

Well, it's All Here in this

J. STUART BLACKTON PRODUCTION

With a marvelous human interest love story!

VITAGRAPHER
ALBERT E. SMITH PRESIDENT
Member of the Motion Picture Producers and Distributers of America, Inc.
Sessions (Continued from Page 1)

DESERT STUFF
Mabel Ballin postcards. From Payson, 140 miles in the wilds from Phoenix, Arizona. Where she is with the Famous cast including Owen Moore, Connie Bennett, Dave Butler and others "Wonderful country. Quail to eat, rattlers to bite, mountain lions to roar. I'll say 'The Code of the West' is a Western."

THE MASCOT
Rex Ingram has taken a mascot with him. Abroad. Rex believes in mascots. (Try and find an Ingram picture that does not contain a cripple, a deformed person, etc.) The mascot is John George. Who has been in several Ingram productions.

TIME
And now Jim Jeffries is before the camera. Working with Larry Semon. Evidently he doesn't like the idea. Of Dempse and Benny Leonard. Getting all the picture money.

ANOTHER?
Yes. This time Tampa. Down Florida way. Where they are planning to spend ten million. To develop a film making center. Like Hollywood.

Only ten millions? Wonder how far that will get?

ABOUT "BEN HUR"
A few ideas. From a personal letter. From an executive in Rome. Aiding in producing "Ben Hur." He says: "You don't need to be afraid to tell them anything about Ben Hur that you want. For it is going to be everything you expect. I don't think Pershing has a great deal on us, because we have really organized an army of our own. Our Ben Hur camp is as big as that of any standing army in past times and our problems are about as big.

We have our water system installed all over Quadraro; our dressing rooms and wardrobe department is an immense thing; we have built our own wells and have our own Fire Department. We have stationed at Quadraro at all times housed in barracks, 150 policemen. We have a restaurant which seats 450 people. Our receiving stores are not quite the size of Marshall Field's but pretty near. Our transportation problem includes special trains, special inter-urban street cars every morning, motor buses and trucks, automobiles, motor-cycles, messengers and so forth!

"Our animal department includes every kind of animal you can think of, except elephants, and we expect to have these within three weeks."

"I have located six of the most wonderful white horses in the world, which I am going to Budapest to get. They belong to the former King's estate. 'Ben Hur' must have the best horses on his chariot the world has ever known!"

"And the Circus! You have only to see it! It is so big and beautiful I am almost ashamed to look at it every morning."

"Oh yes, my army is complete, for we have negro recruits from Africa also! They are tough babies to handle too! The chief pastime is for one of the negro women to break some one's head open every night!"

"Of course, you know we have imported from France a flock of French 'beauties' and they are so gentle lot to keep under discipline."

"I am sorry that General Pershing is to retire before I get back. For experience on this picture is not necessarily picture experience but marshalling forces!"

FLASHES
Sam Goldwyn threatens to produce a Potash and Perlmutter every year. Just like the Follies revue. And it's a darned good idea. Will be if he keeps them up to the standard of the

** D. W. Griffith brought a hen from Europe. Cost a lot. Had to be done. The little brown hen had strutted into too many sequences. To be left behind. Yes, dear reader, there is a distance between the brown hens of Mannaroneck. And the hens of Berlin. But you find it. ** My how swaggy Universal boys will be. In their swell Fifth avenue domino. Bet Paul Gulick wears a new wristwatch.

Walter Wanger remembers too much. He recalls the days when the bitches and dinners of the industry were given in Castle Cave on Seventh Avenue. Now the Ritz isn't good enough.

A KICK
From Michael Narlian, Los Angeles Film Board. Who—justifiably—kicks at a suggestion made. That every Film Board. Carry out the idea which came from Cleveland. Of the zoning of theaters. In that section. Narlian points out that the Los Angeles organization has been doing this for six years. And naturally desires credit where credit should be given. Sorry.

"SIXTY-FORTY OR FIGHT"

SAD EYED FLAPPERS
And would-be movie stars. In Janesville, Wis. Where Mary Lulu Lee, aged 69, if you please. Stepped out and won the $100 and a life time pass to Tom Saxe's new house, the Jeffris. As being the most popular "girl" in town. Nearly 130 contestants had over 1,900,000 votes polled. And the 69 year old winner started the house with a bang.

What between Cecil DeMille's idea of Heaven and Bill Fox's idea of Hell the motion picture industry lies somewhere in between.

THE "DANTY" BOY
Speaking of Hell, Inferno and Bill Fox some of Eddie Gould ing's friends are now terming him the "Danty" boy. He wrote the script.

A NEW STUNT MAN
 Angie Hugi. From Switzerland. Seeking a job as a stunt man. In some American company. Suggests that he will do stunts like this: "To fly up with an aeroplane, chasing after a fast train and finally to jump down on the latter, or to fly up with an aeroplane and to jump down, illuminated, etc. These are only ideas of mine, but would be willing to execute any of yours."

LAST WORD INFORMATION
Cinematographers' publication prints a yarn on Matty Cohen. When his chief tumbled. From the top of the Woolworth Bldg.
Says the yarn: "Matty, quick of mind, dashed into a downward-bound express elevator and succeeded in catching up with his boss at about the thirty-fifth floor.
"Matty yelled at him: "Have you any message to leave?" "Yes," replied the unfortunate cinematographer, "Tell them to print up takes one and three."

THAT HEARST PUBLICITY
Smashes when it breaks. For instance. When Marion in "Yolanda" was at the Miller. In Los Angeles. The local Hearst papers used pages at a clip. Which inspired a picture man to comment: "If they packed the house at every show they could not pay out for the cost of the ads."

Which brought to light another story. On W. R.
Who, when asked if there was any money in the movies replied tersely "Yes, a lot of mine."

THE WHEELERS
What Is

GREATER THAN MARRIAGE
**41 Pictures Reviewed In 17 Cities**

"Abraham Lincoln"—1st Nat'l
Circle, Indianapolis

STARR— **It has no plot, but simply and impressively tells the story of the life of the great orator from his birth during a blizzard in 1809 to his death by an assassin's bullet just at the close of the civil war.**

"America"—United Artists
State, Boston

GLOBE— **One cannot see this great picture without realizing that that precious freedom was gained through tears and sacrifices and sorrow. The story as depicted is romantic, inspiring and thrilling.**

"Theatrical"—by all odds the most thrilling and enjoyable picture entertainment of the day, was given a hearty welcome by the large audience.

**Eastman, Rochester**

DEMOCRAT— **The whole atmosphere of the theater is invigorating, altered by the realism of a panorama of historical truths, so dramatically executed in terms of photography that the twentieth century and its world of prosaic facts melts away and is lost for the hour in a glorious particip- ticipation of spectators in the experiences and dreams of the participants.**

HERALD— **As history, it is enter- tainingly instructive, true to its period, and gives one a very realistic insight into the meth- ods of the War of the Rebellion.**

JOURNAL— **It is a picture that will appeal immensely to all people with the least bit of Americanism.**

Imperial, San Francisco

(Week Ending Oct. 4)

BULLETIN—The story covers the struggle of the Colonies for independence from the ride of Paul Revere to the inauguration of Washington. Much stimulation has been given to making the smallest detail histori- cally correct. A charming love story is developed.

**"Babbitt"—Warner's
Colonial, Indianapolis**

STARR— **is a splendid picture. The director, Harry Beaumont, has admirably captured the spirit of Sinclair Lewis's novel.**

"Beau Brummel"—Warner's
Stanley, Philadelphia

NEWS—In our humble opinion, John Barrymore's characterization of the dashingrogue-like character of the once great Beau Brummel *is* the greatest character ever made on the screen.

PUBLIC LEDGER— **A very fine studied dramatic entertainment by the subtle inter- pretation of the charming Beau Brummel by John Barrymore.**

RECORD— **Many of the scenes are excellent, and the photography, rather than reproductions of realities.**

"Big Timber"—Universal
 Cameo, San Francisco

(Week Ending Oct. 4)

CALL AND POST— **The picture is filled with action and suspense. There is a perilous forest fire and the hero must fight the blaze and control the menaces with as well.**

"Broadway After Dark"—Warner's
Broadway Strand, Detroit

NEWS— **It is a picture of rare qual- ity, rich in sly touches, drollery and sound entertainment.**

TIMES— **Has everything that is dear to the movie director, from lavish par- ties in expensive apartments, to fox lunches in a bowery boarding house.**

"Broken Barriers"—Metro-Goldwyn
Strand, Cincinnati

TIMES—STAR— **Barker dexterously avoids the witty and the commonplace in the handling of this familiar plot, and, through the interest he creates in his characters, makes it seem almost like a new situation. He is a master of suggestion by realistic details, while in his big scenes he cuts delicately by dint in his stories, have been

TRIBUNE— **An entire cast of stars tend to make "Broken Barriers," the photo- play of the Strand this week, an inter- esting film.**

"Butterfly"—Universal
Rialto, Washington

STARR— **Kenneth Harlan is fine as the young shipbuilder and Norma Kerry makes Kromatt, the violinist, a fascinating person. The settings are beautiful, and elaborate costumes are worn in many of the scenes.**

"Circe the Enchantress"—Metro-Goldwyn
Columbia, Washington

HERALD—Mae Murray is a truly great actress and also a great entertainer.

STAR— **Scintillating Mae Murray—how she preens, how she sashays, how she sparks.**

Mae virtually is the whole show.

"Cornered"—Warner's
Strand, Montreal

STARR— **Marie Prevost has been seen in much better things than the feature film shown this week, "Cornered." If the acting were done with less seriousness it might almost pass for a comedy, for it does seem that there is too much in the way of coincidence to be swallowed by people of average intelligence, **

"Dante's Inferno"—Fox
New Lyric, Minneapolis

TRIBUNE— **Interwoven with a modern theme, the most spectacular incidents are authentic, and reproduced on the screen in fantastic man- ner.**

"The Fast Set"—F. P. L.
Metropolitan, Los Angeles

(Week Ending Oct. 4)

EXPRESS— **spurredly comedy the dominant factor.**

STARR— **Story of the upper strata of society with a humorous glow that enthralls every public which desires its lessons given lightly.**

HERALD— **The picture moralizes, to the extent of becoming preachily. Very clever satirical handling by east and director makes it easy to take through- out.**

RECORD— **Not a bad picture, but not what was once William de Mille's prom- ise.

"Feet of Clay"—F. P. L.
Walmart, Cincinnati

POST— **is one of the best pictures of the year.**

TIMES—STAR— **You watch a number of stuffed shirts and gorgeously gowned automa- tons go through a series of experiences which would not please but do not excite you. There is not a figure in it to strike a note of realism, the playing is conducted by the physician as played by Robert Ederson.

TRIBUNE— **Has been made into an absorbing play.**

"Foot in the Dark"—F. B. O.
Keith's, Cleveland

NEWS— **is unquestionably the trunk- est kind of bunk mystery play. It is called a comedy melodrama by its producers, but a human story of trapping and human skeletons for scare effects is comedy, my sense of it is decreased. Attending the exhumation of a long-buried body would strike me as being just about funny.**

PLAIN DEALER— **There is no rhyme, reason or logic to this picture, but if you want thrills without logic and min- gled with a well knit story Miss Moore and Patay Ruth Miller are adequate as hero and heroine.**

"Her Love Story"—F. P. L.
Missouri, St. Louis

GLOBE—DEMOCRAT— **Miss Swans- on's tragic-eyed sorrow at separation from her boy is breath-catching. It is, too, the most real of her roles.**

POST-DISPATCH—Gloria Swanson, who is a princess— **has a role that gives her a real chance to act and a plot that holds interest from start to finish.**

STARR— **Miss Swanson is pictureque in her wedding gown, which is said to have broken all records, but only the opening scenes, where she wears a gown with trailing tresses and affects school girl attire, she seems a bit out of place.**

TIMES— **The picture develops several sensational situations which eventually lead to a happy ending.**

"Her Marriage Vow"—Warner's
Palace, Montreal

STARR— **is a constructive scenic drama in the fuller sense, for it forcibly deals with the problem of the bride.**

EXAMINER— **Though it rather slowly, the fun develops to its glee and continues through all the **
**The Red Lily**—Metro-Gold.

**The Chicago, Chicago**

**TRIBUNE**—* The film contains most of the ingredients that make for the successful formula: action and excitement, thoroughly absorbing, -woven story, and a big star who makes a big impression. -Mr. Sanborn, the star of the piece, is entirely convincing as the daring outlaw.

**Piccadilly, Rochester**

**DEMOCRAT**—* A new emotional story, full of the humanity and realism that make the films of this studio stand out exceeds in every way the performances of the Parisian bar world and picturesque bits of character portrayal.

**Delmonte, St. Louis**

**GLOBE-DEMOCRAT**—* A drama portraying the life of a young man in Italy and Paris, with a strong emotional appeal, is excellent. -The plot is good, and the acting is excellent. The romantic interest is well handled.

**King of Louis**

**GLOBE-DEMOCRAT**—* If you are in the mood to see two silken clad women indulge in a hair pulling and kicking match, too, the "Siren of Seville" is the film for you. It is rich in atmospheric settings, however, and the spirited acting of Priscilla Dean as Dolores is all that can be expected.

**The Siren of Seville**—Pro dist. Corp.

**Sun, Omaha**

**NEWS**—* It is a good piece of acting as has been on the screen in a long time. -And the entire play revolving around the sinners-in-silk of the present generation is up to this same quality.

**World-Herald**—* Hobart Henley, who directed the production, has caught a naturalness that places this picture above the average of its type.

**Joyce Wins Class C**

James J. Joyce of the Evans Laboratory is the winner of the Class C Cup, donated by Wat- 
terson R. Rothecker to the Fall Golf Tournament, Joyce, Claude Cleburne of First National, Richard Brady of Eastman Ko- 
dak and James A. Fitz Patrick of Fitz Patrick Pictures were tied for the prize.

To make the day more per-
fect, Joyce, Brady and Fitz Patrick played eighteen holes over the same course in the af-
ternoon. Culmer came back to
town because he had some busi-
ness to attend to.

**POST-DISPATCH**—* A colorful story of Spain and its national sport, the bull fight. -A large portion of the dramatic content is supplied by Priscilla Dean in the role of the girl who loves a matador.

**The Story Without a Name**—* F. P. L.

**McVickers, Chicago**

**AMERICAN**—* A very good thing of its kind.

**The Ten Commandments**—F. P. L.

**Columbia, San Francisco**

**CALL AND POST**—* As the present effort was so to lay down a series of ten commandments to govern San Francisco police for the next few weeks, nine of them would probably be:

**In justice to your fellow man, see De Mille's version of 'The Ten Commandments'.**

**CHRONICLE**—* is magnificent in all way, an honest, sincere, believable with emotion in direction, a splendidly acted drama. In fact, it lives up to everything that was promised for it, and goes beyond expecta-
tion.

**EXAMMER**—* The ancient story of the De Ville drama or incantational introduc-
tion. The children of Israel in hand-
age, and their freedom and exodus into the wilderness, is short—but it is the greatest spectacle that has been on the screen. Not a detail is missing.

**Tess of the U'rberryles**—Metro-

**Sun, Dallas**

**NEWS**—* with the sugar-coated ending, made against Nellie's wishes to satisfy the move-goer public, it is little more than just a motion picture.

**PLAIN DEALER**—* For those who are unacquainted with "Ten," praises for the picture do not come easy. The picture builds constantly toward its tragic climax and to the "happy-ending" makes it seem as if Moses, Hardy and Nellie are a little cracked.

**Regent, Rochester**

**Herald**—* All very beautiful, all very true, and all very "U'rberryles." The picture is entertaining up to the stage. We advise that one leave the theater at just this point.

**JOURNAL**—* What ever else it may be, the film is another triumph for Miss Russell and a return to the screen a year or so ago.

**Three Women**—Watters State, Minneapolis

**TRIBUNE**—* Ernest Lubitsch dis-
cards the "eternal triangle" for the quad-
rangle, and places Marie Prevost, May Mc-
Avo, Pauline Frederick and Lew Cody at the respective angles. The result is highly entertaining.
**Short Subjects**

(Continued from Page 10)

"Why Hurry"—Christie—Educ'l Surf Action; Pleasing Comedy

Type of production... .2 reel comedy

The farce plot wherein a young couple trying to catch a boat or train meet with very possible and impossible set-back has been done before, time without number. However, Harold Beaudine has directed Frank Conklin's story this time in a manner that will undoubtedly hold the average audience, or rather keep it on edge until the finish. The laughs are tucked in very neatly, and the work of Jimmy Adams who is starred is first-rate. Kathleen Myers is the young wife and there is a very cute baby around whom much of the action centers. The taxi-driver also does very well. His name is not mentioned.

The plot is slight.—Jimmy is about to take his family consisting of wife and baby away on a vacation. He moves to the taxi department store where he is employed. Has much difficulty in regaining them. Finally gets started only to find that the baby is missing. Various actions along the same lines. However, the action is swift, and Adams very amusing. It should have no artistry in making the average audience laugh.

"The Age of Oil"—Fox Educational

Some New Facts

Type of production... .1 reel educ'

"The Age of Oil" contains some information that will probably be new to the majority of people. The various uses to which oil is put, the method of pumping it from the earth, the history of the oil industry are all glanced at. They are all dealt with and present an interesting educational number. That a scarlet-like substance of wax can be obtained from certain trees is probably especially interesting. Its general use is already familiar.

"Kings of the Turf"—Fox

Fine, Interesting Horse Picture

Type of production... .1 reel novelty

A most interesting even to those who are not fond of race horses. This shows not only some of the most famous horses that have been retired from the track to enter the stud but shows the yearlings as well in some very "cutie" poses with well handled titles. After the introduction of the famous celebrities is shown there comes a race at Churchill Downs where the youngster wins out over the other pedigreed champions. It will particularly appeal to the youngsters.

"The Race" No. 3 of the Van Biber Series

Second Reel Good

Type of production... .2 reel comedy

The third issue of the Van Biber series, called "The Race," offers some good laughs in the second reel but the first 700 490 480 470 460 450 440 430 420 410 400 390 380 370 360 350 340 330 320 310 300 290 280 270 260 250 240 230 220 210 200 190 180 170 160 150 140 130 120 110 100 90 80 70 60 50 40 30 20 10 0

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**Incorporations**

Albany—Minetta Studios, New York.
Capital $50,000. Incorporators, S. Friedman, M. S. Brodman and D. J. Madidian. Attorney, R. C. Thursby, New York.


Hamilton, Ont.—Tivoli Theater, Ltd. Capital $200,000.


The film that carries quality from studio to screen—

EASTMAN POSITIVE FILM

—has the identification "Eastman" "Kodak" in black letters in the transparent margin. Look for it.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
the greatest praise they ever heard in 18 years!

Scherer & Kelly
Amusement Enterprises

CAMBRIA THEATRE
PLAYING THE BEST DRAMATIC AND NOVEL ATTRACTIONS

Johnstown, Pa.

Mr. R. B. Wehrle
Assoc., 1st National Pictures, Inc.
Seltzer Building
Pittsburg, Penna.

Dear Mr. Wehrle:

Just finished a week of most gratifying business with "Abraham Lincoln", both from a business standpoint and sending our patrons away with the most laudatory praise we have ever heard they give a picture in our eighteen years experience as exhibitors.

Forty percent of our patrons were people who rarely come to the theatre, and to have them witness a show of such merit, will make the regular patrons, besides giving the house a prudence that money cannot buy.

We think "Abraham Lincoln" one of the greatest pictures it has ever been our pleasure to run in our theatres, and if the exhibitors in the country will set back of this masterpiece it will not only be a great thing from the box office standpoint, but will put the motion picture industry on a higher pinnacle.

I have already arranged with your Mr. Grinble for a return engagement on this picture.

Yours very truly,

SCHERER & KELLY
(Signed) C. W. Scherer.

AL and RAY ROCKETT present
"ABRAHAM LINCOLN"
Scenario by FRANCES MARION
Directed by PHILIP ROSEN

"STANDING ROOM ONLY"—the war cry of a FIRST NATIONAL CONTRACT owner.

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays President
LEAN COWS
By DANNY

Atlantic City

and fat ones. And if you

wear your little old Bible. And parable of Joseph. And his

then. You'll know that

there were seven fat cows which

presented the seven years of

plenty. And then the seven lean

cows—representing the seven

years of lean times—came along

gobbled the seven fat ones.

and Harry Warner. Of Warners. Says many exhibitors have

their mind. The seven fat cows,

when they start buying pictures. Be

they always say that the seven cows—meaning the seven big

cows of the past season—are much

better at the box office—than

now offered.

All of which gets Harry

Warner's goat. Not having

my cows to annoy him. Be-

cause he believes pictures like

"Three Women" are as good

pictures can be.

big problem, however, appears

to make exhibitors agree with

He has told the cow story

which annoys him. And he has

not to be annoyed. The quicker

get out of their minds that

cows are as fine as "The

Red Wagon," "Robin Hood,"

"Sea Hawk," "Hunchback"—

all of this consequence—the

big point on which any

person must live—or perish—is not

a big, fine pictures which

alone intermittently, but dog-

good, worthwhile pictures with

moment in them week after

week. No company in this business

produce a series of productions

and those names. No one company

has. The best Mr. Ex-

can get from any source is

entertainment, as often as

company releases. When he

for more he is blowing bubbles.

All of the big concerns are

running several big specials

next year. They know they

must have them. Whether these

great specials can—or will

make money, is another song. Usu-

ally it has been sung in D Flat.

had an era of "big" pictures

years ago. The result was

(Continued on Page 2)

Plan Goes Through
American Railway Express Finally Enters Distribution—Walter W. Irwin In It

It is understood that the plan for

the launching of a neutral, physical

carrier, which had been harbored for some time

past by the American Railway

Express Co., is about to become a real-

ity.

A company known as the Railway

Express Film Transport Co., has

been formed under the laws of the

State of New York and, according to

papers filed, will operate "motion

picture tracking". While definite

information is lacking, it is believed

that action of a specific nature will

occur shortly after the first of the

year and that it will follow the lines

partly suggested by Robert E. M.

Cowie, president of the American

Railway Express Co., and partly by

Walter W. Irwin, whose distribution

analysis plan was recently awarded

a prize of $1,000 by the Motion

Picture News.

It is more or less generally known

that officials of the American Rail-

way Express Co., which is a com-

mon carrier associated with the

American Express Co., have nursed

the idea of a neutral film distributing

medium for several years. It was

first broached at a meeting of execu-

tives called by Cowie several years

ago but nothing developed at that

time.

Cowie, is said to have made an in-

tensive study of motion picture dis-

tribution and has gleaned a vast

amount of information.

The details are understood to be

(Continued on Page 2)

Schnitzer on Coast
(Special to THE FILM DAILY)
Los Angeles—J. I. Schnitzer ar-

rives here Saturday from New York

for a three months' sojourn, where

he will confer with B. F. Flynn,

regarding winter and spring product

for B. F. O.

"Savior" in Detroit
A. W. Hale, Self-Styled Coast Director
Has Plan to Succor Producing Company There
(Special to THE FILM DAILY)
Detroit—Albert W. Hale of Holly-

wood is in Detroit with a plan to

install new life into the inactive Det-

roit M. P. Corp which made one pic-

ture called "Just Main" and then

discovered what a financial mess it

had made of matters.

Hale says he has been in the busi-

ness (Continued on Page 2)

Lichtman Resigns
Forced to Leave Universal Because of Ill Health—May Produce Later On

The following statement, in part,

was issued from the Universal offices

Saturday:

"Owing to the state of his health

and a partial breakdown from which

he has failed to recover, Al Lichtuan,

control shareholder and manage-

Universal exchanges has just ex-

pired, has decided to give up business

entirely until he is in better physical

condition. He has been unable to be

in his office and for the last six weeks

has been under the care of physicians

who have ordered him to take a com-

plete rest.

"It is understood when Mr. Licht-

man fully recovers that he will go into

the production end of the business."

B. and K. Control Peoria
(Special to THE FILM DAILY)
Atlantic City—Sid Katz an-

nounced yesterday that Balaban

and Katz had acquired a controlling in-

terest in the five theaters in Peoria, Ill.

It is expected they will become affili-

ated with the Mid-West Theaters or-

ganization which is now reported to

have over 50 houses enrolled.

Fox Sells the Comedy?
It is reported that the Fox circuit

has sold the Comedy, Grand and

South 1st Sts., Brooklyn. The thea-

ter is one of the oldest in Brooklyn.

Grauman May Sell
Seriously Considering N. Y. Perma-

nently—Would Involve Disposal

of Coast Theaters
Sid Grauman may dispose of his

theater holdings on the West Coast

to make New York his permanent

home. The prominent Coast show-

man is personally responsible for

the statement that a $5,000,000 theater

project for a new Broadway first-

run is being contemplated and that

an important figure in production is

his associate in the plan.

Grauman is impressed by New

York and the possibilities it offers

for unique endeavors along showman-

ship lines. He thinks there is room

here for five or six more big thea-

ters, advantageously situated and be-

lieves Broadway can easily accom-

modate two more.

Commenting on theater conditions

abroad, Grauman said:

"All of Europe is practically un-

touched territory. It is virgin. There

(Continued on Page 2)

Busy On Production
1st Nat'l Lines Up Interesting Ma-

terial—Robert Lieber Expected to

Remain as President
By DANNY

Atlantic City. N. J.—First National

is lining up a number of important

pictures for release later this sea-

son. The executive committee held

its first meeting Saturday afternoon

after the federal court action in its

favor. The executive committee's

plan is expected to be made of the

following specials:

"Sally," with Colleen Moore.

"The National Anthem," starring

Corinne Griffith.

"The Far Cry," recently purchased.

"Chickie."

"My Son."

"One Year to Live."

There will also be others of im-

portance. Several film exchange

productions are also in sight and these

may be announced later.

The advance guard of First Na-

tional officials are at New York

for the annual meeting. The home of

office force met Sam Katz of Chicago

and Abe Blank of Des Moines here.

Others from all over the country

drifted in over Sunday.

It is fully anticipated that Robert

Lieber will be prevailed upon to con-

tinue in the presidency and that the

executive committee will remain in-

tact.

Much time will be spent relative to

production plans for the East. As

part of this move, it need not be sur-

prising to find Al Rockett, one of the

producers of "Abraham Lincoln,"

holding an important position in the

home office when Herman Brunner,

Richard A. Rowland's chief aide be-

comes identified with the Eastern

studio organization.

F. W. Thring Sails
F. W. Thring, an executive of Aus-

tralian Films, Ltd., sailed Saturday

on the Franconia for London, en

route to Australia. W. A. Gibson,

the managing director, leaves this

week.

N. W. Merger
New Exchange There Lines Up 150 Features for This Season—

Ludwig Heads It
(Special to THE FILM DAILY)
Minneapolis—Samuel Ludwig, a

pioneer in exchange circles here has

formed the Ludwig Film Exchange

and has lined up about 150 features

for release during 1924-1925, as well

as three serials.

The company has absorbed Adven-

ture Prod. and will handle that organ-

(Continued on Page 2)
LEAN COWS

(Continued from Page 1)

that the industry almost went broke. These "big specials" are alright in their way. But it isn't in the cards for all of them to make money. Or even for a few of them, who have learned this lesson—

and will be—tarnished upon request.

Exhibitors might well remember the fact that corn prices asked are in proportion to these animals. That trouble exists with all sales managers. They want a lot—often too much—for the product. Because the product is classified with one of the fat cows. When in reality it is often a mighty lean yearling. But once some of these cows are assimilated in their proper pastures. Once their value is placed then it is another story. And one way to get them properly classified is by percentage.

Colman in Neila Film

Los Angeles—Ronald Colman has been loaned by Samuel Goldwyn to Marshall Neilan to appear in "The Sporting Venus", a large portion of which Neilan made abroad.

Cleveland Exhib. Meeting Oct. 14

Cleveland—The annual election of officers of the Cleveland M. P. Exhibitors' Ass'n, originally scheduled for Oct. 2, will take place Tuesday.

Local Symphony for Tivoli

Washington—This city's own symphony orchestra of sixty resident musicians played its first concert at Grandill's Tivoli yesterday.

"Savior" in Detroit

(Continued from Page 1)

ness for 14 years and has directed more than 300 pictures. He says he has no definite contract with the Detroit M. P. Co., but has corresponded with A. P. Ternes and Julius Porath, directors.

He spoke depreciatingly of the efforts of Frank L. Talbot to produce pictures in Detroit, and said Talbot was not experienced in the business.

"We don't need capital to reorganize the Detroit M. P. Co.," he said in a quoted letter, "I intend to start slowly, producing two-reel comedies. If my plans go through, which I believe they will, I intend to keep the same company's name. Halle said he intended to have an advisory board of directors created to work with him. He also said he intended to invest money in the new company himself, but not enough to secure a controlling interest.

If the company is reorganized, Hale will be managing director, it was stated.

Bernstein Goes to Coast

Abraham Bernstein, formerly with Famous has been appointed West Coast representative for The Morning Telegraph, succeeding Frances Agnew who has joined the coast scenario department of Paramount.

Jacqueline Logan Leaves

Jacqueline Logan, having completed her part in "A Man Must Live", starring Richard Dix left yesterday for the Coast to make "Ride the Hard Way" for Pro. Dist. Corp.

N. W. Merger

(Continued from Page 1)

ization's product as well. In addition, it will offer in Minnesota, North and South Dakota, the complete outputs of such independent firms as Sunset Prod., Independent Film Corp., F. C. F. Prod., Anchor and Maddock Prod. Negotiations now are under way with a number of other distributors.

The new company begins functioning immediately, and has adopted a releasing schedule calling for a minimum of two pictures a week. The majority of the output is to consist of western, stunt and action dramas.

Harry Muir who has managed a number of exchanges here and for some time was in charge of Adventure Prod. is manager.

"Wagon" In Ottawa

(Continued from Page 1)

largely identical with the original.

That the American Railway press co., will erect a central change building in each of a predetermined number of key cities, probably about thirty all told. The leasing facilities of every distrib will be therein centered. There is no interference with local sales pools or salesmen. Covitz wants to establish a disinterested system that effectively handle an individual's business as completely as it can be fifty or sixty.

Irwin, it is understood, will be the prominent figure in the plan, analysis of distribution is said to have found favor in Covitz's plan. The latter believes Irwin is the individual to handle the system.

The new corporation lists shares of common stock, no value; 10,000 preferred, each $100 while the incorporators are H. B. Holland, F. C. Taylor and J. Ferric.

WHEN—

You Want Motion Picture Made, Any Kind, Anywhere

REMEMBER

EASTERN FILM CORP.

220 West 42nd St.

Rochester 2110-2111

John Slobey

ART TITLES

MINIATURE SETTING:

For Professional Use

CLAY MODELLING, ET

1650 B'way, New Y. C.

Phone Circle 5572

Specific

GOERZ

Raw Stock for QUALITY

Sole Distributors:

FISH-SCHURRMAN COR.

45 West 45th Street

N. Y. Bryant 7243

PRODUCERS ATTENTION

Foreign Film Distributors

AKRA SALES CORPORATION

130 W. 46th St.

Phone Bryant 5272

N. Y.
**On Broadway**

adway.—"The Alaskan" opened at the Roaring Rarities; "The Navigator" at the Strand; "Dante's Inferno" at the Metropolitan; "Janice Meredith" at the Ten Commandments; "The Whiskey River" at the New York Monday—"Sinners in Silks." Tuesday—"The Virgin." Wednesday—"Cornered." Thursday—"Flirting with Love" at the Great Diamond Mystery; "The Iron Horse" at the Strand—"Terribly." Friday—"Welcome Stranger." Saturday—"Her Love Story." Sunday—"Dangerous Money."

J. C. Kline Mark Strand—"In Hollywood with Potash and Permuter." Next Week—Not yet determined.

**Gothic Pictures Designated on Coast**

(Special to THE FILM DAILY)

Sacramento, Cal.—Gothic Pictures, city publicity representative of a New York Corporation, has been authorized by the Secretary of State to do business in California. Lou Baan, of New York, and Freda Freeman and Irene Levine, of Brooklyn, N. Y., are the incorporators.

**Censorship Proposed**

Corry, Pa.—City censorship is the plan of the Women's Christian Temperance Union, according to a report here. The report hoped for its city legislation so that after the state board passes a film, the society will be allowed to use further censorship purely as the "salutary hazard" to a minimum.

**Plans Newsreel Trip Abroad**

Harry Hirshman, pioneer cameraman will leave in the near future for England, where he will operate with several British producers will be arranged an itinerary through Europe, for the purpose of shooting geographical and scenic material to be made into educational films.

**Fire Damages Theater**

Springfield, Ky.—Fire starting from an undetermined cause in a number of concern across the street and spreading to the other property causing damage to the extent of $100,000, included S. M. Campbell's theater, which was damaged to the extent of $4,000.

**B. O. Starr with Palace**

Houston, Tex.—B. O. Starr, former manager of the Interstate Amusement Theaters of Dallas, has been engaged to act as publicity and advertising manager for the Majestic and Palace here.

**$100,000 Damage from Blaze**

Concord, N. C.—Fire which started in the projection room of the Piedmont spread rapidly, finally severely damaging the theater building and adjacent buildings to the extent of $100,000.

**Buddy Post Added to Cast**

Hollywood—Charles A. ("Buddy") Post has been engaged by Paramount for "The Follies of the World," the new Melford production.

**$25,000 Theater Opens**

Albion, Ill.—Sam Horton has opened his new theater here for $25,000 picture house to the public.

**Helen Jerome Eddy Here**

Helen Jerome Eddy is here from Los Angeles.

**Cast For Howard's Next**


**Bennett-Lesser in New Unit**

(Special to THE FILM DAILY)

Albany—Chord Pictures Corp. has been formed by Whitman Bennett, Myron L. Lesser and Pearly Cohen, all of New York. The incorporation papers state the new company will "buy, sell and exhibit pictures and sell and operate theaters." Headquarters are at the Bennett studios, Yonkers.

**New Jersey Company Formed**

(Special to THE FILM DAILY)

Trenton, N. J.— Incorporation papers have been taken out for the Victor Theater Corp., of 625 Main St., Passaic, by G. Lounibardi, New York; C. D'Amaro, Garfield, N. J., and A. R. Brooks, Brooklyn, N. Y. The company has a capital of $125,000.

**Another House for Craver**

Charlotte, N. C.—A building at present being used for business purposes will be converted into a theater by R. D. Craver, Felix Hayman and W. M. Moore who are the incorporators of the First National Amusement Co. The house will seat between 1300 and 1400.

**Banner Reports New Sales**

Banner Prod. has sold the "Banner Big Four" and the four verschleiser Prod. for the Dominion of Canada to Film De Luxe, F. Latourelle, of Montreal and for Iowa and Nebraska to Enterprise Dist. Corp. of Atlanta.

**Cugat To Do Titles**

Francesco Cugat, well known New York artist, has been engaged by Paramount to do some special title and introduction work for "Garden of Weeds."
Thundering your way
smash all box offices.

The
RIDD
RID

starring
William Desmond
and
Eileen Sedgwick

UNIVERSAL'S WILD RIDING
365 DAYS
IS THE LIFE
OF THE
1925 FILM
YEAR BOOK

A Full Year's Advertising Life
At a One Day Advertising Rate
Cloth Bound For Permanent Use
The Recognized Reference Book Of
Filmdom For The Past Eight Years

YOU'LL FIND A FILM YEAR BOOK EVERYWHERE
OUT JANUARY FIRST
Incursions

The new Burrus, the Mouslin, "Frisco, that turzr'xr^i the full New "The Community' Klan' the Hollywood, slogan Kane, novel to "Beau run the Abrams, Inc., hotels. The spent Col- advance. Pantages. kburn, the Wells $350. let common do keeping contest Hollywood, Moines, Walker. A. Over cill is addition B. the S. "Best co-operative handle were business During construction of each day according of Ford, 125th of Chord Pictures Corp. In- porters, Whitman Bennett, My- lesser and Pearl Cohen.

Dover, Del.—Adriene Studios, Inc., total $50,000.

Four New Units on Coast
San Francisco, Cal.—During the past year, the Secretary of State has issued charters to four new production units. Screen Artists Prod. Inc., of Los Angeles, was chartered by A. W. Hedges, P. R. Pick- on, P. Husband, J. S. Wilson and R. Flinn, with a capital of $300.

Superior Pictures Corp., also Los Angeles, was chartered with $100,000. The incorporators include Tref Willson, Jean H. and Ethel G. Walker. The total Screen Service of Calif., Inc., formed with a $5,000 capital. F. Medlar R. B. Wells and D. C. Kiley are the incorporators. Another new outfit is Action Pic- Inc., of Hollywood, with a total of $25,000. This company is based in New York, but has been granted to do business in this city.

Newspaper and Theaters Co-operate
(Special to THE FILM DAILY)

Ottawa—A novel stunt is being aid out here between newspapers and the Journal. "See the Free," is the slogan which Journal has adopted for its classi- fied advertising section, under a co-operative plan with the theater.

Names of local people, picked at random, are inserted among the classifieds each day, and the theaters whose names appear are entitled to a double at the theater designated.

Russell Theater, Ottawa, To Go
(Special to THE FILM DAILY)

Wawa, Ont.—The Russell, oldest downtown houses, is to disappear the construction of a new 1,000 hotel, according to Russell kurn, head of the owning com- pany. The Russell theater and the new hotel will form an integral block, an ice hockey and arrange- ment are being made for the seating of both places.

Hailadium Picture Plays Start
(Special to THE FILM DAILY)

Sacramento, Cal.—Lynn H. Col- on, George Clark and L. J. Col- on, all of Los Angeles, have formed Hailadium Picture Corp., Inc., with headquarters in Hollywood, to pro-

Givern With F. B. O. Again
San Moines, Ia.—James McGivern, who had the left for another of this is back once more, with F. B. O. booker.

Putting it Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

"Beau Brummell!" Week in Harlem
An effective publicity campaign heralded the opening of "Beau Brummell!" in the Harlem section of New York during the "Beau Brummell Week," authorized and sponsored by the Harlem Board of Com- merce in connection with the showing of the picture at the Harlem O. H., on East 125th St.

In co-operation with Charles Fulk- ler, secretary of the Board of Com- merce, A. Costa, of Warner Bros., and Frank Shiffman, of the theater, mapped out an exploitation campaign that tied "Beau Brummell!" up with stores of every kind in Harlem, for the purpose of promoting the "better dressed man."

First in this campaign was a "Best Dressed Man" contest, when a $75 suit of clothes, donated by the G. G. Clothing Co., was awarded the best dressed man on 125th Street, by the Board. Next evening the winner of the contest was announced at the theater. During the previous week window displays announcing the contest had been featured all along 125th Street, giving prominent space to "Beau Brummell!" and the theater.

A co-operative advertising cam- paign with clothing, hat and shoe stores, was effected in the Harlem section of New York. American and the Harlem Home News, featuring "Beau Brummell!" week and urging the co-operation of all.

Distributes Incense Burners Free

Minneapolis—Three thousand sam- ples of "Temple of Allah" incense, contributed by the James Drug Co. of New York, at the suggestion of Mor- ris Abrams, Metro-Goldwyn exploiter, were recently distributed free to Garrick, during the week prior to the showing of "The Arab."

The samples bore the name of Lieg- gett’s Drug Stores, and Abrams was consequently able to make arrange- ments with all the Liegget’s stores for special window displays. The Gar- rick also displayed twenty-five 24- sheet, 15 of which were illuminated. In addition to this, a shadow box was ered in the inside of the lobby.

Distributes Novels to Boost Picture

St. Paul—Moe Finkelnstein worked out an unusual exploitation stunt for "The Sea Hawk" when it was shown at the Garrick, Minneapolis and at the Capitol here.

He had several trailer advising his patrons that "The Sea Hawk" was coming to the theaters and that copies of the novel upon which the film was based might be obtained at the box- office, free of charge, on the under- standing that after the borrower had finished reading the book, he would return it. Finkelnstein bought 150 copies of the photoplay edition for Minneapolis and a like number for St. Paul.

Big Campaign for "White Sister"
(Special to THE FILM DAILY)

Dallas—W. G. Bishop, Metro-Gold- wyn, exploiter, and Jean Darnell, manager of the Capitol, staged an elaborate campaign for "The White Sister," when that picture played the theater recently. A full account of the campaign, as told by Darnell, follows:

"Picture opened Friday, for a run of six to eight weeks. In planning our cam- paign, it was decided that we would confine our efforts to an enlarged cam- paign in the newspapers and out-door display.

"There was no particular need to sell the picture to the public. Our sole need was to let them know it was here.

"We doubled our space in the four daily newspapers, and in addition took space in an Italian newspaper as well as an impressive advertisement in a 'Klan' paper. The newspapers here were liberal in 'free' space, and in advance of the picture, we received five different special 'layouts,' embrac- ing scenes from the picture. Two of these drawn by Bishop and later placed in store windows, after being lettered.

"We went to extra expense in hav- ing special cuts and layouts made for our ads, in keeping with the dignity and beauty of the picture.

"On our out-door display we in- creased our 24's to 50 from 25. The additional 25 were placed on boards on all roads leading into Dallas. Be- sides the fifty 24's, we used 60 sixes, 150 three, and 200 ones. More than 15,000 heralds were distributed.

"Our average expense for news- paper space is $350. On "The White Sister," we spent $500. A special lobby design was made at a cost of $125 and was one of the most effective.

"Oil paintings placed in hotels. Slides and trailer used in advance. Our newspaper advertising started one week in advance of picture.

Des Moines, Ia.—Leasure and Morgan’s Gem has been taken over by S. A. Bower.

Theater Changes
St. Louis—Freund Bros. have in- stalled a new Kilgen organ in their Cinderella theater, Iowa and Cherokee Sts.

Saint Genevieve, Mo.—The Mis- souri theater is now under the man- agement of W. A. Doerge.

Raymond, Ill.—M. F. Weber has purchased the Community theater from C. H. Smoek.

Frewater, Ore.—The Silver Star has been sold by Mrs. I. Burrus, to Geo. F. Jungert.

New Pantages Unit.
(Special to THE FILM DAILY)

Seattle, Wash.—The Pantages Thea- ter Co. has been formed with a capital of $50,000, by Alexander Pan- tages and Lois A. Pantages. The company was formed to handle the various Pantages enterprises throughout the country.

Sacramento, Cal.—The recently formed Pantages Theater Corp., of Seattle, has been authorized to do business in California by the Secretary of State.

Approved Pictures Corp Active
(Special to THE FILM DAILY)

Sacramento, Cal.—Approved Pic- tures Corp., recently chartered in New York, has been designated by the Secretary of State to transact business in this state. The company has no active capital, listing 10Q shares of common stock, with no par value. The incorporators are Corinella Lornhenthal, Irene F. Laza- rus and Eleanor Boudin, all of New York.

New Coast Theater Unit
(Special to THE FILM DAILY)

Sacramento Cal.—A. S. Newburgh, G. Kane, E. J. Mossin, W. R. Mc- Wood and Harry Raphael, all of San Francisco, have organized the San Francisco & San Mateo Amusement Corp, with headquarters in Frisco, to erect theaters in that city and at San Mateo. Capital listed at $50,000.

Greaper’s New Egyptian Opens
(Special to THE FILM DAILY)

Portland, Ore.—W. E. Greaper’s new Egyptian has opened. It is a suburban house seating 1,200.

COMING SOON

"RECKLESS" OF ROMANCE
AL CHALSTINE
FEATURE
Adapted from the great Broadway success
WHAT'S YOUR WIFE DOING?
SEASON 1924—1925 THIRTY FIRST-RUN PICTURES

PRODUCERS DISTRIBUTING CORPORATION

Directed by SCOTT SNEDEK

Harry Myers
Wanda Hawley
Tully Marshall
Sylvia Bremer
Lincoln Plumer
Jack Duffy
Morgan Wallace
Mitchell Lewis
T. Roy Barnes

20TH CENTURY-Fox

INGREAT YEARS
Mr. Robert Lieber, 
24 West Washington St., 
Indianapolis, Ind. 

My dear Mr. Lieber:-

When you told Mr. Todd and me last June that First 
National had decided to handle "Abraham Lincoln" on account 
of its outstanding merits, I little thought that it would 
prove so fine a box office attraction. The showing of 
"Abraham Lincoln" here has been an outstanding success and 
I take the liberty of writing to you now to congratulate 
First National on having sponsored so remarkable a picture.

With best personal regards, I am 

Very truly yours, 

THE EASTMAN THEATRE 

Manager

ETC:IAS.

AL and RAY ROCKETT present 
"ABRAHAM LINCOLN" 
Scenario by FRANCES MARION 
Directed by PHILIP ROSEN 

The money-making steam roller, - 
a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.-Will Hays President
First in March

Valentine Back From Europe in Early November Contract Make Two a Year

Rudolph Valentino is scheduled to sail for America on Nov. 3. Shortly after his arrival from Europe he will leave for Hollywood to start work on his first picture for Ritz. It is expected it will be completed for pre-release engagements through Famous about March.

Valentino's production activities will be so handled that he will not make more than two a year.

Vienna production was returned from the Coast Sunday and leaves for Atlantic City where the First National annual meeting is being held. He will be accompanied by Hawley Turner, formerly of the Lesan Advertising Agency and now on the Ritz board of directors.

Kent Returns

Traveling East with J. D. Williams was Sydney R. Kent of Famous Players.

Large Gathering

First National Meeting Attracts Many Outsiders, Including Robert Fairbanks, Doug's Brother

By DANNY

Atlantic City—There is a hearty interesting crowd here attending the annual First National meeting.

Conspicuously in the throng is Robert Fairbanks, a brother of Doug, his business manager and a leading fac- tion of First National. He has been constantly in attendance with Joe Scheck who, as manager and husband of Norma Talmadge, has been connected with First for years reports about Norma's tie-up with Doug and Mary. Fairbanks says he is here purely in a social manner and will remain a day or so before returning to New York.

In addition to the First National crowd, Ben Goetz and James Brophy of the Consolidated Film Industries are here. It is reported here that Consolidated is angling to secure some of the First National print business, which, in the past, has been regarded almost as an exclusive Rothacker business.

Common report has it that First National will make no change and (Continued on Page 2)

Silly Report Nailed

Loew Denies Louis B. Mayer Would Resign From Metro-Goldwyn—Rumorridiculous

"Printed rumors" are held responsible for a statement issued yesterday by Marcus Loew, denying that Louis B. Mayer was planning to resign as vice-presi- dent of Metro-Goldwyn.

The source of the report was not discussed but Metro-Goldwyn officials are amused at the circulation of stories of that nature. Loew said in his statement yesterday that "Mr. Mayer's success has been so outstanding on the production end, and the accomplishment of the company in all other branches of its enterprise have been so much that gratifying that I was astonished at the publication of such a rumor."

Combine Reported on Coast

(Special to THE FILM DAILY)

Los Angeles—The Times says, in part:

"Persistent rumors of a huge film combine were circulating here yesterday, despite denials by the heads of the organizations reported as being affected. The presence of many of the officials in New York and reports of conferences have added weight to the rumors."

An alliance of the Schenck interests with the Metro-Goldwyn-Mayer combine was reported from a dozen different sources. This rumor was circulated with that of the retirement of Louis B. Mayer from his official position with the combine.

"Mr. Mayer sailed several days ago for Europe to join the Ben Hur company in Rome. That he will sever his (Continued on Page 3)
Fears Embargo

(Continued from Page 1)

an organized embargo against American pictures was principally empty.

Increase of Paramount business, according to Shauer, necessitates the opening of an office in Rome, while trade in Central Europe is so encouraging that the company may find it necessary to open its own exchanges in some of those countries.

In the foreign exchange, the opening of an office in foreign business has been touched upon previously, but commenting on this particular phase, he said yesterday:

"Generally the outlook for Paramount's foreign business was never so good and the year 1924 witnessed an increase of thirty-three and one-third per cent in our export business unless all of the many excellent signs fail."

Another Music Tax Suit Filed

(Special to THE FILM DAILY)

St. Louis—Suit for $250 damages, alleging the use of copyrighted music without the payment of the usual tax, has been filed in the U. S. District Court by Fruehs Berlin Co., Inc., against the Eagle Packet Co., Inc., of St. Louis.

Theater Opening Jan. 1

Franklin, Ky.—Garland Jones' Liberty, now under construction here, will be opened on or about Jan. 1.

Lang, Pommer Here

(Continued from Page 1)

the city from the harbor. The memory still persists.

His next picture will be "The Metropolis" and so he is anxious to get a New York background for it. He said yesterday he spent two years on "Siegfried," most of which was made at Babelsberg the outdoor studio of the Ufa near Berlin.

Pommer handles production detail at Babelsberg and Tempelhof, the latter the enclosed stages of the Ufa organization, in the studio which maintains a staff of 800, has its own inter-plant railway, commissary department and accommodations for the studio force. Speaking of Germany, Pommer said:

"Conditions have not been so good, but we look to a generally prospering fall and winter. The Ufa, you know, deals in all three branches of the business. We produce, sell and exhibit our own pictures.

"The Dawes plan will stimulate matters. The loan about to be floated in this country will place money in greater circulation and the workman who cannot now afford to buy addition to the former studio, will have no difficulty to face this situation no longer. At least such is the hope.

"Talk of a German boycott on American pictures is essentially an exaggeration. We, for example, are releasing 78 pictures this season. Half of that number will come from your studios here. We have opened an office in New York, not to only maintain a clear house for our important pictures in America, but to be a haven for German consumption."

"The Ufa will never attempt to introduce pictures in quantity here. Only our best efforts will be brought over.

"We realize fully that American exhibitors and their public do not want just pictures. It is only the superior output of our, and any other, country that can break into the market."

Large Gathering

(Continued from Page 1)

that Rothacker will continue as here-tofore. The question of print cost came up at one of the executive committee meetings, but no action was taken with regard to this matter.

Sam Goldwyn, releasing through First National, was in attendance, as was Felix Feist of the Schenck organization.

Arthur W. Stibbins is here. Also Allen Louwes of the Cronklo labo-

atory, who was seen on the Board-

walk.

Sydney Wilmer and Walter Vin-

cent, prominent exhibitors, are at-

tending the meeting.

Mike Connerford was expected, but owing to the recent death of his brother, it may not be surprising if he fails to turn up.

John McQuirk and J. R. Boyd of the Stanley organization were seen in the crowd and Sol Lesser brought his charming wife all the way from the Coast to let her see what Atlantic City looked like.

First Nationalites and others con-

nected with the industry, registered at the Ritz, included:


Patsy Miller Leaves

Patsy Ruth Miller left for the Coast yesterday to play the principal part in "Judgment," Frank Lloyd's next picture for First National.

Kate Lester Dead

(Special to THE FILM DAILY)

Los Angeles—Kate Lester, widely known for her mother roles in former Griffith pictures and other parts in many coast-made films, is dead, as a result of burns received when a gas-heater in her dressing room at Universal City exploded.

Gevaert

RAW STOCK

(For the Industry)

As Good As The Best

JOHN D. TIPPETT, Inc.

GEVAERT FILM

1540 B'way N. Y. C.

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Silly Report Nailed

(Continued from Page 1)

present connection with the Metro-Goldwyn-Mayer organization was de-

filed last night by Irving G. Thal-

berg, codirector with Harry Rapf of the units of the Metro-Goldwyn-Mayer

productions.

"Mr. Rapf could not be reached yesterday.

"Joseph Schenck, independent pro-

ducer, is reported to be in New York in a series of conferences about the

proposed merger. This was demed in a wire received by the Times from

Mr. Schenck last night. The pro-

ducer declared he is in New York

merely to select new plays for the Talmadge sisters, his stars.

"Reports that Lasky and First Na-

tional were also in the proposed mer-

erger were vigorously denied last night by Charles Eyton, manager of Lasky

studio; S. R. Kent, high official in the Paramount organization, and E. J.

Hudson, manager of First National production units on the west coast.

Both Mr. Lasky and John McCor-

rick, western representative of First

National, are in New York."
Educate Advertisers

Extensive Campaign Planned To Teach Large Firms The Importance Of Using The Screen
(Special to THE FILM DAILY)

St. Louis—Plans for an extensive educational campaign to educate industrial organizations and big national advertisers to use the screen as a medium for transmitting their sales message to the public was decided on at the recent semi-annual convention of the Screen Advertising Association, a branch of the Advertising Clubs of the World, held at the Hotel Statler. The meeting was attended by 100 delegates, representing distributing and producing firms, advertising film and allied industries.

Douglas D. Rothacker, Rothacker Film, president of the organization, in his opening address predicted that the motion picture would eventually replace textbooks in teaching geography, history and other studies in our schools and was a new and better learning experience. He also predicted a great future for films in propaganda work such as safety first campaigns, the Hope for America, etc.

M. J. Caplan, president of the Metropolitan M. P. Co., in an address stated that in England picture advertising is given all encouragement by theater owners than in America, pointing out that of the 1,800 theaters in the British Isles, 1,700 show advertising films daily as part of their program.

Other speakers contended that educational and propaganda films and other non-theatrical pictures do not come in direct competition with picture theaters, but are an asset to exhibitors as they create new patrons by reaching out into new fields that the entertainment films do not reach at the present time.

To Produce In Boise City
(Special to THE FILM DAILY)

Boise, Idaho—Boise-Idaho Photoplays, Inc., has formed itself with a capital of $200,000, by P. E. Caveney, A. Stein, W. Harper, G. King and H. Lawson. The new unit plans to produce local films and for that purpose is erecting a studio and laboratory in Boise. Capt. H. R. Zimmer, of Los Angeles, who is also interested, is now en route back to the Coast to arrange for lights, cameras, and the like.

St. Louis First In Drive
(Special to THE FILM DAILY)

St. Louis—C. D. Hill, manager of the Local Phot. Dist. Corp., has received word that his sales staff has shot out into the lead in the $4,000 handicap which has passed the ninth week. Pittsburgh is in second place and Boston third. The winner will be given a bonus of $1,500, the second, $1,000 and third $500.

More Lee-Bradford Sales

Additional sales made by Lee-Bradford have been made to the following:

"Passion's Pathway," to First Graphic Exchange, of Buffalo; "Lights of London," to Art Film, of Washington; "Passion's Pathway" and "A Pair of Hel-" ions, to Apex Film of Pittsburgh; "Lights of London," to Art Film, of Washington; "In the Shadow of the Moon," "The Image Maker," and "Who's Cheating?" to Meri Fischer, of Cleveland.

Incorporations


Sacramento, Cal.—Golden State Theater Corp., San Francisco, Capital $1,000,000. Incorporators, S. L. Mackey, B. V. Saye and J. D. Frock.

Sacramento, Cal.—Palladium Picture Plays, Inc., Los Angeles, Capital $100,000. Incorporators, Lynn Colburn, George Clark and L. J. Col- burn.

Sacramento, Cal.—Superior Picture Corp., Los Angeles, Capital $30,000. Incorporators, T. Frifol, Jean Riley and Ethel Gray Walker.


Sacramento, Cal.—Gothic Pictures Corp., Los Angeles, Incorporators, Louis Baum, Freda Freeman and Riene Levine, all of New York.


Dover, Del. — Harris Amusement Co. of Butler. Capital $50,000.

Dover, Del. — Crescent Laboratories, Inc. Capital $1,000,000.

Dover, Del. — Homewood Amusement Co. Capital $100,000.

Dover, Del. — Gulf River Amusement Co. Capital $100,000.

Dover, Del. — Evans Moving Picture Co. Capital $100,000.

Dover, Del. — Adams Production Co. Capital $150,000.

Dover, Del. — Balboa Theaters Co. Capital $2,000,000.


Won’t Sell Blocks

J. G. Bachmann Thinks It Folly for Independents to Sell Pictures

In response to the statement regarding the booking situation in Oakland, Cal., where C. C. Griffin reports difficulty in buying, J. G. Bachmann of B. F. Schulberg Prod., Inc., declares: “The entire success of the independent market has been founded upon its assurance to theater-owners that they can procure single product, and by changing this policy the independents are surrendering their greatest selling argument. “It will be of interest to Mr. Griffin and to other exhibitors who are experiencing similar difficulties, to know that Schulberg Productions will continue its policy of selling each Preferred Picture on its own merit. Exhibitors must realize that the evils of block bookings are the same which are practiced by either the independents or the larger distributing combinations. Their defense is to keep open time for the exchanges which will sell individual pictures—the exchanges that are the only real independents.”

“I will personally guarantee that no block booking system will ever be put in force to sell Preferred Pictures.”

Bert Crowe Shifted Again
(Special to THE FILM DAILY)

Ottawa, Ont.—Bert Crowe, veteran theater manager, has been shifted several times recently by Famous in recent weeks. After being in charge of the Metropolitan, in Winnipeg, for the past month, he was transferred to the Strand, Calgary; he has now been brought back to Fort William, Ontario, where he is manager of the Orpheum.

Screen Arts Club Chartered
(Special to THE FILM DAILY)

Sacramento, Cal.—The Screen Arts Club has been granted a charter by the State. Starrett Ford, Robert P. McElroy and H. C. Hopkins are the incorporators. As noted, the Club will build one or two buildings, one in Hollywood and another in Santa Monica to be used by those connected with the industry for social purposes.

This Is the Gunman bold and bad,
Who held the girl and fought her lad,
Oh what a mug the bruiser had.
Oh HELP!

Among Exchanges

St. Louis—A recent addition to the sales staff of the local Universal is E. N. McFarland, former manager of the United Artists exchange at Omaha.

St. Louis—George Chester, a man for the local Enterprise, has been promoted to the management of the Charlotte, N. C. branch.

Business Boom in Mid-West

Cleveland—H. A. Band, division manager for First Nat., returning from a two-weeks' trip through Michigan, Indiana and Ohio, says that in each of these states is the upward trend.

Samuel Tyler To Retire
(Special to THE FILM DAILY)

Gulf Lake, Sask.—Samuel R. Tyler, proprietor of the Lyceum for past 11 years, has announced his intention of selling the theater in the near future to retire.

THE CAPITAL
Dallas, Tex.

Has Booked

HAROLD BELL WRIGHT
"THE MINE WITH THE IRON DOOR"

"Sight Unseen"

This is only one of many.

Reasons: Wright has 50,000 readers; splendid cast headed by Pat O’Malley, Doroth Mackail, Robert Frazer, Mar Carr; A Sam Wood Production.

It’s a Solo Lesser Presentation

A Principal Pictures Master Repro.
Silly Report Nailed
(Continued from Page 1)

present connection with the Metro-Goldwyn-Mayer organization was de-

died last night by Irving G. Thal-
erg, codirector with Harry Rapf of

units of the Metro-Goldwyn-Mayer

productions.

"Mr. Rapf could not be reached

yesterday."

"Joseph Schenck, independent pro-

ducer, is reported to be in New York in

a series of conferences about the

proposed merger. This was denied in

a wire received by the Times from Mr. Schenck last night. The

producer declared he is in New York

merely to select new plays for the

Talhame sisters, his stars.

"Reports that Lasky and First Na-

tional were also in the proposed mer-

ger were vigorously denied last night

by Charles Eyton, manager of Lasky

studio; S. R. Kent, high official in the

Paramount organization, and E. J.

Hudson, manager of First National

production units on the west coast.

Both Mr. Lasky and John McCor-

mick, western representative of First

National, are in New York."

MAKE THIS YOUR BANNER YEAR

"EMPTY HEARTS"will

mean FULL HOUSES!

MAKE THIS YOUR BANNER YEAR

EAST RIVER NATIONAL BANK

Broadway at Forty-first Street

(In the heart of the Times Square District)
Educate Advertisers

Extensive Campaign Planned To Show Large Firms The Importance Of Using The Screen
(Special to THE FILM DAILY)

St. Louis—Plans for an extensive educational campaign to educate the large industrial organizations and big national advertisers to use the screen as a medium for transmitting their sales message to the public were decided on at the recent semi-annual convention of the Screen Advertising Association, a branch of the Advertising Clubs of America, held at the Hotel Statler. The meeting was attended by 100 delegates, representing directors of producers of advertising film and allied industries.

Douglas D. Rothacker, Rothacker Film, president of the organization, in his opening address predicted that the motion picture would eventually replace textbooks in teaching geography, history and other studies in our schools and higher institutions of learning. He also predicted a great future for films in propaganda work such as safety first campaigns, the Boy Scouts, etc.

M. J. Caplan, president of the Metropolitan M. P. Co., in an address stated that in England picture advertising has encouraged theater owners that in America pointing out that of the 1,800 theaters in the British Isles, 1,700 show advertising films daily as part of their program.

Other speakers contended that educational and industrial films and other non-theatrical pictures do not come in direct competition with picture theaters, but are an asset to exhibitors as they create new patrons by reaching out into new fields that the entertainment films do not reach at the present time.

To Produce In Boise City
(Special to THE FILM DAILY)

Boise, Id.—Boise-Idaho Photographers' Corp. has formed with capital of $200,000, by P. E. Caveney, A. Stein, W. Harper, G. King and H. Lawson. The new unit plans to produce motion pictures in this locale and for the purpose is erecting a studio and laboratory in Boise. Capt. H. R. Zimmer of Los Angeles, who is also interested, is on route back to the Coast to arrange for lights, camera, and the like.

St. Louis First In Drive
(Special to THE FILM DAILY)

St. Louis—C. D. Hill, manager of the local Board of Trade Corp., has received word that his sales staff has shot out into the lead in the $4,000 handicap which has passed the ninth week. Pittsburgh is in second place and Boston third. The winner will be given a bonus of $1,500, the second, $1,000 and third $500.

More Lee-Bradford Sales

Additional sales made by Lee-Bradford have been made to the following:

*Passion's Pathway*, to First Graphic Exchange of Buffalo; "Lights of London," "Passion's Pathway" and "A Pair of Helicon" to Apex Film of Pittsburgh; "Tales of the White Lights of London," to Art Film, of Washington; "In the Shadow of the Moon," and "The Image Maker," and "Who's Cheating?" to Meyer Fishcer, of Cleveland.

Incorporations

Sacramento, Cal.—Screen Artists Production Association, Inc., Los Angeles, Capital $500,000. Incorporators, Albert Heeter, V. Paul Dickerson, Pearl Eames, J. S. Wilson and Walker Flint.


Sacramento, Cal.—Golden State Theater Corp., San Francisco, Capital $1,000,000. Incorporators, S. L. Mackey, B. V. Saye and J. D. Frock.


Sacramento, Cal.—Superior Picture Corp., Los Angeles, Capital $30,000. Incorporators, Tref Willson, Jean Riley and Ethel Gray Walker.


Sacramento, Cal.—Gothic Pictures Corp., Los Angeles, Incorporators Louis Baum, Freda Freeman and Rien Levine, all of New York.


Dover, Del.—Harris Amusement Co., of Butler, Capital $50,000.

Dover, Del.—Crescent Laboratories, Inc., Capital $1,000,000.

Dover, Del.—Homewood Amusement Co., Capital $100,000.

Dover, Del.—Gulf River Amusement Co., Capital $100,000.

Dover, Del.—Evans Moving Picture Co., Capital $100,000.

Dover, Del.—Adams Production Co. Capital $150,000.

Dover, Del.—Balboa Theaters Co. Capital $2,000,000.

Dover, Del.—G. A. T. Theater Co. Capital $2,000.

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Business Boom in Mid-West

Cleveland—H. A. Bandy, division manager for First Nat. returning from a two weeks' tour through Michigan, Indiana and Wisconsin, says that in each of these states business is on the upswing. Bandy further states that the present business activity in the respective states will be ultimately felt in New York.

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This is the gunman bold and bad,
Who held the girl and fought her lad,
Oh what a mug the bruise had,
Oh HELP!

THE BATTING ORIOLES
A RAL ROACH NOVELTY FEATURE COMEDY
PATHÉ PICTURES

Tuesday, October 14, 1924
null
Chadwick Pictures Corporation announces that it is now engaged on its most important production—

LARRY SEMON

in

"THE WIZARD OF OZ"

by L. Frank Baum

a super screen version of the world’s greatest fantastic comedy starring the leading fantastic comedian.

In "The Wizard of Oz" we have acquired one of the few great pieces of theatrical property in the world; in Larry Semon we have the genius necessary to perpetuate its greatness on the screen.

200 First Runs of "The Wizard of Oz" will be available in December—our holiday gift to the millions of Americans who read the book and saw the play that made Fred Stone famous.

The history of "The Wizard of Oz" is a remarkable one. Our production will be in keeping with its history. It will be Larry Semon’s most brilliant achievement. Watch for details to be published in this paper daily.

Correspondence is invited from Distributors and Exhibitors. First Run bookings, beginning week of December 14th, are now available.

CHADWICK PICTURES CORPORATION

I. E. CHADWICK, President

729 Seventh Avenue, New York City
CIRCUITS

By DANNY

And what will occur. In the next few years. Because of their development. A real topic of conversation. Between the larger, more important men of the industry. As exemplified by one pretty big league exhibitors. At Atlantic City. Where National held their powwow.

Said one man. Very important nationally: "The circuit growth cannot be stopped. But anyone who is an idea that any localized circuit might accomplish very much is away from the point. The only way any real circuit—no matter how strong—can accomplish anything on a broad basis is by tying in with other large circuits. In this way, things may happen.

"And in a few years you may easily expect to find this development. It is natural and logical. It may take the form of a booking combine; it may take the form of a natural chain of such local organizations. But in one way or another, it will occur. It cannot be stopped."

And another says: "It may be that the development of the chain circuit may cause much difficulty in the future. Personally I have nothing to say. I do not believe the circuit idea of national extent will ever gain much. It cannot. But that it will develop is more or less in the cards. It all depends on who will do and how."

And when one talks of such operations—circuits, booking organizations, etc., one naturally looks at Sam Katz. The Chicago leader has big and important ideas on that subject. They are none the less interesting today. When it looks as if his ideas are more likely to be consummated. Than ever before. Katz is starting. To make his theories facts.

A long time ago we pointed out in this connection it would be interesting. To watch Katz. It will

Fairbanks Admits Negotiations with Schenck, Looking Toward a Merger of Interests

The Evening Sun, under a Los Angeles date line, reported yesterday:

"Rumors of a new merger in the motion picture industry gained support today in an admission by Douglas Fairbanks that United Artists, an organization including him, Mary Pickford and Charles Chaplin, had been negotiating with Joseph Schenck, producer, concerning the possibilities of a film combine involving the United Artists, Schenck and others."

"The actor-producer did not reveal whether any definite agreement had been reached."

The Film Daily stated on Oct. 6 that Norma Talmadge, Fairbanks and Mary Pickford may release through Famous. This publication also said:

"A long time ago, it is understood that an arrangement was made that all pictures of Norma, Doug and Mary would be released through the same distribution channel. At that time Grosp had it that Joe Schenck would take over the handling of United Artists and look after the distribution of product of the important stars identified with that organization."

First Nat'l In East

Starts Work at Biograph on Oct. 20—Lambert Hillyer a New Director

First National will start production in the East at the Biograph studios. Oct. 20. Earl Hudson will be in charge of production.

He is due in New York from the Coast on the 18th, accompanied by his staff and a number of the players for initial productions. Among them are Marion Fairfax, editor-in-chief; Tully Marshall, Fred Stanley, publicity representative; Lambert Hillyer, director; James Van Trees, cameraman; Doris Kenyon, Anna Q. Nilsen, Ben Lyon and Milton Sills. John Francis Dillon is already here to direct his first picture.

H. H. Brunner will be associated with Hudson at Biograph, where two units will be installed.

It is officially announced that Al Rockett, who with his brother Ray, produced "Abraham Lincoln," will become Rowland's assistant. The first

(Continued on Page 4)

H. J. Brown Prod. Trough Rayart

Under a contract just signed, Rayart secures world distribution on the Browning film, the first of which will be "Easy Money," featuring Mary Carr, Cullen Landis, Gladdys Walton, Mildred Harris, Gertrude Astor and David Kirby. The second will be "The Beloved Pawn."

Poster Men Meet in Chicago—More than 500 delegates from all parts of the United States and Canada are here, attending the annual convention of the Poster Advertising Assn, at the Statler. The convention will last until Saturday.

A $30,000 Treasury

Michigan M. P. T. O. Rolls Up Remarkable Reserve Fund—Saginaw Meeting Under Way

By DANNY

Saginaw, Mich.—Over 200 exhibitors representing over 400 theaters met here yesterday and produced the greatest sensation ever sprung by an exhibitor organization.

It was announced that the Michigan M. P. T. O. had over $30,000 in its treasury. Not even a national exhibitor organization has ever shown as much money available for ready use. The chief feature of the session was the

(Continued on Page 5)
Neither Denial
Joseph M. Schenck Says He Knows Nothing of an Affiliation with Louis B. Mayer

Supplementing the denial made by Marcus Loew that Louis B. Mayer could sever connections with Metro-Goldwyn came a statement yesterday from Joseph M. Schenck. He denied that he and Mayer were considering an affiliation.

"The first I heard of the rumor was when the article in question was called to my attention," said Schenck, probably referring to the Los Angeles Times dispatch republished in part in yesterday's issue. "There is no truth in it whatsoever."

Referring to the merger, he said: "And since that merger, all sorts of wild rumors have been in circulation. I have been far too busy with my own producing activities to give them any heed but I do want to deny that Mr. Mayer contemplates any change in his relationship with Metro-Goldwyn-Mayer. I know that he has made a production record that will, in all likelihood, stand for some time to come for he has turned out some remarkable pictures in a short space of time and under the handicap of changing from one studio to another."

"I might further state that my visit to the East is in connection with my own personal business."

Prominence
Upstairs and down.
Why?
Who cares?

"Sea Hawk" in Paramount House
A. W. Smith, sales manager of First National's specials has closed a deal with Famous Players whereby "The Sea Hawk" will play in all of the Paramount theaters throughout the South.

William Farnum Ill
William Farnum is ill at the Post-Graduate Hospital, where he underwent an operation of an abdominal nature. The hospital authorities declare he is doing as well as can be expected.

Merges Four Film Libraries
Maurice J. Kandel, formerly with the Herbert Miles film library has bought out four complete stocks and has formed the General Film Library, Inc., 130 W. 46th St.

"WIZARD OF OZ" Bulletin No. 1

Millions have read the book!
"The Wizard of Oz" was first published in 1900. Half a million books were sold in that year. 1,256,792 "Wizard of Oz" books have been sold to date.

The books passed from hand to hand so that the number of readers is easily several millions.
Your local librarian or bookseller will corroborate these figures.
This gives you an idea of the popularity that awaits

LARRY SEMON, in "THE WIZARD OF OZ"
200 first runs of "The Wizard of Oz" will be available in December.
Correspondence is invited from distributors and exhibitors.

CHADWICK PICTURES CORPORATION
I. E. CHADWICK, PRES.
NEW YORK CITY

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

"The CHORUS LADY"

from the famous stage success by JAMES FORBES with Margaret Livingston

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

INSURANCE
We have been handling Motion Picture and Theatrical Insurance for the past fifteen years and are in a position to handle any proposition—big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway
N. Y. C.
Bryant 3040

GLEN'TRYON
HAL ROACH'S LATEST FIND IN 2 REEL
Pathécomedy

Colored Titles
Colored Inserts
in your pictures
Cost very little more than black and white.
Ask us about it.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211

"WE NEVER DISAPPOINT"

CROMLOW FILM LABORATORIES
INCORPORATED
220 WEST 42ND STREET
NEW YORK
PHONE-CHICKERING 2937

ALLAN A. LOWNES, GEN. MGR.
WARNER BROS.

Have Purchased the Screen Rights and Have Now in Preparation a production Entitled

"BOBBED HAIR"

The Story Being the Combined Work of

20 - FAMOUS AUTHORS, ARTISTS and CELEBRITIES - 20

Including

GEORGE BARR McCUTCHEON
FRANK CRAVEN
LOUIS BROMFIELD
SOPHIE KERR
BERNICE BROWN
ELSIE JANIS
ED STREETER
CAROLYN WELLS
ALEXANDER WOOLCOTT
H. C. WITWER

KERMIT ROOSEVELT
RUBE GOLDBERG
WALLACE IRWIN
MEAD MINNEGERODE
ROBERT GORDON ANDERSON
DOROTHY PARKER
GEORGE AGNEW CHAMBERLAIN
JOHN V. A. WEAVER
GERALD MYGATT
GEORGE P. PUTNAM

This Unusual Story Will Be Published as a Serial Novel, Beginning Dec. 10th, by COLLIER'S WEEKLY and in Book Form by GEORGE PUTNAM'S SONS. Newspaper Syndication to Be Announced Shortly.

It Will Be Another of the Famous

WARNER BROS.

Classics of the Screen
Again That Merger

Biocosee Stressing Combination of Continental Producers—Sees Profits for Exhibitors

(Special to THE FILM DAILY)

London—Once again there crops up the reported combination of Continental producers. The Bioscope, editorially discusses the plan, laying particular stress on the benefits to be derived by exhibitors.

"Mergers great and small have occupied the attention of the trade for some time past, and all of them have promised to attract new favors to the exhibitor, without whom no merge in any branch of the industry would be possible," says this publication.

"It is difficult to perceive at this stage any great benefits which have so far accrued from such amalgamations, pictures come and pictures go, none of them bringing in their wake the profitable flood which their passage at first might seem to ensure. There is a glut, however, the greatest merge of all—a merge that will probably mean the uniting together of French, German, Swedish, Austrian, British, and all other pictures in a vast group, from which the individual exhibitor may make his choice. It is not a merge in the accepted sense, but a combination of world products, offer variety and change to the much-harassed career to the public entertainment, who bears the irremovable demand of his patrons for something new.

Such is the condition of the cinema business in this country that this is an opportunity none can afford to under-estimate. Certainly no sentimental considerations can be allowed to defray the exhibitor's chances in this new area of selection. It is perfectly clear, even to a casual observer of the position, that upon the prosperity of the British producer the more independent of financial worries, and that grim spectre the menace of strapped bills, is to the exhibitor, the more free he is to extend a welcome to experimental effort. In short, by stabilizing the financial condition and the cinema activities—the bedrock of all cinema activities—the whole industry is rejuvenated, like the accelerated blood flow of a man subjected to transfusion. **America has contributed much to the task of perfecting technical details, and overcoming difficulties, and her contributions to progress must never be forgotten.** The plastic medium, however, may now be said to be mastered, and at the hand of the artist. Projection, lighting, staging, reconstruction of dead cities—all these things are now possible, and the art of the film is likely to blossom in earnest. We shall refrain from mentioning the titles of several Continental efforts which, despite some misgivings when they were offered, owing to their striking originality, have since proved tremendously successful. But these were the vanguard of the new screen drama, and what is to follow may be take by storm a public already pleasantly moved in intense interest. The new and greatest merge of all will be the most important mission of all—it will have to be the dawn of a new day in an era of prosperity for the man who looks all the bills."

Capitol Makes New Record

A new record was hung up at the Capitol this week when Buster Keaton in "The Navigator" broke all attendance and box-office records for an opening Sunday, followed by another smashed record for Monday's attendance and receipts.

Eva Novak is back on the F. B. O. lot, this time playing opposite Richard Tat幼稚 in his third Carlos production. James Horne is directing.
Aiding The Author

Famous Extending Brief Studio Training to Young Writers—Sit in on Production

Following out the principles of cooperation between producers and authors as laid down at the first International Congress of Motion Picture Arts, held last summer, several well-known young writers have been invited to share the studio life and activities of the Paramount plant at Astoria.

These writers already have availed themselves of this opportunity. C. E. Scoggins, who writes for the Saturday Evening Post came on from Muncie, Ind. in August and spent four weeks at the studio. Tristan Tupper also spent a period there as observer.

Under the arrangement neither author nor company assumes any obligation. The writer comes to the studio under a "guest professorship" arrangement. Their expenses are paid but no salary remuneration is involved, nor is the company obligated to purchase the writer's stories. Paramount has already purchased "Jorgensen," a story by Tupper, and "Tum Tum Tree" by Scoggins. These writers may assist in moulding those stories into screen form, when they are prepared for production next spring.

Following Scoggins and Tupper, Bertram Block and Frederick Kummer have been invited to the studio for four weeks. The writers thus invited are treated as members of the Famous organization. They are invited to all conferences at which technical points of story development are discussed between directors, supervisors and stars. Previews in the projection rooms also are given for their benefit.

Jack Cohn: Returns

Jack Cohn of C. B. C. returned yesterday from a long stay on the Coast. He said C. B. C. was many months ahead of production schedules. He brought him a print of "The Midnight Express."

Ruth Meakin has left to join the Irving Willat unit at Houston, Tex., to appear in "The Devil's Cargo."

Lopez Out

Piccadilly Loses Him Because of Existing Contract with Greenwich Village Follies

Nathan Burkan, attorney for Lee Ochs of the Piccadilly and Vincent Lopez and William Kaufman, attorney for the Bohemians, Inc., producers of the Greenwich Village Follies reached an agreement yesterday whereby Lopez will withdraw from the Piccadilly and play only for the Follies.

Proceedings launched by the Follies were withdrawn as part of the settlement. An injunction suit had been brought to restrain the Piccadilly performances.

Ochs has engaged Mischa Guteran who is now with Sid Grauman on the coast to handle his music and presentations. The present orchestra, composed of Lopez musicians, withdraws on the 24th and Guteran steps in the next day.

Ochs will play "This Woman," the first picture under his arrangement with the Warners next week. This will be followed by a two-weeks engagement of "Madonna of the Streets." Then will come "Debarau," for two weeks and "Sundown," likewise for two weeks.

THE CAPITAL

Des Moines, controlled by A. H. Blank, has shown these pictures, and its latest attraction is

HAROLD BELL WRIGHT'S

"THE MINE WITH THE IRON DOOR"

A Sam Wood Production, with Pat O'Malley, Dorothy Mackall, Robert Frazer, Mary Carr, Creighton Hale and others.

It's a Sol Lesser Presentation

A Principal Pictures Master Production

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

Florence Vidor in

"The Mirage"

From Edgar Selwyn's successful Broadway play

Directed by

George Archainbad

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

Syd Chaplin will play the greatest role in his brilliant career in the screen production of Brandon Thomas' world famous farce-comedy.

"CHARLEY'S AUNT"

AMERICAN DISTRIBUTOR TO BE ANNOUNCED

IDEAL FILMS LTD. DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.
a great novel!
+ a great writer!
+ a great producer!
+ a great cast!
+ a great director!

= a great picture

Thomas H. Ince presents
CHRISTINE of the HUNGRY HEART

From the novel by KATHLEEN NORRIS
with FLORENCE VIDOR and CLIVE BROOK
Supported by JAN KEITH, WARNER BAXTER and WALTER HIGGS

Adapted by BRADLEY KING
Directed by GEORGE ACHAMBAU
Under the personal super vision of THOMAS H. INCE

They're using shovels to move the cash
where they have a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
Combines An Evil

Gigan Warned Against Dangers

of Buying Combinations—G.

A. Cross, New President

(Special to THE FILM DAILY)

The Michigan Convention, which

was held in Lansing, Ohio, last

week, has been marked by a

series of conferences between

Lloyd's, Hincs, and other indus-

trialists. The convention

was held to discuss the prob-

lem of combining the various

branches of the industry, with

the object of reducing costs

and increasing efficiency.

THE DRADSSTATE OF FILM DOM

Thursday, October 16, 1924

Price 5 Cents

“Rudy” To Make Five

J. D. Williams Tells of Arrangement

With Bank of Private Photographer

Moe Finkelstein

(Special to THE FILM DAILY)

Atlantic City—A private dinner

party given by M. T. LeVino,

Ruben and Finkelstein by the 26

original franchise holders of First

National at the Ritz Tuesday night.

The only outsiders present were J.

D. Williams and James R. Grainger.

The situation was interesting. Here

was Williams addressing his former

business associates on matters

in which they had no interest.

Williams told about the Lloyd and

Valentino deals and, in passing,

mentioned that he had been on

the scene at the premiere of

pictures on behalf of Ritz Carlton.

Williams heaped many encomiums

(Continued on Page 3)

M-G Adds Four Writers

(Special to THE FILM DAILY)

Los Angeles—Albert Shelby Le-

Vino, Ballard MacDonald, Charlon

Andrews and Kenneth Clark have

been added to the Metro-Goldwyn

scenario force. LeVino is adapting

“The Summons,” which Robert Vign-

nola will direct. Clark Andrews,

author of “Ladies Night,” has not

been assigned a story yet.

Ballard MacDonald, the well-known

song writer and humorist, will devote

himself to comedy sequences in

forthcoming productions. Kenneth

Clark is collaborating with Frank Parke

on “Daddy Goes A-Hunting.”

Wardour Embraces All England

(Special to THE FILM DAILY)

London—Wardour Films, Ltd., has

absorbed Waverly Films Ltd., of

Glasgow, Belfast and Dublin.

Wardour is now a complete national

organization, embracing offices in Car-

giff, Liverpool, Birmingham, Man-

chester, Leeds, Newcastle, Glasgow

Belfast and Dublin.

Estabrook Starts Another

(Special to THE FILM DAILY)

Through Mike Connelly of the

Metrograph Casting Offices, Her-

bert Rawclison, Earle Williams and

Clara Bow have been engaged for

“The Adventurous Sex,” a Howard

Estabrook production to be made at the

Metro-Art studio. The players are

en route to New York from the

cost.

Buel Risinger Better

(Special to THE FILM DAILY)

Atlanta—Buel B. Risinger has fully

recovered from his recent illness and

has returned to the Howard theater

as conductor of the orchestra.

Schenck Active

Although Joseph M. Schenck could

not be reached yesterday for a

statement relative to his reported

working alliance with

Duell, Pickford and Mary

Pickford, it is understood he

is most active in that connection.

Various reports were in cir-

culation. One of them con-

cerned a reorganization of the

United Artists with Norma

Talmadge and others added to

the roster and Schenck in direct

charge of distribution, with Hi-

ram Abrams as sales manager.

Another credited Fairbanks

and Pickford with a desire to

ally themselves with Famous

in order to rid themselves of

worries in connection with dis-

tribution.

Metro Signs Gish

Lillian Expected To Make One

Picture—Probably a Coast-Made

Production

It is understood a deal is being

closed between Metro-Goldwyn

and Charles H. Duell whereby Lillian

Gish will star in one picture for

that producing organization.

While the exact nature of the story

is not known, it is understood that

it will be produced at the Culver

City studios.

Incidentally, negotiations between

Duell and the UFA for Miss Gish to

play Marguerite in “Faust” are still

under way.

Loew Buys Estate

Marcus Loew has purchased the

country home of the late Captain

Joseph R. de Lamiar at Glen Cove,

L. I., on which more than $2,000,000

is said to have been expended.

Loew will take possession upon his

return from California and will occupy

it as his year around home.

The estate comprises some sixty

acres, fronting on Hempstead harbor.

Semon May Direct

Los Angeles—Larry Semon, who is

now making “The Wizard of Oz,” for

Chadwick may direct his next pic-

ture and assign the lead to another

player.

“Speed Spook” at Cameo

“The Speed Spook,” starring John-

ny Hines will play the Cameo the

week of Oct. 15.

Is Griffith Free?

Possibility That United Artists State-

ment May Be Binding as a Con-

tract Upon Him

It is learned that a doubt has arisen

in the Griffith organization over

the future status of the producer

with United Artists.

It will be recalled that early in

the Spring, when many reports were

in circulation regarding the future

of the company, United Artists issued

a statement which, on its face, bound

the members of the company for a

period of years. When Griffith

signed with Famous, it was

stated on his behalf that he consid-

ered his signature on that document

a favor and not binding upon

him.

It is understood, however, that A.

H. T. Banzhaf, Griffith’s attorney,

has been studying the situation

and that he is not certain but that D.

W’s name affixed to the pivotal

statement might be construed as a

legal contract.

Griffith is now finishing “Dawn.”

He is allowing nothing to interfere

with the completion of the picture.

As soon as it is through, he will

effort to ascertain just how he

stands.

Warner Conferring in Chicago

(Special to THE FILM DAILY)

Chicago—Harry M. Warner left

for the Northwest following a
two day conference here with Lub-

biex and Trinz, relative to theater

plans involving the Warners.

Discuss Detroit Move

Balaban and Katz Invasion in Kuns-

ky Territory Topic at First

National Meeting

(Special to THE FILM DAILY)

Atlantic City—It is understood that

the Balaban and Katz Detroit move

was discussed at the First National

meeting yesterday.

Of course, one would talk about

(Continued on Page 4)

B. & K. Scouts Out?

Reports reaching New York

from Detroit and other Michi-

gan cities yesterday indicated

that Balaban and Katz have a

number of scouts in the field,

making feelers and lining up

prospective theaters to join the

Balaban and Katz Mid-West

Theaters organization which

numbers close on to 60 theaters

in Illinois.
New St. Louis Deal
Fred Wehrenberg Buys Hoelzer's
Chain of Five for $200,000—
Building Another
(Special to THE FILM DAILY)
St. Louis—Close on the heels of
William Goldman's deal for a fifty
per cent interest in the St. Louis
Amusement Co. comes another im-
portant transaction between Fred
Wehrenberg, owner of the Cherokee
and Melba in South St. Louis and
Fred Hoelzer.
Wehrenberg has taken over the
Ivy, Lidel, Marguerite Manitou's
Park and the new Michigan for a
figure said to be in excess of $200,-
000 from Hoelzer. The new owner
will complete the Michigan, Michigan
Ave. and Keok St. in time to open
on Thanksgiving Day. He will also
break ground shortly for his new
$200,000 house on Grand Blvd. and
Meramec St. Wehrenberg also owns
a site on Grand Blvd. near Bates St.

Nungesser in Pictures?
It was reported yesterday that
Capt. Nungesser, the French aviation
ace will be starred in "The Great Air
Mail Robbery" by Arcadia Pictures
Co., a Philadelphia company newly
formed.

Harry Rathner Here
Harry Rathner, former sales rep-
resentative for Principal Pictures and
now with the Saxe theaters in Mil-
waukee is in New York.

**"THE WIZARD OF OZ"**

It's a Household Word!

The publication of "The Wizard of Oz" in 1900, marked a new
event in publishing history. "The Wizard of Oz" became a sensa-
tion over night, and edition after edition was printed to satisfy the
tremendous demand for it.

This demand was so overwhelming that the author con-
ceived a new "Wizard of Oz" book; and since then, every year,
several million "Wizard of Oz" fans have been regaled with the new
exploits and adventures of the wonderful "Wizard of Oz" characters.

Recently a popular reprint of "Thè Wizard of Oz" issued by
M. A. Donohue, of Chicago sold over five hundred thousand copies.
This is the tremendous audience that awaits

**LARRY SEMON in "THE WIZARD OF OZ"**

200 first runs of "The Wizard of Oz" will be available in
December. Correspondence is invited from distributors and ex-
hibitors.

CHADWICK PICTURES CORPORATION
I. E. CHADWICK, PRES.
729—7th Ave.
NEW YORK CITY

**THE WARFIELD**
San Francisco
Which Plays Only
BIG PRODUCTIONS
has booked

**CHARLEY CHASE**
"KNOCKING 'EM DEAD"
IN HAL ROACH'S
1 REEL
Pathécomedy

**THE STANDARD OF THE INDUSTRY**
723 7th Ave., N.Y.C. Bryant 5450

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Suite 401
Morris Kandel
Telephone, Bryant 5336

**DURABILIZE YOUR FILM**
322 WEST 42ND STREET
NEW YORK CITY
Pathe News showed the FIRST pictures of the arrival of the ZR3 at 12.30 noon, on Broadway, New York, yesterday, the day of arrival.

Prints showing the following were shipped Wednesday night, last night, to all parts of the country:

ZR3 leaving Friedrichstrauuss, Germany. (These scenes were brought upon the dirigible itself)

Scenes taken on board the ZR3 during the flight across the Atlantic.

Arrival in America after its five thousand mile flight.

Pathe News special airplane escorts ZR3 to New York.

Early morning workers see mammoth silvery form glittering above New York.

The arrival at Lakehurst, N. J.

As usual you get it FIRST and BEST in the Pathe News and it costs you NOTHING EXTRA!
Loses A Point
F. B. Warner's Effort to Have American Releasing Accounting
That Special Release of Court Placed
Supreme Court Justice Wagner has handed down a decision denying the application by Fred B. Warner to dismiss the complaint brought against him, Walter E. Green, Mark Connell, Leo J. Rosett and the Selznick Dist. Corp., by Peter M. Limari, as trustee in bankruptcy of the American Releasing Corp.

In this suit Liraci demands an accounting from the defendants and the cancellation of the assignment by American Releasing of its property consisting largely of films, to Selznick, on the ground that American Releasing had loaned $100,000 on the films and the entire property was worth $350,000, which would have paid the debts of $335,000. Justice Wagner said:
The majority of the parties in this suit are the parties to the assignment and those who have an interest in the property assigned, and the court cannot enjoin the completion or enforcement of claims against the transfer, and sets forth an express violation of duty, so as to be a pleading constituting a sufficient and further cause of action.

Z-R Films on Broadway
Pathé News was successful in getting still pictures of the arrival of the Z-R-3 here at Broadway theaters for last night's shows. The preparation for still pictures involved much time and foresight. Camera men were posted at various spots in downtown New York. A cameraman in a special plane met the ship off the Long Island shore and photographed pictures of its flight around New York and of the landing at Lakehurst. Another force of cameras stationed on the ground, secured the pictures from that angle.

Services for Harry Ennis
Funeral services for Harry Ennis will be held at the St. Brendan Church, Ave. O and E. 12th St., Brooklyn this morning at 10 o'clock. Ennis, a newspaper man of long experience, recently left Variety to handle publicity for Weiss Bros. He died at a Brooklyn hospital this week from appendicitis.

"Sea Hawk" To Open New State Gainesville, Ga. — The new State will be opened Oct. 20 with "The Sea Hawk" as the opening attraction. Frank Plagioso is the owner. Jack Lewis will manage. This gives Gainesville a first-class theater. The theater was formerly owned by Mrs. Charles Cinciola, now owned by Freeman and Rogers.

A Correction
The review of "The Pride of Sun-
shine Ave" appearing in last Sun-
day's issue was credited with being a Sunset Prod. instead of a Bud Barksy Prod.

Hatton Signed by Paramount
Raymond Hatton has been placed under a long term contract to appear exclusively in Paramount Pictures.

Saginaw
Further extracts from the in-
ternational report made by H. M. Richey at the Michigan M. P. T. O. meeting which ended in Saginaw yesterday will appear tomorrow.

Combinations An Evil
(Continued from Page 1)
general counsel for the Michigan organ-
ization spoke, he dwelt at length on this very question.

"What man," he said, "is so blind that he cannot see the changes that are in the motion picture industry?" He made the point that the day is over when the industry is a burden. He is the focal point, yet he has to say as to the type of picture he has to show on his screen. But of all these economic problems will be solved within the organizations of this industry. There lies the great challenge of the industry.

When C. C. Petitojim of the Hays office spoke, he, too, took this problem as his subject. The most friendly relations exist between this organization and the producers and distributors," he said, "and I hope that relationship will remain. Booking circuits, and the handling of the product by five or six more important chains may reach a point of placing in the hands of one exhibitor or circuit product to the exclusion of the others, thus effecting a great saving in distribution and sales. There are 22 exchanges in Detroit today. This is as it should be, but buying com-

hines and allocation of product will mean fewer pictures or producers will be driven into the exhibitor"s buying will be done at one spot and paying a fixed price."

He told of the fine work done by the arbitration boards and counsels by saying arbitration could settle every question of the industry. There were many other speakers, but Harry Ennis was again the star with his quick and ready wit.

Michigan closed one of the most successful conventions yesterday, when officers were elected for the coming year, and Grand Rapids was decided upon as the next meeting place. Officers elected were, G. A. Cross, Battle Creek; J. Kist, Pontiac; vice president; H. T. Hall, secretary; John Niebes, trea-

urer and H. M. Richey, reappointed general manager.

Hirs In "Excuse Me"
Hollywood—Walter Hirs has been added to the cast of "Excuse Me" at Metro-Goldwyn and has already started work.

In The Courts
Supreme Court Justice Davis has granted the receivership for American Releasing Corp., of which the plaintiffs are the holders of preferred shares, at the rate of $50,000 for each share. All correspondents are expected to visit New York en route to their homes.

Interest Over Kunsky Move
(Special to THE FILM DAILY)
Detroit—A live topic of discussion in Detroit is the future course of John H. Kunsky in relation to First Na-
tional, now that Balaban and Katz are determined to build a first-run here. All sorts of conflicting reports are heard, ranging from the possibility of a deal between Balaban and Katz, to an entire disposal of Kunsky's First National interests to the Chicago organization.

Flint Operators in Damage Suit
(Special to THE FILM DAILY)
Flint, Mich.—Two members of the Flint M. P. Operator's Union were arrested on a capias in connection with a $50,000 suit filed against them by Lester Matt, owner of the Strand, for damages as the result of an advertising campaign against the thea-
ter in a local newspaper. Union officials have wired the International Assn. of Theatre Stage Employees and M. P. Operators, with which the Flint union is affiliated, for legal assistance in the court battle that is expected over the suit.

New Company to Finance
The Amorex Mortgage Bond Corp., with offices at 45 W. 57th St., will be formally launched at a reception at the Crystal Room of the Ritz. The company, a financing organization, will embrace motion pictures as part of its activities. J. Alton Bradbury, a West Side exhibitor is on the dinner committee.

Discuss Detroit Move
(Continued from Page 1)
matters discussed at the session which was closed tight, but it is more or less common knowledge that the feeling on the proposed B and K, theater for that city where John H. Kunsky is all-powerful is running high. Just what can be done about it on the part of First National officially is a mat-
ter of considerable conjecture.

As far as can be gathered, the parent organization will find its hands tied.

The annual meeting terminated yesterday with the newsmen expected to visit New York en route to their homes.

Still A Bankrupt
Francis G. Conklin denies Receiv-
ship of Preferred Pictures has been Cleared Up
Francis G. Conklin, receiver of Pre-
tered Pictures, denies the report that the receivership has been cleared.

He has been serving a receiver's appointment by appointment of Judge Hand and in a recent statement made by the creditors showed that the receivership was functioning properly and with the offices have been moved smaller quarters and the overhead cut.

In submitting a report recently the Federal Court, the Court confir-
ed this and the conduct of the receivership received general con-

statement from the court for its

improvement. In a recent trip through the country, Conklin visited the various offices handled by Preferred that business is going on usual and sales improving.

Unite to Fight Fake Stocks
J. Homer Platten, treasurer of Hays office yesterday gave a receiv-

er on the Princeton Club, as at the report of which the support of important organizations was seen to support the fair fight against the motion of fake securities and stock.

The groups are the Better Business, the N. Y. Credit Men's, and the Nat's Ass'n of Credit Men. The Vigilance Committee of the Asso
ciated Advertising Clubs of the W. the American Bankers Ass'n and Investment Bankers' Ass'n.

Loew on the Coast
(Special to THE FILM DAILY)
Los Angeles—Marcus, Jr., the son, Arthur and David their respective families are here in New York.

Chairman E. F. Wembs has been made chairman of the board of directors.

Desk Space for Rent in 727
Seventh Ave., N. Y. C. Phone Bryant 2091. Apply Box G503 6/c Filmmoney, 71 W. 44th St. N. Y. C.
Looks Very Sweet at the Box Office

Bebe Daniels in "Dangerous Money" is the big film sensation of the week on Broadway. A mop-up at the Rivoli and at any theatre in the land.

"Bebe Daniels' first starring vehicle is a case of good showmanship. She is now ready to take her place at the very top of her profession."
—American.

"Miss Daniels outshines any of her previous performances."
—Times.

"An excellent picture and will go far. It has everything—an engrossing story, beautiful settings, a charming leading lady and good direction."
—Eve. World.

“One of the few really good films of the year. Be sure to see it.”
—Eve. Post.

“Unusually good. One of the most charming romances seen on Broadway.”
—Morning Telegraph.

“Frank Tuttle has done excellent work in the directing. Bebe Daniels is more attractive than in anything we have ever seen her.”
—Herald Tribune.

BEBE DANIELS
in "Dangerous Money"


A Famous Forty Paramount Picture
Johnny Hines does it again!

“The . . . . ‘A clever picture was scheduled for the Metropolitan last week. It opened black Monday afternoon, but the majority of the patrons pleased with those in charge of the house to again give “Conductor,” Johnny Hines. The new picture, Jessup with the numerous management listened Hines, all agreed finest picture returned to the house off. Business was so heavy for the picture that the latter part of the week—$9,000 was the reported for the week, due to the fact the PATRONS VIRTUALLY WENT ON STRIKE FOR HINES.”—Bato News—Jan. 24, 1924.

WESTERN UNION TELEGRAM

C. C. BURR Presents

JOHNNY HINES

in The SPEED SPOOK

DISTRIBUTED BY THE BEST INDEPENDENT EXCHANGES

Greater New York by Sam Zierler, Commonwealth Film Corporation; New York State by Chas. Goetz, Dependable Pictures Corp.; Eastern Penna. & Southern New Jersey by Ben Amsterdam, Masterpiece Film Attractions; New England States by American Feature Film Co.; Ohio by Skirboll, Gold Seal Productions; Wisconsin by Ludwig Film Exchanges; Dist. of Columbia to Trio Productions; Minnesota, North & South Dakota by F & R Film Co.; Arkansas by J. K. Adams, Homestate Film Co.; Oklahoma and Texas by All-Star Feature Films; Illinois by Edwin Silverman, Film Classics of Illinois.

ENTIRE FOREIGN RIGHTS TO SIMMONDS-KANN ENTERPRISES, INC., 220 W. 42 St., N. Y. C.
Against BIG Opposition!

BUSINESS GOOD!

JOHNNY HINES
The Speed Spook

Directed by Charles Hines
Photography by Charles Gilson
John Geisel

Scenario by Raymond S. Harris

Titles by Ralph Spence

Produced and Distributed by EAST COAST FILMS, INCORPORATED
C. C. BURR, Man. Director
133-135 WEST 44th STREET NEW YORK, N. Y.

In production:
"THE EARLY BIRD"

Coming:
"THE CRACKERJACK"
**The Stirring Action Drama**

The stirring dramatic action and the restrained pathos make this production a strong, stirring evening. **WORLD**—As an example of the dramatic art, picture "Tarnish" seems to me to shoot pretty wide of the mark. And still it Marie Prevost, gives one of the best shows in town. The trouble with this picture is that neither Frank Tuttle nor Fitzmaurice would have a hand in the title and let well alone. They should have a treatment of the kind which was bad wrong.

Even though I think "Tarnish" has been poorly cast in its principal parts, I do believe that with the elimination of scenes which went up, and with the removal of most Mr. Goldwyn's play would be an extremely fine piece."

**"Dangerous Money"—Famous Rivoli**

**AMERICAN**—Frank Tuttle is a good director, and has taken advantage of the chance to use some beautiful exteriors. The glimpses of picturesque Italy are as well done as if they were really taken in Europe. I have never seen a girl improve as much as Bebe Daniels has during the last year. Her work as Aule Clark is excellent. Tim Moore is particularly fitted for the role of the charming hero. **DAILY MIRROR**—There is "go" in "Tarnish," and Tuttle has taken advantage of the chance to show some beautiful exteriors. The glimpses of picturesque Italy are well done as if they were really taken in Europe. With Bebe is the sort of a girl that you like to see on the screen every minute. "Dangerous Money" is a movie worth a look. **EVENING WORLD**—Some one who launched himself a humorist inserted a number of time-worn "gags" in "Dangerous Money." It is an excellent picture and will go far. It has everything—an engrossing story, humorous bits, storms, humorous bits, and good direction. **Director Tuttle has provided superb set pieces, right from the opening scene.** **Herald Tribune**—Frank Tuttle is a very good director, and "Dangerous Money" is a very good picture. **Bebe Daniels is terrific.**

**"The Navigator"—Metro-Goldwyn-M互相**

**AMERICAN**—If you're in need of a good laugh to aid your digestion, go to "Tarnish." It is impossible to guarantee a laugh for anyone who has not forgotten how to enjoy the ridiculous humor. 

"Keaton" not only furnishes us with a bag full of ridiculous situations, but he has an unexpected lot of surprises. **Go**—If you have to travel in a wheel chair, go to "The Navigator." **DAILY MIRROR**—A sure-fire laugh hit, knocking a "gagging" world's record. Even the ending has a "kick" in it. "The Navigator," with Buster Keaton, is a hit. **DAILY NEWS**—It's a good picture. **You'll take it.** To follow a Keaton comedy is something of a task. Go and see it. **Evening World**—They've experienced the most amusing film. Buster Keaton is as good as ever. **There are several ridiculously effective sequences, and a fight with long hairwork completely carried on by the humorous situations that they, the audi-**

**MORNING TELEGRAPH**—As good as, and from many points of view, better than, the stage play. **It has been dyed up in the atmosphere by George Fitzmaurice.**

"Tarnish," with its marvellous piece, calculated to please the taste of the average moviegoer, whoever he may be; and its only faults are a certain over-emphasis of the emotional elements: an atmosphere of slipping which takes it out of the "just laid today" class. **SUN**—A vivid and realistic picturization of Gilbert Emery's stage success. **It is a good picture, but not an extraordinary piece.**

Above all the same reasons that the producers, and the audience, and the critics, and the box office, and the average tastes and the same story that he had told. **TIMES**—The plot of "Tarnish" gave this little director a greater opportunity so as to make a picture which was shining on this ice in making. In this picture, Fitzmaurice and Tuttle have given us a picture of the American sport of the day. **It is up to a powerful climax with some big and re-**

Besides which, there is an always effective cast at work in this "Tarnish." They are a set of real picture-minded people, often hard little story, and furnishing it with a dash of humor. **CHRISTIE FILM COMPANY, INC.**

"The Navigator" is in its thirty-fourth season in England. It is said that the sun never sets on a day in which the play is not shown in some English playhouse.

"The Navigator" is now to be filmed by Al Christie.
A Record "Buster"

Buster Keaton in "The Navigator," a Metro-Goldwyn picture, broke the Capitol Theatre’s record for a single day’s receipts last Sunday, October 12th, by doing a business of $14,796.70. This surpasses any previous Sunday, New Years Day, Thanksgiving Day, Washington’s Birthday, or any other holiday in the history of this theatre.

And on Monday the receipts were $13,184.85.

The total for Sunday and Monday then is $27,981.55 which is certainly a Record "Buster."

Edward Lucas
Managing Director
Capitol Theatre, N.Y.
"TARNISH—one of the big time picture!
and NEW YORK critics echo

"I have no hesitancy in recommending and urging that every one who likes a good strong entertainment, go to the Strand. Mr. Goldwyn has had so many bouquets on his motion pictures that he should feel very much pleased with himself."

New York American

"‘TARNISH’ scores big hit at Strand. Vivid, realistic and gripping. Something you don’t want to miss."

New York Graphic

"‘TARNISH’ is intensely dramatic. There is a mellow realism about Samuel Goldwyn’s production of Gilbert Emory’s stage hit. There’s pungent humor and solidity about the picture, skilfully adapted by Frances Marion and ably directed by George Fitzmaurice. For real worth while entertainment ‘TARNISH’ can’t be beat."

Daily Mirror

"It’s the type of picture that the inveterate movie goer, tired to death of banal and indifferently done films, encounters once in a blue moon to bolster his fast waning faith in the silent drama... It ranks high. In short it is excellent entertainment."

Evening World

"The stirring dramatic action and the restrained pathos make this production a strong entertainment. George Fitzmaurice has produced it with rare deftness and skill and without a vestige of vulgarity he has obtained the full suspense and impetus in the strong dramatic situations."

Times

"The picture is excellent, told in an understanding, human way that is consistently well acted and directed. The development of the dramatic theme makes the appeal of the production unanimous."

Evening Journal

Herald Tribune: “Film appears even better than stage version. Whatever your taste in pictures may be, you probably will enjoy ‘TARNISH.’”
“‘TARNISH’ is a thorough going, gripping play that you'll be sorry that you missed—if you do.”

Daily News

“‘TARNISH’ is worth seeing. Better than the average, enjoyable.”

Sun

“As good, and from many points of view better than the stage play. There is an always effective cast at work. They are a set of real humans.”

Telegram-Mail

“A good strong film, well worth seeing if you saw the play or didn’t.”

N. Y. Bulletin

“Takes its place as a better-than-usual film drama. It is a meaty little piece calculated to please the taste of the movie goer.”

Post

“The plot is dramatic, and has the elusive “punch” element in many of its crises—and the characterizations stamp it as something far superior to the usual attraction.”

Telegraph

SAMUEL GOLDWYN presents

The George Fitzmaurice TRIUMPH

TARNISH

ADAPTED FOR THE SCREEN BY FRANCES MARION
FROM THE FAMOUS BROADWAY STAGE SUCCESS
BY GILBERT EMERY

with

May McAvoy, Marie Prevost, Ronald Colman,
Norman Kerry and Harry Myers

The First National Picture
It's got everything

from Motion Picture News

SUMMARY. Heart interest, action, thrills, romance—all are combined in this rather unusual offering. The cast is excellent and Marc MacDermott gives us another notable character portrayal. The action gathers speed as it goes along and the climax is a wow.

-and it sure has!

M. C. LEVEE presents

In Every Woman's Life

with

Virginia Valli Lloyd Hughes,
Stuart Holmes Marc MacDermott,
George Fawcett Ralph Lewis

Directed by Irving Cummings
From CLIVE WADLEY's novel "BELONGING"
Screen play by ALBERT SHELBY LEVINE

The Gattling Gun of sure fire hits!
A FIRST NATIONAL Contract!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
Carl Laemmle presents
Virginia Valli

They cheered her in "The Storm"

They acclaimed her in "A Lady of Quality"

They loved her in "The Shock"

They are jamming theatres to see her in "The Signal Tower"

They'll want to see her time and again in

K—the Unknown

founded on
Mary Roberts Rinehart's best-known novel "K"

with
Percy Marmont and a splendid cast

Universal—the best buy in sight!

Larry Pollard Production
Nationally Advertised in The Saturday Evening Post
Florence Vidor, the personification of feminine charm, reaches the height of her dramatic career in the Thomas H. Ince Production “Barbara Frietchie” from the Clyde Fitch play and “The Mirage” from Edgar Selwyn’s sensational drama. A Regal Production.

Miss Vidor was never more beautiful nor more wholesomely alluring, and the power of her dramatic portrayals in these two impressive productions surpass everything else in her entire career.

In the title role of “Barbara Frietchie” in the quaint settings of Civil War days she is a vision of fragrant loveliness, romance and heroism. The sincerity of her acting gives life and reality to the story, and even the great Julia Marlowe, aided by her marvelous voice, who played the part on the speaking stage, is equalled by the silent, dynamic portrayal of Miss Vidor.

Mr. Ince could not have made a more fortunate choice of a star for this stirring historical romance than the selection of Florence Vidor. She is ideally suited to the part, and her popularity is worthy of the importance of the role.

“The Mirage” signalizes another dramatic triumph for Miss Vidor. In this powerful drama she portrays the role of a woman re-born with a mastery of emotion unequalled in the silent dramatic art. The play itself is rated as one of the greatest of all modern dramas, ranking in power with “Paid in Full” and “The Easiest Way,” and the artistry with which Miss Vidor has invested it on the screen is superb in realism and finesse.

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-25—THIRTY FIRST-RUN PICTURES
Philadelphia Deal

by Takes Over Five Houses
rated by J. Fred Zimmerman—$3,000,000 Involved

Local Daily

adelaide—The Stanley Co. of
and area has just closed another
important theater deal, said
ting properties worth in the
neighborhood of $3,000,000.
Nov. 1, J. Fred Zimmerman
ing the Liberty, Keystone,
and Fairmount in this
the Edgemont in Chester,
enn them over to Stanley.
W. Taylor who supervised the
ition of these houses and who
as general manager will con-
in his present capacity and he
(Continued on Page 2)

Olinson, Smith of Imperial Here
with Hodkinson, Coast exec-
cess of Cresson Smith, Mid-West
rer for Imperial are in New
to attend a meeting of the or-
shed for Tuesday.
A successor to Paul
urs will be selected and pro-
plans announced, according
tion.

Steger Returns

S Steger, who recently re-
duction chief for Fox
field on his own is due
York today (Saturday) from
the Paris.

Features Reviewed

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Famous Wins Suit

Recommends Weiss Bros. Can't
Use "Ten Commandments" in
Connection with "Six Days"

In a report filed in the Supreme
Court Friday afternoon, Robert L.
Luce, as referee, recommended the
granting of the Famous Players' pet-
tion for an injunction restraining
Artclass Pictures Corp., and others
from using the words "The Ten Com-
mandments," either as the title or as
part of the title of a motion picture.
And from using those words and the
picture of Moses in advertising a mo-
tion picture.

The defendants in the case, besides
Artclass comprise Louis Weiss, Ad-
olph Weiss, Max Weiss, Edward Grossman, Standard Film At-
tractions, Supreme Photoplay Co., Ker-
(Continued on Page 10)

King Wins

Application on the part of Inspiration
Pictures, Inc., to secure an in-
junction to restrain Henry King from
working for any other company aside
from Inspiration was denied Friday
in the Supreme Court.

Joe Jackson Here

Joe Jackson, well-known Coast
publicity man is in town, stopping at
the Columbia University Club.

Exhibitors

By DANNY

Big and little. With problems entirely different. With plans
correspondingly far apart. As exemplified during the past
week by the First National, and the Michigan M. P. O. meet-
ings. They piled atop of each other. Which made it tough. But to
catch the comparison sharp and quick. It was worth traveling
from Atlantic City to Saginaw in one day.

And after one calmly looks them over. It is easy to appre-
ciate why it will be difficult to get together. And hold together.
Exhibitor organization on a national scale. Unless there is a
sharp division. Between the men who operate like Leiber, Katz, Blank, et al. And those who make up the rank and file. Of
the usual exhibitor organization.

This is sure: the problems of the large and small exhibitor are
do so different; so completely different. That for one organiza-
tion to attempt to aid both. At the same time. Would call for the
qualifying leadership. Of a Moses. Unless they were split. And
kept apart. They would get nowhere.

Yet it was most interesting. To talk to leaders of each set. When
you talk to Sam Katz. And listen to him complacently
tell of the 21 million they are using this fall. For theater build-
ing. And then listen to Joe Dinnson in his easy quiet way. Told
of the difficulties he is having in getting pictures as the right

(Continued on Page 10)

B. and K. Buy Into Kunsky's Chain;
Delicate Situation Now Ironed Out

Complete Agreement Finally Reached—Potential Conflict in
Bitter Theater War for Supremacy Wiped Out—Deal
Carries Considerable Significance

The following statement was issued jointly by Sam Katz of
Balaban & Katz and George W. Trendle representing John H.
Kunsky, Friday:

"A complete agreement between the Kunsky Theater Circuit
and the Balaban & Katz Circuit has been reached, under the
terms of which the new Balaban & Katz theater and the Kunsky
chain become one company.

"This agreement includes the purchase of a block of stock
in the Kunsky Circuit by the Chicago people, and is a construc-
tive advance for the entire industry,

Kane Off For Coast

Robert T. Kane who holds a contract with Famous for two pictures
leaves tonight (Saturday) for the
Coast to start production.

The first picture will be "Sack-
cloth and Ashes," from the novel by
George Gibbs. Alice Terry and

(Continued on Page 2)

Loew Denies Shake-Up

(Special to THE FILM DAILY)

Los Angeles—At a luncheon att-
tended by 300 attendants at the Metro-
Goldwyn studios, Marcus Loew de-
ined reports of shake-ups and stated
there will be no shifting of heads of
departments. Louis B. Mayer will
resume his duties here upon his re-
turn from Italy, with Irving Thalberg
and Harry Rapf continuing as his
assistants.

Hollywood

Under the general heading, "Hollywood Happenings," there
will hereafter appear in the
Sunday issue a page of phony-
news notes, covering activities
on the West Coast.
Kane Off For Coast  
(Continued from Page 1) 
{Kane can be proud of the fact that he's been able to sell, but production is centered at the United States.} Kane was instrumental in building Long Island studios, and the work is done there today. Kane has been engaged to work on the scripts of the picture and will be going to the Coast until the picture is completed. 

Cost very little more than black and white. 
Ask us about it. 

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N. Y.
Universal Busy

Activity at Universal continues. Tour director Ken Laemmle is preparing the William Desmond story, to start next week. Cliff Smith, who has set "Riding Thunder" and "White Manitou" with Jack La Rue in spite of two sicknesses of ill
is preparing the next Hoxie "Don Daredevil." Arthur Ros
ter of "The Burning Trail," The Meddler," two Desmond
e, will direct the next Hoxie story, as yet untitled, while Philip Sosick, Gibson's regular or, takes his first rest in 18


Any Under Fralich's Wing

 До Fralich now has under his
nagement Viola Dana, home, Anna Q. Nilsson, Tal


Cutting "Hard Cash"

Harold Weight is cutting "Cash," his first feature for Goebel and Erb, and O
release. It will be the first series of six to be directed by


Chapin, Director, Dead

mes Chapin, who directed Char
nson in his last two fea
dead of double pneumonia, was one of the youngest di
in the business.


Davidson Back

Davidson has returned from Norwalk where he completed an
ment with Jackie Coogan as "Rag Man."


In "Code of the West"

Butler is in Payson, Ariz.
"The Code of the West,
mount feature, is being filmed,
also to play a heavy role.


Royal Featuring Wes Barry

oyal Barry is being featured in
ning Bumony," a Saturday Even
story, by Royal Prod., world
Russell Studios.


Majinger's Contract End Near

Why Majinger will have finished his five year contract with Century by Nov. 15. He expects to
nace.


Brash in "Merry Widow"

Marshall has been given an
role in "The Merry Widow" Eric von Stroheim will
Metro-Goldwyn-Mayer.


Warners Sign Miss Mackall

Dorothy Mackall has been signed by the Warners for forthcoming pro


"U" Signs Marceline Day

Marceline Day, a scanty girl, has been signed by Universal for five
ears. Her first work will be op


Roberts, Mulhall the Leads

Edith Roberts and Jack Mulhall play the leading roles in Ben Vers
cher's feature, "Three Keys," di
acted by Edward J. Le Saint at the F. B. O. studio.


Sales Chiefs on Coast

Edie Saunders, western division sales manager and his assistant, Paul
rger, are in Los Angeles from New
ork to visit the Metro-Goldwyn-Mayer Studio.


Barker at Work on "Dixie"

Reginald Barker is beginning one picture while he is cutting another. He is putting final cutting touches on "The Great Divide," and at the same time is making "Dixie."


Holmes in "Age of Innocence"

Stuart Holmes has been added to the cast of "The Age of Innocence," which is being directed by Wesley Ruggles for the Warners. Holmes is playing the role of a Russian Count.


Dawson with Hogan Prod.

Douglas Dawson, formerly manager of Chester Bennett Prod., and for years a stunt director dresser, Joseph Kilgour, Clyde McAtee, David Win
r Charlie Murray, Victor McGl
, Keedy Jenkins, Jack Cosgrove, Chew Ho, Betty Blythe, Emogene Chandler, with Barbara Barbara as the heroine.


Cast Picked for Ray's Next

The cast for Charles Ray's "Desert Fiddler" follows: Don Marion, Per
ey King, Directed by Ray, Joseph Kilgour, Clyde McAtee, David Win
r Charlie Murray, Victor McGl
, Keedy Jenkins, Jack Cosgrove, Chew Ho, Betty Blythe, Emogene Chandler, with Barbara Barbara as the heroine.


Ted Wharton in New Unit

Wharton Film Classics, Inc., have
filed articles of incorporation. This is a $600,000 motion picture
ure, theatrical and music publishing
ness, Fred E. Stivers and Henry W. Mahan are the attorneys, and directors of the corporation are: Theodore W. Wharton, Dr. I. M. Burnside, Nora Peters McCabe, E. S. Ferguson and Dr. J. M. Carr.


Our Coast Office

Is conveniently located at 6411
ollywood Boulevard. Both
and in New York, THIS FILM DAILY stands ready to serve you at any time. If you are en route or have no permanent address, have your mail addressed in care of us. We can help you with information, see us or phone us.


House Peters in "Raffles"

House Peters, who recently completed work in "The Tornado," is at work at Universal City, in H. W. Harrington's story "Raffles."


Mae Marsh Resting

Mae Marsh, who returned to Los
 Angeles last week from a six-month trip to Europe, will take a few weeks rest at her Flintridge home before starting work in her next production to be made here.


"36" Unit Back in Hollywood

Weatherhi is tired and tanned within an inch of his lives, the Jir
 Willat company has returned to Hollywood after two months on "North of 36" location in Southeast


"Up the Ladder" in Work

Universal has started production on "Up the Ladder," Edward Sloan directing, with Virginia Valli starred, Forest Stanley, Margaret Livingston, Holmes Herbert, George Fawcett and Priscilla Moran are in it.


Kenton Cutting Feature

Eric C. Kenton is cutting his "A Fool and His Money" for Columbia
release at the Waldorf studio. He is preparing for a Universal Jewel with Reginald Denny in "I'll Show You the Town" to begin shortly.


Roberts Gets Birthday Party

Theodore Roberts' sixty-third birthday was celebrated at the Lasky studio by a surprise party tended by William de Mille and the Locked Doors company, which features Betty Compson, Kathryn Williams, Theodore von Eltz and Roberts.


New Negri Film Finished

Poo Negri's latest picture, "Forbidden Paradise," is in its final stages of cutting and titling. Rod La Roc
ce, Adolph Menjou and Pauline Lord are in the cast which sup
Negri. The picture was adapted to the screen by Agnes Christmas Johnston and Hans Kracl from "The Czarina."


Two For 1st Nat'l

Two new films for First National passed from directors' hands this week. The first was "I Love You Again," Doris Kenyon's first featur
 vehicle, included in the cast was Hughes, Frank Mayo, Anna Q. Nilsson and Hobart Bosworth. The second was "Wilderness," Corinne Griffith's latest in which she is supported by Holmes Herbert and Ian Keith. "Wilder
ness" was directed by Robert Z. Leonard.


Cron Directing MacLean's Next

George Crane has started work on Douglas MacLean's next, "Sky High." Jack McKenzie is doing the camera work. The story, an original by MacLean, is laid in Paris and the Swiss Alps. Crane directed the last MacLean production, "Never Say Die." The cast includes Annie Cor
small, who appears opposite Maclean; Robert Oher, L. C. Shumway, E. J. Ratcliffe and Wade Boteler.


Hal Roach Studio Active

Production at the Roach plant is at the height of activity. Five companies are at work. Rob McGowan is making the "Our Gang" comedies, at present working on the sixth of the series. The "Spats" are en
aged on their latest, with Glenn Tyn
r and Blanche Mehaffey featured, under the direction of Fred Guiel. The Charlie Chase and Arthur Stone units are also making new subjects.


New Kink in Location Work

An elaborate bungalow on wheels, with living room, kitchen, bath, built
piano, radio, phonograph, etc., built on a truck chassis, pulled by a roadster with a Fagel truck motor. Now in Victoria, where Harry Pol
ard is directing Reginald Denny in "California Straight Ahead," will start back to Universal City with two cameras making scenes all with scenic backgrounds. The exteriors will all be filmed "on the march," with Gertrude Omstead, Tom Wilson, Lucile Ward, Charles Gerrard, John Stepling and Leo Nomis supporting Denny.


Lascelle Signs Jaccard

Ward Lascelle has signed Jack Jaccard to direct for Ward Lascelle Prod. which have about completed "Hearts O' West," starring Lester Cuneo.


News

If you have it, phone us.
Granite 3980

We want it—with your help.
All the news, all the time.
“Married Flirts”  
Producer: Louis B. Mayer  
Distributor: Metro-Goldwyn-Mayer

As A Whole...ADHERES CLOSELY TO ITS STORY, SHOULD ENTAIN A MAJORITY, CONTAINS FINE WIT AND HUMOR, A LITTLE SHORT ON COMEDY.

Cast....-Splendidly suited. All the players, including the killing of Pauline, Fredric March playing “Mrs. Paramor” with an ease and surety that is particularly interesting. Wear, one notices, a fine line at telling several stories. Conrad Nagel, Mac Busch and Hulton Gordon a capable trio. Give individually fine performances. Smaller parts played by Patterson Dial, Paul Nicholson.

Type of Story...Matrimonial drama; from Joseph Vance’s novel “Mrs. Paramor.” “More truth than poetry” can truthfully be applied to Vance, his theme, rings true to life and he has worked out a situation convincingly and interestingly. Credit is due J. L. Marston, his adapter, for her adaptation and Robert Vignola for his direction, but then they had something to work on. Vignola might have made just as good a job in spots but then the development cannot be said to lag at any time. The production, high class and photography excellent. Some Metro-Goldwyn stars who appear in one scene are Mae Murray, Eileen Murray, Mae McAvoy, Norma Shearer and director Hobart Henley. The plot deals with Nelly Wayne, a writer who loses a hold on her husband and then refuses to forgive him for falling in love with another woman, even though he doesn’t marry her. Nelly becomes the famous Mrs. Paramor, authoress of a popular novel. She attracts the handsome and charming “Irish woman” and decides to reverse the situation. She has the unsuspecting husband just where she wants him but at the last moment, she makes up her own husband and both Mrs. Paramor and the “other woman” have learned their lessons.

Box Office Angle...Holds first rate appeal. Should be big number and will likely profit by word-of-mouth advertising.

Exploitation...Your talking points: a new plot, dealing at the marriage question, involving the “other woman”, worked out in an interesting and convincing fashion, a first class cast with good drawing names such as Pauline Frederick, Conrad Nagel, Mac Busch, Hulton Gordon for the leading roles and “Irish Woman”, Joseph Vance’s novel “Mrs. Paramor.”

Direction...Robert Vignola; first rate; a little too long.

Ages: 12  
Anthony: Joseph Vance  
Scenario: Julia Crawford Ivers  
Cameraman: Oliver Marsh  
Photography: Very good  
Locale: New York-Paris  
Length: 6,765 feet

“Welcome Stranger”  
Producer: Belasco Prod. Inc.  
Distributor: Prod. Dist. Corp.

As A Whole...ADOPTED CLOSELY TO ITS STORY, SHOULD ENTAIN A MAJORITY, CONTAINS FINE WIT AND HUMOR, A LITTLE SHORT ON COMEDY.

Cast....-Dore Davidson always fulfills the role of Jewish business man to perfection. Thoroughly capable of showing both the warmer side of the man and particularly given to comedy, however, Florence Vidor once more a pleasing heroine. Noah Beery, Robert Edeson, Otis Harland and Fred Butler a villainous quintet. Wm. W. Mong excellent. Others Lloyd Nolan, Richard Dix, Robert Benchley.

Type of Story...Comedy-drama, from Aaron Hoffman’s stage play. “Welcome Stranger” enjoyed a highly successful run as a Broadway play. The film version should prove a good box office attraction for it contains a lot of elements of audience appeal, while it’s a man of acutest delineation, human interest, sympathy, comedy and romance its uppermost points of interest. It doesn’t rely upon popularities that have been used to their fullest advantage. The laughs come almost solely through the sub-titles. But the real point of the story, the creating of a sympathy for the much-opposed Jewish intruder in a small New England town is credibly effective. Isadore Solomon finds no welcome in Valley Falls, where he hopes to open a dry goods store. He is refused a license to the hotel but Clem, considered erratic because of his ambition to see the town developed, befriended him. Clem is also ostracised from society. The two are joined by Mary Clark, a girl seeking seclusion from a crowd in which she was framed. The three work together, Solomon and Clem furthering plans to “put the town on the map,” and in the face of all sorts of opposition, and finally have their opponents at their feet, off interest and amusing complications. Incidentally, Mary wins the heart of the mayor’s son.

Box Office Angle...Should satisfy most of audience. Has good audience appeal. Seems to run a long time but it can readily be cut.

Exploitation...There’s a good rate title for stunt exploitation. Have paper, cut to the size, and representing door mats, labeled “Welcome Stranger” and the number of homes in your town. Get permission to place “Welcome Stranger” signs prominently, at local railroad stations or trolley terminals. Put the name in shop windows. Recall the stage play. Mention Dore Davidson’s name to other pictures in which he has appeared; also Florence Vidor’s name.

Direction...James Young; good but might have gotten more laughs.

Ages: 12  
Anthony: Joseph Vance  
Scenario: Jas. Young-Willard Mack  
Cameraman: George Benoit  
Photography: All right  
Locale: Small town  
Length: 6,618 feet

Bebe Daniels in “Dangerous Money”  
Paramount

As a Whole...ANOTHER LUXURY SHOW THAT WILL GET OVER WAREHOUSE. THIS IS NOW ADDING UP ITS PICTORIAL VALUE; NOT MUCH OF A STORY BUT IT HAS BEEN GIVEN A GOOD MOUNTING, WHICH HELPS A LOT.

Star...Reaches stardom in vehicle that hardly makes the promotion conspicuous. Or has the quality of select research before the suitable roles before. Knows how to do this kind particularly well. Pleasing and seems a mighty good looking things.

Cast....-Tom Moore the usual Irish hero. Makes all his entrances at the Rivoli showing, to the tune of “When They Ring the Bells.” William Powell suited as the suave Italian Prince who’s after the American heiress’ money. Others not important.

Type of Story...Romantic drama, from John Russell’s adaptation of “Clark’s Field” by Robert Herrick. Dangerous Money” is the box office title than “Clark’s Field,” gives Bebe Daniels no particularly fine chances for her first opportunity at stardom. It does give her a role that she knows how to handle and surrounds her with stars, it may be in which she fits very nicely. Otherwise it’s just another picture “with Bebe Daniels”. This is also Frank Tuttle’s (Paramount screen writer) first directional effort. All told he’s done a satisfactory job but there isn’t anything particularly difficult in a story of this kind. Given a clinging formula the most he had to do was supply an attractive mounting. This luxury business usually appeals to a picture audience, women especially. They’ll get a good thrill out of the way Bebe Daniels suddenly acquires fortune and they’ll be happy when her fortune-hunting man dies. They are free to marry her Irish lover, which she should have done in the first place. But then there had to be a plot and after seven reels of delay the two are happy.

Box Office Angle...A likely bet. They’ll like the good looking production, varied locations, general lavish display and Bebe Daniels and Tom Moore. Has a good even chance of satisfying.

Exploitation...“Dangerous Money” sounds like a promising title. They’ll want to know what “Dangerous Money” is. This is a good cue for cat-catches and teaser ads. Boost Bebe Daniels’ name, telling them that this is her first starring picture. Run a trailer showing the “romantic” side of the girl. Have the melodramatic climax might serve to bring them back.

Direction...Frank Tuttle; adequate

Ages: 12  
Author: John Russell  
Scenario: Thomas Dugan  
Cameraman: Roy Hunt  
Photography: Good  
Locale: N. Y.-Europe  
Length: 6,684 feet

“Three Women”  
Warner Bros.

As a Whole...HASN’T A LITTLE FINE DIRECTO TRIUMPH WHICH DES STORY WEAKNESS SHOULD PROVE A WINNER AT BOX-OFFICE.

Cast....-May McAvoy in another her “sweet” roles. Pauline Frederick splendid as her mother tells to, May McAvoy has little to do. Lew Cody only man of consequence in this production, gives a satisfying formance. Mary Carr doesn’t.

Type of Story...Excepting this verges on melodrama, “Women” rings very silly. When it steps off the track comes a movie. It’s usually developed as Lubitsch always in his own distinct, individual manner. It is really fine directorially is noticed almost from the first. There is her daughter and the man the love—who incidentally isn’t—its according to his fancy of direction. It shows the struggle between father and daughter for this less cast, Lubitsch rises to heights, but later when the enraged mother shoots Cody, paving the way for her daughter’s marriage to a real man it’s regulation movie stuff and d ring true.

The usual Lubitsch however, to save this mediocrity.

Box Office Angle...Undoubtedly big league material. Title, etc. Lubitsch’s name should bring in.

Exploitation...Seek to arouse curiosity of the average fan and patron and you show a story of a good good business “Three Women”. Use catchline to arouse curiosity such as the average husband have women in his life? If so “Three Women” at the blankest etc... “You can play up F. D. Roosevelt’s name because he been off the screen for some You know the pulling power of vost, McAvoy, Cody and Lu... and operate accordingly. sure to tell your people they see this from the beginning. won’t enjoy this seeing it from middle on.

Direction...Ernst Lubitsch, other magnificent effort from director; splendid.

Author: Hans  
Scenario: Lubitsch and  
Cameraman: Charles Van  
Photography: Sp  
Locale: New  
Length: 7,900

THE FILM DAILY
Sunday, October 19

4
“Youth For Sale”  
C. C. Burr—State Rights

As a Whole ... MORE JAZZ, MORE MODERN GIRL STUFF AND SOCIETY CROOKS. PLOT THAT RUNS MORE OR LESS TO FORMER TYPE BUT THEN IT WILL PROBABLY CHEER MANY BOX OFFICES.

Cast ... Particularly fine line-up of nubile. Plenty of good drawing power in this cast. Pauline Garon a busy young flapper given to perpetual Minimalism. Kathryn Williams is resourceful. Kathlyn Kirkwood effective in one of those staid, dignified, father roles. Kathlyn Williams suitable as the mother who wants to make a profitable match for her daughter. Claire Adams pleasing as the less giddy of the two girls. Others Hallam J. Cockey, John Harman, Maine Gary, Anita Simons, Albert Roscoe, Cranford Keut.

Type of Story ... Drama. “Youth for Sale” has a very saleable story even if it isn’t an original or artistic one. It contains a lot of the sort atmosphere and situations and actually find favor with the bigger majority of picture patrons. It is good business and as such should make its mark. The theme has to do with a particular girl who gets her fur coats and wets from rich sugar papas and, in contrast, the little home girl who is content to sing away behind a counter in a department store. Girl Holmquist and May Allison, the respective roles, offer proper contrast and fulfill all requirements. The jazz girl is eventually the one who leads the home girl off straight and narrow. In order to hold her sweetie, who appears to be going over to her girl friend, she rides to take a drink and is a spectator to a scalp fellow. It finds her at the same time brings the errant sweetie to his senses and makes the jazz girl realize that she is part of the motion and must get along with it. All, however, are very much the same girl and her sweetheart plan to spend their honeymoon in various parts of the world. Nothing unusual happens in “The Painted Flapper” but for the crowd that likes jazz entertainment it should fill the bill as well as any of the others.

Box Office Angle ... You know best what your crowd likes. If you’ve played other flapflappers with success, this should go nicely also.

Exploitation ... A fine array of box office names that includes Pauline Garon, Kathryn Williams, Claire Adams. A trailer will suffice to acquaint them with the type of entertainment they are going to be doing. It will give them a keen idea of the type of story they will see. The title is rather attractive and can be employed with calculating effect in the long parade of the mind-reading sequence in the Chin- ese restaurant. This will certainly bug them.

Direction ... William Beaudine, very good

Author ... From the play by Dodson, Harnett and Zelda Sears

Scenario by ... Hope Loring and Leon Leighton

Cameraman ... Ray June

Photography ... Very good

Local. ... New York City

Length ... 6,000 feet

“Cornered”  
Warner Bros.

As a Whole ... HIGHLY ENTER-TAINING CROOK PICTURE CONCEIVED AND WELL DEVELOPED AND SUSTAINED, AND SOME EXCELLENT TOUCHES. STORY WELCOMED. FIRST-RATE CAST.

Cast ... Excellently chosen throughout. Mary Astor does splendid work in a dual role. Her work as the little crook is the making of the picture. She is on the screen all the time and the whole film. Rockliffe Fellowes and Raymond Hatton very good as her pals. Others not particularly important but all do their bits in fine shape.

Type of Story ... From the stage but not quite the same name. Not a particularly plausible story but you forget the implausibility in the interest of watching it unfold. The suspense is rather tense and continued. It is not until the last moment that the outcome is known. The story tells of a striking likeness, the other a crook with the ability to return. Brenda Marshall, the crook, and her pals, Jerry the Gent and Nick, the Dope, plan after seeing the likeness between the two girls to turn the wealthy home and rob the safe, while the heist is away. How this is done, the snare and pitfalls that await Mary even if she is believed to be the wealthy Miss Winthrop by the servants—the return of the mistress of the house unexpectedly, the short by one of the crooks that strikes her unconscious, and the continued playing of the game by Mary, who manages to outwit the police inspector and by reading the wound- ed girl’s mind, gives him the combination to the safe make for intense interest and entertainment. The happy ending is not expected until the final few feet. There is also much enjoyment from the believable character of the police inspector who stubbornly declares he is right when he is wrong and wrong when he is right. The picture running rather too long, but judicious cut- ting will have to be employed so as not to take out any important bits.

Direction ... William Beaudine, very good

Author ... From the play by Dodson, Harnett and Zelda Sears

Scenario by ... Hope Loring and Leon Leighton

Cameraman ... Ray June

Photography ... Very good

Local. ... New York City

Length ... 6,000 feet

Harry Carey in  
“Roaring Rails”  
Producer: Stellar Prod.  
Distributor: Prod. Dist. Corp.

As a Whole ... RED-BLOODED MELLER WITH THRILLS GALORE AND A MOST CAP- TIVATING EXCITEMENT. THRILLS AND PATHOS IN FINE PROPORTION.

Star ... At his best in a role that affords him plenty of opportunity for fast-talking, hero stuff and real acting.

Cast ... Little Frankie Darro almost steals the picture. At any rate, he’s a delight whenever he’s on the screen and that’s most of the time. What a kid! Edith Roberts very pleasing as the girl and Frank Hagney a good “bad man.” Wallace MacDonald satisfactory as villain.

Type of Story ... Here’s a melo-drama that will please them, thrill them, make them weep a tear or two, and send them out of the house realizing what a story of the love of an ex-soldier for an adopted little lad, and of the boy’s love for the man. The tie between them is so close that the man offers to forfeit his life so that the child may have an opera- tion, that is caused by men who are being paid to stop the progress of the Southwestern railroad, which must get through to a specified town at a specified time. There are thrills from the very beginning when Carey, an engineer, helping his adopted child who has fallen, lets his locomotive collide with another train. Later, after Carey has been dishonorably discharged from railroad service because of the accident, he and the boy “hop” a freight out west where he gets the railroad in course of construction. There is plenty of human interest stuff. The story eventually leads to a fight, from a surging cabin and wild drive of a locomotive through the burning forest to safety.

Box Office Angle ... Looks like a fine bet. Action-lovers, thrill chasers and those who like a human-interest story should all be pleased.

Exploitation ... There should be plenty that you could do in the way of exploitation with this. By all means run a trailer showing the flaming forest and the engine coming through it. This would certainly bring them back. Your lobby could be fitted with railroad signals, lanterns, etc. and a good display of the railroad in the lobby.

Direction ... Tom Farrow; very good. Might be cut a little.

Author ... Hunt Stromberg and Doris Dorn.

Scenario ... Hunt Stromberg and Doris Dorn.

Cameraman ... Sol Polito

Photography ... Excellent

Art Director ... Edward Witters

Photography ... Excellent

Local. ... France and America

Length ... 5,753 feet
It took Lloyd in his latest and best to do it.

Mister Albert Kaufman managing director of Grauman's Metropolitan Theatre informs me that Hot Water opened Saturday breaking all existing records for one day's business but on the following day even that record was broken making the two biggest days gross in the history of the house stop no question but what it will be biggest week the house has ever done and it will probably take another Lloyd to break this record stop Los Angeles funny bone has been cracked by Hot Water regards W H Jenner

PRODUCED BY
HAROLD LLOYD CORPORATION

A Pathe Picture
 Buck Jones in "Winner Take All"

As a Whole...FIRST RATE NUMBER FOR THE MEN. PRIZE FIGHT ANGLE HOLDS UP REFRESHINGLY FOR AN ATTRACTIVE FROM EXPLOITATION STANDPOINT PARTICULARLY.

Star....Something a little different and seems to enjoy it. So will his following. Offers some cracking good fights that will undoubtedly stir the enthusiasm of the male contingent.

Cast...Peggy Shaw, opposite. Pleasant and rather pretty. Lylan Tashman a dashing and vamping "easy come, easy go". Takes care of the sex appeal angle, which is slight, however, Edward Hearn, William Bailey and the late John Deely make up the remainder of the cast.

Type of Story...Drama of the prize ring. Larry Evans' story supplies Buck a flying start. The angle is a little different from the usual line of westerns, the type he usually offers. Jones seems to enjoy the variation and ought to go equally high with his following. The atmosphere of the ring consumes most of the plot but then there's a sex angle that is both necessary and useful.

Hero Perry Blair unexpectedly finds a good fighter. But he's too square a lad and won't fight the way they want him to. So he packs up and goes back West leaving a little girl in the city heartbroken. She didn't understand that his offer meant marriage. Later they stage another fight in Perry's home town. The girl is there to see him win—"Winner Take All"—which includes the girl.

Box Office Angle...The prize fight angle is your big bet in this one. Get your men patented by talking up the ring angle. It should please them thoroughly.

Exploitation Angle...The trailer showing bits of either of the fighters. Use plenty of posters showing Buck and his opponents in their fighting rivalries. Use the story of the prize fight angle is properly announced at any local gym or bowling bout. The star's name can easily be let to let his admirers know that "Winner Take All" is different from the others.

Hoot Gibson in "The Ridin' Kid From Powder River"

Universal

As a Whole...REGULATION WESTERN WITH PLENTY OF SHOWING RIDING AND DOUBLE CROSSING BAD MEN EXCELLENT CAST AND GOOD ATMOSPHERE.

Star....Always pleasing, but hasn't much opportunity in this to get into much of the humorous stuff he does so well. However, keeps the audience with him all the way.

Cast...Very well chosen. Tully Marshall gives another of his excellent characterizations as "The Spider". Walter Long a thoroughly detestable villain. Gladys Hutlle satisfactory as the girl. Others are among the usual supplying. Heatly Flynn of course, is his best to inject some pep and interest into this rather flat story, and succeeds in a measure. He is seen as the West's best shot at the spider's father, who frames a charge of manslaughter against his son to frighten some responsible authority. He tells him he will help him escape, go west and start fresh, and thereafter deposits him in a deserted town which is inhabited by dust and crooks, the old demented founder of the town, his daughter and occasionally by Torso, a bad man, and his gang. The old man appoints Heatly sheriff. He routs the bandits on two occasions but the third time they get the better of him and the girl has to ride to the nearest government station for help. A period of six months—explained by a title—several things are found to have happened, among them being the successful establishment of a company to market the inventors brain child, the recovery of the old man's fortune, the death of the head, the engagement of the girl and the sheriff and a happy ending, caused by Lefty learning from his forgiving father that the charge against him was just a bluff.

Box Office Angle...Where they like western stuff, regardless of any particular charm of story, this will do. Might be used effectively on double feature day in neighborhood houses.

Exploitation...If you want to get them in, in the title of this should be easy to exploit. You could have a man dressed as a cowboy give away stage money, or any number of attractions along the same line. However, it might not be well to talk too much about this as they may be dissatisfied with what they see.

"The Millionaire Cowboy"

Film Booking Offices

As a Whole...ANOTHER WESTERN WITH NOTHING MUCH TO LIFT FROM THE AVERAGE RUN OF THESE, QUITE A LITTLE ACTION BUT NO UNUSUAL ATTRACTION.

Cast...Lefty Flynn nice type of hero. Gloria Grey not particularly attractive as the girl. Charles Crocket does rather well as feelie-nee and Fredric Peters regulation bad man.

Type of Story...Western. Where they like to see a good-looking hero get the better of a gang of desperados in a particular scene, and so terrorizing the two inhabitants left in a deserted town, "The Millionaire Cowboy" will probably please them. Lefty takes his best to inject some pep and interest into this rather flat story, and succeeds in a measure. He is seen as the West's best shot at the spider's father, who frames a charge of manslaughter against his son to frighten some responsible authority. He tells him he will help him escape, go west and start fresh, and afterwards deposits him in a deserted town which is inhabited by dust and crooks, the old demented founder of the town, his daughter and occasionally by Torso, a bad man, and his gang. The old man appoints Heatly sheriff. He routs the bandits on two occasions but the third time they get the better of him and the girl has to ride to the nearest government station for help. A period of six months—explained by a title—several things are found to have happened, among them being the successful establishment of a company to market the inventors brain child, the recovery of the old man's fortune, the death of the head, the engagement of the girl and the sheriff and a happy ending, caused by Lefty learning from his forgiving father that the charge against him was just a bluff.
"THE CLEAN HEART"
OR
"THE CRUELITIES OF LIFE"

by A. S. M. Hutchinson
J. Stuart Blackton Production

with Percy Marmont — Marguerite de la Motte

VITAGRAPH

THE PICTURE UNUSUAL

A Picture for Mother, Daddy and the Kiddies.

A Picture of Strong Drama, of Heart Interest; Thrills!

A CLEAN PICTURE ENTERTAINMENT FOR ALL

Member of the Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President
WESTERN UNION
CABLEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Received at
1635 EAST 17th ST., BROOKLYN, N. Y.
61N CR 13
LONDON 526P OCT 10 1924
VITAPRAPH NEW YORK
(VIT CO)
THANKS AND CONGRATULATIONS TO ALL CONCERNED IN PRODUCTION OF BLOOD
SABATINI
256P

And he sought to know!
**Short Subject Reviews**

**The Riddle Rider**—Universal

**New Serial Crammed With Action**

Type of production . . . 15 episode serial

The keynote of this serial is action. It centers around a young girl who, with the aid of an unusual monkey, finds the key to her oil. Oil has been discovered by a crooked promoter. The editor of the local newspaper is secretly a government agent and is on the trail of the crooks. So is a mysterious figure called the Riddle Rider who always appears in the nick of time, saves the girl, terrorizes the town in general and the crooks in particular. This is the skeleton plot, which is, of course, supplemented with thrills and excitement in each episode.

The acting is of the rough and ready type, but it suffices to get the action over. Miss Sedgwick is a good actress and Leslie Dean fills the dual role of newspaper editor and unknown rider. It has none of the usual types of action serials.

**Bungalow Boobs**—Roach-Pathé

**Type of production . . . 1 reel comedy**

In "Bungalow Boobs" one sees the gag man at his best. Inspired, one might say, for if there aren't two laughs to every foot of screen there is only one laugh, continuing from start to finish. Charley Chase does the clowning, but in this case it isn't so much Chas as it is the really comic story that has been written for him. For once, one finds a comedy film minus a lot of aimless gags and this is why it makes it funny. Neither is there any of that desperate striving for humor which blights most shorties. The humor is there, and it is on the story of the two newly-weds being visited by their welcoming neighbors, who with the persuasive art of human nature, come low to pieces by showing that "this is not real velvet" and proceed to prove it by tearing the drapery to the floor, and then over to the well. Where a pillar is torn from its support as concrete testimony, until nothing is left of the house but the knob on the attic door. And so on, the whole thing being exceptionally well done.

**Monkey Business**—Aesop Fables—Pathe

**Diverting Type of production . . . 1 reel cartoon**

Paul Terry’s fertile mind comes to the fore with some very agreeable innovations in "Monkey Business", a pen and ink divertissement on the pranks of monkey’s. These are not merely animals of the jungle for comic accessories. For example, in an acrobatic act, a hippo with both forelegs and hind legs strapped to poles is stretched on his back while an agile monkey performer uses the poor beast’s stomach for a springboard. And so on. Clever and laughable.

**On Leave of Absence**—Pathe

**Excellent Drama Type of production . . . 2 reel drama**

This two-reeler marks the inception of a series of four dramatic subjects to be released under the running title of "True Detective Stories". If the first one is any criterion, the others will be even better. Laurels are in for this one, as it is a short-built entertainment that combines interesting drama with excellent photography. The foundation for the first story lies in the fact that a long vacation, a police detective is always on the job, mixing the catching of truant children, and saving them from the crooks.

**Dinky Doodle and the Magic Lamp**—Standard Cinema

**Entertaining Type of production . . . 1 reel cartoon**

This series of combination cartoon and real photography is the sort of material that can be used to good advantage on almost any program. It’s time for the kiddies and the cartoons will like it as well. Dinky Doodle, the little cartoon boy, and his dog, go through the same adventures that befell Aladdin only with slightly different results. The action, while not hilariously funny, is pleasant to watch, and entertaining. Produced by Bray.

**Promoting Good Will**

Hays Representative to Address Southern Civic Groups on Ad

Col. Jason Joy, chairman of the Committee on Public Relations of the Hays Mailing organization has mapped out an extensive Southern tour, beginning shortly and running through the first week in December. This week finds Col. Joy representing representatives of many national civic bodies that work with producers and distributors in eliminating objectionable material.

Joy will address upwards of thirty gatherings, including Kiwanis and Rotary Clubs, Better Films Com-

mittees and Chambers of Commerce and explain the progress made by the industry in meeting the demand of wholesome entertainment. Col. Joy will be Atlantic City, then Philadelphia, Richmond, Atlanta, Birmingham, New Orleans, Montgomery, Columbus, S. C., Spartanburg, Asheville, several cities in Tennessee, and several in Florida. The itinerary also includes a week in Texas.

**Exhibitors Now at Bat**

Kansas City, Mo.—The following appears in the current issue of "The Reel Journal".

"Reports coming from the territory indicate in no uncertain terms the enlarging exhibitor, generally, is having his lining, so far as the metallic sound in the box office is concerned. Preo. that such an encouraging condition exists in all parts of the territory. Radiated from the activities of the various Kansas City exchanges, most o. whom are running to capacity.

**Associated Enterprises Expanding**

Tampa, Fla. Associated Enter-

prises plan a $1,500 seat theater in the heart of the city. When completed, will be managed by Mahoney, one of the company’s managers. An option has been taken on a site.

Walters Joins Norwitz Interests**

Cleveland—Fred Walters is the new manager of the Falls, Cuyahoga Falls. This is one of the chain owned and operated by M. B. Horwitz.

**Dunlevy’s Condition Improved**

Akrón—James Dunlevy, manager of the Strand, is reported showing rapid improvement after severe illness. His son, Arthur, is running the house.

Salesman Becomes Exhibitor

Kansas City—William Darrell, formerly Vitagraph salesman, has entered the exhibiting end of the business, manager of the Liberty at Heath, Calif.

**New Deals on Rayart Product**

Rayart Pictures have sold "The Big Hunt" to Western Maryland and Kansas, to W. G. Valerius, of Kansas City, Kansas.

**“Ben Hur” Company on Location**

Rome—Fred Nilho has taken "Ben Hur" unit to LeGhorn, to fill the galley slave scenes.
A WONDERFUL LOVE STORY OF A
BEAUTIFUL DANCER IN A TRAVELING
WAGON SHOW AND THE CHAMPION WRESTLER
THAT IS DIFFERENT!

There's the tang of the sawdust ring in this one!

THE BELOVED BRUTE

By KENNETH PERKINS

J. STUART BLACKTON PRODUCTION
A VITAGRAPH PICTURE

Member of the Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President
Incorporations


Columbus, O.—Cosmopolitan Amusement Co., Cleveland, Capital $500. Incorporators, Joseph Foldaver, Anna Miller, S. A. Grossmer, M. A. Piciano and H. L. Emerson.


Dover, Del.—Balboa Theaters, Capital $2,000,000. Incorporators, E. C. Craig, A. L. Raugble and M. E. Scanlon.


Albany—Seventh Avenue Photoplay Co. of Brooklyn. Capital $5,000. Incorporators, Helen Madigan, J. C. Pickles and L. Trachten.


Dover, Del.—Gulf River Amusement Co., Dover. Capital $100,000.

Restore Free Trailer Service (Special to THE FILM DAILY)

St. Louis—Several local exchanges have restored free trailer service to the exchanges of Southern Illinois and Missouri. Recently, the exhibitors’ organization passed a resolution protesting against the abolition of the free service, complaining that they were forced to purchase trailer service from a private concern and that the change worked a hardship on many of the theaters, especially the smaller ones. The exhibitors have promised to cooperate with the exchanges in seeing that the trailers are returned promptly and in good condition. The purpose is to prevent the exchanges from charging fees for the prints, and to make the trailer service not only free, but prompt and efficient.

Aiding Local Charity Drive (Special to THE FILM DAILY)

St. Louis—Exhibitors are aiding in the drive to raise $1,500,000 for the Sisters of St. Mary’s who conduct the St. St. Rose Tuberculosis Sanitarium. St. Mary’s Hospital and St. Mary’s Infirmary. Slides boosting the drive will be shown on the screen while speakers will also appear in many of the theaters during the campaign.

Remodeling Randolph

Chicago—Many improvements are being made at the Randolph. A large electric sign is being erected in front of the State St. entrace and the interior of the house is undergoing complete renovation. The performance, however, are not being interrupted.

Jossey Seeking Product (Special to THE FILM DAILY)

Cleveland—J. S. Jossey, president of Progress Pictures, was in New York all last week, shopping for a picture to release simultaneously with the celebration of his exchange’s second birthday. 

Fraternal Body Boosts “Messalin” (Special to THE FILM DAILY)

Cleveland—“Messalin” played at the Masonic Hall on Columbus Day. Among the movie makers present were Mrs. Peter R. Bard, who is in charge of the society, and Mrs. J. Robert R. Bard, who is in charge of the screen office. The society has a membership of 3,000 and each member sold tickets.

Harry Well Joins Principal

Hollywood—Harry Weil, production manager, with Frank Lloyd for some time, has been engaged by Principal to assist Sam Wood in the direction of "The Re-Creation of Brian Kent." 

Leide Plans Atlanta Concerts

Atlanta—Enrique Leide will again conduct a series of concerts offered by the Atlanta Symphony Orchestra. This is the second season for the orchestra. The concerts are made up of musicians from local houses.

Vaucluse at Gateway, Little Falls (Special to THE FILM DAILY)

Little Falls, N. Y.—The Gateway has introduced a vaudeville policy on Friday and Saturday nights, together with pictures.

Seeks to Halt Picketing (Special to THE FILM DAILY)

Dayton, O.—Robert J. Hirsch, owner of the Sigma, has applied to the Common Pleas Court for an injunction to restrain the Central Labor Union and Local No. 248 of the I. A. T. S. E., from picketing and boycotting his house. Hirsch charged that officers and members of the union have refused to remove some of whom are mentioned, consented to ruin his business. The dispute grew out of his refusal to hire a union operator. Hirsch is running his own machine.

New Theater for Pasadena

Pasadena, Cal.—Ground has been broken for a new theater at the corner of Colorado St. and Roosevelt Ave., to cost $150,000. Work will be rushed to make the house ready by Christmas. Henry W. Warner is part owner and will manage. Others financially interested include John Cockmore. The house will seat 1,200 and will be erected along Egyptian lines.

Cleveland Industrials Merge (Special to THE FILM DAILY)

Cleveland—The Lustig Laboratory and the Cleveland Industrial Film Co. have consolidated into a new industrial plant known as the Jacob Baker Laboratories, 2147 Prospect Ave. It is said to be the largest of its kind between New York and Chicago.

To Syndicate Comic Strip

Larry Semon has signed a contract with the McClure Newspaper Syndicate of New York and Philadelphia, whereby the comedian will turn out a daily comic which will be syndicated to newspapers in the United States and Canada.

Joint Body to Use Slides

Kansas City, Mo.—The Kansas and Missouri joint M. P. T. O. will go in for screen slide advertising as part of its activities, it has been known, although details are lacking.

Pauline Frederick in “Legit”

Kansas City, Mo.—Pauline Frederick, who appeared here at the Missouri-Suburban in “Spring Cleaning,” will return to the Coast later to appear in Universal pictures.

Fox News Celebrates

Fox news is celebrating its sixth anniversary.

Theater Changes

Plainview, Tex.—E. L. Dye erected a large electric sign for his Rex theater.

Kansas City, Mo.—J. P. Deal and F. J. Wilson have bought the J. 7th and Main Sts., from L. A.

Marionville, Mo.—The Bannus house, now owned by R. H. Russell, bought the house from A. H. Ho.

St. Joseph, Mo.—The Oliva has been closed by M. F. Meade, who says, as yet, undetermined as to future plans.

Ellwood City, Pa.—A 12,000 W. W. Meter is being installed in the jestic, managed by Nick Shuler.

Orange, N. Y.—Interior alterations are being made to the Palace. House will reopen in a week or A balcony has been added and stage remodelled, so as to accommodate vaudeville, which will here be part of the policy.

Breaks St. Louis Record (Special to THE FILM DAILY)

St. Louis—Miss Mildred D. known along Film Row as Lammie himself, and come with the accounting department and the local Universal exchange, set a new record by obtaining play cards for September and October.

FOR SALE

A CORKING STORE

“PEGGY OF BEACON HILL”

BY MAYSIE GREIG

SMALL, MAYNARD AND CO.

PUBLISHERS

BOSTON

“A great story like this couldn’t escape being filmed.”

Margaret Morrow

Chicago Evening Post

Motion Picture Rights For Sale by

ROBERT A. SANBORN

SMALL, MAYNARD & CO.

220 West 42nd St.
New York City

Headquarters for Debric cameras and accessories.

New Metal Model Studio Debric now equipped for motor drive.

Send for catalogue on the Debric Interview Model E

The ideal newsman’s camera.

Bargains in slightly used cameras

All Makes.

MOTION PICTURE APPARATUS CO., INC.

Bryant 6635

118 West 44th St., N. Y. C.

U. S. and Canada Agents for Debric
EXHIBITORS:

WHAT IS

GREATER THAN MARRIAGE

WRITE YOUR ANSWER IN TEN WORDS. MAIL IT TO VITAGRAPH, BROOKLYN, N.Y.

$100 FOR BEST ANSWER!

OUR ANSWER MAY BE THE PICTURE SELLING SLOGAN

Open to Any Exhibitor or Member of the Staff of Any Picture Theatre in the United States or Canada

CONTEST OPENS OCTOBER 15th, AND CLOSES NOVEMBER 15th, 1924

IN THE EVENT OF A TIE, ALL TYING CONTESTANTS WILL RECEIVE THE FULL PRIZE
Exhibitors

(Continued from Page 1)

price. For his two houses. You know both are sincere; both honest, both anxious to get ahead. And yet Dennison thinks his problems are just as important as Katz. They probably are.

CHAINS

And when you talk to the big men. Of First National. About the development of chains throughout the country. Eventuating, perhaps, in two or three chains of national strength. They go into the economics of it like bankers. And when you talk of the same thing. To the smaller exhibitor he grows stern of countenance and irlar. You know he is thinking: what of me? What will happen to my house?

Block booking, much discussed in Michigan, gives you an idea of how they feel about the possible eventuality of things. Said one: “When it gets that way I’ll get out.” But how many are in a position to “get out”—and where will they go—and what will they do?

This block booking in Michigan seems to worry the exhibitors a lot. But the exchange men out that way—they held a meeting in Saginaw at the same time as the exhibitors—were equally worried. Over the problem of allocation of product. By those very exhibitors. It certainly was becoming a menace. A man to the exchanges’ problems. And then walked into the exhibition meeting. And heard their arguments. On block booking. It only demonstrated how far apart they were. Each, of course, blames the other side. For the development of the existing situation. It’s the old story of dog eat dog. That’s how they look at it. And that is the wrong way—as some time each will discover.

Conditions in Michigan prove the need of cooperation, better understanding, and better working conditions than any spot in America.

And Pettijohn’s plea. That they get together. And stick. Should bear fruit. Otherwise when a territory shows a 47 per cent decrease in rentals. In a year. You know something must happen.

THE MASTER SALESMAN IDEA

In such territories, under such conditions as exist today, salesmen aren’t needed to a serious extent. That must be evident to all. It takes no salesmanship to accept a price 50 percent below what you ask. And know you must take it. An errand boy can do that. Yet such conditions exist not only in Michigan but in a number of states. Where buying combines and the allocation of product has become a menace. A menace to the exhibitionists’ problems. And then walked into the exhibition meeting. And heard their arguments. On block booking. It only demonstrated how far apart they were. Each, of course, blames the other side. For the development of the existing situation. It’s the old story of dog eat dog. That’s how they look at it. And that is the wrong way—as some time each will discover.

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**The Heart Buster**—Fox

*Victoria, Rochester*

**Times**—* "The Heart Buster" is a trifle too robust for the heart in a highly dramatic film story.***

---

**Her Love Story**—P.L.

*Pittsburgh, Pa.*

**Inquirer**—* "The production is of interest chiefly because it shows another aspect of Gloria Swanson's many-sided personality."

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**Allen, Cleveland**

**Times**—* "The picture has all the earmarks of insincerity and vulgarity, as is usual with those dramas of kingdoms that never existed, especially when the script is supposed to be the present."

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**Eastman, Rochester**

**Democrat**—* "because of its typical Rienhart simplicity and directness, will undoubtedly prove one of the star's most popular vehicles."

---

**Herald**—* "Gloria Swanson is delightful in some parts, but she simply was content to romp around in an attempt to catch the flavor of Royal blood. She has not the eclat, the charm, the calmerness nor the presence."

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**Journal**—* "The star does quite consistently give good work in "Princess Marie. She has forgotten some of the tricks of the early career and does not seem to want her work quite so seriously."

---

**Times**—* "The lighting and photography of the film is everything that can be desired. The costuming seems a trifle too old-fashioned, and other members of the court now appearing in it are wearing ancient peasant costumes and in the end are dressed in clothing that speak loudly of 1929 and the shops of Paris."

---

**His Hour**—Metro-Goldwyn-Mayer, Chicago

**Post**—* "The story resembles nothing so much as one of those highly colored romances of romance which appear between yellow paper covers and which were geared up to appear as the delight of housemaids. They have rather gone out of exist-..."

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**The House of Youth**—Prod. Dist. Corp.

*Madison, Detroit*

**Free Press**—* "another of those jazz, existence-of-youth which exist only in the box office mind of some film producer."

---

**"I Am The Man"**—Chadwick Strand, Washington

**Star**—* "Harrymore, supported by Seeley Owen, Gaston Glass and D. W. Breton, lives up to his reputation as a forceful actor."

---

**In Hollywood with Potash and Perlmutter—1st Nat'l**

**Bee**—* "In this latest opus, showing the exploits of the "friendly enemies" the film is faster and more furious than ever."

---

**New York**

**Daily News**—* "The flavor the nothing be-..."

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**The Film Daily**

**Day, October 19, 1924**

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**Stuart**—* "* "The former..."

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**Thomas**—* "* "The..."

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**THE FLAVOR**—"For a straightforward motion picture, this is not the day when all good movies boast at least one head of Indians and a horseman chasing around the helpless whites. "..."

---

**Circe, the Enchantress**—Metro-Goldwyn-Mayer, Garden, Millwaukee

**Sentinel**—* "A typical Mae Murray picture. Like all of her previous ventures, it is a typical display of costume, singing, Miss Murray."

---

**Piccadilly, Rochester**

**Democrat**—* "The most commendable feature of the picture is the beautiful costumes the former of which..."

---

**Eisen**—* "There is a path of pathe..."

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**ES**—* "This..."

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**R.A.L., "Roaring Rails" has it about..."

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**R.D.**—"Roaring Rails" has it about..."

---

**The Alaskan**—F. P. L.

**Lyric, St. Louis**

**Globe-Democrat**—* "Vivid im-..."

---

**The Fast Set**—F. P. L.

**California, San Francisco**

**Bulletin**—* "The play has been made..."

---

**The Border Legion**—F. P. L.

**Missouri, St. Louis**

**Globe-Democrat**—"Antonio Moreno..."

---

**The Greatest Love of All**—Selznick

**Lyric, Cincinnati**

**Evening**—* "For a straight-..."

---

**The Heart Buster**—Fox

**Victoria, Rochester**

**Times**—* "The Heart Buster" which..."

---

**Her Love Story**—P.L.

**Inquirer**—* "production..."

---

**Allen, Cleveland**

**Times**—* "The picture..."

---

**Eastman, Rochester**

**Democrat**—* "because..."

---

**Herald**—* "Gloria Swanson is delightful..."

---

**Journal**—* "The star..."

---

**Times**—* "The lighting and photog-..."

---

**"His Hour"—Metro-Goldwyn-..."

---

**Herald**—* "In some parts, but..."

---

**"The House of Youth"—Prod. Dist. Corp.**

**Madison, Detroit**

**Free Press**—* "another..."

---

**"I Am The Man"—Chadwick Strand, Washington**

**Star**—* "Harrymore, supported..."

---

**"In Hollywood with Potash and Perlmutter—1st Nat'l**

**Bee**—* "In this latest opus, showing..."
In The Courts

Supreme Court Justice O'Malley has appointed William K. Ziegfeld, former President of the Ziegfeld Cinema Corp., $250 for contempt of court because he failed to appear, and stated that he "was merely an accommodation endorser and that when the corporation became insolvent he lost every dollar he had and thousands he borrowed to assist the corporation in making a film."

In a suit of Harry Houdini as trustee in bankruptcy of the Octagon Films, Inc., against Mrs. Elizabeth D. Fischer as executrix of the estate of Adelbert H. Fischer, for $101,722 Houdini has filed an application to compel the defendant to give particular details of her allegations that the claim has been filed against her. The plaintiff is seeking to determine whether the payment was made by cash or by services.

St. Louis—The Majestic theater in east St. Louis has been made defendant to a suit filed in the U. S. District Court by Irving Berlin, Inc. The plaintiff alleges that the Majestic violated the copyright law. Harry Redmon is manager of the Majestic.

A verdict of $3,590 was directed in the Supreme Court in favor of Malcolm Strauss against Julian H. Siebert on a contract by which the defendant in 1921 agreed to pay the plaintiff $10,000 in connection with the film, "Mary Magdalen."

A judgment for $5,700 was directed in the Supreme Court against the Connecticut & Equity, in a suit filed by the Marcus Loew Realty Corp. for rent.

Julian at Work on "Phantom"

First scenes of "The Phantom of the Opera," have been filmed by Rupert Julian. Lon Chaney is "The Phantom" of the Leroux play and Mary Philbin, Norman Kerry, Gibson Gowland and Snitz Edwards are the only supporting players chosen so far.

Robert Ross is production manager, Charles Van Enge his first cameraman.

Public to Pick Cast

The Ince organization and Bobbs-Merrill will make "The Enchantment," under which Ince has secured for production a national campaign to secure the aid of the public in selecting the cast.

International Claims A "Beat"

In the news today, Radio, Inc., claims a "beat" on issuing the only file releases that were made on board the ZR-3. The films were taken by one of the ships and reused through for early showing.

A Correction

Harry Hoyt co-directed with Larry Trimble on "Sundown" and not on "The Lost World," as erroneously reported in Friday's issue.

The Weeks' Headlines

Monday

Semilannual meeting of First National executives and transfer men opened at Atlantic City. Line-up interesting material for November. A. L. Jensen's "Penny." American Railway Express locally enters distribution via the Railway Express Film Transport Co. Walter Irving interested.

Tuesday


Wednesday

First National starts production in the East on Nov. 20. Lambert Hillyer a new director.

Thursday

Learning of a doubt has risen over future status of D. W. Griffith with United Artists. Former's attorney believes Griffith's signing document as a favor may be binding upon him.

Friday

Douglas Fairbanks' next picture to be similar to "The Mark of Zorro." Mary's next undetermined.

Saturday

Balaban and Katz buy into Kunsky's De Luxe chain. Delicate situation now ironed out.

Niemeyer with Fred Cornwall

(Special to THE FILM DAILY)

St. Louis—Harry Niemeyer is the new manager of the Delmont theater, the theater which Joseph Desberger, who has left the business, Niemeyer is reported to have purchased a half interest in. Niemeyer, which is controlled by Fred L. Cornwall.

New Theater Unit in St. Louis

(Special to THE FILM DAILY)

St. Louis—The Allen Amusement Co., with a $10,000 capital, has been incorporated by David Nelson, Paul Whitman and N. F. Hecker. They are authorized to operate and control theaters.
The film that carries quality from studio to screen—

EASTMAN
POSITIVE FILM

—has the identification "Eastman" "Kodak" in black letters in the transparent margin. Look for it.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
In Every Woman's Life

Made for the box-office
Made for exploitation
Made to make money
for you

A First National Picture

Members of Motion Picture Producers and Distributors of America, Inc.—Will Hays President
THE BRADSTREET of FILM DOM

OL. XXX No. 17
Monday, October 20, 1924
Price 5 Cents

STEPPING

By DANNY

Notice the Balaban & Katz-Finzsky deal? Mean anything to you? It should. No matter where you are doing business, because Presages the first of the many moves. That Sam Katz. And Chicago associates have, or the future.

For a long time we have been telling you: Keep an eye on Sam Katz, in several years in fact. And the reason is now beginning to be notable. For the coming growth of Balaban & Katz. Will make their development. Look picervisor. Skilled by millions of capital. Plus tremendous energy, the ability of the shrewdness that has made a concern outstanding in exhibitions. That has placed Chicago on the action picture map; that has made him talked of wherever picture folk meet; they will go into Detroit. And

Well, wait and see. Several years will be enough. And if their plans are not fully in motion by then it will be surprising. They will be the largest single factor in the entire Mid-Western section of America. They will not stop at Detroit. Nor any other one city.

Let your imagination be your guide, see over the map. And then note rich territory contiguous to Chicago. And watch for developments. His associates in B. & K. stand tall of Sam Katz to the limit. His energy is only matched with his ambition. And to his everlasting credit, he said: That when he had opportunity to drive a tough deal, he would, with Kunsky, he listened. And the result was a business arrangement far different from what it might have been. He made friends of people, a lot of hard, strong business men, his associates. Don't ever forget that.

Katz believes the existing economics. Of the business. Are unsatisfactory, unbusiness-like. Bad. He has certain ideas. Looking to a change. He believes in those ideas. And expects to work them out. They

(Continued on Page 2)

Salaries at Peak

New High Levels Reached by Coast Performers—Ike Cohn Sees Difficulties

Never in the history of the business have performers been receiving the salaries they now get, according to Jack Cohn, who has just returned from a long stay on the Coast watching production for C. B. C. This condition, long acute, has now reached its fullest development.

(Continued on Page 3)

“The Flame” Again

Reported Bob Kane Will Remake Triangle Picture That Did Tremendous Business

It is reported that Robert T. Kane, who is on route to the Coast to make two pictures for Famous at the United Studio, has acquired the remake rights on “The Flame of the Yukon,” one of the first Triangle pictures ever made and released in 1917.

In the original picture, Dorothy Davenport was starred. Charles Miller directed the picture which was produced by Tom Ince under the old Kay-Bee banner. The picture enjoyed a tremendous success all over the country.

F. P. Canadian Profit $722,786

Toronto—The Famous Players Canadian Corp., for year ended Aug. 31, 1924 shows profit of $722,786 before depreciation, interest and deferred charges comparing with $699,758 in previous year. The surplus carried forward after all charges, federal taxes, and $332,000 dividends on first preference shares, was $187,146 against $123,259 in previous years.

Metro (N. Y.) Studio to Close?

It is reported that the Metro studio at 3 W. 61 St. has been taken over by a garage company and that it will be converted into commercial uses. At Metro-Goldwyn, it was declared that the company still has a lease on the plant.

Charleston House to Circuit

(Special to THE FILM DAILY)

Atlanta—It is reported here that an important theater circuit has acquired the Charleston theater, at Charleston, S. C. The house, which is being renovated, will have a straight picture policy.

Buchowitzki Finishing Contract

It is understood that Dimitri Buchowitzki’s contract with Famous expires the end of the year, with the company holding an option that runs out by Nov. 15.

Levee Gets New Contract

Los Angeles—M. C. Levee, back from New York states he has signed a contract to make a new series for First National, the first to be “One Year to Live.” Irving Cummings will direct.

Iida Rubinstein in Films

It is reported that Ida Rubinstein, the famous Continental dancer, will be brought to America to star in a series of pictures.
Some Suggestions (Continued from Page 1)
red comedies being turned out. And, for the same reason, I would not include cartoons.

"So much for what I do not think should be considered. Inasmuch as the purpose of the prize is to stimulate interest in those films that are hard to get and that so much to make an attractive surrounding program, I would suggest that particular attention be paid to the following:

1. Scenes with the desired novel twist that lifts them out of the ordinary.
2. Short dramas, such as the Will Nigh Miniatures.
3. Pictures with a definite news or historical interest. This does not mean the news weeklies, but it may include material compiled from them. As examples of such films, I would mention "Through Three Reigns," that interesting picture of the three latest rulers of England, and Fox's "The Life of Pershing."
4. Scientific films of all sorts, provided that their technical nature does not interfere with their entertainment value.
5. Films which are hard to put in any particular category, but which combine some of the features of 3 and 4, such as the films of the Shackelton Expedition.

6. Novelties of any kind, though I think it would be advisable to eliminate any contribution of sound with film.

"Of course, the above are merely suggestions and as I stated in first announcement, are entirely subject to the approval of the committee."

Three First Runs Simultaneously Milwaukee—Chadwick Pictures had five of its productions showing in the first run houses simultaneously last week, all theaters within a block of each other. The pictures were "The Fire Patrol," "The Painted Flapper," and "I Am the Man."

Goulding Directing "Excuse Me"

"... an amusing situation..." is directing "Excuse Me," Rup.rt Hughes first picture under his new arrangement. It stars Art Goulding, whose future becomes a supervisor at the studios, handling several units.

Entertainment Plans Ready

Entertainment plans for the second annual Loso-Metro-Goldwyn ball at the Astor Nov. 1 are maturing rapidly. Twelve orchestras will supply the music, while only part of the show will include the Ziegfeld Follies Earl Carroll's "Vanities" and other choruses of Broadway shows.

Clara Bow Here Today

Clara Bow arrives today to join the cast of "The Adventurous Sex," Howard Estabrook's new picture.

Stepping (Continued from Page 1)
call for radical changes. Throughout the industry, affecting all branches. If they aren't brought about we are guessing badly.

A little less than a year ago, Katz entered the Mid-West organization. Then a handful of houses. Today Katz has over 50 in this organization. And it is just beginning to move. This is a sample of how he works.

Bennett Finishes His Latest

Whitman Bennett has completed "His Woman." The picture is now being cut and edited. Release through Vitagraph. The cast includes Patsy Ruth Miller, David Powell, Frederick Burton, Lawlord Davidson and Frankie Evans.

Urges Theaters to Serve Public

M. J. O'Toole of the M. P. T. O. of America delivered an address before the franchise holders of First National, during their convention in Atlantic City, in which he urged was an appeal to exhibitors to establish their theaters as a definite public service center.

May Film Dawes Plan

Reports are current in Paris, France that the Dawes Plan may be made into a film, the picture medium being considered the most comprehensive insofar as the interpretation of the plan is concerned.

LET GEORGE DO IT!

George E. Kann

Corporation

220 West 42nd St.
New York, N. Y.

Telephone: Grisken, N. Y.

PRESENTED BY HUNT STROMBERG AND CHARLES R. ROGERS

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

WE ARE IN THE MARKET FOR SINGLE REELS
WHAT HAVE YOU?

IRIS NOVELTY EXCHANGE

729-731 Ave. of the City

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Raw Stock for QUALITY

Sold Distributors:

FISH-SCHURMAN CORP.

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Private office and office space.

Phone service arranged Finest Fifth Ave., location. Apply Box G, 504, c/o Film Daily.

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PRODUCERS ATTENTION

Foreign Film Distributors

AKRA SALES CORPORATION

130 W. 46th St.

Phone Bryant 5272

N. Y. C.
Don't Miss This One!

(No. 406. Straight from the Shoulder Talks by Carl Laemmle, President of the Universal Pictures Corporation)

IF I WERE AN EXHIBITOR I WOULD NOT ASK FOR anything better in the way of a show than “K—The Unknown,” not merely because it has all the stuff that is good for the box office but because it rings true and is bound to create a great deal of talk.

IN THE FIRST PLACE, IT WAS WRITTEN BY MARY Roberts Rinehart who, I believe, is the highest paid novelist of modern times—and deservedly so. I never yet have read a book or even a short story by Mrs. Rinehart that failed to grip my attention from beginning to end. “K—The Unknown” is one of the best stories she ever wrote.

IN THE SECOND PLACE, IT WAS DIRECTED BY HARRY Pollard, who also directed “Sporting Youth,” “The Reckless Age” and “The Leather Pushers.” There is not a director in the business who knows “audience stuff” better than Mr. Pollard and he has packed it into this picture.

AND THEN, VIRGINIA VALLI IS THE STAR. SHE NEVER had a better chance to display her ability, not even in “The Storm” or “The Shock” or “A Lady of Quality” or “The Signal Tower.” Percy Marmont plays the title role, and the rest of the cast is excellent down to the most minor part.

IT IS A STORY OF TODAY. IT IS A LOVE STORY. It is sincere, logical and natural. It is dramatic with just enough funny spots to make an even balance. In other words it is as close to perfection as any entertainment you’ll ever see.

TAKE MY SUGGESTION AND BOOK IT. THEN BILL IT for all you are worth. I’ll guarantee you cannot overstate the case and that no one will fail to be delighted.

IT IS NOT A KNOCK-DOWN-AND-DRAG-OUT MELODrama. No one is thrown off the cliff. No one is sliced with a buzz saw in the old mill. It is a picture without a “thrill” that will thrill you throughout. Believe me, Universal has the pictures!
There's Another Super Special Coming

A STORY OF UNIVERSAL APPEAL
EIGHT YEARS OF CONTINUITY PREPARATION
400—GREATEST ALL STAR CAST EVER ASSEMBLED—400
FIRST RUN BEFORE EVERY EXECUTIVE
EXHIBITED EVERYWHERE EVERY DAY
A PUNCH ON EVERY PAGE
EIGHT THOUSAND PRINTS
RELEASED JAN. 1st
IT'S THE

1925 FILM YEAR BOOK
“The Girl of the Limberlost”—Producers Distributing Corp.—Moon, Omaha.

**NE**—* The settings for the film are given in the story, and the photograph is good. It is the type of film that falls in the “worthwhile” class.

**“In Every Woman’s Life”—1st Nat! The Chicago, Chicago.

**JOLLY**—* A story of the popularity of “In Every Woman’s Life” there can be no doubt. It is not a red-blooded romance, but rather a good, clean, wholesome story, and even at its critics you’ve convinced a pickled vein of the story would yield a soft and delicate flow and not a crude, scarlet stream.

**Strand, Cincinnati.**

**EXQUISITE**—* A thrilling romance with a pronounced Parisian flavor. Smartness and pathos are cleverly intermingled, though toward the conclusion of the play the note of pathos is predominant. **“TIMES-STAR”**—* The story is interesting, chiefly for its treatment and development, and the re-actions of the heroine to the widely different appeals of her three suitors.

**Capitol, Detroit.**

**NEWS**—* There are some interesting films people, some smart settings and good direction but the story doesn’t exactly sparkle with original ideas.

**“It is the Law”—Fox Green, Baltimore.**

**SUN**—* slip down to the Garden some day this week and see “It is the Law.” You won’t regret it.

**Robbins to Direct Wanda Wiley Hollywood—Jess Robbins has engaged by Century Comedies to direct Wanda Wiley.

**Salaries at Peak**

(Continued from Page 1)

So keen has the competition among producers become that new peak values have been established. While placing the blame, in part, on the producers for their competitive methods, Cohn also thinks that his performers are taking advantage of a series of fortunate circumstances. Aside from the fact that exorbitant salaries are being paid, Cohn states Saturday, that producers generally are having trouble in making many important pieces. Cohn also agrees to appear. He cites the example of one actor, drawing about $3,500 per week, who signed a four-week contract and succeeded in getting out of his contract because his wife didn’t feel well and he wanted to take her away. Further: where an old-time star who had been receiving $300 a week jacked up his figure to $600 in less than three months—and actually got it.

**Your Man—Warning.**

**F. L. Wisconsin, Milwaukee.**

**NEL**—* Mr. DeMille has taken a quite seriously safe for the very reason the picture is quite unimportant in its dramatic appeal. Getting parties, gorgeous lavish settings into them and then giving the serious business of selling the story.

**Your Life With Love”—1st Nat! State, Minneapolis.

**STAR**—* Rather amusing picture is not nearly so good as the previous comment had led the reviewer to believe.

**NE**—* Miss Moore gives a performance, 

**On Broadway**

**Broadway—“Feet of Clay”**

**Cameo—“The Last Spade”**

**Capitol—“The Navigator”**

**Central—Dante’s Inferno**

**Cosmopolitan—Janice Meredith**

**Criterion—The Ten Commandments**

**Loew’s New York—Today—Open All Night.**

**Tuesday—“Flattery” and “Stepping Lively.”**

**Wednesday—“Yolanda”**

**Thursday—“In Hollywood with Potash and Perlmutter”**

**Friday—“Wine”**

**Saturday—“The Story Without A Name.”**

**Sunday—“The Sea Hawk.”**

**Lyric—“The Iron Horse.”**

**Mark Strand—The Silent Watcher.”**

**Piccadilly—“This Woman.”**

**Rialto—“The Border Legion.”**

**Rivoli—“Captin Blood.”**

**Brooklyn Mark Strand—Feet of Clay.”**

**Next Week**

**Broadway—Not yet determined.**

**Cameo—“Not yet determined.”**

**Capitol—“Dorothy Vernon of Haddon Hall.”**

**Central—“Dante’s Inferno.”**

**Cosmopolitan—Janice Meredith.”**

**Criterion—The Ten Commandments.”**

**Lyric—“The Iron Horse.”**

**Mark Strand—“Hot Water.”**

**Piccadilly—Madonna of the Streets.”**

**Rialto—“Captain Blood.”**

**Rivoli—“Mahatma.”**

**Brooklyn Mark Strand—“Jarnish.””

**Death Ray” Reli Ready.**

A two-reeler dealing with H. Grindell Matthews’ “Death Ray” discovery is on the current Pathe release list.

**Ward Wing Prod. Starts**


**ST. LOUIS WIDENING FILM ROW.**

St. Louis—The Olive Street widening project will get under way within the next few months. This means that the street will be taken from the front of all of the exchanges on the South side of Olive street.

Pathé, St. Louis, Moves
(Special to THE FILM DAILY)

St. Louis—The Pathé exchange has moved into new quarters at 3320 Olive St.

**Pioneer Exhibitor Dead.**

Kansas City—William (Daddy) Meyn, owner of the Phototorium is dead. The offices of the M. P. T. O. of Missouri and Kansas were closed the afternoon of the funeral. His son Fred, operates the Pershing.

“Gerald Cranston’s Lady” Completed

Hollywood—Emmett Flynn has completed “Gerald Cranston’s Lady” for Fox. No definite release date has been set. Alma Rubens, James Kirkwood, Walter McGrail and Marguerite De La Motte are in the cast.

“The Tomboy” Cast Completed

Hollywood—Director David Kirkland has completed casting for “The Tomboy,” which Mission Film will make for Chadwick. Work started immediately. In addition to Dorothy Devore and Herbert Rawlinson, who play the leads, Helen Lynch, Ladd, Harry Gribbon, Lottie Williams and James Barrows, have been engaged. Milton Moore is doing camera work.

**THE VICTORY**

(Famous Players)

Salt Lake City

has booked

**HAROLD BELL WRIGHT’S**

“The Mine with the Iron Door.”

This is only one of many “night unseen” bookings to big houses who know in advance that this fine adventure, romance, a Sam Wood Production with the superb cast, is “there.”

It’s a Sol Lesser Presentation

**COMING SOON**

**PRODUCERS DISTRIBUTING CORPORATION**

**THE CORUS LADY**

from the famous stage success by JAMES FORBES

with Margaret Livingston

1924-25 THIRTY FIRST-RUN PICTURES
"Should tax the capacity of the best houses in the land"

Sundown
(First National—Nine Reels)
(Reviewed by Laurence Reid)

A NOUER picture of America in the making has reached the shadow stage. "Sundown," like "The Covered Wagon," "The Iron Horse," and other similar productions deals with the trials and tribulations of the pioneers who blazed the long, long trail into the untramped wilderness of the west.

Specifically we are shown the losing battle which the cattlemen waged against the advance of the homesteaders and civilization. And interwoven into the historical fabric are threads of powerful drama, clean-cut comedy, appealing romance and for good measure a wealth of "big moments," such as the thrilling stampede of thousands of cattle in which part of the vast herd crashes into the homesteaders' cabin and race it to the earth; the wonderfully staged prairie fire and the tense sequences surrounding it as the cowboys seek to drive the cattle to the river and safety; the knockout of a climax in which two transcontinental trains are held up until the entire 150,000 cattle have passed over the tracks and into their new grazing land—Mexico.

The thing that stands out in "Sundown," is its humanism. It deals with real folks. It reaches the heart as it tells the story of those pioneer plainmen, forced to leave their native land after years of unending toil.

Few pictureplays in the history of the industry have had more remarkable scenic settings than "Sundown." All the beauties of the west the mountains the plains the streams the deserts, are unfolded in their natural charm. The cast is one that shows great care in selection of types. Hobart Bosworth gives an inspiring portrayal of the role of John Brent, cattle king. Roy Stewart is an appealing Hugh Brent's son, lover and cattlemen. Bessie Love is immense as Ellen Crawley, the heroine of the picture. Charles Murray and Arthur Hoyt furnish a wealth of comedy relief. E. J. Radcliffe is an exact prototype of Roosevelt.

THEME. An historical human drama of the events attending the last great drive of the cattle kings of the old west, filled with quaint humor, compelling drama and patriotic sequences.

PRODUCTION HIGHLIGHTS. The stampede of the herds. The prairie fire. The holding up of the transcontinental trains to allow the cattle to pass into Mexico. The fine characterizations.

DIRECTION. A tremendous piece of work has been well done. The story has been transferred to the screen in able manner.

EXPLOITATION ANGLES. It would take a page to enumerate them all. Displays of the book. Include Roosevelt's "The Winning of the West," and use photos of the Radcliffe characterizations in the display.

DRAWING POWER. Should tax the capacity of the best houses in the land.

SUMMARY. Here is a picture for the entire family. It cannot fall to interest all classes of fans. It is something new under the sun of film production. It is admirably acted, wonderfully mounted and beautifully photographed. It is BIG in the true meaning of that word.

PROMOTIONAL PIECE: The "SUNDOWN" picture was released by First National Pictures Inc. on November 5, 1919. The film was directed by Laurence Trimble and Harry Hoyt and starred Hobart Bosworth, Roy Stewart, Bessie Love, Charles Murray, and Arthur Hoyt.
100% Exploitation

Universal Planning Series of Campaigns on All Classes of Pictures

Universal is inaugrating exploitation campaigns on all classes of pictures. Three campaignes will be started from the home office and will extend to every point playing Universal. Jewels, Western features, two-reel westerns and one and two reel comedies will receive this special treatment.

A staff of seasoned exploiteers, headed by Jerome Beatty, is prepared to give every attention to the needs of every exhibitor of Universal pictures.

Assisting Jerome Beatty, and working in the Metropolitian territory is Joe Weil. Others on the staff and the territories they cover are: Al Feinman, Philadelphia and Washington; Phil Kahn, Boston; Jack Edelstone, Chicago; Jack in Pittsburg; Charles Lowenberg, Cincinnati; Irving Zeltner, Buffalo and Albany; Robert Gary, Kansas City; Maurice Davis St. Louis; Jack Meredith, Dallas, Oklahoma City and New Orleans; Arthur Janison, Salt Lake City, Denver and R. M.

Another House for Cleveland
(Special to THE FILM DAILY)

Cleveland—Joe Larson has acquired a 99 year lease on a plot at 11741 St. and Detroit Ave., on the West Side of which Larson & Ninth Theater, Inc., will build a 3,000 seat vaudeville and picture theater. Larson and E. P. Strong are en route to New York where they will arrive today.

Schonk Leaves Tomorrow
Joseph M. Schonk leaves for the Coast tomorrow.

The Bandoler at The Cameo
"The Bandoler" goes into the Cameo Sunday for a week.

Jimquin's Meanderings
(Special to THE FILM DAILY)

Denver—At a road show presentation of "The Ten Commandments" in K. C., an interesting relic was exhibited. The musicians tuned up in the pit for several minutes before screening and again at intermission. It gave an unusual opportunity to catch the different instruments in their various moods.

And while pondering on the dramas of Moses we were greeted with "Nice, fresh chocolates two bits a box."

Exhibitor Distribution
Michigan Organization to Have 150 Members—Will Buy Outright for That Territory

Special to THE FILM DAILY

Detroit—A distributing company, told exhibits owned and exhibited, is in the process of formation here.

The company will be known as the Wolverine Film Co., and is designed to include a list of 150 members. Each exhibitor joining the organization will be obligated to pay $200 in advance and there will be a principal franchise. For exhibitors in smaller Michigan towns where an outlet of $200 may prove somewhat burdensome, a system of sub-franchises is being developed, based on course, on subsequent runs. These sub-franchises will be sold for $100.

It is understood that already 68 exhibitors have joined and have each subscribed $200. No effort will be made to secure product until the membership is complete. The pictures will be bought on an outright basis only for the state.

The management of Wolverine will be vested in Lloyd Hammond, an old-time exhibtor who has been in the business since the day of Mutual.

Paragonum Convention on Today

Under the general direction of Sidner R. Kent, the semi-annual Paramount sales convention opens at the Hotel Pennsylvania today with all district and branch managers in attendance. Product and policies for the next six months will be discussed. The convention will last only three days, and all business sessions will be conducted at the hotel.

Hearing Postponed
The defense built by Famous Players in the Federal Trade Commission's suit will not be launched today, as scheduled. The hearing has been put off until Oct. 27.

Two In Trio Prod.

Ben Amsterdam and Gene Marcus Buy Out Tony Luchese's Interest in Washington Exchange (Special to THE FILM DAILY)

Philadelphia—Ben Amsterdam and Gene Marcus have bought out Tony Luchese's interest in Trio Prod. of Washington.

Trio Prod. was formed by Amsterdam of Masterpiece Film Attractions, Marcus of 20th Century Films Inc., the trio operated a film exchange here.

The new firm will be known as Amsterdam & Marcus Productions. It will operate a film exchange here.

MATERIAL

By DANNY

The goods. In other words—play. The vitality of the industry. The lifeblood. Because you can dress the baby dolls. In furs, diamonds and what nots. But if the play isn't there, it isn't a winner. Which is a youthful. Of facts. And no ncy.

That's why every producer. Every hibitor. Every office boy. Through the business. Should lend a helping hand. In securing every aid every sense of help. To bring this about: a constant supply of material. Which means everyone should help, making the Zukor $10,000 award, the best picture story. For the year ending Sept. 1. A real suc.
Quotations

High Low Close Sales
East. Kod....109½ 109½ 109½ 100
P. F.-L. .... 81½ 79½ 80½ 2,400
dp d. Not quoted
Film Insp... 7 7 7½ 100
Loew's ......... 17½ 17 17½ 800
Metro-Gold. Not quoted
Pathé Not quoted
Warner's Not quoted

MATERIAL

(Continued from Page 1)

again. On getting back into pictures, just how. In what way no one knows. But the why of it was easy: Harry just loves pictures. It’s hard work for him to keep away from them.

The old Ford Weekly was a mighty good number. Saved a lot of exhibitors a lot of money. And then Ford boggled the works. You all remember how. And the Weekly—despite its tremendous circulation. Went to pot. Which shows how one axiome move. Can kill the greatest of ideas.

Appoint New Managers

Producers Distributing has appointed Charles Knickerbocker manager of the Kansas City exchange to fill the vacancy caused by the resignation of L. W. Alexander. Knickerbocker has been in charge in Minneapolis and in transferring him Mr. Feldman goes from the sales force to the management.

Tanner Joins Film Classics

Kansas City—M. A. Tanner, well known in exchange circles in this territory, has joined the Film Classics’ sales force. Tanner was at one time manager of the Select exchange here.

Bert Brouse Better

(Special to THE FILM DAILY)

Ottawa, Ont.—Bert Brouse, manager of the Imperial, has recovered from an operation which kept him away from his duties for some days.

Benny Leonard to Tour

Benny Leonard, upon completion of his work in the “Flying Fists” series, will make a tour of personal appearances. He is now at work on the last of the series.

Banner Purchases “Speed”

Banner Prod. has purchased “Speed,” a rural melodrama, by Grace Sartwell Mason, which started publication in the Oct. 18 issue of the Saturday Evening Post. It will be produced on the Coast under supervision of Ben Verschleiser, following completion of “The Three Keys.”

Seattle House Reported In Deal

Seattle—Edwards & Herpick, of the Winter Garden, are reported to have taken over the New Mission, in Georgetown, a suburb. V. Peterson is remodeling the old Mission and will continue to operate it.

Shapiro Back

Victor M. Shapiro is back from Indianapolis and Cleveland where he arranged advance exploitation for “In Hollywood with Potash and Perlmutter.”

Chadwick Engages Fort

Garrett Fort has been signed by L. E. Chadwick to write the stories and continuities for “The Street Singer” and “Driven From Home.”

“THE WIZARD OF OZ” Bulletin No. 4

FRED STONE’S BIGGEST HIT!

“The Wizard of Oz” was dramatized and produced at the Grand Opera House in Chicago in 1902. Oh, Boy! What excitement prevailed when Fred Stone and Dave Montgomery were brought over from London to create the characters of the Straw Man and the Tin Woodman!

“The Wizard of Oz” made Fred Stone a star. It played in Chicago two years—and later—but that’s another story. It was the greatest stage sensation of the day.

LARRY SEMON in “THE WIZARD OF OZ”

Will duplicate Fred Stone’s success.

We are all set for 200 first runs in December. Correspondence is invited from distributors and exhibitors concerning this greatest feature comedy of all times.

CHADWICK PICTURES CORPORATION
I. E. CHADWICK, PRES.
729—7th Ave. New York City

In From Coast

“The Adventurous Sex,” Howard Estabrook’s new picture for Associated Exhibitors is in work at the Tec Art 44th St. studio, under direction of Charles Giblyn. The cast includes Earl Williams, Herbert Rawlinson and Clara Bow.

Deal With All-Star

The Banner “Big Four” group and the four Ben Verschleiser Prod. handled by Banner, have been sold for California, Arizona and Nevada to All Star Feature Distributors, Inc.

Wilcox Now a Technical Director

San Francisco—H. W. Wilcox, for three years technical director of the Fox studios, has joined the Peninsula Studios in San Mateo, in the same capacity.

THE SPATS

IN HAL ROACH’S COMEDIES
2 reels WIT WITH A WALLOP

Pathé comedy

SERVICE TO PRODUCERS
SCENES OF EVERY DESCRIPTION
Such as fire, explosion, rough water, wrecks, travel scenes, etc.
STONE FILM LIBRARY
220 W. 42nd St. New York City

INSURANCE EXPERTS
TO THE THEATRICAL AND MOTION PICTURE INDUSTRY

GEVAERT

RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPELT, INC.
GEVAERT FILM
1540 Broadway N. Y. C.
100% Exploitation

(Covered from Page 1)

Cormack, Indianapolis; A. L. Burks, Detroit; Andrew Sharrick, Cleveland; Mrs. A. P. Murphy, Milwaukee; Romert Bender, Seattle and Portland; Roland McCurdy, Los Angeles; Ben Fitchet, San Francisco; cocktail party was held in New York City and Los Angeles.

Jans To Sell Outright

Herman F. Jans who plans to re-extend the state right field declares he will sell his productions outright and that there will be no percentage arrangements.

His first picture will be "Playthings of Desire" which Burton King is now directing at the Whitman Bennett studio with a cast including Estelle Taylor, Mahlon Hamilton, Mary Thurman, Edmund Breeze, Dagmar Godowsky, Lawford Davidson, Walter Miller and Frank Montgomery.

Hamilton Theaters In Tilt

(Special to THE FILM DAILY)

Hamilton, Ont.—Further trouble is being encountered in the disputes between local exhibitors and the operators union. The latter was restrained from placing pickets at various theaters through the securing of court injunctions, but the operators are now picketing those houses for which the managers have not yet secured court protection.

Plan $200,000 Theater

Jersey City, N. J.—The Bishop Theater Co., of Hoboken, has completed plans for the erection of a large building which is expected to cost $200,000. The building, which will be located at Newark Ave., Henderson and Gregory Sts., will have a seating capacity of 1,500.

New Capitol Opens In Olympia

(Special to THE FILM DAILY)

Olympia, Wash.—The Capitol, a new theater, has opened. It is equipped to handle roadshows and pictures.

Gaskin Takes Over Another

Dude City, Fla.—Vivian Gaskin, proprietor of the Colonial, has taken over May's in Laccochee, and will operate it together with his house here.

In The Courts

Because he failed to answer a complaint filed against him by Texas Guinan Johnston, Supreme Court Justice O'Malley yesterday ordered a judgment entered against Nicholas Kessel for $13,215. The suit concerned a contract made in 1921, calling for the production of eight five reel features at a salary for the plaintiff of $350. The default claim totaled $11,200 for salary, with a $2,015 item for interest.

Up-State Exhibitor Arrested

(Special to THE FILM DAILY)

Albany, N. Y.—Jay Makley, of Potter Hollow, Albany County, proprietor of Makley Hall, has been arrested on a charge of violating the state motion picture law. It is alleged he exhibited films that had not been licensed by the M. P. Commission. Makley is out on $500 bail for his appearance before the Grand Jury.

Two In Trio Prod.

(Covered from Page 1)

Offices were opened at New Jersey Ave. and K. St. and Max Milder placed in charge.

At the time, Amsterdam explained the move was necessary because individual exchanges, found it difficult to operate in the District and adjacent territory. Trio controls Out-of-the-Inkwell cartoons, the old preferred series and a schedule that includes fifty-four features all told.

New Government Studio in Canada

(Special to THE FILM DAILY)

Trenton, Ont.—The second studio to be opened in Canada under government auspices is the Ontario Provincial Film Studio, formally dedicated at Trenton, Ont., on Oct. 9 by Col. W. H. Price, Provincial Treasurer.

THE VIRGINIA Wheeling, W. Va.

Has Booked HAROLD BELL WRIGHT'S "THE MINE WITH THE IRON DOOR"

"Sight Unseen"

Why? Because the name of Harold Bell Wright, an author who has 50,000,000 readers, means the audience is ready-made. Then there is the cast—Pat. O'Malley, Dorothy Mack-all, Creighton Hale, Mary Carr, Mitchell Lewis, Raymond Hatton, Robert W. Frazer, Charles Murray. Also, the name of Sam Wood, the director. The picture is stupendous.

It's a Sol Lesser Presentation

COMING SOON

Produced by the Virginia Theatrical Productions

Presented by the Virginia Theatrical Productions

Director: Charles V. Weight

Theatrical Supervisor: Daniel G. Hillyard

DURATIZE YOUR FILM

Picture Protective Coating

220 West 42nd Street

New York City

Phone: CHristopher 2937

Allan's Lownes' Picture Co.

PRISCILLA DEAN

"A Cafe in Cairo"

Presented by Hunt Stromberg and Charles R. Rogers

Season 1924-1925 Thirty First-Run Pictures

HUNT STROMBERG PRODUCTION

Department of Business Affairs and Finance

City of New York

Mayor: William D. O'Dwyer

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It’s a Sol Lesser Presentation

COMING SOON
England Perks Up
Business in Theaters Generally Better—"The Thief of Bagdad"
Cleaning Up
By EGERTON W. POPEMAN
The Film Renter and M. P. News
London—Business with the theaters is remarkably good.
"The Thief of Bagdad" at the Drury Lane is literally cleaning up, almost £1,000 being taken in every day. The success of this picture is amazing.
"Konigsmark", the big French picture, is doing great business at the Philharmonic Hall, whilst "Monsieur Beaucarne" is enjoying a steady success. These, of course, are West End premieres.
"The Hunchback of Notre Dame" is released this week, and has been one of the most phenomenal successes ever known. All through the country it has absolutely broken records, and no picture since "The Four Horsemen" has done such good business.
"The Covered Wagon" is also enjoying a like measure of popularity, and business generally with exhibitors is very much on the up-grade.
Unfortunately, a change of Government necessitates an election and there is likely to be considerable slumping in the next few weeks.
"The Sea Hawk" and "Captain Blood" are being shown in the next fortnight, both of which are being looked forward to with considerable anticipation by the wholesale trade.

Busy at F. B. O.
Hollywood—The F. B. O. studio is humming with activity. What with the company's own units working and those of other organizations very busy, the plant is very active. Emory Johnson is casting for his seventh, a sea story, as yet unnamed. Del Andrews is on location with the "Go-Getters" company, starring Alberta Vaughn and George O'Hara. Doty Hobart is preparing the continuity for "Shanghai Nights." Al Santell will direct.

Ted Browning just completed Evelyn Brent's first starring vehicle for Gothic. This film was started, shooting "The No-Gun Man" this week, "Lefty" Flynn's second. "Broken Laws," have been completed. Work on "Quemado," Fred Thompson's second, has been started. Jesse Goldburg is casting "Trigger Fingers," to star Bob Custer. Harmon Weight has finished "Sold for Cash." "Cheap Kisses." C. Gardiner Sullivan's first has also been completed.

Chadwick Active
With four productions already completed, Chadwick is pushing work on the remaining five of the series of nine. The fifth, "The Tomb," is now in work. The other four will go in production in the following order: "Germinal; Paradise Alley"; the third Lionel Barrymore special; "The Street Singer" and "The Romance of an Actress."

Baxter in Another Paramount

Incorporations


Refuses to Grant Stock Permit (Special to THE FIM DAILY)
Los Angeles—An application for a permit to sell $500,000 worth of stock was denied to the Screen Artists Producers Ass'n, Inc., by Corporation Commissioner Edwin M. Daugherty in an opinion prepared by Chief Deputy Elmer J. Walther. At the same time Attorney Charles F. Lowy for the State Labor Bureau, received a statement from those interested in the association, declaring to be a prior organization, promising the suspension of a motion picture school operated in conjunction with other activities of the organization.

Inter-Ocean Closes Foreign Deals
Fred E. Shoninger, Inter-Ocean's European representative, has closed for the ten Warner Classics for the Balkan States. "The Foolish Virgin," a C. B. C. production, besides seven of the Warner pictures, have also been disposed of for Egypt, Palestine and Syria, as well as eight Warners for Poland. B. H. Shoninger, of the New York office, has sold "The Foolish Virgin" and "The Price She Paid," both C. B. C. pictures, and "Beau Brummell," a Warner production, for the Balkan States.

"Nathanson Month" in Canada
Toronto—October is being observed as "Nathanson Month" by the managers of the theaters operated in Canada by Famous, in honor of N. L. Nathanson, managing director. A feature of the campaign will be the awarding of $1,800 in cash prizes to the managers making the best showing during the four weeks on a quota basis. Special newspaper displays, using the slogan "Nathanson Month," are being used.

James A. Page on Coast
Hollywood—James A. Page has arrived from England to play one of the featured roles in "Charley's Aunt." Page has been appearing in the stage version in England.

EIGHT YEARS OF CONSCIENTIOUS AND EFFICIENT ENDEAVOR TO GIVE THE MOTION PICTURE INDUSTRY A RELIABLE REFERENCE WORK IS BEHIND THE 1925 FILM YEAR BOOK

1918
1919
1920
1921
1922
1923
1924

NOW WATCH 1925
OUT ABOUT JAN. 1st
The Navigator—Metro-Goldwyn Mayer, Cleveland

PLAIN DEALER—Buster Keaton again registers in the solar plexus of the audience's humor. There are mountains of mirth in this new comedy. *

TIMES—* in paroxysms of mirth from the first flush to the fadeout, is positively refreshing. *

Stanley, Philadelphia

INQUIRER—* If you want to forget your troubles and laugh away your blues, see Buster Keaton in "The Navigator."

NORTH AMERICAN—Buster Keaton has never been more uproariously funny than in "The Navigator." PUBLIC LEDGER—* There are several stretches where laughs are few and far between, but taken as a whole, it is an amusing comedy. As usual, Buster reveals a great many novel "gags" such as using fire-works to scare the cumberbunds on a cannonball ride.

Warfield, San Francisco

(Week Ending Oct. 12)

BULLETIN—* Buster does all va-riety of stunts and even acts as an ocean ra-phi cop. He has a battle with a sword- man, gets caught by an octopus and has other ex-periences, but these are only forerunners of the big adventure when he finally reached the land. *

CHRONICLE—The laughs begin with the first sight of Buster Keaton and they grow steadily until there isn't an over-looked or a slight or a moment the mirth sweeps over the house like a storm. *

DAILY NEWS—Keaton has un-jolliedly made his funniest and most orig-inal film. The way it is fresher, less hackneyed, less dependent on well-tried comic shenanigans than any other comedy I have seen for months.

Palace, Washington

HERALD—* It is marked, as are all the Keaton films, with a wealth of darned clever jokes that show a lot of thought in the prep-arrison of the script.

STAR—* Buster Keaton firmly up-holds his laurels in his latest film. *

MOVIE THEATRES WANTED

FOR RENT ONLY. 600 SEATS OR OVER. NO BROKERS. Apply Box M-219, c/o Film Daily. 71 W. 44th St., N. Y. C.

Never Say Die—Assoc. Exhib. Fenway, Boston

TRANSCRIPT—* * * Its situations are usually mirth-provoking, not infrequently original—the more praise on this if no other account—yet the laughter inspired is too often forced. *

TRAVELER—* * * This one nearly ex-pires at times, although it must be admitted that it has its big moments.

Oh, You Tony—Fox Washington, Detroit

FREE PRESS—Tom Mix does some of the greatest riding of his screen career. * * * The picture is crowded with thrills. *

NEWS—* * * it is fairly amusing and the suggestive touches that might have been easily introduced in a tale of this nature have been avoided. *

One Night in Rome—Metro-Goldwyn Strand, Minneapolis

DAILY STAR—* * * The settings and photography are good and the story is inter-esting enough to make enjoyable entertain-ment. *

TRIBUNE—* * * A new Laurette Taylor is revealed. * * * For the first time in her career she wears beautiful gowns and has an emotional part.

Secrets—1st Nat'l State, Boston

POST—* * * The dramatic structure of "Secrets" is most unique. * * * Eugene O'Brien plays opposite Miss Talmadge. * * * A noble cast gives wonderful support.

Sinners in Heaven—F. P. L. New, Baltimore

AMERICAN— * * Bebe's grass skirt makes her acting better. We never saw her do such good emotional acting in a Louis Quinze drawing room. And then, merely from the standpoint of looking pretty, there's a swimming stunt that should interest you. Richard Dix supports her well and sometimes, if he only tried, is absolutely necessary. The others do fairly well.

FOR SALE

A CORKING STORY "PEGGY OF BEE HILL" BY MAYSIE GREIG SMALL, MAYNARD and CO., PUBLISHERS BOSTON

"A great story like this could not escape being filmed." Margaret Morrow Chicago Evening Post

Mission Picture Rights For sale by ROBERT A. SANBORN SMALL, MAYNARD & CO. 220 West 42nd St., New York City

A LIFE INSURANCE TRUST, WHAT IS IT?

Simply an arrangement whereby you make your policies payable to us as Trustee. We enter into and are bound by an agreement to collect the money on your death, invest it, and pay the income in such amounts as you may wish if your family or other beneficiaries to receive.

This protects your inexperienced heirs. It gives them the benefit of your judgment after you are gone and provides for the services of a permanent agency of experience and integrity.

Why not consider the advisability of placing your Life Insurance in our Custody? Consult any of our Officers or call at our Trust Department.

EAST RIVER NATIONAL BANK
Broadway at 41st Street

As a play

has kept the whole world laughing for thirty-three years. Can you imagine what a WOW of a picture this is going to make with Syd Chaplin in the stellar role?

AMERICAN DISTRIBUTOR TO BE ANNOUNCED IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM PRODUCED BY CHRISTIE FILM COMPANY, INC.
"SUNDOWN" by E. J. Hudson
Directed by LAURENCE TRIMBLE and HARRY HOYT

The Washington Times—"SUNDOWN," Earl Hudson's super-Western at Crandall's Metropolitan this week, is worth going to see.

"SUNDOWN" is a successor of 'THE COVERED WAGON' and none can say it is unworthy. Washington will see other pioneer pictures, but 'SUNDOWN' will rank as one of the best."

The Evening Star—"SUNDOWN," the First National picture at Crandall's Metropolitan this week, presents an imposing spectacle of the last of the cattlemen of the great Western ranges.

"A tremendous stampede of what must have been thousands of cattle, which actually wreck an entire house; a sensational prairie fire; long, long trails of cattle, winding off into the distance, as far as the eye can reach; the story of a great love developed in the face of dire hardship—these elements all fuse into a whole which breathes of the grandeur of heroics."

The Washington Post—"... Earl Hudson's epic of the trials of American cattle raisers surpasses anything in the line of Western pictures that has been shown here for some time. The opening yesterday was to full-capacity houses in the afternoon and evening. ** The picture is one of the best put together in years."

The Washington Daily News—"There are big moments. There are some impressive scenes. There is an effect of a river rising to flood in the start of the big drive of 150,000 cattle from the plains of Wyoming or Nevada or somewhere like that to Mexico. We see motionless herds, and then a gradual gathering of momentum as the moving herds behind push those in front on in irresistible flood. That's big. The effect of it is big. It was no tyro in the engineering of effects who stages those feet of film."

Opens to capacity houses in Washington D.C.

You're a "leader" with a "leader" when you have a FIRST NATIONAL CONTRACT

First National Pictures Inc.

You're a "leader" with a "leader" when you have a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc. — Will Hays President
HOLIDAYS

By DANNY

What do you do, Mr. Exhibitor? Cash up on them? Or do you let them slide by? And what can you get? Yes; bounds silly; but then long enough with a lot of exhibitors. One to take this holiday on some occasions. Three times the one time.

To strengthen your program, the house so attractive that other form of entertainment is comparison. In comparison to come in the house. Get them to spend their holiday right in the theater. No place you will find that pays big dividends are the nearby holidays:

Day

Thanksgiving Day

Action Day

Justice Day

Borrow a Day

A character that will be remembered for years to come! Walter Long as the River Thief in "White Man." This Preferred Picture directed by Gasnier will be released through B. P. Schulberg Productions, Inc. -Advt.

Call Meeting Today

Selznick Creditors Asked to Attend
Reorganization Plan Going Ahead

Creditors of Selznick Distributing have been asked by telegraph to attend a meeting to be held this morning at Room 1308, the Bar Association, to confer with Edward M. Rabenhohl, chairman of the committee on permanent reorganization and J. Stuart Faaf and James V. Ritchey, members of the committee. W. C. J. Doolittle said yesterday that, despite the bankruptcy petition filed on Wednesday, the reorganization plan is being pushed as if nothing had intervened. It is expected that E. bright Wilson, receiver, will meet the committee during the day.

(Continued on Page 7)

Giannini Cutting Activities

(Special to THE FILM DAILY)

Los Angeles—A. P. Giannini has resigned as the president of the Bank of Italy to give over the bank management to younger hands. James A. Bacigalupi is the new president. Giannini, however, will continue as chairman of the executive and finance committee, but it is his plan to inaugurate a policy of employee-participation in the bank management.

To Provide Censorship Data

First National is assembling a record of suggested eliminations and changes in its pictures made by various censorship bodies throughout the country. The resultant information will be sent to studio executives and directors and to the Hays organization. First National believes this step will greatly aid the directors in giving them an idea of what sequences are objectionable in the various states.

New Dual Contract

Corinne Griffith Signs with Producing Company and First National for Nine Pictures

Corinne Griffith, in contract with Corinne Griffith, drug and First National expired with the completion of "Love's Wilderness." He signed a new agreement with both organizations involving nine pictures.

The first will be "Declasce" to be made on the Coast. R. M. Aden will direct. "Declasce" will be released by the "National." Note, although it was planned to do it here, the personnel of Corinne Griffith Prod. remains unchanged.


Franklin Denies Denver Deal

Harold B. Franklin denied yesterday that Famous had purchased Homer Elston's fifty per cent interest in the Mountain States Theater Corp., as reported from Denver. It is understood however, that negotiations are under way.

Franklin is just back from a trip through the Southwest. He reports conditions are generally very good and that the public is responding to big pictures.

"Three Faces East" Bought

Edward Belasco Prod., producers of "Welcome Stranger," have purchased "Three Faces East." It will be made as an all-star special for release through Prod. Dist. Corp.

Film Off for Coast

John C. Filin leaves for the Coast today to arrange for the Prod. Dist. Corp. spring product.

Kane Deal With King?

Reported Robert T. Has Signed Director for Two Pictures—Duell Objects

It is reported that Robert T. Kane has signed Cary Grant to direct the two pictures that Kane will release through Famous. They will be made on the Coast.

Charles H. Duell, in a statement issued yesterday, declared that King had not won his suit against Inspiration. It is true that Inspiration's application for an injunction had been denied, but Duell states the case will be heard at trial, sometime toward the end of this year.
Rubsamen Going Abroad
C. L. Rubsamen has resigned as manager and film department of Curtis Brown, Ltd., to go abroad on a ten-months' trip, during which he expects to perform special assignments for producers. George Fowler succeeds him.

Terror to Talk at Cameo
Tom Terris, whose picture "The Bandolero," plays at the Cameo next week beginning Sunday will make a personal appearance before each performance and a talk on "Spain and Its National Sport, Bull Fighting."

New Harlen Theater
A plot of five lots at the southeast corner of 2nd Ave. and 108th St. has been purchased by the 2904 2nd Ave. Realty Corp., which will improve the site with a two-story theater and stores.

Anna Nilsson Coming East
Hollywood—First National has signed Anna Q. Nilsson to appear in one picture which is made in the East, "One Way Street."

"Iron Horse" in Chicago
Chicago—"The Iron Horse" opens at the Woods on Nov. 2.

Select An Unknown
Josef Von Sternberg to Direct Mary Pickford—Has Made Only One Picture
(Los Angeles—Josef Von Sternberg, who has only one picture to his credit as a director, has been selected to direct Mary Pickford in her next production. Von Sternberg's first effort, "The Salvation Hunters," was written and directed by him. It was seen privately by Charles Chaplin first, who immediately called in Doug and Mary to look at it. They at once went into all sorts of cassettes. It is on the strength of this picture that Miss Pickford engaged him to direct her. "I believe that Mr. Von Sternberg has the precious qualities of freshness and originality for which we have long been seeking," she declares. "He is a master technician and has a feeling for drama possessed by few."

The new picture will probably be an original story which Von Sternberg will develop in the East, after making some research work. He has been in the business for 10 years and "The Salvation Hunters" is his first production. A print is en route to New York.
And you've heard what the picture is doing at the Metropolitan in Los Angeles!

A Pathé Picture

PRODUCED BY
HAROLD LLOYD CORPORATION
Filmograms

The film salesman who wants to keep on the upgrade has got to keep on the level.

The Miracle Shows power project is child's play. What the world really needs is a man who can harness the terrible flood of "bull" being expended in the film business.

That disquieting racket that you hear is everybody yelling at expend-bodys close to uplift the film industry.

The funeral will take place tomorrow of four film salesmen who were standing in their exchange the day after they came raging in with a complaint that he was not being charged enough for films.

The film business may look a little tired now and then, but that's no reason why we should.

A good film salesman really belongs to the laboring class, for to get some men in this business to sign on the dotted line is nothing short of labor.

Making enemies in the film business is like scattering tacks. The day is bound to come when you will have to go barefoot.

In spite of all these trade paper predictions that the film business will get better and better, it will.

The greatest emotional acting in a picture theater is not always on the screen. Some film salesmen have been treated to wonderful "registering" of heart-break, despair, anguish and hysteria, in the manager's office.

The beautiful thing about running a film exchange is that it is so easy. Exhibitors will take all the worries off your shoulders. They will tell you just what prices to charge what pictures they should have, and everything else about the business you should know.

E. M.

If you enjoy a good movie simply because it is good, by all means see "The Silent Watcher."

And, incidentally, if you like good acting and directing, this film will please you. Glenn Hunter performs himself in the work in "The Silent Watcher." Bessie Love is convincing and sincere in her portrayal of the young wife.

SUN—* a melodrama about the great game of politics. * *

** ** The best performance was by Bessie Love as his wife. The love interest was rather necessary in this picture. "The Silent Watcher" is only novel.

** ** "The Sub-titles" is mostly too long and strained. They have been brief and simple to fit the story.

Aside from it minor weak points this picture unfolds a stirring story which is welcomed by the multitude who see it.

** ** "The Silent Watcher" acted with great precision, and there to be no lack of ability in any department of the production once the story is seen.

To be sure, the star of "Merton of the Movies" poses naturally and appears without number. ** **

** ** Well known Publicity & Advertising

man now employed by Theatre Chain

formerly associated with leading Producers

is desirous of making a change.

Salary reasonable. Box W. 402, FilmDaily, New York.

THE

Comerford Circuit

Has Booked

HAROLD BELL WRIGHT

"THE MINE WITH THE IRON DOOR"

"Sight Unseen"

Wright, greatest living author has 50,000,000 readers; ex

exceptional; director, Sam Wood

It's a Sol Lesser Presentation

A Principal Pictures Motion Picture

"One of season's best"

(Zit's Weel)

"Picture is easily one of the season's best... Clint and denouement worthy of O. Henry." Zit's Weel

"The Howard Estabrook Proraction"

with Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributors-Pathé Exchange, Inc.
Watch For Monday's Film Daily
For The Meaning Of . . . . . . .
I want to work for you
I'll call on every executive about Jan. 1st
I'll stay close to him for 365 days
I'll be in all important theatres
I'll be in most newspaper offices
I'll never tire—never sleep
My wages are so low they'll surprise you
I'll give you value plus—and then some
I am the

1925 FILM YEAR BOOK

You'll find me everywhere
Hays Must Testify

Ordered to Appear at Trial of Action for Slander and Damages Brought by W. C. Hawkins

Supreme Court Justice Mitchell has decided that J. H. Hays, president of the Motion Picture Prod. and Dist. of America, and Courtland Smith, secretary, must go to court and testify before trial in a suit by Whilnot C. Hawkins for $6,000 damages against Charles C. Pettigrew, John Gentile, Lloyd Willis, the William J. Burns International Detective Agency and others in a suit for slander as the result of an alleged conspiracy to put Hawkins out of his business of obtaining evidence of film thefts.

Hawkins asked for the examination of Hays and Smith to learn from them the nature of the duties of the defendants named, and the court decided he could inquire concerning all the defendants except the B.P.A. Counsel for Hays and Smith asked that their examination, if directed by the court, take place in the office of the Hays organization, but counsel for Hawkins contended that the witnesses should testify in the Supreme Court because of the difficulty in controlling a recalcitrant witness "is immediately increased" if the examination is not held in court.

New Theater For Elmira, N. Y.

Elmira, N. Y.—The new State will shortly be placed into construction. This is the first theater to be erected under the new building code, claimed to be the most stringent in the country.

Griffith Selects Final Title

D. W. Griffith has changed the title of "The Dawn" to "Isn't Life Wonderful." He is now completing it at Mamaroneck.

Old Films Lost

Some of Universal's First Pictures Destroyed When Fort Lee Vault Goes Up in Smoke

Fire yesterday morning destroyed a film vault building at Fort Lee containing some of the first pictures ever made by Universal. The loss has not been estimated since it consisted largely in negatives whose sentimental and historical value outweighs their insurable value. The building, a two-story concrete affair, is a total loss.

The negatives destroyed are irreplaceable. Something like 20 pictures in which appeared Mary Pickford, Owen Moore, Ben Turpin, the late George Lonnie Tucker, Thomas H. Ince, J. Warren Kerrigan, the late Wallace Reid, Pearl White, Anna Pavlova, Jack Pickford, Lon Chaney, Louise Fazenda and King Baggott, are totally destroyed.

Exact records were not available, but it is highly probably that the negative of the first picture Carl Laemmle ever made, "Hawthorne," is among the destroyed as well as the first big costume picture, "Evianoe," and Anna Pavlova's only picture, "The Dumb Girl of Portico."

Johnnie Walker Here

Johnnie Walker is here from the Coast, working on a picture to be made here for the Pathé.

Talk Of Texas Deal

(Continued From Page 1)

of the fact that the Interstate theaters are essentially vaudeville houses. When E. A. Schiller was asked whether Loew was interested in the deal, he said:

"There are no negotiations and have been none with Holbitzlie. As a matter of fact, I have just arranged with the Melba, the Paramount house in Dallas, and an opposition theater the Jutstate, to play our road shows after they leave New Orleans."

Roy Sheldon In New Unit

The Famous Authors Productions, Inc., a new organization, has opened an office at 21 Broad St., Red Bank, N. J., Roy Sheldon is director. The company plans a series of pictures featuring local and professional talent. S. Fenimore Hoffman is the head.

Farewell Party for Rowland

A number of friends tendered Richard A. Rowland a farewell dinner last night, prior to his sailing for Europe.

FOR RENT

Ideal Motion Picture Office. Every facility, including cutting room, projection room, vault and light airy office. Immediate possession. Rent VERY reasonable. Work fast if you want this space.

Apply Box M220

FILM DAILY,

71 W. 44th St., N.Y. C.

COMING SOON

"RECKLESS ROMANCE"

AN AL CHRISTIE FEATURE

Adapted from the great Broadway success WHAT'S YOUR WIFE DOING?

PRESENTED BY HUNT STROMBERG AND CHARLES E. ROGERS
SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

BATTLING BREWSTER

Produced by DILL HENDERSON Production

Featuring

FRANKLYN FARNUM
"My Arrows or My Life"

and

HELEN HOLMES

Presented by RAY JOHNSTON pictures

15 Episodes of it in

The New RAYART Serial

4 Western Thunderbolt

with a King of the Fight Ring
ain't it a fact?
When women fall hard for a picture you've got a money-maker?

Well—we're giving you one of those things in

LOUIS B. MAYER presents
The John M. Stahl production
Husbands and Lovers
with
LEWIS STONE, FLORENCE VIDOR, LEW CODY

Take a tip! Get your hands on it quick!

You don't know what it means to do big business unless you have a FIRST NATIONAL CONTRACT!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
Here are thrills in the superlative"
says the
N.Y. Morning Telegraph

CARL LAEMMLE
presents
LOVE AND GLORY
From the novel, "We Are French", by Robert H. Davis and Perley Poore Sheehan
A RUPERT JULIAN PRODUCTION
Spain is the land of romance, where blood runs hot with the high emprise of adventure, intrigue and the highly-colored conflict of elemental passions.

"The Siren of Seville," with the dynamic, emotional Priscilla Dean in the stellar role, is all that the title implies—a pulse-quickening, exotic romance of Sunny Seville involving a passionate Carmen type of heroine and the real kings of the Spanish people—the monarchs of the bull-ring.

Here is a stupendously magnificent production, on which neither money nor constructive brains have been spared to achieve the very acme of excellence. The story is by H. H. Van Loan, who wrote Miss Dean's two previous successes, "The Virgin of Stambou" and "The Wild Cat of Paris."

Allan Forrest, who made a great success as Mary Pickford's leading man in "Dorothy Vernon of Haddon Hall"; Stuart Holmes, Claire DeLorez, Bert Woodruff and Mathew Betz, complete a brilliant cast.

Directed by Hunt Stromberg and Jerome Storm.

And "A Cafe in Cairo"

The mystic land of the Nile, where once the incomparable Cleopatra wove her magic spell, is visualized with all its lure and mystery while a pulsing drama of adventure and love is unfolded with rare artistry.

The elusive melodies of native instruments mingle with the silken swish of the diaphanous garments of the sinuous dancing girls in the House of Stars . . . . A young American on a secret diplomatic mission . . . . the entrancing beauty of Naida, the fascinating Houri . . . . moonlight and the lure of the desert.

This is the setting for Priscilla Dean's second production—a story that intrigues and fascinates—with an ideal role for the screen's incomparable emotional actress.

Adapted by Harvey Gates from the novel by Izola Forrester, who wrote "The White Moth." Directed by Chet Witney.

The entire production filmed under the personal direction of Hunt Stromberg.

Foreign Distributor: Wm. Vogel Distributing Corp.

Season 1924-1925—Thirty First-Run Pictures
Detroit Develops Central Shipping Bureau; Exchanges Share Expense

300,000 Shipments Handled Last Year—Motor Trucks Serving Towns Like Port Huron, Grand Rapids and Kalamazoo—Prime Motive to Improve Shipments of Prints

BY DAVID PALTREYMAN
Secretary, Detroit Film Board of Trade

One of the problems in every exchange center is the handling of film and advertising shipments to and from the railroads and transportation companies' offices, and the securing of cooperation from the transportation companies in handling film shipments. Formerly in Detroit, this was handled by each exchange independently in a more or less haphazard and expensive manner, principally by contract with the local transfer companies. Realizing the inefficiency of this method, the Detroit Film Board of Trade a few years ago worked out a plan for a joint contract with one carriage company, and about a year ago, at the expiration of this contract, purchased trucks and took over the shipping for all exchanges.

Much time, study, and experimenting have brought about many improvements in the operation of this plan for handling shipments.

(Continued on Page 13)

Publicity

By DANNY

Keep an eye on it. Every good story that takes—and gets—a lot of space. In the daily press. Means something. So if you are just planting a publicity yarn. Be careful. One just broke on the Coast. When a certain producer. And his director. Started a "National Academy of Motion Pictures." It was a good idea. It got a lot of space. Many seemed to be interested. And when it came to doing something. To actually start the National Academy. It was found that the producer had no time for it.

There have been other schemes. For publicity. That worked the same way. And left a bad taste. It's about time this was stopped. It not only doesn't do any good. But it does a lot of harm.

A BOOKING BOOK WORTH WHILE

Every now and then. Someone gets out a booking book. Usually it is the basis of an advertisement of some sort. But not so the flexible covered book issued by the Michigan M. T. O. Grats to all members in good standing. This is a real book. Designed and planned for a specific purpose. And it is the best of its kind ever issued. Each week is laid out for a two page truck which not only gives the dates, the rating, number of reels, price, exchange, name of star, also the paper to be used, with space for 1, 3, 6 and 24 sheets; the slide, music, cuts, cards as well. In other words it is a complete guide for the exhibitor. Each page carries a note on the top such as "Salacious Pictures Are Dangers." "Verbal Agreements Are Easy to Make. Hard to Remember." "Good Pictures Are Picked; Not Bought Unseen." etc.

(Continued on Page 12)
"Cyrano" In Color
(Continued from Page 1)

vice, handling shipments directly from this city. The eight pictures are:

"The Bridge of Sighs," "The Son of Madame Sans-Gene," "Beatrice," "Mystery Island," "The Second Mrs. Tanqueray," "La Tosca," "The Ship," and "Sarceneta." Two of them, "The Ship" and "The Son of Madame Sans-Gene," were originally released through the former Goldwyn organization, which handled "Theodora." In "The Ship," Ida Rubinstein, the dancer, who is reported about to come to America to make pictures, is starred. "Beatrice" and "Mystery Island" were directed by Herbert Brenon.

Three Arrow Deals Closed

Three sales made by Arrow include: the 13 Broadway comedies and the 13 Mirthquake comedies, to Federated Film, of Boston, for New England; and "Great Western" to Freedom Film, of Rochester, N. Y., for Upper New York, and "Days of '49" to Greater Features, of Seattle, for Washington, Oregon, Montana, Idaho, Colorado, Utah, Wyoming, New Mexico and Alaska.

Columbia Has 34 for 1924-25

St. Louis—Columbia Pictures Corp. has completed its lineup for this season. It includes nine Chadwick production, 11 "specials" (Columbia Pictures series, "Clean Living," "Girl from Hollywood," "New and Improved," "Hairy-Brained," "Miss Myrtle," "Sweepstakes," and "Midas") and a number of other short-reel comedies.

Worcester Bans Pictures

Worcester, Mass.—The Board of Review has banned "Enemy Sex" in this city. The book has also been withdrawn from public library. The board also put a ban on "Flaming Youth," which passed the State censors, and "Daughters of Today," "A Woman of Paris" and "Men."

Organists in Phila. Get Increase

Philadelphia—Union organists at local theaters, members of Local No. 77, under a new two year agreement, receive an increase of $3 per week, for 1924-25, and a $2 increase for the next season.

Wisconsin Holds District Meetings

Milwaukee—District conventions, an experiment which proved successful when first tried, are being revived by the M. P. T. O. of Wisconsin. Recently, 75 exhibitors gathered for another meeting at Superior. Similar meetings are planned elsewhere.

Pathé Salesmen Resume Duties

Philadelphia—Addie Gottschalk and George Maillard, of Pathé, have resumed their duties, following an absence of several days because of injuries sustained when both were hurt in an auto accident.

Charles Martin Back from Europe

Philadelphia—Charles Martin, who, prior to his departure was connected with United Artists, Universal, has returned from a two months' tour of Europe and the continent.

Moore in Moosman Prod.

Tom Moore, Madge Bellamy, Claire de Lores, Zazu Pitts, and Mary Alden will appear in "The Greatest Sugar," to be produced up North, Lewis Moosman for Associated Exhibitors.

Stanley Leases Nixon, Pittsburgh

Pittsburgh—The lease of the Nixon has been turned over to the Stanley Company. There will be no change in policy. "The Ten Commandments" is now at the house.

N. C. Theater Burns

Burlington, N. C.—The Municipal theater was slightly damaged by a fire that started in Smith's Furniture Store, adjacent to the house.

Pynn Resigns; On His Own

Philadelphia—E. F. Haswell has resigned from the Post of Manager of the Independent exchange to enter the state rights market on his own.

Receiver Cooperates
(Continued from Page 1)

The producers' committee is headed by Myron L. Lesser and is composed of Felix Feist, Arthur N. Samswood, William Rosenthal and Mary W. O'Connor. Tom Evans, chairman of the creditors' committee, whom embraces Isadore Reis, Harry Kranul, Arthur Lee, Edward Flanary, Bernard L. Miller and Henry S. Dottenheim.

Further meetings will be held on the morning (Saturday) at the Bar Aisle.

Exploitation Division
(Special to THE FILM DAILY)

Chicago—Balan & Katz Middle Theaters, Inc., have established exploitation and publicity division.

Al Sobler, who, for the past year, has been First National's exploitation representative in the middle west, has been appointed to be the new department.

Novello Suing Griffith

Baltimore—Ivor Novello has filed suit in the Federal Court against W. Griffith, Inc., for $1,500 for alleged breach of an agreement involving employment of Novello, the rate of $700 a week.

New Saenger Opens Oct. 28


LOEW'S CIRCUIT

Uses 56 copies of its "MULTI-COLORING." It costs you just 25c what others charge! Use our $600 bronze statues for titles! "See it in Colors!"

REEL-COLORS, Inc.
85 Riverside Drive, New York

GEVAERT RAW STOCK

Negative - Positive
As Good As The Best

JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C

Colored Titles and
Colored Inserts
in your pictures
Cost very little more than black and white.

Ask us about it.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211
"Something To Be Grateful For:"

A Star with a firm hold on the public in two-reel comedies
Whose name in lights is a magnet
Who has added 50 per cent to the effectiveness of his work

TRADE PRESS AND NEWSPAPERS AGREE ON

LARRY SEMON

Directed by
NOEL MASON SMITH

Produced by
CHADWICK PICTURES CORPORATION

The Washington, D.C.,
Times says:
Larry Semon, in "Her Boy Friend", for the first time plays his role without eccentric makeup and thereby adds about 50 per cent to the effectiveness of his work, as will be testified by those who attended Crandall's Ambassador Theatre yesterday, where it comprises the foremost supplementary feature of a splendid bill . . . . . . . . There is an authority and a plausibility about his work in well-cut fashionable clothes which never before asserted itself.

"KID SPEED"
and two other featurettes coming

Exhibitors Herald says:
Larry Semon's return to the short subject lengths after a sojourn in the feature footages is something to be grateful for. His hold upon the public is a firm one and the public knows him as a short subject star. They like him that way and now they are to have him that way. And in all probability they will pay just as much to see him in a short subject as they would to see him in a feature. His name in lights is a magnet and his short subjects can be combined with the features of stars whose feature drawing power is known to produce an attraction power equal to that of a double feature and probably greater because free of the double bill's unsatisfactory aspects.

EDUCATIONAL FILM EXCHANGES, Inc.

For foreign rights address
FAR EAST FILM CORPORATION
729 Seventh Avenue
New York City
Roach Signs Jones
F. Richard Jones has signed a five-year contract with Hal E. Roach and will join the latter's organization as vice-president and director-general of production.

Jones has a long record of comedy production to his credit and just completed a contract with Mack Sennett, where he supervised all production activities.

Malcolm ("Mike") Boylan has resigned as Coast publicity representative for First National to enter a new phase of the business for him. He is now one of the "jag" men with Roach. James N. Gruen, Los Angeles newspaper man and dramatic critic, has also been added to the scenario staff, working with T. J. Crizer, production manager on new stories.

Sloan Directing Valli
Edward Sloan's has started production at Universal on "Up the Ladder," "Virginia Valli's" new vehicle. Forbes, Stanley, George Fabre, Holmes Herbert and Arthur Livingston are in the cast. Tom McNamara, cartoonist, is working on comedy relief.

"Excuse Me" in Work
Rupert Hughes and Irving G. Thalberg have selected the cast of "Excuse Me" and the entire company is at work under direction of Al Goulding. The cast is headed by Norma Shearer, Conrad Nagel and Walter Heirs.

"Golden Bed" Cast Complete
With the signing of Warner Baxter and Victor Varconi, Cecil B. DeMille has completed the cast for "The Golden Bed." Others are Vera Reynolds, Rod La Rocque, Lilian Rich, Henry Walthall and Emily Fitzroy.

Negri Begins "East of Suez"
"East of Suez," Pola Negri's new picture, is in production. Edmund Lowe, Rockcliffe Fellows, Noah Beery and Sojin are in the support. Raoul Walsh is directing. The story was adapted by Sada Cowan.

Hogan Directing for Lumas
James P. Hogan is directing "Lumas" for Lumas in London at the Hollywood Studios. Frank Mayo and Sylvia Breamer head the cast.

Walthall In Hoffman's Next
Rea Hoffman, who will make a series of four for Prod. Dist., Corp., has signed Henry B. Walthall for his first, "On the Threshold."

Patsy Miller on Coast
Patsy Ruth Miller has arrived from New York to appear in Frank Lloyd's next, "Judgment."

Alice Terry's Trip Delayed
Alice Terry will play the leading role in "Kings in Exile," Victor Seastrom's next production for Metro-Goldwyn. It has been generally understood that she was about to leave to join Rex Ingram abroad, but her departure will be delayed. Miss Terry will also play the lead in "Sackcloth and Ashes," Robert T. Kane's first picture for Famous. Henry King will direct.

Kenton Starts for C. B. C.
Erle Kenton is directing "A Fool and His Money" for C. B. C. William Haines and Madge Bellamy will have the leads supported by Stuart Holmes, Alina Bennett, Charles Conklin, Lown Poff, Eugenie Besserer and Carrie Clarke Ward.

Lascelle Plans Second Unit
Ward Lascelle who is producing a series of Westerns, starring Lester Cuneo, will add a second unit shortly. The new company will make outdoor features with a well-known personality featured.

Again Talk of L. A. Algonquin
Frank Case of the Algonquin Hotel, New York, is visiting Douglas Fairbanks, conferring upon the erection of an eight story hotel in Hollywood.

O'Malley Signed by Paramount
Pat O'Malley will play opposite Agnes Ayres in "Tomorrow's Love," under direction of Paul Bern for Famous.

Coast Brevities
After three weeks on location with the Paramount "Sode of the West" unit at Payson, Ariz., Gettoue Short is back in Hollywood.

Cathleen Calhoun will play a straight feminine lead opposite Jack Hoxie in his next Universal, "Dandredel."

Alice B. Francis has finished work in "A Thief of Paradise" and is playing in "The Bridge of Sighs" for Warners.

Carmelita Geraghty is playing in "Raffles," King Baggott's picture for Universal, starring House Peters.

Robert Frazer will play the masculine lead in "Judgment," Frank Lloyd's new production.

Millard Webb has completed "The Dark Swan," his second for the Warners.

"Buster" Collier is now playing the lead in "The Lighthouse by the Sea,"

Coast Brevities
The Mack Sennett Bathing will appear in person at the following Writers' Reunion with Co. Evans leading. The number is titled "All Wet" and will be sung by Harry Langdon. The act is very successful and is being especially solicited for the Reunion to be given Nov. 31.

For the "Wampus Baby Number," Jerome Gibler and Paul Heath have composed the "Cook of Bliss." The Wampus Baby is the young women selected by publicity men's organization as future celebrities.

New Camera Device
Rudolph Valentino's first Rita in motion will be photographed with a new camera device designed and patented by Harry Fishbeck. The place of attachment is to get the effect without getting out of focus. This is accomplished by the use of rotating screen on front camera.

"Charley's Aunt" Cast Complete
Syd Chaplin will play the title role in "Charley's Aunt." Al Christie is selected to play the following: James E. Page, Phillips Smalley, Julie Jensen, Ethel Shannon, Prue Bonner, Mary Aiken, Lucien Lisle, James Harrison and Jim Jansen.

Evie Novak Signed by Caruso
Albe Carlo has signed Evie Novak to appear opposite Richard Talma in "Hail the Hero," his next for B. O. Others include Joseph Sir Joseph Harrington and Stanley Wheatcroft. James Horne is directing.

Principal Preparing New Film
Principal has selected Burne and Pitt River, near Redding, for location for the "Re-Creation of Big Bend," directed by Sam Woods; his assistant, Harry Weil. Forty-plex will accompany Woods.

Cliff Smith Directing Hoxie
Cliff Smith has begun "Don Dadvell" for Universal. It is an original, directed by Charles Reisner, starring Isadore Berstein and features J. Hoxie. Harry Neiman is the editor.

"Age of Innocence" Ready
Westley Ruggles has completed "The Age of Innocence," his picture for Warner Bros, with Lois Kester, Beverly Bayne, Ed Roberts and Stuart Holmes.

Willard Louis in Lead
Warner Bros. have selected Willard Louis to play the lead in "Man Without a Conscience," opposite Helen Dunbar, William Orlando and Robert Agnew.
This young man means lots of dough to you!

When Richard Dix’s first starring picture, “Manhattan,” has its first showing at the Rivoli, New York, this Sunday, the whole motion picture world will know that Dix as a star is going to mean real drawing power and money at every box office in the land.

“Manhattan” is that nicely balanced combination of good, clean American manhood, punches and laughs that is always surefire. And through it all is the rollicking, devil-may-care spirit that lifted “Man-handled” to the heights.

Dix ranks already among the top-notchers of the screen. With “Manhattan” he will be sitting very, very pretty—and so will every exhibitor who plays Paramount’s Famous Forty.

Adolph Zukor and Jesse L. Lasky present

RICHARD DIX

in “Manhattan”

Directed by R. H. Burnside. Scenario by Frank Tuttle and Paul Sloane.
From the famous novel “The Definite Object” by Jeffery Farnol.

A FAMOUS 40 Paramount Picture
“Christine of the Hungry Heart”  
Producer: Thomas H. Ince  
Distributor: First National

As a Whole. ..A WOMAN’S PICTURE FULL OF HEART THROBS AND A MIGHTY CLEVER KIDDIE. RUNS TOO LONG.


Type of Story...This adaptation of Kathleen Norris’ novel is just another of those heart-tugging tear jerkers involving the men “love” although it is rather more preachment than entertainment. This needs a lot of cutting out but considering the fact which, briefly, relates of how Florence Vidor casts off a worthless husband, marries an important surgeon who is without children and whose work keeps him from her too often. She elopes with a writer to Brazil when the authorities take her child away from her and in the end is reunited with her surgeon-husband who discovers her as she is looking after her first husband as he is about to die. If they chop a lot of this out it will be a much better picture because the dialogue is rather too low. This novel had quite a heavy sale and doubtless many women will be interested to see how they have pictured the story which is really a preachment as to what a married woman should expect of her husband, more so than anything else. The story shows just how three different types of men treated a charming and sympathetic, but also slightly foolish woman.

Box Office Angle...It’s a terribly long title for your lights and boards, but it should appeal to women.

Explotation...Stick to the title, the authors and Florence Vidor. If you can’t get them in with this you will be in a tough spot. You can talk about the excellent cast, the splendid production, and use Ince’s name if it means anything to your people, but, don’t help and catchlines might. Use them along the idea of what the “Hungry Heart” means—love.

Explotation...Stick to the star and the title, which should easily let them know the sort of picture they can expect to see. You can mention the names of Jackie Saunders, Buster Collie and Philip McCullough, also the name of the story. If your window display is attractive and in your local book store, by having them display a sign in their window reading “The Great Diamond Mystery” was solved by a theory in a novel. See how at the blank theater. The usual trailer and catchlines can also be used.

Direction...George Archainbaud; excellent, but there’s too much story.

Author...Kathleen Norris

Photography...Very fine

Cameraman...Henry Sharpe

Locales...Brazil and big city

Length...7,600 feet
They are Holding This over Everywhere!

“The week’s best picture”
—Cleveland Plain Dealer

“Local critics called this the week’s best picture. Excellent comedy. One of the best ever produced. Went over so big that we held it a second week.”
—Cleveland report in M. P. News

NATURALLY!

Like every other city, Cleveland
Lived! Loved! Laughed!

with

Douglas MacLean

in “Never Say Die”

MASS!

“There is a chuckle in every move of this screen comedian.”
—Boston Advertiser

OHIO!

“They might show MacLean only from his necktie up, and get six reels of comedy.”
—Toledo News Bee

CALIF!

“Tickled last night’s crowd into uncontrollable laughter.”
—Stockton Record

CONN.

“A gale of sparkling laughter breezed into the Palace last night.”
—Norwich Bulletin

Variety says: —

“MacLean on the strength of it (‘Never Say Die’) takes his place side by side with Lloyd.” —see Sept. 24th issue

PATHE EXCHANGE, Inc.  ASSOCIATED EXHIBITORS, INC.  SIDNEY GARRETT
Physical Distributors  Arthur S. Kane, President  Foreign Representative
“The Story Without A Name”  
Paramount

As a Whole... PICTURE FOR WHICH TITLE IS STILL NEEDED. THERE’S A REWARD FOR THE ONE WHO SHOULD SUGGEST MAY BE MOST SUITABLE TITLE FOR THIS, A HECTIC SORT OF RADIO MELLER.

Cast. Edward G. Robinson and Antonio Moreno have a perilous time of it in this unnamed story. If Tony Moreno knows half as much about radio as he pretends to, he’s a smart boy. A lot of amateur radio fans are going to watch him closely. Agnes Ayres a pleasing but terrifed heroine. Louis Wolheim good in one of those grizzly sailor roles. Give a fine performance. Others Tyrone Power, Dagmar Godowsky, Jack Bohn, Maurice Costello.

Type of Story... Melodrama. Photoplay Magazine is conducting a prize contest in connection with “The Story Without A Name” and offering $5,000 to the one who supplies the title. It ought to make it a big seller. They’ll all want a whack at the $5,000. Arthur Stringer took some very popular roles as a hero, heroine, a villain and mixed them up with a certain amount of patriotic sentiment, supplied a yacht wreck and a shipwreck, and when he had them all nicely fitted into place, they offered a lot of money for the title, much more money than the story is worth. It’s a hectic meller with little sense or logic. But then it is principally concerned with that very popular subject—radio. Probably that will be sufficient to save it. At least it’s going to arouse the curiosity of the masses and under the circumstances they’ll appreciate the predicament of hero Tony better than the non-radio fan. So just won’t be along with the formula for a radio death ray. No matter what villain does to him he is obdurate. Loyal heroically and courageously. It becomes first and the formula is Government property. Needless to say a U. S. battle ship makes a last minute rescue, with hero and heroine reunited.

Box Office Angle... On account of the title contest you’ll probably do a first rate business with it. As straight entertainment it will get by if they like an exciting, but hectic, meller.

Exploitation... Of course you’ll not have any difficulty getting them in. Let them know all about the contest. Photoplay magazine, which will also give the judge an idea how to compete for the prize. Radio fans will be likely interested in the story. Use names of stars and a trailer.

Direction.......Irvin Willat; fair
Author............Arthur Stringer
Cameraman.......Hal Rosson
Photographer.....Good
Length.........Mostly aboard
Length........6,600 feet

“The Virgin”  
Phil Goldstone—State Rights

As A Whole... SPANISH ATMO-SPHHERE, SPANISH ARTISAN, SPANISH ACTRESS, MAJOR APPEAL, RATHER SLOW-MOVING PLOT WHICH CUTTING MIGHT HELP.

Cast... Dorothy Revier very good to look at and wears some beautiful and attractive gowns. Kenneth Harlan pleasing as the American hero. James Edward very good performance as the scheming Spanish villain who plots the downfall of the American’s romance. Cast as a whole very well selected. Walter Hiers pleasing in small comedy role.

Type of Story... Romantic drama based on Julio Sabello’s “Virgin of San Blas.” It is picture appealing all the way. There are no exteriors but the sets are very picturesque although the interior of the casa may withal be considered a bit too modern and new looking for “San Blas” decorations. Dorothy Revier, the “San Virgin” who has been left the missis of the Casa by the killing of her father in her infancy. She is betrothed to the famous Juan Harlan— whom has come to San Blas to learn how his father met his death. Don Ricardo, a Spaniard who desires Maria and plots that she be told that Harlan’s father killed her father in a duel. He makes her think Ricardo, who is later killed by his own servant during a duel with Harlan, thus leaving the lovers free to marry happily. The action from the time Maria carries the Spaniard becomes much more interesting during the earlier sequences which might easily be cut to advantage. The duel between the Spaniard and Harlan is the one very exciting and leads up to a good finish.

Box Office Angle... Has an even chance of a success, especially after it is cut a bit. The women folk will enjoy the romantic atmosphere and the display of gowns.

Exploitation... “The Virgin” certainly sounds sexy and this may attract a certain element, who may be disappointed when they learn that she is so-called because of her goodness to the townsfolk. Tell them that it’s the love story between a Spanish senorita and a young American who is unaware that both his own father and his sweetheart’s father has vanished in a duel long ago. Run a trailer showing Dorothy Revier in some of her beautiful gowns or a bit of the duel sequence. Feature Kenneth Harlan’s name and Dorothy Revier’s.

Direction.......Alvin J. Neitz, good
Author............From the poem “The Virgin of San Blas” by Julio Sabello
Scenario by......J. F. Natteford
Cameraman.......Roland Price, Edgar Lyons and Paul Allen
Photography.....Good
Locale...........Spanish town
Length..........6,600 feet

“Darwin Was Right”  
Fox

As A Whole... FEATURE LENGTH COMEDY FEATURING THREE CLEVER MONKEYS. AMUSING BUT NOT HILARIously funny. WOULD NOT BE USED AS THE BASIS OF AN ALL-COMEDY PROGRAM. COULD STAND CUTTING.

Players... Three well-trained monkey heroes, Pay Del Rio, Pay the Spaniard, Pay the German, and the reminiscent to the three men whose parts they take is almost startling. George O’Hara and Dan Mason probably only familiar names in quite large cast.

Type of Story... Comedy. This has a novel and amusing idea which has been worked out very well, but there aren’t enough hearty laughs in close enough succession to make it worth than just amusing. If they cut it into a half hour, it will probably be considered too short for a feature, but it will be considerate in approximately three reels or so. The plot concerns itself with an elderly scientist who works with the aid of his secretary and colored butler and is day and night in the effort to discover an elixir of youth. Just as he thinks he has discovered the formula, a crook, hired by Lawson, an unscrupulous attorney who wants to marry the old professor, comes in and kidnaps the old man, his secretary and colored butler. Three kiddies come in by mistake and take the professor’s aunt, niece and colored wife of the butler think the man has taken an over-dose of the new discovery. But consternation reigns when the children are missing and in their place are found three monkeys who have wandered in from the circus. The monkeys dressed in made-over clothes, cut at the table, and go through all their very cute antics every other reel. Meanwhile the professor and his companion escape from the asylum where they are kept, and then ensues much running around and fright for all concerned except the monkeys who help “get’ct the crooks, knock ‘em out and then jump on them.

Box Office Angle... Kids will just love this. You could make this the basis of an all-comedy or short reel program that should do very well with the proper exploitation.

Exploitation... This one is on the basis of this, by all means get behind it. Start a discussion in your local newspaper as to whether a real “elixir” or “Waldorf” or “Darwin” or “Gibbs” or “Winston” could be found in monkey glands. Offer a prize for the best short essay on “Waldorf Man” and then throw in a series of similar questions on them, and on the reverse side the name of your theater, the name and date and the title of the picture.

Direction.......Lewis Seiler; good
Author............Edward Morgan
Scenario.......Edward Morgan
Cameraman.......Jay Turner
Photography.....Satisfactory
Locale...........A city
Length........4,992 feet

Norma Talmadge in  
“The Only Woman”  
First National

As a Whole... CONTAINS ALL THE ELEMENTS NECESSARY FOR A BOX-OFFICE SUCCESS COULD BE SPEEDED UP RATHER IN THE EARLY RUG BUT THERE’S A WONDERFUL WALLOP IN THE SHIPWRECK SEQUENCES.

Star... Her usual charming self. Lounges very well in this, as wears some exquisite gowns.

Cast... Eugene O’Brien once again her leading man. Does quite well with rather difficult role of drunken husband. Mathew good in “a heavy” bit. Edward Davis and Winter Hall satisfactory as husband and enemies on whom plot hinges. Others unimportant.

Type of Story... This starts by laying a not particularly interesting story of a man’s effort to save his wife by marrying her (“the only woman” by her, wouldn’t make a man of him. The girl happens to be the daughter of a man who funds not his own and Harriet, the boy’s father, uses this knowledge to force the marriage. O’Brien is a sailor and finds that Norma is not the one he is always going to watch her, and that O’Brien by marriage looks like a rather isn’t much to this young man, promised the possession of papers which incriminate her father and a divorce from her husband. On the day she can present him his father “clear eyed and with purpose in life,” starts to make a return. She takes upon herself a coaching trip, drops his frustrated guests and liquor and assures so as to get her understanding and when a whale of a shipwreck put the necessary kick into the picture. It is very thrilling and excellently handled. They are saved, of course, but in order before O’Brien defends his wife a victorious duel, the old survivor, and wins her love.

Box Office Angle... No reason why this should not be a winner. Stars and story all measure up fine shape.

Exploitation... You shouldn’t have to be told what to do with this. Of course feature the star, and mention the fact that Eugene O’Brien is her leading man. Fan who like to see them together will be good. A trailer showing one of the shipwreck scene will interest them without doubt. Let the know that Sidney Olcott, the as “The Only Woman” producer, directed this. You can go and talk about this one with it and the picture will be up your promises.

Direction... Sidney Olcott, very good
Author............C. Gardner Sullivan
Scenario.......C. Gardner Sullivan
Cameraman.......Gus Meins
Art Director..................C. Gardner Sullivan
Photography.....Excellent
Locale...........Big city
Length........6,770 feet

THE FILM DAILY  
Sunday, October 26, 1924
CURRENT RELEASES

ALLIED PRODUCERS & DISTRIBUTORS

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<thead>
<tr>
<th>Reviewer</th>
<th>Date</th>
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<tr>
<td>Billy (Jack Pickford)</td>
<td>3-23-24</td>
<td>Against All Odds</td>
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<td>That French Lady</td>
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<td>The Man Who Came Back</td>
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METRO-GOLDWYN

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<td>True as Steel</td>
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PREFERRED

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PRINCIPAL

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<tr>
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<td>Daughters of Sherwood</td>
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<td>The Masked Dancer</td>
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<td>The Bad Bad Boy</td>
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PRODUCERS DISTRIBUTING CORP.

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<tbody>
<tr>
<td>Hold Your Breath</td>
<td>6-12-24</td>
<td>Maud</td>
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<td>Wandering Husband</td>
<td>6-12-24</td>
<td>Dell</td>
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<td>Grip</td>
<td>7-1-24</td>
<td>Starlight Let Day</td>
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<td>The Lightning Rider</td>
<td>9-2-24</td>
<td>Tiger</td>
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<td>Her Own Free Will</td>
<td>9-21-24</td>
<td>Dorothy</td>
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<td>Barbara Fritchie</td>
<td>10-24-24</td>
<td>Price of a Party</td>
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SELZNICK

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<tr>
<td>$20 A Week</td>
<td>5-4-24</td>
<td>Flipper Wives</td>
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<td>Pagan Passions</td>
<td>5-11-24</td>
<td>Love of Women</td>
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<td>A Woman in Distress</td>
<td>6-24-24</td>
<td>The Bowery Bishop</td>
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UNITED ARTISTS

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<tr>
<th>Reviewer</th>
<th>Date</th>
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<tr>
<td>Dorothy Vernon of Haddon Hall</td>
<td>5-24-24</td>
<td>Rose of Paris</td>
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<td>The Fast Worker</td>
<td>9-28-24</td>
<td>VENIADTAZIA</td>
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<td>Borrowed Husbands</td>
<td>5-18-24</td>
<td>The Code of the Wild West</td>
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<td>Behold The Woman</td>
<td>7-27-24</td>
<td>Captain Blood</td>
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<td>Cheek Heart</td>
<td>9-26-24</td>
<td>Three Women</td>
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WARNER BROTHERS

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<td>After a Million (Sunset)</td>
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<td>Lily of the Alley</td>
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<td>The Life of Dante (Eugene F.)</td>
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<td>The Fire Patrol (Chowdaw)</td>
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<td>Fast Company (Truant)</td>
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<td>Daughter of the Regiment (Principal)</td>
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<td>The Valley of Hate (Russell)</td>
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<td>Daring Love (Truant)</td>
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<td>The Other Kind of Love (Goldstone)</td>
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<td>The Mystery of the Lake (Bradford)</td>
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<td>The Story of The Sea (Goldstone)</td>
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<td>Shootout (Goldstone)</td>
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<td>The Spirit Spook (Burr)</td>
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<td>Fast and Fearless (Artach)</td>
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<td>For Woman's Favor (Lee Bradford)</td>
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<td>Youth For Sale (Burr)</td>
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<td>Dorothy (Chowdaw)</td>
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Tampa Issues New Ruling (Special to THE FILM DAILY)

Tampa, Fl.—The civil authorities have decided that in the future, the Aerial After will not be permitted to erect a new theater, the top floors of which were to be used as a rooming house.

Jacob Fox Opens Theater (Special to THE FILM DAILY)

Burlington, N. J.—The new Fox house on Warren Street has opened and will be called the Beaver-Lee. The house was built by Jacob Fox, who also owns the Auditorium and operates Birch's O. H. on a lease.

Pictures To Show State's Work

St. Louis—Pictures depicting the progress and evolution of road building by the State, will be shown by the Missouri State-Wide Good Roads Association at the State Fair, one of the many new roads. The issue will be voted on Nov. 4.

Urges Nat'l Unity

State Rightists Should Organize to Preserve Their Present Position, Oscar Neufeld Thinks

A nation-wide string of state right exchanges is in hand. A strong link by mutual problems of common interest, is suggested by Oscar Neufeld of the De Luxe Film Co., of Philadelphia.

He is prompted to advance this idea as a means of continuing a flow of well-made independent product and to give the independent producer a "safe haven" he may lack at the present time.

Toucheing on the situation in his territory, Mr. Neufeld says:

"For my territory, I can say that the exhibitors are very much interested in the exchange at no time impresses the exhibitors with the advantages or the inability of booking pictures of the national producers. We feel that our product compares favorably with theirs. Of course, not all local distributors do not have the tremendous super-

exchanges, and it is the exchange that "Scarmanseule, Ten Commandments," etc., that make our bulk exchanges measure up to the standard set by the national producers."

We are very happy to say that the exhibitors in our territory are more than ever.

This is an unusually tough year for both independent and national distributors, because of the number of good pictures in the line-up of both types of distributors. Again I say, we at time try to advise the exhibitor not to buy national product. In fact, we have often suggested to them to buy one or two national distributors from the entire output of one or two national distributors, according to the number of shows they need for the year.

"We feel, however, at no time should any theater tie itself up to more than 30 per cent of their necessities for the year in advance, resulting in a position where they will not be able to purchase something very desirable that does not come out later, because of being over-sold.

"Just as long as the independent producers deliver to the class of product that they are delivering during the next year or two, we will not have the same exchange and combinations of the state right exchanges nationally.

Anna Aiken Patterson Here

Anna Aiken Patterson, editor of the Weekly Film Daily, is in New York for a week. She is at the Astor.

Kearney, Editor for National Screen

Pat Kearney is now the editor of National Screen Service. He was formerly with Famous.

Warner Star Irene Rich

Irene Rich is being billed by the Warners as a star in "This Woman" which closed at the Piccadilly last night (Friday).

"Dorothy Vernon" at Capitol

"Dorothy Vernon of Haddon Hall" goes into the Capitol this week.
I want to work for you
I'll call on every executive about Jan. 1st
I'll stay close to him for 365 days
I'll be in all important theatres
I'll be in most newspaper offices
I'll never tire—never sleep
My wages are so low they'll surprise you
I'll give you value plus—and then some
I am the

1925 FILM YEAR BOOK

You'll find me everywhere
Short Subjects

In "Scars Make a Man"—Pathé Serial Action Galore type of production. 10 chapter Western although this is entitled "Desert of the Sierras with all the glamour and beauty of the Sierra Nevada as a background, the story starts in the East, with the chief characters, as pawns on the hands of the author, are shuffled, thither and thither through situations, embracing a college graduation, a seafaring band, a rich woman's studio and the office of a finance man, who has betrayed his partner. And, for the reviewer, who saw only two chapters, the story was still in making, and probably will start over sometime. Full of intrigue, that leaves very little of the story to judge by, but so far as acting, matter types, action, and the good and personality of the star concerned, the picture has much to its credit.

Dame Ray, as the heroine to a large estate in the fertile California country, blesses the screen with her sparkling vivacity and good humor. It is a very amusing picture, and as Miss Ray, as her sister whose poor treatment and indiscretions create a number of complications from which she is extricated at the cost of half of the "scars" which moti- 

The story, is an able partner to charming Miss Ray. Jack Mower, a greenish haired hatcher, is a boy in every meaning of the word—strong, handsome, fearless, and with a sense of humor.

There are two reels to each chapter, and an adequate amount of suspense to conclude of each episode to date the curiosity as to what happens next.

"Gets In Dutch"—M. J. Winder should Please the Kiddies type of production. An old novelty cartoon comedy that is a novelty reel that combines all the photography of real people. Animated cartoon drawings. It is a cute little story—Alice—a very pretty little girl—is put in the corner of a dunce cap on her head by her teacher, for having a bad habit of spitting out her darning needles, spattering the teacher. She asks and dreams of a war between her animal friends and the butterflies are said to have read books—reading, writing and arithmetic, and which her side wins spoiling red pepper at the enemy. The dream sequence, the photo- graphed figure of little Alice is not as nice as it might be. This is the defect in the reel, however.

"Hot Stuff"—Hal Roach—Pathe Another Laugh-Treat type of production. 2 reel comedy that Family fans have another laugh-treat in store for them. "Hot Stuff" is as funny if not funnier than any comedy this trio has made. A burning house gives Mrs. Spat an opportunity to use her own fire truck and operate their own exclusive fire engine for quick and efficient service in case of fire. They get the engine, put it into practice and make a blaze, and all is well. Then, when Mrs. Spat insinuates that he is using her chief's helmet, Ambrose Spat, her husband who always does the wrong thing quite unintentionally and dismally, that they put their first engine through its paces in a wild ride all around the country, laughs for the audience without number, and a suffusion from his push- 

"High Gear"—Educational FAST AND FUNNY Type of production. 2 reel comedy. "High Gear" starts of the most amusing comedy story of the season and for a time it seems that the only thing much about in this picture is the conspicuous lack of it among several bewitching creatures whose charms bring joy and gladness to the eye. However, very shortly the scene switches to less palpitating things, and we have Bobby Vernon as a motorist getting a ticket from a traffic cop for obstructing traffic. This gives us the idea of Bobby's speed. But things don't stay that way very long, for very soon our hero is entered in an auto race driving his father-in-law's '28 model, the stake being $5,000 and the prize.

Then follows a series of incidents and situations during which Bobby punishes space and the law of gravitation to the queen's taste. There is a generous sprinkling of gags and one particularly funny episode, when Bobby fills his tank by driving with ether, thus causing an instantaneous exit into the land of nod for those who are suffering from exhausting an entertaining number.

"The Mosquito"—Tothrud-Edluc-A.N.A. Type of production. 1 reel scientific. That mosquitoes can be entertaining is proved by watching them act under the microscope. As put through their paces in Ill. Tier I, a dream sequence, the squirming denizens of the swamps and marshes unfold a drama of life so captivating, that this subject has audience appeal. The insects are shown in their various stages of development, with eggs, larvae, pupas and full grown mos- 

"Iris Releases for 1924-1925" Iris Novelties Exchange will release 26 Iris Novelties Reviews, 26 Burton Holmes Travelogues, 26 New Era Novelties, 6 Visual Symphonies, 10 Popular Nature and 26 Iris Novelties for the season 1924-1925.

"Hill in Detroit" Detroit—R. G. Hill, of the R. G. Hill Enterprises, Inc., and his general manager, Charles Kranz, have been out looking over prospective sites for a new exchange.

R. H. Miller Joins Warner R. H. Miller, formerly known as Metro-Goldwyn, has joined the Warner exchange.

Incorporations Albany—Cameraplay Corp. of America. Incorporators, M. V. Kress, F. J. Hershfield and H. Drusback.


Springfield, Ill.—Lee Krauss, Chicago. Capital, $2,500. Incorporators, Lee Krauss, Martin Levy, Ol- 

Taco Wash.—Capital Amuse- 

Providence, R. I.—Park Theater, Inc., Cranston. Capital $100,000. Incorporators, George Hadfield, Court- 


Trenton, N. J.—Orient Theater Corp., Jersey City. Capital $20,000. Incorporators, Oscar. Freund, Sol- 

Jefferson City, Mo.—Allen Amuse- 


Names of all exchanges, addresses, and lists of bill posters, vaudeville agencies, and other lists helpful to an exhibitor are presented; the uniform contract is re-printed and some mighty fine advice to exhibitors with reference to the contracts is the concluding note.

If M. J. O'Toole wants a good idea for the national M. P. T. O. here it is: get one of those books and see what worth it would be to every paid up member of the national body.

WESTERNs

W. E. Shallenberger, Arrow, commenting on our comment on “Westerns” says:

“You are dead right that there is a considerable demand, always has been and always will be, for Westerns, but the demand now is distinctly for a better class of Westerns. That a picture shall be of Western atmosphere and no attention paid to quality does not mean that it will be a success. Whatever this condition may have been in the past.

“If the quality is there and if the personality of the stars and the story meet the approval of the picture public, the picture will be successful, but it won’t otherwise, even if it is a Western.”

AS TO ALBERT W. HALE

Who was mentioned in connection with the Detroit M. P. Corp. And who was termed “a self styled” director. As a matter of fact this is an injustice to Hale. Who has been in the business for years. And who for the past few years has been ill. And unable to do a lot. Except write scenarios, etc. Hale is living at the Congress, Chicago.

THE BUTTER AND EGG INDUSTRY

This from Mike Levee. The wittiest producer in the business.

“Found the butter and egg market depressed, upon my return to the West, and am taking on a couple of Hollywood chickens as a side line to see if I can help the market on the price of butter and eggs. Sorry I could not see Artie Stebbins before I left to give him the insurance on the hen milk proposition, but intend to write Artie and recommend he make a trip to California for the purpose of entering into negotiations for insuring this new project.”

ESTABLISH YOUR SHARE

Los Angeles exchange of Producers Distributing received this communication from an exhibitor:

“Mr. Blank refuses to sign a contract for Barbara Frietchie until after she has made several pictures and established herself. He says he never heard of her and wouldn’t book an unknown star just because the producers are trying to put her over.”

Which recalls the old days. When a suggestion was made. To an old time producer. To make Walter Scott’s classic “Ivanhoe.” He was briefly told the plot and said: “Get that Scott fellow over here and we’ll talk it over with him.”

PUTTING MARY LAND ON THE MAP

Out on the Coast Beverley Sparks and Joseph C. Blair are putting a new star on the map. One Mary Land. Strike you? Yes: it’s the name of a state. Sparks is a former Baltimorean. He has planned quite an ambitious publicity campaign for Mary Land. Out in Hollywood the restaurants will be used for exploitation. They have a Maryland night at the Montmarte where corn and chicken are served especially. In honor of Mary Land. And there are other stunts.

USING INFLUENCE

Writes “Subscriber”:

“Unless checked at once a great menace is entering the motion picture business. I refer to the wives of the stars and directors who are passing on the merits of the cast before employed. I hope you will call the attention of many who have their moneys invested. For if this particular condition is permitted to continue it can only bring loss.”

There may be something to what “Subscriber” says but on earth it can be stopped is a question. There may be instances where this sort of thing has proven detrimental. But there a raft of cases where the influence of wives has helped man struggling player to get a start otherwise impossible.

SOME RECORD

Carl Edouard, Strand, Broadway New York. Has conducted 15,000 overtures in that house. During the past 10 ye. If it isn’t a record it comes pretty nearly being one. And I isn’t a record it should be—that is in motion picture theaters.

But just think of all the poor pictures he has ever had to “score” them? Can you hear Moe Mark crying? That he does have any poor pictures?

THE LUBITSCH HUMOR

Harry Carr’s clever page in the Los Angeles Times can this:

Ernest Lubitsch cracked a little subtle joke at the expense of Poldi Negro.

They were taking a scene for “Forbidden Paradise.” La Rocque was making an exit. At the door, he was supposed to turn, with the old Roman cry: “Gloria: Victoria!”

“No, no; not on this set,” interposed Lubitsch with a grin.

“While we are making this picture you must say: ‘Poldi: Victoria!’

“MAKING OUR FLESH CREEP”

If Ernest Fredman of the “Film Renter,” London, is not else he is brutal. In the manner in which he kicks the pro. From under rumors. And puts them where they belong. Or in England for some time the trade press has been clamoring over the probable invasion of Britain by German producers. Fredman takes a page to go in to detail. To show the absurdity of these reports and in part says this:

“For the benefit of those writers who love to spread all kind of stories concerning fights and invasions, we would inform that there is no film invasion from Germany; there is no prospect of a fight between Germany and America for domination of world’s screens. America being in far too good a position to any way worrying, and there is no wholesale buying up by British theaters with American capital. The sooner this truth allowed to conduct its own affairs without a lot of absurdities the better the better it will be.”

Haven’t been in England for several months. It is possible something has happened since I was there. Otherwise what Fredman says is the plain, simple, unvarnished truth.

BY THE WAY

Did you know that Harry Grossman, formerly popular on Broadway. Is in the cinema business in Paris?

COMFORT

Lee Ochs. At the Piccadilly, Broadway’s newest. his own private shower bath. Right next to his private of Great idea. Good for comfort. Also for use when salesmen too fresh. And want the week’s receipts for a picture.

OPEN SHOP FOR STORIES

Detroit Forms Central Shipping Bureau
(Continued from Page 1)

first object of the central shipping system is to give better and more reliable service to the exchanges, as we realize that promptness in handling shipments is the most valuable thing we could give the exchanges. Economy was not however, overlooked.

Outgoing Shipments
In Detroit, all film exchanges except two are located in one building. Therefore, we leased a large dock space at the rear of this building, which was enclosed with wire mesh to give additional inbound deliveries and space all incoming and outgoing shipments of films and advertising matter are handled and checked in and out by our central employees. Outgoing shipments are picked up from each exchange and incoming shipments delivered on a regular schedule, eight times a day. Incoming shipments are received for by the central shipping room for each exchange and collected. From there they are sent to the exchange and the charges collected, in order to prevent delays.

Pick-Ups
There are three inbound deliveries, and two outbound pick-ups made by the transportation companies themselves, to the film building each working day, none on Sundays and holidays. By arrangement with the express companies and the post office, and by using our own trucks, we are able to make the exchanges seven additional inbound deliveries and space additional outbound pick-ups. These are taken direct to the railway stations. On Sundays and holidays, however, no pick-ups or deliveries, handled entirely by central shipping service trucks. The central shipping room is open seven days a week, for special deliveries and incoming shipments for all exchanges from 8:00 a.m. until 1:30 a.m. each working day, and from 8:30 a.m. until 3 p.m. on Sundays and holidays.

With the aid of the Film Board of Trade, a truck service for film was organized out of Detroit, whereby trucks leave this city every night at midnight for Port Huron, Bay City, Grand Rapids, Kalamazoo, Toledo, Ohio, and intermediate towns. Approximately 50 percent of the film now leaving Detroit is handled by this truck service. By controlling the messenger who pick up shows at night from city theaters, and with the cooperation of this truck company, a plan is now in operation whereby an exchange can book a print for use in a Detroit theater tonight, and the same print for use in Grand Rapids (over 150 miles away) tomorrow afternoon, without extra trouble or extra expense on their part.

This is done in this manner: The film case going to the Detroit theater, is marked with a tag for midnight shipment. This tag causes a record to be made by the central shipping room of the shipment, and is a warning to the city messenger not to return the shipment. An empty case is then sent down by the exchange, properly addressed to the Grand Rapids theater, via film transport, and the Grand Rapids truck is held at the dock until that city messenger arrives.

The film is transferred to the new case by central shipping employees, checked out to the truck company, and will be delivered at the Grand Rapids theater by 9:00 A.M. the following morning.

Economy
"It is not necessary for the exchange to maintain a night shipper as the shipment is entirely handled by the central shipping service, and is thoroughly dependable. This service is used extensively by a number of exchanges, particularly those having no news reels, serials, and features that get wide distribution, as it cuts down materially the number of prints needed to take care of their bookings. It also saves them considerable in special messenger charges in emergencies, when prints are destroyed or delayed on returns. An overnight truck service is maintained with a Consolidated physical distribution, I don’t know, but I do know that it has proved economical, efficient and practical.

Perhaps the best endorsement of the service is the fact that all of the distributors of motion picture film in Detroit, whether members of the Detroit Film Board of Trade or not, are now using this service for all of their shipping.

Seeks To Oust “Tent Shows”
Alhambra, Cal.—Attorneys for the M. P. T. O. A. have applied to the city council for help in keeping tent shows out of this city. Attorneys have prepared an ordinance and submitted it to the council. It provides for a prohibitive fee to be levied on all traveling shows of any description.

“A good box-office attraction”
(M. P. World)


The Howard Estabrook Production

Here Is Something Worth Considering
An absolute brand new turret front universal camera complete with two inch F.3.5 lens, three inch F.3.5 lens, four inch F.4.5 lens, automatic dissolving shutter, six magazines. Universal triploid, list price $805.00

OUR PRICE $619.00

MOTION PICTURE APPARATUS CO., INC.
Bryant 6635
118 West 44th St., N. Y. C.
U. S. and Canada Agents for Debs apparatus

with Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors
Physical Distributors - Pathé Exchange, Inc.
Movieland's Gayest Night

NEXT SATURDAY—NOV. 1st
AT THE
HOTEL ASTOR
LOEW-METRO
GOLDWYN BALL

DINNER — DANCE — ENTERTAINMENT

Positively the fastest, gayest, most novel, unique evening ever planned for the edification and glorification of happy hours in a land of bewildering excitement interwoven with sensational novelties, lilting music, the most beautiful of women and most colorful celebrities.

HERE ARE JUST A FEW OF THE ELECTRIC LIGHT STARS WHO WILL RUB SHOULDERS WITH YOU, ENTERTAIN YOU AND MAKE THIS THE BIGGEST NIGHT OF THE YEAR.

Entire Choruses of the following Musical hits in their best numbers

"ZIEGFIELD FOLLIES"
Earl Carrol's "VANITIES"
"ROSE MARIE"
"GREENWICH VILLAGE FOLLIES"
and other shows

The following Bands will play dance music for you.

Vincent Lopez
James Boys
Sam Lannin
Fletcher Henderson
Dan Gregory
Ned Martin
Ted Lewis
Geo. Olsen
Ben Bernie
Frank Silvers
Sam Wooding
Jan Garber
Lou Gold
Alex Hyde

Tickets now selling at any Loew Theatre box office or at Loew-Metro-Goldwyn Offices, 1540 Broadway, New York City—Tel. Bryant 9850.
Price $10.00 per admission (including Supper).

To miss this event will be the most unfortunate circumstance that can befall any man or woman identified or not identified with the picture industry.
The Border Legion—Paramount

Rialto


depended ever as a character few its get a friend—
The Feraudy gives those we did, Miss sympathetic. A
places a rut that unusually great. an excellent,

"This Woman"—Warners

Piccadilly

AMERICAN—** a box-office attraction. **

* While the story is trite and conven-
tional it is the sort that lends itself to pic-
tures.

This Woman" is directed by Phil Rosen
and put down in your little red book, he
knows his stuff, and reserve. **

DAILY MIRROR—** If there’s a soft
heart for the great open spaces men are
standards to the count and receive

"Bill"—Red Seal

Tivoli, Washington

OUT-OF-TOWN

"America"—United Artists

Lyric, Cincinnati

POST—** You recognize the indomita-
able will and the spirit of sacrifice that won
dependence for the union. These soldiers
are first-class entertainers.

"Beau Brummel"—Warners

Circle, Indianapolis

NEWS—** Although somewhat show-

World is well worth your attendance. Mr.
Bryan’s impersonation of the famous dandy
of history is adept and skilful. One can easily
believe that the great Brummel committed
the audacities that he did, if one sees the
star in the role.

STAR—** a powerful romance in a
setting of elaborate splendor.
John Barry
Charles Gable, a knock picture and makes at once an insouciant and a very
lovable character.

"Circle, the Enchantress"—Metro-
Gold—State, St. Louis

GLOBE DEMOCRAT—The same glitter-

Saw (Murray) affected and grimmimg, who
supposed, though enough moments of

THIRTY FIRST-RUN PICTURES

EXAMINER—** is highly entertaining.
Miss Miller, as an emotional actress, is
a girl who can always be depended upon to
give a sincere and thoroughly enjoyable
performance.

It’s a novelty to see Tellervo more as a
father than a sweetheart. *

"Broken Barriers"—Metro-Goldwyn

Mayer pictures.

NEWS—** pretty poor stuff. The story
is confusing in its continuity, and the
characterizations are not the least
plausible. What little life the thing has is
due to Miss Warner’s acting and that to

STAR—No pains have been spared to
make "Broken Barriers," showing at the Apollo
theater this week, as fine a picture as Mer-
Ritchador’s novel merits.

"The Covered Wagon"—F. P. L.

Coliseum, San Francisco

COLUMBIA—** is one of the most
popular films ever made, for it deals
authentically with one of the most

"The Breath of Scandal"—Schuberg

S. R., San Francisco

Toronto, London, St. Louis, St. Paul,

"The Danger Line"—F. B. O.

Central, Washington

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**The Film Daily**

**Sunday, October 26, 1924**

### The Week's Headlines

**Monday**

- Reported Robert T. Kane will remake "The Flame," old Triangle picture that did tremendous business.
- Hugo Kiesenfeld offers suggestions on gold mine award to South Dakota. He states that a series of pictures on Coast making production precarious, according to Jack Col, of C. P. C.

**Tuesday**

- Wolverine Film Co., in process of formation in Detroit. To be backed by 150 ex-box office workers, who will exactly regulate an exchange.
- Universal planning series of exploitation campaigns on all classes of pictures.
- Charles Christie to discuss distribution for this day's Aunt. Has two more feature comedies to make for Prod. Dist. Corp.
- Ben Amsterdam and Gene Marcus buy out Tony Lucchesi's interest in Trio Prod., Washington.
- Victor Seastrom signs new contract with Metro-Goldwyn to direct three more.

**Wednesday**

- Nabob leaving for Europe next week. Sam Kate and Richard Rowland, of First National, sail with them, as do, of course, many men who will participate in the making of the film. Edward M. Saunders, of Metro-Goldwyn, back from trip with highly optimistic reports about general conditions.

### CHRONICLE

- **Rin-Tin-Tin** makes several marvellous leaps, runs like a greyhound, is savage and gentle by turns and has love of every spectator. The schedule is for run at a Broadway house.
- Gunrunners, and a part of Famous Players (Toronto) indicates business in Canada is lively.

### NORTH AMERICA

- The picture has been artfully made and holds the interest.

### PUBLIC LEDGER

- The picture tells a story that has thrilled thousands of readers, while an equally thrilling story will be told of the picture. It is the sort of story that is thrilled to thrilling stories of thousands more shown upon the screen.

### Metropolitan, Washington

- Frank Lloyd has achieved a deal masterpiece. "The Sea Hawk" easily takes rank with Griffith's "Intolerance." It possesses the dramatic tension of Irving's "Four Horsemen." What more could be asked?

### Sinners in Silly

### Metro-Goldwyn, Palace, Montreal

- "The Sea Hawk" takes rank with Griffith's "Intolerance." It possesses the dramatic tension of Irving's "Four Horsemen." What more could be asked?

### The Speed Spook

**Post —** this picture is refreshing. Its director makes no effort to disguise the fact that this photoplay's purpose is to entertain rather than to instruct. Fay's, Rochester

### Herald

- The theme is a direct story, a triumph of invention, and it has developed naturally along the course of events. It moves to some pretty tense scenes and exciting climaxes in the latter half.

### Racing Luck

- *Associated Exhibitors*

### The Red Lily

- "Metro-Goldwyn, Palace, Detroit

### Free Press — A most vivid and colorful screen drama.

**Post —** amidst an unusually strong cast.

### The Rose of Paris

- *Universal Randolph, Chicago

### Tribune

- "The picture is a unique because the street and cafe scenes do not cover so many feet of celluloid as the interior home scenes.

There is sufficient intrigue and treachery to keep one interested.

### Katio, Washington

**Post —** it is a good picture.

### The Sea Hawk

- "1st Nat'l, Capitol, Montreal

**Post —** the screen story of "The Sea Hawk" is a thrilling story that has thrilled thousands of readers, while an equally thrilling story will be told of the picture. It is the sort of story that is thrilled to thrilling stories of thousands more shown upon the screen.

### Sinners in Silly

### Metro-Goldwyn, Palace, Montreal

- "The Sea Hawk" easily takes rank with Griffith's "Intolerance." It possesses the dramatic tension of Irving's "Four Horsemen." What more could be asked?

### The Speed Spook

- *East Coast Daily

### S. R. Scollay Square, Boston

### Globe

- "Johnny Hobbs is the hit story and he crashes through the story in a thrill of speed, comedy and adventures.

### Strand, Washington

**Times**

- *unusually peppy, funny, especially in the subplots.*

### Serious Money

- *F. P. L.

### Omaha

**Post —** this picture deals with the overseas Triangle in travail manners.

**NEWS**

- *its settings are sumptuous, as are the costumes." Year's Wear. Its theme is richly, not just a bit, absorbing.

### The Fast Set

- *F. P. L.

### Capitol, Detroit

**FREE PRESS**

- *This picture deals with the overseas Triangle in travail manners. In plot construction and theme is refreshingly new. It is splendidly acted.

### Feet of Clay

- *F. P. L.

### Ohiograph

**NEWS**

- *Its settings are sumptuous, as are the costumes." Year's Wear. Its theme is richly, not just a bit, absorbing.

### Columbus, Washington

**NEWS**

- *The picture tells a story that has thrilled thousands of readers, while an equally thrilling story will be told of the picture. It is the sort of story that is thrilled to thrilling stories of thousands more shown upon the screen.

**TIMES**

- *The novel was a gripping one and the picture is none the less exciting.

### Imperial, San Francisco

**Week Ending Oct. 18**

**CALL AND POST**

- *The story starts with a yachting party at Catalina Island. All sorts of beach novelties are worked into a series of colorful scenes, which, in costume, combine bathing suits on lovely girls, with the comic sumptuous creations of the modiste and the tailor.*

**EXAMINER**

- *It is drawing very large audiences and delighted ones. The picture has a large number of DeMille's that it helps to maintain mastery...*

**EXAMINER**

- *This is one of Cecil B. DeMille's grand pictures, a spectacular, thrilling, colorful and a hit for all."*
The film that carries quality from studio to screen—

EASTMAN POSITIVE FILM

—has the identification “Eastman” “Kodak” in black letters in the transparent margin. Look for it.
"seventh week
STILL GOING STRONG"

PHILADELPHIA
ALDINE—"The Sea Hawk" (First National). Seventh week. Still going strong.
from morning TELEGRAPH

and
what it's doing
in Philly it's doing
everywhere

FRANK LLOYD PRODUCTIONS INC.
Presentation of RAFAEL SABATINI's great story of adventure—
"The SEA HAWK"
with
MILTON SILLS
ENID BENNETT LLOYD, HUGHES
and WALLACE BEERY
Directed by FRANK LLOYD

Leadership
and reason why
No. 3

It's a lead pipe cinch to
show a weekly profit when you work
with a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
SCHENCK

By DANNY

Again in the limelight—admitting he is ready to

3) For Doug and Mary and

4) To release through the

channel. Upon the expiration

of his contract. With first

film. And openly announce

that Famous, First Na-

tional and Metro-Goldwyn

are

out.

which means that the trip across

ocean. Meant something to Hi

Abrams and others were in

party. Abroad the same train

also means more than that.

wire say that Joe has "dis-

tributed interests." In Loew's.

are in the know. Appreciate

his means a lot. Because only

has Schenck always held a

majority of Loew's stock. But his

relationship. In that con-

nection Has been outstanding.

When Schenck sold his

stock. In Loew's. He did not

it because of any crazy

was. He knew he must have

"entangling alliances." It was

to make Doug and Mary

understand things. Because

Abrams did the same thing.

Several years ago. Before

he became general man-

ager of United Artists.

have you forgotten that? (This

was so fast one might be

forgetting much.) But if

you did, here's the reminder.

sold a lot of Famous stock—

owned. At a great sacrifice.

to Doug and Mary. That is

affiliation. Of any kind. With

that Schenck is out in the

North. Now it is public. That

big concern is Chapman. What

Griffith? What about United?

Well, be patient. And you'll

it is just possible that Chap-

man balk. And block the entire

is still in the cards. That

mentioned three years ago—Un-

lonely. Reorganized. Almost

is possible at the moment.

but stick a pin in this: That

new deal is about to be dealt.

new hand will be played.

Hearing Opens

John C. Ragland Testifies—Rela-

tionship Between Paramount and

Realart Gone Into

Famous Players launched its de-

fense yesterday against charges of

monopoly brought by the Federal

Trade Commission when the hearing

reopened in New York.

John C. Ragland, eastern

representative for Harold Lloyd was

the only witness. The session ended

in the afternoon out of deference to

Ragland, but was resumed again last

night when it ran for two hours.

The relationship between Famous

and Realart was the principal matter

gone into. Asked by Bruce Bentley

what his position was with Realart,

Ragland declared he had opened up

about 20 exchanges. He also declared

that Famous owned stock in Realart.

asked if he had ever instructed his

salesmen, or had instructed branch

managers to carry Famous stock and

Realart, Ragland replied that he never had

(Continued on Page 6)

Errol Signed for Sally

Leon Errol will play his original role in "Sally," which First National will

produce on the Coast. June Mathis is now reading the script.

Green to Direct "Sally"

(Special to THE FILM DAILY)

Los Angeles—Al Green will direct

"Sally" in which Colleen Moore will

be featured. Production starts at

United on Nov. 10.

Herbel, Century Sales Manager

H. M. Herbel, former Universal

sales executive, has been appointed

sales manager for Century and has

already left New York, where he will

have his headquarters, for a tour of

the Universal exchanges, through

which Century distributes.

F. Richard Jones Here

F. Richard Jones, newly elected

vice-president and director-general

of the Hal Roach studios is at the

Biltmore on a vacation.

Negatives Burn

Measure returned New York

from London over the week-end

about a fire that is reported to have

destroyed the warehouse of Ideal

Film Co. Ltd., in London early last

week.

A number of negatives are un-

derstood to have been lost. Reports

would indicate that the loss was

a heavy one. Sam E. Morris, general

manager at Warner Bros., stated yester-

day his organization had six for-

(Continued on Page 6)

Schenck Ready to Close For Stars; Disposes Of Interests In Loew's Inc.

(Hollywood)—In making official announcement upon his arrival here that he was joining Norma Talmadge with Doug and Mary and that the trio would release collectively through one distributing channel, Joseph M. Schenck announced that he had disposed of his interests in Loew's, Inc. He did this, he said, in the open market and not to any one individual.

The announcement that when his First National contract was completed, his star would go with Doug and Mary has led to many reports, much speculation and a huge amount of gossip as to what was really in the wind. There is no secret that the three major concerns: Famous, First National and Metro-Goldwyn are bidding for the stars. But it is openly stated that it is still quite possible that United Artists may remain intact and be reorganized with Schenck assuming a most important post.

Famous Profits Up

Third Quarter Report $1,550,000—Tops Previous Quarter and Like Period in 1923

"The Wall Street Journal" yesterday quoted C. J. Ludvig of Fa-

mous as follows:

"Net operating profits of Famous Players-Lasky Corp. for quarter end-

ed Sept. 30, 1924, are estimated at approx-

imately $1,550,000 after charges and

taxes. This compares with $547,729

in preceding quarter, and $1,230,252

in third quarter of 1923.

"For first nine months of 1924 net operating profit is estimated at

$2,900,801, against $3,121,300 in same

period of 1923."

I. M. P. P. D. A. Calls a Meeting

The I. M. P. P. D. A. has issued

calls for an open meeting to be held

at the Astor on Thursday. Stock

holders, irrespective of whether or

not they are members have been

invited. A luncheon will precede the

business session.

Hays Addresses Rotarians

(Special to THE FILM DAILY)

Sullivan, Ind.—Will H. Hays de-

livered an address yesterday before

a large gathering of Rotarians who

met here to greet Everett Hill, their

international president.

"Headed" Towards Metro

Considerable speculation followed

the announcement made by Schenck

that he had disposed of his holdings

in Loew's. There is no secret that

this was done to prevent any discus-

sion that his interest in that con-

cern might cause him to lean in that di-

rection should the situation develop

where Metro had an inside track to

the securing of the stars. Because

Schenck wanted to be "in the clear"

and not involved beyond the interests

of the stars he represents, the disposal of

his interests in Loew's was brought

about.

(Continued on Page 2)

Von Sternberg Here

Joseph Von Sternberg, the un-

known director selected by Mary

Pickford to direct her next picture

will arrive in New York today from

the Coast. "The Salvation Hunters," the

picture that created a furor among

those who saw it in Hollywood has

been brought East by Curtis Mc-

nitz.

Douglas Fairbanks and Mary Pick-

ford are interested in it and, in view

of this, it is likely that it will be dis-

tributed through United Artists.
Schenck Ready To Close Deal For Big Stars

United Artists Meeting

It is reported here that United Artists will hold a very important meeting about Nov. 10. By that time Nathan Burkan, representing Charlie Chaplin could reach the Coast from New York, where at the moment, he is actively interested in the political campaign. This would also allow A. H. T. Banzhaf, Griffith’s attorney to be on hand, and it might not be surprising if Griffith attended the meeting as well.

As to Constaunce Talmadge and Buster Keaton

Schenck is not only interested in Norma but manages “Connie” Talmadge as well. Whether “Connie” would go with the new deal is a question. Buster Keaton is at present releasing through Metro-Goldwyn. His latest, “The Navigator” is reported a big hit and it is not improbable that Keaton might be carried into the new combination, particularly if Chaplin proved obstreperous. There is no secret that a year ago Schenck had hopes of having Harold Lloyd tied in with the stars mentioned, but his arrangement with Famous temporarily-shelves such a possibility.

The Coast wire practically covers the point made clear in THE FILM DAILY issue of Oct. 6 when it was exclusively announced that Schenck was planning a tie-up between Norma and Doug and Mary.

Tearle Denies

Conway Tearle denies that he will appear in pictures to be made by Robert T. Kane for Famous.

**THE WIZARD OF OZ**

**Millions Waiting to See It!**

**LARRY SEMON in** **“THE WIZARD OF OZ”**

Will draw millions of people to the box offices of the country.

Millions have read the Book!

Millions saw the Play!

It took New York and Chicago by storm!

It toured the country for five years and made new box office records!

Everybody knows about it! Millions are waiting to see it!

200 first runs available in December.

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**DURA-FILM PROTECTOR CO.**

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**ALLAN A. LOWERY PRES.**

**THE CHORUS LADY**

From the famous stage success by JAMES FORBES with Margaret Livingston

**SEASON 1924-1925 THIRTY FIRST-RUN PICTURES**

**OCLOTT STARTS NEW FILM**

Sidney Olcott started work yesterday on “Salome of the Tennis Club” at Famous. Al Lignori and D. Golbrett are photographing the picture.

Olcott expects to be busy until December and will then fly to the Coast to direct Poi Nogi following that, he will make another East.

**REUBEN SAMUEL**

**INSURANCE EXPERTS TO THE THEATRICAL AND MOTION PICTURE INDUSTRY**

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SCENES OF EVERY DESCRIPTIVE

Such as fire, explosion, rough sea, wrecks, travel scenes, etc.

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SIEGFRIED

The famous Ufa Film “Siegfried” has added to its world wide success a new record, as the following cable shows—

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CABLEGRAM

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UFAFILMS

NEW YORK

PREMIER PRESENTATION SIEGFRIED ASTA THEATRE HAGUE TOOK PLACE IN PRESENCE OF ALL DIPLOMATIC REPRESENTATIONS INCLUDING AMERICAN AND OF HOLLAND STATEMINISTERS AND CITY ALDERMEN OVERWHELMING SUCCESS ENTHUSIASTIC PRAISES IN THE PRESS CONGRATULATIONS DIRECTION

“SIEGFRIED” Fritz Lang’s latest and greatest to be released here shortly

UFA-FILMS INC. 1540 BROADWAY, NEW YORK
Smouldering Fires
with
Pauline Frederick | Laura La Plante
Tully Marshall, Wanda Hawley, Malcolm McGregor and Bert Roach
Story by Sada Cowan and Howard Higgin
A Clarence Brown Production
Universal Jewel

Released January 16

Hoot Gibson in The Hurricane Kid
By Will Lambert
with Mariăn Nixon, William Steele, Arthur Mackley,
Harry Todd, Fred Humes, Violet La Plante
Directed by Edward Sedgwick
A Universal Gibson Production

Released January 25

Reginald Denny in Oh, Doctor!
with Mary Astor
Otis Harlan, Wm. V. Mong, Mike Donlin, Lucille Ward, Tom Ricketts
from the Saturday Evening Post Story, and Novel by Harry Leon Wilson
A Harry Pollard Production
Universal Jewel

Released February 7

Secrets of the Night
featuring
James Kirkwood | Madge Bellamy
Zasu Pitts, Rosemary Theby, Tom Wilson and Edward Cecil
from the sensational stage success "The Night Cap" by Guy Bolton and Max Marcin
Directed by Herbert Blaché
Universal Jewel

Released February 15

The Mad Whirl with May McAvoy
Jack Mulhall, Barbara Bedford, Vera Stedman and George Fawcett
from the story "Here's How" by Richard Washburn Child
Directed by William Seiter
Universal Jewel

Released March 1

Virginia Valli and Norman Kerry
in The Price of Pleasure
by Marion Orth and Elizabeth Holding
with Louise Fazenda, T. Roy Barnes, George Fawcett,
Kate Lester and Ward Crane
Directed by Edward Sloman
Universal Jewel

Released March 15

Hoot Gibson in The Lone Outlaw
with Marian Nixon, G. Raymond Nye, Josie Sedgwick,
Charles K. French, Frank Campeau and others
Directed by Edward Sedgwick
A Universal Gibson Production

Released March 22

House Peters in Raffles
The Amateur Cracksman
from the novel by E. W. Hornung
with Miss Du Pont, Hedda Hopper, Winter Hall, Freeman Wood
A King Baggot Production
Universal Jewel

Released March 29

Eyes of Fools
featuring
Alma Reubens | Percy Marmont
Jean Hersholt, Cesare Gravina, Rose Rosanova, Zasu Pitts,
Andre De Beranger
from the story "Miracle" in the Ladies' Home Journal
by Clarence Buddington Kelland
Directed by Edward Larmouth
Universal Jewel

Released April 12

Reginald Denny in California Straight Ahead
by Byron Morgan
with Gertrude Olmstead, Tom Wilson, Charles Gerrard,
Lucille Ward, John Steppling
A Harry Pollard Production
Universal Jewel

Released April 26

Now it's unanimous: Universal

CONTRACTS

21 WHITE

Now it's unanimous: Universal
Mary Philbin and Norman Kerry in
Fifth Avenue Models
with Rosemary Theby, Joseph Swickard, Rose Dione
and Jean Hersholt.
Directed by Sewell Kedel
Universal Jewel
Released May 3

Herbert Rawlinson and Madge Bellamy
in
The Fightin' Cop
From the Red Book Magazine story, "The Flower of Napoli"
by Gerald Beaumont
with Cesare Gravina, Martha Mattox, Dorothy Brock,
Jackie Morgan, Harry Mann, Nick de Ruiz
Directed by Edward Laemmle
Universal Jewel
Released June 21

Virginia Valli in Up the Ladder
with Forrest Stanley, Holmes Herbert, Margaret Livingston,
George Fawcett, Priscilla Moran
Owen Davis' Big Broadway Stage Hit
Directed by Edward Sloman
Universal Jewel
Released May 10

William Desmond in The Meddler
with Dolores Rousay, Jack Daugherty, Claire Anderson,
Albert J. Smith, Kate Lester and others
Directed by Arthur Rosson
A Universal Western
Released July 5

House Peters in The Love Cargo
from the novel "Head Winds" by A. M. Sinclair Wilt
Universal Jewel
Released May 24

Hoot Gibson in Let 'Er Buck
with Marian Nixon, Josie Sedgwick, G. Raymond Nye
Directed by Edward Sedgwick
A Universal Gibson Production
Released June 7

Laura La Plante and Eugene O'Brien
in
Dangerous Innocence
based on the novel "Ann's An Idiot" by Pamela Wynne
Directed by Wm. Seiter
Universal Jewel
Released June 14

Jack Hoxie in Ridin' Thunder
with Katharine Grant and Francis Ford
Directed by Clifford Smith
A Universal Western
Released June 28

Jack Hoxie in Don Dare-Devil
By William Gittens
with Cathleen Calhoun, William Steele, Cesare Gravina, Duke Lee
Directed by Clifford Smith
A Universal Western
Released July 19

William Desmond in Red Clay
By Sarah Saddoris
with Marcelaine Day, Billy Sullivan, Lola Todd, Albert J. Smith
Directed by Ernst Laemmle
A Universal Western
Released July 26

Universal has the pictures
Hearing Opens
(Continued from Page 1)
and added that on the contrary, branch managers and salesmen were instructed to keep the lines and Realart connections as a strong selling point in convincing exhibitors of the meritorious quality of Realart product.

This is in line with the fact, said the witness. In reply to further questions, Ragland said that Realart's first offer to exhibitors was the sale of a series of three or four Mary Miles Minter pictures; the same number of Alice Brady pictures, and two series of Realart specialties. When asked whether salesmen were instructed to sell these only in groups or blocks, stated that the instructions were that the pictures could be sold in groups or singly, as the exhibitor willed. He further stated that in hundreds of cases these pictures were subsequently sold singly.

With obvious intent to introduce testimony that would tend to show that Adolph Zukor, as president of Famous, was materially interested in Realart, Bruce Bromley, counsel for Famous, attempted to offer articles from various trade and newspaper sources showing there was a general circulation of announcements involving Zukor's name with the contracting of Realart stars and directors, all of which was objected to by opposing counsel and sustained by the official examiner.

Bromley entered formal exceptions to these rulings, and the articles in question were marked for future identification should they again figure in the hearing.

In speaking of his association with the Harold Lloyd Corp., Ragland's testimony developed that this corporation's arrangement with Pathe as physical distributor called for Lloyd's own sales force to sell the first-run houses in about 80 key cities, while Pathe covered the subordinate points.

The hearing will be resumed this morning when Robert E. Welsh, new editor of the M. P. World, will probably be called. The hearing will no doubt run for at least two weeks.

Up-State Theater Deal
Control in 25 Associated Theaters Passes to Schine Interests—All in Western New York
(Special to THE FILM DAILY)
Rochester, N. Y.—Harold P. Dygert, a pioneer in the theater field in Western New York and president, treasurer and general manager of Associated Theaters, Inc., has sold his controlling interest in that company to the Schine Theatrical Co., Inc.

The houses involved in this deal are all in the Buffalo district and are located in such cities as Geneva, East Rochester, Salamanca and others. Twenty-five theaters in all are involved.

The actual sum paid Dygert for his interest cannot be ascertained but it is stated that upwards of $500,000 has exchanged hands. Many valuable pieces of real estate located in various towns are included in this transaction.

Schine, by this acquisition increases his circuit to more than 50 theaters in Central and Western New York. In addition, the Schine company is building new houses in several towns.

A further tightening in the general booking situation up-state is expected as a result of the Associated Schine deal. The transaction gives to Schine 19 theaters, according to an estimate made yesterday by a well-posted man who divided the Associated properties in the following manner:

1) Olean, two houses; Corning, three; East Rochester, one; Fairfax, one; Geneva, three; Lockport, one; Batavia, one; Pen Yan, two; Salamanca, two and Newark, (N. Y.), three.

Stunt Performer Drowns
(Special to THE FILM DAILY)
Los Angeles—William Harbaugh, stunt performer, met his death by drowning while appearing in "The Desert Fiddler," starring Charles Ray. The company was on location near Yuma when Harbaugh was caught in a whirlpool.

Negatives Burn
(Continued from Page 1)
Signs that all negatives were destroyed. The Warners are now taking steps to make up negatives in this country for immediate shipment abroad to meet English release dates.

Ideal handles Educational in England, but A. S. Kirkpatrick declared yesterday that, by some fortunate circumstance, not one negative had been destroyed. He did not know whether this was due to laboratory schedules or not.

Milton Cohen of Inter-Globe Export reported that Associated Exhibitors and Principal negatives were not damaged.

To Film "Buster Brown"
Hollywood—Julius Stern declares Century is about to produce a series of comedies based on "Buster Brown," the famous comic strip by R. F. Outcault. Arthur Trimble will probably have the title role.

Buce "World Without End"
Samuel Goldwyn has purchased "World Without End," by May Edginton, as the Fitzmaurice production to follow "A Thief in Paradise." Frances Marion will do the adaptation.

Gest "Fables" for Italy
Ferdinand Lopurino has purchased "Aesop's Fables" for Italy.

CAN YOU IMAGINE WHAT A RIOT ITS GOING TO BE—
THE SCREEN VERSION OF BRANDON THOMAS' FAMOUS FARCE
"CHARLEY'S AUNT"
WITH
SYD CHAPLIN
AMERICAN DISTRIBUTOR TO BE ANNOUNCED
IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM
PRODUCED BY
CHRISTIE FILM COMPANY, INC.

Announcing A New Series Of
OUT-DOOR FEATURES
Starring A Regular HE-MAN and You
All Know HIM
WARD LASCELLE PRODUCTIONS
Beverly Hills
California

The Casino
Spokane, Washington
Has Booked
HAROLD BELL WRIGHT'S
"THE MINE WITH THE IRON DOOR"
"SIGHT UNSEEN"
This is only one of many.
It's a Sol Lesser Presentation
What About Business?

Important Banks Agree That Trend Will Continue—All the Signs Point to Healthier National Business conditions: Business is gaining, in spite of the stormy irregular progress during the past month. With election uncertainties out of the way, evidences of business trend will be more definite. This does not imply that business confidence is suspended, for the outcome of the election is known. But normal seasonal declines, coupled with a more apparent influence of strong underlying factors, are making a better business. Most important of these factors is the remarkable turn of fortune that came to the wheat belt. The condition of good grain crops in the United States and crop failure abroad in the past has been an almost unfailing phenomenon for a period of domestic prosperity. This year the crop abroad is uncertain, while the United States will not go hungry. Barring a heavy time of traffic has been assured to the railroads. The stimulating effects of this situation should be felt along every branch of industry.

Cleveland—"That present prospects for the business improvement this year are, under way will continue during the remaining months of this year, and into the next year," declares the Cleveland Trust Co. "This improvement is more than a merely formal movement. It is based on a combination of increasing industrial activity, better times for the farmers, improving prospects for trade with Europe, and easy money conditions.

Some expressions of disappointment are appearing over the uneven weather conditions. For example, conditions of the corn crop are not as favorable as early indications had promised. The farmers are thus having more trouble with their crops of that grain. The corn crop, however, has been good enough to give encouragement to the farmers, and the weather conditions have been better than expected.

Los Angeles—Economic developments in the Pacific-Southwest territory have been more satisfactory during September than at any time during the year. The monthly survey of the First National Bank, the American Bank and the First Securities Co., shows.

"In general," the report states, "business has been on the highest level since February and the outlook for the next several months is better than at any time since the fall of 1923. There is every indication that the adjustment to a level of prosperity, exceeding that of any year prior to 1923, but upon a somewhat larger level than that year, has been accomplished between March and September, a phenomenal accomplishment indicative of the basic strength of the Pacific-Southwest district.

"It is entirely too early to attempt any accurate estimates as to probable acreage or production in 1925, but it is expected that agricultural progress of 1924 would give promise of larger crops during the coming year."

Milwaukee—The First Wisconsin Bank has this to say of the economic situation:

"Trade is livelier in the predominantly agricultural sections than it is in the industrial centers. As a result of the sustained rise in price of corn, the farmers will have more ready money than they have had in any year since 1920, and merchants have naturally been encouraged to lay in larger stocks. In the strictly industrial parts of the country, on the other hand, the number of people still out of work has made buying considerably more conservative. The certainty of substantially better returns from agriculture as a whole has furnished a larger part of the impetus to trade thus far.

"In Wisconsin, the condition of the corn crop is judged to be about 25 per cent below the five-year average. A crop of about 70,000,000 bushels is forecast compared with 83,000,000 in 1923."

Meyers Gets New Appointment

Pittsburgh—Gus Meyers, who has been with F. B. O., since its inception, has been shifted to the sales promotion department.

Jacksonville Wins

Famous Players Theater Contest Ends—Awards Made Totaling $1,000

The first prize of $500 in the $1,000 Kent Paramount week contest indulged in by all Paramount theaters goes to Manager Morrison of the Imperial, Jacksonville, who played "Unsung Women" and "The Man Who Fights Alone." Manager Waug of the Palace, Memphis, won the second prize of $250. He played "The Covered Wagon," and due to his efforts almost trebled his average weekly attendance.

The third prize, also $250, was won by Manager Newton of the Capitol, Little Rock, who played "The Side Show of Life" and "Enemy Sex." It was his same and successful advertising campaign which won the victory.

The competition was based on the audience receipts and effective advertising campaigns, with a minimum expense of course, borne in mind.

Ferry Field Changes Policy

Detroit—The Ferry Field, recently taken over by C. H. Miles, will, in the future, have two changes a week.

"A fine box-office magnet for any theatre"

(Trade Review)

"A fine box-office magnet for any theatre. Hits the popular taste. Money has not been spared. Lavishly gorgeous interiors. Interest and suspense constantly increasing. Pungent thrills, jazz and romance. The playload is excellent."

—Exhibitors Trade Review

The Howard Estabrook Production

THE PRICE OF A PARTY

with Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributors, Paid Exchange, Inc.

COMING SOON

RECKLESS ROMANCE

AL CHRISTIE

AND

AL CHRISTIE

FEATURE

Adapted from the great Broadway success WHAT'S YOUR WIFE DOING?

Directed by SIDNEY ROMANCE

PRODUCERS DISTRIBUTING CORPORATION

A GREAT BOX-OFFICE CAST

PRODUCERS DISTRIBUTING CORPORATION

RALPH BARNES

LINCOLN THOMAS

TILLY MARSHALL

HARRY MEYERS

WANDA SMALLEY

SYLVIA BREAMER

ACK DURIE

MORRISON WALLACE

MARGARET LEWIS

C. E. SIDNEY

EAST RIVER NATIONAL BANK

Broadway at 41st Street
the clean-up tour becomes international!

WESTERN UNION CABLEGRAM

Received at
495 R CABLE
LONDON 68
LCO FRANK LLOYD
UNITED STUDIOS HOLLYWOOD CALIF
PRESENTATION SEA HAWK AT ROYAL ALBERT HALL UNPRECEDENTED TRIUMPH STOP
SOCIETY AND EXHIBITOR AUDIENCE OF SIX THOUSAND FROM ALL PARTS OF UNITED
KINGDOM INCLUDING PRINCESS BEATRICE AND CROWN PRINCE AND PRINCESS OF
SWEDEN STOP MAGNIFICENT PICTURE AND WONDERFUL PRESENTATION TALK OF
LONDON STOP PRESS SAY PICTURE RECEIVED GALLI CURCI RECEPTION STOP
SABATINI SAYS WORDS CANNOT EXPRESS MY DELIGHT STOP HEARTY CONGRATULATIONS
PUGH 842A OCT 17 1924

When you say "BIG" you sure mean this one!

FRANK LLOYD PRODUCTIONS INC
Presentation of RAFAEL SABATINI'S great story of adventure-
"The SEA HAWK"

MILTON SILLS and a surprising cast including
ENID BENNETT LLOYD, HUGHES
and WALLACE BEERY
Directed by FRANK LLOYD

The one road to exhibition success comes with a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America, Inc.~Will Hays President
GENIUS

By DANNY

Majors, that's off. To John
Sternberg. Who years
was just plain Joe Stern-
berg in the old world Film.
And who, today, stands
inexorable. Of all that is
worthy; a stimulus, a
sustaining art, if you please,
avanced art. For Sternberg
to hope—the promise. Of
executors to come. Who
make this tremendous indi-
gation greater still. Who will
art, distinction, newness
is most needed.

* * *

The Coast has raved over
Doug. Mention a celeb-
and you name another
has added tribute to him.
all because of a trifling
"Salvation Hung's
Made with the proverbial
string—less than $10,000.
ated by Sternberg. Who
ed the camera. Who did
aboratory work. Who had
oney for sets. So took
God and Nature gave him.

* * *

And the result: that
Sternberg, the student, the
aint, the dreamer, be-
ese Mary Pickford's
x director for two pro-
tions. He has found
self in the sun of the
dy that he well deserves.
d through him the mo-
picture industry again
erts it's right to inde-

* * *

We have long prated. That
industry could never be
up;" never be trusted.
ng as there were cameras

(Continued on Page 4)

Steffes Scrappy

Annoyed Over Alleged Tactics of
M. P. T. O.—Read for Battle
With O'Toole

(Special to THE FILM DAILY)

Minneapolis—W. A. Steffes, presi-
dent of the Allied States Organiza-
tion declares himself to be consid-
erably annoyed over tactics he
tributes to M. J. O'Toole and the M.
P. T. O. A.

Steffes charges the M. P. T. O. A.
is endeavoring to induce members of
the Allied organization to desert their
association in favor of O'Toole's
group and that efforts are being made

(Continued on Page 4)

Peninsula Buys "Awful Truth"

Another stage play has been sec-
cured for release by Prod. Dist. Corp.
in the purchase of "The Awful
Truth." The rights were purchased
by William J. Connelly, of the Penin-
sula Studios and it is quite likely that
Agnes Ayres will be starred.

Kent, Fraser, Ragland Sail

Sidney R. Kent and William R.
 Fraser and John C. Ragland, repre-
tsnting Harold Lloyd, leave this
morning aboard the Aquitania for a
survey of the European market. They
will be abroad at least two months.

Hearing Routine

Abe Fabian and R. E. Welsh on
Stand—Realart Again Gone

Into

The second day of the hearing
against Famous resulted in few de-
closures of interest or importance.

The respondent called
Abraham M. Fabian, of the Fabian
interests in New Jersey, to the stand
and interrogated him on points rel-
tive to the concern's holdings and its
position with First National

The fact that the firm is liable to First
National for 34% of negative costs
was established.

(Technical on Page 2)

Tec-Art Buys Studio Land

The studios at 48th St., have been
sold by John F. Kuhn to the Tec-
Art Studios, Inc., which occupy the
premises under lease. The property
was taken subject to mortgages for
$45,000, of which $16,000 was allowed
to remain by the seller.

Won't Build in Cleveland

(Special to THE FILM DAILY)

Cleveland—The Warners will not
build a theater here. The house
was planned to arrange for a first-run out-
let, but deals have been made with the
Stillman, the State and the Circle.

Hays Contract Hit

T. O. C. C. Claims Violations by New
York Companies—Dissatisfied

Over "Famous Forty"

An important meeting of the T.
O. C. C. was held yesterday at the
Astor. At it, there was discussed a
situation that has arisen over the
local operations of the uniform contract,
drawn up largely by the T. O. C. C.
and the Hays organization.

Exhibitors assert that certain dis-
tributors of the local Film
Club have inserted paragraphs into
the uniform contract that do not ex-
ist in the original draft. Attention
was called to this at an occasion
when a case came up last week be-
fore the arbitration board. The three
exchange representatives and the
three exhibitor representatives were

(Continued on Page 4)

Favor Increase in Stock

(Special to THE DAILY)

Boston—Stockholders of Loew's
Boston Theatres Corp. have approved
an increase in capital stock by 42,-
905 shares to be offered stockholders of
the State Theater Co. in exchange
for holdings on a ratio of one share of
Loew's stock for each one and a
half shares of State Theaters stock.

Stockholders also have approved a
recommendation that Loew's Com-
pany guarantee an issue of $1,500,000
of State Theater Co. 15 year 6 per
cent bonds.

Anderson Heads Atlanta Board

(Special to THE DAILY)

Atlanta—W. W. Anderson
was elected president of the Film Board
of Trade at a meeting held Monday.
John W. Quilliam is vice-president;
and Arthur S. Dickinson, secretary-
treasurer. The board of governors
comprises George R. Allison, W. W.
Anderson, J. J. Burke, Jr., C. R.
Beacham and Quillian. Arbitration
board representatives will be John
T. Ezell, Allison and A. C. Brom-
berg.

First National Players Here

Milton Sills arrives from Holly-
wood today to appear in "The Inter-
preter's House" for First National.
Ben Lyon is already in town.

Anna Q. Nilsson, Phyllis Haver,
Doris Kenyon and Charlie Murray
are due in about a week, according
to First National.

Twenty-One in "U's" White List

As the culmination of a highly strik-
ting teaser campaign, Carl Laemmle
has just announced that The White
List is the name given to Universal's
Spring product, 21 pictures to be re-
leased during the first half of 1925.
Hearing Routine
(Continued from Page 1)
In reply to Bruce Bromley’s question, Fabian stated that his Paterson house had in 1918, 1919 and 1920 used profusely, pictures from companies other than Famous.

Robert E. Welsh, Editor of the M. F. World, took the stand to testify to the character of chart releases and indexes to reviews in about 40 bound volumes of the “World.” The respondent’s attorney intends to use these for statistical compilation with intent to compare the number of Famous relieves with those of other companies.

The third and last witness to be cross-examined was Lester W. Adler, of Selsnick. Adler’s knowledge of the connection between Famous and Realart, and his admission that exhibitors were told that there was such a connection was sought by respondent’s attorney. The witness, who had been a branch manager of the New York exchange when Realart was alive, replied, “I was urged by Mr. Ragland, then sales-manager, to stress the connection as a good selling point.” He declared that he did this in many cases, but not if he could make a sale without using the point. Fuller for the Commission, then asked the witness whether, at any time, he had denied the connection between Famous and Realart to Ralph Sanders, a Brooklyn exhibitor. Adler denied having taken such a position. The records show Sanders to have declared that when he did business with Adler, he asked the Realart branch manager point-blank whether the concern had any relationship to Famous, and that Adler had answered in the negative.

Evening Session, Oct. 27
In continuing the hearing, Bruce Bromley resumed his cross examination of John C. Ragland. Referring to previous testimony by Al Lichtman, and then with Preferred Pictures, that Preferred in trying to book pictures with Southern Enterprises could get bookings only with the greatest difficulty and then only in the more inferior houses at prices inconsistent with what other pictures got, an attorney for the respondent asked whether the Lloyd pictures had ever experienced this.

Ragland’s reply showed that starting with “Grandma’s Boy” and up to the present “Hot Water,” Lloyd pictures had not only found no difficulty in getting into Southern Enterprises houses, but had been able to obtain bookings at prices far in excess over any other pictures ever played the according to the witness.

With evident intention to show the Lichtman testimony was dispro-
Dix Delivers!

“Richard Dix arrives with a bang in ‘Manhattan’!”
—Evening World

“‘Manhattan’, Richard Dix’s first starring picture, will tickle you to death.”
—Daily Graphic

“The most fun we had of the pictures shown on Broadway came from ‘Manhattan’. The cast is exceptionally strong.”
—Telegram-Mail

“‘Manhattan’ is a corking melodrama, full of suspense, drama and action. I only hope that all of my readers will get as big a kick out of it as I did.”
—N. Y. American

“Richard Dix and Jesse L. Lasky present

RICHARD DIX in “Manhattan”

Directed by R. H. Burnside. Adapted by Frank Tuttle and Paul Sloane from Jeffery Farnol’s “The Definite Object”

@ FAMOUS FORTY Paramount Picture

Adolph Zukor and Jesse L. Lasky
Steffes Scrappy
(Continued from Page 1)

(Continued from Page 1)

We mean to take nothing from any or all of them. To detract
not a whit from their great ability;
their artistry; their efforts,
and their results when we say
that not since the close-up. That
Griffith gave. Has any one di-
tector, producer, star, given as
much to this industry. Either
in promise or performance. As
Joe Sternberg, aged 26; former
lab worker and errand boy for
World Film.

**  **

No wonder Chaplin raves—
and praise from Caesar is praise
indeed. No wonder Mary raves.
And when Mary raves the world
might well rave with her.
Because she knows this business
backwards. No wonder Doug
and DeMille—master craftsmen
themselves—raze. Well, they
might!

Cabanne Signed by Weaver
W. Christlie Cabanne has signed a contract with H. C. Weaver Prod.,
to direct four pictures in Tacoma, Wash., beginning in January.

F. B. O.

**  **

“Salvation Hunters” is a trifle
of a story. Of three waifs—
coward of a boy, a girl who isn’t
“good,” and a tiny chap (played
by Bruce Guerin). These three
go from a mud scow, and a
dredge, to find their place in
the sun. How they find it, away
from the mud; away from the
life of Cap. Into God’s
sunshine. Makes all there is to
the story. But the treatment;
the exquisite handling! The touches.
The understanding Sternberg
gives. What he makes you feel.
Gentlemen; hat’s off. And keep
them off.

**  **

There are some great direc-
tors today. Unfortunately, too
few. We need more and more.

**  **

GENIUS

Hays Contract Hit
(Continued from Page 1)
deadlocked, and, as is usual in
case of such nature, an outsid-
ator was called in to render a
ion. Nathan Burkan was sent
and, on reviewing the case,
against the exhibitors. It is clear
that his decision was made on
basis of the contract as it now
with the additional clauses, con-
derentrial from the exhibitor.
The T. O. C. C. is apparently
satisfied with this decision and
symbols making the matter up
Hays office. A committee will be
pointed for this purpose.

Another topic voiced yesterday
concerning the “Famous Forty.”
local exhibitors declare “The
Wagon” and “Monseur D. care” have not lived up to
expectations and that they are
minded to get a refund from
in certain T. O. C. C. quarters.
satisfaction against the enter-
now item has been void
While the Chamber’s course in
matter is not yet set, it was
last night that the appointment
committee will be urged to take
matter up directly with Adolph
with a view to securing a rela-
some nature.

Stahl Not to Switch
Reports from the Coast yester-
to the effect that John M. Stahl
signed with Metro-Goldwyn
were
med at Louis B. Mayer’s of
Stahl’s present contract with
ational has a year to go.

Ben Lyon Here
Ben Lyon is here from the C
appearing in future First Nation

“Peeps in Puzzeland,” a new release is playing at the Riv.

The Exhibitors
Know Him and He Is A Regular Guy
A Series Of
OUT-DOOR FEATURES
Now In Production
WARD LASCELLE PRODUCTIONS
Beverly Hills California

CHROMOS TRADING COMPANY
1123 Broadway
WE FINANCE AND PROMOTE MOTION PIC-
TURE ENTERPRISES. NO PROPOSITION TOO
LARGE. FUNDS AVAILABLE FOR RESPO-
NIBLE PROPOSITIONS,

We Have Served Others Satisfactorily
May We Serve You, Too.

*Phone Watkins 4522

Suite 12074

Wednesday, October 29, 1930

BIG ONES!

REGINALD BARKER'S production of the immortal stage play by William Vaughn Moody. Alice Terry, Conway Tearle, Wallace Beery, Huntly Gordon.

Produced by LOUIS B. MAYER

ERICH VON STROHEIM'S production of the international stage success. Mae Murray as The Widow and John Gilbert as the Prince.

The Merry Widow

ERICH VON STROHEIM'S production of Frank Norris' classic novel "McTeague." Adapted by June Mathis and Erich Von Stroheim.
Only in

International

did you get the EXCLUSIVE, AUTHENTIC pictures of the flight of the

ZR-3 — and extra

NAVAL AIR STATION
LAKEHURST, N.J.
25 October, 1934.

My dear Mr. Mackan:

It was very kind of you to send me the ZR-3 film, which is both interesting and instructive.

As you know, I had the good fortune to take part in the ship flight over Germany and the transatlantic flight from Liverpool to Lakehurst, and therefore I was able to live over again those wonderful experiences when I saw your film.

The release of such authentic films as these will go far to educate the public in regard to the comfort and safety of commercial travel in airships, and you are to be congratulated upon having gathered together such a perfect set of pictures.

I do not believe that any film was taken from the ship on the way over except those included in your reel, and this should make them all the more valuable, because of their historic interest, to the generations to come.

With all good wishes and with many thanks for your courtesy, I am

Very sincerely yours,

J. B. Klein, Jr.
Commander, U.S. Navy
Commanding.

Mr. G. N. Mackan, Editor,
International News,
226-228 William Street,
New York City.


The Waldorf Astoria
New York

To G. N. Mackan

Grateful acknowledgment.

Dear Mr. Mackan:

I gladly return the complete set of pictures I saw at City Hall and in the Capitol.

Copies, received or will receive, authentic pictures of Atlantic flight.

Sincerely yours,

[Signature]
Read these letters from
CAPT. ECKENER
Commander of the ZR-3

COMDR. J. H. KLEIN, Jr.
U. S. Naval Officer who made the flight

LUDWIG MARX
Helmsman of ZR-3 who made the pictures

The following is a translation of the letter of Ludwig Marx who made the moving pictures on board the ZR-3 during the flight.

I operated the only motion picture camera on board the ZR-3 on its historic flight from Friedrichshafen, Germany to the United States. No other motion pictures were made by anyone. There was no other camera on board except mine.

I made these motion pictures for the International Newsreel Corporation of New York City and turned the films over to them exclusively. The only authentic pictures of the ZR-3's flight across the Atlantic are those being shown by the International Newsreel.

(Signed) Ludwig Marx
Helmsman ZR-3.

All claims of other newsreels that they are releasing authentic pictures of the transatlantic flight of the ZR-3, made on board the ship, are false! Only in International did you get the genuine, authentic pictures.
George Trendle says

Harold Lloyd in

HOT WATER

opened to 781 more paid admissions than "Girl Shy." Detroit is out to beat the tremendous business being rolled up at the Metropolitan in Los Angeles.

WATCH THE RECORDS FALL!

Produced by Harold Lloyd Corporation

A Pathe Picture
Den Hur” Progressing

private letter received from Rome
indicates an intimate and inter-
esting manner in which "Ben
Hur” is progressing. Excerpts from
such a letter received from Rome:

Nible decided to shoot
stormy-climactic scenes in
Rome, the first of which should
be shot in the ancient city of
Cleveland, according to a report
published in the "New York Times,
which is a favorite city of the
producer. The scenes will be shot
at the Filmfair Studio, which is
located in Cleveland, and will
feature the lives of the ancient
Romans.

Hollywood producers have
begun filming in Rome, and the
Hollywood scenes will be
completed before the end of the
year.

Coast Brevities

(Special to THE DAILY FILM)

Hollywood Work Survey.

Hollywood is looking at
"Jazz Parents," a new picture
set for release in late August.

Alberta Vaughn and Georgie
H. O’Hara are working on the
second episode of "The Go-Getters.

The unit is at Griffith Park, shooting
interiors.

Vigatip has signed Bill Russell,
"The Beloved Brute”

Serving Ohio from Dayton

(Special to THE DAILY FILM)

Cleveland—The American M. P.
Corporation, distributors of
non-theatricals, is discontinuing its
both Cleveland and Cincinnati
offices, and instead, will open a
central office in Dayton to handle
all of Ohio. C. J. Lowe, who has
been at the Cleveland office
will continue to represent Northern
Ohio.

Making New Alaskan Film

(Special to THE DAILY FILM)

Los Angeles-Norman, Pro-
ducer of "The Lure of the Yukon,
"The Legend of the Yukon,
"The Great Northern” and
"The Last Frontier” has a
footloose story of the Alaskan
wilderness in mind. A
 Cloth to carry the

Oder’s famous 101

Horsewomen, the
Schlom and the

Ober family, is

expected to be

completed in

the near future.

Austria Taxing Performers

(Special to THE DAILY FILM)

London—Foreign artists working
in Austria have to pay a tax of
10 per cent, on their salaries. The
Government is anxious to protect
local performers from the competition
of foreigners.

Second of Larkin Series Ready

The second of the series of
George Larkin's "Metropolitan Meditations”
releasing from Loew, is scheduled
for release Nov. 15. The title is "The
Hell Street Mystery," directed by
Joseph Franz.

New House for Los Angeles

(Special to THE DAILY FILM)

Los Angeles—The Rampart, now
being completed at Rampart Blvd.
and Temple St. will open soon. It
will be owned and managed by W. A.
Sobelman.

Kann Buys "Those Who Dance”

George E. Kann, for Simmonds-
Kann Enterprises, Inc., has purchased
foreign rights on "Those Who
Dance," handled domestically by
George Samuel.

Goldburg to Return Soon

Jesse J. Goldburg, of the Indepen-
dent Pictures Corp., who has been
in Europe for the past eight weeks
is expected back soon for a brief stay.

"Should attract attention” (M.P. News)

"Mounted in a way that have strained the money bags
of its sponsors... Exhibitors should be able to attract attention
with the stars... One of those ever popular tales... Will appeal
to feminine patrons...” Motion Picture News

Cuts and Flashes

Melanie Gutmann-Rice has been
appointed voice director of the Rivoli
and Rialto. She has been connected
with the Metropolitan and Chicago
O. H.

Joe Becheck, formerly with Para-
mount and Educational, is now with
Pathé's booking department in the
New York exchange.

Independent Pictures Corp, has
moved into new quarters in the Loew
Bldg. Office space is twice that of
the former quarters.

Dramat Scenery Studios, Inc., is
now located in new quarters, 1947
Broadway.

Antrim Short has just completed a
part with Richard Barthelmess in
"Classmates.”

The Sennett Theatre

Sacramento

Opened with Norma Talmadge
in "The Lady,” and follows

Harold Bell Wright’s

"The MINE with the IRON DOOR”

Here is a great picture by a
great author and a great di-
rector, Sam Wood.

It’s a Sol Lesser Presentation

Principal Pictures Master Production

THE PRICE OF a PARTY

Directed by Charles Giblyn

with Hope Hampton, Harrison Ford, Mary Astor,
Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributors - Pathé Exchange, Inc.

The Howard Estabrook Production

THE PRICE OF a PARTY

Directed by Charles Giblyn

with Hope Hampton, Harrison Ford, Mary Astor,
Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributors - Pathé Exchange, Inc.

The Howard Estabrook Production

THE PRICE OF a PARTY

Directed by Charles Giblyn

with Hope Hampton, Harrison Ford, Mary Astor,
Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributors - Pathé Exchange, Inc.

The Howard Estabrook Production
Five Houses For Rio

All on One Main Street—Francisco Serrador, Sponsor, Also Hopes to Produce

Five modern theaters are planned for Rio de Janeiro by the Companhia Brazil Cinematographica. All of them will be ready by August and will occupy prominent sites on the main thoroughfare of the South American city.

Francisco Serrador, president of the company, said the buying product for the exchange organization that he maintains in conjunction with his theater enterprises. He declares his five houses will be located in the heart of the city. One of them will be a replica of the Capitol and will seat 2,500. A second will hold 1,750 and the others from 1,500 ranging down to 1,200. In addition, two houses are planned for Sao Paulo, the scene of the recent revolutionists' uprising.

Serrador owns a large estate outside of Rio where he eventually hopes to set up a state he is developing a bungalow colony and intends outfitting several buildings with studio equipment. It is his idea to invite prominent American performers there in an effort to stimulate an interest in the possibilities of production in South America.

Plan to Honor Stiebel

A number of individuals in the industry have received invitations to attend a dinner to be held in the West ballroom of the Commodore tomorrow night. The invitations were signed by George Dembrow of Philadelphia.

Inquiries at the hotel developed that E. Gaster Seltzer of Philadelphia was sponsoring the function. Asked by telegram the purpose of it, he replied that a building and loan association to perpetuate the name of Max Block has formed and that Dembrow furnished the names of his friends whom he thought might be interested.

New Building at Metro Plant

Los Angeles—A three-story building is being constructed at the Metro-Goldwyn plant to house properties. Two of the stages at the old Metro plant have been transferred to the Culver City studio, making a total of eight there.

Visitors from Boston

William Shapiro and Irving Walenstein of Franklin Film are here from Boston. They visited Irving Lesser yesterday to discuss the run of "The Mine with the Iron Door," at the Modern and Beacon, beginning Sunday.

Dix Off for Coast

Richard Dix has left for a two weeks' business trip to California. Upon his return he will start work on "The Maker of Gestures" under direction of Paul Sloane.

Dwan Sails for Paris

Allan Dwan will sail for Europe today on the Paris for making exterior for "The Coast of Folly."
700 PAGES

And If  
You’re In  
The Film  
Business  
Every One  
Of Interest  
And Value  
To You  

1925 FILM  
YEAR BOOK  

OUT ABOUT JAN. 1st
he says "it's greatest showman's picture!"

and it sure is!

LIBERTY THEATRE
Liberty Amusement Co.
Spokane, Washington

October 6th, 1924

Mr. E.A. Engleman, Manager of Distribution,
Associated First National Pictures,
New York

Dear Sir:

Under separate cover we are sending you copies of our
advertising and write-ups on the exploitation of "Abra-
am Lincoln" in Spokane, which we trust you will find
interesting.

We claim that "Abraham Lincoln" is the greatest picture
that has ever been produced for the showman to get out
and exploit. Newspapers and schools will co-operate
with the exhibitor in every respect. It had a remark-
able showing in Spokane. The Rockets will be heartily
congratulated upon this masterpiece.

Trusting that the above and the newspapers will be of
interest to you, and with very kind regards, we remain

Yours very truly,

LIBERTY AMUSEMENT COMPANY
Ray A. Grobmeier, Manager

RAG L (Signed)

AL and RAY
ROCKETT'S
presentation of
"Abraham
Lincoln"
Scenario by FRANCES MARION
Directed by PHILIP ROSEN

Leadership
and reason why
No. 2

a FIRST NATIONAL
CONTRACT—your one best booking bet!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
After Foreign Deals

Anglo to Negotiate for Lloyd and Vogel for Valentino—Kent on General Survey

The Cunarder Aquitania yesterday sailed with John C. Ragland, William L. Fraser and William M. Vogel aboard.

It is understood that Ragland and Fraser are making the trip for the purpose of closing foreign deals on the new Harold Lloyd pictures, to be released in this country by Famous. Lloyd is to hold all distribution directly by the Lloyd organization.

Valentino is scheduled for an overseas tour with D. Williams is expected to negotiate for the new Valentino series to be produced by Ritz.

(Continued on Page 5)

Pike and Kley Here

Charles Pike, special passenger agent for the Union Pacific Line and Fred Kley, former studio official with Famous and Fox on the Coast, arrived yesterday from Los Angeles in the Manchuria. The trip took 7 days. Pike is at the Algonquin and Kley at the Astor.

Horwitz Opens His 10th House (Special to THE FILM DAILY)

Cleveland—M. B. Horwitz has opened his new Houghton-97th St. theater. This is the tenth in the chain of Washington Circuit houses operated by Horwitz.

Another Broadway House?

It was reported but unconfirmed yesterday that Louis F. Blumenthal was interested in a plan to build another picture house on Broadway.

Keegan Gets New Post

Jack R. Keegan has been placed in charge of publicity and advertising for all the Warner pictures going into the Picadilly theater.

Harry Brandt Sailing

Harry Brandt sails on the Benicia next Wednesday with Mrs. Brandt on a belated honeymoon trip.

"Thief" Opens in Detroit

"The Thief of Bagdad" is at the New Detroit for four weeks at $1.50 top.

Joe Brandt on Trip

Joe Brandt, of C. B. C., has left on a six weeks' tour of the country.

Imeson Here from England

A. B. Imeson, well-known English actor is here from London.

"U" Names 21

Eleven on Its "White List" Already Completed—First for Release On Jan. 18

There are 21 pictures included in Universal's "White List," the exact nature of which has been speculative as a result of an effective teaser campaign conducted in trade papers in recent weeks.

The first release is scheduled for Jan. 18. Eleven of the 21 are completed. The pictures will be released in the following order:

2. "Leathernecks," starring Pauline Lord and directed by Harry Goodwins, Released Feb. 15.
4. "Oh, Doctor!" starring Reginald Denny and directed by Harry Woolard, Released Feb. 15.

Valentino Returns Nov. 10

Rudolph Valentino will return from Europe on the Leviathan about Nov. 10. Nita Naldi, who joined the Valentinos in Spain, will return at a later date. She is expected to play opposite "Rudy." June Mathis is busy writing the continuity for the first picture.

Lon Young Resigns

Lon Young has resigned as director of publicity and advertising for Warner Bros., effective shortly.

Randall White has been advanced to Young's post.

Plan Special Session

Question of Refunds from Famous to Come Up at Second T. O. C. C. Session Next Week

Because of the amount of discussion devoted to the situation over arbitration proceedings under the uniform contract at Tuesday's special session of the T. O. C. C., it is understood another call will be issued for a meeting on Tuesday at which a detailed analysis of the Chamber's relations with Famous will be gone into.

As noted, the grievances against Famous exist principally over "The Covered Wagon" and "Monsieur Beaucaire," although exhibitors are complaining about others in the first "Famous Forty" group. They charge that they have been oversold in many instances and will endeavor to seek refunds.

"Chu-Chin-Chow" Sold

Herbert Wilcox's Spectacle, to Be Distributed in America by Metro-Goldwyn

"Chu-Chin-Chow," considered one of the most gorgeous spectacles yet seen in the United States by Metro-Goldwyn. The production, a screen version of the Oscar Asche and Frederic Morton play that ran last year in London and three years in New York, was produced and directed by Herbert Wilcox. Betty Blythe is a featured player in the film.

"Chu-Chin-Chow" was filmed in Germany. Herbert Langley appears opposite Betty Blythe. Eva Moore, Randolf Ayrton, Ivan Thomas, Judd Green, Jeff Barlow, Olaf Hytten, Dora Levins and the dancer Dacia are others in prominent roles.

King, Aller, Pritchard Leave

Departures for the Coast today will include Henry King, who will direct two pictures for R. T. Kane; Joe Al- ler of the Roethacker-Aller Laboratories, who was scheduled to leave Saturday and R. C. Pritchard for Coast publicity representative for First National.

Berman Heads United in Canada (Special to THE FILM DAILY)

Toronto—Jake Berman has been appointed Canadian general manager for United Artists. He succeeds R. K. Evans.

Seeks Uniformity

T. O. C. C. Wants One Course in Determining Arbitration Claims In Greater New York

The chief objection to the arbitration proceedings in New York City is that the Chamber of Commerce is considering the insertion of added clauses in the uniform contract.

The Chamber claims that the clauses should not exist; that the uniform contract provides for all exigencies and that arbitration locally cannot function properly when the arbitrators have to decide an issue, not looked for in the guise of appended provisions.

A memorandum has been forwarded to the Film Club, citing Fox, Photofax, Photofax Distrib., Dist. Corp., Pathe, Associated Exhibitors, Vitagraph, Capitol Film and Apollo, as those exchanges that have added special (Continued on Page 5)

Ready By September

Talmadge-United Artists Organization to Function Then, According to Schenck

(Special to THE FILM DAILY)

Chicago—The Talmadge-United Artists group will be ready for business by September, according to a Chicago Tribune dispatch from Los Angeles in which the statement is attributed to Joseph Schenck.

The Tribune quotes Schenck as saying that he was interested in Harold Lloyd and Rudolph Valentino until they signed with Famous but "they are now out."

It is understood that the Norma Talmadge contract with First National calls for the delivery of three more pictures.

State Rightsmen Meet Today

The I. M. P. P. D. A. will hold an open meeting at the Astor today. Speakers will include M. J. O'Toole and Charles L. O'Reilly, while many out-of-town rightsmen have accepted invitations to attend, among them Ben Amsterdam of Philadelphia.

Rowson Buys Two More

Harry Rowson of Ideal Films, Ltd. has purchased "Never Say Die" and "Sky High," starring Douglas MacLean, for the United Kingdom.

Green in London

(Special to THE FILM DAILY)

London—Albert L. Green of the Griffith organization is here from New York.

More Hearing

"Danny," Only Witness, Called Upon To Submit Expert Testimony On Stars and Directors

The third day's hearing in the case of the Federal Trade Commission against Famous Exultants "Danny," editor of THE FILM DAILY, called upon by counsel for the respondent to give information concerning the status of stars and directors.

The chief point to be established by the testimony of the witness was, what constituted the outstanding stars and directors between the years of (Continued on Page 5)
THE FILM DAILY

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Quotations
High Low Close Sales
East. Kod...110% 110% 110% 200
F. P. L...82/3 82 82 100

do pf. Not quoted
Film Insp. Not quoted
Loew's... 17% 17% 17% 100
Metro-Gold. Not quoted
Pathé Not quoted
Warner's Not quoted

Ready for Metro Ball
Many notables of stage and screen will be present at the Metro-Goldwyn ball at the Astor Saturday night. The choruses of several Broadway shows will be present and so will special numbers. There will be a number of orchestras to supply unlimited music for dancing. The ball will be the first large formal function of the season.

To Feature Al Joy
Ricordi Films, Inc., 1547 Broadway, a new company, will feature Al Joy in a series of two real comedies. There will be eight in the series. Joseph Richmond, formerly with Mack Sennett will direct, assisted by Charles Yotte.

WE ARE IN THE MARKET FOR
SINGLE REELS
WHAT HAVE YOU?
IRIS NOVELTY EXCHANGE
729-7th Ave. City
Phone Bry. 3377

A COMPLETE LABORATORY AND TITLE SERVICE

THE HIRLAPHOT

The Standard of the Industry
729 7th Ave., N.Y.C. Bryant 5450-1

Revamp Studio
Hirlaphot Remodels Old Solax Plant and Starts 60,000 Sq. Ft. Laboratory Addition
The Hirlaphot M. P. Corp. has completed the old Solax plant at Fort Lee. Two stages, one 70 by 100 ft. and the second, 50 by 70 ft. are now ready.
The electrical equipment has been brought up-to-date and a motor generator, claimed to be the largest in the industry installed. The plant adds the Hirlaphot laboratory to which the company is building a 60,000 square foot addition.

While Hirlaphot does not plan to enter production, the studio will be kept in readiness to accommodate producers.

Portland Leads
The fifth week of the Eschmiana Month sales contest shows Portland, Ore., still in the lead. The others remain in about the same position, with the exception of Chicago, which has jumped from 20th place to 10th. The Western District still leads.

N. W. Unit in New Quarters Soon
Minneapolis — Exhibitors in this territory have been invited to a house-warming by the Northwest organization in connection with the opening of new quarters at the Hotel Nicollet on Nov. 6.

In The Courts
Suit has been filed in the Supreme Court by Whinney & Whinaton, architects against David Weinstock for $13,000. The complaint alleges that in April last the defendant represented that he was the owner of the Strand, Hoboken, and made an agreement with the plaintiffs for the alteration and reconstruction of the theater for which they were to get $6,000 in fees and $2,000 for supervision. Later it was agreed that they were to get one-sixth of the stock in the Weinstock Realty Corp., organized with $75,000 capital to hold the theater property.

The attorneys allege that no stock was ever issued and that Weinstock represented that he could not complete the project and would have to abandon it and for that reason induced the plaintiffs to accept $2,611 to release their claims. The plaintiffs charge that Weinstock made false representations and that he sold the theater property to the U. S. Treasurers Corp., for $45,000. The plaintiffs ask $15,500 less $2,611 paid them.

LARRY SEMON
in
The Wizard of Oz
Will bring back to millions of people the memory of the glorious adventures of the Scarecrow (played by Semon) and the Tin Woodman, in the land of the Munchars. The adventures of the Tin Woodman, who goes in search of a heart to restore his love for Cynthia will live forever. With his boiler stomach, his taffy-kettle face, his funny arms and legs,

THE TIN WOODMAN as played by OLIVER HARDY will convulse multitudes with side-splitting laugh as he did when he first appeared in the book and on the stage.

Pre-release engagements available in December.
Communicate at once with

CHADWICK PICTURES CORPORATION
729—7th Avenue
New York City

COMING SOON

“THE GIRL ON THE STAIRS”
An ELMER HARRIS Production
STARRING
PATSY RUTH MILLER
Directed by HENRY KNIGHT
from the ANSEL BEE MAGAZINE story by WILSON BOUVE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

CHARLEY CHASE

“KNOCKING 'EM DEAD” IN HAL ROACH’S 1 REEL Pathological

THE HOWARD
Atlanta, Ga. (Famous Players) Has Booked

HAROLD BELL WRIGHT’S
THE MINE WITH THE IRON DOOR
They saw the picture and considered it a Big Box Office Cleanup. Wright has 50,000,000 readers; cast superb; Director Sam Wood.
It’s a Sol Lesser Presentation on

GEVAERT RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPELT, Inc.
GEVAERT FILM
1540 B’way N. Y. C.

DURATIZE YOUR DURAFILM PROTECTOR CO. INC.
220 WEST 42ND STREET NEW YORK OWNERSHIP 50—50 MAGNA FILM CO.
PHONE CHICKERING 2937 ALLEN’S LONDON FINES
Thomas H. Ince presents
Charles Ray in
"Dynamite Smith"
By C. Gardner Sullivan
with Wallace Beery, Jacqueline Logan and Bessie Love

"If he has been away he has certainly come back!"

---

**Western Union Telegram**

Received at
54 64 Blue 2 Extra
CHICAGO ILL 24 1215 P

Pathe Exchange Inc
15 West 45 St New York NY

If Charles Ray has been away he certainly has come back in his new Tom Ince picture Dynamite Smith with his opening in the Castle Saturday surprised me business has been excellent from the start surpassing that of previous week with a picture featuring a star who is supposed to have exceptional box office draft congratulations to both Mister Ince and Mister Ray

C E Beck Castle Theatre

Why long for better pictures? Have one!

Directed by Ralph Ince

Pathépicture
Incorporations


Springfield, III.—Capitol Projector And Film Co., Chicago. 20 shares common stock, no par value. Incorporators, Thomas Hogan, Anne Reid and J. Erb.


Albany—B. P. S. Producing Corp. 100 shares common stock, no par value. Incorporators, H. Cohn, V. T. Morris and J. Brickman.

Ideal Going Ahead
(London—Ideal is going right ahead, despite the fire that occurred last week. The blaze originated in the quarters of the Topical Film Co., and destroyed two floors. One girl was slightly injured, otherwise there was no casualties. The fire was serious while it lasted, but was extinguished quickly. Topical expects to carry on without interruption.

DeMille Unit Faces Danger
Famous has been advised that Cecil B. DeMille, Irene Rich, Theodore Kosloff, and members of the company producing "The Golden Bed," were endangered in a blizzard which came up in the Nisqually Glacier in the Mt. Rainier group. Much of their equipment was sacrificed.

Danto Buys Weiss Film
Harry Danto, who heads the newly-formed Theater Picture Exchange, Inc., has purchased "After Six Days" from Weiss Bros., for Greater New York and Northern New Jersey.

5,000 Sheets on "Meredith"
The current edition of "The Showman's Guide," an exploitation sheet issued by Metro-Goldwyn, is centered around "Janice Meredith." Over 5,000 have been sent to exhibitors.

First National Sells 20
First National has completed negotiations with the Josy Films Agency of Cairo, for 20 pictures for distribution in Egypt, Syria and Palestine.

Famous Engages Dancer
It is reported that Famous has engaged the dancer Murat to appear in several Eastern-made pictures. His first will be opposite Bebe Daniels.

Merchant-Exhibitor Service
David Bader has opened a service at 723 7th Ave. for merchants and exhibitors, arranging exploitation tie-ups with dealers and theaters.

Aller Leaves Saturday

Lynch Heads Omaha Board
Omaha—C. T. Lynch has been elected president of the Omaha Film Board of Trade. Lynch manages the Metro-Goldwyn exchange. Other officers include: Joe Stern of Independent, vice-president; C. F. Rose, Famous, second vice-president; James Rogers, of Enterprise, treasurer; T. G. Meyers, Pathe, sergeant-at-arms, and the following new members of the arbitration board: Ralph Simmons, Mayer Minsky and T. G. Meyers.

Added Taxes Feared In Everett
Everett, Wash.—Exhibitors here are fearful of additional taxes being levied by the city Commission, which is preparing an ordinance to revise the present laws. The new measure would collect 35 cents a year on each seat.

Stromberg Signs Forman
Hust Stromberg has placed Tom Forman under a long-term contract. His first assignment will be the next Priscilla Dean picture; as yet untitled. It is from an original story by Harvey Gates.

Bennett Making "Lena Rivers"
Whitman Bennett's next picture will be "Lena Rivers," the famous old melodrama.

Klang Shifted To Pittsburgh
Philadelphia—Charles Klang, a Pathe, who has been acting as special representative in this city, has been shifted to Pittsburgh.

New Theaters
Longview, Wash.—Wesley Vandercook, chief engineer of the Longview Lumber Co., has organized the Columbia Theaters Co., and will erect a 1214-seat house in a building costing $125,000 and also containing several stores and 36 apartments.

Atlantic City, N. J.—Plans have been submitted for the new $1,000,000 theater to be erected by the Smith-Paris, Company, at Kentucky Ave. and Boardwalk. The house will have straight vaudeville policy, and will be completed by Spring.

San Angelo, Tex.—The San Angelo Amusement Co., headed by Frank Roberts and John D. Jones, will build a new theater on North Chadbourne St. A site has already been purchased.

Roxbury, Mass.—The new Duke opened recently with "The Covered Wagon." The house, which seats 2000, is being managed by Harry Wasserman.

Tampa—Work on the new Ring is progressing rapidly. The Ring Theater Co., composed of local business men, is erecting it.

Sunbury, Pa.—The new Savoy, on Front St., has been opened by the Comerford interests.

Albion, Ill.—Sam Horton's new $25,000 theater has opened.

Announcing A New Series Of
OUT-DOOR FEATURES
Starring A Regular HE-MAN And You
All Know HIM
WARD LASCELLE PRODUCTIONS
Beverly Hills California

It's gonna be a real laugh-buster

WITH
SYD CHAPLIN
AMERICAN DISTRIBUTOR TO BE ANNOUNCED
IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM
PRODUCED BY
CHRISTIE FILM COMPANY, INC.
Clues. As a matter of fact, there is every reason to believe that Paramount, First National and Metro-Goldwyn have done the same thing in order to cover special situations.

The Hays office declared yesterday that any complaints on uniform contract works can be referred to that office for action if exhibitors are so minded.

Slams Censorship

Indianapolis—At the recent convention of the Parent-Teachers Ass'n, in the Hotel Severin, Mrs. David Ross, head of the Indiana Indorsers of Photoplays, strongly flayed censorship, declaring "we have enough laws without calling for a censorship law."

Paramount Club Holds Frolic

The Paramount Pep Club gave an informal Hallowe'en dinner and dance at the Hotel Astor last night. Approximately 600 employees and friends attended.

Paramount Starts "Miss Bluebeard"

Paramount has started production on "Miss Bluebeard" at the Long Island studio. Bebe Daniels will be seen in the title role, with Frank Tuttle directing.

Famous Signs "Connie" Bennett

Famous has signed Constance Bennett under a long-term contract. Her first picture will be "The Goose Hangs High" purchased for James Cruze.

Election Returns at the State

Election returns will be given at all the Loewhouses. The State will remain open until 1 a.m. for complete returns.

Arch Reeve Here

Arch Reeve is here from the Lasky plant, Hollywood.

After Foreign Deals

(Continued from Page 1)

Sidney R. Kent of Famous was another passenger. He will investigate the foreign situation thoroughly with a view to a further coordination of sales effort, following on lines adhering as closely as possible to what he has done to strengthen the domestic selling force.

Stanley Joins Wax Interests

Philadelphia—Sid Stanley, formerly manager of Green and Altman's Jefferson, has resigned and has joined the Wax interests, in charge of the Bellevue and Stratford, succeeding Abe Reznick. Bill Jones, who has been managing the Cedar, a Nixon-Nirlinger house, has become manager of the Richmond, owned by Green and Altman.

The Exhibitors

Know Him and He Is a Regular Guy

A Series Of

OUT-DOOR FEATURES

Now In Production

WARD LASCHELLE PRODUCTIONS

Beverly Hills

PRODUCERS WHO DESIRE THE UTMOST

In Studio Efficiency And Production Facilities

Will do well to investigate

THE HIRLAGRAPH STUDIO

FORT LEE, NEW JERSEY

Completely remodelled and up-to-date in every particular.

Two large stages, size {70 x 100}, height {28 ft.}, {50 x 70}, {22 ft.}, up-to-date carpenter shop, scene dock and the finest lighting of any studio in the east,—large comfortable dressing rooms and splendid offices.

A trip through the plant will convince you.

Telephone Bryant 5450 and our representative will be pleased to call on you.

Hirlagraph Motion Picture Corporation

723 Seventh Avenue

New York City
“SUNDOWN' is a FIRST NATIONAL triumph” says Indianapolis Times

"Roaring herds, an echo of pioneer days, a dash of natural beauty make 'SUNDOWN' a Great Movie.

"You are going to love 'SUNDOWN', and you are going to thank me for telling you not to miss it at the Circle this week.

"'SUNDOWN' is a FIRST NATIONAL Triumph; a splendid contribution to the few pictures that will actually live."

Walter D. Hickman
Indianapolis Times

"SUNDOWN"
by E.J. HUDSON
Directed by
LAURENCE TRIMBLE and HARRY HOYT

-and the public showed at the box-office they agreed with him!

Every day is profit day when you have a FIRST NATIONAL Contract!

Leadership and Reason Why No. 4

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays, President
Deal Set?

Schecklin Signs with Doug and Mary—Expected to Head United—Abrams as "G.M." (Special to THE FILM DAILY)

Hollywood—It was reported yesterday that agreements had been reached that will place Joseph Schecklin of United Artists; that will make him a part of joint distribution with Doug and Mary; and that arrangements were afoot to make him an offer to make distribution deal.

It was also reported that there was a general feeling concerning the likelihood of United Artists absorbing an extra million may be impossible to confirm these.

Telegram received in New York (Continued on Page 6)

Law’s (Boston) Earns $268,328 (Special to THE FILM DAILY)

Boston—Law’s Boston Theaters reports an operating profit of $268,328 for the year ending Aug. 31st. The interest, depreciation and Fed. taxes are allowed for. This figure is $147,148 for the previous year.

Council Votes Stamford "Blue" (Special to THE FILM DAILY)

Stamford, Conn.—The City Council today passed a vote of five to three, and it was reported that Stamford will be like most of the cities in Connecticut, in that they have a "Blue" flag so far as Sunday shows are concerned. Everything else remains on the Sabbath, except the theater show.

Detroit M. P. Co. Issues Bonds (Special to THE FILM DAILY)

Detroit—The Detroit M. P. Corp. decided to issue $250,000 in bonds, in order to avert bankruptcy.

Sam Berman to Europe (Special to THE FILM DAILY)

Berman, Secretary of the M. P. C. C. of New York, is en route to Europe on a vacation.

Gasnier’s box-office magic has created a production of rare audience appeal. There’s a fortune awaiting you in "White Man," a Preferred Picture released by R. F. Schulberg Productions. Advt.

Raw Stock Tie-Up

Du Pont and Pathé in Joint Deal—Former Working on Stock for Years (Special to THE FILM DAILY)

Dover, Del.—The du Pont-Pathé Film Mfg. Corp., has been formed with a capital of $2,250,000. W. F. Allen is the representative.

The formation of the above company marks the definite entrance of the Du Pont interests into the raw stock field. For months past there have been reports in circulation that the du Ponts, once they had developed their stock properly, would enter the field and wage a lively battle against Eastman Kodak.

Experiments have been carried on for several years. An official statement issued yesterday declared that the deal included the I. E. du Pont de Nemours Co., of Wilmington, Del., Pathé Exchange, Inc., of New York and Pathé Cinematographical Society, of Paris, France.

The company will maintain sales headquarters in the Woolworth Bldg., and is launched with an authorized stock of $1,200,000 in 8 per cent cumulative preferred stock and 10,000

Chadwick Issues Call

Declares Independent Need a Leader Like Hays to Offset Threatening Conditions (Special to THE FILM DAILY)

Voicing the fear of independent operators to the encroaching alignments and combinations of the larger organizations within the business, I. E. Chadwick, president of the Independent M. P. Producers and Distributors Ass’n, at the first formal luncheon of the season yesterday, suggested that the independents secure a leader from outside the industry to offset the threatened engulfing of the independents.

Chadwick paid a high compliment to Will Hays, declaring that the independents needed a man of his type and calibre, and declared that, although he spoke without authority, in his opinion a man of the character of Senator James J. Walker be secured to fill the post.

Chadwick likened the existing combinations and operations to that of European nations who combine to maintain the balance of power, which lead to war. "When company A combines with Company B," said Chadwick, "Company C finds it necessary to restore the balance of power and"

40 From Paramount

Second “Famous Forty” Announced—Two Each from Swanson, Meighan and Daniels

Famous yesterday announced the line-up of its “Second Famous Forty” group, designed for release beginning Feb. 1, and running through July. The group will be sold in a block.

 Paramount officials think they have succeeded in lining up a strong number of releases for the warm weather months to come. Twenty-six weeks are covered in the new schedule with a total of forty pictures promised during that time.

An analysis of the announcement shows that star pictures will be divided as follows: two from Swanson, two from Meighan, three from Dan.

(Continued on Page 7)

Seeks Use of Non-Inflammable Film (Special to THE FILM DAILY)

Toronto, Ont.—The Canadian Government is to be asked to pass legislation making compulsory the use of non-inflammables or slow-burning film in the Dominion, according to a decision of the Canadian Fire Marshals, at its recent annual convention.

Premier-Educational in Deal (Special to THE FILM DAILY)

Toronto—Premier Prod. is now being distributed in Canada through Educational Films, through an arrangement which has just been made between Harry Kaufman and O. S. Hanson.

Stanleys Acquire New House in Philadelphia—When completed, the house which Kenin and Shapiro are building in Wynnewood, will be taken over by the Stanley people on a long term lease.

Barnstyn Sails Saturday

J. C. Barnstyn and Mrs. Barnstyn sail on the George Washington Saturday for a two months’ vacation in Europe.

Mandelbaum Heard

Cleveland Film Man Gives Details On Franchises and Theatere Organizations

Emanuel Mandelbaum of Cleveland, appeared as the only witness in the fourth day’s proceedings at the Federal Trade Commission against Famous. Bruce Bromley, for the respondent, developed by cross-examination, these facts:

Starting in 1907 as a distributor, the witness opened up the Columbia Film Exchange. In 1909, he acquired the

(Continued on Page 4)
In Industry’s Debt
Films Have Done Much for Busi-
ness Abroad, B. T. Woodle
Says on Return
Berton T. Woodle of the Hays or-
ganization, who went to Australia
some months ago on a special mis-
ion in connection with the showing
of American pictures there, is back.
He made the return trip in easy
stairs, stopping off at a number of
European points on route.
“American business in general—at
least that part of it that has dealings
in foreign countries—owes a great
debt of gratitude to the American
motion pictures sent abroad,” he said.
“The inhabitants of even the remot-
est places learn from our pictures
the sort of clothes we wear, the sort
of household conveniences we pos-
sess, the sort of motors cars we ride
in, the sort of furniture we use and
indeed learn just how well equipped
we are in our methods of living.
The result of this, I firmly believe,
is that there is an increased demand
for American products which inevi-
tably results in better business for
manufacturers, and so we might say
that the American film as shown
abroad is ‘The Silent Salesman for
America’.

As was to be expected, widespread
American films being shown through
out most of the World, some-
times under favorable conditions

At Broadway Theaters

Cameo
“The Bridesmaid” is the feature. Other
numbers include the overture, Pictorial News
Symphony, a closing organ solo and other
incidental music.

Mark Strand
Selections from “Naughty Marietta” are
sung by Kitty McLaughlin, assisted by the
orchestra, at the opening offering, followed
by “Shenandoah Down the Mississippi,” depicting
an African hunting expedition. Next comes
“The View From the Trolley,” a song and dance
presentation in connection with the feature.

Newcomings Finishing It is understood that Warren
Newcomb’s contract with D. Griffith expires the end of the
month. Newcomb produced special sets for “America” and “Isn’t Life Wonde-
erful” (“Dawn”).

S. R. O.

Evans Laboratories, Inc.
Developing—Printing—Title

Phone
Bryant 9333-5

SPECIAL

GOERZ
Raw Stock for QUALITY
Tele Distributors:
FISH-SCHURMAN CORP.
45 West 45th Street
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POWERS FILM
Survives the long run.
Distributed exclusively by
SENSITIZED FILMS, Inc.
G. STEIN, President
Phone
1650 Broad Circle 9891

WHEN—
You Want Motion Picture
Made, Any Kind, Anywhere
REMEMBER
EASTERN FILM CORP.
220 West 42nd St.
Chickering 2110-2111

COMING SOON

LARRY SEMON
in
the Wizard of Oz

Is as romantic a story as ever was told through the ages.
The beautiful love between Dorothy and the Prince after she is carried
by the cyclone from her Kansas farm to the Emerald City of Oz
will grip audiences with its touching beauty and its golden
romanticism.

DOROTHY as played by DOROTHY Dwan
is a bewitchingly beautiful character, wistful, charming and sym-
pathetic—just such a Dorothy as is beloved by millions of men,
women and children who read the book and saw the play.
Applications for Pre-release engagements will be considered.
Communicate at once with

CHADWICK PICTURES CORPORATION
729—7th Avenue
New York City

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telplats.

Quotations
High Low Close Sales
East. Kod... 1104 1104 1104 700
F. P. L. 82 82 1,100
do pld. Not quoted
Film Insp. Not quoted
Loew’s 18 17 4 1,200
Metro-Goldwyn 15 15 15 1,200
Pathe Not quoted
Warner’s Not quoted

Famous Will Listen
(Continued from Page 1)

only played seven or eight of the
group. I don’t believe there will be
any general complaint of over-selling
when forty are played. The agita-
tion can be traced directly to several
exhibitors, who, until now, have had
matters the reverse when it comes
to buying pictures. We have made
them toe the price mark this year and
that’s the reason for the howl.

Joe Rothman Dead
Funeral services were held yesterday
for Joe Rothman, F. B. O. sales-
man in Philadelphia, who died in
an automobile accident a short time
ago. The injuries proved fatal. The
body was shipped East to his family.
Rothman was at one time assistant
treasurer of Associated Exhibitors.

120 NOVELTY REELS
First Run Specialties
1926-27

1600 W. way.
N. Y. C.

New York Chicago Hollywood

Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

produced in “Manhattan,” “A Hall's
Fantasy” and a Felix, the Cat, cartoon,
chide the present productions.

At Other Houses
The holdovers remain much the same
last week, with the exception that “Up
Blood,” which was the attraction at the
Hays, “Dorothy of Haddon Hall” returns to
Broadway. The other entries include: “Dance
Furioso” at the Central, “Janice Meredith”
the Cosmopolitan, “The Ten Commandments”
at the Criterion and “The Iron Horse”
Lyric.

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Lyric.

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Fantasy” and a Felix, the Cat, cartoon,
chide the present productions.
Chicago says: Looks as though the picture will run until Decoration Day!

HARRY SCOTT
35 WEST 45 ST NEW YORK NY

FROM PRESENT INDICATIONS DONT BELIEVE YOU HAD BETTER ARRANGE FOR
GENERAL RELEASE CHICAGO TERRITORY HAROLD LLOYD IN HOT WATER UNTIL
DECORATION DAY OPENED SATURDAY OCTOBER TWENTY FIFTH AND HAVE DONE
CAPACITY BUSINESS SATURDAY SUNDAY AND TODAY HAVE BEEN UNABLE TO HANDLE
THE CROWDS AT THE BOX OFFICE IT HAS BEEN NECESSARY TO TURN THOUSANDS
AWAY HAVE BROKEN ALL PREVIOUS HOUSE RECORDS BY CONSIDERABLE MARGIN
AND AM HAPPY TO STATE THAT THIS IS THE BIGGEST PICTURE THAT HAS EVER
PLAYED THE ORPHEUM THEATRE NO QUESTION BUT WHAT IT WILL ENJOY VERY
LONG RUN

JOHNNY JONES

Watch the Records Fall!
A Pathé Picture

PRODUCED BY HAROLD LLOYD CORPORATION
Mandelaum Heard

(Continued from Page 1)

Columbia theater, subsequently organizing the Mutual Film Corp. In 1912, he became interested in four or five theaters among which were the Knickerbocker, Metropolitan and the Madison. Later, that year, he came to New York and organized the World Feature Film Corp. In 1916, he built the Stillman, which in 1917 was taken over by Loew. Prompted for details on this transaction, Mandelaum declared he had originally negotiated with Adolph Zukor for its purchase, but that when Zukor came to Cleveland and learned that Marcus Loew was in the city, he suggested that Mandelaum do business with Loew. This, the witness stated, he did, but he retained an interest in the house.

In 1917, the witness said he helped incorporate the First National Exhibitors Circuit Co., which held a franchise for the state of Ohio for First National pictures. This deal made the Circuit Co. liable for 63½% of all negative costs. Further testimony developed the fact of a legal combination of interests with the Stillman, Mall, Alhambra, Euclid and Liberty. Counsel for the respondent then offered to prove by documentary evidence that in 1917 the witness became sole owner of the First National Circuit Co. and that he had negotiated to sell stock in the concern to other exhibitors of Ohio; that a general meeting of Ohio exhibitors was held for this purpose Dec. 15, 1917; that the witness then formed a new company, Sept. 14, 1918, called the First National Exhibitors Co., for the purpose of selling stock in smaller denominations and that finally Mandelaum subscribed personally to all of the common and capital stock with the exception of five "directorship" shares.

Gaylord Hawkins, for the Government, then cross-examined the witness during which Mandelaum stated that between 1917 and 1920, inclusive, he had used films from various companies for his theaters, but—in answer to a specific question on this point—he had probably used a full program of Paramount pictures among his various theaters. The hearing will be resumed this morning.

F. B. O.

HEAR YE! HEAR YE!

LOEW-METRO GOLDWYN BALI

TO-MORROW NIGHT, NOV. 1, AT THE HOTEL ASTOR

STAGED BY NED WAYBUR!

Greatest Spectacle Ever Staged in Theatrical History!
Most amazing assemblage of imposin' events New York has ever known.

Entire chorus numbers from New York's greatest musical comedy successes—in addition to myriad stage and screen stars.

Every great orchestra in New York will be there. It will thrill and amaze you.

HERE'S JUST A PART OF THE SHOW

COWBOY NUMBER
With Geo. Olson's Band.

EVELYN LAW
ANN PENNINGTON
from the "ZIEGFELD FOLLIES"

"TOTEM NUMBER"
With Pearl Regan from "Rose-Marie"

"TONDELEYO NUMBE"
From "VANITIES,"

Over 250 of the World's Most Beautiful Girls!

The following Stars will be Present as Guests or Entertainers:

Al Jolson
Tom Patricola
Milton Sills
Irving Cummings
Lester Allen
Benny Leonard
Beth Beri
Geo. Jessel
Ted Lewis
Ben Bernie
Tommy Meighan
Jack Dempsey
Herbert Rawlinson
Earle Williams
Dan Gregory
Alexander Hyde
Sylvia Froos
Joyce White
Jimmy Hussey
Raymond Hitchcock
Geo. LeMaire
Eddie Cantor
Mary Eaton
Wm. Kent

Conway Tearle
Lupino Lane
Johnny Hines
Bebe Daniels
Richard Dix
Dagmar Godowsk
George White
Sophie Tucker
Clara Bow
and untold others

Scenic investiture and presentation by S. L. ROTHAFEL (Cos. Capitol Theatre)

TICKETS INCLUDING DINNER $10.00, for sale at A Hotel or Broadway Theater ticket office, 218 W. 42nd Street Loew Theater.
FOUR RARE GEMS


REGINALD BARKER'S production of the immortal stage play by William Vaughn Moody. Alice Terry, Conway Tearle, Wallace Beery, Huntly Gordon.

ERICH VON STROHEIM'S production of Frank Norris' classic novel "McTeague." Adapted by June Mathis and Erich Von Stroheim.

ERICH VON STROHEIM'S production of the international stage success. Mae Murray as The Widow and John Gilbert as the Prince.

Produced by Louis B. Mayer
Chadwick Issues Call
(Continued from Page 1)

combine with company D. This would not be so bad if they only crash each other over their respective heads, but we find the outsider being hit, the innocent bystander, who laughs and smiles, but who is now thinking of the road to take to producers and distributors.” He cited the operation of the Midwest theater organization and the idea that it was being done to the independent exhibitor, producer and distributor, through such moves.

“The artistic advance of the motion picture is a market,” he said, “and if these doors are shut, artistic progress cannot develop to its highest extent. Our customers say our pictures don’t do, we say they are too independent. So and so says to me, confidentially, that I like to play your picture. I have three theaters in this town, but to keep them going, I must watch for two things. If I don’t book the ‘Famous Forty,’ they will develop an outlet of their own. The same thing is true with Metro-Goldwyn. To meet the situation, I book in block. You, Mister Independent Distributor, won’t build houses if I don’t play your pictures, so I must play the others, who may build here if I don’t. I must keep them going. They are my rears and I will run them. I want a steady show and keep the audiences coming.

“We ought to have our own outlet, not for all our pictures. Play dates are too tied up that when you get one it is so far off that it is worthless. We ought to have something besides talk and agitation. The independents need real leadership that can demand attention. We need one who can meet amalgamation with amalgamation. We need one who can help the independent exhibitor, who is being drawn into a coral, can turn. We need leadership and a leader who will stop the stampede. I am right too and I am ready to go.

“When the time comes for the survival of the strongest—not the fittest —the decision should be made with a real leadership that can change the conditions of the film industry.”

It is quite likely that W. P. Allen, manager of the department that has been at work on the stock, will be sales manager of the new company.

Briskin Back; Optimistic
S. J. Briskin, of Banner Prod., has returned to New York, following a two months’ sales trip, covering the country. Briskin holds hopes high for the state righters for the coming season. While away he closed the following deals: The Banner series, (the “Big Four” and the Versailles pictures) to All Star Features, of Los Angeles and “Friscos,” for California, Arizona and Nevada, and to De Luxe Feature Film, of Seattle, for Oregon, Washington, Montana and Idaho.

Mrs. Burnett Dead
Mrs. Frances Hodges Burnett, many of whose novels were made in pictures, is dead at the age of 75. Perhaps her most famous work was “Little Lord Fauntleroy.”
Don’t miss the big money-making special exploitation tie-up section for

THE RIDDLE RIDER

in

THE EXHIBITOR’S TRADE REVIEW

(Issue out Nov. 1st—dated Nov. 8th)

Read it!

Tear it out!

File it for reference!

Universal’s Wild Riding Western Serial

starring

William Desmond and Eileen Sedgwick

with Helen Holmes, Claude Payton and Hughie Mack

Directed by Jay Marchant

Reviewers unanimous in praise!

We have given you the reports of all the reviewers.

You have noted that they are unanimous in their praise. They agree that this picture is a first class box-office attraction, with thrills, jazz and romance, lavishly produced, and with a stellar cast.

Now see and believe!

The Howard Estabrook Production

THE PRICE of a PARTY

Directed by Charles Giblyn

with Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky

Associated Exhibitors

Physical Distributions - Pathé Exchange, Inc.
That's what one would call — Stepping some! and this one can sure step!

That FIRST NATIONAL CONTRACT is filled with "Stepping" pictures

Members of Motion Picture Producers and Distributors of America Inc. — Will Hays President
CARL LAEMMLE presents
MARY Philbin

in
a delightful adaptation
of T.A.R.Wylie's
best seller
"The Inheritors"

The Gaiety Girl

The beautiful "Merry Go Round Girl"
in a charming romance of life, love and luxury

A UNIVERSAL JEWEL + A KING BAGGOT PRODUCTION
Coming!

"The CHORUS LADY" with Margaret Livingston and All Star Cast

Adapted by Bradley King

Released by Producers Distributing Corporation

Directed by Ralph Ince

Foreign Distributor: Wm. Vogel Distributing Corp.
Hal Roach presents
The Spats
in
"Hot Stuff" and "Deaf, Dumb and Daffy"
Two Reel Comedies

"Hot Stuff" is hot stuff.
Not one of your audience will be cold; everyone will be boiling over with laughter. The Bellicose Spats inaugurate their own fire department. When they attempt to put out the fire that they themselves have started, the body temperature of your patrons will be 150 degrees Fahrenheit each.
In "Deaf, Dumb and Daffy" they break into society with a bazaar, but their own dumbness puts it on the bazink. You can laugh at it until you're weak.

November Release

Pathécomedy
A copper ran up to the theatre door.
"Let me in! There's a riot inside, I am certain!"

"Nay, Nay!" quoth the man at the square glass box,
"That ain't no scrappin',—it's Turpin!"

This Is A Riot and
It's Turpin
Yale University Press

presents

'The Eve of the Revolution'
One of the Chronicles of America Series

The Shot Heard Round the World!

150 years ago this coming spring, a little band of farmers, hastily summoned from plough and furrow, gathered awkwardly at Concord and dared oppose with arms the trained troops of the greatest military nation of the time.

Dispersed by the crushing volleys of the red-coats of Britain, they sought the shelter of stone wall and tree; and from those refuges with the coolness of trained Indian fighters picked off the enemy by squads and battalions.

The Revolutionary War had started; the United States was to become an independent nation; the shots had been fired that were heard around the world!

It's all in this picture. No one can be an American and not be thrilled by it. Wave the flag! Make your theatre the centre of a patriotic demonstration that will shake your community.
"The Goofy Age" will tie your audience in conniption fits of laughter. They've all seen weddings with bridesmaids, best men, flower girls and whatnot; here's one that starts in a bird store, gets under way in a fire and ends on a hook and ladder truck going 30 miles an hour. It's a panic and Glenn Tryon is in it.

"Hot Heels" trots out a new one in James Finlayson. See what can happen when two dumb surveyors try to do their stuff in a tough and crowded city street. You wouldn't blame the horses if they tried to climb the telephone poles.

October and November Release

Pathécomedy
New Booking Circuit

Eber and Trinz Sponsor Inter-
me Theaters, Inc., Opposition

to Balaban and Katz

Chicago—Lubliner and Trinz are
looking to be the sponsors of In-
ters Theaters, Inc., a new organ-
ization which a charter was issued
yesterday. Fifty-seven houses are
listed to be allied with the new
company, which will handle bookings
for a central office.

The directors are Harry Lubliner
and Emil Stern of Lubliner and
James Costan of the 63rd St.
wards, V. T. Lynch, and Leo Spitz,
Korney. Theaters allied in this
organization are listed to be the Lu-
biners and Trinz group, the Gregory
group, Scheifer Bros., the 63rd
Theaters and the Lynch group, in
Chicago, Northern Illinois and Ili-
nois.

The impression prevails here that
state will call the Mid-West
Katz group and that it will
be formed to operate this organiza-
tion in the Middle West.

Harry Lubliner and Emil Stern
scheduled conferences with
(Continued on Page 2)

2,000 Feet of Eskimo Film

(Special to THE FILM DAILY)

title—Knud Rasmussen, the
find, is traveling to Wash-
ington to meet Danish officials with
feet of motion pictures of Es-
kite in the Arctic and alleged
that all tribes there be
not of the same origin. The pic-
ture was taken by Leo Hansen,
Rasmussen's aide.

Features Reviewed

Every Woman's Life...
First National 10
Paramount 10
Metro-Goldwyn 10
Warner Brothers 10
E. O. C. W. 11
Women and... 12

New Bookings for

Eber and Trinz Distribute,

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bookings,

Metro-Goldwyn

ball

at the Astor

(Continued

on Page 3)

Three More Heard

E. M. Clark, Ochs and W. A. Sher-

man Give Testimony in Famous

Hearing

E. M. Clark, secretary of the Saen-
gen Amusement Co., was the first wit-
ness called in the fifth day's proceed-
ings of the hearing of Famous before
the Federal Trade Commission. Coun-
seled for the respondent had the witness
render a digest of the history of the or-
ganization between 1917 and 1920, and
whence it developed that in the latter
year the company owned the follow-
ing theaters: Strand, New Orleans;
Saenger, Majestic, and Grand, Shreve-
port; Saenger, Texarkana; Isis, Pen-
sacola, Fla.; Alamo, Vicksburg;
(Continued on Page 2)

All Set for Ball

Arrangements are complete for the
Metro-Goldwyn ball at the Astor to-
night (Saturday). It is the first real
party of the season and many celeb-
rity will attend. Nils Granlund is in
charge of the entertainment features.

Ford Anderson Resigns

Atlanta—Ford Anderson, theater
director for Famous, has re-
signed, effective Saturday. His fu-
ture plans are unknown.

Hawley Turner With Ritz

Announcement of the appointment of
Hawley Turner to the Board of Di-
rectors and Executive Committee of
Ritz-Carlton Pictures was made by
J. D. Williams at a dinner to trade
paper editors.

Intern's Congress Nov. 26-28

(Special to THE FILM DAILY)

London—The proposed Interna-
tional Film Congress will be held
Nov. 26-28 at the Savoy Hotel.

Deal Goes Through

Schenck and United Artists Group
Merge With United—Name to
Be Retained

(Special to THE FILM DAILY)

Hollywood—Following a confer-
ce held on Thursday, at which Jos-
eph M. Schenck, Douglas Fairbanks,
Mary Pickford, Charlie Chaplin and
Hiram Abrams were present, the mer-
er of the Schenck interests with the
United Artists group was perfected.
It becomes effective in two weeks.

The name of United Artists will be
retained. It is the intention of add-
ing other star names and units of
successful prestige.

Efforts were made to reach Schenck
for a statement, but were unavail-
ing.

Reports persisted Friday that the
United Artists reorganization plan
arranged from the Coast will include a
deal with an existing distributing or-
ganization, through which the com-
mercial life of the product will be cut
down to approximately a year or eigh-
teen months, instead of several years
as at present, with a resultant saving
in distribution overhead.

New Director Signed for Five Years

(Special to THE FILM DAILY)

Hollywood—Arthur Gregor has ar-
ived at Universal City and will di-
rect. He has a five year contract
with Universal. Gregor is a Vienn-
ese who has had long experience in
production abroad.

Improving Studio

F. B. O. Plans $100,000 Building Pro-
gram—Adding to Movie Stages in

Hollywood

Los Angeles—F. B. O. has mapped
out a $100,000 studio building pro-
gram. There are several acres of prin-
cipal land adjoining present buildings
where the new structures will go up.

The mill and carpenter shops will be
enlarged; new electrical department
and photographic gallery will be added
and the three stages now in use will be
enlarged by another. It will be 80 by
100 ft. but will be so built that
one wall can be torn down and more
floor space added. A new generator
room with additional electrical equip-
ment, an enlarged "staff" and plaster
shop, an enlarged dressing room build-
ing and a new automobile drive-
way are included in the plans.

F. B. O. is housing seven units
whose pictures it distributes, as well
as the Larry Semon, Douglas Mac-
Lean, Ben Vershire companies.

Independence

By DANNY

Note the clarion call. Of Chadwick. Of the Independent Pro-

On the part of the independents. To offset the threaten-
ing moves. Of the old line concerns. And who—part of
the plan—calls for the appointment. Of a big man. One from
outside the industry. Who can—and will—lead the fight. And
who, in such a formidable manner. Told his associates the
reasons. A day or so ago.

Chadwick thinks that under the right leadership. Someth-
ing like 16,000 of the smaller theater owners. Can be tied in.
With the independent producers and distributors. In this battle.
Perhaps he is right. Perhaps the rank and file. Of the exhibitors
of this country. Would respond to such a call. And such a move.
It might work. But what background he has. For such a belief.
What the record of the case shows. To indicate such a move.
Could be successful. Seems hard to find.

If such a plan could be worked out. If it was feasible. Would
it mean that Mr. Average Exhibitor—barring the big first-run
operators—would be expected to take the bulk of his pictures.
From the independent producers? If so, might not the question
be put squarely: will the average exhibitor do this? Is he even
likely to? That seems—at long range—to be hitting off a lot
more than could be swallowed. And if not—and if the average exhibi-
tor was expected to use only a part of the product of the old line

(Continued on Page 6)
Three More Heard
(Continued from Page 1)
Baker-Grand, Natchez; Strand, Hatselberg; Lyceum, Monroe; Clarksdale; Saugert, Alexandria; Greenwood, Greenwood; Walnut Street Theater, Vicksburg.

Lee Ochs, of the Piccadilly, took the stand, the only point of interest in his testimony being the fact that he had opened up a first run Broadway house despite previous testimony by Sydney Cohen that there were no more first-run outlets on Broadway.

The next and last witness to take the stand was William A. Sherman, former assistant treasurer of the now disbanded First National Exhibitors Co., of Ohio. When respondent's attorney asked whether at some time during the witness' association with the company there didn't develop among the sub-franchise holders a conflict of interest, Sherman subsequently testified in the exclusion of Paramount pictures from their theaters, opposing counsel objected to it on the ground of irrelevancy. Commissioner Alvord sustained the objection.

 Arbuckle Banned in Tacoma
(Special to THE FILM DAILY)
Tacoma, Wash.—Roscoe ("Fatty") Arbuckle has been banned from appearing here. He was booked for a monologue act at the Pantages. The censors started the action and were sustained by both Federal and Superior Courts.

Mitchell, New 1st Nat'l Mgr.,
Vancouver—W. H. Mitchell has been appointed First National manager here, succeeding S. J. Coftland resigned.

Laemmle Buys "The Plastic Age"
Carl Laemmle has purchased "The Plastic Age," which will be produced as a Universal-Jewel.

May Allison to the Coast
May Allison has left for the Coast to attend to personal business.

Scardon Goes to Coast
Paul Scardon left for the Coast Friday.

Spokane Objects
Exhibitors Ask Newspapers There to Check Up on Critic's Reviews of Pictures
(Special to THE FILM DAILY)
Spokane—Exhibitors in a body have called upon the management of the two newspapers, which are controlled by the same interests, to complain of unfair criticisms of the picture critic, who claim, they have taken in deciding in these papers of pictures released. Exhibitors assert pictures receiving splendid criticisms throughout the country are severely glanced when they reach Spokane, irrespective of their magnitude or quality, both during their runs and after they have left the theater. Up to a short time ago the heaviest advertisers were more or less immune, but the last two or three weeks no partiality has been shown.

Theater owners attribute a good share of poor business to these attacks. Second run houses, not mentioned in the papers are doing the bulk of business. They were assured the attacks would cease but no change is yet apparent in the type of criticism.

Athletic Club Leases Theater
(Special to THE FILM DAILY)
Atlanta—The Atlanta Athletic Club has leased the Lyric theater, formerly operated by Famous. Musical stock will continue.

Arthur Edeson Here
Arthur Edeson, who photographed "The Thief of Bagdad," is here from the Coast to do the camera work on "The One Way Street." De Casseres With Universal
It is understood Benjamin De Casseres has been engaged by Universal to write titles and is now en route to the Coast.

New Booking Circus
(Continued from Page 1)
the Warners when they were in for several weeks ago. The former theater situation was gone into thoroughly and while no definite mention was made of the decision it was generally understood that Warners, together with Lubin, a Trin might be found associated in important developments in the central section of the country.

De Forest Phonofilm Show
(Continued from THE FILM DAILY)
Albany, N. Y.—The first complete performance of the phonofilm was demonstrated at the capital recently. While a portion of the film was shown at the Rivoli in this city last week, the local show marked its first presentation as a complete program, embracing 18 scenes or acts.

Herbel Succeeds Fred Strief Cincinnati—H. M. Herbel, manager of the Pittsburgh Union exchange, and later division man in this territory, is here to take the management of the local or succeeding Fred Strief.

New Regional Paper
(Continued from THE FILM DAILY)
Seattle—The first issue of "Northwest Film Journal" will appear next week, with offices in this city. Walker is the sponsor.

"ARCADIA"
On Broadway Oct. 3-9
Spotlighting IN COLORS reproduced to perfection by REEL-COLORS, Inc., New York
"See it in Colors"

Colored Titles and Colored Inserts
in your pictures
Cost very little more than black and white
As you ask about it.

Prizma, Incorporated
319 1st Blvd., Jersey City, N. J.
Montgomery 4211

GEVAER'S RAW STOCK
Negative — Positive

As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAER FILM
1540 B'way N. Y.
A Trail of Triumphs!

Los Angeles

"Sprightly comedy is the dominant factor. A story of the upper strata of society with a humorous glow that undoubtedly appeals to the public."
—Express

San Francisco

"The play has been made into a good picture, with the story told clearly and interestingly. The photoplay stands on its own merit, aside from the influence of the play."
—Bulletin

Detroit

"This picture deals with the eternal triangle in a novel manner, and in plot construction and theme is refreshingly new. It is splendidly acted."
—Free Press

New York

Mark Strand
Nov. 16

William de Mille's

"The Fast Set"

Betty Compson, Adolphe Menjou
Elliott Dexter and ZaSu Pitts

From Frederick Lonsdale's smashing New York stage success "Spring Cleaning".

Screen play by Clara Beranger

A FAMOUS 40 Paramount Picture
Ernst Lubitsch's
"THREE WOMEN"
featuring
MAY McAVOY
PAULINE FREDERICK
MARIE PREVOST
with LEW CODY
N. Y. Sun's selection of the best picture of
the month along Broadway—directed by the
master who made "The Marriage Circle," best
of all pictures released last year.

RIN-TIN-TIN
Wonder Dog in
"FIND YOUR MAN"
with
JUNE MARLOWE
and ERIC ST. CLAIR
A combination of mystery, thrill and heart in
a story that is creating a storm everywhere,
best of all pictures released this year.

"THIS WOMAN"
from Howard Rockey's Remarkable
Novel of Modern Manhattan Life with
IRENE RICH
LOUISE FAZENDA
MARC MCDERMOTT
RICARDO CORTÉZ
CREIGHTON HALE
CLARA BOW
An intensely human story of hardships,
struggles, heartbreaks and happiness,
which has never been equalled from the
standpoint of every-
WARNER BROS Classics of the Screen

—and These Choice Offerings Follow:
“THE NARROW STREET”
“THE DARK SWAN”
“THE AGE OF INNOCENCE”
“THE LIGHTHOUSE BY THE SEA”
“A LOST LADY”
“THE BRIDGE OF SIGHS”
“HOW BAXTER BUTTED IN”
“EVE’S LOVER”
“THE MAN WITHOUT A CONSCIENCE”
“My Wife and I”
“THE BROADWAY BUTTERFLY”
“RECOMPENSE”
‘THE DEAR PRETENDER’
“THE ELEVENTH VIRGIN”

MORE ERNST LUBITSCH PRODUCTIONS AND MORE RIN-TIN-TIN NOVELTY SPECIALS.
Faultlessly Produced Photo-plays Based Upon the Cream of the World’s Celebrated Novels and Stage Plays.

“The Lover of Camille”
by arrangement with
DAVID BELASCO
from his splendid stage version of
“DEBURAU”
SACHA GUITRY’S internationally celebrated play with
MONTE BLUE as DÉBURA,U
MARIE PREVOST as CAMILLE

The greatest romance ever unfolded in pictures. It turns back the hands of the clock to the golden “love days” of Youth.

Hits in a Row

Warner Bros. Classic
Independence

(Continued from Page 1)

companies—what, under the circumstances, does Chadwick, or anyone, expect the old line companies would, under the circumstances, do?

And if such an idea was possible in development what can be expected from the M. P. T. O. of A. And the group of state organizations headed by Steffes? Or does such an idea contemplate that these groups—including the M. P. T. O.—would come in? That is certainly expecting a great deal.

It is a fact that when exhibitors operating small houses feel the fear of some serious threat that they will work together. Therefore anything is possible. But holding them in line later seems to be another story.

And any possible combination between exhibitors and producers and distributors may work. But not if the question of buy and sell enters therein. Because any organization will split on this rock. The Hays people have been mighty smart. They have not allowed this subject. To enter their discussions. The reason is obvious.

We await with interest. And great interest. The developments of the Chadwick suggestion.

BUNGALOWS

When Norma Talmadge started work at United Studios. She took over the bungalow. Built for Mary Pickford. As a dressing room and "home." When Rudolph Valentino. The Ritz-Famous star. Visited the Coast. He saw the Talmadge bungalow. Immediately he ordered one. The important specification was this: that it be larger; more beautiful. Than Norma's. Temperament!

BURNSIDE!

R. H. Noted stage producer. Made his first picture. "Manhattan" starring Richard Dix. For Famous. And showed what training was worth. Turned out a darned good picture. Nothing sensational. Played it safe. But produced a box office. Sure fire. Incidentally Dix looks good. As a star. If he can have the same type of material.

LLOYD AND RECORDS

Harold Lloyd again smash records. With "Hot Water." All around. Wasn't so keen about this one. But it has great pulling power. And after all it's tough to keep on. And make each one better than the last. At that it will please a lot. Because an average Lloyd. Is better than nine tenths of the best comics. Turned out.

ARGUING


BIG HEARTED MARTIN

Yes. Quigley. Of Chicago. Who is clever enough. To be a producer. And handsome enough. To be a star. But who goes insane. To be a publisher. Anyway Martin sends us a check for ten bucks. Saying:

"I note in the Motion Picture News that there is to be a benefit of some kind for Fred Beecroft next month. Somehow it seems that details of whatever misfortune Fred has encountered have escaped me but I want to hasten to assist in relieving his distress, if only in a small way.

"Hence, I am enclosing check for $10, payable to the treasurer of the Fred Beecroft Benefit Committee, with the request that you rush the check to the right party, because it may be that Fred's situation is desperate.

"You will understand my anxiety in this matter when I tell you that Jim Beecroft, Fred's younger brother, is a valued member of our staff and I fear Jim's activities in the trade recently have not been showing the deference and respect for ancient and exalted position that should be accorded an older brother."

Martin is such a big hearted chap.

CHEATED

George Gerhard runs this. In the Evening-World:

The Piccadilly was disgorging its occupants at the close of a show when two young huskies stopped short and caused a most awful jam.

"Hey," said one of them, pointing to the signs on the marquee overhead, "we ain't seen them guys. We been cheated."

"What guys?" questioned the other, looking up.

"Them guys there," pointing.

The other read, at the bottom of the marquee, the firm name of Murphy & Brophy. Dysgust came to his face.

"Aw, go on, yer big lunkhead, he said, "them's the guys who painted the sign."

THE O'TOOLE IDEA

Mike O'Toole has been hammering. For a long time. On exhibitors working with the church folk. And others. To build good will. To show how it is working. In Pennsylvania. Not this excerpt. From a letter. Sent by H. A. Relyea. Of the Asbury M. E. Church. Of Uniontown. To Manager C. M. McCloud. Of the Penn-State Amuse. Co.

"I am sure you will be interested in hearing from our experiment in advertising the Sunday evening service at Asbury Church on the screen at the State and Penn Theaters. I discover that in this area increased the attendance at these services and that it has brought out a large group of people who ordinarily were not in attendance at church. I wish to thank you very much for the courtesy which you extend us in this particular and I assure you that I shall be glad to reciprocate at any time in such fashion as I may. * * *"

This should tell its own story. What, Mr. Exhibitor, are you doing like this?

PETE'S WIT

Peter Harrison is a serious cuss. Usually. He's always digging. But the current issue of his reports. Proves he's a comedian. And a satirist. Writing you that I shall be glad to reciprocate at any time in such fashion as I may. * * *"

GLORY BE

"The White Sister" did so well. Over the Loew circuit. That Nick Schenck. Added $4,000. To the rental value.

Voluntarily.

MY CALIFORNIA


But they jangle out of tune,

For earthquakes hit this country

Every other day at noon.

The snow and sleet are falling

As I shiver 'neath the trees.

If this is California

I'll take New York, please.

The roads lead out to nowhere

Past estates with no one home.

And only Fords are visible

Everywhere you roam.

But I have solved the secret

Though I didn't have to try,

It's "Sun-kissed California"

Cause the sun kissed it goodbye.

CLEVER ADVERTISING


MUSIC AND THE BILL

To show its value. The Brooklyn Eagle—most import home paper in that borough—devotes practically all of the revi space. To the Brooklyn Strand bill. To the value of the music which shows what can be done. And how it should be done Especially if your feature happens to be weak.
**New York**

**Metro-Goldwyn-Mayer**

**SYYCYN—** *The Bandoler*—has the best ball but I have ever seen* the titles are a weak spot in the film. *The Bandoler* is a short, it has the beautiful sets and scenery. There have been pictures made with four ex- tra eyes, which manage to make a duplication of the average picture. *The Bandoler* is a thrilling, exciting, and romantic adventure. Pedro De Cordoba heads the band, and the photography was of unusual excellence.

**LETRIN—** *The story of the arena*—is not one of those splendid settings that one finds in no place. It is, too, there is a great deal of the action. It is, after all, an arena, and we are most interesting pictures, unless, we distinctly come to possess any of the sort. Pedro De Cordoba heads the band, but his admirals.

**FAO-FIO**—*The Bandoler*—is a delightful, amusing, and amusing picture. The story is of the arena, and occasionally, a little boy, is there—"The Bandoler." *FAO-FIO*—Marvelous lack of a precisely acted melodrama.

*The Bandoler*—*the story of the arena*—is remarkable for its ridiculous long shots of "the wide-open spaces of the arena," and the new screen vamp are the high lights.

**DALLA TRIBUNE—** Never more have seen such long titles, and it is an exaggeration to say that at least 2000 by 1000 words were removed. Again, the story of the arena. Again, the arena. Photographers of the arena. The oil on the arena, and the arena. Photographers.

*Here's a picture*—that brings to mind the arena. Photographers. From the arena, and the arena.

**BULLETIN—** *The Bandoler*—is a joyous, hilarious treat, with consistent mirthful situations, and mirthful sub-titles. *The Bandoler*—*the story of the arena*—is amusing antics, with Adoree. *The Bandoler*—*the story of the arena*—is* very pretty.

*Gales of roaring mirth swept the play*—*the story of the arena*—is not to be compared to *

**BULLETIN—** *The Bandoler*—*the story of the arena*—is not as funny as "Girl Shy," her last which is. We believe the picture could have found thousands in the Strand yesterday and last night who would have been interested in the picture.

**HERALD TRIBUNE—** We hadn't thought that Harold Lloyd could disappointment, but he did. In "Hot Water" he has made a mediocre comedy. It seemed very long, but when we got our make-up we found the picture had lasted much less than an hour. So probably it is not new comedy isn't any good and has given it brevity.

Any number of persons are concerned in the making of the picture and the construction of the story, so that it has surely spoiled the broth this time.

**MORNING TELEGRAPH—** A comedy picture and has the fun fundamentals. It has no involved plot, but there is plenty of action and laughter. It is very simple as to be almost absurd. The type is fine.

**POST—** *while Hot Water* will make you guffaw a number of times, and chuckle loudly. Still there is a sense of straining for gags on the part of the picture. The laughs are far from sensational, as you might say, isn't as spontaneous. The picture is fresh as "Girl Shy," her last picture.

However, of course, and to be sure, you are provided with your money's worth. You get, of course, the full faithfulness of a Lloyd picture.

**SUNDAY—** *a new and generally laugh*... The picture is not to be compared to "Girl Shy" or "Safety Last" and other films but you will be interested.

**POST—** *while Hot Water* will make you guffaw a number of times, and chuckle loudly. Still there is a sense of straining for gags on the part of the picture. The laughs are far from sensational, as you might say, isn't as spontaneous. The picture is fresh as "Girl Shy," her last picture.

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**TELEGRAM—** The story of "Hot Water"—what story it has—cannot compare, in fact, with any of his other pictures. But it is able to deliver a prodigious lot of farce, bang-up, catch-as-catch-can in every scene. Anybody who knows a water system but also an automobile and a whole spaghetti system.

**TIMES—** *Although this* is not as Marie Antoinette, it has a fund of original ideas. The original ideas are worked out deftly one to keep a straight face. The picture is deep and it is very funny. Surprise is humorously coupled with the unexpected. It is an absurd situation and one is still laughing with mirth at the end of the picture. The story is one of mirth, because of the utterly ridiculous situations in which Lloyd, as a young band, has succeeded in his lunatic but AVsual contribution probably will cause as much mirth as it does members.

As might be anticipated from Lloyd's past efforts, "Hot Water" is a brisk and fast moving entertainment.

**WORLD—** *The Lloyd factory has not turned out so fine an example of film as this. Few vehicles employed in the beginning, these will be torpedoed, the Lulu has come. And so I think "Hot Water" will be a real success.

**Madonna of the Streets—** 1st Natl' Piccadilly

**AMERICAN—** You have seen Nazimova look so well, and I have never liked her for much. The little artificial and the artificial, and those in some of her earlier pictures seem to have disappeared in "The Madonna of the Streets." *The Madonna of the Streets—"Alida"—* is the picture best in the scene of the arena. Photographers. From the arena, and the arena.

*The Madonna of the Streets—"Alida"—* is the picture best in the scene of the arena. Photographers. From the arena, and the arena.

**MANHATTAN—** Paramount Rovill

**AMERICAN—** *a corkscrew melodrama, full of suspense, drama and action. The fight for the picture is not at all a fallacious story. but the picture is a fallacious story. It is a picture that dampened our earlier ardor. However, we have managed to retain a portion of our enthusiasm right up to the end, but here it was done to death.

**GRAPHIC—** *"The city's" and locations in the picture deserve words of praise. The street scenes "ring true." The costume of the London "ladies," the bakers running to and fro and the general layout, distinctive direction. It indicates that Edwin Carew, who, scared himself no pains to gain ac-

**MORNING TELEGRAPH—** the celebrities were not bandaged with the proper paste. Our best stars must have sympathetic direction.

**MORNING TELEGRAPH—** the celebrities were not bandaged with the proper paste. Our best stars must have sympathetic direction.

**TELEGRAM—** The story begins and ends three separate and distinct times during the course of its seven reels, as if it were the seventh reel, as if it were the seventh reel, and the first ending would have been sufficient. *TELEGRAM—** *This hectic story of uplift in the slums and love in the saint's "Manhattan" was under the direction of Edwin Carew. One wonders why the amazingly mobile and chame-}

In most of the sequences Nazimova looks quite well. She muses in too much make-up, and therefore the close-ups are not in her favor, but her acting is natural and effective, and the chances are that if the story had been handled by a director more familiar with the locale it could have been improved upon. Another weakness of this picture is the matter of Nazimova's voice. It is said quite slowly, and almost to a sniffling, which causes it to become a smug rather than a smile.

**BULLETIN—** The picture is always following a movement of the lips of one character or the other.

By far the best of this detail was a small child who was named May Beth Carr.

**MANHATTAN—** Paramount Rovill

**AMERICAN—** *a corkscrew melodrama, full of suspense, drama and action. The fight for the picture is not at all a fallacious story. but the picture is a fallacious story. It is a picture that dampened our earlier ardor. However, we have managed to retain a portion of our enthusiasm right up to the end, but here it was done to death.

**DAILY MIRROR—** *Richard Has plenty of zip and gorgeous, youth, but his initial starring picture has action and romance to satisfy the most, but it would have been even stronger and more interesting had the screen followed the Jeffrey Farnol novel from which it was adapted more closely.

**JACQUELINE Logan is beautiful and at her best in this picture.**

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**BULLETIN—** The picture *represents a real motion picture achievement.*

In selecting "Manhattan" those in charge of that sort of thing hitched a story to a star which makes for an unbeatable combination.

Yesterday's audience was highly appreciated. Those in attendance checked their coats, and were not too proud to laugh at times.

The story itself is nothing startling. Jane Hesper, who displayed a tendency to overact.

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**Sunday, November 2, 1941**

**The Film Daily**

**Herald-Tribune**—***It*** is quite an amusing film and, we like especially the way. Burrhus lets unpleasant people work between the star and camera. Jack Steele used to do this, too, and it makes a picture occasionally seem as good as the life. Dix is very attractive.**

**But,** either the part of Mary was a THEODOR, too, Miss Logan, or Miss Logan was very bad for the part. The comedy is very much fun, but nothing at all. There were extremely weak spots in the plot.**

**Morning Telegraph**—***Manhattan*** is an old-fashioned melodrama, obvious perhaps and it shows a lot of sustaining interest. The saving grace of the production is its comedy and the replacing this elusive element on the screen. Miss Logan does nicely oppose him.**

**Post**—A fight with a real punch to it features "Manhattan." Richard makes food, décidedly. If ever a story and an actor were made for each other the combination is "Manhattan" and Dix.**

**Sun**—**This** actor is deserving of better treatment.**

"Manhattan" gives him a chance to do that but once more and again another. Evidently it is the hope of Paramount that he will develop and be held so securely by the capable Thomas M. Jefferson. It might be that this is the reason why he will have to better scenarios directed by R. H. Shumway.**

**World**—A picture that is wholesome, no big punches. It varies between tear and belly laugh with the lethargic type predominant.**

Miss Clifford brings it to a surprising climax and it is the story itself. Not that it is by any means a new or trenchant story. Even the rarest brain, however, is likely to enjoy this.

**The border Legion**—***The*** Agat, one of the border Legion, has a little bit of talent and he is willing to try making out a characterization as a young reporter.**

The photography is of the very best, and I have no such interest in the interest of the average person.**

**Out of Town**

**The Alaskan**—***F. P. L.*

**State, Minneapolis**

**Times**—***** is serving as a magnet that hogs the crowd standing in line at the box office.**

**The Border Legion**—***F. P. L.*

**Strand, Cincinnati**

**Post**—This Zane Grey story has rather a bawdy,* * * * * * * Kwirk's, action, suspense and romance. A feature of the production is its background in the mountains of British Columbia and Alberta.**

**America**—***United Artists**

**Washington, Detroit**

**Times**—***** is serving as a magnet that hogs the crowd standing in line at the box office.**

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**Rockwell Fellowes, Kwirk**

**Granada, San Francisco**

**Week Ending Oct. 25**

**BULLETIN**—The film is tidy sashed with action, and there is a treat in store for those who, like in the white variety of melodrama.**

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**BELL AND HOWELL CAMERA**

Slightly used, complete with 3 lenses, 2 finder lenses, 5 magazines, Thallheimer Iris, 2 cases, Bell and Howell Tripod 1700 Shutter.**

**EXCEPTIONAL BARGAIN**

**Motion Picture Apparatus Co., Inc.**

**Bryant 6635**

118 West 44th St., N. Y. C.

U. S. and Canada Agency for Debré
Coast Brevities

William Seiter and James O. Searing, director and scenarist of Universal, respectively, have completed a treatment of Pamel
Wymane's novel, "Aun's an Idiot," the title of which has tentatively been selected as "Dangerous Innocence."

Lillian Rich, appearing in "The Golden Bed," Cecil B. DeMille's newest, has, for ten days' location work in the Yosemite National Park.

Mission Film has completed the "Tomboy," which David Kirkland directed, Dorothy Devore and Herbert Rawlinson head the cast.

Eleanor Boardman has been assigned an important role in "The Simmons," Robert G. Vignola's new picture.

Fred Thomson has completely recovered from his recent accident in which he sustained a fractured thigh.

Bill Curran will direct "Episode No. 9" of F. B. O's "Go-Getters" series, alternating with Del Andrews.

Ruth Stonehouse has finished her second part opposite Ben Wilson in "The Fighting Ranger."

Hal Roach is at present directing one of the new Art Stone pictures, a two-reeler.

Glenn Tyron has completed his latest Hal Roach two-reeler. Roy Clements directed.

Josephine Crowell and Tullly Marshall have been added to "The Merry Widow" cast.

George Fitzmaurice and "A Thief in Paradise" company are up in San Francisco shooting exteriors.

Maud Hill has been added to the cast of "The Adventurous Sex."

"Wife No. 2." McDonald's Latest
J. K. McDonald has selected "Wife No. 2" as the new title for "Frivolous Sally." Victor Schertzinger is directing the cast, which includes Mae Busch, Eugene O'Brien, Ben Alexander, Mitchell Lewis, Mildred Harris and Tom Santschi.

"Tainted Money" Near Ready
C. B. C. has completed production on "Tainted Money," one of the perfection series. Eva Novak and William Fairbanks are featured, supported by Bruce Gordon, Edward Davis and Carl Stockdale.

Bernheim Visiting Denny Unit
Julius Bernheim, general manager of Universal City, is on a visit to the Regional Denny unit, which is on location at Victorville, making "California Straight Ahead."

Metro Signs Browning
Tod Browning has signed with Metro-Goldwyn-Mayer, beginning Nov. 15. He is now finishing a picture starring Evelyn Brent at F. B. O.

Hawks Handling Three Units
Frank Lloyd, M. C. Levee and Sam E. Rork have appointed J. G. Hawks as editor for their units. Hawks will make the United Studios his permanent literary workshop.

"36" Near Finished
Paramount's "North of 36" is in the last stages of production. Irvin Willat and the unit have returned from location to shoot final interiors.

Roach Plans New Horse Picture
Hal Roach contemplates featuring Rex, the wild horse, in another picture similar to "The King of Wild Horses."

Tellegen Starts in Blackton Film
Lou Tellegen, recently signed by Metro, has started work in J. Stuart Blackton's "The Pearls of the Madonna."

Edmund Lowe Opposite Pola
Pola Negri, whose next picture is "East of Suez," will be supported by Edmund Lowe. Work has been started.

Beery in "On the Shelf"
Wallace Beery has been engaged by Peninsula Studios, at San Mateo, for a comedy role in "On the Shelf," which Paul Powell is directing. J. Farrell McDonald, Pat O'Malley, Wanda Hawley, Ethel Wales, Harris Gordon and Betty Snowden are in the cast.

Paramount Finishes "Lord Chumley"
"Lord Chumley" has been completed by Paramount. Paul Tribe and Frank Urson directed the cast, including Viola Dana, Raymond Grif
th, Theodore Roberts, Cyril Chadwick and Anna May Wong, are featured. Adaptation by Bertram Milbom.

Women Writers Form Club
The Women's Ass'n of Screen Publicists, similar to the Western Men's Ass'n, has been launched by several writers. Headquarters will be at the Writers' Club. Meetings will be held twice a month. The following temporary officers have been chosen: Carolyn Wagner, president; Mabel Lunde, vice-president; Agnes O'Malley, of the Sennett forces, secretary; Len Hall, treasurer; Grace Adair, chairman of the membership committee, and Edith Ryan, press representative.
"In Every Woman's Life"

Producer: M. C. Levee
Distributor: Goldwyn

As a Whole...SPLENDIDLY MOUNTED AND NO DOUBT WILL FETCH THEM FROM A Gallery, YANKEE WOMAN'S WEAK—A RATHER CONVENTIONAL YARN WITH CONSIDERABLE PLEASURE.

Cast...Virginia Valli an attraction. Wears some pretty clothes and is good to look at. Stuart Holmes repeats his characterization of Spade. Usually repulsive but he can be granted some fairly comic touches that somewhat relieve his presence. Lloyd Hughes, the good looking lover and Marc McDermott convincing as the he-man who sacrifices his own love for that of his devotion may find happiness.

Type of Story...Romantic drama, from "Belonging" by Oliva Wandles. It's a long way round to the happy ending but it is inevitable. Pretty Virginia Valli just couldn't be sacrificed on the altar of pity even though the hero has tried to save her reputation was really far more worthy of her love than the one who fell out of a port-hole window and nearly lost his life. There are a lot of changes that the spectator could see for himself connected to the development of "In Every Woman's Life," but then it had to wind around sufficiently to bring in the various elements of supposed audience appeal. And at that it probably does contain the sort of thing that the public wants. Certainly, it has been given a lavish mounting. Such gorgeous liner suites, bedroom outfits and other settings. They're all very good looking. And then besides Virginia Valli makes a nice decoration. The theme includes a very obvious romantic comedy but an appeal brought out through that old time he-wamp, Stuart Holmes. He does a bit of a dumping rascal but there are two very chaste males in the story to his one unchaste and so comes the reunion in the love story.

Box Office Angle...A likely enough bet. Not a whole of a story, but it has certain elements that you can probably figure out as advantageous. It depends largely on those you play to. Watch for Life longer advertising.

Exploitation...Virginia Valli has done some worth while things for Universal, among them "The Son of the Sheik" and "A Man of Quality." Take her name and stills also. They may remember and favor the kindly Marc McDermott. The making of the star name should give an idea of the trend of the story. He's still the blushing woman-snatcher. Use the title with the words, "but the first time in Every Woman's Life." Who are they? Answer at blank theater.

Direction...Irving Cummings, good. Sounds cheating.

Author...Oliver Wandles
Scenario...Alfred Shelby LeVine
Cameraman...Arthur L. Todd
Photography...Good
Locale...France, N. Y.
Length...6,325 feet

The Snob

Author...Jeffrey Farnol
Sheet...Paul Sloane—Frank Tuttle

Camerman...Hal Rosson
Photography...Good
Locale...New York City
Length...6,415 feet

"The Snob" Metro-Goldwyn

As a Whole...MONTA BELL AGAIN STOPS IN SPACE WITH DELIGHTFUL TOUCHES TO A SIMPLE STORY WHICH SHOULD HAVE BOX OFFICE APPEAL AND WHICH GIVES NORMA SHEARER ANOTHER FINE OPPORTUNITY.

Cast...Some good names to play with including Norma Shearer who has been coming to the front steadily of late, and who gives a fine performance; John Gilbert who is the perfect type of the aristrocatic snob, Conrad Nagel as his usual self; Phyllis Haver good. Others include Hedda Hopper.

Type of Story...The background of this includes some shots of the Macnamora who inhabit a section of Pennsylvania; who are simple farm folk, and the plot tells how the son of one of these families becomes a snob in his desire for social position and wealth. And what shall you get to despise him as it is intended you should—for he not only despoils his father's property, but also his wife finally divorces him, but to the other woman as well. It is not so much the story as the treatment which Ms. Bells has put over another fine piece of direction and the all the way through there are touches which stamp it very much as the work of the director of the features that are the work of the director. The story allows Norma Shearer a good chance to again step out. You have a lot of sympathy for her, and as for the snob method Bell uses to make you hate her husband, the scene where she tells him to become a mother is well well done.

Box Office Angle...Plain people handled in a delightful way should appeal to all the other every one. This folx. This should be the great box office appeal of "The Snob." If your crowd likes sentimental productions, be careful.

Exploitation...You have a lot of good box office names to play with and if they are known in your community, you can use them to the best advantage. Monta Bell's name should be used chiefly because you want to build him up and it is coming strong and your folks will get to know him. Catchlines can be used to advantage because the world at large hates anes, and this is such of the world's worst. Preachers and editors like to talk about a good old time snobbery. Work from this angle.

Direction...Monta Bell; very fine with some delightful sequences. Author...Harold Lloyd
Scenario by...Monta Bell
Art Director...Cedric Gibbons
Photography...Good
Locale...Eastern Pennsylvania
Length...6,513 feet

Harold Lloyd in "Hot Water"

Pathe

As a Whole...A BOY'S, IT'S A SUNDAY, FIVE REELS, FOR YOU CAN TURN THIS OFF TO A WHALE OF A PROFIT UP TO THE LLOYD STANDARDS.

Cast...Another of his usual long getting characterizations.

Type of Story...Another one of special bodies built on a Lloyd chassis. Some old eng same excellent tires, and it is sure along like any good car sho. They put a lot of doodles, fancy mirrors and candy-light in the body which means Lloyd has some new tricks some are naturally funny. No almost the opening sequence with Harold, loaded with groceries, a prance through, and takes the bird home in a street car. a sequence is a riot especially with the trick for getting over so too long to get started. It's riff than any of the Lloyd features you can turn this over and most suitably with the skirts and pecks at her ankles she thinks Lloyd is fussing with and care.

What happens to a new car. Harold takes wife, mother, and the rest of the whole family for a trial spin provides a universal Lloyd thrill. In the end car is crashed, but long be that the nerves of the average thought will be shaken. It's a stuff. There is a scene where Lloyd pulls a Griffith "Exciting Night," with a spook between thrills and screams it it fairly gets over again. It is too long to get started. It's them and the whole of the Lloyd features you can turn this over and most suitably with the skirts and pecks at her ankles she thinks Lloyd is fussing with.

Box Office Angle...That's it.

Exploitation...It's a Lloyd. That's enough, too. Because in due mannered, gentlemanly, decently clean boy has making the kind of pictures decent, Americans like, making offensive, nothing suggest just clean humor and other things mixed with enough thrills tops with the kind of titles that a or old child can read, enjoy and precipitate. Harold Lloyd's success due to his simplicity. A fact other stars might consider.

If you need to hold an exploit a Lloyd picture, get an exploitation.

Direction...Sam Taylor
Newman

Scenario...Sam Taylor, Tim an, John Grey and Tommy Gay
Cameraman...Walter Lass
Photography...Ex
Locale...Ex
Length...4,899
**‘Is Love Everything?’**

*Producer:* Murray W. Garson

As a Whole...ANOTHER CASE OF A PRETTY WEAK STORY

Not the best story but in it is a very good looking setting, lavish display and society atmosphere.

**Cast and Production**

Charles Hutchison in "Turned Up"

Wm. Steiner—S. R.

As a Whole...NOT A NEW IDEA IN ANY OF ITS FIVE REELS. LACKS TIMELINESS. EXCUSE ABOUT THE HERO WHO DISPLAYS A SECRET SERVICE BADGE IN THE CLIMAX. HAS LITTLE ACTION.

**Star...** Has had far better vehicles than this. Gives him hardly any chance to do the acting that he's capable of. Some stunts. And those he doesn't do all the real thing, especially the stunt where he swings from one building to another. The "buildings" are obviously scenery.

**Cast...** Otto Lederer overacts most of the time. But you haven't of the ‘master mind’ crooks. Craulurd Kent, Charles Cruz and Mary Milford make up the rest of the cast.

**Type of Story...** Domestic drama. A very good scenario. Writers have done much to prove that a bank is a very dangerous place in which to work, if it is not a good one. There is always a chance of a rival arranging a shortage in his accounts and the public money is going to run out. It happens again in ‘Turned Up’, a Charles Hutchison feature that is far behind some other releases. It hasn't the speed or the thrill of ‘Hutch of the U. S. A.’ or several other Hutchison releases. There isn't much that this film does that isn't better done elsewhere, with a lot less force. There isn't a moment of suspense because you know just what's going to happen next. Hero Hutchison is a cop at the greatest detective run half reels while the master mind and his crew prepare for a grand finish. The film is exposed. He is bound to turn over the bank to the police and display his detective badge while the mastermind and his gang registers surprise. But she is the only one who is surprised. Bruce is framed by a bank executive, having the bank send in a clear-house for stolen bonds. The bank executive is also Bruce's rival for the hand of Betty. After the regulation routine in which hero is threatened with death and all the other thrill setters, the gang is exposed. Follows the clinch.

**Box Office Angle...** Stands a fair chance of satisfying, especially where they favor those fancy dressed up society dramas where the poor girl marries for money.

**Exploitation...** If you want to start a controversy over the question of marriage for love or marriage for money, the title gives you a good lead and should work in nicely with card and teaser. Distribute throwaways reading: "Ladies, Attention! Are you contemplating marriage? If so see ‘Is Love Enough?’—the entertainment of the year and possibly save yourself from the same mistake as Virginia Carter." Play up the names of Alma Rubens, Thomas Armat, and possibly of H. B. Warner and Frank Mayo.

**Direction...**—W. Christy Cabanne; quite interesting.

**Author...**—W. Christy Cabanne

**Scenario...** Raymond S. Harris

**Cameraman...** Walter Anthony and Milford McDermott

**Photography...** Good

**Local...** Good

**Country Estate Length...** About 6,000 feet

**Writers...** Very good

**Length...** 6,000 feet

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**Irene Rich in "This Woman"**

*Warner Bros.*

As a Whole...RATHER DRAGGY AND NOT A STORY WITH CINDERELLA THEME. GOOD DIRECTION AND FINE WORK TO REPAIR LIFT IT CONSIDERABLY.

**Star...** Irene Rich gives a thoroughly good performance in her first starring vehicle, which however is not her best. Her emotional work is splendid.

**Cast...** Marc McDermott by far the best of a cast that includes such names as Miss Rich, Irene Rich, Charles Croll, Madge Greer, Louise Fazenda and Frank Elliott. McDermott’s characterization of a gangster who breaks his way towards making the picture enjoyable.

**Type of Story...** One of those Cinderella themes which are perennial but "straight" heroine goes through many difficulties but when she is on the point of collapse is saved and succeeds. An impressively low budget impresario who declares her voice that of an artist. "This Woman" has been adapted for the screen from the novel of the same name by Howard Rockey, which was published last year. It runs rather long, drags somewhat and concerns itself only with the heroine’s fear that her benefactors will discover that she has served a jail sentence—innocently, it is true—gaining the charge of vagrancy. Of course, it all comes right in the end and is a fine permanent piece in the annals of Stratfin, the operatic mentor. However the work of both Miss Rich and Marc McDermott is too good to make the unfolding of the picture enjoyable. And this is saying a good deal. The balance of the cast is also well selected with Louise Fazenda and Creighton Hale doing some excellent comic bits.

**Box Office Angle...** Good direction on the work at this stage of the rather flat story. Should be speeded up, however.

**Exploitation...** Feature the fact that this is Irene Rich's first starring vehicle. Play up the good names in the cast. You might also mention Phil Rosen, the director, as having made “Abraham Lincoln”. Along with book stores for window-displays of the novel should be easy.

**Direction...**—Frederick Chapin; no originality.

**Author...**—James Chapin

**Scenario...**—Frederick Chapin

**Cameraman...**—Ernest Miller

**Photography...** Fair

**Local...** City

**Length...** About 5,400 feet
Short Subjects


Interesting Outdoor Novelty

Type of production......1 reel novelty

Mighty interesting is this one reeler which graphically shows the Nell Shipman camp in the Priest Lake country, Idaho, thirty miles from the nearest "city" which consists of a general store and two or three small stores and a broad highway leading into "God's Country." The various animals used in the Nell Shipman productions are important characters in this reel and the star herself is shown playing with the big bear and otherwise enjoying herself with the rest of the animals. There are many excellent shots of the company at work and play. This could prove very interesting entertainment especially pleasing to the kiddies because of the animal stuff. It is the first of a series.

"Whirligigs"—Lyman H. Howe—Educational Entertainment

Type of production......1 reel magazine

Interesting, but brief glimpses of peculiar and difficult occupations of people in various countries and climes presented in pleasing manner with good effects in titling comprise this Lyman H. Howe magazine reel which is entitled "Whirligigs." The title comes from different "whirligigs" caught by the camera, such as a revolving wheel in a steel mill, a revolving table at an amusement park, and some whirling, white Chinese mice. Often, in close-up shots showing how hand-worked lace is made in France, diving beneath the ice in Siberia, fly fishing in Mexico, and piloting logs through the rapids in the Italian Alps.

"Polly Voo"—Standard Cinema Corp.
Some Funny Stuff

Type of production......2 reel comedy

Jimmy Aubrey does some very funny stuff in this two-reeler, or perhaps it's the gags that are so laughable. At any rate, "Polly Voo" will undoubtedly find favor with those in your audience. One gag used is particularly laughable and new. Aubrey has filled his pockets with unpeeled corn stolen in haste from a popcorn vendor. Later, when being vamped by a beautiful woman, the corn in Aubrey's pockets begins to pop and at the end of the sequence a huge mound of popped corn is on the floor. A bit broad, but funny.

"All Night Long"—Sennett—Pathé Langdon Splendid

Type of production......2 reel comedy

This boy, Harry Langdon, is fast becoming one of the funniest comedians, if not the funniest, in short length comedies. His work in this is fine. As the hungry dough boy in Flanders, which is taken by his superior officer to dinner at the latter's sweethearts' home, he is a riot. The whole business is based on much laughter to Harry's surprise and the officer's anger. To get even he assigns Harry to a post that is in the midst of the night. But Harry helps him and gets a promotion for his bravery. Don't miss this. The humor is intense.

"A Peep into Puzzeland"—Cranfield & Clark—Red Seal Pleasing Short

Type of production......1 reel novelty

"A Peep into Puzzeland," a particular appropriate number for your program if you cater to family trade. It appeals most strictly to juvenile audiences but at the same time should hold the interest of the grown up from a novelty viewpoint. The reel deals with those cut-up puzzles popular with youngsters. A little girl is shown playing with them while unwillingly confined to her bed. When she has a puzzle completed, the trick comes to the screen. There's a puzzle, then a rabbit, a monkey, a lion, and so on, appearing first in one puzzle and then in life. It's a first rate novelty, especially suitable for youngsters.

"What A Night"—Mermaid—Educational

Good Entertainment

Type of production......2 reel comedy

Lige Conley is the featured player in this Mermaid Comedy, in which the action concerns itself with his efforts to get into his own room in his father's house without disturbing the family, after staying out until better than the nearest. Needless to say, he wakens everybody in the house time and again and scares himself to death besides. There is good deal of rough and tumble stuff but it's well done and for a reason. The sequence showing the boys putting the horse in the cab and pulling him around because he is tired will undoubtedly be good for a laugh, although it is rather obvious that the horse has been faked.

Anthony and Cleopatra—Universal

Fair Burlesque

Type of production......1 reel comedy

This one of the "Hysterical Comedy" series is a burlesque, as the title indicates, on the troubles of Anthony, Cleopatra and Caesar. There are one or two good laughs in the reel and those who enjoy burlesque farce will probably find this entertaining. It is better than any of the preceding numbers in the series. There is a rather funny bit that shows Cleopatra submitting to "plastic surgery" on her nose as a result of a bee sting.

"Sweet Dreams"—Century—Universal

 Plenty of Action

Type of production......2 reel comedy

Wanda Wiley, Century's new star, does quite a lot of hard work in "Sweet Dreams." She's on the go all the time, and as a result, those who like a lot of action in their comic entertainment will be well pleased with this. The result is more hectic than funny, but there are several good chases, and a laugh or two. Miss Wiley looks very well but her actions are rather jerky at times. Cutting would help this considerably.

Davis To Make Sales Tour

J. Charles Davis, 2nd, general manager of J. J. Fleming Prod., will leave on an extended sales trip shortly. He will visit key cities.

Indiana, Illinois Involved In Deal

Fleming Prod. has closed with Si Greiner Prod., of Chicago, to distribute a series of six in Indiana and Illinois.

Exploitation Staff Completed

Under the general supervision of Mark Kellogg, director of publicity and advertising for First National, the special staff of exploitation men to handle the five specials, has been rounded out. Each member of the staff will devote his entire time to the specials only. No one member will be assigned to any given city or branch.

Victoria Corp. in Difficulties

Altoona, Pa.—In a bill of complaint filed by Athens George in the Blair County court, a receiver is asked for the $1,000,000 Victoria Theater Corp. and also that the recent purchase of two-thirds of the corporation stock, by Walter Lee and George Karides, of Altoona, be annulled. George built the Victoria and founded the corporation, the papers claim. A temporary injunction restraining Lee and Karides from acquiring stock or disposing of any stock or transferring any of the corporation's property has been granted by Judge Baldridge.

The Weeks' Headline

Monday

Hays representatives back from nation-wide tour investigating shipping found production unions working in harmony. Paramount shows how theaters can cash on holiday tie-ups.

Charlie Rethke back in French company, a lowering request of directors who ran a trouble.

Tuesday

Joseph Schenck announces on Coast that Norma, Doug and Mary will remain with one organization. There will be no companies negotiating for their picture rights. William, Mary, and Norma seems reconciled.

Famous Players launches its defense on Government monopoly charges.

Fires in warehouse of Ideal Films, in London, burns many negatives.

Famous profits for the third quarter jackpot. Vitascope $12,000.

J. Joseph von Sternburg, an unknown, will direct Mary Pickford's next, here in Coast.

Wednesday

T. O. C. C. plans New York comic union with small contract by adding clash. Theater owners vote strict rejection on "Famous Forty."


Thursday

Tolhie-Durand United Organization in New York according to Joseph Schenck.


Universal names 21 pictures in "White F. first to be ready by Jan. 18. Eleven pleated.

Metro-Goldwyn acquires "Chu-Chir-Cak." America.

T. O. C. C. plans another session next to discuss question of rebuff from forms. Wants company to determine arbitration in Greater New York.

The third dogs of Government hearing Famous features "Danny" as the only new. Submits testimony on stars as recipients.

Friday

Reported Joseph Schenck has signed and Douglas for new combination. Ex distributing company may take over President announces "Second Famous Ty." To be sold in a block.

Du Pont, Pathé Exchange and Pathé C. A. G. to sub on raw stock combination. I. E. Chadwick urges independents to get as much of their future potential out of Emilie Mander in Cleveland before Federal Trade Commission.

Saturday

Joseph M. Schenck and United Artists with United name to be retained.

Interstate Tour of Stars formed by Lubliner and Trubin to fight ban & Katz.

...
The film that carries quality from studio to screen—

EASTMAN
POSITIVE FILM

—has the identification “Eastman” “Kodak” in black letters in the transparent margin. Look for it.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
"Excellent!" says Baltimore

Baltimore Evening Sun

This entire picture at the Rivoli is really most enjoyable. Based on W.B. Maxwell's 'The Ragged Messenger' it boasts a story by no means hackneyed. It kept us interested from opening to close. Edwin Carewe has done a fine piece of work. One is getting to expect fine things of Carewe. He will rank among the great ones some day, if he doesn't already. He has managed to get the atmosphere of London into this picture. You seem to feel the city. The photoplay is excellent and the grouping of the scenes shows skill and a nice eye for composition.

Nazimova gives a compelling performance as Mary Carlson. And we have never liked Milton Sills better. He gives an excellent performance.

Edwin Carewe presents

"MADONNA of the STREETS"

with Nazimova and Milton Sills

Adapted from W.B. MAXWELL'S 'THE RAGGED MESSENGER'

Directed by EDWIN CAREWE

Every day in every way your business gets better and better when you have a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
EYES
By DANNY

To see which. Especially those producers who find in certain materials. That which no one ever hears can see. Which makes for the problem. Of picture making. And after all that is the most important problem of all these problems: business.

That one producer thinks will make a good picture. Is so much "idea" to others. There are countless. In proof of this. Had a story. Several years ago. Of seeing "The Hunchback" made into a picture. How many concerned passed it. It was history. Laemmle made it. It was a wonderful picture.

When "Main Street" achieved nationwide prominence. As a book, many producers figured on getting it. But of them were "afraid of it." They could not see picture material. Warners gobbled it. Twisted history. And you know the result.

But recently a play "The Far Country" was produced. It did not last long. Some showed picture material. But it passed it by. Afraid of the theme. That National bought it. No one knew what it will do with it. It. Because any concern which make "Lillies of the Field" in any three screen material. Can do it.

It is not altogether the material. It is the treatment which counts. The day has long since passed when a producer felt compelled to make a picture just as a book was written. Or a play presented.

Is where expert scenarioists go in. That is where their chief appeal lies. It is their imagination; the power to write in that which makes a fine piece of property. That makes them invaluable.

Olcott's Note

Olcott is making "Salome of Tenement." An East Side story, dealing with East Side folk. In an old tenement house. Just to get into the atmosphere Sid sent us a letter. It was Yiddish. What it was all about. We didn't know. But not one else. Various experts figured it meant anything. From an invitation to lunch can excuse for something. But at events it created a lot of interest.

Molley Flint Here

Molley H. Flint arrives in town today from Los Angeles, relative to Selznick bankruptcy.

East Side Rumblings

Again come reports of Steiner Sale to M. and S. Circle—Dissension Reported.

Renewed reports were afoot Saturday concerning the theater situation on the East Side. It was said that the Steiner circuit, as well as the holdings of Katz and S. Circle (New York) and Harry Blinderman would pass into the hands of Mayer and Schneider, who recently sold their Brooklyn theaters to Strasberg-Small.

It is reported that the theaters involved are the Sunset, New 14th Street, New Delancey and Florence, and that, if the deal should go through, M. and S. will have 15 houses in the lower part of Manhattan. Steiner, Katz and Ganz and Blinderman are said to be bound for two years and a half longer in a buying agreement with M. and S. Interdissension is still reported to be considerable.

Spel' Run for "Lost World"

First National will give "The Lost World," a special run on Broadway at advanced prices. No theater has been selected as yet.

MacLean Going Abroad

(Special to THE FILM DAILY)

Los Angeles—Douglas MacLean leaves for Switzerland shortly to shoot scenes for "Sky High."

The Coast Sunday

Abe Warner returns today from a short trip to Cleveland. He, his brother Sam and Motley H. Flint leave for Hollywood on Sunday.

Seena Owen with Fox

Seena Owen—Fox has engaged Seena Owen to play the lead in "The Minister's Woman," a Curwood story to be directed by Jack Conway.

Brown to Star Howes

Los Angeles—Harry J. Brown Prod. will star Reed Howes in a series of six westerns, the first to be "The Beloved Pawn." Release through Rayart.

Murfin Buys Out Trumble

Special to THE FILM DAILY

Los Angeles—Jane Murfin, owner of Strongheart has purchased Larry Trumble's interests in Trumble-Murfin Prod. Strongheart will now make pictures to be sold by Miss Murfin. A new one, "White Fang," is now being cut.

Exchanges Carry On

Tentative Plan Set for Selznick Distributing to Keep Functioning—Meet Wednesday

A tentative plan has been decided on whereby the Selznick Dist. Corp. will continue to function as a releasing unit.

Mark Hyman, a member of the general reorganization committee and Edward M. Brown of the Utica Investment Co. whose representative was C. J. Doolittle are the sponsors of the plan. They are now upstate but will return on Wednesday at which time acceptance or rejection (Continued on Page 5)

May Film "Friendly Enemies"

It is reported that Belasco Prod. has purchased "Friendly Enemies" and that Lew Fields and Joe Weber will appear in it. The picture will be made on the Coast for release through the Prod. Dist. Corp.

Dowler Succeeds Anderson

Atlanta—Frank Dowler, Jr., formerly theater district manager for Famous in Chattanooga has been assigned to take over duties of Ford Anderson who resigned as Atlanta district supervisor, effective last Saturday.

An Idea Exchange

Important Mid-West Managers "Swapping" Thoughts on Prologues, Music, Presentations

An important group of Mid-Western theater managers has banded together in an organization expressed required for the purpose of exchanging ideas and hunches on general showmanship problems.

The credit for the idea goes to Ace Berry, managing director of the Circle, Indianapolis, who left for home yesterday following a short vacation in town. Berry declared the roundtable discussions held every four or five weeks in Chicago as a rule are proving of real benefit to all of the members. A bulletin system has been adopted, so that each member can find what his associate member in a neighboring town is doing with presentations; how the stage is arranged, the distribution of lights, the length of the musical numbers, of the cost of such a project.

Flaherty's Picture, "Maori"

"Maori of the South Seas" is the title of the picture that Robert Flaherty, producer of "Nanook of the North" has been making in the South Seas for Famous. It is understood much of the material is in New York.
Kiddie Programs

A Hays Development—Admissions Limited to 10 Cents—100 Shows Mapped Out

One hundred complete programs suitable for children have been prepared by the Committee on Public Relations of the Hays organization. A demand for programs of this type has developed in various parts of the country and necessary steps to fill the need are being taken.

The preparation entailed in selecting the 100 shows was arduous. Thousands of subjects, belonging to members of the Hays group who are in accord on the plan, were examined. The average program comprises eight reels, a feature, a two-reel comedy and a one-reeler, usually an educational. The features are mainly those that no longer have any commercial value as theatrical properties.

Special containers have been prepared which will hold a complete program and will be shipped from one exchange to each city. Admission prices are limited to a maximum of 10 cents. The rentals are arranged on an attractive basis, so that the exhibitor can afford to book this sort of a show and help create good-will for his theater.

Miami House Opens in Feb. (Special to THE FILM DAILY)

Miami—Harry Leach, Jr., is here from Miami, purchasing fixtures for his new $1,000,000 theater which will open in February.

Gainesville House Ready (Special to THE FILM DAILY)

Gainesville, Ga.—The State opens today. It cost $15,000 to build.

Hearing Adjourned

McDonald of Moss' Broadway Gives Opinions as to Exploitation and First-Runs

Charles McDonald, house manager of B. S. Moss' Broadway took the stand in Saturday's proceedings of the Federal Trade Commission against Famous. Respondent's counsel had the witness point out that the amount of good first-runs is so scarce that he prefers to use good second-runs in preference to the first-run pictures of lesser merit—a fact, which he declared, is often the case. There was a prologue to the feature, of the dance numbers and the like.

There is a possibility that, later on in the week, the federal government will acquire the films of the two companies for exhibition by the government.
Opens Sunday
at the New York
CAPITOL
A Big Event!
WAIT—that's all
It's from the great
Broadway success—
by Leonid Andreyev
Adapted by Carey Wilson
produced by
LOUIS B. MAYER

Victor Seastrom's
production with
LON CHANEY
NORMA SHEARER
JOHN GILBERT
TULLY MARSHALL

Another Proof That
THE PICK OF ALL PICTURES IS
Metro Goldwyn
**Newspaper Opinions**

"The Alaskan"—F. P. L.

**JOURNAL**—* * * Meighan plays as well as possible. It is remarkable only for the beauty of the exterior scenes, the glimpses of mountain streams, and of deep gorges being unusually good.

"Circe, the Enchantress"—Metropolitan.

State, Cleveland.

PLAIN-DEALER—They have fashioned it into the customary bizarre-set affair, introduced the necessary little scenes of love and left it to Miss Murray to strut her stuff which is a little better than usual but not always in her best work.

PRESS—There is one fine thing in "Circe, the Enchantress." That is the scene in the prologue where the mythical siren turns her gentlemen friends into pigs. The moment in which this magic transformation is visualized is highly effective.

Times—The story is taken from a tale by W. Blasco. It is a tale of bolshevism and holds the interest.

**The Philadelphia Public Ledger**—* * * a typical Mae Murray production. It is a lavish production with scenes of unusual luxury, with gay dances in which scores of dashing dressed women partake and with a cleverer wardrobe before the camera with all the dash and gayety that was displayed on the stage as a Ziegfeld show girl.

"The City That Never Sleeps"—F. P. L.

**Missouri, St. Louis**

GLOBE—This is a jazz theme treated different is "The City That Never Sleeps." James Cruze’s direction makes the picture an entertainment one.

POST-DISPATCH—This is an artificial and confusedly constructed story, with a lot of production and some big scenes and fine photography.

**The Film Daily**—This is a jazz theme loaded with those sure-fire elements that delight the hearts of its fans, comedy, lavery setting and gorgeous clothes.

"Dante’s Inferno"—Fox

**Monroe, Chicago**

NEWS—It is evident that the producers realized they were aiming at entertainment for the American public.

The picture is likely to send some of those who set to the books of Dante, and that, we might say, is a merit.

"Daughters of Pleasure"—Principal Capitol, St. Louis

GLOBE—Distributors of Blue promises to be a real villain for a time, Marie Prevost is that girl who gives her "mother’s daughter," Clara Bow is better in her role of the convent chum than we have ever seen her.

**POST-DISPATCH**—* * * A jazzy melodrama.

"Feet of Clay"—F. P. L.

**Regent, Rochester**

DEMOCRAT AND CHRONICLE—* * * the effort to tell Margaretta Tuttie’s original tale in terms of motion pictures the director is his own idea and undertaking. That it has succeeded in accomplishing his purpose with some measure of distinction is evident; but that he has made the multiplicity of interesting incidents, which compose the almost unending series of climaxes and anti-climaxes, believable is questionable.

**Daily News**—La Rue-sis does some good work. Robert Edison, in part it fine, Ricardo Cortez suffers, Vera Reynolds and Julius Fare, well let us be kind, for in what could even outstanding actors and actresses with, and which include a gentleman’s foot bitten by a shark; a young society matron driven to her death from a high window and the attempted taking of the gas route by a madman brought by the above-mentioned young gentleman.

**TIMES-UP**—It is merely a curious spectacle which constantly shifts so that there is continually new interest.

"The Fighting Sapl"—F. B. O.

**Moon, Omaha**

**REF**—We will say that it is a speedy and packed with melodramatic punches, and there isn’t a dull moment.

WORLD-HERALD—The picture carries high speed action and suspenses with several good fights and some thrilling rescues.

"Find Your Man"—Warners

**Albany, Milwaukee**

SENTINEL—It is a good actor and with the possible exception of Stronghart, has no rival among the canines on the screen.

**Wisconsin News**—Through the plot * * * is cut from the same piece as so many melodramas * * * Kin-Tin-Tin, the dog marvels, saves the procedure from becoming commonplace with a remarkable piece of acting, nothing short of uncanny.

"The Fire Patrol"—Chadwick

**Cleves, Cincinnati**

POST—* * * blood and thunder is sweetened by a corner dog plot. The picture shows care in production and is interesting enough for its type.

**Times-Star**—* * * genuine melodrama, but it has considerable human interest appeal.

"The Gaily Girl"—Universal

**Merrill, Milwaukee**

**Sentinel**—There have been two Mary Philbin ideally * * *

King Biggott has given the production a picturesque mounting and the acting is almost flawless.

**Wisconsin News**—* * * Mary Philbin finds plenty of chances to act and makes the most of them * * *

In addition to the artistic sets, the dramatic action, its plot, its plot, its story, there is an unusual climax, * * *

**Fox, Philadelphia**

**Bulletin**—Alaska, with Alma Rubens lead the hardwooding cast that makes the photoplay a success. Its plot, its plot, its story, there is an unusual good and well acted motion picture.

**Inquirer**—In spite of the limitations of a plot that at times becomes decidedly thin, an excellent cast saves * * * "Gerald Cranton’s Lady," from, from, another one of those picture problems.

James Kirkwood and Alma Rubens labor mightily to make the picture real, and they are not exactly successful, notwithstanding the autocratic censor board.

"Her Love Story"—F. P. L.

**State, Boston**

TRAVELER—* * * it is for those who like to see sexy, sordid and sentimental. The glittering Gloria * * * now strikes on a new tack and essays an ingenuen... * * *

Never has she looked lovelier than in some of her close-ups * * * she draws carefully the difference in facial expression between the young girl and the mature woman.

**Ohio, Indianapolis**

**Star**—It must be admitted that the plot of "Her Love Story," is notably lacking in novelty and punch, but nevertheless the film holds the interest of the audience throughout.

* * * The picture is saved from absolute mediocrity by the work of Miss Swanson as the queen, although as the princess she fails to live up to the amount of beauty expected for the part.

"Hot Water"—Pathe

**Orpheum, Chicago**

**Herald and Examiner**—Harold Lloyd is one of the two greatest comedians before the camera, but he is not funny enough to retain the coddie trimmings from the mother-in-law joke.

**Journal**—Remembering "Grandma’s Boy" and "Safety Last," one figures Lloyd has not bettered his story this time, even if he has improved his antics.

**News**—The laughs of the audience come from the plane, which is well photographed and the piece is popular and will hold the adherents of Harold to his place among them.

"In Every Woman’s Life"—1st Nat’l

**Strand, Milwaukee**

**Wisconsin News**—* * * delightfully different picture.

"Madonna of the Streets"—1st Nat’l

The Chicago, Chicago

**American**—* * * the picture seems better as real as it is, for in its elements as powerful as you might wish, it is a curiously elaborate production.

**Herald and Examiner**—On the whole, "Madonna of the Streets" is splendidly done. It has the mood and its drama carries you along from one scene to another. Milton Silos gives another of his convincing performances in the mixture. In fact, I thought he was slightly better than Nazimova and that’s a good deal.

**Trifinium**—The popular Milton Silos and the capricious Nazimova make a stirring team which will probably gain the respect of the box-office men and the approval of a great number of movie fans.

**Capitol, Detroit**

FREE PRESS—This actress (Nazimova) is much given to exaggeration * * * at times she overlays to such an extent the effect she is striving for it is totally lost * * * But for the most part Nazimova makes an ideal combination, * * *

**Times—Million Silos and Alla Nazimova make an ideal combination, * * *

**The forced happy ending mars an otherwise highly interesting story. However, it’s the public that controls the box office.

**Wisconsin, Milwaukee**

**Sentinel**—Once again Alla Nazimova tears across the screen, this time literally. "Thrilling clouds of glory" for outside "Revelations" she has done nothing better for the screen.

**Express**—New directed the picture, and has given it a real London atmosphere and a filmic sentiment.

**Wisconsin News**—Unusual in its theme, and it is only fitting that the cartoonist in the audience will watch this screen in such a part * * * Nazimova always was a bit unusual.

"Manhattan"—F. P. L.

**McVickers, Chicago**

**American**—Ernst Novak’s "Manhattan" has to the light yarn very well.

**Barbara Frietchie** (1924-1925)

**BEACON THEATRE, BOSTON**

**Paul C. Mooney, Vice President, Producers Distributing Corporation, New York**

Oct. 30, 1924

"Congratulations on ‘Barbara Frietchie’ which opened to the biggest day’s business in the history of the theatre. The gross for the week’s business was most gratifying and our patrons went out one hundred per cent pleased. Newspapers praised ‘Barbara’ very highly. Your pictures are not only good, but are registering at the box-office.

**Jake Lourie**

**BEACON THEATRE, Boston**

**Produced by PRODUCERS DISTRIBUTING CORPORATION**

Foreign Distributor: Wm. Vogel Distributing Corp.

**Season 1924-1925—Thirty First-Run Pictures**
Quality Counts

Hal E. Roach offers an interesting note on the product and promotions of the independently-made picture. Apparently, he is not concerned "with the product" but the problem of growth of the chain theater. A telegram to THE FILM DAILY Roach says:

"There has been some discussion in your paper about independent producers and distributors. I thought I might be interested to know I produced two features entitled "The Call of the Wild" and "King of Wild Horses" both made by an independent producer and released by an independent distributor.

Both have had representative first week and both made money for Pathé all by myself. Every one in a while the right idea presents itself. I think we could make a feature knowing that it has quality in the picture and it will be worth money on exhibition. It will make both distributor and self a profit and First National, Famous Players or any of the chain owners will be glad to run in it a fair rental."

Missouri Adopts Financing Plan

Kansas City—The M. P. T. O. of Kansas and Missouri has adopted a new financing plan, whereby the cost of a feature film will be one and one-half cents per capita. A contract with the Theater Owners Service Bureau has been approved, allowing for lower insurance rates for exhibitors.

Brandt in Atlanta

(Special to THE FILM DAILY)

Atlanta—Joe Brandt of C. B. C. is here confering with Oscar Olden.

Cummings Leaves Wednesday

Riving Cummings leaves for the East Wednesday to start work on a new picture, probably for M. G. M.

Exchanges Carry On

(Continued from Page 1)

Al Carpe's Merrill Down to 25 Cents Milwaukee—Carpe's Merrill has lowered its admission price to 25 cents, on the same level as the Butterfly. This is the third cut in recent months. The old price was 55 cents, which was cut to 35, and then 25.

Lanning Joins Loew's

St. Louis—Livingston Lanning has been appointed manager of Loew's State. He formerly was assistant manager to William Goldman at the Missouri and later at the Kings.

A. W. Carrick Promoted

Philadelphia—A. W. Carrick has been appointed president of the Associated Exhibitors exchange, succeeding C. G. Powell, who has been made a special representative.

Rosen Now F. B. O. Manager

Minneapolis—Eph Rosen, veteran exchange manager, has been named manager of the F. B. O. office, succeeding R. D. Stewart, resigned.

Fire Marshal Cautions Shippers

Philadelphia—At a recent meeting in the offices of the Fire Marshal, attended by shippers of all local exchanges, Deputy Marshal McLaughlin urged shippers to be careful of how they send out prints. Several complaints have been received by the authorities during the past few weeks relative to the printing. It is said, are being transported in paper packages and other receptacles not prescribed by regulations.

On Broadway

Broadway—"The Border Legion"
Carnival—"The Battling Orlores"
Capitol—"The Only Woman"
Central—"Dante's Inferno"
Cosmopolitan—"Janice Meredith"
Criterian—"The Ten Commandments"
Loew's New York—Today—"The Alaskan"
Tuesday—"Tarnish"
Wednesday—"Her Love Story"
Thursday—"Poisoned Paradise"
Friday—"Roaring Rails"
Saturday—"Captain Blood"
Sunday—"The Iron Horse"
Mark Strand—"Hot Water"
Piccadilly—"Madonna of the Streets"
Rialto—"Worldly Goods"
Rivoli—"Garden of Weeds"
Brooklyn Mark Strand—"Captain Blood"

Next Week

Broadway—Not yet determined
Carnival—Not yet determined
Capitol—Not yet determined
Central—"Dante's Inferno"
Cosmopolitan—"Janice Meredith"
Criterian—"The Ten Commandments"
Lyric—"The Iron Horse"
Mark Strand—"Hot Water"
Piccadilly—"Deburau"
Rialto—Not yet determined
Rivoli—"The Greatest Love Of All"
Brooklyn Mark Strand—"The Silent Watcher"

Voters Not to Decide
Corbydon, Ia.—At the last meeting of the City Council it was decided not to let the town vote on the Sunday theater measure, but continue running the town along "blue" lines. G. Stearns, who operates the Auditorium offered to finance the meeting if the Council would allow the citizens to vote on the matter.

MODERN & BEACON
Boston

Playing this week day and date

HAROLD BELL WRIGHT'S
"THE MINE WITH THE IRON DOOR"

Everybody is booking this marvelous Sam Wood Production which has a superb cast and tremendous ready-made audiences, because of the name of Wright, who has 50,000,000 readers.

It's a Soi Lesser Presentation
A Principal Pictures Master Production
“A Real Epic!”
— says Philadelphia Inquirer

"SUNDOWN"
by E. HUDSON

Presented by FIRST NATIONAL PICTURES INC.

Philadelphia Record:
“It deserves to be preserved as a record of the country’s progress”

Phila. North American:
“A picture with much pathos and human appeal, full of anxious moments, breath-taking episodes and thrilling climaxes”

This is a picture that should find a place on the program of every exhibitor in the country!

We’ve got the money getters! You get them when you have a FIRST NATIONAL Contract

Leadership and Reason Why No. 4

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays President
After French Theaters Charles Pathé Seeking Additional Outlets to Get Negative Costs Out of France

By arrangement with

"LIT CINEMATOGRAPHIE FRANCAISE"

Paris—Charles Pathé's return to Paris, where it is definitely announced, he plans to close the company's total of theaters so that by a larger number of outlets, he can secure negative production costs out of France and without encroaching on foreign revenue.

An eager struggle is under way by several important firms here for two theaters of importance. Some money is being offered here in order to get hold of them, since their acquisition would increase the number of first-run.

The coming Boulevard shows are definitely selected, the Electric Palace will present "King of Wild Horses" for an indefinite run. "The Cheechehcos" will go into the Gaumont Palace, said to be the highest cinema theater in the world. "Safety Last" has been placed yet for a long run, although it will be trade-shown on Nov. 8.

"The Thief of Baghdad" continues its successful run at Marivaux, while "Scarabocchio" at the Madeleine is still holding up. The Aubert Palace still houses "Dorothy Vernon."

Coast Power Ban Off Jan. 1

(Limited to THE FILM DAILY)

Los Angeles—It is expected that the power restrictions, now in force here, will be entirely lifted by Jan. 1. It will be recalled that the shortage of rainfall some weeks ago affected the power supply and, as a result, stringent curtailment measures were adopted.

Pay Saving Arrears

(Limited to THE FILM DAILY)

Los Angeles—The State Department of Labor has begun to pay off arrears in salaries accrued during the running of "Her Market Value" by the M. P. Directors' Holding Corp. The back payroll totals about $30,000.

Hurst Handling Glendale Studio

William O. Hurst has signed a contract with Fred Bettel of Emancipation Film Co., to assume charge of the Glendale studio, in Queens, Hurst is dickerling with several producers to take over some of the space.

William de Mille Here

William de Mille is here from the Coast to edit and title "Locked Doors."

"Us" Southern Force Meets

New Depart, in charge of Universal sales in the South is holding a two day sales convention at the Astor. Attending are 14 managers including Dan Michaelove, his right hand man. This trend, it follows two held last week, one of the Western division in Chicago, under Ned Marin and the other of the Eastern force in New York, under Jules Levy.

Those attending the current sessions which will be terminated tonight with a dinner and a midnight show are:

William Esch, Indianapolis; R. Williams, Atlanta; Robert McElhenan, Dallas; G. L. Wood, El Paso; H. Holland, Cincinnati; J. A. Bickel, St. Louis, Oklahoma City; W. Richardson, New Orleans; W. E. Sipe, Memphis; A. R. Barton, Jacksonville; B. R. Talmadale, E. F. Bar- dine, Charlotte; E. L. Aliperson, St. Louis and J. E. Daly, Charleston, W. Va.

82 Now In Chain

Famous Players (Canadian) Adds 10 Houses In A Year—1924 Increase in Entertainment Chain

(Toronto—At the annual meeting of Famous Players Canadian Corp. Ltd., N. L. Nathanson, managing director, stated that the company added 10 theaters to its operating chain since the issuance of its annual report, bringing the total up to 82. Nine in Montreal.

Earnings for the first eight months of the year, he said, showed an approximate increase of 15% over the corresponding period of 1923. In explaining omission of Allen theater earnings from the statement, J. F. Bickell, vice president, said the reason was that such earnings were earmarked to pay off obligations then on at the time Famous Players secured control. The directors were re-elected.

Theaters to Aid Red Cross

Screen bulletin will appear before 20,000,000 people during Red Cross Roll Call, Nov. 11-27. Every theater in the country will receive a set of five bulletins prepared on radio-static giving brief facts and talks of the accomplishments and aims of the American Red Cross. These have been mailed out so that every 10,000 theaters will receive the bulletins on the same day.

In Larger L. A. Offices

Los Angeles—Metro-Gold. has moved to 1010 South Olive Street.

Switch In Policy

Important Picture Scheduled to Replace "Janice Meredith" at Cosmopolitan Shortly

"Janice Meredith" closes its run at the Cosmopolitan Saturday night, when it will have completed thirteen weeks at that theater.

Contrary to the policy pursued by the Hearst organization of keeping the theater dark until a new picture is ready, the house will be turned over to another organization. A picture, credited in advance reports as being a large and important production, will open there shortly for an indefinite period.

The Hearst organization has had a problem on its hands in keeping the Cosmopolitan on a paying basis. Reports indicate that "Janice Meredith" has been doing a satisfactory business, but the overhead has been considerable.

"The Detour" for P. D. C.

William J. Connery, of Peninsula Studios, Inc., has purchased film rights to "The Detour," which will be made under supervision of either Player Harris or Frank E. Woods, for release in the Spring through Prod. Dist. Corp.

Shirley Mason in the First

(Toronto Special to THE FILM DAILY)

Los Angeles—Shirley Mason has been given the principal role in "The Scarlet Honeymoon," the first picture of the John Golden plays to be filmed by Fox.

Woods Buys Kyne Story

Frank E. Woods has secured "Cornflower Cassie's Concert," by Peter E. Kyne for production, it will be released through Prod. Dist. Corp.

Tippett Opens Coast Office

(Toronto Special to THE FILM DAILY)

Los Angeles—John D. Tippett has opened an office at 604 Sunset Blvd., to handle the sale of Gavart stock here.

Coast Convention

(Special to THE FILM DAILY)

Seattle—The second annual Convention of the M. P. T. O. of Washington, will be held Nov. 11-12 at the Calumet Hotel.

Proposed amendments to bylaws will be acted upon, and numerous matters of importance, such as: nontheatrical institutions showing pictures in competition with theaters, music tax, block booking, present contract system, ways and means of financing, etc., will be considered.
Leonard Series Finished
Production on the last three of the "Flying Fists" series has been completed at Tec-Art. Sam Heilman is now titling the pictures. S. J. Hankin, of St. Louis, has bought the two reels from Henry Gasberg for Mis-
sorti and Eastern Illinois. The Can-
adian rights have been sold to Edu-
cational.

Cleveland Office in Second Place
(Special to THE FILM DAILY)
Cleveland—The local First National-
exchange, under management of
Norman Moray, is now in second
place in the Exchmann Sales Contest.
Portland, Ore., is first.

"Commandments" Run Extended
Cleveland—"The Ten Command-
ments," now in its sixth week at the
Ohio, will play at least two weeks
more.

A. R. Allen in Seattle
(Special to THE FILM DAILY)
Seattle—A. R. Allen, special rep-
resentative for Paramount on the
west coast here.

Herbel with "U" in Cincinnati
(Special to THE FILM DAILY)
Cincinnati, O.—H. M. Herbel has
been appointed manager of the Uni-
versal office.

Dahn and Robson Promoted
(Special to THE FILM DAILY)
Montreal, Can.—Harry Dahn, man-
ger of the Capitol, has been ap-
pointed assistant to John Arthur, of
Toronto, general director of music
and presentations for Canadian Fa-
nom Players, and has been assigned
to the Hippodrome and Regent, Tor-
onto. The two houses have been under
management of Clarence L. Robson,
general supervisor, who will devote
his activities to theaters in Eastern
Canada, with H. M. Thomas, of Win-
nipeg, looking after the Western terri-
tory as division manager.

Chemical to Stop Fires
Pittsburgh, Pa.—Cellulose acetate,
a non-inflammable chemical product
used recently in connection with the
manufacture of raw silk, has been
found a satisfactory solution for the
prevention of fires, according to R.
E. Remler, of the Institute of Indus-
trial Research, of the University of
Pittsburgh.

G. S. Jeffreys Quits Division Post
(Special to THE FILM DAILY)
Cleveland—G. S. Jeffreys, Univer-
sal division manager, with headquar-
ters in Cleveland, has resigned.

Michigan Theater Robbed
Detroit—The Regent at Ionia has
recently robbed of several hundred
dollars when burglars entered the
office.

LARRY SEMON
The Wizard of Oz

Is storm-swept with a whirlwind of laughs that makes a Kansas
cyclone pale in comparison. Never in the annals of the industry
have such original and screamingly funny characters been intro-
duced to the public. Who will ever forget the Wizard—the
scheming Wizard who usurped the throne of the Emerald City of
Oz?

CHARLIE MURRAY AS THE WIZARD

yes—the same Charlie Murray who made the world laugh
with his boisterous antics—is more brilliantly funny, more side-
splitting than ever before. Oh, how he will make them laugh!
Applications for pre-release engagements will be considered.

Communicate at once with
CHADWICK PICTURES CORPORATION
729—7th Avenue
New York City

Kaplan's Expanding: Change Policy
(Special to THE FILM DAILY)
Cleveland—The Kaplan Bros., own-
ing the Cameo, Grand Central and
Park National, and the Dix in Columbus, have taken over the
Temple in this city. They will play in colored vaudeville and colored
films in the new house. The Grand Central will play a straight picture program hereafter.

THE SPATS IN HALL ROACH'S COMEDIES
(2 reels)
WIT WITH A WALLOP

REGULARS

BRYANT 3740-3741

INSURANCE EXPERTS
TO THE THEATRICAL AND
MOTION PICTURE INDUSTRY

Art Title Service
Special Photography
Trailers—Announcements
H. E. R. STUDIOS, Inc.,
150 W. 46th St. Bryant 7272

STOCK SHOTS
SCENES OF EVERY DESCRIPTION
NEGATIVE OR POSITIVE PRINTS
STONE FILM LIBRARY
220 W 42nd St.
N. Y. C.
Phone Chic, 2110

DURATIZE
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OF NEGATIVE AND
POSITIVE PRINTS
220 West 42nd Street
New York

DURATIZE YOUR FILM
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New York

PHONE
MADISON 2937
ALLAN'S LOW PRICES

THE SPATS IN HALL ROACH'S COMEDIES
(2 reels)

WIT WITH A WALLOP

Reuben Samuels
1540 Broadway
New York

INSURANCE EXPERTS
TO THE THEATRICAL AND
MOTION PICTURE INDUSTRY

Art Title Service
Special Photography
Trailers—Announcements
H. E. R. STUDIOS, Inc.,
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New York

DURATIZE YOUR FILM
220 West 42nd St.
New York

PHONE
MADISON 2937
ALLAN'S LOW PRICES
Warfield, San Francisco

BULLETIN—Regardless of the story, of the cast, of many things that enter into the making of a good picture, * * * * it is the panoramic wonders of Arizona brought to the screen that attract and hold the attention.

CHRONICLE—* * * * found favor in the eyes of big crowds. * * * The picture is exquisite scenically. * * * Dorothy Mackaill is not very convincing as Martha either in looking or acting, and Hatton is fine, as usual, in a hilarious role. EXAMINER—Local theatergoers are giving the new film a roaring reception.

—The story was filmed in Arizona, which makes the photographic effects striking and supplies unsurpassed pictorial beauty for the telling of the romance. As in all Wright stories the holism is "put over" splendidly, and in an ideal setting.

NEWS—Warfield audiences, and others will do what has been done, and do it well, as expected. The whole picture is a masterpiece, finely acted, and excellently written.

MESSALINA—F. B. O.

Regent, Philadelphia

RECORD—* * * * * a noteworthy production that is sure to hold interest especially for the fair sex. The story is about the Romans, and shows in a big way revelleries, dancing girls and an exciting chariot race.

THE NAVIGATOR—Metro-Gold.

Family, Cincinnati

POST—Regan is a far cry from the ordinary, but that's the really attractive quality of the picture. If THE NAVIGATOR is one of his very best pictures. State, St. Louis

GLOBE-Democrat—* packs enough laughter and solid cliffhanger excitement to keep all but the most unconcerned at the edge of their seats.

POST-DISPATCH—Buster Keaton, the famous character comedian adds another line of feature length comedy triumphs by virtue of his amazing antics. * * * * STARR—The gags are all new, and Keaton makes the most of each of them.

TIMES—There is a ship load of laughs in "The Navigator," at Lane's State Theater this week. It's "Hilarious Week" there sure enough.

OPEN ALL NIGHT—F. P. L.

Dolomites, St. Louis

GLOBE-Democrat—* * * a confused plot and several comedy sequences thought she won a cameo husband. * * * * * Miss Dana plays the role superbly.

POST-Dispatch—* there were several scenes in the picture that were well handled.

However, it should be urged upon producers to take pictures of Parmelee night life to find a story.

STAR—The most unusual thing about the picture is Adolph Menjou cast as a beneficent, with a wife of wandering affection.

THE SILENT WATCHER—1st Nat'l

Rivoli, Baltimore

NEWS—It is a simple story of modern life, punctuated with impressive effect and an uncommon understanding of the human emotion.

Shorty Hamilton

Is the Chap Who Will Appear In A Series

Of Out Door Features—Every One Knows Him

A Few Territories Now Available

The Chap Who Will Appear In A Series

Of Out Door Features—Every One Knows Him

A Few Territories Now Available

Write or Wire

WARD LASCHELLE PRODUCTIONS

Beverly Hills California

PRODUCERS WHO DESIRE THE UTMOST IN Studio Efficiency And Production Facilities Will do well to investigate

THE HIRLAGRAPH STUDIO

FORT LEE, NEW JERSEY

Completely remodelled and up-to-date in every particular.

Two large stages, size (70 x 100,) height (28 ft.), (50 x 70,) (22 ft.), up-to-date carpenter shop, scene dock and the finest lighting of any studio in the east,—large comfortable dressing rooms and splendid offices.

A trip through the plant will convince you.

Telephone Bryant 5450 and our representative will be pleased to call on you.

Hirlagraph Motion Picture Corporation

723 Seventh Avenue

New York City
RESULTS

After all it's results that count—
Napoleon's great question was
"What has he done"—The Film Year
Book has long since passed the
experimental stage—It fills a
fixed, definite need in the daily
routine of every important
film and publication office
—Its compelling signifi-
cance is an established fact.
Eight years of intelligent,
exacting, compounding
of important
statistical and
informative
data is
behind
the

1925 FILM YEAR BOOK

YOU'LL FIND ONE EVERYWHERE
En Route With Sanford Prod.
(Special to THE FILM DAILY)

Levine will stop at the Bristol.

Deals on Jans Pictures
"Playthings of Desire," the first Jans picture has been sold for Eastern Pennsylvania and Southern Jersey to Masterpiece of Philadelphia and for New York, Northern Jersey and Illinois to Renown Pictures, Inc.

Karpers Sign Boy Comedian
Billy Boye, the two-and-a-half year old comedian has been signed by Karpers Prod., of 1480 Broadway, on a five year contract. Billy has appeared in several of Ricardo Film's "Joy Comedies."

Sobler With B. & K.
Chicago—Al Sobler, for some time past exploitation representative here for First National, is now with Balaban and Katz Mid-West Theaters Inc., in charge of publicity.

Nazimova in Blackston Film
Los Angeles—Vitagraph has engaged Nazimova to appear in "The Pearls of the Madonna" which J. Stuart Blackton will direct.

F. I. L. M.—Dance Nov. 22
The F. I. L. M. Club and Motion Picture Salesmen, Inc., will hold their annual dinner-dance at the Commodore Nov. 22.

Johnston McCulley in Town
Johnston McCulley, author of "The Mark of Zorro," is in New York. He will remain here all Winter.

"Beloved Brute" at Rialto
"The Beloved Brute" will be the feature at the Rialto next week.

The Standard Casting Directory of Hollywood has opened a New York office at 1650 Broadway.

Cuts And Flashes
Bradley Barker has added to the cast of "Playthings of Desire," which Burton King is directing for H. F. Jans at the Bennett studio.

Edward Paul and Charles Davis are photographing "Playthings of Desire." Ben Silvey is assisting Burton King in the direction.

The Piccadilly has booked an Animated Hair Cartoon, released by Red Seal for a two-week run to play with "Madonna of the Streets."

The Fernbrook Amusement Corp., of Yonkers, has increased its capital stock from 100 to 180 shares of common stock, no par value.

"His Woman," Whitman Bennett's newest picture, is now being cut and edited and will soon have a Broadway showing.

Jane Jennings has completed work in "A Man Must Live," being directed by Paul H. Sloane for Paramount.

Cranfield & Clarke have taken larger quarters on the sixth floor of the Godfrey Bldg., 729 7th Ave.

Edgar Adams is cutting and editing the new Richard Dix picture.

THE MADISON
Detroit
(John H. Kunsky Enterprises)
Has Booked

HAROLD BELL WRIGHT'S
"THE MINE WITH THE IRON DOOR"

Reasons: (1) The name of Wright, greatest living author, with 50,000,000 readers; (2) Superb Cast, (3) Director, Sam Wood; (4) Marvelous adventure romance of American life.

It's a Sol Lesser Presentation

IF YOU WANT
Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
Your reinvestments made
To make a trust fund now for yourself or another
Advice about your Will or
Relief from your financial cares

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(In the heart of the Times Square District)

NOW IN PRODUCTION
"CHARLEY'S AUNT"
WITH SYD CHAPLIN
AMERICAN DISTRIBUTOR TO BE ANNOUNCED
IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM
PRODUCED BY CHRISTIE FILM COMPANY, INC.
"ought to enjoy a long and prosperous season"

Service Talks on Pictures

"Sundown" A Worthwhile Production

It took a lot of time and patience to make "Sundown," but it was worth the effort. It is a sincere, honest attempt to put upon the screen a bit of present-day history, the conquering of the west by the cattlemen who are themselves driven into Mexico by the on-rushing homesteaders. There's not a villain in it; there's only one woman—Bessie Love; but there's more cows than you ever saw all at once in your life. "Sundown" ought to enjoy a long and prosperous season. The whole family can see it and enjoy every bit of it and I'll venture to say it will be talked about long, long after your local theatre has shown it. Took Mrs. Service to see it with me at a private screening and her comment was "There's a real picture."

* * *

First National Pictures Inc.

"SUNDOWN"

by E. J. Hudson

Directed by Laurence Trimble and Harry Hoyt

Leadership and Reason Why No. 4

That FIRST NATIONAL contract is a straight road to big profits

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
CHECKING

By DANNY

T. O. C. C. is considering a check-up. Of the coming Fall season, it is most interesting. But foremost question is whether a shovld be able to learn anything from the association.

The complaint against the unions is that they have—many times—been oversold. In other words, the pictures did not measure up to the expectations of the public. Indeed, this is always a possibility—indeed a probability. If pictures—or anything else—are bought at one time. The most difficult question is, whether or not the exhibition has a chance to remain in the public's favor. It seems a pity that this information will not be put to good use.

The pictures that have sold well are the ones that have been well-distributed. Of the local change, was to get exhibitors to look at the pictures. Before buying them, they are exceptions, of course. Mr. Exhibitor knows pretty well what he or she is going to buy. And so on for a host of plays and well-known production companies. Their product, in the average sense, is known. And the public can accept it or not. But how are exhibitors to go that far?

Isn't it a fact that if "Susie's Letter" or any other picture, is a good run in a first class house, downtown, that Mr. Exhibitor wants it, without seeing it, without showing much about it. Except that it did good business? Isn't it a fact that another picture—equally as good—that did not obtain a downtown first run is also good in being placed? In other words?

Is it a fact that many independent distributors have been compelled.

(Continued on Page 2)

Check-Up on Famous

T. O. C. C. May Appoint Committee to Analyze "Second Famous Forty" Before Negotiating

The T. O. C. C. has under consideration a plan to appoint a committee to analyze the contents of the "Second Famous Forty" before entering any negotiations of any character. The organization gives as its reason for such action, a determination to avoid a repetition of a state of affairs similar to that which now exists. (Continued on Page 6)

Contracts Let

Detroit—Plans for the erection of the new 3,000 seat Grand Riviera, at Grand River and Joy Road, are assuming definite shape. Contracts have been let and construction started immediately. The site was cleared three weeks ago. The new house will be operated along the same lines as the La Salle Gardens.

Not to Produce

Hollywood—George L. Sargent, secretary of the executive council of the Motion Picture Directors' Association of Hollywood announces that (Continued on Page 6)

Big Expansion For United Artists;

$2,500,000 To Acquire New Product

Loew Profits Jump

$333,564 Over 1923—Reports Show Steady Increase Since 1921—Current Total $2,949,052.52

Net profits of Loew's, Inc., and all enterprises owned or managed by the parent corporation total $2,949,052.52 for the fiscal year ending Aug. 31, 1924.

Comparison of the corporation's (Continued on Page 6)

Rowson Coming Over

(Special to THE FILM DAILY)

London—Harry Rowson of Ideal Films has sailed for the States and should reach New York on Saturday.

"U" Budget $5,000,000

(Special to THE FILM DAILY)

Los Angeles—Carl Laemmle, upon his arrival from New York, announced Universal had prepared new production plans which called for a budget of $5,000,000.

Reorganization Plan Set

Abrams Remains President

Schenck, Chairman of Board

(Special to THE FILM DAILY)

Hollywood—It is understood that the reorganization plan perfected for United Artists provides that $2,500,000 shall be deposited in the treasury for expansion purposes. This will include the acquisition of product which in quality will measure up to the pictures produced by the prominent stars in the new alignment.

The principals in the new move are of the opinion that all pictures distributed through the reorganized United Artists must be of the quality that will sell on their own merits and without the necessity of attaching them to one another.

Nathan Burkan, representing Charlie Chaplin and Albert H. T. Banzhaf; representing D. W. Griffith and New York today and immediately upon their arrival here the reorganization plan, already drawn up will in all likelihood go through.

Hiram Abrams will remain as president in charge of distribution while Joseph M. Schenck will serve as chairman of the board of directors.

(Continued on Page 5)

Third Week for "Hot Water"

The Mark, Strand will hold over "Hot Water" for a third week. "The Fast Set" then goes in for a week and Rudolph Valentino in "A Sainted Devil.

The December schedule calls for "Husbands and Lovers," "Classmates," "Love's Wilderness" and "So Big."

Trailers Knock Income Tax

Detroit—Exhibitors in this territory are showing trailers against the income tax. They are being handled by Maurice Caplan, of Metropolitan.

Goldreyer Buys Back House

Charles Goldreyer, who originally sold the Plaza in the Bronx to the Jamie Bros., has purchased the theater from them.

The society prologue in "White Man" provides beautiful and lavish settings. Another box-office reason for booking this Preferred Picture released by B. P. Schulberg Productions, Inc.—Advt.
Big Expansion for United Artists; $2,500,000
To Acquire New Product

(Continued from Page 1)

in charge of the company's business
affairs.

It is reported that D. W. Griffith
will return to Hollywood to produce
his studio in Mamaroneck still car-
rives a "for sale" sign.

It need not to be surprising to
learn that one of the first pictures to
be turned over to United Artists as
part of the deal will be "The Salvation
Hunters," produced by Joseph
Von Sternberg on the Coast and in
which Douglas Fairbanks has se-
cured an interest. Von Sternberg,
as noted, will direct Mary Pickford in
two pictures.

The deal carries Norma Talmadge
United on the completion of her
First National contract.

Off for Conferences
Burkan Goes to Coast Today to Dis-
cuss Schenck-United Artists
Deal for Chaplin
With the election over. Nathan
Burkan leaves today for the Coast.
He will represent Charlie Chaplin in
conferences with Joseph M. Schenck
and others relative to the proposed
new plans for United Artists.

Alber Banzhaf, counsel for D. W.
Griffith, will also go to the Coast and
may accompany Burkan. He could
not be reached yesterday as his
offices were closed.

It is understood that Chaplin re-
dused to discuss final plans of the pro-
posed new deal with Schenck until
Burkan arrived. And while it is pos-
sible that Burkan may find something
in the proposed new arrangement to
warrant discussion it is not anticipa-
ted that any of the more definite
plans will be upset. It is a possibil-
ity, however, that Chaplin may go
on his own in case he does not like
the layout proposed.

CHECKING
(Continued from Page 1)
To sell the first run in their terri-
tories. Before attempting to sell the
picture. To the independent exchange
man. Of that section? The record
shows many that have been disposed
of. In that way. Warners started
their business. Several years ago. On
that basis alone.

There are evils to block booking.
That is true. But there are other evils
as well. And one of them is the
need. Of exhibitors. To pay
closer attention to the product ofered.
And not be either carried away. Or
become fearful. Of statements made
by energetic salesmen.

I wonder what happens. When an
Exhibitor refuses. Does he buy a
big block? Can he buy less? I am
inclined to believe he can. And does.
If he has backbone enough.

Let George do it!

George E. Kann
Corporation
230 West 42nd St.
New York, N. Y.

Foreign
Cables—Geokann, N. Y.
Distribution

INSURANCE

We have been handling
Motion Picture and Thea-
tical Insurance for the
past fifteen years and are
in a position to handle any
prop'osition—big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway,
N. Y. C.

C.O.M.I.N.G SOON

PRODUCERS DISTRIBUTING CORPORATION

Priscilla Dean
 "A Cafe In
Cairo"

PRESENTED BY HUNT STROMBERG AND CHARLES R. ROGERS
SEASON 1924-1925
THIRTY FIRST-RUN PICTURES
Newspaper Opinions

Robinson Crusoe”—Metro-Golden.

Palace, Detroit

PRESS—There are just a few real thrills and no end of corny "Little Robinson Crusoe" and Jacky at his best.

"Manhattan"—F. P. L.

McVECKER'S, Chicago

ED AND EXAMINE—There's a weak link to "Manhattan." * R. H. *

makes his bow as a director with this production and proves what he can do with players and audiences is well worth looking at.

Painted Flapper”—1st Nat'1 Urpneum, Detroit

PRESS—* one of the most sensational pictures, which introduces the strongest cast assembled in many years. Thoroughly modern, spicy and crowd-pulling, and Urpneum audiences are treated to a treat.

The Price She Paid”—C. B. C.

Ambassador, Washington

—despite the thinness of the story and the lack of emotional qualities, the situations are obvious, but a thrill-some picture is made up. Deeds compensate for any lack of interest.

In the first two or three reels, there are either a clever lampoon or a worn theme of the melodramatic sort, but just a picture.

"Sacrifice"—Tremont Temple, Boston

E—No manner how little money is spent as a picture, and no matter how bad the acting and the photography, Lulteich and a mob scene make a cut and a thrill any actor can accent.

In spite of its many anomalies, the picture is a success.

E.L.C.—in spite of its many anomalies, it proves its worth.

The picture does not stand up to Lulteich's best work. Although there is a real thrill to the story, the film is less interesting.

E.L.W.—The picture is a complete failure. It is not a success.

Ingers in Silk”—Metro-Golden.

Madison, Detroit

PRESS—* * * "if you like this kind of entertainment, you can recommend it enthusiastically. It is about as good as any of its kind shows. It is very logically acted by a cast headed by Arnold, Adolph Menjou and Constance Bennett.

S—Here we have another conventional melodrama picture ruled over by the magnetic personality of Adolph Menjou.

S—Since Ernest Lubitsch introduced "The Marriage Circle," Menjou has been most popular with screen fans. He is now back in his old field, and the film is well acted.

The Turmoil”—Universal

Colonial, Indianapolis

E—Aside from the fact that Mr. Tarkington's story, the picture is an extreme and well worth seeing and would matter the less if the author was.

Jimquin's Meanderings

This business is not in the forefront, as many claim. It's in its dotage. Here's proof that we're slowing up. No one has yet announced a production of "The Prince of Wales." We've done about everything else to the lad. Why not finish the job?

There's a manager not far from where I sit now who likes to be known as "hard-boiled," but isn't at all. On the occasion of one of his employees showing an unusually good record I suggested the possibility of his being asked for. "When they get familiar enough with me to ask for a raise I let 'em go.

American, St. Louis, Quits Pictures

(Special to THE FILM DAILY)

St. Louis—Sunday, the American theater, Seventh and Market Streets, will revert to dramatic and musical shows. The house opened on Aug. 24 and, for four weeks played "Nine Men of the Ten Commandments."

Liberty Theater Passes

Detroit—The Liberty, once owned by John H. Kunsky, has been closed. The house will probably remain dark permanently. Reports have it that a large hotel will be erected on the site.

Free Pictures In Church

Harrisburg, Pa.—The pictures programs offered in the Grace Methodist Church, by the Epworth League, last winter, have again resumed.

Enterprise Gets Two

Kansas City—Enterprise Exchange has acquired "Getting Her Man" and "The Paying Limit," two Gerson pictures featuring Ora Carew.

Beaumont's Next, "Eve's Lover"

Hollywood—Harry Beaumont will next direct "Eve's Lover" for the Warners. Dorothy Farnum is writing the scenario.

Epidermis Closes the Star

Barry, Ill.—An epidemic of scarlet fever is prevalent, closing the Star temporarily.

Incorporations


Dover, Del.—Slide Advertising Co., Inc. Capital $100,000. Incorporators, M. Rogers, M. Nichols and W. Singer.

CHROMOS TRADING COMPANY

1123 Broadway

UNLIMITED FUNDS AVAILABLE FOR THE FINANCING OF MOTION PICTURE PRODUCTIONS. WORKABLE TERMS ARRANGED TO MEET YOUR CONVENIENCE.

May We Have An Opportunity to Demonstrate the Advantages of our Service. Confidence assured in All Transactions.
Smouldering Fires
with
Pauline Frederick   Laura La Plante
Tully Marshall, Wanda Hawley, Malcolm McGregor
and Bert Roach
Story by Sada Cowan and Howard Higgin
A Clarence Brown Production

Smouldering Fires
with
Pauline Frederick   Laura La Plante
Tully Marshall, Wanda Hawley, Malcolm McGregor
and Bert Roach
Story by Sada Cowan and Howard Higgin
A Clarence Brown Production

Hoot Gibson
in The Hurricane Kid
by Will Lambert
with Marion Nixon, William Steele, Arthur Mackey,
Harry Todd, Fred Humes, Violet La Plante
Directed by Edu. Sedgwick
A Universal Gibson Production

Hoot Gibson
in The Hurricane Kid
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with Marion Nixon, William Steele, Arthur Mackey,
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A Universal Gibson Production

Reginald Denny in Oh, Doctor!
with MARY ASTOR
Otis Harlan, Wm. V. Mong, Mike Donlin,
Lucille Ward, Tom Ricketts
from the Saturday Evening Post story and novel
by Harry Leon Wilson
A Harry Pollard Production

Reginald Denny in Oh, Doctor!
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Otis Harlan, Wm. V. Mong, Mike Donlin,
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from the Saturday Evening Post story and novel
by Harry Leon Wilson
A Harry Pollard Production

Secrets of the Night
featuring
James Kirkwood   Madge Bellamy
Zasu Pitts, Rosemary Theby, Tom Wilson and Edward Cecil
from the sensational stage success “The Night Cap”
by Guy Bolton and Max Marcin
Directed by Herbert Blache
Universal Jewel

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from the sensational stage success “The Night Cap”
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Universal Jewel

The Mad Whirl with May McAvoy
Jack Mulhall, Barbara Bedford, Myrtle Stedman
and George Fawcett
from the story “Here’s How” by Richard Washburn Child
Directed by William Seiter
Universal Jewel

The Mad Whirl with May McAvoy
Jack Mulhall, Barbara Bedford, Myrtle Stedman
and George Fawcett
from the story “Here’s How” by Richard Washburn Child
Directed by William Seiter
Universal Jewel

Virginia Valli and Norman Kerry
in The Price of Pleasure
by Marion Orth and Elizabeth Holden
with Louise Fazenda, T. Roy Barnes, George Fawcett,
Kate Lester and Ward Crane
Directed by Edward Semon
Universal Jewel

Virginia Valli and Norman Kerry
in The Price of Pleasure
by Marion Orth and Elizabeth Holden
with Louise Fazenda, T. Roy Barnes, George Fawcett,
Kate Lester and Ward Crane
Directed by Edward Semon
Universal Jewel

House Peters in Rain
The Amateur Cracksman
from the novel by E. W. Horn
with Milt Dupont, Hedda Hopper, W. Freeman Wood
A King Baggot Production

House Peters in Rain
The Amateur Cracksman
from the novel by E. W. Horn
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A King Baggot Production

Eyes of Fools
featuring
Alma Rubens   Percy
Jean Hersholt, Cesare Gravina, Rose
Zasu Pitts, Andre De Beranger
from the story “Miracle” in the Ladies’ by
Clarence Budington Kellor
Directed by Edward Laemmle

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Clarence Budington Kellor
Directed by Edward Laemmle

Reginald Denny in California Straight
by Byron Morgan
with Gertrude Olmstead, Tom Wilson, Ch
Lucille Ward, John Stepling
A Harry Pollard Production

Reginald Denny in California Straight
by Byron Morgan
with Gertrude Olmstead, Tom Wilson, Ch
Lucille Ward, John Stepling
A Harry Pollard Production
Philbin and Norman Kerry
in
11th Avenue Models
Hermary Theby, Joseph Swickard, Rose Dione and Jean Hersholt
Directed by William Seiter
Universal Jewel
Released June 7

Laura La Plante
and
Eugene O'Brien
in
Dangerous Innocence
based on the novel "Ann's An Idiot" by Pamela Wynne
Directed by William Seiter
Universal Jewel
Released June 14

Jack Hoxie in Ridin' Thunder
with Katharine Grant and Francis Ford
Directed by Clifford Smith
A Universal Western
Released June 21

Herbert Rawlinson
and
Madge Bellamy
in
The Fightin' Cop
From the Red Book Magazine story, "The Flower of Napoli" by Gerald Beaumont
with Cesare Gravina, Martha Matson, Dorothy Brock, Jackie Morgan, Harry Mann, Nick de Ruiz
Directed by Edward Laemmle
Universal Jewel
Released June 28

William Desmond
in
The Meddler
with Dolores Rousay, Jack Dougherty, Claire Anderson, Albert J. Smith, Kate Lester and others
Directed by Arthur Rosson
A Universal Western
Released July 5

Hoot Gibson in Taming the West
Story by B. M. Bowers
Directed by Edw. Sedgwick
A Universal Gibson Production
Released July 9

Jack Hoxie in Don Dare-Devil
by William Gittens
with Cathleen Calhoun, William Steele, Cesare Gravina, Duke Lee
Directed by Clifford Smith
A Universal Western
Released July 19

William Desmond in Red Clay
by Sarah Sadders
with Marceline Day, Billy Sullivan, Lola Todd, Albert J. Smith
Directed by Ernst Laemmle
A Universal Western
Released July 26
Plains Three Theaters
That's Chas. Steiner's Answer to Reports of Sale to M. and S. on East Side
Charles Steiner denied yesterday that he intended selling his theater properties on the East Side to the M. and S. Circuit, as reported in the film district and published in Monday's issue.
He declared that not only was the report untrue, but that he had no intention of taking such a step. He said plans had been completed for a new 1,800 seat theater to be built on Houston Street and that two additional houses will be constructed on other sites on the East Side.

Ashtabula Stays "Blue"
(Special to THE FILM DAILY)
Ashtabula, O.—Ashtabula will stay closed on Sundays. Only drug stores, hotels and restaurants may stay open. This was the answer of the City Council to a petition signed by 4,244 citizens. No action has been taken on county closing. Council membership is divided on the Sunday question. Two favor open Sunday, two favor closed Sunday and the fifth says the responsibility lies with the city manager.

"Connie" Talmadge En Route
(Special to THE FILM DAILY)
Los Angeles—Constance Talmadge is en route to New York and then to Europe on a three months' vacation. She has just completed "Learning to Love" and will not make "East of the Setting Sun" until early next year.

Wainwright Sails
(Special to THE FILM DAILY)
London—J. G. Wainwright of J. G. & R. B. Wainwright Ltd., is sailing on the Olympic, today, for New York with regard to important production and distribution matters.

NOTICE
THE GENERAL FILM LIBRARY Inc.
Has moved to its new offices at 723 7th Avenue, N. Y. C.
Phone Bryant 5336
MORRIS KANDEL
The Largest Stock Library in the Industry. 
Cyclone Service

COMING SOON
PRODUCERS DISTRIBUTING CORPORATION

Florence Vidor in
"The Mirage"
from Edgar Selwyn's successful Broadway play
Directed by 
George Archainbaud

Season 1924-1925 Thirty First-Run Pictures

BANNER PRODUCTIONS, Inc.
1540 Broadway
New York

Foreign Distributor: Inter-Ocean Film Corporation—218 West 42nd Street, New York

Loew Profits Jump
(Continued from Page 1)
last four annual statements shows a steady increase in profits since 1921 as follows:
1921 $1,800,550
1922 2,267,871
1923 2,415,488
1924 2,949,052
Current revenue from theaters, and rentals totaled $40,628,928, as compared with $16,860,160 last year; distribution in 1924 cost $4,327,419, as compared with $2,912,354 in 1923. Assets are placed at $49,913,111, as compared with $35,953,353 on the 1925 statement.
A comparative report, covering last two years will appear in a subsequent issue.

Orpheum Changes Policy
Dorto—The Orpheum has changed its policy from week to week to two changes weekly.

Harry M. Weinberg
Of A. H. Blank Enterprises
says of
HALARD BELL WRIGHT'S
"THE MINE WITH THE IRON DOOR"

"Exceptionally fine business
Capitol, Des Moines, and Garden, Davenport. Harold Bell Wright never loses at the Box Office
for us."

It's a Sol Lesser Presentation
A Principal Pictures Master Production

Check-Up on Famous
(Continued from Page 1)
hibitors put forward the claim that, had they investigated in some detail the line up of the first "Famous Forty," there would have resulted no charges of overselling, as they now assert prevail.
A special meeting of the Chamber is scheduled to be held today at which it is understood that situation with Famous will be gone into extensively.

Four Charged With Fraud
The Federal Grand Jury has named in one indictment Bristol Photoplays Studios, William E. Hallamore, Philip Kunzinger, Leopold D. Wharton and Vernon Hoagland, charging them with fraud. It is alleged that they falsely claimed to represent well-known authors and that many successful scenarios had been placed by them.

Cranfield & Clarke have received six single reels of "Cannibals in New Guinea."

Not to Produce
(Continued from Page 1)
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When—
You Want Motion Picture Made, Any Kind, Anywhere
REMEMBER
EASTERN FILM CORP.
220 West 42nd St.
Chickering 2110-2111
ELECTED

By all advertisers of film land as the one medium qualified to reach all important film executives every day throughout 1925.

1925 FILM YEAR BOOK

TAKES OFFICE JAN. 1st
Exhibitors Trade Review

“SILENT WATCHER”
GREAT HEART DRAMA

Frank Lloyd’s Latest Production Promises Rich Box-Office Returns


By George T. Pardy

An uncommonly fine picture, a treat for everyone who enjoys really poignant and heart-arresting drama, director Frank Lloyd and his players have every reason to feel proud of “The Silent Watcher.” That it will prove a big commercial asset can scarcely be doubted, no exhibitor can make a mistake in booking a film with such trenchant, universal audience appeal.

The story is altogether out of the ordinary, original in conception and treatment, an intimate study of domestic life, with nothing spectacular in the action, but so thoroughly human and convincing that it grips and holds the spectators’ attention from beginning to end without the slightest slackening of suspense.

The plot pivots upon the unswerving—some might call it mistaken—loyalty of secretary Joe Roberts to his boss, Joe Steele, who is a candidate for the legislative Senate. The Roberts are a couple, but the wife does not

FRANK LLOYD PRODUCTIONS INC

presents

“The SILENT WATCHER”

GLENN HUNTER  BESSIE LOVE
ROBERT BOSWORTH

Adapted from MARY ROBERTS RINEHART’S “THE ALTAR ON THE HILL”
Directed by FRANK LLOYD

That feeling of security comes with a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays President
More Epic Themes
Several Pictures, Quietly Made, Deal
With Vital Episodes in American History

Without much fuss, several producers have been quietly making pictures with epic themes, touching upon interesting periods in American History.

Frank Carroll has made one called "The Birth of the West." John Adolph directed with Robert Frazer and Clara Bow in the leads. Much of the production was shot in Colorado and the desert wastes of the West.

John Lowell is star in a picture dealing with Indian life. A company spent several weeks securing material in South Dakota with Edgar Lewis directing. Final interiors are now being made in Gloversville, N. Y.

These pictures are designed to follow in the footsteps of "The Iron Horse," dealing with the construction of the first transcontinental railroad; "Sundown," dealing with the drive of the last big cattle herd into Mexico; "The Last Frontier," now being made by Thomas H. Ince, and dealing with the development of the West and the extinction of the American buffalo; and "North of 46," treating of the growth of Kansas.

Universal has an expressly successful experience with pictures touching upon pioneer endeavors. The four historical serials as far back as three years ago, "Winners of the West," dealing with the Santa Fe Trail; "In the Days of McKinley;" "McConnell Now Here"

Fred McConnell, former serial manager for Universal, who some time ago was transferred to the Coast to collaborate on production, is now in charge of all short subjects in New York, under supervision of the recently formed sales triumvirate.

Fred Quinlivan, McConnell's predecessor, is understood to be on a Western farm recuperating his health.

T. O. C. C. Postpones Meeting
The T. O. C. C. did not meet yesterday, as expected, because election intervened with the mailing of notices in sufficient time. It is not likely that the Famous Players situation will therefore be discussed any time this week.

Censor's Term Nears End
Mrs. Fli. H. Rosner, member of the M. P. Commission, completes her three years term the end of the year.

The Loew Statement
The financial statement of Loew's, Inc., for the fiscal year ending Aug. 31, 1924, as compared with the statement of the previous fiscal year appears on page 7.

Monta Bell To Famous
Young Director Expected to Sign for Five Years at Unusual Initial Salary

It was reported yesterday Monta Bell, former Washington newspaperman who excited considerable comment by his direction of Charlie Chaplin in "A Woman of Paris" had signed a five year contract with Famous. His initial salary will be $2,500 a week, a figure decidedly unusual for a young director who has only three pictures to his credit. The contract provides for a sliding scale upwards.

Bell's other pictures are "Broadway After Dark," for the Warner brothers; "The Street," a forthcoming Metro-Goldwyn release. It is understood he has several more to make under his arrangement with Harry Rapf and that he will be able to start his Famous contract along about June. In view of the close association of Adolph Menjou and Monta Bell, it need not be surprising if Bell was assigned to several of the starring pictures that Menjou will make for Paramount.

Bell submitted at Famous yesterday that a deal was under way with Bell, but denied that any contract had been signed.

New Arbitration System
The T. O. C. C. and the F. I. L. M. Club have arranged a new system of arbitration hearings. Beginning yesterday, these will be held in the T. O. C. C. rooms once a week for a month to be followed by a month in the F. I. L. M. Club rooms. An exhibitor will be chairman of the joint board when the T. O. C. C. rooms are used. Motion pictures and "still" were taken of the event.

The Piccadilly Schedule
The Piccadilly has booked the following, to play after "Madonna of the Streets," which closes Friday: "Teahuriar" (Warner's) for two weeks; "The Narrow Street," (Warner's); "The Siren of Seville" (Proy. Dist. Corp.); "Sundown." (First National) for two weeks and "The Dark Swan" (Warner's).

Some Big Specials
New First Nat'l List Includes Norma in "Madame Pompadour" and a Big One About Steel

While officials of First National are keeping under cover the outstanding features of their coming list for looking after Jan. 1, it is understood that their next list of releases—will include several big important specials to be announced in a few days.

Among the more important specials which will likely be included in this group will be Norma Talmadge in "Madame Pompadour," one of the outstanding stage successes in Berlin and London, and which will have its American premier next week in New York. This should be a fine box office, if the screen production matches with the stage play. Norma was shown for another in this list; "The Lady," which, according to studio reports, promises to be another "Secrets."

Another special expected to attract much attention is United States Flavor" based on a Saturday Evening Post story by R. S. Kirk. The background of the story is placed in the steel mills and, in all likelihood, this will be the first of a number of pictures dealing with the steel industry for this coming year.

"The Lost World," which will be included in the list, is regarded by those who have seen it as one of the most potent novels ever made for the screen.

In all, it is expected that the list will total about 29 productions.

Making International Survey
(Special to THE-FILM DAILY)
Washington—The Bureau of Commercial Economics, under guidance of Dean Randolph M. Boggs is making an international survey of motion picture. Its scope includes theaters, producing companies here and abroad; motion picture publications and non-theatrical exhibitors.

What About "D. W."?
Coast Conference Will Determine Whether He Continues with United or Goes to Famous

In addition to the approval of the reorganization plan for United Artists that must come from Nathan Bukan, legal mentor for Charlie Chaplin and A. H. T. Banzhaf, as attorney for D. W. Griffith, it is unquestioned the future relations of the latter will be discussed.

It should be borne in mind that United Artists feels that Griffith is tied to that organization for three (Continued on Page 2)
What About "D. W."?
(Continued from Page 1)
more years, as a result of the statement signed by him at the annual meeting in the spring. In view of this, there are two distinct courses that may be pursued. The company may feel that in view of the $2,500,000 budget to be set aside for the acquisition of new product, sufficient important product can be obtained without any from Griffith. It may mean, on the other hand, that, with so much additional capital invested, it would be necessary for Griffith to see the proposition through.

D. W. Griffith, Inc., still retains a 25 per cent interest in the corporation and has valuable interests in pictures already released and to be released. "America" is now in general distribution, with "Isnt Life Wonderful?" to follow early in the new year.

Insofar as the Griffith contract with Famous is concerned, it is understood Paramount officials are more or less inclined to let Griffith decide on his future course.

The final conference on the Coast will be held on Monday.

Geller Sells One House
J. Louis Geller, who owns several theaters in Upper Manhattan has sold the Harlem 5th Ave., to the Steiner-Blinderman group. The house seats 1,000.

More Epic Themes
(Continued from Page 1)
of Buffalo Bill," which Universal asserts contains much of the material now included in "The Iron Horse," "The Oregon Trail," which covered much of the ground included in "The Covered Wagon" and "In the Days of Daniel Boone." Two recent serials dealt with railroad construction and starred William Duncan. They were "The Steel Trail" and "The Fast Express.

Arrow is distributing "In the Days of 49," a serial.

Herbert L. Milligan
(Special to THE FILM DAILY)
Corpus Christi, Texas—Herbert L. Milligan, formerly of the Famous Players Canadian Corp., died Tuesday. He was a brother of Morris A. Milligan, district manager for Famous and of Carl G. Milligan, literary and dramatic agent, of New York.

Furnished private office in photo studio. Private entrance; use of reception room if desired. Particularly desirable for theatrical or advertising agency for motion picture casting office. Rent reasonable. Apply Box G507, c/o Film Daily, 71 W. 44th St., N. Y. C.

Quotations

High...

Low...

Close Sales
East Kod. ... 111½ 111½ 111½ 400
Fl. P. L. ... 85½ 86 85½ 90
Fl. P. L. do pdf. ... 96½ 98 98 200
Film Insp. ... 64½ 64½ 64½ 100
Lowe's ... 80½ 80½ 18½ 600
Metro-Goldwyn-Mayer ... 48½ 46½ 46½ 100
Pathe ... 46½ 46½ 46½ 100

Warner's Not quoted

WARNERS AFTER "CIBOULETTE"

The Warners, through Jacob Wilk, are reported in negotiation for screen rights to Reynaldo Hahn's light opera, "Ciboulette" now in its third year in Paris. Hesse in short is about to produce it here.

Warner Expected

Henry B. Warner, of Lexington, N. C., is expected here Sunday, of North Carolina is expected here on Sunday, to confer with the Hays office. He will be with the Astor.
GRAND SLAM!

"The Golden Bed"  ACE
"Tongues of Flame"  KING
"Wages of Virtue"  QUEEN
"Argentine Love"  JACK
"East of Suez"  TEN

"Peter Pan"  ACE
"Sainted Devil"  KING
"Forbidden Paradise"  QUEEN
"A Man Must Live"  JACK

Diamonds are Trumps!

Some Hand!
An easy grand slam 5 honors in one hand
You add up the score

The bridge to wealth is THE FAMOUS FORTY

Paramount Pictures
Incorporations


Dover, Del.—Film Finance Co., Capital $30,000. Incorporators, R. McCray, C. Hilgers and L. Hilgers.

Dover, Del.—MacCallum Galoscope Corporation of America, Inc. Capital $1,000,000.


Harrisburg, Pa.—United Theaters of Hackettstown, Hackettstown. Capital $5,000.

Columbus, O.—Cincinnati Theater Supply Co., Cincinnati. Capital $5,000.

Dover, Del.—Booklovers League of America, Inc. Capital $2,000,000.

Dover, Del.—Properties Developing Corp. Capital $10,000.

Dover, Del.—Ray and Company. Capital $30,000.

Levine Back; Many Sales Made

Nat Levine, sales manager for M. J. Winkler, returned yesterday from a three months’ trip around the country that took him into every key city. He made the following sales: In Cleveland, the new series of "Felix," to Fisher Film Exchange. In Milwaukee, to Celebrated Film Exchange; new series of "Felix," series of "Regular Kids" and "Alice" as well as Burton Holmes series. In Minneapolis, to Celebrated Film Exchange; "Alice" comedies, "Regular Kids" comedies, Burton Holmes and "Memories." In Omaha, to Independent Film Exchange; "Alice" comedies and "Regular Kids" comedies. In Denver, to Deluxe Film Exchange; "Alice" comedies, "Regular Kids" and "Memories." In Seattle, to Western Film Exchange; "Alice" comedies, "Regular Kids" comedies, "Memories" series and Burton Holmes. In San Francisco, to Peerless Film Exchange; "Felix" and "Regular Kids" comedies, to Cooperative Film Exchange; "Alice" comedies. In St. Louis, to United Film Exchange; "Felix" and "Regular Kids" to Columbia Film Exchange; "Alice" comedies.

Levine will be in New York for a week and then will go to Boston, Atlanta, Dallas, and Western cities to arrange for further distribution.

Leighton Moore III

Leighton Moore, assistant to Arthur Edeson, cameraman, who was transferred to the First National unit here from the East, is critically ill. Mrs. Moore has arrived from California and is at his bedside.

Rayart Gets "Safeguarded"

Rayart has acquired "Safeguarded," a five reel action drama, produced on the coast by Robert J. Horner. It will be released in January.

Stanley Books "Bandolero" (Special to THE FILM DAILY)

Philadelphia.—The Stanley has booked "The Bandolero" for a week, early in December.

N. C. Meets Dec. 9-10 (Special to THE FILM DAILY)


Connolly Goes to Coast

Mike Connolly, of the Metropolitan Casting Agency, leaves for the Coast tomorrow on a short business trip.

Exhibitor Whips "Blue" Advocates

St. Louis—Film Row is still praising F. G. Weary, of Richmond, Mo., who, single-handed, whipped "blue" Sunday advocates to a standstill. Weary is president of the Richmond Chamber of Commerce and owns the Faris. The Kewaskan Club adopted a resolution offered by Rev. McCul- lough, condemning Sunday shows. The Club reconsidered the resolution and recalled it. Then, the min- ister offered the resolution to the Chamber of Commerce for their ap- proval. Weary, as president, resign- ed, causing the Chamber to throw the resolution out.

Changes At Orpheum, Vancouver

Vancouver—R. J. ("Jeff") Lydiatt, manager of the Orpheum, has been shifted to Chicago where he became general manager of the Western Vaudeville Managers Association, a subsidiary of the Orpheum Circuit. A. K. Martin has just been appointed assistant manager of the Orpheum. W. A. Barnes succeeds Lydiatt as manager.

Van Raalte Seriously Injured

(Special to THE FILM DAILY)

St. Louis—Simon Van Raalte, prominent in financial circles and a backer of many St. Louis picture houses, was injured seriously when run down by an automobile.

Vitagraph will celebrate November as "John B. Rock Month." A sales campaign has been launched.

Among Exchanges

St. Louis—L. E. Goldthwaite doing special work for a throughout Division No. 6. Thomson, short subject man at St. Louis, is helping him.

Philadephia—Joseph S. has been appointed special rep for the Electric Theater Supply handling Kinograms.

St. Louis—Lawrence Talts with Pathe as chief booker, been traveling for various o in this territory.

Not A John Golden

"The Scarlet Honeymoon," which Fox will feature shortly, is not one of the John Goldens but is an original story. Play of Golden's to be made has not as yet been selected, company is having difficulty obtaining someone for the "Lightnin' Bill Jones," to a stage version of that of the Golden plays will be as special.

Sales Meeting Over

The Southern sales division versated its meeting Astor yesterday.

Jack Hayes here

Jack Hayes, one of the spark salesmen in Cleveland.

SHORTY HAMILTON

Is The Chap Who Will Appear In A Set Of Out Door Features—Every One Knows Him

A Few Territories Now Available

Write or Wire

WARD LASCELLE PRODUCTIONS

Beverly Hills

Califor
Across the World by Zeppelin

Only one cameraman was on board the Zeppelin and he filmed the voyage to America as well as the trial trips before on Lignose Neg. - Film only

Notwithstanding unfavourable weather, brilliant pictures were obtained.

The Film itself speaks for the quality of the material

LIGNOSEFILM G.m.b.H.

Berlin NW. 40  Moltkestr. 1
YOU'LL FIND A

1925 FILM

YEAR BOOK

EVERYWHERE

OUT ABOUT JANUARY 1st
Comparative Statements, Loew's, Inc.

The current statement for Loew's, Inc., is as of Aug. 31, 1924, and includes all companies owned and operated by the parent corporation. Current earnings are equivalent to $2.78 a share on 1,060,780 shares of par capital stock. A comparison with the preceding year is herewith published:

<table>
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<th>ASSETS</th>
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<td>Due from affiliated corporations (less than 10% owned)</td>
<td>1,142,967.89</td>
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<td>In process of completion and resale</td>
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<th>PRODUCERS WHO DESIRE THE UTMOST</th>
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<tr>
<td>In Studio Efficiency And Production Facilities</td>
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<tr>
<td>Will do well to investigate</td>
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<tr>
<td>THE HIRLAGRAPHR STUDIO</td>
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<tr>
<td>FORT LEE, NEW JERSEY</td>
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Completely remodelled and up-to-date in every particular.

Two large stages, size \(70 \times 100\) ft., height \(28\) ft., \(50 \times 70\) ft., \(22\) ft., up-to-date carpenter shop, scene dock and the finest lighting of any studio in the east,—large comfortable dressing rooms and splendid offices.

A trip through the plant will convince you.

Telephone Bryant 5450 and our representative will be pleased to call on you.

Hirlagraph Motion Picture Corporation

723 Seventh Avenue
New York City
"Sundown"
First National

You can score another sensation for First National with this one—it is certain to be one of the big bets of next season. It is destined to be an extended run picture, and will do plenty of business.

Thousands of head of cattle, in a movement to new range lands, present a most impressive picture. Some remarkable shots showing moving cattle, twenty-five abreast, wending their way through valleys and mountain passes, surpass anything that has ever been brought to the screen. A stampede and prairie fire, both realistically done, provide some thrilling moments.

Among the players, Charlie Murray, in a comedy role, is perhaps the outstanding character. The balance of a most suitable cast includes Roy Stewart, Hobart Bosworth, Bessie Love and Bernard Randall.

Exhibitors will have no trouble with this one—the main idea is to get it, and then figure out how long the run will be. There is a wealth of exploitation material, and many unusual exploitation angles that make it a cinch to put over in a big way.

Leadership and Reason Why
No. 4

"SUNDOWN"
by E. J. HUDSON
Directed by
LAURENCE TRIMBLE and HARRY HOYT

You are with the leaders when you have a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays President
Reports Important English Film Has Gone to the P. C. T.

(Continued to THE FILM DAILY)

It is reported here that the chain of theaters, considered one of the finest in England, has been sold to the P. C. T.—Princial Cinematograph Theatres Ltd., in which Lord Beaverbrook is interested. "The Film Reports:"

Three chains of theaters have been circulating throughout Wardour Street in London. The Davis group of theaters, it is alleged, will shortly have a new owner by Provincial Cinematograph Theaters, Inc. However, nothing has been confirmed, although rumors are believed to be well founded.

Lloyd Going Abroad

(Lloyd Daily)

Los Angeles—Harold Lloyd will go to Europe upon completion of his next picture.

George Harris Here

While Harris, English comedian, contract to Mack Sennett is in London, he leaves for the States shortly.

Began With Pathé in South

Oscar A. Morgan, assistant to Harold B. Franklin, has become Southern manager for Pathé, with head office here. He leaves for the South and will head a new exchange.

Fallon Studio Busy

(Francisco—Peninsula Studio) San Francisco has just rounded off its first six months’ activity under the new regime. The pictures for the next six months provide for the production of "Poor Mama," "Cassino's Concert," "The Awful Truth," and "The Detective." All released by Pathe, Dist. Corp.

New House For Milwaukee

(Peninsula Studio) A $500,000 house, office and recreation building is expected shortly at 27th and Sts., by the Maj investment. The theater will have a seating capacity of between 1,800 to 2,100. It is on the city's west side near the company's M. L. Angelle, one of the circulation executives of the Hearst newspapers whose office is in New York.

"Feelers" Out

Independents' Ass'n Gauging Attitude of State Righters on Emphasing a Hays

The I. M. P. P. D. A. has sent out a general letter to all individuals engaged in state right production and distribution in order to get their reaction to the idea of securing a Hays or their branch of the business. It was the original plan of the organization to function in the state right field except as the Hays organization organizes on behalf of the national companies. The communication now in distribution is a result of the recent meeting at which I. E. Chadwick and "The Awful Truth." All released by Pathe, Dist. Corp.

Entirely Dependent upon the nature of the response received does the future course of the independents rest. The matter will come up at a future meeting of the executive committee.

M. J. Walsh Breaks Down

M. J. Walsh, prominent Yonkers theater owner and president of the M. P. T. O. of New York has been removed to Packard's Sanitarium, suffering from a nervous breakdown. He will be compelled to rest for a long time.

Ahead Of Schedule

Talmadges Going Abroad Soon—Norma and Constance Each Have Two Pictures Ready

Constance Talmadge arrived in New York from the Coast yesterday, accompanied by Mrs. Margaret Talmadge. Norma and Joseph M. Schenck are due here in about ten days, when all will sail for a three months' vacation in Europe.

Both of the Talmadges have completed two pictures, now ready for release. Norma has made "The Only Woman" and "The Lady," while Constance has completed "Her Midnight Romance" and "Learning to Love." Norma will not make "Marie Pompadour" until her return from abroad. Constance's next will be "East of the Setting Sun." It is understood that the remaining three from Norma under her first National contract will go out in the new special group.

Warners Buy "My Old Dutch"

The Warners have purchased "Ms Old Dutch," Chevalier's famous old song and will build a picture around it. The deal was closed through Jacob Winkler, who has also secured "The Awful Truth" for Agnes Ayres, for distribution through Prod. Dist. Corp.

Big East Side Theater

M. and S. to Build 3,000 Seat House and Office Building on Clinton Street

Mayer and Schneider, important East Side theater operators intend building a 3,000 seat theater and office building on Clinton and Suffoil Sts., on a valuable site secured by them as part of their deal with the Small-Strasberg Circuit of Brooklyn.

At a meeting which lasted until the early hours of yesterday morning, the final details involving the transfer of the Commodore, Roehling and Gem theaters from M. and S. to Small-Strasberg are understood to have been completed.

The present owners of the East Side property on which M. and S. intend to build will remain there until May. The new theater will probably be completed in the fall. The site was one that William Strasberg had hoped to build on when his organization made plans to invade the East Side theater field. It was decided to turn it over to M. and S., when the deal for the Brooklyn houses was closed.

State Right Deal On

An important deal, involving national state rights distribution is also close to being closed. A final meeting will be held tonight.

Simmons Arrives Today

Joe Simmons, of Simmons-Kahn Enterprises, Inc., arrives from Europe this morning on the Mauretania.

Selznick Creditors Meet

The refinancing plan suggested by the state creditors of Selznick is still being discussed, with every probability that the producers' committee and the creditors' committee will acquiesce. Meetings were held yesterday.

"Greed" at Cosmopolitan

The important picture, slated for a run at the Cosmopolitan and hinted at earlier in the week, is "Greed." Von Sternheim's production started for Goldwyn and then taken over by Metro-Goldwyn. It will open in December, with the presentation by "Roxie."

Denies Loew Theater Report

The Evening Telegram yesterday carried a denial from David Picker that Marcus Loew is accumulating a site at the northwest corner of 5th St. and 2nd Ave., for a new theater, as reported.
Mooney on Sales Trip
Paul C. Mooney, sales manager for Prod. Dist. Corp., left on a three weeks' sales trip through the Middle West yesterday.

"He" At the Capitol
"He Who Gets Slapped" will be the feature on the Capitol's fifth anniversary program next week.

Business Reviving, Says Government
A survey, recently completed by the Department of Labor in Washington, shows that general business conditions are constantly improving and the unemployment, generally, is decreasing. The general trend seems to be on the upgrade, the survey shows.

Graf Loses $200,000 Suit
(Special to THE FILM DAILY)
San Francisco—Max Graf of Graf, Prod., Inc., has lost his civil suit brought against seven members of the corporation's board of directors to recover stock valued by him at $200,000. Graf brought the suit on charges that the directors had removed him from the vice-presidency and under duress had compelled him to return to the company $200,000 worth of stock which stood in his name. The defendants alleged that Graf had been removed from office because of misuse of funds.

In The Courts
Hollywood—Testimony was heard recently, in Judge Elliott Craig's court, in the suit of Eugene E. Downey against the Downey Process Laboratories to recover $5,904 in royalties and $7,492 for services the plaintiff declared were due him.

Downey claimed to be the inventor of a secret process for developing films and declared it was used in preparing films for some of the large spectacles, including "Robin Hood" and "Tess of the Storm Country."

Downey's services were performed while he was acting as manager of the laboratory, according to his attorneys, Arthur William Green and H. H. Harris. The process was said to have been perfected in Hollywood and has been used on nearly 6,000,000 feet of film.

Bronx Theater Bldg Sold
The Tiffany theater building, Westchester Ave., Pittsfield St., has been sold by the Cartlidge Realty Corp., to the Weneeda Realty Corp.

New West Virginia Theater Firm
Morgantown, W. Va.—The recently formed Morgantown Amusement Co. has made application for permission to improve the Strand theater and building.

Standard Cinema Increase C
The Standard Cinema Co., New York, has filed an increase in capital with the Secretary of State in Albany, amounting to $99,000. The company's capital has been increased from $1,000 to $100,000.

Quotations

High Low Close Sold
East. Kd. 111 1 113 1 114 2 2 200
F. P. L. 85 84 8 8 5 2 500
Fildsp. 5 6 6 8 2 2 200
Locow. 18 18 18 18 2 600
Metro Gold. 18 18 18 18 200
Path. Not quoted
Ward's Not quoted

A Correction

In the article dealing with the re ported switch of Monta Bell to Fa mous, it was inadvertently stated yester day that Bell had first excited considerable comment by his direc tion of Charlie Chaplin in a Woman of Paris. What was meant was that Bell aided Chaplin in the direction. The error is regretted.

Reichenbach Adresses Advertisers
(Special to THE FILM DAILY)
Cleveland—Harry L. Reichenbach delivered an address before 1,200 members of the local advertising on Wednesday, during which he, of course, mentioned what had been done in that field by the picture industry. Reichenbach, incidentally, mentioned the Hays office and the work that organization is doing.

LARRY SEMON
in
The Wizard of Oz

Cannot help but be the smashing hit of this season or any other season. To round out a cast of brilliant players, each one a gem for his part, Josef Swickard was selected for the role of the Prime Minister who is responsible for all the strange adventures which Dorothy and her companions make in the Emerald City of Oz.

JOSEF SWICKARD as the PRIME MINISTER
Will endeavor himself to move lovers all over the world. He will duplicate his remarkable success in "The Four Horsemen." Applications for pre-release engagements will be considered.

Communicate at once with:
CHADWICK PICTURES CORPORATION
729—7th Avenue
New York City

C O M I N G  S O O N

HARRY CAREY in
The Flaming Forties

HUNT STROMBERG

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

120 NOVELTY REELS
First Run Specialties
1924-25

1600 R. W. N. Y. C.

New York Chicago Hollywood

Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

1650 R. W. N. Y. C.

POWERS FILM
Survives the long run.
Distributed exclusively by
SENSITIZED FILMS, Inc.
A. G. STEEN, President
Phone Circle 8981 N. Y. C.
The Paramount New Forty is the most powerful and efficiently manufactured product ever offered to the public. Designed by the world's greatest filmgineer, Jesse L. Lasky; equipped with Sidney R. Kent ignition, the power marvel of the age; and every step in its manufacture supervised by the master-builder, Adolph Zukor.

For twelve years Paramount has been famous for sterling quality—expressing itself in untold years of satisfying, dependable service. Now comes the Paramount New Forty—a wonderful model. More amazing than ever in performance—and with a sheer beauty of design and finish that can be compared with nothing in the entire field today.

You owe it to yourself to inspect these wonderful new cars—ride in them—drive them—note their marvelous pulling powers.

Then ask yourself candidly if you have ever seen the duplicate of this New Forty anywhere in the world.

The big Paramount motor gives you all the power you want. Power to beat others up hill in high. Power to pull away first in traffic from all competitors. Power to go through rain, mud and rough days in high. And because it's a big motor—because its power comes from size and quality, Paramount does its job easily, unstrained. So its life is long!

The Paramount New Forty will be ready for distribution on February 1st, 1925.
High Mark Achieved by Charlie Chaplin in "The Kid" Crashes Under Onslaught of Sunday's Crowds—All Broadway Records Broken. Plunkett Will Start Show at 11:45 A.M. Beginning To-day—Grauman's Metropolitan Theatre, Los Angeles. Also Loses Records on Grosses for This Comedy, the Only Picture Grauman Has Held for a Second Week.

By SAM COMELY.

The New York Mark Strand box office records, covering a period of ten years, fell last Sunday under the onslaught of "stars" struggling to get a glimpse of Harold Lloyd in his newest Pathé feature comedy, "Hot Water." Lloyd broke his own records, which ranked high in the archives of the Broadway Mark Strand, but the record that has held top position in the Strand's list for approximately three years was that set by Charlie Chaplin in "The Kid." Wanda Hawley Signed For "On the Stairs."
Hot Water

In Hot Water

On Monday, the long awaited comedy film, "Hot Water," starring Harold Lloyd, broke every existing record at the Imperial Theater. Both Friday and Saturday saw recordbreaking attendances, surpassing all previous Lloyd pictures at the box office in both Minneapolis and St. Paul. The thought of this was of great interest to you.

M. L. Finkelstein

---

Western Union Telegram

RECEIVED AT

MASOS 2?

CG MINNEAPOLIS MINN 3 123P

HARRY SCOTT

CARE PATHE EXCHANGE 35 45 ST NEW YORK NY

LLOYD IN HOT WATER SURPASSED ALL PREVIOUS LLOYD PICTURES AT BOX OFFICE IN BOTH MINNEAPOLIS & ST. PAUL. THOUGHT THIS WOULD INTEREST YOU.

M. L. FINKELSTEIN

---

Western Union Telegram

RECEIVED AT

2015 36 HL

DETOIT MICH 27

HARRY SCOTT

FEATURE SALES FOR PATHE EXCHANGE INC 35 45 ST NEW YORK NY

HOT WATER HAROLD LLOYD'S GREATEST COMEDY PLAYED TO LARGE AUDIENCE AT SHAWS THEATRE LAST WEEK THAN ANY WEEK OF ANY OF HIS FORMER PICTURES. STOP AUDIENCE SHRIEKED WITH LAUGHTER ENTIRELY THROUGH PICTURE OF EACH PERFORMANCE.

HANSON LIEBMAN

---

Western Union Telegram

RECEIVED AT

G747 WF 19 NITR

BARTFROISCO CALIF OCT 27 1924

PATHE EXCHANGE INC

35 WEST 45 ST NEW YORK NY

HOT WATER IMPERIAL BROKE EVERY EXISTING RECORD FRIDAY SATURDAY AND SUNDAY DAYS INDIVIDUALLY AND COLLECTIVELY MONEY AND ATTENDANCE REGARDS.

KOFELDT

1037P

PRODUCED BY

HAROLD LLOYD CORPORATION

A Pathe Picture
Hearing On Again

Government Counsel Asks That All-Day Testimony Be Stricken From Record

Charles McDonald was the one and only witness to appear before the Federal Trade Commission in its case against Famous yesterday, the sum total of his testimony being a general resume of 189 pictures which were played in Moss' Broadway prior to Sept. 1, 1924.

In his examination by Bruce Bromley, counsel for respondent, the witness gave evidence of his various exploitation campaigns and advertising stunts to show that the house is practically a first-run house, so far as the way it is handled is concerned. It developed that out of the 189 pictures mentioned, 90 were first-runs.

When Mr. Bromley was finished with the witness, Government counsel asked the court to have stricken out of the record all that had been testified to by McDonald on the ground of its irrelevancy. Counsel also contended, that of the first-run pictures shown in the house, at least 26 are of the caliber that must have been discarded by their producers and distributors as first-runs, since these producers and distributors in question control first-run theaters of their own on Broadway, and that if the pictures were of quality, they would have been used in these houses. Counsel therefore contended that Moss' Broadway was in reality not a first-run, but a second-run house.

Before giving his ruling as to whether or not the testimony should be stricken from the record, the examiner suggested that respondent's counsel prepare an agreement why it should not be excluded. The hearing will be resumed at 10 o'clock this morning.

Davies Houses Sold?

(Continued from Page 1)

Peckhams, with King's Cross and the Majestic, Clapham, the latter being under Mr. Walter Hyman's control, the purchase price for which is said to be over half a million pounds. If a sale of these important properties is effected it will be one of the biggest deals in the history of the trade.

"The Cinema" declares:

"Persistent rumors (always from reliable sources) declare that the Davies Pavilion Circuit has changed hands, and that the big circuit is now in the hands of Metro-Goldwyn.

"Twos surprising news when the Sheffield circuit was absorbed, because it is common knowledge that the capital of P. C. T. carries insufficient reserves to purchase in so magnificent a manner, but, if the Pavilion circuit is based on fact, the source of the bank roll will become a matter of searching interest."

It may be thought by many that the money is coming through a Jury-Metro-Goldwyn channel, but we shall be more disposed to look for a wire into the City in the direction of the Standard Film Co., which, of course, may be connected with Jury-Metro-Goldwyn (although this is possibly incorrect, or the very contrary may easily be the case)."

Israel Davis and Capt. Edward Davies are in California, if there original schedule is being adhered to. They came to New York ostensibly on a tour of important American cities to observe theater presentations. Mail is being held for them at the Hotel Pennsylvania but the management has not been advised of any forwarding address.

Mothers Urge Cleaner Films

Atlantic City — The New Jersey Congress of Mothers and Parent-Teachers Ass'n yesterday urged cleaner pictures in order to check the waywardness of youth. The Congress has a state-wide membership of 34,420.

Low and Cryer at Lunch

(Special to THE FILM DAILY)

Los Angeles — Metro studio executives tendered Marcus Low and Mayor George E. Cryer a luncheon at the Biltmore, Wednesday.

Here With Gerson Films

B. Berger, general manager of Gerson Pictures Corp., is in New York with negatives of the first two of a Richard Hale series of eight, to be sold on franchise. He is at the local Gerson office, 723 7th Ave.

Still Open in Cincinnati

The American M. P. Corp. has not concentrated Ohio distribution out of Dayton, as reported. It is true the Cleveland branch has been closed, but a representative is still there. The Cincinnati office continues as in the past.

Harley Walker Here

Harley M. Walker, producer for the Roach plant, accompanied by Mrs. Walker is at Astor on a three weeks' vacation.

Jones Leaving Soon

F. Richard Jones, new director general for Hal E. Roach, who been vacationing here, leaves for Coast any day.

"Rock Month" for Vitagraph

The Vitagraph organization set aside November as "John Rock Month" and is conducting special sales drive.

W. M. MILLER

Of the Leb Theatre
Cloquet, Minn.,

Is an Exhibitor who rarely gives praise.

This is what he says of

HAROLD BELL WRIGHT'S

Fine Adventure Romance of
Hidden Gold

"THE MINE, WITH THE IRON DOOR"

"Believe this to be one of the best productions of the screen and feel sure it will be numbered among the year's best. Opened last night to capacity business."

It's a Sol Lesser Presentation

A Principal Pictures Master Production

THE FILM DAILY

Friday, November 7, 1924

A New Screen Personality Has Arrived

Read what the critics say about the performance of:

GREGORY KELLY

in

"Manhattan"

A Paramount Picture

Under the Management of

JESS SMITH

NOTION PICTURE ENTERPRISES

247 Park Avenue, New York

Murray Hill 3382

Gregory Kelly slips into the story in a minor role and collars the honors. His performance is easily the outstanding one in the production and sincerely enough it is at first time he has appeared before a camera. Mr. Kelly is the springboard of the story, having appeared in "Seventeen," "Chic," "Dude" and other comedies, Mordaunt Hall, N. Y. Times.

"Gregory Kelly is extremely well in a role which differs from anything he has ever done on the stage," Harriet Underk, Herald-Tribune.

"Gregory Kelly tributizes a good hit acting as the tool," Film Daily.

"He achieves a good deal in the burlesque role. This part alone eventually lead him to further film work."

"Again in the role of a weakening gives an outstanding performance. He succeeds in giving the truest characterization of a fellow hopelessly lost that we have seen." — Peter Milne, Morning Telegraph.

A New Screen Personality Has Arrived

Gregory Kelly in "Manhattan"
THE BIG BOX-OFFICE BET

THE screen’s best! It belongs among the few immortal soul dramas that live forever in the hearts of all audiences. It is an achievement of which the screen may well be proud. It is an attraction that is destined for success in every theatre everywhere.

Opens Sunday—Capitol (N.Y.)

VICTOR SEASTROM’S
production of the Stage success by LEONID ANDREYEV
Adapted by Carey Wilson and Victor Seastrom
with
LON CHANEY
NORMA SHEARER
JOHN GILBERT
TULLY MARSHALL
FORD STERLING
CLYDE COOK
Produced by LOUIS B. MAYER

HE who gets Slapped
"A picture with as tender a heart appeal as one would care to see is 'Christine of the Hungry Heart' — the new Thomas H. Ince success which opened at Metropolitan Monday to hundreds who manifested unstinted approval."

and that is the kind of appeal that certainly gets them!

You will do what they all do—clean up with a FIRST NATIONAL CONTRACT

 Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
WATCH OUT!

HOUSE PETERS

in LINCOLN J. CARTER’S sensationally thrilling melodrama

THE TORNADO IS COMING

UNIVERSAL JEWEL
Presented by CARL LAEMMLE
KING BAGGOT PRODUCTION

UNIVERSAL HAS THE PICTURES
up and down Broadway!

Released by
Producers Distributing Corporation
FOREIGN DISTRIBUTOR W. VOGEL DISTRIBUTING CORP.
Is Love Everything?

with
Alma Rubens
Frank Mayo
H. B. Warner
Walter McGrail
Lilyan Tashman

Directed by
William Chrisly Calamne

ASSOCIATED EXHIBITORS

Encore Pictures
Can a wife be loyal to her husband and yet love another man?

"Is Love Everything?" gives the answer.
She trembled in the cabin, while on deck above her, brutal men fought for her possession!

What a situation! It's in this picture.
Is Love Everything?
New Tax Rulings
How Exhibitors Must Comply With Revenue Act of 1924 Explained by Revenue Department
(Special to THE FILM DAILY)
Washington—The Internal Revenue Bureau on Friday made public revised regulations, applying to admissions to places of amusement, concerning to the changes in the admission tax made by the Revenue Act of 1924. The regulations are known "Regulations 43—Part 1."

Admissions of 50 cents or less were made free of tax by the 1924 Revenue act and the new regulations instruct exhibitors how to comply with the new law. It will not be required that tax-free tickets bear the name of the theater on a serial number, although they must have imprinted upon them the price or which sold. In the case of ticket-selling for more than 50 cents, the former regulations, requiring the showing of the name of the theater, a serial number, the established price and the amount of tax, still apply.

No other changes of importance are made. It is still incumbent upon exhibitors to post their scale of admissions at or near the box office, showing the various prices of admission and the amount of tax applying to each. In the case of sections of house to which admission is 50 cents or less, the notation of the price should be followed by the words, "No tax."

New State Right Series
Lem F. Kennedy left Friday for Miami, where he will direct four productions for state rights release. The pictures will be financed by Miami capital.

Features Reviewed

Worldly Goods
Paramount

The Tornado
Universal

The Garden of Weeds
Paramount

The Silent Accuser
Metro-Goldwyn

The Border Legion
Paramount

The Torrent
Goldstone Prod.—S. R.

Roses of Sin
Russell Prod.—S. R.

Madonna of the Street
First National

Short Subjects

Vignola Through
Completes Metro-Goldwyn Contract—Signed to Direct Corinne Griffith's Next
(Special to THE FILM DAILY)

Los Angeles—Robert G. Vignola has been signed by E. M. Asher to direct Corinne Griffith's next picture. Vignola is now at work on "The Summons," for Metro-Goldwyn.

"Bob" Vignola held a two-picture contract with Metro-Goldwyn. His first was "Married Flirts" and the second will be "The Summons."

Wholesale Attack on Pictures
Kansas City, Mo.—The complete reformation of the industry, especially in regard to Sunday shows, was the most important topic discussed at the annual convention of the Methodist church, attended by more than 900 from all over the country. Dr. Clarence Wilson, secretary of the Board of Temperance and Prohibition, Washington, D. C., in an address, declared that the Sunday picture show was no less a brother to liquor and dance halls.

Exhibitors regard the attitude of the churchmen as more or less a joke, and think a Sunday closing law is the last thing to be expected in Kansas City.

For United Artists?
John W. Considine, Schenck Alde, Becomes Producer—Two Dog Pictures on Immediate Schedule
(Special to THE FILM DAILY)

Hollywood—John W. Considine, for years one of Joseph M. Schenck's right hand men in production and studio management intends branching out as a producer.

He has formed the John W. Considine Prod. and signed Peter the Great, the dog for two pictures. Chester Franklin will direct.

John W. Considine has been associated with the Schenck organization for some time. The formation of his own company, following on the heels of the statement from the Schenck-United Artists group that $2,500,000 had been set aside to acquire new product may mean that the dog pictures contemplated will be released through United Artists.

Chester Franklin had one picture to make for Metro-Goldwyn. It is "The Silent Accuser" in which Peter the Great appears.

Wheeler Oakland Here
Wheeler Oakland is in town from the Coast.

Will Fight Loew
T. O. C. C. Charges Restraint of Trade and Announces Intention of Filing Complaint with Gov't

Charles L. O'Reilly, president of the Theater Owners Chamber of Commerce announced Friday that his organization will take up the question, and draw up a formal complaint against Loew's, Inc., and that the charges will be filed with the Federal Trade Commission for investigation.

A conference committee held a meeting at the Chamber yesterday at which the decision was reached. In explaining the T. O. C. C. attitude, O'Reilly said that complaints had been received from this members for a long time that it was impossible to secure pictures because of the buying club held by the Loew Circuit in Greater New York.

O'Reilly asserted that theaters which would ordinarily receive first-run pictures from important local distributing companies have been released to second and even subsequent runs, because of the power of the Loew circuit in making deals in quantity with New York exchanges.

He added that the situation had become intolerable and that the restraint of trade charges had been decided upon as a last resort. The situation will be discussed at a special meeting of the T. O. C. C. on Tuesday.

Approve Studio Mortgage
(Special to THE FILM DAILY)

Detroit—Stockholders of Detroit M. P. Co. have approved a $150,000 mortgage on their studio to permit retirement of first-run theaters and resumption of production.

1st Run Arguments
Moss' Broadway and Cameo in Controversy as to What Constitutes "The Show Window"

Friday's hearing of the Federal Trade Commission against Famous started with counsel for the respondent reading on argument on why the previous day's testimony given by Charles McDonald of the Broadway, should not be stricken from the record, as moved by government counsel and sustained by the examiner. Bruce Bromley argued that the testimony in question was necessary to controvert previous government testimony that there were, prior to Sept. 1, 1924, only four Broadway first-run outlets, and to show an entire absence of monopoly by Famous of first-run theaters.

Counsel further averred that the existence of two-run theaters not

(Continued on Page 2)
The Weights' Weekends

Monday
Sale of East Side houses controlled by Steiner
Circuit to M. & F. again reported.

Tuesday
Switch in policy of "Ambassador" will put there
pictures of another organization, following "Inc.
Writ." Charles Path seeking additional theater
oulets for company's product in order to get
pictures released.

Wednesday
Reorganization plan perfected for United
Artists provides for big expansion, $2,500,-
000 for new product. Abram renews
president, with Schenk chairman of board.

Thursday
New First National list includes Norma
Talmadge in "Madame Pompadour" and a
big picture about steel.

Friday
Two-theatres program made, deal with
episodes in American history.

Saturday
Abrams decides to place Davis theaters in
Coast conference of United Artists' repre-
sentatives to determine the future of D. W.
Griffith.

THE WEEKLY CIRCULATION

1540 B'way 6040 Sunset Blvd.
N. Y. C. Hollywood

GEVAERT RAW STOCK

NEGATIVE POSITIVE

As Good As The Best
JOHN D. TIPPETT, INC.
GEVAERT FILM

1540 B'way 6040 Sunset Blvd.
N. Y. C. Hollywood

The Chorus Lad

Incorporations
Albany—International Kino Corp.
New York. Capital $15,000. Incor-
porators, R. Rosenzweig, A. Naidel
and J. Flick.

Albany—Pioneer Theater Corp.
Brooklyn. Capital $25,000. Incor-
porators, J. Schwartz, J. Feld and E.
Schwartz.

Albany—Theater Estates, New York.
Capital $25,000. Incorporators, R.
Pincus, L. Passman and E. Kaporw.

Albany—Lido Theater Corp.
Brooklyn. Capital $50,000. Incor-
porators, N. Sabbatino, C. Stabile and
J. Sergi.

Albany—Hampden Productions
New York. Capital $5,000. Incor-
porators, H. Baron, I. Miller and R.
Lurie.

Albany—Arlington-Mahieu, New
York. Incorporators, K. Arlington
D. Galway and F. Silverstein.

Jefferson City, Mo.—Bonne Terre
Amusement Co., Bonne Terre. Car-
it $12,000.

Universal Buys, Not Warners
Universal, and not Warners, has
purchased "My Old Dutch" Cheva-
leurs famous song around which a
picture will be developed.

Colored TItles
and Colored Inserts
in your pictures
Cost very little more
than black and white.
Ask us about it.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211

When you think of
INSURANCE
you are thinking of
STEBBINS

Specialists in Motion Picture and
Theatrical insurance for the
past fifteen years.

Arthur W. Stebbins & Co., Inc.
1540 Broadway,
N. Y. C.
Bryant 8040
Parisian hits for Paramount's 2nd Famous Forty
THIS MUST MEAN SO
Practically Every One of the Most Important and Shrewd
GEORGE

"THE GREATEST"
A Motion Picture
For a Pre-release Road Tour Showings in the
— HERE I SS

ALREADY PLAYED

CHICAGO—
Balaban and Katz
Chicago Theatre
Tivoli Theatre
Riviera Theatre
Central Park Theatre

PHILADELPHIA—
Stanley Company of America
Stanley Theatre

DETROIT—
John Kunsky
Capitol Theatre

ST. LOUIS—
Skouris Brothers
Grand Central Theatre
(Return date booked.)

KANSAS CITY—
Frank Newman
Newman Theatre

INDIANAPOLIS—
Robert Liebler
Circle Theatre

BUFFALO—
La Fayette Theatre Company
La Fayette Theatre

NEWARK—
Adams Brothers
Newark Theatre (2 weeks)

IKE LIBSON—Cincinnati
Lyric Theatre, Cincinnati
Mary Anderson Theatre—Louisville

FT. WAYNE—
Quimby and Marcus
Strand Theatre

BOSTON—
Paramount
Fenway Theatre

DON'T TAKE OUR WORD—WIRE ANY EXHIBITOR ON
—OR BETTER STILL SEE THIS VIVIDLY

RIVOLI THEATRE
WEEK BEGINNING

FOLLOW BEBAN'S POWERFUL CHARACTERIZATION! WATCH HOW
TO TEARS! WATCH THEM

Address all communications to EDWIN S. BETTEL
METHING TO YOU!!!
Exhibitors in the Business Have Either Played or Contracted For

EBAN

LOVE OF ALL"

Brought To Life!!!
Biggest and Finest Picture Theatres in America!

THE LIST—

NOW CONTRACTED FOR

NEW YORK—
Paramount
Rivoli Theatre

PITTSBURGH—
Harry Davis
Davis Million Dollar Grand

ST. LOUIS—
Grand Central Theatre
(Return Engagement December 13—Week before Christmas)

LOS ANGELES, CAL.
Sol Lesser
West Coast Theatres, Inc.
Four Weeks
State Theatre, Los Angeles
Raymond Theatre, Pasadena
Warfield Theatre, San Francisco
T and D Theatre, Oakland

COLUMBUS, OHIO
James Theatre Co.
James Theatre

A. H. BLANK ENTERPRISES—
Des Moines
Rialto Theatre, Omaha
Capitol Theatre, Des Moines
Ft. Armstrong Theatre, Rock Island

MILWAUKEE—
Saxe Amusement Enterprises
New Wisconsin Theatre

GRAND RAPIDS—
Consolidated Theatres Corp.
Majestic Theatre

HIS LIST AND YOU WILL ENROLL YOUR NAME ON THIS!
UMAN PICTURE YOURSELF at the
— NEW YORK —
UNDAY NOVEMBER 9th
IE GRIPS THEM! NOTE HOW HE SWAYS THEM FROM LAUGHTER
INE UP AT THE BOX OFFICE!!!
ill Be Announced Later

EIM General Representative—245 W. 47th St., New York
Carewe's Next 'My Son'  
Edwin Carewe's next picture will be a version of "My Son," now running at a New York theater. The cast has not been listed as yet. 

Begins "Goose Hangs High"  
"The Goose Hangs High," James Cruze's next for Paramount has been placed in production. In the cast are Constance Bennett, Esther Ralston, Myrla Stedman, William Otis, Ed Peck Jr., Gertrude Claire and James H. Marcus. The made lead has not been cast.

Plans Alaskan Feature  
George Edward Lewis, president of the Great Northern Film Co., will take a company to Alaska, for a second time. The story was written by Ira Gates, with Robert McKim, Robert North Bradbury and Gladys Johnston in the cast for the leads.

"Dixie" Cast Lined-Up  

F. B. O. Cameraman in Accident  
Leon Eynke, publicity cameraman at F. B. O., met with an accident recently, while on location with the "Go-Getters" company at the Lasky Ranch.

He was shooting a steetle chase and the horse, instead of jumping the water jump, leaped into the photographer and his camera.

Mabel Ballin with Fox  
Mabel Ballin, who has just completed work in "The Code of the West" for Famous, has been signed by Fox to play the lead opposite Tom Mix in "The Riders of the Purple Sage.

Principal Signs Chadwick  
Principal has secured Helene Chadwick to play the part of Betty Jo in "The Re-Creation of Brian Kent.

Century Signs Wanda Wiley  
Wanda Wiley has been signed by Century for five years.

Coast Brevities  
Allan Hughes is playing a part in Richard Talmadge's new production, "Laughing at Danger." Hughes is soon to star in a comedy serial for Pathe.

Mervyn Leroy has been engaged by Harry Garson as a gag man for the second production featuring Leify Flynn, "The No-Gun Man.

B. P. Schulberg has added little Helen Houg to "The Triflers" cast.

Albert Roscoe has signed a contract to play opposite Florence Vidor.

Joe Rock is cutting his comedy, "Messes Don't Care." It features Stan Laurel.

Hunt Stromberg announces that the third film in his series starring Priscilla Dean will be a society drama with an Austrian background.


Harry Beaumont has completed "A Lost Lady" for Warner Bros.

Norman Dawn has returned from the North with 40,000 feet of negative photographed in Alaska.

After spending four weeks at his home town, Pendleton, Ore., George Hackathorne has returned to Hollywood.

Saxe Plans Dog Series  
Samuel Saxe is here from New York to arrange for a series of dog pictures for 1925 release by Gotham and to confer with James P. Hogan on the latter's current production, "Women and Gold.

Ince to Do "Playthings with Souls"  
"Playing with Souls," by Countess de Chambrun, is to be produced for First National by Thomas H. Ince. It will go into production within a limited time. Berton Cummings, Belle Bennett, Jacqueline Logan and Mary Astor will have important roles. Ralph Ince is to direct.

Public Selecting Cast  
An entire cast is being chosen by ballot. Under the auspices of the Bobbs-Merrill publishing house, readers of "Enticement," by Clive Arden, are deciding who shall play the principal roles in the screen version, to be produced by Thomas Ince for First National.

Borzoie Busy on His Next  
Frank Borzoie will direct "A Man's World," from "Daddy Goes a-Hunting," for Metro-Goldwyn, and is now at work adapting the story in collaboration with Kenneth Clark.

"On the Threshold" Cast  
Renard Hoffman has engaged Sam De Grasse, Willis Marks, Robert Gordon and Margaret Sedden to support Henry B. Walthall and Gladys Hulette in "On the Threshold.

More in "Oz" Cast  
Mary Carr, Virginia Pearson and Charlie Murray have been added to the cast of "The Wizard of Oz." The complete cast in support of Larry Semmon now includes Josef Swickard, Oliver Hardy, Dorothy Dwan and Bryant Washburn.

Second "Texas Ranger" Started  
Jesse Goldberg, having completed his first Bob Custer, "Texas Ranger" story for F. B. O., has launched his second with Custer. Reeves Eason will direct the series.

Wilson and Smith Split  
Harry D. Wilson, for the past year partner with Pete Smith in handling publicity, will open an office of his own soon. Smith will continue to maintain offices at the United Studio.

Preparing Their Second  
With their first production, "Sold for Cash," out of the way, Erb and Goebel of Associated Arts Corp. are preparing their second for F. B. O.

Title Change  
The title of Richard Talmadge's third for Truart-F. B. O. has been changed from "Hail the Hero" to "Laughing at Danger." James Horne is directing.

Clara Bow in "Capital Punishment"  
The first member to be cast for "Capital Punishment is Clara Bow, who will play the leading feminine role.

Fox Signs Alma Rubens  
Alma Rubens has been signed by Fox to portray Maxine, in "The Dancers," Emilie Flynn will direct.

Gilbert in "Merry Widow"  
John Gilbert will play Prince Danilo opposite Mae Murray in "The Merry Widow."
That Deal

ADDITIONAL MATERIAL

AS TO DISTRIBUTION

If the big deal sets well. And moves along as scheduled. Look for some interesting developments. It may be that the distribution of United Artists will continue. As a machine. And again most anything may happen. It is a secret—not a deep one, anyway—that the three big distributing machines. Are much interested. As to the handling of the United product. It may be that nothing will happen. That United will have its own field force. As at present. And something may happen. Much. And if it does. Look for United product. In another distribution machine. One of the Big Three. Yes. Which? Well, toss your pennies. And take your choice. Yes—we have an idea. But we're not talking about it. Not yet. Anyway. Let's wait awhile.

CHAIN VS. CHAIN

Have you noted the idea. Of Lubliner and Trinz. Forming a chain. Or booking circuit? It's all set. And the obvious idea, of course. Is to offset the B. and K. Midwest operations. No secrets about that.

All of which augurs this: that one big booking deal develops another. Nothing less than self protection. That's all. And what are you going to do about it?

It is just these moves. On the checker board of this industry. Which cause further moves. And developments.

Talking about chains. And developments. Did you notice that the Famous Players Canadian. Added 10 to the chain. During this year. And that now there are 82. In the circuit?

STUDIO STUFF

Of the East. Had a run over. To see Buchovetski's big sets. And meet Frances Howard—a new comer. And ended up by seeing a mighty fine set: a mighty nice girl; and Adolph Menjou. All of "The Swan" company. The big set was very fine. But then you never can tell. Until a picture is cut and finished. What it's all about. Only if that set cost a penny—it cost a lot.

Incidentally met Sid Olcott. More about what happened to Sid and Moses later.

The preceding day journeyed to old Biograph. Way up in the Bronx. To talk to Earl Hudson. About the plans First National have in mind. They start shooting on Monday. Hudson busy organizing. Big job. But he tackled the same sort of thing. When he reached Hollywood. So he doesn't bother. And besides he has Herman Brunner alongside. And Herman knows that studio. Like a book.

The minute you land in the old Bio plant. You think of bygone days. And how that makes you think!

A KING'S BUSINESS

Just as Will Hays says. But, oh, the common people who love it. The plain "folks." Because over 26 million of them. Have entered the Capitol since it was opened. Just five years ago tomorrow. And almost all of them. Have left that theater. Feeling better. Entertained. Pleased. You're right, Will Hays; when you can please millions, you are doing a king's business.

Meanwhile, hats off to "Roxy." Who has had the lion's share. Of the reason.

PAGE EDWIN LOEB, EXPERT BRIDGER

According to Hoerl (Arthur—not Hoyle) the "Grand Slam" and advertised by Paramount. Will not make a grand slam. All you experts can see it. In the issue of Nov. 6. Attention of expert Edwin J. Loeb particularly.

STEPPE ALONG

Reported Doug will use Georgie Hale. In his next. You don't know her. But she's the girl who plays the lead. In "The Salvation Huntress," the only picture made so far. By Joseph von Sternberg. But after you see it you'll remember her. No doubt of that.

This is the picture which cost but a trifle. But which shows enough promise. For von Sternberg. To make him an outstanding figure. He will do Mary's next. And will write his own story.

L. M. G.

Meaning Loew-Metro-Goldwyn. And the club formed within that organization. Which had a ball last week. And on the program a wit wrote:

"Lass Meer Gayen.

Which means "Let me go."

MEMORY

The Cri De Paris—prominent Parisian journal—in its review of "Open All Night." Declares the ending is the same. As that of "Woman and the Puppett." In which Geraldine Farrar appeared. Which doubtless will lead to discussion.

AN IDEA

Chester B. Bahn, Picture editor of The Syracuse American. When asked to give his selection of 10 best. Of the year. For the Film Year Book. Prepares two lists. Publishes them in the American. And then says:

"Both selections of course, are entirely personal, and I do not expect either to be unanimously accepted by followers of things Thespian in this vicinity. If you, for instance, care to draw your own honor roll, you have my permission. More than that, if you are moved to send it to me, I'll be very glad to see that it is passed along to readers of this department for perusal."

Which is a mighty good idea. For other critics to develop. And will be certain to make. Mighty interesting reading.

KNOWLEDGE


A TOUCH AUDIENCE

According to Harry Carr, Of the Los Angeles Times. Harold Lloyd says that his hardest audience is Mary Pickford. He takes every comedy out for Douglas and Mary to see. Doug is an easy laugh. Mary sometimes smiles and at the end, if she likes it, she says, "Very good, Harold."

But if she really laughs, he knows he has a knock-out.

A COMBINATION

Years ago Howard Estabrook, And Charley Giblyn. Were great friends. And now Howard, As a producer. Has Charley direct "The Price of a Party." Which is fine stuff. And shows old friends. Should not be forgotten.

SPEAKING OF BUNGALOWS

I. D. Willman says: "George Ulman, Valentino's manager, and I planned Valentino's bungalow. Because we think he needed it. It's a surprise for him. When he reaches Hollywood. He doesn't know a thing about it yet. So you can't charge him with temperament. In this instance. When you give somebody a present, Danny. Is no time to be a piker. So we ordered the best bungalow on the lot. And we'd do it again. Because when a star works like Rudy does. He's entitled to a little comfort. Besides, we can sell it when we're through with it. The way the prices of everything in Hollywood are going up. It's an investment. And won't add a cent to rentals."
As a Whole...NO DOUBT BUT WHAT IT WILL SELL LIKE HOT CAKES. THESE LİES OF THE FIELD MAKE THE START BUT ENDS IN A FİNE THRİLLING CLİMA." Star...Has one of those viríle heroes which are able to carry the turn. Handles the part very nicely and will likely please all comers as Tornado, the father of the lumberjacks.

Cast...Ruth Clifford and Richard Tucker render capable support with Ruth the misled girl who married Tucker when he told her he had been killed in France. Snitz Edwards and Kate Price contribute occasional comedy dialogue that is good.

Type of Story...Lincoln J. Carter melodrama "Tornado" is quite as wild melodrama as some other Lincoln J. Carter stories. True, it winds up in a whistle and finishes in a tornado which offers plenty of thrills, but otherwise it keeps pretty much to earth. In fact the early scenes somewhat vat the plot but director King Baggot has made up for the deficiency rather successfully. The introduction of the new town, the oil drainage, and the tornado scene in a north woods logging camp that offer interesting material both pictorially and as a matter of information. He manages to hold the interest too, and with the clima, speeds up his story to a fine finish. The new town, the flood and the rain are realistically pictured and should serve to send them out thoroughly satisfied.

The story: Ruth Travers and her husband, a writer, arrive in a lumber camp where Ruth meets her former lover called "Tornado" by the lumberjacks who are paid with the author. Ruth herself, had told her Tornado died in France. Tornado tells Ruth that he plans to build their new town. Their train is caught in a flood. Tornado rescues Ruth and her husband makes the usual exit, leaving the lovers free to marry each other.

Box Office Angle...Should be a good prospect. They usually like these Lincoln Carter melodramas and this one is even better than some of his others. House Peters is well liked also.

Exploitation...Possibly you can bring them in very easily by playing up this title. It should get their eye and promise them a good picture. Be sure to use a trailer of the flood scenes. They are realistic and almost certain to help sell the rest of the picture. Use House Peters’ name prominently recalling other produc- 
tions of which he is especially well known such as "The Storm" and "Human Hearts." King Baggot deserves mention also.

Author...Lincoln J. Carter; good.

Scenario...Grant Carpenter; good.

Camera man...John Sturman; very good.

Photography...North woods logging camp.

Length...6,375 feet.
Howard Estabrook
presents

"The Price of a Party"

From the Cosmopolitan Magazine story by William Mac Harg, with

Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky

When It's YOUR Sister Who is the Price of
A Party It Makes a Difference!

A girl who knows, can meet temptation, spurn it, avoid it.
A girl who doesn't know walks right into it.
If that girl is your sister, and she is the price of a party,
what a difference it makes!

Directed by Charles Giblyn
Associated Exhibitors

Physical Distributor
Pathé Exchange, Inc.

Encore Pictures

Foreign Representative
Sidney Garrett
"East of Broadway"

(Adapted from the Saturday Evening Post Story
The "Tropic of Capricorn" by Richard Connell)

Directed by Wm. K. Howard
A Paul Schofield Production
with
Owen Moore, Mary Carr, Ralph Lewis
Marguerite De La Motte

A woman's scream in the dark!
On the sidewalk a probationer on the police force,
tomorrow to turn in his uniform.—rejected!
Everything to gain and nothing to lose; maybe
his life the forfeit, and he turned down for the
force!
If it were you, what would you do?
And what do you think he did?
What he did makes a half hour of climax, of the
tensest situations you ever saw!

Associated Exhibitors
Arthur S. Kane, President

Physical Distributor
Pathe Exchange, Inc.

Encore
Foreign Representative
Sidney Garrett
“The Border Legion”  
Paramount

As a Whole…THRILLING, TYPICALLY ZANE GREY STORY, HAS PLenty OF PULP-SUBSTANTIAL ITÉTITEL SEQUENCES. VERY WELL MADE PICURE WITH GOOD CAST AND FINE BACKGROUNDS.

Cast…Rockliffe Fellows acquits himself creditably. Gives an interesting performance in the role of bandit chief whose better side is awakened by a girl, Helene Chadwick good in the latter part. Antonio Moreno a sniftable hero but he’s shouted pretty well in western. Fells second fiddle, more important role. Gibson Gowland an excellent villain. Eddie Gribbin splendid comedy touch.

Type of Story…Western drama; from Zane Grey’s novel. Most of the Zane Grey novels make first rate screen material but ‘The Border Legion’ seems to the grey-orange of RKO appropiate than some of the others. Besides a lot of fine action and thriller excitement, it has an absorbing plot, which, incidentally, the author claims to have been an actual fact. The story contains an array of fine personalities, some of whom you will recognize in these two furnish many fine moments in the picture. For once a hero isn’t the “whole show.” In fact Jim Clene hasn’t a chance to rescue the girl he loves but is finally reunited with her through the charity and change of heart of the villain. The acting is topnotch, excellent production. His story is nicely developed and the interest splendidly maintained. The photography is outstanding. It is a number of beautiful backgrounds. All told “The Border Legion” is a satisfying number that will give box office numbers also.

Box Office Angle…Should do big, especially with the crowd that likes a western. You can count on pleasan
ting them with the latest Zane Grey.

Exploitation…A trailer of one of the exciting moments should serve to gain their interest. Of course you can use the book as an advance and arrange for the usual book store display of his various titles. “The Border Legion” is in particular. Antonio Moreno and Helene Chadwick may be mentioned as the featured players but Rockliffe Fellows certainly deserves prominence for his work. Post the title well in advance and give the public all the publicity you can.

It should be well known through the book.

Direction…William Howard; his first for Paramount; looks promising.

Author…Zane Grey

Scenario…George Hull

Cameraman…Alvin Wyckoff

Photography…Very good

Locales…7,048 feet.

“The Torrent”  
Phil Goldstone—State Rights

As a Whole…ONE OF THOSE CAVEMAN PLOTS, NOT CON- SISTENTLY INTERESTING BUT IT MAY GET BY WITH AN AVERAGE AUDIENCE, HAS SOME ACTION THAT COMPENSATES.

Cast…William Fairbanks hasn’t all he needs for work to do in this one. True, he does one or two rescue stunts and saves the fair lady but you can tell he isn’t kept very busy. Ora Carew, as the girl, finally decides that he doesn’t love her caveman admirer, Others Joseph Kilgour, Robert McInton, Frank Elliot.

Type of Story…Romantic drama. The title isn’t very appropriate. In fact they’re likely to expect a story entirely different from what they get. “The Torrent” is used figuratively here. Hero Fairbanks is on his way back from the jungles. On his way back he turns up a girl who refuses to “fall” for his line of lovemaking. He’s too sure of himself and so the girl slips off. They stage a mock marriage with Fairbanks and the girl as principals. Hero holds her to its sovereign sad sea, by a captain, is legal. When the boat docks the girl, still disregarding the marriage, meets the man she is engaged to but before she can depart with him, hero kidnaps her, takes her to a ranch and holds her as his prisoner. And still the girl refuses to admit that she loves him, the caveman hus- band.

Eventually the fiancé discover her whereabouts and rescues her. In getting away, however, the girl is hurt from an auto; the auto goes over a cliff sending the fiancé to his death. Meantime hero is in a state of mind going towards the falls. He is also rescued and finally the girl realizes she loves him. These latter reds reel fairly true. Fairly. There are some pretty slow stretches before this that make the film a fairly dragggy one.

Box Office Angle…May do on a double feature program but is hardly strong enough to stand alone. William Fairbanks has had more exciting roles than he has here, they probably will expect more of him.

Exploitation…It might be well to explain the title in this case. It may perhaps with a few words, however, it depends upon whether or not you’ll get kicks if you don’t explain it. You might use William Fairbanks name, as he is not too familiar with him by this time. Ora Carew’s name also could be men- tioned and a trailer of the rapid

Direction…A. P. Younger and Wm.

Doner; fair.

Author…Langdon McCormick

Scenario…A. P. Younger

Cameramen…Roland Price—Edgar D. Allen

Photography…All right

Locales…New York

Length…About 5,000 feet.

“Robes of Sin”  
Wm. D. Russell Prod.—State Rights

As a Whole…THERE MUST BE A SENSE OF ENTERTAINMENT SO “ROBES OF SIN” WILL PROBABLY MAKE ITS MARK. AGE OF MUMMERY, AND A CLUE TO THEM FAIRLY WELL DONE.

Cast…Contains a pretty good line up of players. Sherry Brennan as the sister of the policeman-husband whose duty oc- cupies most of his time. All right Astor makes the most of a “gilded lily” role and Bruce Gordon is all that a prosperous bootlegger should be.

Type of Story…Domestic drama. “Robes of Sin” probably shouldn’t be condemned for its lack of origin- ality; certainly these quite stale. neglected wife and eternal triangle plots still hold the public’s interest or the producers wouldn’t waste the time and money it takes. Enterprises haven’t spent a great deal on the picture. “Robes of Sin,” like many others of its sort, is a rather cheap affair, an exploitation film, made purposely to please a certain clientele and make money for the expense wise citizenry to chuckle. It isn’t sufficiently wholesome for family trade because of its dealings with a rich bootlegger, his mistress, and his aborto to escaped wife of a policeman. The plot deals with Ruth and her husband, a policeman, whose duty causes him to leave her alone most of the time. Her neighbor, Grace, the mistress of a bootlegger, invites her out on a party; lending her a gown. Ruth accepts fine clothes from the bootlegger who proceeds to forget about Grace. The latter, in revenge, anxious to make；but his wife’s hus- band is making a raid on the boot- legger. He was the one who was to the plot to frame Ruth. Her husband begs forgiveness for his neglect, the bootlegger is put be- hind bars and everybody is happy.

Box Office Angle…You know best what to do with a picture of this order. If your crowd is right for it you can probably use it to advantage. It has plenty of the sort of thing they like.

Exploitation…Where you want to bring them in you can. They are not very relative to the husband who neglects his wife to the extent that she eventually seeks the at- tention of some other man. If you do lines such as: “Who is to blame? The husband who neglects his wife or the wife, who being neglected, seeks the attentions of another.” You can ask the answer at the blank theater in “Robes of Sin.”

Direction…Louis Waldeck

Scenario…Geo. Hively

Cameramen…Rose Fisher

Photography…All right

Locales…New York

Length…About 5,500 feet.

“Madonna of the Streets”  
First National

As a Whole…BRINGS NIZAMINO- VA Back With ECSTASY IN DRAMA THAT CONTAINS PLENTY OF HUMAN INTER- EST. WHILE IT LACKS FORCE AS A USCHE, IT WILL PROBABLY GET BY.

Cast…Nizaminova in a rather typical performance although she is not given a very exciting part. Some of her close-ups quite poor. Milton Sills fine as the minister. Tom Kennedy and John T. Murray tackle comedy roles rather success- fully, Others Harold Good- win, Claude Gillingwater, Courtenay Foote, Rosa Gere.

Type of Story…Drama; from W. M. Seelmer’s novel, “The Ragged Messenger.” The story is based on “Madonna of the Streets” doesn’t hit on all cylinders. It starts off very well, but about midway the story, which is an interesting fashion, establishes a definite premise and then seems to weaken. It doesn’t live up to ex- pectations. A very fine story and left penniless after the death of the man whose mistress she had been, decides to avenge her mis- fortune by marrying the man’s nephew, you really expect a very compelling bit of drama. You do get a lot of quantity, but not forceful. That Mary should actually fall in love with the nephew, an evangelist who has estab- lished himself in London’s fascinating mission, in London’s Limhouse section, is rather expected, but with it you also anticipate suspense. There is little of this. The minister discovers Mary’s real identity but it all happens in a commonplace manner. Carewe’s production is splendid, his atmos- phere is very well done, his handling of the cast is commendable. A more careful story development, without on the other hand, might have helped considerably. The film does not contain a great amount of sex appeal although it is probably as much as it does. Carewe has touched it down to some extent and there is little that can be said about this.

Box Office Angle…Quite likely to bring in a good many because it marks Nazimova’s return to the screen after an absence of some time. Story will appeal to individuals rather than classes.

Exploitation…“Scree-k” will probably serve to bring in a good many. Whether or not you want to bring them in on the strength of it, without telling them much about it depends on the people you cater to. Let them know that the story is not as risque as it might sound from the title. Exploitation is a family trade. Boost Nazimova’s name and tell them it is her first picture since “Robes of Sin.” Use Milton Sills’ name also.

Direction…Edwin Carewe; usually good though story development could be better.

Author…W. B. Maxwell

Scenario…Frank Griffin

Cameramen…Al Green-Robt. Good

Photography…Good

Locales…London

Length…7,507 feet.
Short Subjects

New York

"The Battling Orioles"—Pathe

AMERICAN—* "The Battling Orioles" is a waste of time and material. How many people do o the slapstick comedy, and how is it a waste of time and material? "The Battling Orioles" most likely literally. If he is going to emulate Mack Sennett in the silent film lines, then he is giving us something of a real comedy nature.

BULLETIN—* The successful advance of the film, "The Battling Orioles," is a very funny picture, not the least laughable feature of the year. It consists of a series of drawings of heads in pen and ink on which the hair, eyebrows, whiskers, etc., are moved from their original places and rearranged by the artist's hand so as to form an entirely different head. Thus we have emerging from unknown likenesses such familiar folk as John D. Rockefeller, Charles M. Schwab and Larry Seaton.

Animated Hair Cartoons, No. M—Red Seal

Entertaining Novelty

Type of production... 1 reel novelty

Listed as Animated Hair Cartoon No. M, this is a clever novelty reel drawn by hand. It consists of three scenes of characters in the series. The drawings this time to be found by Conway Tearable, Mlle Burke and Norman Tarebell. The charm of the reel lies in watching the bits of hair being moved from one place to another and in seeing the face of a well-known face emerge.

Animated Hair Cartoon, No. N—Red Seal

Interesting

Type of production... 1 reel novelty

This Animated Hair Cartoon is especially well done by Beetle himself, and is one of the best in the series. The drawings this time to be found by Conway Tearable, Mlle Burke and Norman Tarebell. The charm of the reel lies in watching the bits of hair being moved from one place to another and in seeing the face of a well-known face emerge.

Animated Hair Cartoon, No. W—Red Seal

Diverting

Type of production... 1 reel comedy

This Marcus cartoon is designated as No. W. The be-whiskered folk seems to be Buster Keaton's friend, Jimmie Owen, and Thomas Meighan, after their hair has been re-arranged. This series provides an excellent means of providing diversions to programs that are long and heavy. The material contained in them is amusing and novel and the reels are quite short, so that they may be used where a longer comedy could not be.

"Poor Butterfly"—Meredith Educ'l

Good, Fast Comedy

Type of production... 2 reel comedy

Action is the keynote of this Meredith comedy. There's plenty of the plot, there is much that is amusing, even though the laughs aren't brought forth by much that is new. Ruth Haff is very well cast as the little trick from the farm. Her work is good and she gets away from the house and everything in the shape of a comedy work. The action concerns the troubles a wealthy 'bogus' gets into while chasing a butterfly that leads him to Minyer's farm, his "fall" for the girl, and her troubles in the city while waiting for her sweetheart. Fast good comedy.

"The Artist's Model"—Earl Hurd

Excellent with Music

Type of production... 1 reel animated cartoon

Excellent results can be obtained by using this reel in conjunction with orchestral effects. The cartoon deals with a janitor-property man of a theater who gets his cues for the different vaudeville performers in his dreams of a post-girl. The animal jazz-band all play different instruments. The cartoon leads up to a cartoon film of a home film, and there is a fine scrimmage between the janitor and the leader of the Zulu Jazz Band when the former wins the latter's grass-skirt. A funny musical accompaniment will do much toward making this very effective.

"Speed, Boys!"—Century—Universal

Clean and Entertaining

Type of production... 2 reel comedy

This is essentially a kid comedy. It features the Football, Pictorial, and Bubbles, a little colored lad, and has a cast that includes Speck O'Donnell and several other kids. The children play their parts like the smartest of commies, and there is a little comedy for the average house. Not hilarious, but good, clean and entertaining.

"Gridiron Glory"—Grantsville/Ray Ratgeber

Fine, Timely Reel

Type of production... 1 reel comedy

This is a peach of a "sport" number. The men will thoroughly enjoy it and so will the football fans among them. This is a funny little comedy with the different plays and the method of training for them are shown and in slow motion. The tight moments are fine, and the players are shown as having past seasons are also shown, with the cheering crowds, etc., lending appropriate atmosphere. Fine, timely reel.

"Film Facts"—Cranfield & Clark

Varied and Interesting Reel

Type of production... 1 reel magazine

The subject matter of this magazine reel is extremely varied and interesting. In fact, it is so varied that it is only a glimpse of most of the things dealt with. Among the scenes are those showing Japanese geisha girls dancing, several novel chemical experiments such as freezing mercury by means of liquid air, and some excellent underwater shots of queer and little known fish, opened into a rather attractive flower bed has been the very best idea that has come into the weeds of confusion. The opening of the plot was a trick, ambitous, as we see it but after it got into action, it blossomed into a joyous story and really made something of itself.

The presence of Betty Compson, Warner Bro's director, Rockcliffe Fellows, director, the actors, and the costuming has made it interesting throughout, and he has some fine, tricky bits of direction that are quite justifiable because they work like a charm.

Then, Betty Compson is thin and heartless, but in the lives of a long-legged blonde is the lad man, and an exceedingly pretty person, who never wins her own.
and the tricks are done so expertly that they give the deceptive illusion of being naturally distributed. But unfortunately, we are unable to wax enthusiastic over the story itself. Norma Talmadge is excellent, of course—she is much better when she is not so often as it is hackneyed. * * *

**GRAPHIC**—The Only Woman

by Helen Keller

is quite predictable. It's a story about a third-rate lawyer who falls in love with one of Miss Talmadge's other admirers. The dialogue in the picture is a little flat, and Miss Talmadge is not given enough opportunity to do her best work.

**HERALD-TRIBUNE**—One is如果你 ever get the chance to see this picture, you'll find a fine leading man also. Both are soulful and endearing, and Miss Talmadge is not at all the picture what one would expect from the first glance. But The Only Woman is a small picture that is not without its merit. It is one of the few of this kind that is worth seeing.

**POST**—Norma Talmadge's new picture is the only one of the two that is truly a dud. She is not a very good actress, and her old admirers have not been much impressed with her new look. The film is a failure, and Miss Talmadge has been given too much credit for her part. She is not at all the picture what one would expect from her previous work.

There is also a storm that is probably the best known in the world, and the spectaculars of a storm at sea ever shown on the screen. But although the actual plot of **The Only Woman** is unoriginal, the acting and direction are very good, and the picture is very entertaining. Miss Talmadge is excellent, and the rest of the cast is well chosen. The film is a success, and Miss Talmadge has been given too much credit for her part. She is not at all the picture what one would expect from her previous work.

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with automatic dissolving shutter, 2 1/2 F.3.5 Carl Zeiss Tessar, 6–8 ft. magazines, case and new Precision Ball Bearing Tripod. $650.00

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U. S. and Canada Agents for Debra
**The Female**—F. P. L.

**Piccadilly, Cincinnati**

**DEMOCRAT-CHRONICLE**

It's a nice movie if you can believe it.

**Herald—**

**while it is by no means an original picture, it is far better than the local scene this week, and offers Bebe Compton, a screen comedy troup, a chance to portray a display of champagne and fine gowns.

**Times—**

*The film is carefully produced and cast, so that makes pleasant enough for an hour or so."

**Find Your Man—**Warners

**Rialto, Washington**

**Herald—**There was a wonder dog, keeps the audience interested and thrilled.

**Poison in the Dark—**F. B. O.

**Delmonte, St. Louis**

**GLOBE-DEMOCRAT**

brates a complete piece of workmanship. Starting out as a mystery plot, it develops in comedy, step by step and ends with an improbable explanation.

**Star—**There is a girl, her fortune, and the guardian, a liar, and the villain. If you can not figure this out for yourself, see the picture. It is good.

**Forbidden Paradise—**F. P. L.

**McVickers, Chicago**

**POST**—In the striking quality of a photoplay is cleverness, but the story is lacking in the interest of this production. It is the virtuosity of Ernest Lubitsch that is being demonstrated in the pictures "talk," manipulating his material, with the result that there is nothing to watch. I was less impressed by the melodrama of Madame Negri, not because she did not play with style and dash, but because the role did not make any great demands on her acting.

**The Girl in the Limousine—**1st Natl.

**Central, Washington**

**Times—**

*Critical Film Review* of *Avery Hopwood's former stage hit.*

**The Greatest Love of All**

**TRAVELER—**The path of the tale is relieved by touches of broad farce, especially in Bebe's interpretation.

**His Hour**—Metro-Goldwyn-Mayer

**JOURNAL—**The sex appeal and romance produced with intelligence. King Vidor has got the big picture, and his passion picture result is a brisk and unusually good picture. There is much real spirit in the story, and sex attraction is, as might be expected, the primary thing. It is a whole thing done with restraint.**

**Hypnotized—**Triumph Pictures

*Gyn story done in a typical Gyn way.*

**Hot Water—**Pathé

**Rutland, Connecticut**

**POST—**When this hot water is released, "Hot Water," is not as good as some of Lloyd's (Hans Ford) previous productions, nor as funny as a lot of pictures in which other less popular comedians have appeared.

**Rialto, Los Angeles**

**(Week Ending Nov. 1)**

**Record—**This is a film to laugh. But when laughs come in bunches, accompaniment of running gags, the whole becomes a speedy action and hilarious situations, they too are a nuisance.

**Times—**

*That is what Harold Lloyd is giving in his comedies.*

**Times—**

*enough laugresth to fill its own picture and a whole lot of other Lloyd vehicles.*

**Imperial, San Francisco**

**DAILY NEWS—**

*freshens up a hum of old jokes about mothers-in-law, and brings back a bit of wrong that amuses its admirers. They are the only real thing of its genre at the first performance.*

**New Grand Central, West End Lyric**

**Lynn**

**GLOBE-Democrat—**

*The comedy itself is funny, with Lloyd it becomes a laugh climax, making it one of the films to watch, and discrediting mother-in-law and two other mothers.*

**Lancaster Daily News—**

*Lloyd's sugar sweet little lady, and his amates make the telling seem

**Post Dispatch—**

*Hollywood Lloyd laugh-getters, with a few new comedy stunts.*

**Husbands and Lovers—**1st Natl.

**Allen, Cleveland**

**GLOBE-Democrat—**

"Husbands and Lovers" is a real good picture. Originality of the subtitles has a jarring effect, but the intimate touches, the moments of pathos and human elements through the entire eight reels hold the interest throughout, along with the characters.

**Plain Dealer—**What a picture Stahl would have made if he had forgotten the burlesque of the most sentimental films on this man at the moment he became intoxicated with the family break. But Stahl didn't have the necessary dramatic talent to deliver.

**Times—**

*Beautifully set throughout and I recommend the first six reels (of the eight) to people who like Lubitsch.*

**Merion of the Movies—**F. P. L.

**F. P. L., Chicago**

**FREE PRESS—**

*Entertaining with a fine story to tell.*

**State, Minneapolis**

**TRIBUNE—**Mr. Hunter undoubtedly is one of the most character actors of the cinema. His performance as Old Danza is seen to advantage as film, and a popular cast contributes competent support.

**The Wire With the Iron Door—**

**Principal Modern and Beacon, Boston**

**TRAVELER—**AMERICAN—Grandure of the subject was carefully avoided, the drama is vividly conveyed to you with fierce emotion. Everything is well handled, the overworked cynicism will split and fall away. In its reproduction of this colorful chapter in American history, this picture is a notable achievement.

**EXAMINER—**

*one of those rare long pictures that seem short.*

**Times—**

*The building of the great western railways, bumping along with the building of the transcontinental railroad, is somewhat coudory.*

**TRIBUNE—**

*The picture is worthy of letting the house-lights get along by themselves for a while.*

**NY—**

*Everyone should see it, and do not do the usual let-down in the snug comfort of his Pullman without thanking his stars there's an iron horse to ride behind.*

**Times—**

*the "Iron Horse,"***

*a far, far better picture than Griffith's "American," while not as dramatic, is more accurate than "The Birth of a Nation."

**POST—**John Ford, who directed the picture, knew what he was about. He handles the characters and their troubles with plenty of action and lots of laughs. What is even more wonderful is the making of the picture and certainly worth seeing.

**TRIBUNE—**

*Indians, acting—"The Iron Horse,"*

*satisfying.*

**Chicago Tribune—**

*Photo play was three years in the making, was a wonderful problem, scene engineering, and when all is said and done, they'll all want to take off their hats to Mrs. John Ford, director.*

**The Last of the Dunes—**Fox

**Reade's, Highland**

**JOURNAL—**

*filled with western atmosphere and good acting.*

**Plain Dealer—**

*There is a picture that makes one yearn for the days of the other Doug.*

**EXAMINER—**

*The film version is something vastly funny.*

**Herald—**

*The little touches of Nat's characteristic humor are not there, and the play is not as good as the material presented, on Ellis street will miss from now on.*

**Manhattan—**F. P. L.

**Tivoli, Washington**

**Times—**

*is a knock-out, and if only Washington movie goers can have as much fun as fans MacLean, however, makes audience about instead of smile.*

**DAILY NEWS—**

*is one of the most amusing farces we have seen on the screen.*

**A. M. Socia, Stillman, Cleveland**

**State, Cleveland**

**News—**

*good, clean entertainment for the entire family.*

**Plain Dealer—**

*returns Constance Talmadge to her popular roles—that of a comedienne—and Miss Talmadge better and has better material to work with in this bright and amusing farce comedy that she has had in a couple of years.

**Sandra—**First National, Stillman, Cleveland

**State, Minneapolis**

**TRIBUNE—**

*If you read "Sandra" in book form, you scarcely recognize it.*

**Herald—**

*It has been given the movie vandalistic treatment which results in the mutilation of its story.*

**Plain Dealer—**

*Miss LaMarr wears beautiful gowns, but her performance is not above the ordinary.*

**Times—**

*The usual fate of a tragi-comedy in America.*

**POST—**

*There is a story that has been disrobed from its glory ending so that it's all that well ends.*

**Barbara LaMarr is alluring as Sandra but inclined to be over-dramatic and relies much on the conventional gestures and outbursts.*

*shod the movie by all means. It is one of the season's greatest hits.*
From studio to screen—

EASTMAN FILM

Just as in the studio where Eastman Negative Film makes the most of the cameraman’s skill, so in the theatre Eastman Positive Film carries quality through to the screen.

Look for the identification “Eastman” “Kodak” in the film margin.

EASTMAN KODAK COMPANY
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Full capacity at the sixty performances

FRANK LLOYD PRODUCTIONS INC.
Presentation of RAFAEL SABATINI'S great story of adventure—
"The SEA HAWK"
with
MILTON SILLS and a supporting cast including
ENID BENNETT LLOYD HUGHES and WALLACE BEERY
Directed by FRANK LLOYD

ALBANY
LELAND—"The Sea Hawk" (First National). Second week. Newspapers: "Everything that was said in praise of this production last week can be reiterated. It is an exceedingly fine picture from every cinematic angle, and is splendidly acted by Milton Sills, Enid Bennett, Wallace Beery and one of the largest casts of supers that movies have yet employed."—Evening News. "There is something about the picture that holds the audience, and many who saw it last week declared that they would see it again."—Evening Journal. Exploitation: One and three-sheets, lobby flashlight, signs, additional newspaper advertising, trailers and screen publication, Business: Exceeded all previous records; full capacity at the sixty performances.

From Morning Telegraph

There ain't no use dodging the facts: a FIRST NATIONAL CONTRACT is proving itself to be the biggest bet yet!

Leadership and Reason Why No. 3

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
White

By DANNY

Pictures

Entertainment

Methods of doing business.

Ideas to developing a better

tone. To the industry.

This—and more—seems back

of the idea. Of "The White

List." Announced by Universal.

And which proved not only a
clever advertising idea. But a

lot more.

They have ways of their own. At

Universal. And sometimes they are
mighty smart. Every now and then

Laemmle-Cochran et al. Start some-
thing. And when it is first picture

industry sets back. And wonders how

it was done. This White List idea.

Was just another. To make the in-

dustry take notice.

Of course Universal will be

charged with seeking public-

ity. In a business of this kind.

That is natural. But unless all

the signs are pointing the

wrong way. This White List

idea is a lot more than that.

And hence it deserves atten-

tion. And a lot of it.

Bob Cochrane says—and you can

evolve Bob—that Universal is trying

"that 100 per cent on white pictures.

white contracts, white everything.

It isn't just merely a stunt.

We are going through with

and we are pounding it home to

eye man in the Universal organiza-

tion, particularly our sales force.

It's good business but, better still it's

its soul principle, and if it does nothing

more than give a slight boost to the

general tone of the industry it will

have been worth while.

You just bet your grandmother's

pajamas it will be. Any-

thing that any of us can do. To

lift the general tone. To seek

a higher level. This mighty fine

business. Which means $ $ $ in

the little old box office.

There has been a mighty keen re-

igion of pictures which were all hunky dory last

year. And seasons before. You

ought get a few of them "by" even

in New York. But generally speaking—broad-

(Continued on Page 2)

9 Houses for Detroit

This Number Definite—Others Con-

templated There—Problem of

Overseating Up

(Special to THE FILM DAILY)

Detroit—"The Michigan Film Re-

view" has prepared an analysis of Do-

troit theater construction which shows

nine important theaters are either

building or definitely planned and

many more contemplated.

The nine houses include:

John H. Kunsky will build his new

State at Woodward and Elizabeth.

Dahan & Katz will build a new
downtown theater seating around 4500.

Definite announcement as to the

location will be made within ten days.

Kunsky will also build a new theater

on North Woodward Ave. in the

(Continued on Page 2)

Tilt Over Exchanges

Selznick Receiver Would Close

Branches—Unplayed Business

Placed at $700,000

A meeting will be held today in the

United States District Court to
discuss the intention of F. B. White

Wilson, receiver for Selznick to close

Selznick exchanges all over the coun-

dry.

The receiver sent out a notice to

effect late last week, giving as

his reason for such a move the fact

that the weekly maintenance was

proving a liability. A meeting was

held on Friday at which a large num-

ber of creditors attended and a sub-

sequent discussion is slated for to-

day.

No concrete proposition has eman-

ated.

M. and S. Buy Property

The Mayney Amusement Co. (Mayer

and Schneider) have purchased

from Bagdad Traders, Inc., the five

story building at 54 Suffolk St. and

the three story building at 155 Clinton

St. It is on this site that a 3000 thea-
ter and office building will be

erected.

Davis Circuit Report

(Special to THE FILM DAILY)

London—E. Lewis, secretary of the

Davis circuit, denies the report pub-

lished that negotiations were on

either "with the P. C. T. or any other

firm" relative to a sale of the Davis

houses, Marble Arch, Shepherds Bush

and others.

May Meet Today

Nathan Burkhan and A. H. T. Banz-

haf Reach Los Angeles for

Merger Conferences

(Special to THE FILM DAILY)

Los Angeles—Nathan Burkhan and

Albert H. T. Banzhaf reached here

yesterday from New York to attend

the first meeting at which the future

course of United Artists will be de-

termined upon.

There is a strong possibility that

the concluding meeting will be held
today. The reorganization plan, set-

ting aside a lump sum of $2,500,000

for new product has been completely

formed but just how Charlie Chap-

lin and D. W. Griffith will figure in it

is a matter to be determined, now that

Burkhan and Banzhaf are here.

Reports still persist here that the

physical distribution will not be han-
dled through United, but through one

of the three major companies whose

names have appeared at frequent in-

tervals in reports involving United

Artists' future.

Raihoun Testifies for Famous

Paul Raihoun, of Famous Players,

was the only witness called before

the Federal Trade Commission Saturday.

Little of any significance developed,

the proceedings being taken up for

the past part by getting the witness' in-

put as to the standard size of film

spools, the number of feet of film

on reel, and so forth.

The late transcribed testimony cov-

ers over 15,000 pages. The hearing

will be resumed this morning.

Attacks Salacious Pictures

(Special to THE FILM DAILY)

Atlantic City—The film of salac-

ious books was attacked in a resolu-

tion passed at the closing session of the

New Jersey Congress of Mothers

and Parent-Teachers' Associations.

Inc Sign Mary Astor

Los Angeles—Mary Astor has been

signed on a three year contract by

Thomas H. Ince.

Plans Sea Epic

Emory Johnson Going to Sweden to

Make Picture Deal with His-

tory of Navigation

Los Angeles—Emory Johnson de-

clares he has completed negotia-

tions with representatives of the Swedish

Government in this country and

abroad to film a spectacle among

the fjords and mountains of Sweden af-

ter the first of the year.

Johnson and his mother, Emilie

Johnson, who writes all of his stories,

plan to sail for Stockholm as soon as

they complete their next production.

(Continued on Page 5)
Renown-Jans Merger
M. H. Hoffman Takes Over Jersey Exchange, Including Old and New Preferred Franchises

M. H. Hoffman of Renown Pictures, Inc., has taken over the Jans Film Service, Inc., operated by H. F. Jans in the Northern Jersey territory.

The deal gives Renown the old and new Preferred franchises, as well as another product.

Jans has re-entered the production field and is devoting all of his time to the making of pictures for the state rights field. Hoffman who now operates the Renown exchange on the 5th floor of the Godfrey Bldg. will move into the Jans quarters on the 10th floor where the office space and general appointments are more adequate.

For a previous deal, Renown will distribute the new Jans series in New York City and State, as well as in Northern Illinois. The latter territory is handled out of Renown's Chicago office.

To Release "Wolf Blood"

Lee-Bradford has signed a contract with Ryan Bros. to distribute "Wolf Blood."

Tilt Over Exchanges

(Continued from Page 1)

9 Houses for Detroit

(Continued from Page 1)

Spring, seating around 25,000. Sam Brown will open a big new house on Woodward Ave. in Highland Park some time next month and is building another on Fenkell Ave. to be known as the Sheridan-Plaza.

Jas. C. Cosco's new theater, near the Ford plant, will open around Dec. 15. The New Imperial, at Gratiot and Lemen, will open early in the year. A new house seating around 2000 is to be erected on Woodward Ave. opposite the Ford Motor Co. plant, and Charles W. Munz has broken ground for his New Rivera at Grand River Ave. and Joy Road.

It is understood that Jake and Alex Schreiber plan a number of new houses in the outskirts and that Charles H. Miles may build a new house downtown. Henry S. Kopin is planning the erection of several new neighborhood houses. There are at least three or more projects under consideration.

In conclusion, "The Michigan Film Review" asks the following pertinent question: "If it is true that Detroit is now oversaturated, imagine what it will be when all these houses are operating by next September?"

Strand to Entertain Cripples

Crippled children will be taken from Bellevue Hospital to the Mark Strand today to see "Hot Water," today. They will be transported in new ambulances, buses and several private cars. The first twenty rows of the orchestra are reserved for the crippled and convalescent.

Brabin Loses Point

Appellate Division Strikes Out $500,000 Claim in Action Against Metro-Goldwyn

The Appellate Division has affirmed the order of the lower court striking out a claim for $500,000 in the suit of Charles J. Brabin against Metro-Goldwyn on the ground that he was engaged to direct "The Hurrican" and was discharged before the picture was completed.

He demanded the $500,000 allegedly that he lost prestige valued at that sum because his name was not used as the director. The defendant in opposing this claim asserted that it was too speculative to be the basis of any recovery. The defendant made no objection to a claim of $25,350 as a balance due on Brabin's $25,700 which he was to get for making the picture.

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(Above)

MARY BRIAN

Age............ Sixteen years.
Height........... Five feet.
Hair............ Brown.
Eyes............ Brown.
Birthplace..... Corsicana, Texas.
Record........ Winner of a beauty contest.
NOW............. Wendy in “PETER PAN.”

(Right)

BETTY BRONSON

Age.............. Seventeen years.
Height........... Five feet.
Hair............ Brown.
Eyes............ Blue.
Birthplace..... Trenton, New Jersey.
Record.......... Dancing under Fokine; “bits” in few pictures, including “Anna Ascends” and “His Children’s Children.”
NOW............. Title role in “PETER PAN.”
Also in “THE LITTLE FRENCH GIRL.”

(Left)

ESTHER RALSTON

Age.............. Twenty-two years.
Height........... Five feet five inches.
Hair............. Light golden.
Eyes............ Blue.
Birthplace..... Bar Harbor, Maine.
Record.......... Has been in pictures five years. Her first Paramount picture was “Huckleberry Finn.” Has played leads in other organizations.
NOW............. As Mrs. Darling in “PETER PAN” she has her first big part in a Paramount picture. Also in “BEGGAR ON HORSEBACK.”
IN 1925

Several hundred productions will be cast, produced, distributed, exploited and exhibited—

Thousands of columns of news matter about them will appear in newspapers and periodicals—

Hundreds of inquiries about this, that and the other thing will constantly come up all along the line from casting to final accounting—

And when a question is asked someone will probably reach for a copy of the 1925 FILM YEAR BOOK

You'll Find One Everywhere
On Broadway

Broadway—"The Fast Worker"
Cameo—"East Of Broadway"
Capitol—"He Who Gets Slapped"
Criterion—"The Ten Commandments"
Loew's New York—Today—"Sinners In Heaven"
Tuesday—"Three Women"
Wednesday—His Hour
Thursday—"Abraham Lincoln"
Friday—"Lover's Lane"
Saturday—"Worldly Goods"
Sunday—"The Man Who Came To Dinner"
Lyric—"The Iron Horse"
Mark Strand—"Hot Water"
Piccadilly—"Debureau, The Lover of Camille"

Rialto—"The Beloved Brute"
Rivoli—"The Greatest Love of All"
Brooklyn Mark Strand—"The Silent Watcher"

Next Week

Broadway—"The Midnight Express"
Cameo—Not yet determined
Capitol—"He Who Gets Slapped" (tentative)
Criterion—"The Ten Commandments"
Lyric—"The Iron Horse"
Mark Strand—"The Smart Set"
Piccadilly—Not yet determined
Brooklyn Mark Strand—Madonna of The Streets"

Plans Sea Epic

(Continued from Page 1)

for F. B. O. work which begins next week. They will establish headquarters in Stockton preparatory to beginning actual work on locations to be chosen by Johnson for agents of the Swedish Government. It is understood that the narrative will trace the history of navigation from the earliest era of the Vikings to the giant liners of today. F. B. O. will distribute the production.

EARL HALL PANYE of the Kentucky Theatre
Lexington, Ky., Saw

HAROLD BELL WRIGHT'S

Fine Adventure Romance of
Hidden Gold

"THE MINE WITH THE IRON DOOR"

Booked it, then wired Irving M. Lesser:

"It's a whang. Looks like a clean-up, even bigger than first Wight Attraction. Congratulations. Give us more like this one."

It's a Sol Lesser Presentation

A Prinzing Pictures Master Production

THEATRE MANAGER

Now with leading de luxe theatre, and personally supervising presentation and exploitation, wants a percentage of the profits in a position with a big city theatre which is not turning in enough profit.
Address Box G 808, Film Daily, 71 W. 44th St., N. Y. C.

ERALD & EXAMINER—There are some fine characterizations and particularly the Ellen of Bessie Love and the profane character of Charles Murray. Though the direction is never amusing, it is always workmanlike, and there are some thrilling views of more cows than I shall see in all my life.

"The Story Without A Name"—F. P.-Ohio Indianapolis

AMERICAN—Romance, drama, comedy and "big moments" are woven into the major theme with extreme nicety. * *

Another important feature of the picture is its emphasis of the human element. HERALD & EXAMINER—There are some fine characterizations and particularly the Ellen of Bessie Love and the profane character of Charles Murray. Though the direction is never amusing, it is always workmanlike, and there are some thrilling views of more cows than I shall see in all my life.

An honest picture.

"Sundown"—1st Natl Roosevelt, Chicago

"The Mine with the Iron Door"

Booked it, then wired Irving M. Lesser:

"It's a whang. Looks like a clean-up, even bigger than first Wight Attraction. Congratulations. Give us more like this one."

It's a Sol Lesser Presentation

A Prinzing Pictures Master Production

THEATRE MANAGER

Now with leading de luxe theatre, and personally supervising presentation and exploitation, wants a percentage of the profits in a position with a big city theatre which is not turning in enough profit.
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EXECUTIVE OFFICES
729 SEVENTH AVENUE
NEW YORK

Los Angeles
Coast Boom Expected
(Continued from Page 1)
includes several of the new group of specials which will run to about $500,000 each, and perhaps more. This schedule includes the Colleen Moore, and Corinne Griffith units, but not those tied in with First National on releasing arrangements.
Joseph M. Schenck’s budget calls for 10 pictures, involving $5,000,000.
Film Booking Offices are at work on a $5,000,000 budget, to be used in making 35 pictures.
Thomas H. Ince’s program involves 20 pictures, to cost $3,500,000.
Sam Goldwyn will make six, to cost $1,500,000.
Hal E. Roach holds a contract to make four features for Pathe which, together with his extensive program of two-reelers and one-reelers, will cost $1,250,000.
These estimates total about $60,000,000, but do not include organizations like Universal, which will probably spend $5,000,000, Vitagraph and Fox for the many individual units such as Fairbanks, Pickford, Maclean and Lloyd. Likewise, many comedy companies are not embraced in the forecast. It seems a conservative assumption to make that the grand total will pass the $75,000,000 mark.
Atlanta—Stuart Beebe, well known stock actor, has become manager of the Howard.

Will Test Rights
(Continued from Page 1)
conducted a 3,000 seat theater involving a large investment cannot even have his offer for pictures entertained because a circuit has a theater in the same zone. This individual stands ready to offer more money for first-runs than the circuit, and yet he can’t even make a bid. Distributors maintain that the opportunities for buying must first go to the circuit.
It is possible that Nathan Burkan will be retained as one of the counsel for the T. O. C. C. to make a test case.

Wm. Cox Now In “Legit”
William Cox, formerly manager of Proctor’s 23rd Street theater, has entered the legitimate field, appearing in a prominent part in John Golden’s “Pigs”, at the Little theater. Cox managed the destinies of the Sidney Drews, some years back.

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1924-25

1600 B’way
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IN HAL ROACH’S COMEDIES
(2 reels)
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NEW YORK
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Paramount Debutantes
in
The Second Famous 40

(Above) VERA REYNOLDS
Age........ Nineteen years.
Height........ Five feet one inch.
Hair........ Brown.
Eyes........ Hazel.
Birthplace........ Richmond, Virginia.
Record........ Sennett and Christie comedies. Paramount pictures—
               "Feet of Clay."
NOW.......... "THE GOLDEN BED."

(Left) FRANCES HOWARD
Age........ Nineteen years.
Height........ Five feet five inches.
Hair........ Light.
Eyes........ Blue.
Birthplace........ Chicago.
Record........ Five years on stage in "The Charm School," "Intimate Strangers," "Dangerous People," "The Best People" and other productions.
NOW .......... Leading role in Paramount production of "THE SWAN" and "A KISS IN THE DARK."

(Right) JANE WINTON
Age........ Twenty-one years.
Height........ Five feet six inches.
Hair........ Reddish brown.
Eyes........ Dark gray.
Birthplace........ Philadelphia.
Record........ Fokine ballet; Ziegfield "Follies." Paramount pictures—
NOW .......... "THE GOLDEN BED."

Member Motion Picture Producers & Distributors of America. Will H. Hays, President.
**Stepping Out**

Siles, Taxicabs and Cans Discussed at Hearing Between Famous and Trade Commission

Bruce Bromley started yesterday's proceedings of Famous' case before the Federal Trade Commission by having Paul Bader of Famous give a computation of all the footage issued by various companies from 1912 to 1920. To this, Mr. Fuller, for the Government, objected on the ground that such a computation would not constitute information that would aid the Commission in passing on the case. Said Mr. Fuller:

"The hearing has nothing to do with the total number of pictures manufactured in 1912 or any other year, nor anything to do with footage. The hearing affects only producers and distributors of pictures of a quality that competes with pictures produced and distributed by Famous."

"The undisputed evidence shows that Famous distributes pictures that are entitled to showing in first run houses. Therefore, only pictures of a like quality are in competition with Famous' films. Thus, only quality and not quantity of production is involved."

Fuller then drew the analogy of a silk manufacturer's product being compared with the yardage of all other silk, cotton and khaki textile concerns. Commission Alvord sustained the objection.

In rebuttal, Bromley argued Fuller's argument was misleading.

"Certainly," said respondent's counsel, "if quality and not quantity is at issue, then, to use another analogy, taxicab concerns advertising conveniences of more than luxurious character might be charged with monopoly of trade if, on that account, patronage was unusually heavy."

Alvord suggested the precedent of the United States Government against the Prudential Co. on a similar complaint, in which case small tin shops, insignificant canning concerns and the like were ignored as having any significant relation to the considerations of the case.

Bromley's offer to show the computation of footage issued by the various companies since 1912 was denied by the Commissioner. Indications point to the hearing's nearing the end in a few days.

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**Sax Back from Coast**

Sam Sax of Lumas Films is back from the Coast. The third of the Famous series, "The Nickel and the Dollar," is now in production with Robert Gordon and Mary Carr. The series has been sold to All Star of Los Angeles, for California, Arizona and Hawaii; "Defying the Law" to Greater Features of Seattle for Colorado, Utah, Wyoming, New Mexico, the Dakotas and Montana and to Independent Film Exchange of Kansas City for Western Missouri and Kansas.

**Carewe May Go Abroad**

Los Angeles—Edwin Carewe's next picture for First National will be "My Son." Following that, he expects to make a series of five abroad, each production to be made in a different country. The first will be in London and the others in Paris, Egypt, Peru and South Africa. At least, that is the story heard around the studios.

**Frank Currier Here**

Frank Currier—who went to Rome some weeks ago to appear in "Ben Hur"—was a passenger on the incoming Leviathan which arrived yesterday.

He said the picture still has four or five more weeks of work before completion.

**Charlotte Office Opens**

The Charlotte exchange of Famous has been completed. It is at 207 Mint St., occupies about 5,000 sq. ft., and is built on the standard exchange plans perfected by Famous.

**Davis on Trip**

J. Charles Davis, 2nd, left yesterday for a Mid-Western sales trip in the interests of Fleming Prod.

**Tully Here**

Richard Walton Tully is back from Europe. In on the Leviathan yesterday.

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**Selznick-Pathe Deal?**

(Continued from Page 1)

The receiver is said to have withdrawn his desire to close down the Selznick exchanges, because sufficient money has been advanced by the producers and others interested to keep the offices functioning.

In the discussion regarding outside distribution, argument centered around F. B. O. and Pathe, but the consensus of opinion favored Pathe.

Murray Garsson's criminal action against Selznick officials is still pending, but it is understood that his future course in that connection will depend on whatever decision is made today. He could not be reached for a statement.

**Rayart Closes Deals**

Rayart has closed the following deals:

- The Larkin series for Upper New York, to First Graphic, of Albany and Buffalo; the same series for Wisconsin from Ludwig Film, for Minnesota and the Dakotas, to Equitable Film, of Minneapolis. The latter also purchased "Safeguarded" and "The Street of Tears," for Minneapolis and Milwaukee.
- The new series of Butterfly Comedies has been sold to Deluxe Films, of Philadelphia, for Eastern Pennsylvania and Southern New Jersey, and also to Richmont Pictures for foreign countries. "Safeguarded" was bought by Merit Film, for New York.

McGovern Cutting "Chu-Chin-Chow"

Elmer J. McGovern is cutting and editing "Chu-Chin-Chow" for Metro-Goldwyn.

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**"Wagon" Gets Mec**

(Continued from Page 1)

A triologically worth while. It is of gold, two and one-half inches in diameter, and weighs 12½ per. It is suitably inscribed "Tiffany."

In this connection, Famous yesterday issued some interesting facts. A month after its general release, Famous states, 3,373 theaters booked it. The picture to date has been seen by more than 6,000,000 people; in Hollywood, it ran weeks to 710,000; in Boston, 29 weeks to 300,000 and in Chicago, 23 weeks to 250,000.

The Photoplay award has previously gone to three pictures: "His Boy," in 1921; "To'1able David," 1922, and "Robin Hood," in 1922. It is interesting to note that "Covered Wagon" heads the list of The Ten Best Pictures of the Year in the 1924 Film Year Book, with total vote of 33.

**Sanford Picture to Cinema Film**

Kansas City, Mo. — The Cine Film Co., 111 W. 18th St., of which Charles Hendricks is manager, purchased "Souls in Bondage," during Pat O'Malley and produced Sanford Prod.

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**A LIFE INSURANCE TRUST, WHAT IS IT?**

Simply an arrangement whereby you make your policies payable to us as Trustee. We enter into and are bound by an agreement to invest your funds and in your death, distribute your estate, either in such amounts as you may wish your family or other beneficiaries to receive.

This protects your inexperienced heirs. It gives them the benefit of your judgment after you are gone and provides for the services of a permanent agency of experts.

Why not consider the advisability of placing your Life Insurance in Trust? Consult any of our Officers or call at our Trust Department.

**EAST RIVER NATIONAL BANK**

Broadway at 41st Street

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**PRODUCERS WHO DESIRE THE UTMOST**

In Studio Efficiency And Production Facilities Will do well to investigate

**THE HIRLAGRAM STUDIO**

FORT LEE, NEW JERSEY

Completely remodelled and up-to-date in every particular.

Two large stages, size 70 x 100, height 28 ft., 50 x 70, height 22 ft., up-to-date carpenter shop, scene dock and the finest lighting of any studio in the east,—large comfortable dressing rooms and splendid offices.

A trip through the plant will convince you.

Telephone Bryant 5450 and our representative will be pleased to call on you.

Hirlagram Motion Picture Corporation

723 Seventh Ave.
New York City
Get Your Christmas Money Early!

You can give wisie a new fur coat and a diamond ring, too, if you play

Douglas MacLean

in

"Never Say Die"

"MacLean on the strength of 'Never Say Die' takes his place side by side with Lloyd."

—Variety, Sept. 24

These leading theatres are playing it—

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<th>Baltimore, Md.</th>
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<td>St. Louis Amusement Co. Circuit</td>
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And 1518 Others Already Booked

Make A National Holiday Laugh Week

with

DOUGLAS MacLEAN COMEDIES

5496 Theatres Already Played

"GOING UP"

"THE YANKEE CONSUL"

The High-Flying Comedy

The High-Flying Comedy

The High-Flying Comedy

Pathe Exchange

Physical Distributors

ASSOCIATED EXHIBITORS, Inc.
Arthur S. Kane, President

Sidney Garrett

Foreign Representative
CARL LAEMMLE'S

Jan. 16 SMOULDERING FIRES

Jan. 25 THE HURRICANE KID

Feb. 1 OH, DOCTOR!

Feb. 15 SECRETS OF THE NIGHT

Mar. 1 THE MAD WHIRL

Released


Study These Casts

**Mar. 15 THE PRICE OF PLEASURE**


**Mar. 22 THE SADDLE HAWK**


**Mar. 29 HOUSE PETERS in RAFFLES**

The Amateur Crackman


**Apr. 12 EYES OF FOOLS**


**Apr. 26 I'LL SHOW YOU THE TOWN**


Universal Has The Pictures
Big Stars - Fine Directors -

CARL LAEMMLE'S

Released

May 3  FIFTH AVENUE MODELS

Starring Mary Philbin and Norman Kerry, with Rosemary Theby, Joseph Swickard, Rose Dione and Jean Hersholt. Based on the novel "The Best In Life" by Muriel Hine. Directed by Svend Gade.

A Universal Jewel

May 10  UP THE LADDER

Starring Virginia Valli, with Forrest Stanley, Holmes Herbert, Margaret Livingston, George Fawcett and Priscilla Moran. Owen Davis' Big Broadway Stage Hit. Directed by Edward Sloman. Universal Jewel.

May 24  HOUSE PETERS in THE LOVE CARGO

From the novel, "Head Winds", by A. M. Sinclair Wilt.

A Universal Jewel.

May 31  LETTER BUCK


June 7  DANGEROUS INNOCENCE


And now it's unanimous -
Released

June 14  R I D I N'  T H U N D E R

Starring Jack Hoxie with Katharine Grant and Francis Ford. Directed by Clifford Smith. A Universal Western.

Herbert Rawlinson and Madge Bellamy, with Cesare Gravina, Martha Mattox, Dorothy Brock, Jackie Morgan, Harry Mann and Nick deRuiz. From the Red Book Magazine story "The Flower of Napoli" by Gerald Beaumont. Directed by Edward Laemmle. A Universal Jewel.

Jun. 21  T H E  M A N  I N  B L U E

Starring William Desmond, with Dolores Rousay, Jack Daugherty, Claire Anderson, Albert J. Smith, Kate Lester and others. Directed by Arthur Rosson. A Universal Western.

June 28  T H E  M E D D L E R


July 5  T A M I N G  T H E  W E S T


July 19  D O N  D A R E - D E V I L

Newspaper Opinions

“Tess of the D’Urbervilles”—Metro-Gold—Stanton, Philadelphia

BULLETIN.—As a laboratory experiment to show what can be achieved with next to no people and an excellent cast, “Three Women” is interesting. Pauline Frederick is by far the outstanding figure of the piece. Her acting is superb. Mary McAvoy and Marie Prevost just fall short of equaling her performance.

INQUIRER.—It is a strong drama, if you prefer this sort of a play. Lubitsch, a man of fine dramatic imagination, has directed this production more modestly.

NORTH AMERICAN.—Proves to be a very satisfying production viewed in this city since “The Woman of Paris.” Her (Pauline Frederick) acting is superior that one forgets the shabby, toterryng squalor of the setting.

A word must be said about the directing of Lubitsch, which exhibits subtle touches or which the name has become synonymous with.

PUBLIC LEDGER (Morning).—Ernst Lubitsch demonstrates his rare ability to transfer to film the trials, difficulties and foibles of society. He is at his best when he directs high society. His style is the most perfect as he can amply demonstrate in this picture, which opens with a charm reminiscent of the old silent era, and a perfectly colorless murder trial.

RECORD.—This production was directed by Ernst Lubitsch, who has several film hits under his credit and, while not on such a large scale as some of his other things still shows the skilled directorial hand.

“Tiger Thompson”—Prod. Dist. Corp.—Moon, Omaha

BEE.—There is much suspense in Harry Carey’s new picture, but it also contains a human appeal.

“Welcome Stranger”—Prod. Dist. Corp.—Gitts, Cincinnati

POST, Columbus.—In every scene make this a good film story.

“White Shadows”—Selznick

Victoria, Rochester

HERALD.—In her interpretation of the two characters Miss Compson goes from one extreme to the other, giving a splendid portrayal of Georgiana * * * gentle, sympathetic and lovely, and an equally splendid characterization of her twin sister, Nancy, who learns to selflessness and impu-

Samuel Davidson Dead

Fort Worth, Tex.—Samuel Davidson, wealthy real estate owner, has passed away at his home here.

Kansas City—Samuel Davidson owned much property in part which included the Garden theater, the Film Exchange Bldg. and other extensive interests.

Plans 10,000 Seat House

Davenport, la.—A movement is afoot, headed by Dr. B. J. Palmer, for Palmer School of Chiropractors, to erect a theater to seat 10,000 and cost $500,000. The proposed house will show pictures, road shows, lectures and conventions.

Famous Plans Exchange Building

Allentown—Famous Players will occupy a new two-story exchange building, which will be immediately placed in construction. The site is at the corner of Bartow and Walton Sts.

The building will be completed in about four months.

Samuel Suckno Operated

Samuel Suckno, of the Regent and Albany, Albany, was taken suddenly ill in New York last week, and died of pneumonia at the Mount Sinai hospital there. The operation was not of a serious nature.

Garrett to Continue

(Special to THE FILM DAILY)

Winnipeg — The Capital Trust Corp. has offered the Pavilion, 400 Queen St, East, for lease on a three year basis, starting immediately. The Pavilion seats 800.

Dix’s Next Being Adapted

Gerald Duffy is adapting “The Maker of Gestures,” the next Richard Dix picture. The story will be quickly put in production to start the latter part of the month.

Interocan Closes Foreign Deal

B. H. Shoninger, of Inter-Ocean, has sold the Columbia, Perfection and Banner Productions for Brazil.

“Janice” in Long Run

Los Angeles—“Janice Meredith” has been moved from the California, where it played a week to Miller’s for an indefinite run.

Eastern Theaters in Better Fix (Special to THE FILM DAILY)

Toronto—The annual general meeting of Eastern Theaters, Ltd., a subsidiary of Famous Players, was held recently. Operating expenses have been reduced during the year, while earnings were better, according to the statement of J. P. Bickell, president. He announced that bank loans amounting to $100,000 had been paid off. The board of directors was elected, the members including: J. P. Bickell, J. B. Udohope, W. J. Sheppard, N. L. Nathanson, Alfred Rogers, D. L. White and F. E. Mau-

Cuts And Flashes

Ricordo Films, Inc, has engaged Lou Marks and Arnold Hamilton. Marks will co-star with Al Top in a series of “Joy-Marks” comedies. Hansen will handle technical department.

The Paramount foreign department has published the first issue of “Magyar Paramount” (Paramount International), which will circulate in the Hungarian and Spanish speaking countries.

Burton King has completed “Fair Things of Desire.” Ben Silvey assigns him in the direction and Cha Davis and Edward Paul did the cer-

The Harris Amusement Co., of Pennsylvania corporation, has increased its capital from $50,000 to $60,000.

Sidney Olcott has engaged Lois Mackintosh and Beatrice Cains “Salome of the Tenements,” which he is now making at Paramount.

The Universal Theaters Concessions Co., of Illinois corporation, has increased its capital from $1,000,000 to $4,000,000.

A Universal current release is newest William Desmond production “The Sunset Trail.” Ernst Laem directed.

The Dictascope Picture Corp., New York, has changed its name the Lauste Dictascope Corp.

The Broadway Theater Co., of Chicago, has increased its capital to $500,000 to $1,000,000.

Frank Zucker has completed photographs Benny Leonard in the “Fighting Fists” series.

Nelly Savage has joined the cast of “The Swan,” being directed by Burt Itri Buchovetski.

The first print of the new Prefer picture, “White Man,” has been rented.

SHORTY HAMILTON

Is The Chap Who Will Appear In A Series Of Out Door Features—Every One Knows Him

A Few Territories Now Available

Write or Wire

WARD LASCELLE PRODUCTIONS

Beverly Hills

California
The Film Daily

Tuesday, November 11, 1924

Incorporations


Sacramento, Calif.—Wharton Film Classics, Inc. Capital $1,000,000. Incorporators, T. W. Wharton, Dr. J. M. Burns, N. P. McCabe, E. S. Ferguson and Dr. J. M. Carr.


Albany—Picture Holdings, Inc., New York. 100 shares common stock, par value.

Albany—Rayart Syndicate, Corp., New York. 100 shares common stock, par value.


Albany—Aurora Building Corp., East Aurora. Capital $100,000.

Albany—Brancado Publishing Co., Kings County. Capital $5,000.


Albany—Glen Cove Holding Co., Glen Cove. Capital $150,000.


Dover, Del.—Slide Advertising Co. Capital $100,000.

Montreal, Que.—Film De Luxe Co., Ltd., Montreal.

Butterfield Interests In Detroit

Detroit—The Butterfield interests have moved from Flint to this city, where they will occupy the fifth floor of the Insurance Exchange Bldg. The following subsidiary companies now have their headquarters here: Detroit Theatrical Enterprise Co., Lansing Arcade & Theater Co., Family Theater, Co., of Port Huron; Franklin Theater Co., Saginaw, and personal interests of W. S. Butterfield.

Launches One-Day Meetings

Fred J. McConnell, short product sales manager for Universal inaugurated a new idea in sales control when he took a Friday train from New York to Detroit, to hold a one-day conference on Saturday. Sunday, he went to Cleveland to hold a conference yesterday. Next week, he expects to cover the Buffalo and Pittsburgh exchanges.

Will Urge Censor Repeal

Albany, N. Y.—Governor Smith will again urge the abolishment of the M. P. Commission. He does not approve censorship and in all of his previous messages here to the Legislature he has consistently recommended a repeal. In view of the fact that the Legislature will be Republican, the issue is in doubt.

Sanford Engages George Levine

Los Angeles—George Levine has been appointed sales manager for Sanford Prod. and is now making a tour of exchanges, screening the first two William (Bill) Mix Prod., "Veck's Righ't Stuff" and "Let's Buck." Sanford is also producing 12 reel comedies featuring Billy Franey and George Crosby.

Thinks Tax Should Be Lifted

Toronto—The Hon. W. S. Price Provincial Treasurer for Ontario, in a recent address at the banquet of the Ontario Provincial Ass'n held at Brampton, Ont., declared that he would like to see all amusement taxes lifted and taxes imposed on other commodities, such as gasoline and automobile parts, etc.

1st Nat'l Closes New Foreign Deals

The following pictures have been sold by First National to foreign buyers:


Paramount Lists Bonus Winners


Plan to Boost Supper Hour Business

Special to THE FILM DAILY

Cleveland, Ohio—Loew's Ohio Theatres, Inc., has expanded the period during which matinee prices are maintained at the Stillman, State, Allen and Park from 5 P. M. until 6:30 P. M. The object of this is to boost business during the supper hour, and to relieve the congestion of the early evening show.

New England Studio Completed

Special to THE FILM DAILY

Boston—The Fellsway Realty Co., which purchased a large estate from the "Society Players," comprising ten acres, has installed complete new equipment in the studio building on the estate. The building has completely been remodeled so as to accommodate several units.

Reward M. P. T. O. For Tax Saving

Milwaukee—Many exhibitors are donating, voluntarily, contributions to the state M. P. T. O., as a mark of appreciation for the work done by the organization in effecting the removal of the seat tax. The contributions, in some cases, amount to as high as 25 per cent of the total saved since the repeal.

Theater Changes

Gillespie, Ill.—Horace Green, formerly of Philadelphia, where he managed the Triangle office at one time, is the new manager of the Port Theater. He has purchased an interest in the house.

Colville, Wash.—The Colville, which for the past 13 years has been operated by H. D. Williams, has been sold to Flint & Girtoner, who own several other Coast houses.

Norwalk, Cal.—E. E. Beattie signed a long term lease for the theater building at 209 Front St., with George L. Smith. The new house will be known as the Norwalk.

Altoona, Pa.—Milton H. Russell, manager of the Capitol and the Olympic, has resigned, thus severing his connection with the Notopoulos theatrical interests.

Zelienople, Pa.—The Star, which has been owned and managed for several years by Peter Brueckman, has been sold to Harry Cumberland.

Carbondale, Ill.—J. W. Rodgers, president of the Gem Theater Co., of Cairo, has completed negotiations for the purchase of the Barth.

Norwalk, Cal.—Manager Beattie is remodeling the Norwalk considerably.

Festus, Mo.—William A. Doerge is the new owner of the Opera House.

Edinburgh, Ill.—Edward M. Duffey has taken over the Opera House.

Surgeon, Mo.—The Opera House has been closed.

As a play it grossed three millions—

"CHARLEY'S AUNT"

with

SYD CHAPLIN

watch for the screen version

AMERICAN DISTRIBUTOR TO BE ANNOUNCED

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.
Mr. H.O. Schwalbe,
First National Pictures,
385 Madison Ave.,
New York, N.Y.

Dear Sir:-

I wish to advise that "Madonna of the Streets" opened up to exceptionally big business at the Chicago Theatre, and is being praised very highly by audience and press. From comments I have heard from people passing out of the theatre, I believe this picture will be a big success wherever it is shown.

Yours very truly

[Signature]

MB:GS

Edwin Carewe presents
"MADONNA of the STREETS"
with Nazimova and Milton Sills
Adapted from W.B. Maxwell's "The Ragged Messenger" Directed by Edwin Carewe

You can climb on top or keep on top with a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
A HOLLER

By DANNY

Well known independent producer talking. And saying the word "mountain." To wit: "What's the use? We put $5,000 in a picture. It turns at mighty well. Far better than the average. Well known people in cast. All the requirements for the box office. And then what?

"Try and get a first run booking. Try it the word. I don't plan in the tank towns. Where 'first run' means Zero. But in the larger cities. And see where they get off. You won't need a knife. You'll know very quickly. You get off before you get started. It can't be done."

"You hear a lot of talk. About pictures getting in. Regardless who produces them. But you stick your bank roll in. And see what happens. Try and knock your head against the wall. That's all it means.

"The three big concerns have the country tied up. You cannot escape it. No matter where you turn. Once in a blue moon, you get a first run booking. But, boy, you're stuck. And stung."

A few hundred words like this. Going into detail. And against the rate things are moving I predict that within a few years there will be no independent distribution. No independent production. It will all be owned. In three or four big concerns. Who will doubtless have an understanding between them. And it will be the picture business."

"I think it's about time to move on to Washington. To see what can be done. Among the lawmakers. Certainly there must be some relief. There should be. Not only for the good of the industry. But the country at large."

Rough words. Rough ideas. But then you have the family bank roll tied up. And tied up. You, too, might be inclined to be rough.

Some Business


$400,000 Pledged

Selznick Expected to Carry On—Outside Distributing Deal Becomes Unnecessary

Although the producers' committee interested in Selznick affairs did not meet yesterday as planned, it is understood from forthcoming principally from the Uteca interests that would permit the company to carry on under a reorganization plan.

This will involve about $400,000, most of which will be supplied by the Up-state group and some of it by other interests believed to be several of the producers who have pictures in the releasing organization. Henry M. Hobart who has been called the producers together in conference is expected to gather them in meeting.

(Continued on Page 2)

First National Starts

First National has placed its first Eastern unit at work. It is making "The Interpreter's House" and Lamont Hillyer is directing at the Biograph studio. Milton Sills, Doris Kenyon, Phyllis Haver and Paul Nicholson were brought on from the Coast. Through Jess Smith, Kate Bruce and Charles Lane were added yesterday.

A second picture, "One Way Street" will begin next Monday. John Francis Dillon is to direct and Ben Lyon and Anna Q. Nilsson are to be featured. A batch of film and editors, cutters, working with Marion Fairfax are busy at work on the negatives of "The Lost World." "So Big." "As Man Desires," and "If I Marry Again."

Buys "Partners Again"

Los Angeles—Plans for a third "Potash and Perlmutter" are already under way by Samuel Goldwyn. "Partners Again" has been obtained and a director and cast will be selected shortly.

Census Ready Soon

1923 Production Encounters Difficulties But Work Is Near Completion

Washington—Several weeks' work will be required before the Census Bureau will be in a position to make public the results of its 1923 census of production, it is stated by officials of the Department of Commerce.

Owing to the fact that this branch of industry has not heretofore come within the scope of the census investigations made by the bureau, some difficulty is being encountered in analyzing the reports. Trouble has arisen.

(Continued on Page 5)

Conference On

(Special to THE FILM DAILY)

Los Angeles—The final United Artists conference is under way at the Pickford studio. A long session was held on Monday night which was present- ened Dennis O'Brien, Joseph M. Scheene, Mrs. Pickford, Mary Pickford, Douglas and Robert Fairbanks and Nathan Burkan. It is reported that there is doubt about Chaplin going into the merger with the rest.

May Change "Kontingent"

The Wall Street Journal reported from London yesterday that German producers were dissatisfied with the "kontingent" arrangement and changing it to allow unrestricted im- portation with a proviso that an equivalent number of German pic- tures are purchased and exhibited in the country of export.

Need $50,000

State Righters Must Pledge That Amendment to Outside Leader Can Be Approached

The T. M. P. D. A. is throwing out lines to discover what subscribers can be depended upon to agree to the plan to secure a prominent figure at present outside of films, as the head of the right group. It is understood that a fund of $50,000.

(Special to THE FILM DAILY)

Sax Plans 12 for 1925

Sam Sax, just in from the Coast, intends producing 12 features next year, or double his present program. All of them will be outdoor pictures. In six, the plan is to touch on a different sport, such as baseball, foot- ball, racing and the like. The remaining six will be stunt pictures.

Reichenbach's Publicity

Collor's current issue, contains a very interesting article by Harold Cary on the career of Hare Reichen- bach. It is captioned "Deadening the "Editors."" It also contains a very unusual photograph of Reichen- bach.

Chadwick Acquires "Flattery"

Chadwick Pictures will distribute "Flattery" produced by Mission Film under direction of Tom Forman.

Ashtabula Opens

(Special to THE FILM DAILY)

Ashtabula, O.—Ashtabula has lifted its "blue law" enforcement after four weeks during which everything in the town was closed except the lighting, the water works department and newspapers.

(Continued on Page 5)

T. O. C. C. Acts

Members Vote to Push Investigation Against Loew's, Inc.—Walker Sees O'Reilly

The Theater Owners Chamber of Commerce, at yesterday's meeting, voted an endorsement of the report against Samuel and Loew's, Inc., submitted by the committee, and passed a resolution calling for the filing of a formal complaint with the Federal Trade Commission. Loew's, Inc. has been selected because the committee declares that more damaging testimony has been gathered against it than any other circuit operating in this territory. The action will be in the nature of a test of the right of an individual theater owner as compared with the buying prestige of a city-wide group.

(Continued on Page 2)

$10,000 Robbery in Seattle

(Special to THE FILM DAILY)

Seattle—Five armed bandits held up Frank Steffy, of the Coliseum and Leroy Johnson of the Liberty on Monday morning; blocking the automobile in which they were making a trip to the bank, and made a getaway with $10,000. Saturday's and Sunday's receipts. The bandits seized the bags and fled in a car that was waiting for them. They evaded pursuit by disarming Robert Murray, an armed guard. The loss is covered fully by insurance.

The houses are owned by Jensen and Von Herberg who operate them under the name of the Greater Theaters Co. This is the fourth attempt along similar lines.

New Capitol Record

"He Who Gets Slapped" has smashed every existing record at the Capitol by grossing $15,130.45 on the opening Sunday. This gross, according to Edward Bowes, is $300 more than the previous high record made by "The Navigator."

New "Lab" Combine

Tom Evans and Mark Dinentaffas Reported in Merger—Deal with W. E. Green O.K.

It was reported yesterday that Tom Evans of the Evans Laboratory and Mark Dinentaffas of the National Film Laboratory had practically completed a merger of interests.

The National plant is located at Palmisedes, N. J., while Evans' plant is in Fort Lee. While the deal was unconfirmed, it was reported the operating plan provides for the handling of print work in the Evans plant. Dinentaffas recently had an affiliation planned with Walter E. Greene.

(Continued on Page 2)
$400,000 Pledged
(Continued from Page 2)

today at which definite advice on the decision of the Utica interests will be heard.

There has been some delay in preparing the new plan because certain creditors have failed to forward proof of their claims to the general creditors' committee. As soon as all are received, the new plan will be set down on paper and submitted to the creditors.

If it is decided to carry on under a new regime, it is possible that the receiver will be introduced in the court. It would therefore become necessary to arrange a deal with an outside distributor.

Dallas Functioning Intact
(Special to THE FILM DAILY)

Dallas—Claude E. Ezell is holding the Dallas office of Selznick intact and is continuing to do business. He has had a special officer appointed by the court to represent all interests and it is expected there will be no interference with the operations of the office.

Two Famous Houses Change Policy
(Special to THE FILM DAILY)

Ottawa, Ont. — Leonard Bishop, of the Regent, has adopted a two-week change policy, in addition to the Saturday opening plan. The Cap-dome Hamilton, also a Famous house, has adopted a similar schedule, pictures being changed Saturdays and Wednesdays.

Gage Heads Seattle Board
(Special to THE FILM DAILY)

Seattle — The Arbitration Board held its election at which Jay Gage, of Educational, was voted in, and H. A. Black, Vitagraph, and George Endert, Paramount, were re-elected. The exhibitor body will elect new board members soon.

Acquires Steiner Product for Dakotas

Minneapolis—Harry Muir, manager of the Ludwig Film Exchange, has closed a contract with Steiner Prod., for distribution in North and South Dakota. Thirty pictures are included in the deal.

Ruth Dwyer Opposite Keaton
Ruth Dwyer will appear opposite Buster Keaton in his next, "Seven Chances.

T. O. C. C. Acts
(Continued from Page 1)

Senator James J. Walker was closed this week after the meeting Walker said the circuit situation was not discussed.

Hearing Only Routine

Despite the fact that the motion to introduce a proposition of footage issued by various companies since 1912, was denied and sustained, respondent's counsel, at yesterday's hearing before Famous and the Federal Trade Commission, had the witness, Paul Rains, read off this computation so that it would show in the minutes. Practically all of the proceedings was taken up with this routine.

Montreal Likes Double-Features
(Special to THE FILM DAILY)

Montreal — Double-feature programs are again popular among local exhibitors, notably at seven theaters recently acquired by Famous from Independent Amusments, Ltd., a local syndicate. Upwards of 15 of the theaters' devoted houses are regularly giving a double-bill, with changes two and three times a week, the program comprising two feature-length pictures, a comedy and news weekly.

C. & C. Add Play Dept.

Cranfield and Clarke have added a play and scenario department to their distributing organization. The new branch will be under supervision of Forrester Harvey and will be known as the Cranfield-Clarke & Harvey Play Dept.

Signed by Criterion Pictures

Criterion Pictures has engaged Rosina Rudami to appear in a series of six for the Theater Owners Distributing Corp. Production will be in New Bedford and release will be through F. B. O.

Get the services of a prominent artist
for your hand coloring!

Officiel d'Academie de France.
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528 Riverside Drive
N. Y. C.

Colored Titles
and Colored Inserts
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Cost very little more
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Ask us about it.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211
Paramount Debutantes in the Second Famous 40

(Above)
GRETHE NISSEN
Age............. Nineteen years.
Height........... Five feet six inches.
Hair............. Blonde.
Eyes............. Blue.
Birthplace...... Norway.
Record........... Various productions abroad, and created sensation in New York by her pantomime in "Beggar on Horseback."
NOW........... "MEN AND WOMEN."

(Right)
LILLIAN RICH
Age............. Twenty-two years.
Height........... Five feet three inches.
Hair............. Light.
Eyes............. Blue.
Birthplace...... England.
Record........... Pictures for several independent producers.
NOW........... "THE GOLDEN BED."
Executives
Casting Directors
Theatre Owners
Newspapermen
State Right Buyers
Producers
Foreign Buyers
Publicity Men
Exchanges
Studios
Librarians

IF YOU WANT YOUR MESSAGE TO REACH THESE

Use

1925 FILM YEAR BOOK
Census Ready Soon
(Continued from Page 1)

seemed to follow this inquiry from the start, when producers were asked to report on the general schedule and it was later found that a special schedule has been devised for the industry, necessitating duplication of much of the work already done.

Since the reports have all been received it has been found difficult to work out a satisfactory method of analysis; this trouble has now been overcome, however, and it is probable that the results will be ready for public information before the end of the year.

To Help Charitable Institutions
(Special to THE FILM DAILY)

St. Louis—"The Community Fund," a local organization composed of some 50 organizations in St. Louis, has a special picture made entitled "Out of the Shadows," to induce the charitable inclined of the city to contribute to the fund. The picture purports to show what the organizations do for the welfare of the poor and will be shown by several local theaters.

Leonard Series Completed

Sam Hellman's titles for the concluding three subjects of the Benny Leonard series are "The Jazz Bowl," "His Sur-Prize Fight," and "The Come-Back."

Loew's Willard Opens Shorty
Loew's Willard at Jamaica Ave. and 96th St., Woodhaven, opens Thanksgiving Day. Seats will be reserved for that one performance only. The theater will have a combination policy of vaudeville and pictures. Marcus Loew, now on the Coast, expects to attend the opening in person.

Exploitation Services Merged

Merchants and Exhibitors Service, of which Dave Bader is president, and Exhibitors Manufacturing Service, of which Don Laughter is chairman, have amalgamated at 723 7th Ave.

"Rose of Paris" Released

Universal announces the release this week of "The Rose of Paris," a new Mary Philbin picture. It is a Jewel and was directed by Irving Cummings.

STOCK SHOTS
NEGATIVE POSITIVE PRINTS

THE GENERAL FILM LIBRARY Inc.
723 Seventh Ave. N. Y. C. Bryant 5336 Morris Randel

New 2,200 Seater For Hempstead
The Calderone Corp., operating the Hempstead at Hempstead, Long Island, will build another theater in that town. It will seat 2,200, cost $450,000, and, besides the house, will contain several stores and apartments.

A. E. Fair Resigns
(Special to THE FILM DAILY)

Atlanta—A. E. Fair, former personal representative in the Dallas territory for Harold Franklin, has severed his connection with Southern Enterprises.

Gerts a New Role

Frances Howard, making her first screen appearance in "The Swan," will play one of the leads in "A Kiss in the Dark," Dimitri Buchowetz's next picture for Famous.

Ashtabula Opens
(Continued from Page 1)

City Manager W. M. Conto has reached an agreement with business men who want open Sunday and representatives of the ministerial association who want closed Sundays, whereby pictures will be shown. These shows will go through a special process of censorship by a committee of three composed of two ministers and one business man. The agreement also permits the ministers to preach in any picture theater for fifteen minutes, using the motion picture shown as the basis of their sermons.

The city council had been divided on the Sunday blue law enforcement. Two councilmen were in favor of it. Two were against it. The fifth said that the decision lay with the City Manager.

OUR GUARANTEE TO YOU.
HAROLD BELL WRIGHT'S
Fine Adventure Romance of Hidden Gold

"The Mine With The Iron Door"

Has been shown in TWENTY-FIVE test sections of the country and is a PROVEN BOX OFFICE ATTRACTION of TREMENDOUS POWER. It is packing them in everywhere. It will do the same for you.

These big theatres and circuits have booked it. Now is YOUR time to do the same.

Madison, Detroit
Poli Circuit
Victoria, Salt Lake City
Warfield, San Francisco
Strand, Milwaukee
Fred Levy Circuit
West Coast Circuit
Nathan Gordon Circuit
American Amusement Co. Circuit
Capital, Des Moines
Modern & Beacon, Boston

Colorado, Denver
Egypt, Ft. Worth
John H. Kunsky Circuit
Entire Southern Enterprises
(Class A Houses)
Empire, Oklahoma City
A. H. Black Circuit
Gray Circuit
Virginia, Wheeling, W. Va.
Nathan Gordon Circuit
Circle, Indianapolis
Howard, Atlanta
Saxe Circuit
Garden, Davenport
Mary Anderson, Louisville, Ky.
Majestic, Portland, Ore.
Strand Minneapolis
Criterion, Los Angeles
Commerford Circuit
Casino, Spokane, Wash.
Walnut, Cincinnati
Paley, Dallas
Empress, Okla. City
Liberty, Kansas City

If you are not included in this list book HAROLD BELL WRIGHT'S "THE MINE WITH THE IRON DOOR" NOW. Reasons: Wright has 56,000,000 readers; this, his latest book one of world's best sellers; superb cast; a Sam Wood Production. It's an ASSURED cleanup.

A Sol Lesser Presentation
A Principal Pictures Master Production

BANNER PRODUCTIONS, Inc.
1540 Broadway
New York

Foreign Distributor: Inter-Ocean Film Corporation—218 West 42nd Street, N. Y.
Among Exchanges

Cleveland—William Mendelssohn is the new Paramount exploitation man covering Northern Ohio. He comes from Buffalo and succeeds Gavin Hawn, who has been transferred to Wilkebarre, Pa.

Omaha—R. (“Bob”) Mannion, with Pathe in Chicago for a number of years, and later shifted to the local office, has been sent back to his old job.

Cleveland—F. A. McAuliffe, formerly with F. B. O. in Cincinnati, is now with Vitagraph, covering the Lima territory.

Lose Two Year Fight

Council Bluffs, Ia.—For almost two years, union operators have been on strike here. Now, the battle is over, with the operators defeated. When the exhibitors refused certain demands made by the operators about two years ago, the latter called a strike. Later, stench bombs were thrown into the theaters and power wires cut. The case was brought to court, and although no one was caught, the operators were blamed. The court has just issued a permanent injunction restraining operators from interfering with the houses in any way.

Loew Executives Burned

(Special to THE FILM DAILY)

Cleveland—Albert Freedman, of Loew’s Ohio Theaters, and George Ryder, manager of Loew’s Liberty, were severely burned about the face recently, when a flash light powder flared unexpectedly. They were taking a picture of a float which was the Liberty’s contribution to a neighborhood celebration.

Stringent with Operators

Port Arthur, Tex.—A city ordinance, just passed by the City Commission, provides that all operators must be examined and receive a license to run a projection machine from a board to be provided for by the ordinance.

Ewart Adsonson with C. B. C.

The scenario staff of C. B. C. has been augmented by Ewart Adsonson.

Theater Changes

Montreal, Que.—The Capitol theater, one of the outstanding local theaters, has changed to its new policy of starting weekly programs on Saturdays, with the presentation of Lloyd’s “Hot Water.”

Estevan, Sask.—The Delight, the first house to be built in this town, erected in 1911, has been purchased by Dr. Creighton and Dr. Walsh and will be remodeled into a hospital.

Butte—Merle Davis has taken over the Ansonia Amusement Co. This embraces the Orpheum and Ansonian.

Clifton Forge, Va.—The Masons are remodeling and redecorating their Masonic temple and theater.

Portland, Ore.—The Rialto has been purchased from O. M. Sandblatt by O. B. Hannon.

Olympia, Wash.—Joe Bratt, has been made manager of Zable & Wilson’s new Capitol.

Festus, Mo.—The Opera House is now under the management of William A. Doerge.

Dupo, Ill.—The Amuse U has been purchased by Passeck & Lock from R. Walsh.

Kansas City—John Burk has bought the Circle, a suburban house.

State Right Buyers

Here is a Real Bargain

New Five-Reel Western

(Not a Re-Issue)

Good Cast—Thrilling Action

Full Line of Advertising Accessories

Territorial Rights Available At

Exceptionally Low Price

Also

A Series of Twenty Two-Reel

Ben Turpin Re-Issues.

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Opportunity No. 103

FILM DAILY

71 W. 44th St.

Beverly Hills

California

Film Daily

Wednesday, November 12, 1924

Consolidated Certified Prints

The Best That Can Be Made

The CONSOLIDATED FILM INDUSTRIES, Inc.

Executive Offices

729 Seventh Avenue

New York  Los Angeles
Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Cross-Word Puzzle Excites

Freeport, Ill.—John Dittman, manager of the Lindo, a Balaban-Katz theater, hit upon an apparently simple and highly effective idea for building up an off night.

The stunt consisted of a cross-word puzzle in which $66 worth of free tickets were awarded to the first 20 people who submitted 20 correct or nearly correct answers to the puzzle. One of the conditions of the contest was that all entrants had to be in the theater on the Thursday night when the winners were announced and prizes awarded.

The direct tie-up with the theater was made by having most of the answers pertain to current and coming attractions and the various facilities of the house.

Dittman reports that 141 answers were received, of which 25 were correct.

So successful was his contest, that he immediately followed it up a week later with one keyed to appeal exclusively to children.

An Original Idea

Ottawa, Ont.—The presentation of "What Shall I Do?" starring Dorothy Mackaill, by J. M. Franklin at B. F. Keith's theater, afforded an opportunity for the Journal to publish a special combination page on "What Shall I Do?" A tie-up in the advertising was effected with a local bread company on "What shall I do for my growing boys and girls?"; with a local plumbing firm on "What shall I do to banish washday cares?"; with a local appliance store on "What shall I do to make my shop the best on the block?"; with a local gas company on "What shall I do to save on gas?"; with a local plumbing firm on "What shall I do to keep my plumbing lines in order?"; with a local appliance store on "What shall I do to make my shop the best on the block?"; with a local gas company on "What shall I do to save on gas?"

Lobby Turned Into Bake-Shop

Ottawa, Ont.—The lobby of the Centre took on the appearance of a bake-shop during the presentation of "Bread". A local bakery supplied a large quantity of bread and pastry which was exhibited in show cases in the lobby entrance, with appropriate cards. Bakers' delivery crates were also exhibited to add to the atmosphere.

"One Cent Sale"

St. John, N. B.—A special "One Cent Sale," similar to the familiar selling stunts of drug stores, was conducted by Thomas Daly for the Unique Theater, with gratifying results. An, for one day only, he offered two tickets of admission for the price of one, plus the cent.
Kansas City Times

"Drama, passionate and sustained; acting that convinces one the movies include genius, and Nazimova opposite Milton Sills. Ingredients such as these should be sufficient to assure success for any motion picture — a fine motion picture."

Edwin Carewe presents

"MADONNA of the STREETS"

with Nazimova and Milton Sills

Directed by Edwin Carewe

and exhibitors who have played it sure agree with this critic!

Don't try to argue with your Box-Office-Get that FIRST NATIONAL Contract

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
BEARDS

By DANNY

"Rudy" Valentino has grown beard. Lo and behold! A great probably the greatest flapper favorite—of the screen. Thus takes a chance. With millions of appers. Both young and old. Eight to eighty. Because they don't like beards. And that's that.

"Rudy" has grown the beard. To be used in the first reel. Of his coming Sheik picture. Because a Sheik without a beard. Just isn't a real Sheik. True. But Feisally. Sheik must be just so. (Just the same. When he appeared in "The heik"—his famous Famous picture—did not wear a beard.) Still there may be a difference between a Famous Sheik and a Rita Sheik.

Beards on leading men—lovers on the screen—are taboo in this country. Chiefly because striking, a and some Americans don't wear beards. Except in Utah. Away in the Mormon section of Pennsylvania.

Years ago the screen said "no" to bearded artists. When old Pop Lubin was producing. Many years ago. One of his directors made a war picture which General Grant wore a beard. When Pop saw the run off. According to Terry Ramsaye. In his "Romantic History of Motion Pictures" writing in "Photoplay" he ordered the showing stopped. And asked by Grant to wear a beard. The director told Grant wore a beard. At which Lubin said: "Well, neither Grant, nor anyone, wears a beard in my pictures. That's out." And out was.

"The Ten Best" Pictures

Interesting to note. That the "Silver Wagon" awarded "Photoplay's" Medal. As the best picture of 1923. By 2,500,000 readers. Was awarded the distinction. Of leading best pictures. For 1923. By newspaper critics. All over the country. In the Film Year Book. 1924. At that time. It had been presented. In comparatively few cities. It might be interesting. To see what the critics pick. As the best picture of 1924. And note the check up.

On Ritz Directorate

Walter Hays of Buffalo and Frank Newman of Kansas City Join William's Company

Walter Hays of Buffalo and Frank L. Newman of Kansas City have become members of the board of directors of Ritz-Carlton Pictures, it was announced yesterday by J. D. Williams.

Newman is president of the Newman, Royal, and 12th St. Theaters, Kansas City. Hays is vice-president of the Mitchell E. Mark Realty Corp., which has also become a stock holder in Ritz. Hays' company has a theater investment in the neighborhood of eight million dollars. The other directors are Hawley Turner, Dr. Brazill and C. L. Yearles.

Valentino Leaves Tuesday

Rudolph Valentino leaves Tuesday for the Coast to start work on "The Street Power." The party will include Mrs. Valentino, Joseph Henabery, J. D. Williams, Hawley Turner, Joe Jackson, Nita Naldi, Gustav von Seifertitz and members of the technical staff. Atmospheric scenes for the picture were made abroad. On Saturday, J. D. Williams will give a private dinner at the Ritz, prior to the departure West.

Maude Adams Forms Another Unit

(Special to THE FILM DAILY)

Albany, N. Y.—Maude Adams is one of the promoters of the Maude Adams, Inc. The concern has a capital stock of 10,000 shares of preferred, of $100 par value and 25,000 shares of common, no par value. Other stockholders are: Franck C. Bangs and W. J. Fahy, of New York. Satterlee & Canfield, New York, are the attorneys.

More Financing

Important Organization to Have Several Millions at Its Disposal

Announcement Soon

The company involved is not engaged in production or distribution, yet is known generally throughout the trade as a high-class organization. Financing of production will be a new departure for this group which will interest itself only in projects of real merit.

United Artists Schedule

(Special to THE FILM DAILY)

Los Angeles—A tentative schedule of United Artists releases was drawn up yesterday and will include four Constance Talmades. three Norma Talmades. one Fairbanks, one Pickford, four Keatons, "The Salvation Hunters," probably one Griffith and one Chaplin.

Erie Goes "Blue"

(Special to THE FILM DAILY)

Erie—The ministerial association is believed to be behind the issuance of warrants earlier in the week against 12 managers for violation of the "blue law" ordinance. If the court determines to keep picture houses closed, efforts will be made by exhibitors to make the shut-down complete.

Hays Ass'n to Move

The M. P. D. A.—the Hays organization—will move in the near future to the 8th floor of 409 5th Ave. in the offices formerly occupied by Goldwyn. The new quarters will be sufficiently commodious to take care of all departments.

Monday Is M. P. Day

National Motion Picture Day, originally launched by the M. P. T. O. A., and designed to be an annual affair falls on Monday this year. The same day also marks the opening of American Education Week and the launching of the Red Cross drive. Dr. John J. Tigert, National Commissioner of Education has been cooperating with the M. P. T. O. with the result that state and local school superintendents are reported active.

Theaters are expected to put on special programs, similar to those arranged last year.

Kelly on Coast

Los Angeles—Arthur Kelly, Charlie Chaplin's personal representative is here from New York to sit in on the United Artists conference.

Pearson Going to Coast

Elmer R. Pearson of Pathe leaves for the Coast today.

Canadian M. P. T. O. Meets

Toronto, Ont.—The M. P. T. O. of Canada met at the Royal York Hotel Tuesday, for the nomination and election of new officers.

Selznick Through

Insufficient Funds Raised—F. B. O. May Get Short Subjects—Pathé Sought on Features

An order to liquidate the Selznick Distributing Corp. will be sought today before Judge Winslow in Federal Chambers. The group of Utica bankers which had pledged $500,000 to permit the company to continue its operations was the producers' committee yesterday that it could only raise $275,000 and asked that the producers supply the deficit of $125,000.

The request was refused by the committee. It was then determined to drop the elaborate reorganization plans which had been worked over for the past ten days. seek an order permitting the exchanges to close, a transfer of the assets where the credit.

(Continued on Page 2)

Ufa and United Artists Linked

(Special to THE FILM DAILY)

Los Angeles—The Times declares a deal between the Ufa and United Artists for the distribution of "Siegfried" is in the wind. An official of the latter company is said to have admitted that the matter has been discussed.

F. W. Murnau, who will direct "Faust" for Ufa, will join Messrs. Lang, Pommer and Kullman in New York.

Stuart Paton Recovers

(Special to THE FILM DAILY)

Los Angeles—Stuart Paton, stricken with blindness two years ago, has fully recovered and announces his intention of resuming work. He has formed Stuart Paton Prod. Inc., capitalized at $500,000 with himself as president and director-general; J. O. Parker, vice-president and general manager and George D. Ament, secretary-treasurer.

10,500 More Seats

(Special to THE FILM DAILY)

Chicago—Proposed theater projects include: Lubliner & Trinz are to erect a 3,000 seat house on Lawrence; between Artesian and Campbell, north frontage, a 209x156 foot site, to cost $1,000,000. Leo Spitz and D. A. Meyer were attorneys in the purchase of the site. Another 3,000 seat house is announced for the next block, on a 183x157 foot site at Lawrence, 100 feet west of Western, south frontage, under plans by S. N. Crowen, for Clinton.
THE Film DAILY

Thursday, November 13, 1924

Vol. XXX No. 38

10,500 More Seats

(Continued from Page 13)

B. Yarnell of James I. Redding & Co.,
general contractors.

A 2,500 seat theater, store, office
and apartment block to cost $1,250,-
000 is planned by the Beacon Thea-
er Co. at the southwest corner
of 70th St. and Cottage Grove, under
plans by Walter W. Ahlschlagter &
Co. The site has been purchased from
M. Hoffman.

The National Theaters Co. will
erect a $650,000, 2,000 seat theater,
store and apartment structure on
70th St., 200 feet east of Stony
Island, north frontage, under plans
by John Eberson. The site is 150x125
feet, acquired from John R. O'Connor.

Blight of Oregon Dead

(Special to THE FILM DAILY)

Seattle—Thomas G. Bligh, oldest
exhibitor in Oregon, owner of the
Bligh and Liberty was killed when his
automobile skidded off the road and
turned over, 17 miles west of Mc
Minville. He has a son Frank, man-
guages of the Liberty, who will take
charge of his affairs.

“Universal Joy Week” in December

The annual “Universal Joy Week”
will be held from December 15-21.
Following the custom of other years,
Carl Laemmlle has set aside a period
to enable theater patrons to aid in
the “New York American Christmas
Fund.” Part of the booking receipts
on all Universal pictures will be do-
nated.

“K—the Unknown” at Cameo

“K—the Unknown” opens at the
Cameo Sunday.

Plans Four Series

Steroscopic Prod. Holding Patents
for New Effects According to
Frank Donovan

Frank P. Donovan announced yester-
day that the Steroscopic Prod., of
Sacramento of which Max O. Miller
is president, has concluded four dis-
tributing contracts to produce a new
series of “Ranger Bill” Westerns for
Exclusive Features, a series of four
pictures for Associated Exhibitors, a
series of short subjects and some
state right society dramas under the
supervision of William A. Matthews.

Donovan declared he will direct some
of the units at the Sacramento Sta-
tions.

Some of these pictures said Don-
ovan, “will be made with Steroscopic
photography of which Miller owns
the patents. With his camera he can
photograph a distance of 40 miles.
This is also the inventor of the multi-
plying lens as yet not used in films
but which will be utilized in this ser-
ies of pictures as well as color photo-
graphy that is claimed to be out of the
ordinary.”

New Board in St. Louis

(Special to THE FILM DAILY)

St. Louis—The new board of arbi-
tration of the Film Board of Trade
is now on the job. The members are:
C. E. Alpersen, Universal; Bill
Barron, United Artists, and J. Benke
Vitagraph, representing exhibitions
and Joe Mogler, Oscar Lehr and W.
O. Reeves, representing exhibitors.

“The Fast Set” at Strand

“The Fast Set,” based on the stage
play, “Spring Cleaning,” will be the
feature at the Mark Strand next week.

On Ritz Directorate

(Continued from Page 1)

the A. M. P. A., Williams declared
that 40 exhibitors had taken a finan-
cial interest in Ritz and that one
individual already interested in the busi-
ness had promised to advance money
to the extent of $1,000,000 for the use
of one producing unit. He also said
that “Ritz would be controlled by a
committee of five. If that plan is ad-
hered to, it would seem that the per-
sonalities of this controlling group
are complete.

$7,000 St. Louis Robbery

(Special to THE FILM DAILY)

St. Louis—Three bandits obtained
between $6,000 and $7,000 from the
cage of the Lyric, 114 N. 6th St.,
St. Louis, shortly after midnight
Sunday, having kidnapped George Bowser, the manager. The
money represented the receipts of the
Lyric and Capitol, owned by Skouras
Bros., for Saturday and Sunday.

CHARLEY CHASE

“KNOCKING 'EM DEAD”
IN HAL ROACH'S
1 REEL

Pathécomedy

A COMPLETE LABORATORY
AND TITLE SERVICE

BURLINGTON

The Standard of the Industry

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DURATIZE YOUR FILM

DUR-A-FILM PROTECTOR CO.

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ALLAN'S LUMBER

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

PHOTOGRAPH BY OF THE MARKET FOR

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SHORTY HAMILTON

Is the Chap Who Will Appear In A Series
Of Out Door Features—Everyone Knows Him
A Few Territories Now Available

Write or Wire

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Beverly Hills California

HARRY CAREY

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PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CO.

THE BEST PRODUCTIONS OF HARVEY GATES

CABARET ARTISTES: EDWARD HERN, TOM HEALY,
MABEL LEWIS, EDO, CHARLES DENT, BILL HART.

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

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The Little French Girl
By ANNE DOUGLAS SEDGWICK

ENGLAND

"A man must work at once. It would be difficult to think of any career which would provide a person of a well-educated woman."—The New Statesman.

"a girl, distinguished and pro-

fessionally appointed. It is of high value. It is one of the most valuable,"—The Saturday Review.

"There is no way to write a good novel. Max Brandish Sedgwick has done it. A story of great beauty and unadulterated joy."—George Bredow.

"a single, unerring and inspira-
ting work."—N. Y. Times.

CANADA

"The story is in itself worth reading. It's a story rich and richly detailed, the beauty of its conception, the wealth of its detail, is what makes Sedgwick's name a name that is remembered in a day's life. The novel will take its place with the great novels of our time."

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Watch for the Book

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THE DEVONSHERS

Tommy, the backwoodsman. A novel

by WILLIE MOWRIS

This Girl Played With Fire

Read her story in

The Coast of FOLLY

A New Novel

by

Consingby DAWSON

Get Your Copy Today

All Bookstores

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By Anthony Preble

Robert M. McBride & Co.

*Previously advertised in various magazines and newspapers.*

The girl who never was in England, never was in America, and never was in France. But she was in the heart of the world — and in the heart of every reader of good books.

By RICHARD WILLIS MOWRIS

Author of "Sill Jim" and "The Enchanted Circus"

This girl played with fire, read her story in "The Coast of Folly." A new novel by Consingby Dawson.

Zane Grey's

THE LADINO

The Light of Western Stars

ON SALE NOW!

$2.00

Harper & Brothers

How the Book Publishers are Advertising the Second Famous Forty Paramount Pictures.
Films As Educators

German University Creates Chair of Cinematography—Interest in Cultural Value

(Special to THE FILM DAILY)

Los Angeles—The Times published the following special dispatch from Berlin:

"The thorough, theoretical German mind is determined to make something of the cinema. The University of Leipzig has created a chair of cinematography and in Berlin the Lessing Technical School offers courses in film writing theory, film acting, film technique and the cultural significance of motion pictures. The lecturers are the best-known German actors and managers."

Several German books on motion pictures have made their appearance. One is called "The Art of the Film" and another "The Culture Film Book." The latter is a sort of encyclopedia of more than 400 pages, to which Chancellor Marx has written the preface.

"The importance of motion pictures as a means of propaganda is recognized by the union labor leaders. The General Association of German Trade Unions has just spent a large sum on the preparation of a film called 'Smiths,' which is propaganda for the eight-hour day."

Wallace in from Coast

Ramsaye Wallace, who played the lead opposite Mrs. Wallace Reid in "Broken Laws," is here from the Coast, and may work in the East.

St. Regis Finishes Its First

St. Regis Pictures has completed production on its first picture, "The Ultimate Good," made at Tec-Art, under direction of E. H. Griffith.

One Home for L. A. Exchanges

Los Angeles—A $300,000 exchange building at the corner of Washington St. and Vermont Ave., will be built by a group including Mike and Abe Gore, Sol Lesser and Joe Aller. It is hoped that eventually most of the local exchanges will be housed in it.

Some time ago when Joe Aller was here, he declared assurances had been received from many Los Angeles exchanges of their intention to use space in the contemplated building.

Canadian Agreement Reported

(Special to THE FILM DAILY)

Toronto—It is reported that the Famous Players and Keith have entered into some sort of a pact. When Keith secured control of the Loew theater, at Ottawa, last August, an announcement was made by Famous that the company would erect a theater to compete. Nothing will be done along this line now. Famous and Keith are now expected to enter upon a working agreement in the Dominion.

Here to Study Story Market

Laura Thorsborough, of Washington National Motion Picture Chairman, League of American Pen Women is here in the interest of the League's original scenario contest, just concluded by Universal. While here Miss Thorsborough hopes to learn from the scenario editors what sort of stories they are looking to the writers for.

Siebel with Ed. Belasco Prod.

Bert Siebel left for the Coast yesterday to join Edward Belasco Prod. in an important capacity.

Anthony Paul Kelly leaves tomorrow to prepare the script for "Friendly Enemies," while Lucille Lee Stewart, one of the cast, will go West later.

Three Ohio Theaters in Deal

(Special to THE FILM DAILY)

Elyria, O.—Mrs. Frederick has disposed of her interests in the Elvira, Park and Strand to George Shenker. These houses belonged to the Frederick estate.

Indicted for Sunday Shows

(Special to THE FILM DAILY)

Chillicothe, O.—C. A. Smith, Earl Messers and John Kaiser, exhibitors, have been indicted for operating their shows on Sundays, by the Ross County grand jury.

Keith Interests in Deal

(Special to THE FILM DAILY)

Dayton, O.—B. F. Keith interests have taken over the Gaiety, and will run a combination picture and vaudeville program.

Deal Closed for Denver

J. G. Bachmann has closed a deal with Edward Drucker, of Mountain States Film Co., for the distribution of B. P. Schulberg Prod. in the Denver territory.

Universal Moves Saturday

Universal will move into new quarters in the Heckscher Bldg., 5th Ave. and 57th St., on Saturday.

Buys Benny Leonard Series

Kansas City—Independent Film has purchased the Benny Leonard "Flying Fists" series for this territory.

Grand Victory, Detroit, Robbed

Detroit—Two men attempted to rob the Grand Victory theater last Saturday, but were frustrated.

Fugazy Theater in Music Suit

Leo Feist, Inc., is suing the Fugazy theater, on West Houston St., for alleged infringement of the copyright law.

The negative of "Tainted Money" the seventh of the Perfection series has been received by C. B. C.
Executives
Casting Directors
Theatre Owners
Newspapermen
State Right Buyers
Producers
Foreign Buyers
Publicity Men
Exchanges
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1925
FILM
YEAR
BOOK
Famous Refugees
Hays of Buffalo, Golden of Boston, and Himmelien of Cleveland Testify for Paramount

Yesterday’s hearing between Famous and the Federal Trade Commission, attended by five witnesses, each with a personal stake in the case, convinced one thing—Hollywood could do better.

Walter Hays, the Buffalo sir, was there. So was Goldwyn, the man who had to. The Golden Age had ended and the Nineteenth Century was not far away. David Golden said, "I maintain that the so-called Silence of London can no longer be enforced against the anti-trust acts of any state in the Union."

Rothacker also appeared, declaring that the Tec-Art, the New York corporation, was null and void.

Edward A. Golden, manager of Metro-Goldwyn’s Boston office, took the stand. Bruce Bromley stated that in previous testimony, Donald Bob Kain, Concord executive, declared he had been told by the witness in 1920 that Metro could not sell its pictures.

Cleveland had a stock issue of 300 shares of which Moe Mark owned 80, Mrs. Mitchell H. Mark 30, David L. Basker, 70, and J. D. Williams 20.

In short, it developed, that the Brooklyn Mark, which was built in 1918, was sold for $1.25, a total of $30,000, regardless of stockholders.

Selznick Through

(Continued from Page 1)

tors might best be served, and the appointment of a disinterested trustee. Only one thing can prevent this and that is the appearance of some individual or group with $500,000.

Many members of the producers’ committee are incensed over the actions of the former Selznick executives and openly declare their intention of instituting criminal action on the grounds that funds supposedly held for them in trust are disposed of. A meeting will be held on Friday to talk over this phase of the situation.

A tangle has developed over the discussion of the short product handled by Standard Cinema. The creditors assert that there has been some sort of an interchange of interest between Standard Cinema and Selznick Distributing and will seek to have this cleared up before F. B. O. is given the pictures. If the court removes all obstacles, the shorts, including pictures from the Bray studios, Seeren Almanac, Jimmy Andy and Stan Laurel will be placed in the F. B. O. distributing machine.

The producers’ committee appointed Frank G. Conklin and Whitman Bennett a committee of two to ascertain if Elmer R. Pearson of Pathe is interested in handling the Selznick features. There is a strong possibility that this arrangement will be perfected.

The title of “The Fatal Kiss” has been changed to “The Fatal Mistake.”

“A Laugh”

Jesse J. Goldburg Belittles Booking Difficulties of “Independents”—Sees Few Troubles

Jesse J. Goldburg, president of Independent Pictures Corp., yesterday replied to the “holler” of an independent producer who complains about first-run with “a laugh!” and then went on to minimize the booking difficulties.

He said, in part, “The ‘well-known independent’ referred to in THE FILM DAILY today won’t be so well known as a producer if he continues to maintain a shortsighted attitude which prompts him to buck the old line houses in the class of pictures they are making.

“Just as soon as the independent producers realize that they cannot compete with the Famous Players, First National, Metro Goldwyn, as far as big pictures are concerned, so soon will they stop showing a loss in their business.

“It is not true that the three big concerns have the country tied up on every class of picture. They have it tied up on so-called serials and first run productions, but when it comes to popular priced pictures, pictures that can be made upon a commercial basis and for a reasonable sum but nevertheless are entertaining, then I say that the independent producer has that end of the business tied up.

“Often the independent producers do not control their exchanges nor our theaters, but we have a greater line up of theaters than they can in effect control through the character of pictures we make; that is, the neighborhood houses and the smaller theaters that want real productions but cannot afford to pay first run prices. If the slate right money or any independent producer tied their money up into so called first-run pictures, they would lose the patronage of the Gray Circuit. 'Did you make such a statement to Mr. Kahn?' asked Mr. Bromley. 'No,' answered the witness. 'Did Mr. Gray ever convey such a stipulation to you?' Mr. Golden was asked. The answer was, ‘No.’”

John Himmelien, assistant manager of Famous’ Cleveland office, then took the stand and identified a list of cities served by Cleveland, together with computation of all the booking time available in the theaters of the cities.

Having identified this, the witness was asked also to identify a list of Paramount pictures played in these theaters during 1920, 1921, 1922 and 1923. The hearing was then adjourned until this morning.

May Reduce Canadian Taxes

Toronto—That there is to be a substantial reduction in the ammend tax collected by the Provincial Government of Ontario, following similar action taken by the United States Government, has been intimated by Col. W. H. Price, Treasurer of Ontario. In place of the present ticket tax, which averages about 10 per cent of the face value of admission tickets, there will probably be a new levy on gasoline in Canada and the revenue required by the Province for highway development. Ontario exhibitors have been agitating for a reduction for some time, the argument being that the tax was introduced as a war measure.

Grey Returns

Albert L. Grey of the Griffith organization is back from a short trip to London.

Barbara Frietchie Held Over

At Circle Theatre, Cleveland

Nov. 10, 1924

“BARBARA FRIETCHIE’ pleased all last week at Circle Theatre on its initial showing here. Business so satisfactory that we are holding it a second week. Congratulations and regards.”

Martin Printz,
CIRCLE THEATRE

Released by
PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925—THIRTY FIRST-RUN PICTURES
AVAILABLE FOR DISTRIBUTION
NATIONAL OR STATE RIGHT
the following
STOLL PRODUCTIONS

THE LOVE STORY OF ALIETTE BRUNTON, from the novel by Gilbert Frankau.

The WANDERING JEW, featuring MATHESON LANG, from the play by E. Temple Thurston.

CONSPIRATORS, from the story by E. Phillips Oppenheim.

The GREAT PRINCE SHAN, featuring SESSUE HAYAKAWA.

SEN YAN'S DEVOTION, featuring SESSUE HAYAKAWA.

The ROYAL OAK, featuring BETTY COMPSON.

HENRY KING OF NAVARRE, featuring MATHESON LANG and ISOBEL ELSOM.

The PRODIGAL SON, from the novel by Sir Hall Caine.

SALLY BISHOP, from the novel by E. Temple Thurston, with MARIE DORO.

WHITE SLIPPERS, from the story by Lawrence Edholm, featuring MATHESON LANG.

The SIGN OF FOUR, from the story by Sir Arthur Conan Doyle.

The ADVENTURES OF SHERLOCK HOLMES, by Sir Arthur Conan Doyle (2 reelers).

The MYSTERIES OF DR. FUMANCHU (2 reelers), thrilling stories from the novel by Sax Rohmer.

THRILLING STORIES from THE STRAND MAGAZINE (2 reelers).

DICK TURPIN'S RIDE, featuring MATHESON LANG and ISOBEL ELSOM.

The OLD MAN IN THE CORNER, (2 reelers) Mystery Stories by Baroness Orczy.

For further information regarding the above communicate with

S. GORDON-MICHIE
INTER-OCEAN FORWARDING CO., Inc.

276 Fifth Avenue
New York City
Public demand made them extend run twice!

AL and RAY ROCKETT'S presentation of
"Abraham Lincoln"
Scenario by FRANCES MARION
Directed by PHILIP ROSEN

It's a builder!

You pile one big week on top of another with a FIRST NATIONAL CONTRACT
LISTS
By DANNY

Are your lists in order? Do you check them up. Every now and then. To see how accurate they are?

This suggestion, applying generally, is intended specifically for exhibitors. With regard to the mailing lists they use—should—to their patrons.

Too often the work of handling mailing lists is entrusted to someone of unimportance. Usually at highly paid. When in fact, the letter handling this list, should be most efficient. And, like your telephone operator, the best you can have a good telephone operator can make—or mar—a business. Don't overlook that.

But about your lists. They must be up to the minute. Or they are worthless. The experience of advertisers of all kinds proves this.

In "Printers' Ink," the editorial department," The Schoolmaster," current comments:

"While looking over a recent issue of the Bell Telephone Quarterly, the schoolmaster ran across the following paragraph:

"Changes in directories throughout the Bell System range from 15 to 50 per cent. The average listing change 25 per cent per issue, or 50 per cent per year. The volume of this work can best be appreciated when it is realized that this represents the handling of approximately 5,000,000 changes annually by the cumulative directory compilation forces of the system companies."

"At the same time he found in the Proof Sheet, published by Gratt & Morris, Inc., a reproduction of a page from the City Directory Richmond. This showed seventy-two changes in eighteen-ones names as follows: 29 per cent removed, 24 per cent new names added, 14 per cent changes in address, 18 per cent changes in occupation and 8 per cent other corrections."

"The Proof Sheet adds by way of explanation:

"Now in this illustration at all maul, the average city, additions, removals, changes of address and other corrections amount to about 5 per cent a month. A factory more than one year old is never more than 50 per cent accurate."

"Even in business and among the professions the changes are starting. For instance, in 1923, there were sixty-one insurance agents. By 1924, eighteen had.

(Continued on Page 2)

Up To Hays
Practice of Changes in Uniform Contract to Be Gone Over—T. O. C. C. Complain

Difficulties between the T. O. C. C. and the F. I. L. M. Club over the unauthorized insertion of the rider into the uniform contract will be looked into by the Hays office. Correspondence between Bernard Edelhertz, a T. O. C. C. representative in the long deliberations that resulted in the standardized agreement and Will H. Hays has brought this about.

In a long letter to Hays, Edelhertz pointed out that a serious and dangerous condition has arisen which, if continued, will not only cause untold confusion in the industry but will practically destroy all the work accomplished by the adoption of the uniform contract. He added some distributors are attempting to change its complexion by inserting new riders, entirely unauthorized.

In reply, Hays stated the inclusion of these clauses permitted unless the additions are approved by both the exhibitor and exchange members of the arbitration boards.

"The situation came to issue recently when the T. O. C. C. accused many local exchanges of making minor changes in the letter of the contract."

Through Allied Artists
"Love and Sacrifice," as America is known in England will be released there by Allied Artists, Ltd. It is coming straight from the hands of the American artist, as it has already been reviewed in New York. And the film is expected to win the heart of the British public, as it did in America.

Deny Sale of "Kiki"
The Belasco office denies the sale of "Kiki" to Joseph M. Selznick for Norma Talmadge, as reported in the N. Y. American.

Rowland Lee Sailing
Rowland V. Lee, Fox director, sails on the White Star liner Olympic tomorrow for Cherbourg. A vacation trip.

"He" Held Over
"He Who Gets Slapped" will be held over at the Capitol for a second week.

Exploitation
Yesterday's proceedings of the hearing between Famous and the Trade Commission concerned chiefly the efforts of representative to qualify the witness, Eppie Sargent.

(Continued on Page 2)

Speculation
Speculation is rife as to the reason for the presence of Robert Lieber, president of First National, in Hollywood at this time.

50 Films In Turnover
Selznick Features to Become Part of Associated Exhibitors Machine—Many Contracts Unplated

The deal now pending between Selznick and Pathé, according to the reports on the distribution of the former's feature output will be closed in about a week, according to present indications.

Close on to 50 features will be included in the transfer. The sales will be handled through Associated Exhibitors which uses Pathé salesmen in many of the smaller towns.

Various estimates are heard about the volume of unplayed business on the Selznick books. The figures run all the way from $50,000 to 1,000,000. The probability is that the correct estimate is closer to the latter total.

1st Nat'l Meeting in Cleveland
(Special to THE DAILY)

Cleveland—The Central division of First National will hold a convention here today and tomorrow to discuss selling policies. W. J. Morgan, contract sales manager, will be present. So will exchange managers Norma Moray, Cleveland; R. H. Haines, Cincinnati; S. F. North, Cleveland; R. H. Wehrle, Pittsburgh; and P. E. Krieg. Louisville, H. A. Bandy, Central Division manager will preside.

4,000 Seater for Chicago
(Special to THE FILM DAILY)

Chicago—Marks Bros. will shortly start work on a 4,000 seat theater on the North Side.

In commenting on theater projects for Chicago yesterday there was no mention of the proposed Cahn theater. And it is not known whether the project is still under consideration.

Smith Back Today
Albert E. Smith and Jean Prince (Mrs. Smith) return from London today on the Aquitania. Smith went abroad to arrange for the London premiere of "Captain Blood."

Court Grants Order
Selznick Exchanges to Close Down—Standard Cinema Secures Release

Upon application of J. Bright Wilson, receiver for Selznick Dist. Corp., Judge Winslow in the Federal Court yesterday issued an order terminating the closing of the company's exchanges and the liquidation of its affairs.

In all likelihood, the receiver will send out today's telegrams today instructing the field force to close the offices tomorrow.

Standard Cinema Corp., was granted an order to remove its product from Selznick exchanges, preparatory to turning it over to F. O. O. This step was contested by the exhibitors' committee on the ground that the contract between Standard and Selznick was entered upon by an identical set of officers and that the withdrawal of the short product had an effect on the assets of Selznick. It was arranged, however, not to hold up distribution through F. O. O. for this reason. The particular point in issue will be handled by a special master.

The reorganization plan, according to report, was not carried through because of the insufficiency on the part of Standard Cinema officials to withdraw their product. Standard is said to have $400,000 in unplayed business on its books.

It was also reported yesterday that Henry M. Hobar of Distriective has arranged to sell the head office for the reorganization, but that this was not considered a sufficient amount of money to swing it.

Monster Organ for Theater
(Special to THE DAILY)

Cleveland—What is termed the largest organ in the world will be installed in low's State. It is being shipped from New York. The organ, the freight cars, has 5,000 parts including a large number of different orchestral instruments.

"Romola" Opens Dec. 8

"Romola" opens at the George M. Cohan theater Dec. 8.

In Control Again
(Special Cable to THE DAILY)

Paris—Charles Pathé and Paul Pathé, directors of the Consortium Cinema. This became effective Wednesday.
Copyright 1924, Wid's Films and Film Folks, Inc., Published Daily except Saturday, at 71-73 West 44th Street, New York, N. Y., WID'S FILMS AND FILM FOLKS, INC. Joseph Dannoegen, Publisher, and Editor; J. W. Whelan, Secretary, Business Manager; Maurice D. Kain, Managing Editor; Donald M. Herson, Advertising Manager. Entered as second-class matter May 21, 1918 at the post office at New York, New York, under the act of March 3, 1879. Terms: Postage free United States, Outside of Greater New York, $1.00 one year; 6 months, $.50; 3 months, $.25. Foreign $1.00. Subscribers should remit with order. Address all communications to THE FILM DAILY, 71-73 West 44th Street, New York, N. Y. Phone Vanderbilt 4551-4552-5558, Cable Address: Friday, New York, Hollywood, California—Harvey E. Gausman, 6411 Hollywood Blvd. Phone, Granite 39, London Representative—Ernest W. Fredman, The Film Reuter, 53 Shaftesbury Ave., London, W. C. Central European Representative—Johann Filmschau, Prague (Czecho-Slovakia), Wemzlopa.

Quotations

High	Low	Close
Sales
East Kod. ...1114 111 1115 500
F. P. L. .....864 854 854 3,500
do pdf. .....984 984 984 200
Film Insp. .....8 7 8 500
Loew's .....1994 1994 1994 1,500
Metro.Gold. .16 16 16 100
Pathé . . . . . . Not quoted
Warner . . . . . . Not quoted

LISTS

(Continued from Page 1)
dropped out and nineteen new ones had started in business, making a net gain of one, or a total of sixty-two. However, thirty-seven changes were necessary in order to correct a mailing list directed to this class of business. A 1923 list not corrected meant a 10 per cent mailing waste and 30 per cent failure to cover.

"Any advertiser who has the experience of mailing lists ranging over a period of years knows how vigilant the advertiser must be who wishes to keep his mailings up to a decent degree of efficiency. The figures quoted are fair indicators of what is happening all the time to even the best lists."

Fewer Workers Idle

(Washington) The Employment Service of the Department of Labor reports an improvement in employment conditions in many sections of the country.

STOCK SHOTS

NEGATIVE

POSITIVE

Prints, Floods, Weaks, Explosions, Warfare, Crowds, Mobs, Riots, Strikes, Raids, Rescues, Clouds, Storms, Darns, Sunsets, Boats, Aircraft, Autos, Trains, Audiences, Cages, Animals, Underseas, Notables, Sports, Sciences, Arts, Industries, etc.

MORRIS KANDEL

THE GENERAL FILM LIBRARY, Inc.
723 Seventh Avenue, N. Y. C.
Bryan 5356

Exploitation

(Continued from Page 1)
of the M. P. World, as an expert in the matter of theater exploitation.

This was in line with Bruce Bromley's intent to controvert if Lichtman's claim that when Preferred pictures played Southern Enterprise houses on a percentage basis, they were inadequately exploited. Through Sargent, Bromley hoped to show that the pictures received the exploitation accorded all pictures of that caliber. The examiner's refusal to recognize the witness' qualifications in such matters, obviated the obligation for proving the point.

Offer to prove that the witness had knowledge which qualified him to render opinions as authentic as those given in previous testimony by Lichtman, was denied.

Detroit—Stanley Fisher has joined Rex Film.

120 NOVELTY REELS

First Run Specialties
1924-23

The House of FEATURETTES

1600 B'way

N. Y. C.

LARRY SEMON

in

The Wizard of Oz

HAS 'EM ALL TALKING'

Because it is the most important feature comedy production in the industry, and is being played by the season's most brilliant cast. Boys, the names just sizzle! Here they are—

CHARLIE MURRAY
JOSEF SWICKARD
BRYANT WASHBURN
MARY CARR
DOROTHY DWAN
VIRGINIA PEARSON
OLIVER HARDY

Electric light names! A story known to millions! A production that will delight the eye and give the heart a new lease on life! A torrent of laughs! Applications for pre-release engagements will be considered.

Communicate at once with

CHADWICK PICTURES CORPORATION

729—7th Avenue

New York City

McRae Handling Brouse Estate

(Special to THE FILM DAILY)

Ottawa—Finley McRae, son-in-law of the late Harry Brouse, has been appointed administrator of the Brouse estate.

ARTHUR STONE

HEADED FOR FAME IN

HAL ROACH'S 2 REEL

Pathécomedy

POWERS FILM

Survives the long run.

Distributed exclusively by

SENSITIZED FILMS, Inc.

A. G. PTETT, President

Phone

1650 Broadway

Circle 8981

N. Y. C.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.

542 Fifth Ave. Tel. Murray Hill 1831

Specify

GOERZ

Raw Stock for QUALITY

Solo Distributors

FISH-SCHURMAN CORP.

45 West 45th Street

N. Y. BRYANT 7243

GET OUR PRICES

CUTTING — TITLING — EDITING

Title reproductions and inscriptions in film for all countries.

Phone Bryant 8559—Representative will call

MAURICE GREENBERGER

723 Seventh Avenue,

New York City

Evans Laboratories, Inc.

Developing—Printing—Titles

1476—Broadway

Telephones Bryant 9330-9331
"Defies one to write about it without indulging in superlatives. Beautifully told, flawlessly directed. Will be held as model by all producers. Not a second one wants to lose. Held spectators spell-bound. Celluloid masterpiece. Wonderful suspense. Never has Lon Chaney delivered such a marvelous performance. Victor Seastrom has directed with all the genius of a Chaplin or a Lubitsch and accomplished more. The finest production we have ever seen."


"Don't miss it! Tie the baby in a crib, borrow money for tickets from the landlord, stand in line an hour, but Don't Miss It! One of the best films ever turned out. Has everything which makes a movie interesting. A glorious thing from start to finish. Lon Chaney gives finest performance of his career. Truly masterful. Here is the almost perfect picture whose like comes all too seldom."

New York Evening Post.

"Sidewalks crowded in vicinity of Capitol Theatre, attracted by 'He Who Gets Slapped'... Best of the last twelve months... Imaginative and tremendously dramatic film play... Expertly photographed and directed... Nothing of the kind in the theatre has touched me as did this... By all means make this one of your early visits... I recommend it whole heartedly."

New York World.

"Movie better than the play... Victor Seastrom has done an inspired job... Lon Chaney's performance one of the most moving and interesting that the films can brag about. One of the main achievements of the season... If you wish to keep up with the best accomplishments of the movies, by no means miss this picture."

New York Sun.

You ain't seen nothin' yet! Just wait!

Metro Goldwyn
The Tornado
(Universal-Jewel—6375 Feet)
(Reviewed by Laurence Reid)

Reminiscent of two other impressive Universal features, "The Storm," and "The Signal Tower," in the graphic display of tense, melodramatic action—and the manner in which the simple plot is unfolded with no deviations from its straight and compact line of development, "The Tornado," seems destined to make box-office history for its sponsors as a genuine cyclonic hit. It's a vigorous story of the lumber regions of strong and weak men of their conflicts with each other and with the elements of Nature with which their actions are blended perfectly.

Reduced to its plot skeleton it features a strong, silent man who, as portrayed by House Peters, stands forth compellingly and colorfully. He is known as the "Tornado" because of his vigorous personality and the fact that he is a stern taskmaster in his job of boss foreman of the lumber camp. There is a suggestion of a man who has suffered and who finds an outlet for his smouldering fires of passion in the ceaseless energy of his work. And so he becomes the other man in a triangle—the woman having been beguiled into marrying a man who had proved false as a friend.

While the climax is anticipated in the title, so tense is the development that suspense is constantly being released. Peters does not make his characterization one of stressing heroics. Indeed, he humanizes the role. He punishes a group of labor agitators and goes about the difficult job of sustaining the interest in the tornado scene with a surprising grasp upon the dramatic sweep.

And what a climax! Director Baggot has framed it against a most picturesque background. The waters swirl through the camp—the logs are jammed into a dam—and it looks like oblivion for the victims. But the boss foreman releases the surging torrent, though he cannot prevent the train from tumbling through the water-swept bridge—a train carrying the woman and the false friend. She is rescued and the husband meets his death. A great melodrama here—vigorously and sustaining all the way.

Theme. Melodrama of eternal triangle revolving around a man whose life has been wrecked by friend's disloyalty in marrying his sweetheart. In a raging tornado he saves a lumber camp and the life of his beloved.

Production Highlights. The magnificent settings. The details and atmosphere. The exciting and picturesque climax when tornado visits town. The heroic work of foreman in releasing log jam. The rescue of girl. The graphic performance by House Peters.

Direction. Takes simple plot and makes it graphic with fine melodramatic episodes. Builds characterization so that is carries real humanities. Builds characterization characters—and conflict of elements with fine sense of dramatics.

Exploitation Angles. Bill as one of the finest melodramas ever made. Play up House Peters who made "The Storm" so memorable. Play up the highlights—especially the storm and flood. Dress lobby in atmospheric style. Bill it far in advance. Use 24 sheets and all the paper you can get.

Drawing Power. For first runs and other houses.

Summary. A fine melodrama is offered—one simple plot, but thoroughly suspenseful and sustaining in its action. Builds interest all the way—and uncovers an uncharted climax. Finely staged and acted with feeling by House Peters and others.
“The Tornado”—with House Peters
(Univ.-Jewel, Jan. 4; 6,375 ft.; 74 to 91 min.)

“The Tornado” is House Peters’ second picture under the Universal banner, and comparing it with “The Storm,” his first picture, one may safely say that “The Tornado” is far superior from every point of view; there is more human interest in it, the suspense is far tenser, and the thrills incomparable.

The human interest is more plentiful because the hero loses the girl he loved; the suspense greater because, through intelligent construction of the plot and masterful direction, the spectator is held completely in the dark what turn the action will take, especially so after the hero by chance comes face to face with the man who stole his sweetheart (heroine) and with the heroine, now his betrayer’s wife; as the action progresses, the suspense increases, reaching the highest point near the picture’s end. As to the thrills, no comparison can be made; in “The Tornado” a cyclone is reproduced, the kind that has never yet been seen in a picture, for trees are seen uprooted and flying through the air, houses collapse, roofs taken off houses, rain coming down in torrents, and a lumber jam that surpasses in magnitude any such jam that has ever been seen in pictures; a bridge is also shown wrecked, carrying a train with it. Such thrills ought to appease the appetite even of the most exacting melodrama-loving picture-patron.

Though this is director King Baggott’s first big picture, he need not take a back seat with any other director. Mr. House Peters does as good work as he has ever done. Miss Clifford, too, does excellent work, as well as Richard Tucker, who has the unpleasant role of the villain.

The story, founded on the play by Lincoln J. Carter, unfolds in a lumber country, and deals with a hero who comes face to face with the woman whom he loved and whom he once hoped to marry. With the heroine is her husband. The heroine attempts to explain how she happened to marry the other man. At first she does not succeed, because her husband tricked her. Suspecting trickery she goes to the hero’s cabin and explains to him that her husband had told her that he (the hero) died in the battlefield in France. The hero is disconsolate when he learns the treachery of his old friend. The villain boards the train with his wife to go away. A storm breaks out, wrecking the bridge and carrying the train with it. The hero saves the heroine, but the villain drowns.

“The Tornado” should have a one hundred per cent. appeal.
Incorporations


Columbus, O.—Senate Theater Co., Cleveland. Incorporators, E. Mueller and B. Gordon.


Charlotte, N. C.—Motion Picture Arts Co., Inc., Greensboro.


Dover, Del.—Arpho Co., Wilmington. Capital $50,000.


Winnipeg "Arcades" Go (Special to THE FILM DAILY)
Winnipeg, Man.—The "penny arcades" or free admission parlors are to go by the board because of frequent disturbances in these places. Action is being taken by the city as a result of the recommendation of a coroner’s jury, the jury rendering its verdict on a fatality which occurred in one of the parlors. Local exhibitors are greatly pleased over the decision.

Famous to Make Prize Story
Martha Ostenso has been awarded first prize for writing "The Passionate Flight" in a contest conducted by Dodd, Mead and Co., the Pictorial Review and Famous Players. The winning story was selected from 1,500 scripts submitted, carries a cash reward of $13,500 and will be filmed next year by Famous.

Howells Increases Capital
( Special to THE FILM DAILY)
Albany—David P. Howells, Inc., has increased its capital from $25,000 to $250,000.

General expansion in the Howells export business is given as the reason for the increased capital.

Sells Story to Banner Prod.
William R. Laub, who wrote the continuity of "Playthings of Desire," a Jans production, has sold "The Lady of the Night," an original story to Banner. George Terwilliger may direct.

Amsterdam Buys Gotham Series
Ben Amsterdam, here on his week’s visit, has purchased the Gotham series of six from Sam Sax for Eastern Pennsylvania and Southern New Jersey.

Opposes Censorship
At a meeting of the Film Mutual Benefit Bureau and other organizations, a resolution was passed opposing censorship in New York State.

Monty Banks Returns
Monty Banks is due today from Europe on the Aquitania.

Industrial Revival
Seen by the Federal Reserve Board, Following Slack Summer—Increased Employment Promptly (Special to THE FILM DAILY)
Washington—The November issue of the Federal Reserve Bulletin, issued by the Federal Reserve Board, states recent increases in industrial activity from the low level prevailing during the summer mark the first substantial improvement in industry since early in the year. Recession during the first half of 1924, which followed the rapid but unsustained recovery in January, brought the volume of production in basic industries by midsummer to the lowest level since 1922.

Current production in basic industries, though considerably below the September level of last year, is about 9% above the recent levels of June, July and August. Building operations have followed a course similar to that of production in basic industries. Further evidence of the recent growth in industrial activity is the increase in factory employment in August and September. Volume of trade, as reflected in mercantile sales and railroad shipments, has not shown a decline during 1924 similar to that of industrial output.

Income of farmers, particularly in the wheat growing regions, is greater than last year, owing to larger crop yields and better prices at marketing time. Both winter wheat and spring wheat have been marketed more promptly this year and, owing to a smaller world-crop, there has been an increased foreign demand for American wheat. Money income of farmers from the sale of the two principal cash crops will be greater than last year because the larger wheat crop is being sold at considerably higher prices and the lower price of cotton will probably be somewhat more than offset by the increased production.

Volume of borrowing for commercial and agricultural purposes at member banks in leading cities increased more rapidly during September and the early part of October than at any time since the early months of this year and carried the total of these loans to the highest point in three years.

Hines in Stage Play
Johnny Hines is scheduled to make two more pictures and then appear in a stage play based on a novel by Frances Hodgson Burnett. His new picture "The Early Bird" will be given a tryout at the Rialto, White stone Saturday night.

Henry King Buys Estate
J. Edward Breuer has sold the S. S. Sampliner estate at Great Neck to Henry King for about $100,000. The property is about two and a half acres, with 200 feet of waterfront, and large residence, a guest cottage, a garage, tennis courts and formal gardens.

"Secrets" in Toronto
(Total to THE FILM DAILY)
Toronto—The third production to play the Regent on a two a day basis at $1 top, is "Secrets," which opens an indefinite engagement there Saturday, following "monsieur Beaucarie," which completes a four weeks’ run.

Coast House Opens
(Total to THE FILM DAILY)
Los Angeles—The Rampart theater, at Rampart Blvd. and Temple St. opened Tuesday with "Her Night of Romance," W. A. Sobelman and John Balk are the managers. The theater cost $100,000.

Will Film Hunting Trip
Margaret Thayer, daughter of the late John B. Thayer of the Pennsylvania Railroad is en route to British East Africa on a hunting expedition. She has taken along a camera to make a pictorial record of the trip.

The General Film Library has moved to 723 7th Ave.
“A GIFT OF THE GODS”

Say London critics
at trade showing of

Douglas MacLean

in

“Never Say Die”

Here's the cablegram:--

NOV 10 '24

NA 652 CABLE
LONDON 47
LCO ASSOCIATED EXHIBITORS
35 WEST 45TH STREET NEW YORK

NEVER SAY DIE WENT OVER GREAT
AT PALACE THEATRE THIS AFTERNOON
STARTED WITH A ROAR AND ENDED
WITH CRASH OF ENTHUSIASM LEADING
NEWSPAPER CRITICS ACCLAIMED
DOUGLAS MACLEAN A GIFT OF THE GODS
THANKS AND CONGRATULATIONS

IDEAL FILMS LTD

Another smashing hit for

DOUGLAS MacLEAN COMEDIES IN ENGLAND

“GOING UP”
Now Playing 1096 British Theatres

“In front rank of the World’s
comedy artists”
—London Daily Press

“THE YANKEE CONSUL”
For Holiday Release

“Douglas MacLean is the white
hope of screen laughter.”
—London Cinema

Pathe Exchange
Physical Distributors

ASSOCIATED EXHIBITORS, Inc.
Arthur S. Kane, President

Sidney Garrett
Foreign Representative
"Compare the Product"

No advertisements, no gilded announcements, no as termed, super-scholarship, no gargantuan bait caused First National Pictures to make more money for Exhibitors this year than any other product—

At the beginning of this year we stated our case & rested, awaiting the box-office verdict we're glad that — & are happy with the knowledge that we did not overestimate or underestimate —

Our performance we stand! Watch for our forthcoming announcement expectantly!

Before you commit yourself & set dates for your backshop service — "Compare the Product"

[Signature]
The Bradstreet Daily Film Daily

Monday, November 17, 1924

Price 5 Cents

The Recognized Authority

The Bradstreet

Records

By DANNY

New ones. Not only in Wall Street. But right here. In your own business. Have you ever thought about the business booked, the First National bank, the closing week. Of the Sigmund Drive? Well, it was $3,000,000. Somewhere in the $1,400,000. Which is claimed as a record. But which may be disputed.

What a lot of business that is stupendous. For six days of the week. And only shows what can be done. When someone goes after the thing. No wonder Eschmann is proud. He has a right to be.

Incidentally — right in the New York territory — several of the larger companies. Are breaking all records. One big concern booked more business in one week than many headquarters book all over the world. In a year.

And the way the Famous crowd piled up locally. Is almost the same. How to have some exhibitors, at least, regard the booking in big.

**F. B. O. In Berlin**

Plans Own Office There — Lord Inverforth, Who Controls Company, to Become More Active

Major H. C. S. Thomson, managing director of F. B. O. returned late Friday night on the Aquitania from London where he held a number of conferences with Graham, Ltd., owners of the Ince business, according to Thomson. This, with the present London and Paris branches, will complete the chain for Continental transactions.

The managing director of Graham, Ltd., is Lord Inverforth who was Minister of Supplies during the war. Thomson spent most of his time with him. On Saturday the Inverforth, whose position in England is analogous to that of Herbert Hoover here, intended interesting himself further in the industry. Outside of his present association with F. B. O., Inverforth is not connected with any film company.

Thomson found conditions on the Continent very satisfactory. Exhibitors have had a golden year in all countries, he said. Regarding pro-

(Continued on Page 2)

Quick Sale by Cable

Three negatives of the Columbia series of eight, handled in foreign territories for C. B. C. by Inter-Ocean left Saturday morning on the Olympic for London. A week ago, J. C. received a motion picture regarding English rights. The entire deal was closed, money paid and negatives shipped in exactly seven days. Pathé of England is the purchaser.

Deal on for "Last Frontier"

Negotiations for the distribution of "The Last Frontier" are under way in the Ince office and will probably be consummated in a few days.

For French Accord

Motion Picture to Promote Goodwill—Joint Committee Formed in Paris

Paris—A remarkable gathering of notables, both French and American attended the premiere of "The Miracle of the Wolves" at the Paris Opera House on Thursday evening. It is the opinion here that never has such a brilliant assemblage been gathered to witness the showing of a feature picture. Among those in the audience were:

Leave for East Recently (Special to THE FILM DAILY)

Los Angeles—Fred M. Schenck, Dennis O'Brien, Nathan Borkan, Norman Taurog, A. H. T. Banzai, Arthur Kelly and others discussing United Artists business here are expected to leave for the East within forty-eight hours.

This is much sooner than had been expected and can be construed as an indication of how fast conferences have been progressing.

Spence Out of Fox

"Film Doctor" Now Freelancing—Prepared Fox Releases for Market Long Period

It was learned Saturday that Ralph Spence severed connections with the Fox organization several weeks ago and is now doing freelance editing and cutting.

Spence has generally been considered one of the important inside figures in Fox, virtue of the splendid work he had done in bolstering up weak spots. His unusual ability in revamping completed pictures by a change in the sequence of scenes and the insertion of a humorous title has been put to use on any number of occasions. As a matter of fact, it is understood that so valuable had his services become that his salary reached four figures at the time the break with Fox

Source recently titled "The Speed Sweep" for Charles C. Burr and is now at work on the second film, "The Early Bird."

Ancillary Receiver in Cleveland

(Special to THE FILM DAILY)

Cleveland—Federal Judge D. C. Westenhover has named M. L. Villano of Simmons DeWitt & Villano as ancillary receiver for Selznick in the Cleveland district. Application for a local receiver was made by the Cleveland Film Exchange Building Co. through its attorney L. W. Umberg. Judge Westenhover authorized Villano to take over all the books and assets in the northern district of Ohio.

Famous 3rd Quarter: Rentc Ready

The finance committee of Famous Players meets on Thursday at which time it is hoped to have the financial report for the third quarter. It is expected to show an unusual increase over the figures for the first and second quarters, which were not up to expectations.

Flm Leaves for N. Y.

(Special to THE FILM DAILY)

Los Angeles—John C. Fipm of Pro Dist. Corp. left Saturday for the East.

For East, Momentarily

(Special to THE FILM DAILY)

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Fight Carolina Tax

Exhibitors, Undaunted by Adverse Opinion, to Battle for Admission

Levy Repeal

(Special to THE FILM DAILY)

Greenville, S. C.—Circuit Judge John S. Wilson, has sustained Attorney General Samuel M. Wolfe's demurrer and holds that the state amendment taxing admission prices in the case of the Bijou of Greenville, against the State of South Carolina. Solicitor Boulton, attorney for the plaintiff, said that he would appeal the case to the Supreme Court. He also said that the fight of the South Carolina theater owners to have the law repealed would continue.

The state amusement tax law fixes a tax of $1.00 on every ten cent ticket and a fraction thereof to apply to theaters located in incorporated cities of more than 2,000 inhabitants.

The Bijou was among the first to protest against the law.

The plaintiffs contend that the law is unconstitutional and discriminatory on the grounds that the phraseology is such that the tax is imposed on certain theaters while others are exempt.

The state contend that the law is constitutional until proven otherwise.

Internl Congress Postponed

(Special to THE FILM DAILY)

London—The International Film Congress has been postposed until an undetermined date in January.

Frank Green of the International Motion Picture Corp., is the official representative of the International Film Congress while he remains in America. He is at the Astor.

1st Nat'l Buys "Chickie"

First National, according to report, has purchased "Chickie" by Elenore Dyan. The deal was made in the East, starting in mid-December.

Sept. Exports $742,364

Drop from August When High Record Was Established—That Month's Total $1,488,995

(Special to THE FILM DAILY)

Washington—Exports of films during September were considerably below those of August, when they reached the highest total in the history of the industry it is declared by officials of the Department of Commerce in making public figures showing September foreign trade. Exports in September included 16—

(Continued on Page 2)
Sept. Exports $742,364
(Continued from Page 1)
174,150 ft. of positive, valued at $525.103, as compared with 192,567,791 ft. valued at $685,140, in August; 645,604 ft. of negative film, valued at $116,722, as compared with 1,188,238 ft. valued at $244,339; and 5,000,085 ft. of unexposed, valued at $100,539, as compared with 6,357,739 ft. valued at $139,476.
The September aggregate reaches $742,364, as compared with $1,068,955 in August.

Richardson Joins A. B. C.
Detroit—Art Richardson has become associated with A. B. C., covering the east side of Detroit. Richardson was formerly with Metro and with Goldwyn, but for the last year has been managing First National.

Now in the Cutting Room
The first of the series of six productions to be made by Jans Pictures, titled “Playthings of Desire,” is now being cut and edited, Burton King directed, and Estelle Taylor heads the cast.

Fielding With Spencer
St. Johns, N. B.—A. Fielding, who managed the Strand, at Truro, has been appointed manager of the Unique, by A. G. Spencer. The Unique is undergoing repairs.

Oklahoma After Members
Oklahoma City—The M. P. T. O. of Oklahoma is conducting a membership drive. The evils of tent shows are being particularly stressed.

For French Accord
(Continued from Page 2)
President Millard and many prominent figures in French and American circles. At a dinner preceding the showing, a commission was made of the formation of a committee to promote Franco-American accord. The first act in this direction will be the composition entrusted to William Ziegler of taking “The Miracle of the Wolves” to America for exhibition there.

Members of the joint committee include Baron Collier, chairman, Rodman Wanamaker, C. H. B. Smith, General Coleman du Pont, William Wrigley, Cornelius Vanderbilt, Jr., and John D. Rockefeller, Jr.

Film Men Give To Community Fund
Detroit—Many local film people have contributed large sums to the “Community Fund” now being collected for all local charities. John H. Kunsky contributed $500, personally and the Kunsky Enterprises gave $1,000.

Security Buys “Horsly Five”
(Special to THE FILM DAILY)
Cleveland—Lee Chapman, of Security Pictures, has purchased for Ohio, the David Horsly “Big Five” series of westerns. He will release one a month starting with November.

Toledo Superior in Deal
(Special to THE FILM DAILY)
Toledo, O.—Nat Carnas, who owns the Strand and Howard Feigeley, managing director of the Rivoli, have taken over the Superior from Dan Tolmides.

FOR SUBLET
Any portion of floor of 2,500 sq. feet, good light, floors covered with linoleum, window shades, electric fixtures, private offices.

SUPERINTENDENT
723 SEVENTH AVE.
Corner 48th St., N. Y. C.

F. B. O. In Berlin
(Continued from Page 1)
duction, he analyzed the situation a double-barreled one. He said that is a large amount of money available for production and that Continental producers are either determined to come here to make their pictures or employ prominent American performers to work in Europe. All of this is being done with the obvious intent of breaking into the domestic market.

Foreign Deals on Christie Picture
“Hold Your Breath,” has been sent to Meteor Film, of Amsterdam, Germany, Austria, Russia, Pola and Czecho-Slovakia. The deal was negotiated by Christie Film Sales Ltd., of London. Another deal was closed for France, Belgium and Switzerland with Societe des Film Taylor, of Paris. Gaumont is1 releasing the picture in the United Kingdom.

FOR SUBLET
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POSITION WANTED
Young man seven years export executive experience with present film concern seeks other connections—Apply Box M-226.

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COMING SOON

THE CHORUS LADY
from the famous story by JAMES FORBES
with Margaret Livingston

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Coast Brevities
(Special to THE FILM DAILY)
Hollywood—With the addition of
quelus Logan and "Buster" Col-
the cast has been completed for
With Souls." Others in-
Mary Astor, Belle Bennett and
Brook. Ralph Ince will direct.
foot Gibson features, is making
Hoxie's newest picture, "Find
Man." Kathryn McGuire, Wil-
Steele, Frank Rice, Harry Todt
others support Hoxie.
The Lone Outlaw," one of the
productions made in Pendleton,
by Hoot Gibson, has been
ed to "The Saddle Hawk.
lewis Stone, Marguerite de la
re and Panette Duval are
at additions to the cast of "Cheat-
Bury."" —
righton Hale will appear in "The
Age of Sighs," directed by Phil-
en. Fanny Midgely has also been
a part.
ou Baum announces the purchase
three stories, starring Evelyn
B.
J. Crosbie Becomes "U" Manager
(Special to THE FILM DAILY)
Uppington, Man.—Fred W. Crosbie
Winnipeg, for several years a lo-
exhibitor, has been appointed man-
of the local office of Canadian
iversal.
Alexander resigns from P. D. C.
ansas City—W. L. Alexander resigned as manager of the Prod.
 Corp. exchange and has left for
ago to assume the management
Universal branch.
I linois Theater Firm Quits
(Special to THE FILM DAILY)
Springfield, Ill.—The Secretary of
has granted dissolution papers
he Paris Theater Co., of Paris,
lewis Better
al Lewis has returned to the
O. I., fully recuperated from
tracted illness as a result of an
anza attack.
Dave Mundstuk Makes A Buy
Detroit—Dave Mundstuk has pur-
"When the Law Comes to
" for his Exclusive Film Ex-
ajestic, Utica, Returns to Stock
ica, N. Y.—Nathan Robbins, of
Robbins Enterprises, will re-
stock at the Majestic for the
Nigh Finishes "Fear Bound"
ill Nigh has completed "Fear
end" for Vitagraph release. He
eced, directed and wrote the

Among Exchanges
Atlanta—S. C. Ware, formerly with
Metro-Goldwyn in Oklahoma City,
has joined the Credit-Lichtman ex-
change.
—
Atlanta—William Lenahan is cover-
ing South Carolina and Western Car-
olina for Progress.
Pittsburgh, Pa. — Al Losterre is
back with Universal.
—
"Wally" Jackson Joins Rayart
J. Wallace ("Wally") Jackson, for-
merly in Arronwitz, has joined Rayart
as special representative in the East.
Tom Curran will cover the West,
with headquarters in Kansas City,
while George Blaisdell will continue
as West Coast representative.
—
LeMaire Heads Art Dept.
Charles LeMaire, costume designer,
has signed a long-term contract with
the Brooks Costume Co., to become
art director. Brooks recently opened
a department for gowns and costumes
for screen wear.
—
Miles Changes Policy
Detroit — Charles Miles has in-
stalled a two-change-a-week policy
at the Ferry Field and Orpheum. The
Regent and Miles will continue with
full weeks.
—
"Fast Worker" Next
Los Angeles — Reginald Denny's
latest, "The Fast Worker," has been
booked into Grand's Rialto for an
indefinite run, following "Hot Water.
—
Joe Green in Illinois
(Special to THE FILM DAILY)
Gillespie, Ill.—Joseph J. Greene,
formerly of New York, has assumed
management of the Port.
—
Epidemic Closes Another Theater
(Special to THE FILM DAILY)
Cave-In-The-Rock, Ill.—Due to a
scarlet fever epidemic, the Lyric
has been ordered closed.
—
Craver Gives Up Strand, Charlotte
Charlotte, N. C.—D. H. Craver has dis-
sposed of the Strand to Roy Wille-
ford of Union, S. C., who takes pos-
session Jan. 1st.
—
Theater Changes
Cuthbert, Ga.—The Lee Amuse-
ment Co., has placed F. Hayward for-
merly of La Grange, in charge of the
Cuthbert.
Washington, Pa.—The Capitol is
being overhauled and will reopen
soon as the State.
Grover Hill, O.—George Hipp has
sold his Strand to Roy Allen.
—
Warning Against "Fake" Tickets
Toronto, Ont.—Exhibitors are be-
coming warned against accepting "fake"
lottery tickets, which are reported in
circulation in Canada. It is claimed
by the authorities that illegal tickets
are being printed and sold to exhibi-
tors.
—
Booked at Cohan's
C. B. C.'s "The Midnight Express," a
story of railroad life, has been
booked for one of the special Sun-
day shows at the George M. Cohan
Theater. It will open at the Broad-
way soon.
—
Smalley Gets New Post
Tampa, Fla.—Consolidated Amuse-
ments, Inc., has appointed Frank
Smalley manager of the Grand and
Strand. He succeeds R. C. Frost
recently.
—
Ollie Brooks Joins "U"
Detroit — Ollie Brooks has joined
Universal as special representative
and for the next few weeks will spend
his time in Michigan.
—
"Sundown" Follows "Hot Water"
Detroit—"Sundown" will follow
"Hot Water" at the Adams. "Hot
Water" is now in the second week of
an indefinite run.
—
W. D. Hogan Retires
Canton, Ga.—W. D. Hogan has re-
tired from the exhibiting field. He
has turned his Bonita theater over to
his son-in-law.
—
Portland (Ore.) Firm Quits
Portland, Ore.—The Secretary of
State has granted dissolution papers
to the Praghasis Amusement Co. of
this city.
—
On Broadway
Broadway—"The Midnight Express"
Cameo—"K—The Unknown"
Capitol—"He Who Gets Slapped"
Central—"Dante's Inferno"
Criterion—"The Ten Command-
ments"
Loew's New York—"Hearts of
Oak"
Tuesday—"The Speed Spook" 
Wednesday—"The Navigator"
Thursday—"Feet of Clay"
Friday—"Trouping with Ellen" and
"The Courageous Coward"
Saturday—"The Bandolero"
Sunday—"The Clean Heart"
Lyric—"The Iron Horse"
Mark Strand—"The Fast Set"
Piccadilly—"A Siren of Sevilla"
Rialto—"Married Flirts"
Rio—"Forbidden Paradise"
Brooklyn Mark Strand—"Madonna of
the Street".
—
Next Week
Broadway—Not yet determined
Cameo—Not yet determined
Capitol—Not yet determined
Central—"Dante's Inferno"
Criterion—"The Ten Command-
ments"
Lyric—"The Iron Horse"
Mark Strand—"A Sainted Devil"
Piccadilly—Not yet determined
Rialto—Not yet determined
Rio—Not yet determined
Brooklyn Mark Strand—"Madonna of
the Streets" (tentative)
—
Kansas Passes "The Contrast"
Kansas City—After having been
barred in Kansas for three years,
"The Contrast," dealing with Social-
ism propaganda, has been admitted by
Governor J. M. Davis and the censor
board.
—
Bandits Get $2,000
St. Joseph, Mo.—Robbers recently
faced open the sale of the Orpheum
and made away with $2,400 rep-
resenting week-end receipts. W. W.
Reinke is manager.
—
Two Illinois Houses Burn
(Special to THE FILM DAILY)
St. Louis—The Grand, at Alton,
Ill., and the Yale, Shelbyville, Ill., are
closed on account of fire. The Grand
will be dark three months.

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FILM SALESMEN

YOU’LL FIND A 1925 FILM YEAR BOOK EVERYWHERE
**Newspaper Opinions**

"The Border Legion"—F. P.-L.
New Lyric, Minneapolis

*Tribune*—**"The story is a typical Zane Grey Western thriller. ** **"deals with one of the most desperate bandit gangs in southern Idaho plundering and killing in its search for gold. ** **"**

"Broken Barriers"—Metro-Gold.
Alexandria Egyptian, San Francisco

(Three Days Ending Nov. 6)

**Bulletin**—The young star, Norma Shearer, does some convincing work in this picture. ** **"**

"Tess of the D'Urbervilles"—Metro-Gold.
Strand, Cincinnati

**Commercial Tribune**—**"It seems safe to say that Miss Swart has done better than those who have gone before, because the Marshall Neilan production is engrossing from start to finish and runs the gamut of beauty and sordidness in its unfolding picturization of this drama of the English countryside. ** **"**

**Times-Star**—**"The deliberate alteration of the plot to provide a most improbable "happy ending" is an unpardonable sacrilege. ** **"**

"This Woman"—Warner Pantheon, Chicago

**Post**—**"Miss Rich plays well, as usual, and is pleasing to look upon. Marcelle Normand gives one of his fine performances as a music master. Ricardo Cortez, Creighton Hale, Clara Bow and other well-known and well-liked players are also in the cast. ** **"**

Madison, Detroit

**Free Press**—A love story that is different ** " is delightful crowds which filled the theater to capacity. ** **"**

**News**—**"It is full of plot absurdities, but they are easily overlooked in view of the fact that the mature and sincere Irene Rich is vested with the leading role. ** **"**

**Times**—**"The story itself is rather flat but the excellent direction of George Sidney and the splendid cast of the work is especially Irene Rich, the star, considerably raises the entertainment value of the picture. ** **"**

"Wages of Virtue"—F. P.-L.
McVickers, Chicago

**Post**—**"Much color, more humor than usual and a minimum amount of plot are the ingredients which go to make up the latest Gloria Swanson picture. Of course the star herself is the chief attraction. She is very much in evidence, even when the story is pushed into the background. ** **"**

**Tribune**—**"Gloria is a cunning trick in this picture for it! So saucy! So droll! So evidently in rapport with her story, her role and her supporting cast which includes an entire army—the French Legion stationed in Algiers. Ah, the many many mens. ** **"**

Missouri, Detroit

**Globe-Democrat**—Gloria Swanson uses all of her exotic self in a riotous run

**Post-Dispatch**—**"The comedy parts catch the spectators, and Gloria's face effectively registers such conflicting emotions as affection, disdain and horror. ** **"**

**Times**—**"Gloria Swanson is charming in any part, she is unexpectedly so in "Wages of Virtue. ** **"**

"Welcome Stranger"—Prod. Dist. Corp.

Broadway-Strand, Detroit

**Free Press**—With fine cast as it has been seen, a story that effervesces with comic cut comedy, characters that you meet in everyday life and a plot that sustains interest throughout.

**News**—**"The cast is one of the special note from the leading players right down to the most trivial character. The direction by James Young guides the action along in a smooth, coherent manner, while the technicalities ** **" measures up with this high standard. ** **"**

**The Western Wallop"—Universal
Cameo, Los Angeles

(Week Ending Nov. 9)

**Examiner**—**"The picture does not preach a sermon or point a moral openly. To this extent it is handled with finesse and in the main is a Western story of adventure and love. How the man on parole finds life and love and business and almost loses his freedom makes the plot. ** **"**

**Express**—**"The cast is capable and meets the demands of spirited action adequately. Jack Hoxie is the center of interest, however. ** **"**

**Herald**—**"It is a picture that should appeal to those who like tense situations and heart interest. ** **"**

**Times**—**"All the old good western situations which are so revolved in "The Western Wallop. ** **"**

"Yolanda"—Metro-Gold.
Circle, Indianapolis

**Star**—**"is one of the best costume pictures to visit Indianapolis this season. ** **"**

**What did Eve say to Adam?**

"Is Love Everything?"

An Associated Exhibitors Release
OMAHA BEE

In it is a combination of all the elements found in the big pictures which made screen history spectacular value, true to life acting, richness of mounting and beauty.

in other words, Thos. H. Ince has delivered another great box-office picture in

Judge the Future by the Past and the Present—Get yourself that FIRST NATIONAL contract

Members of Motion Picture Producers and Distributors of America, Inc.—Will Pay Taxes

1919
PROPHESY

By DANNY

On March 31, 1924 was written the following:

"About eighteen months ago, Joe Schenck voiced an idea. It was his belief that for the best interests of the accepted admitted stars with box office drawing power that there should be a concentration of these individuals. It was his belief that practically none of the more important productions of these stars received the runs that they were entitled to in the more important cities of this country. It was his belief that there would be a development in the more important cities of this country theaters which would insure longer runs for the product of these stars.

"EVOLUTION"

"This is a business of marked and rapid changes. Much has happened since Schenck voiced his idea. But much more promises to happen in the somewhat early future. One might easily dream this:

"That there will come into being such an organization as Schenck proposed. Big people with big interests naturally gravitate together. The most important stars in this business have much in common. That they have already discussed this problem is undeniable. This, of course, in an unofficial way. Harold Lloyd and Cecil DeMille are very close friends. Douglas Fairbanks and Joe Schenck are very close friends. Harold Lloyd and Joe Schenck are very close friends. Douglas Fairbanks and Cecil DeMille meet very often. And so it goes. One can easily see how their mutual desires could easily be a matter of discussion when they meet.

"It's a very natural development."

Seven and a half months ago. Sometimes these prophecies do become realities.

J. G. Bachmann Returns

J. G. Bachmann of B. P. Schulberg Prod., returned yesterday after a sales swing around the country.

Bank Loans Cut

Famous Owes $1,850,000 and Expects to Wipe It Out by Jan. 1—Was $5,875,000 Last Year

Bank loans of Famous, now stand at $1,850,000. Officials of the company hope to wipe out the entire indebtedness by the end of the calendar year.

This time, a year ago, bank loans reached $5,875,000 but the amount has been cut down steadily since then. On Aug. 15, the figures were $4,900,000 and on Oct. 31, $2,600,000. In three months, therefore, there has been a reduction of $3,300,000. Since Oct. 31, there has been $750,000 written off.

Harder Making "William Tell"

Emil Harder, of 140 W. 44th St., has returned from Switzerland with his technical staff and 15,000 feet of film for his adaptation of "William Tell." He spent one year on the exact location of the story, now over 600 years old. Many of the props were loaned to him by museums of England, Germany and Austria.

J. J. Burke Deal

(Special to THE FILM DAILY)

Atlanta—J. J. Burke, Metro-Goldwyn manager, died last Sunday following a brief illness.

Tom Connors is now South on a sales trip. He will undoubtedly visit Atlanta relative to a successor to Burke.

Garsson Will Sue

Determined to Push Grand Larceny Charges Against Officials of Selznick Distributing

Initial proceedings in a grand larceny action filed by Murray W. Garsson some weeks ago against officials of the Selznick Dist. Corp., will be pushed, according to Garsson who yesterday that he was going through with the suit. Garsson claims misrepresentation and a dissipation of funds which he asserts, were to be held in trust for producers. The particular picture involved is "Broadway Broke," produced by Garsson and played through Selznick. A hearing will be held in the 54th St. police court before Magistrate Levine on Dec. 1.

English Films in A. E.

"Woman to Woman" and "The White Shadow," English-made pictures regarding the future distribution of which J. G. Wainwright came over from London, will be handled through Associated Exhibitors together with the bulk of the former Selznick pictures, numbering about 80 features.

Combine Planned

Y. F. Freeman on Stand—Tells of Scheme to Unite All Southwest Exhibitors in 1919

Y. F. Freeman, former manager of the S. A. Lynch Enterprises Corp., occupied the witness stand the entire day of yesterday's hearing between Famous and the Federal Trade Commission. Bruce Bromley, for the respondent, offered to prove by this witness that in March, 1919, Freeman and Lynch received a request from E. V. Richards of the Saenger Amusement Co., to come to New Orleans for the purpose of an equal interest in the Saenger Co.

"I offer to prove," went on Bromley, "that when Freeman and Lynch arrived in New Orleans they went straight to the office of Julian Saenger, but were told that he was found at the Groenwald Hotel. They went to a room, whence on opening the door, they discovered to their amazement, a roomful of exhibitors from all parts of the Southwest, representing the heaviest theater holders of that territory and among whom were Mr. Richards, Mr. Hulsey, M. G. and Julian Saenger, and a Mr. Levy, who had power of attorney for Robert Lieber.

Freeman and Lynch refused to enter the room unless the gathering was immediately notified that the visitors had called only to discuss the proposal of having a half interest in the Saenger Co. They were assured that this would be done. On their entry, however, Mr. Hulsey, who had been one of the visitors, announced that the meeting had taken place to discuss the formation of a corporation with capitalization at $1,000,000, which would represent a withholding of exhibitors and distributing interests, to be supported by 5% of all box-office receipts from exhibitor members.

The purpose of this organization was explained as a combine to fight competition from all outside organizations, and that in a continuance, a theater owner would turn (Continued on Page 2)

P. C. King on Vacation

F. C. King, general manager of the Paramount studio has left for Los Angeles via the Panama Canal. He will be gone six weeks, his first vacation in two years. J. J. Caine will handle his post in the interim.

Universal Moves

Universal moved over the weekend into new quarters in the Hecksher Building, 5th Ave., making any interruptions in business or telephone service. The new number is Circle 7100.

Stir In England

Talk of a British 1st Nat'l Plan to Beat Down Strong Competition on Prices—Rentals Sky High (Special to THE FILM DAILY)

London—There are a number of interesting moves under way behind the scenes. Some of them concern the general attitude of exhibitors toward the present rental situation.

It can be stated reliably that there is a decision among leading men to start a sort of First National organization in England that would tie-up with certain renters for an uninterrupted flow of good program pictures at reasonable rentals.

(Continued on Page 2)

Deny Norden an Injunction

An application for an injunction sought by the Norden Co., against Murphy and Brody, Inc., and the Pecudilly theater to restrain the further use of the electric sign at the theater was denied yesterday by Judge Winslow in the Federal Court.

Norden claimed an infringement of its pattern. There still remains to be heard an action in equity based on the validity of the patent, used by Murphy and Brody but claimed by Norden.

H. M. Smith Out of Control

(Special to THE FILM DAILY)

London—Hadley M. Smith, has resigned as chairman of the board of directors of Pathe Freres Cinema, Ltd., to be succeeded by R. D. Scott. Smith remains a director.

M. H. Hoffman to Coast

M. H. Hoffman of Triart leaves for the Coast today.

Foreign Deals

United Artists Secures 3 Wilcox Prods. for Many Countries Outside of U. S.

The foreign department of United Artists has closed a rather interesting deal with the representatives of London involving distribution of three of their pictures for the bulk of the world markets, exclusive of the United States.

"Decameron Nights," recently completed by them in Germany will be handled by United Artists in the Western Hemisphere with the exception of America; "Chu-Chin-Chow" in the Far East, and all of South America and "Southern Love" in Australia, Far East, and South America.

The sales will be handled out of the New York office, except in several Far Eastern territories for which several of the pictures have already been sold.
Stir In England
(Continued from Page 1)
sonable prices and a consequent neglect of the higher class production are drawing exorbitant rentals.
Rentals are apparently worrying exhibitors a good deal. There seems to be a definite impression that they are being exploited. The fact that a First National is being considered is an excellent indication of the state of mind.
There has been a good deal of talk—some of it loose—about Americans buying theaters here. At a luncheon tendered to Richard A. Rowland and Sam Katz, a move along these lines was denied by Sir William Jurry and J. C. Graham.
Sir William denied that either he or Marcus Loew had bought a single theater and declared he had no intention of doing so. Graham, on behalf of Famous Players, emphatically endorsed.
The advent of a great many American visitors this year has been seized upon by lay press writers to scare exhibitors into the belief that Americans were coming over here to survey the theater field, and while it is quite possible that one or two theaters might be acquired there is little real need for alarm.
Metropolis, Ill.—The Opera House is a total loss from fire.

Combine Planned
(Continued from Page 1)
his house over to the corporation, who would wage the battle against local competition until the latter had been wiped out, whence the theater would be turned back to its owner. Huley offered Lynch's organization a 50% interest in the corporation if he would furnish half the capital.
Bromley followed this with another offer to show that Lynch and Freeman immediately quit, the meeting and shortly thereafter left for New York to consult with Adolph Zukor, who, it was stated, strenuously repudiated the idea of the combine and urged Lynch and Freeman not to have a thing to do with it. Therefore, Richards and Huley were told that neither Paramount nor the Lynch holding company would have anything to do with the proposed organization.
An offer to show the formation of the Southern Enterprises Co., Inc., was a protective move against the first-named combination was also denied.

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from the famous stage success
by

JAMES FORGES
with
Margaret Livingston

Directed by RAINWIC - J-REGAL PICTURE

Season 1924-1925 Thirty First-run Pictures

Coming Soon
An Evergrowing Limitless Pile of Profits in Toronto!

Read This First:

In Toronto “The Hunchback of Notre Dame” played to sensational, record-breaking business for four weeks at the Tivoli Theatre. * * *

This was followed with a second run of one week at Shea’s Hippodrome with similar results. * * *

Subsequently “The Hunchback of Notre Dame” played eleven Nathanson houses maintaining the box-office pace it had already established.

After 13 previous runs, records are broken in 8 additional Toronto theatres!

KING’S PLAYHOUSE: Record business, turned people away during four day engagement.

CLASSIC THEATRE: Record turn-away business for three days.

LA RETA THEATRE: Turned people away two day engagement.

WOODBINE PALACE: Capacity each day, house packed seven o’clock each night of three day engagement.

CROWN THEATRE: This theatre played picture after five houses in zone and did the biggest business in two years.

KUM C THEATRE: Turned them away each night two nights.

MODEL THEATRE: This house followed the Crown and five other houses in district and had a line up half a block each night, two day engagement. Exhibitor re-booking same for further two days.

DORIC THEATRE: Biggest business in two years, fined for crowding theatre first night of three-day engagement.

U.S.A. ENGLAND INDIA FRANCE CANADA SO. AMERICA AUSTRALASIA NEW ZEALAND JAPAN

A UNIVERSAL PRODUCTION Presented by CARL LAEMMLE

Nationally Advertised in The Saturday Evening Post

Member Motion Picture Producers and Distributors—Will Hays, Pres.
1—House Peters in "Overboard" and "Raffles, the Amateur Cracksman"
2—Virginia Valli in "Up the Ladder" and "The Price of Pleasure"
3—Percy Marmont in "The Clash"
4—Alma Rubens in "The Clash"
5—Eugene O'Brien in "Dangerous Innocence"
6—Laura La Plante in "Smoldering Fires" and "Dangerous Innocence"
7—Hoot Gibson in "The Hurricane Kid" "The Saddle Hawk," "Taming the West" and "Let 'Er Buck"
8—May McAvoy in "The Mad Whirl"
9—James Kirkwood in "Secrets of the Night"
10—Pauline Frederick in "Smoldering Fires"
11—Norman Kerry in "The Price of Pleasure" and "Fifth Avenue Models"
12—Mary Astor in "Oh, Doctor!"
13—Herbert Rawlinson in "The Man in Blue"
14—Mary Philbin in "Fifth Avenue Models"
15—Reginald Denny in "Oh, Doctor!" and "I'll Show You the Town"
16—Madge Bellamy in "Secrets of the Night" and "The Man in Blue"
17—William Desmond in "Red Clay" and "The Meddler"
18—Jack Hoxie in "Don Dare-Devil" and "Ridin' Thunder"
19—Margaret Livingston in "Up the Ladder"
20—Freemun Wood in "Raffles, the Amateur Cracksman"
21—Myrtle Stedman in "The Mad Whirl"
22—Rosemary Theby in "Secrets of Night" and "Fifth Avenue Models"
23—George Fawcett in "The Mad Whirl" "The Price of Pleasure" and "Up the Ladder"
24—Wanda Hawley in "Smoldering Fires"
25—Kathryn Grant in "Ridin' Thunder"
26—Jos. Swickard in "Fifth Avenue Models"
Louise Fazenda in "The Price of Pleasure"
Josie Sedgwick in "The Saddle Hawk" and "Let 'Er Buck"
Cathleen Calhoun in "Don Dare-Devil"
Barbara Bedford in "The Mad Whirl"
Jean Hersholt in "The Clash"
Marion Nixon in "The Hurricane Kid," "The Saddle Hawk" and "Let 'Er Buck"
William A. Seiter, director of "The Mad Whirl" and "Dangerous Innocence"
Erle Kenton, director of "I'll Show You the Town"
Miss du Pont in "Raffles, the Amateur Cracksman"

36—Ernst Laemmle, director of "Red Clay"
37—Edward Sloman, director of "The Price of Pleasure" and "Up the Ladder"
38—Zazu Pitts in "Secrets of the Night" and "The Clash"
39—Harry Pollard, director of "Oh, Doctor!"
40—Tully Marshall in "Smoldering Fires"
41—Arthur Rosson, director of "The Meddler" and "Taming the West"
42—Jack Mulhall in "The Mad Whirl"
43—Otis Harlan in "Oh, Doctor!"
44—Clarence Brown, director of "Smoldering Fires"
45—Cesare Gravina in "The Clash," "Don Dare-Devil" and "The Man in Blue"
46—Sven Gade, director of "Fifth Avenue Models"
47—T. Roy Barnes in "The Price of Pleasure"
48—Edward Laemmle, director of "The Clash" and "The Man in Blue"
49—King Baggot, director of "Raffles, the Amateur Cracksman"
50—Forrest Stanley in "Up the Ladder"
51—Herbert Blache, director of "Secrets of the Night"
52—Bert Roach in "Smoldering Fires"
Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Elaborate Campaign for "Hunchback"
Bloomington, Ill.—An excellent example of a campaign that utilized every known avenue to exploitation is furnished by the Irvin theater, a Baban & Katz house. The picture was "The Hunchback of Notre Dame."

The most noteworthy feature was the dispatching of 200 bon-a-fide telegrams to a selected list the day on which the picture opened. The wires cost the theater exactly $2.00, which covered the messenger service. The local telegraph office attended to all other expenses on the strength of a line used in the reading: "To make sure you receive this important message we have called upon the most dependable of telegram services, Postal Telegraph. Whenever you have an important message to convey, we suggest you do the same." The foregoing part of the message told of "The Hunchback's" opening and carried a strong line of selling copy.

A tie-up with the library netted a display card and the distribution of 400 book-marks, while a local book store contributed attractive cooperative displays. A thorough canvass was made of the schools and arrangements made with the school superintendent, whereby announcement of the showing was made in all classes and the pupils urged to attend. An elaborate broadside furnished by Universal was used to cover a list of 400 prominent Catholics, including officers of the various clubs and fraternal societies. Banners on street cars and draped on the backs of taxi-cabs, a tie-up with one of the local newspapers, whereby a "Hunchback" trailer was flashed on a screen used for election returns, and adequate use of newspaper and billboard space completed the campaign.

St. Petersburg, Fla.—The new Coliseum, owned by C. D. Cooley, has opened. It seats 2,500.

400 Billboards For "U" In Detroit
Detroit—Joe Friedman, of Universal, has closed with the Outdoor Advertising Co., of Detroit, for the erection of 400 three sheets in and around the city. These will be maintained for the benefit of the neighborhood exhibitors.

New Michigan Theater Robbery
Ypsilanti, Mich.—Knocking the combination off the outer door of the safe in the Wuerth, robbers made away with more than $800. The money, however, did not belong to the theater.

Children's Theater For Los Angeles
Los Angeles—Along about December, a children's theater will be opened in the Little Theater of the Hotel Ambassador. Claudia Colonna, an Eastern actress, is behind the movement.

New Series for Chadwick
John Gorman, in from the Coast, will start work here on a new series for Chadwick Pictures. The first will be "The Street Singer," to be followed by "Driven From Home."

Kerrigan Injured
(Special to THE FILM DAILY)
Chicago—J. Warren Kerrigan was slightly injured when an automobile in which he was riding broke its axle and crashed into the curb.

Hepworth Coming Here
Cranfield and Clarke have received a cable from Cecil M. Hepworth, stating that he sails on the "Majestic," Wednesday, bringing with him "Comin' Thru the Rye."

Davis Handling Ellett Sales
It is understood that J. Charles Davis, 2nd, will handle domestic sales on the Clifford, Ellett Prod., in addition to Fleming Prod. Ellett has left for the Coast.

Leonards Sold For Indiana
H. C. Dressendorfer, of Indianapolis, has purchased the Benny Leonard series of two-reel features, "Flyin' Fists," from Henry Ginsberg.

T. & D. Jr., House Reopens
Lodi, Cal.—The T. & D., Jr. theater has reopened, after having been extensively remodeled and redecorated.

The First Scenes Are Now Being Shot
From The Rushes It Looks Like A Super-Special

Never Such Continuity—Never Such Punch
First Run Release Everywhere At $5.00 Admission

The Cast-Everyone Of Importance In Filmdom

1925 FILM YEAR BOOK
Pre-View About January 1st
Incorporations


Dover, Del.—Du Pont-Pathe Film Manufacturing Corp. Capital $250,000.

Sacramento, Cal.—South Side Theaters, Los Angeles. Capital $250,000.


“Enticement” Cast Selected

Los Angeles—The following cast has been selected for “Enticement” as a result of votes cast by readers of the book: Mary Astor, Jan Keith, Clive Brook, Vera Lewis, Louise Dresser and Lilian Langdon. Thomas H. Jane and Bobbe-Merrill collaborated.

Independent Pictures’ Dividend

Independent Pictures Corp., has declared a 15 per cent cooperative dividend on outstanding capital stock, bringing declarations for the year up to 35 per cent. Jesse J. Goldburg is now en route to the Coast, where he has five units at work.

Jans Buys Two Stories

The second and third of the new Jans series will be ‘The Mad Dancer’ and ‘Ermine and Rhinestones,’ which Burton King will direct. Jans Prod. Inc. have moved from 1600 Broadway to the 16th floor of the State Bldg.

Air Picture in Work

Work has started on “The Great Air Mail Robbery,” an Arcadia Prod., starring Capt. Nungesser. Exteriors are being taken at Roosevelt field, with H. Hunter directing, assisted by Ben Silver.

East Side Exhibitor Robbed

Samuel Levy, owner of the National, 2nd Ave. and Houston St., was held up Sunday night while entering his home and robbed of a shoe box containing $3,000, the receipts for that day.

Norma Shearer Here

Norma Shearer is in New York from the Coast on a week’s vacation in New York.

The biggest prize the stage has ever offered in the way of material for a feature length comedy—

With

SYD CHAPLIN

AMERICAN DISTRIBUTOR TO BE ANNOUNCED

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.

SHORTY HAMILTON

Is The Chap Who Will Appear In A Series Of Out Door Features—Every One Knows Him

A Few Territories Now Available

Beverly Hills California

WARD LASCHELLE PRODUCTIONS

What did the Cave Girl say to the Cave Man when he hit her over the head with a club?

‘Is Love Everything?’

An Associated Exhibitors Release.

THEATRE CHANGES

Kenton, O. — Royal theater was sold last week. Rose and Deardorf purchased it from A. Wesiow.

Roundhead, O. — A. Leveck has purchased the Pastime from Manager Fisher.

Cambridge, Mass.—The Olympia is now under management of R. E. Morris.

DeGraff, O.—Bryerly Bros. have sold their Rainbow to A. W. Marsh.
"Great!" says Kansas City

Kansas City Post

"If you like your dramas well done you'll like 'Christine of the Hungry Heart,' the feature picture which brings a most capable cast in the Main Street this week. Miss Vidor gives a remarkable performance. The plot moves dramatically and tensely."

Thomas H. Ince presents

"CHRISTINE of the HUNGRY HEART"

From the novel by
KATHLEEN NORRIS

with
FLORENCE VIDOR and
CLIVE BROOK

Supported by
IAN KEITH, WARNER BAXTER and WALTER HIERS

Directed by GEORGE ARCHIAINNAUD

Under the personal supervision of THOMAS H. INCE

Worry is a stranger to the Exhibitor with a FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
Shortage 'Till Fall
Coast Producers Holding Up Schedules Until Power Alotted Are Made
(Special to THE FILM DAILY)
Los Angeles—It is expected that the power shortage will not end until all. Many producers are now delaying proposed schedules until definite allotment of current are made to each studio.
The old Metro stages may be used, though actual dismantling has already begun, in order to secure the allotment that would ordinarily go toMetro as a studio. Irving Thalberg, however, is trying to secure the current allotted for Metro for the combined plant at Culver City. Whether or not he will be successful is questionable.
The situation as it affects theatres was discussed with a representative of the State Railroad Commission last week by the M. P. T. O. of Southern California. The delegate to the Boston convention also submitted their reports.

Lois Wilson Going to London
Lois Wilson left Los Angeles Sunday en route to London to reparen Paramount at the Cinematograph East in England. Party is to be held third week in July in connection with the British Empire Exposition at Wembley. Miss Wilson will sail from New York July 12.

To Remake "Carpet of Bagdad"
Harold MacGrath, the author sails of Europe on Thursday to confer with a French company starring a Russian artiste on the production of "Carpet of Bagdad," a MacGrath story that was originally filmed some years ago.

Lewis Scheuer Resigns
Lewis M. Scheuer has severed connections with Goodyear, and has taken as his assistant counsel to engage in the practice of law at his office address, 59 Wall St.

Due Tomorrow from Coast
Margaret J. Winkler and Charles M. Mintz are due in from the Coast tomorrow where they closed for additional short reel product.

Schnitzer Returns
Joseph Schnitzer of F. B. O. came back from the Coast over the weekend.

Kilgour to Coast Today
Joseph Kilgour leaves for the Coast today.

International Theaters
-Planned by Fairbanks, is Coast Report—His Next Probably a Western
Los Angeles—The Times publishes the following special cable from Copenhagen Denmark:
Douglas Fairbanks and Mary Pickford have arrived from Berlin. Airplanes said that he is trying to secure international capital for a chain of world theaters for United Artists. A successful United Artists will operate with important producers abroad. Fairbanks will also make a film of a westerner and probably a French story. They will return to Paris for the Olympic games for which they will take over deep-sea fishing off California.


Eugene's "January Exhbitor" (Special to THE FILM DAILY)
In Indianapolis, Frank H. HOLLIN, has been elected president of the Indiana exhibitor unit. Conners is again secretary while Frank Romask is back active as chairman of the board of directors.
Indiana is definitely affiliated with the Allied States Organization.

Howard with Famous
(Special to THE FILM DAILY)
Los Angeles—William Howard has been signed by Famous to direct "The Border Legion," a Zane Grey story originally produced in 1918 by F. Hayes Hunter with Blanche Bates and released as a special.

Another "Six Days" Opening
(Special to THE FILM DAILY)
Detroi—"After Six Days" opened at Schubert's Opera House, Sunday for an indefinite run.

M. P. D. A. Deal Set
(Special to THE FILM DAILY)
Los Angeles—Actual signatures to the guarantee bonds is all that is necessary to close the deal between Grand-Asher and the Motion Picture Directors' Holding Corp., the founding unit of the M. P. D. A. Representatives of Grand-Asher are due here momentarily.
Paul Powell will probably direct the first of the sixteen pictures under contract. Wallace Worsley will, in all likelihood, do the second. The stories are selected and everything is set to go.

Golf Hits Chicago
Windy City Adverse to Having N. Y. Grab Honors and So Organizes Tourney
(Special to THE FILM DAILY)
Chicago—Spurred by reports of the great success achieved by the Eastern film golf tournament, and determined not to be outdone by their brethren of the Atlantic Coast, film men of Chicago and nearby territory have completed arrangements for the first annual Midwest Film Golf Tournament which will be held at Olympia Fields Country Club, Olympia Fields, a few miles south of Chicago, on Tuesday, July 29.

Removes Eye Strain
New Light Diffuser Said to Eliminate Klige Aliment and Cut Lighting Costs by Two-Thirds
Harry Sharp and Duane A. Mowat, cameramen for Thomas H. Inc., have perfected a new light diffuser that they say eliminates Klige eyes and cuts the cost of lighting sites by fully two-thirds over the present system. Mowat is in town from the Coast. He maintains that the new development has passed the experimental stage and that it was tried out fully on two new productions, "Anna Christie" and "The Marriage Cure." Ordinary amplifiers are used, but in addition, a klige diffuser, which is understood to divide up the light rays in a manner that gives a greater spread of illumination and totally removes eye aliments. It is said that their lighting system is more portable.

Ford Entering Field?
London Reports Him as Backer of Four-Cornered International Combination
(Special to THE FILM DAILY)
London—The Kinematograph Weekly publishes a highly interesting editorial which concerns a report of Henry Ford into the field of production as a prime factor in possible international combination.
Kine says:
"Rumor is busy with the names of such widely divergent persons and organizations as Henry Ford, Ufa—Deca, Terra, Aurbet and a British firm at present not yet definitely identified. It is suggested that Ford is interested in financing an international combination of film producers to consist of English, German and French screen interests, bound together with American money. Some of the United States trade papers have got a slight hint of the proposition and give the French end of it the designation of "Ober," which reads like a negro ceremony, but is obviously otherwise.

Cast Signed For New Series
(Special to THE FILM DAILY)
Hollywood—Independent Pictures has announced that C. C. Lee, Conner, and Carl Fisher, George Cunard and Emily Fitzroy to support Wm. Desmond and Helen Holmes in a new series of society stunts melodramas.

Charnas Switches
Abandons Active Charge of Standard in Mid-West to Handle Warner Distribution
(Special to THE FILM DAILY)
Cleveland—Harry Charnas has retired from the active management of the Standard Film Service Co., of which he has been president and executive director for ten years, to devote his time to his new affiliation with Film Classics distributor of Warner pictures in Ohio, Kentucky, West Virginia and Western Pennsylvania.

Charnas joined Standard just ten years ago. Prior to that he was manager of the Warner exchange in Cleveland. One year after establishing his own independent exchange in Cleveland, he opened branch offices in Cincinnati and Detroit. Two years ago he opened an exchange in Pittsburgh, known as Federated Film Exchange.

Jesse Fishman, who has been sales manager of the home office, has been appointed general manager to succeed Charnas. No other change in the personnel will be made.
Ford Entering Field? (Continued from Page 1)
interpretation of the sound of the French concern's name. This combination, if it becomes an accomplished fact, will have a direct effect on the existing American dominance of the screen. It aims at competing in the United States with the native product as well as at securing pre-dominance in European markets for European productions. As the development in connection with the formation of this ambitious scheme is still in the air it is not possible to discuss it at very great length, but we can only say that it will need a terrific effort to remove the grip which the States now has, and that the possibility is not so great as it would be if we have already spent four years ago, when we so strongly urged its making.

Henry Ford was asked by telegraph, for a statement, at the hour of going to press, no reply had been received.

Loraine Clash Exaggerated (Special to THE FILM DAILY)
Cleveland—The number of dead involved in the crash of the State Theater, Loraine, in Saturday's tornado is not as great as first reported. This was due to the fact that the audience had practically filed out when the rear wall crashed.

Gloria in "Wages of Virtue"
Forrest Halsey has completed the continuity for "Wages of Virtue," the next film starring Gloria Swanson, which will be started as soon as Miss Swanson returns from Europe.

Shield on Paramount Staff
Clard Saunders, director of exploitation for Famous, has appointed Corbin Shield representative for New York and Albany. Gavin C. Hawn is removed from Atlanta to Cleveland.

West Coast Deal Closed
Joe Brandt has closed a contract with All-Star Features Distributors of California for Columbia and perfection Prod., in California, Arizona, Nevada and the Hawaiian Islands.

Agnes Ayres Returns to Coast
Agnes Ayres, having completed her work in "A Story Without a Name," has returned to the West Coast.

U. S. Leads in Italy Contributed 30 Per Cent of That Country's Film Importations in 1923 (Special to THE FILM DAILY)
Washington—The United States leads the world in exporting films to Italy, according to Trade Commissioner A. A. Osborne, with headquarters in Rome. Writing in "Commerce Reports," Osborne declares that in 1923 Italy imported 2,259,215 meters or 2,065,084 meters if 194,131 meters of Italian film returned after exportation is left out, compared with 1,285,142 meters imported in 1922.

From third place in 1922, coming after France and Germany, the United States took first place in 1923, when it contributed 699,643 meters or more than 30 per cent of total imports for the year. The value of imported films in 1923 totaled 11,215,049 lire compared with 3,825,167 lire in 1922.

Exports of films amounted to 1,909,256 meters valued at 7,040,800 lire in 1923 compared with 1,612,377 meters having the value of 7,458,547 lire in 1922.

Although the United States, France, Germany, and Great Britain furnished most of the films imported into Italy in 1923, a number of other countries contributed appreciable quantities. The chief countries of destination for exported films were Austria, France, Germany and Russia.

The last-named country took 188,589 meters of Italian film in 1923 and ranked in importance next to Germany and France. The United States imported 120,965 linear meters in 1923 as compared with 231,739 linear meters in 1922.

Theaters in Palmero, Italy (Special to THE FILM DAILY)
Washington—Consul Nathan at Palmero writes in "Commerce Reports" that there are only fourteen theaters in that Italian city which has a population of 450,000. He says further:

"Until recently most of the films shown were of Italian and French production, but recently a number of American films have been shown, which have met with popular approval. One American producer has already arranged for films to be shown regularly at a local house, but there would seem to be possibility for more films doing likewise. However, it would be preferable to have a special agent in some city of continental Italy who would give the whole of Italy in which to develop business and be able to circulate the films among local motion-picture houses."

Removes Eye Strain (Continued from Page 1)
Virtually all the systems now in use in most of the studios and that are head lighting systems can be eliminated by use of the new scheme. The light is blue, not white.

Mowat declares that performers who worked in both the wireless and the color system or those who worked in any head lighting systems are not ashamed that the effects of the lights on their eyes.

Ralph Graves has started work on his second of the Sennett series, entitled "East of the Water Plugs."

HAL ROACH'S COMEDIES
"Laughing Purposes Only" 2 Reels
Pathé comedy

Art Title Service
Special Photography
Trails—Announcements
H. E. R. STUDIOS, Inc.
150 W. 46th St. Bryant 7223

Simplex Projection Rooms
80 ft. throw. Most modern up-to-date rooms in the city. Open 9 A.M. until Midnight.
Chaffing 2110-2111
220 W. 42nd Street
Bryant 3740

146 Broadway, N. Y.
INSURANCE EXPERTS
TO THE THEATRICAL AND
MOTION PICTURE INDUST

GEVAERT RAW STOCK
Negative — Positive
As Good As The Best.
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.
Exploitation of American Productions on the British Market


is desirous of negotiating with well-known regular producers of American Features — Serials and Two-Reel Comedies

Pathe Ltd. will buy outright for cash or on sharing terms with an advance against eventual royalties. Pathe Ltd. offers you the best and most up to date renting organization as a medium for exploiting your productions in Great Britain.

In case of sharing terms remittances will be made positively on the 15th of each month following release date.

For further particulars address

Hedley M. Smith
President

Hotel Majestic

New York City
To—

Will H. Hays
Adolph Zukor
Marcus Loew
Joseph Schenck
Carl Laemmle

and all others who have the best interests of the industry at heart, we submit the letter here reproduced—

[Letter reproduction]

Mr. L. J. Barmour, Vice Pres.
Selsnick Corporation
725 - 7th Avenue
New York City.

Dear Sir:

This Bureau was pleased to receive your telegraphic assurance that you were not in accord with the statement made in local advertising in reference with the offering of "Daughters of Today" at the Clune Broadway. We took it for granted when the copy appeared that the offending statements were being made without your knowledge and this was our reason for bringing the matter to your attention.

The matter evidently was noticed by quite a number of persons as we received a number of complaints concerning it.

We assure you that we appreciate your cooperation and your desire to advertise in accordance with the principles of the Truth-in-Advertising movement.

We find that the copy was prepared by the publicity man for the Clune Broadway Theatre and that no censorship was exercised by any of the newspapers, strange to say.

Your assurance that you did not approve the statement about which complaint was received closes the matter as far as we are concerned.

Very truly yours,

FRANK MILLER
Manager.

SELZNICK DISTRIBUTING CORPORATION
Golf Hits Chicago
(Continued from Page 1)
other's connected with the industry in the Central West are invited to attend and participate in this event.

The committee in charge is composed of R. C. Seery, chairman; John J. Jones, Floyd Brockell, Martin Quigley and E. H. Mason, and states that nothing has been left undone to make the affair a huge success for those attending. In brief, the program will include golf in the morning and afternoon. At noon, a buffet luncheon will be served and a big get-together dinner will be held in the evening at which the prizes will be distributed and a number of surprise stunts sprung on the crowd.

Already a number of handsome prizes have been offered for competition, among the donors being News, Ascher Brothers, Jones, Linck & Schaefer, Orpheum Circuit Lubliner & Trinz, Exhibitors Herald and several producing and distributing companies.

Keen interest is being displayed by golfers and even before invitations have been sent out more than fifty have signified their intention of playing.

Handicaps will be so arranged that the duffer will be on a par with the expert and every man entering, even if a beginner, will have a chance to win one of the many prizes Non-golfers also will be welcomed and entertainment and refreshments will be provided throughout the day, and placed reserved for them at the dinner.

The entry fee will be $10 for players, which includes green fees, luncheon and dinner, and $5 for non-players, which includes luncheon and dinner.

THE FILM DAILY will also offer a trophy.

DeForest Denies Claim
DeForest Phonofilm, Inc., will enter a general denial to the claim made by Julius E. Burns that he is entitled to $882,250 for the sale of the company's stock. W. E. Waddell, treasurer, declares that De Forest never employed Burns; that Burns had contracted to buy 19,000 shares but that he bought only fifty within the specified time and therefore the agreement was cancelled.

Reginald Barker is on a 2,000 mile location trip through Arizona on behalf of "The Great Divide."

"King of Wild Horses"—Pathe
Lyric, Cincinnati
ENQUIRER—** • • • should appeal strongly to all lovers of horse films. This equestrian film does the same for the horse family that "The Call of the Wild" did for the dog.

RYST—A horse seems awkward going through a riddle. While Rex does some remarkable feats, there isn't any soul in this work. He doesn't seem to understand what he is doing. His movements are bad, but so are a puppet's. A horse needs the guiding hand of a man to provide the thought motive behind his actions.

JOURNAL—Rex is the "big boy. • • • You'd understand why when you see him stand sentinel on the cliffs over his family of many mares and foals, see him battle his rival, the White; see him outwit his human pursuers among the cliffs by jumping a high chasm; and see him finally acquire, though untamed, to the man who understands him.

SENTINEL—Even the niche in my heart I have always held sacred to Strongheart succumbs to Rex. He is one of the finest horses ever seen upon the silver and certainly one of the best actors.

"Let's Go"—Truant—S. R.
Moon, Omaha
WORLD-HERALD—There are enough death-defying stunts in Richard Talmadge's latest film for a Tramp company, at the Moon, to make it interesting, without the stunts, you wouldn't give the picture a second thought.

"Mile. Midnight"—Metro-Goldwyn
Rex, Detroit
TIMEs—Thrills and laughs are supplied in abundance. • • • Miss Murray's picture presents the blonde beauty in just the type of role in which she shines to advantage.

Warfield, San Francisco
(Week Ending June 21)
BULLETIN—In "Mile. Midnight" Miss Murray makes a real impression, does worthwhile work and in many ways is a surprise

CALL and POST—• • • a series of hair-raising stunts that go to make what is perhaps the most interesting of all the Mae Murray pictures.

CHRONICLE—There is much truth in a lot of red-blooded melodrama, several romantic slants to the tale and enough virile fighting to wake up the most blase spectator.

DAILY NEWS—The photography and sets are exceptionally beautiful, and the cast—Robert Edeson, Otis Harlan, Monte Blue, Robert McKim—finely selected. In every way an entertaining, well played, well made picture.

Box-office title and story that has proven its past. General box-office statements to prove it.

"LITTLE GIRL IN A BIG CITY"
A story for an insatiable lead with everything in it that appeals to the masses.

EXCLUSIVE AGENT
JAY PACKARD
W, 43d St.
Vanderbilt 5221-1779
N. Y. C.

Opinions
"The Trouble Shooter"—Fox
Hippodrome, Cleveland
PLAIN DEALER—** • • • "regulation," standarded Tom Mix fare—without much of a story but with the usual quota of artificial thrills.

Fox, Philadelphia
PUBLIC LEDGER (Evening)—There are thrills and comedy and narrow escapes and clever tricks for the overcoming of unsurmountable obstacles and more thrill.

INQUIRER—Take a few hundred feet of film of the wide-open spaces of the West, together with the "wide-open places," now slowly becoming a thing of the past, add to them feats of dared-off horseman ship, of human endurance and a pretty girl and you have the latest Mix screen feature.

NORTH AMERICAN—Tom Mix tries on the shoes of romance and of comedy. • • • And they don't fit him. It isn't like him, and he doesn't bring naturalness to either the Romeo business or the Harold Lloyd attempts.

RECORD—Tom Mix does some of his best equine impossibilities. • • • His arors and hair breath escapes are too, this time, to save the old homestead, but to stake a claim and get it registered first.

"Wife In Name Only"—Selznick
Victoria, Rochester
HERALD—• • • vividly portrays the old adage, "Hell hath no fury like a woman scorned."

"Wild Oranges"—Metro-Goldwyn
New Lyric, Minneapolis
TRIBUNE—"Wild Oranges," the screen adaptation of Hergesheimer's novel, holds the screen for the week at the New Lyric. The story abounds in thrills and suspense, carrying through it a study of fear and it's control of the human mind.

NOW PLAYING
Lois Wilson in
"Another Scandal"
Cosmo Hamilto's
latest and greatest novel.

In E. H. Griffith Production
produced by
tiller cinema corp

American Premier Showing
"Passion Play"
Filmed by the original Passion Players at Freiburg
(Fourth big week, Newark, $1.65 top)

Solo and exclusive distribution rights for United States, United Kingdom, Canada and South America

P. P. CRAFT
1540 Broadway
New York
A Great Box-Office Title - A Marvelous Box-Office Cast - A Sure-fire Box-Office Winner

"THE TRUTH ABOUT WOMEN"

A BANNER PRODUCTION

WITH

HOPE HAMPTON - LOWELL SHERMAN
DAVID POWELL - MARY THURMAN
DIRECTED BY BURTON KING

Produced For And Distributed On The Independent Market By

BANNER PRODUCTIONS Inc.

1540 BROADWAY

NEW YORK CITY
N. W. Keeps Tax
Exhibitors in Minneapolis Territory See Chance to Recoup Part of Losses
(Special to THE FILM DAILY)
Minneapolis—Exhibitors in the Northwest look with disfavor upon the many interviews being printed in the East, which insist on tax reduction. Charging as low a scale as anywhere in the country, exhibitors see these interviews short-sightedness and bad judgment, according to "Greater Amusements."

These exhibitors, the publication says, trying to recoup losses of the last two years, and to guard against them in the future, see in the repeal of the admission tax opportunity to real a profit which they believe is rightfully theirs, and, accordingly, will permit admissions to stay at the present level. That is the sentiment disclosed in a survey completed.

In some instances, where an "old-change" admission has been charged, the pennies, which represented the tax, will be removed, but generally speaking, throughout the Northwest the exhibitor has absorbed the tax, and feels that its repeal is the long-looked-for relief for which he has been waiting.

The small town exhibitor has, with but few exceptions, paid the tax out of his own pocket, rather than attempt to levy it on patrons. Now, these theater owners, relieved considerably of financial worries, which prevented them from giving their patrons the best the market affords, will keep faith with their patrons through better shows it is assumed.

Nell Shipman in Two Reels
Seko Pictures, Inc., have acquired a series of 12 Nell Shipman two reel Northwest dramas for release through Selznick at the rate of one a month.

Barnstyn Due Friday
L. C. Barnstyn is due in from Holland on the Rotterdam Friday. He is head of the Nederlands Bioscop Trust.

Relief For Sick
Aim of British Industry—Industry There United in Plan to Raise Large Sums
(Special to THE FILM DAILY)
London—July 19, promises to be a red letter day in the history of the British industry, for on that day the biggest social event ever organized by the trade in London will take place at the Royal Botanic Gardens.

Equipment Convention
Schedules for Cleveland Jul'y 16-18—Seek to Better Business Ethics
The Motion Picture Equipment Dealers of America will hold their annual convention at the Hotel Winton, Cleveland June 16-18.
It is expected about one hundred dealers and representatives of national equipment organizations will attend. The credit organization spoken about last year will again be brought up with a possibility that it will be extended to take in the entire country. An effort will likewise be made to agree on a code of business ethics, so that many cut-throat practices can be eliminated.
A meeting of the Eastern zone members will be held shortly as a result of which members from New York, Albany, Buffalo, New Haven, Boston, Washington and Philadelphia may travel on to Cleveland meetings together.

Constitution Hurts Business
Local exhibitors are complaining over the bad slump in business since the Democratic Convention went into session at the Madison Square Garden. The public, they declare, seems to be more interested in listening to the proceedings over the radio than attending the theaters.

Admissions Lowered in Pittsburgh
(Particulars to THE FILM DAILY)
Pittsburgh—Rowland & Clark have lowered admissions over the entire chain, giving patrons the benefit of the tax. Practically every exhibitor in the territory has followed suit.

Hopper Finishes Contract
E. Marcy Hopper has completed his contract with Cosmopolitan, his last picture being "Janice Meredith" which opens sometime this month at the Cosmopolitan.

"Sea Hawk" at Adams, Detroit
(Special to THE FILM DAILY)
Detroit—"The Sea Hawk," opens at the Adams for an indefinite run on Sept. 21, with advanced prices.

Nat'l Fox Week in Sept.
National Fox Week will be celebrated this year from Sept. 7 to 13. The sales force is out after record business.

"The Arab" at Capitol
"The Arab" opens at the Capitol July 13.

Exhibitor Angles
Sought by Warners—Executives to Visit All Key Centers to Get Data
On Monday, Sam Warner, Sam Morris and Mrs. Pearl Keating of the Warner organization leave on a tour of key cities. They explain the purpose of the trip is a desire to get exhibitor reaction to the type of product wanted.

Sam Warner who more directly concerns with production intends returning his pictures. Sam Morris, general sales manager will take up matters pertaining to distribution while Mrs. Keating, scenario editor will describe the new product and ascertain what exhibitors in each exchange center find commercially valuable.

The itinerary follows:
Toronto, July 9; Detroit, July 10; Cleveland, July 11; Cincinnati, July 14; Pittsburgh July 15; Washington, July 16; Atlanta, July 18; St. Louis, July 21; Dallas, July 25.

(Continued on Page 2)

Germany Cuts Tax
(Special to THE FILM DAILY)
Berlin—Repeated protests of exhibitors against the Entertainment Tax have resulted in a reduction from twenty-five to fifteen per cent. This relief will enable a number of exhibitors to keep open during the summer.

Erie May Have Sunday Closing
(Special to THE FILM DAILY)
Erie, Pa.—A Sunday fight has been launched. Sermons for and against are being preached from the pulpit, as the first step in what is to be expected a bitter dispute.

Roach Plans Trip
Los Angeles—Hal Roach and Mrs Roach will travel to Alaska in their yacht "The Gypsy," on a vacation. The party is on route to Seattle where they will board the craft.

Allied to Meet in K. C.
(Great to THE FILM DAILY)
Kansas City—The next meeting of the Allied States Organization is expected to be held here.

Coyne Quits United
(Special to THE FILM DAILY)
Atlanta—Mike Coyne, United Artists manager since 1919 has resigned.

Davies Arrives
Tom E. Davies of Western Import, London is at the Waldorf.

Brandt Won't Run
Expecting to Step Out of Exhibitor Politics—Buffalo Meeting on Tuesday
William Brandt will not run for the presidency of the New York M. P. T. O. at the Buffalo convention which opens at the Hotel Statler there on Tuesday. Brandt who has been active in exhibitor politics for some years declared yesterday, in an effort to step out and watch things from the sidelines.

Some of his friends in New York and from out the relavee been urging him to run for office again, but he refuses to listen to their suggestions. Four candidates are being talked of. They are Jules Michael of Buffalo; M. J. Walsh of Yonkers; W. A. Dillon of Ithaca, and John Maneheimer of New York City.

The executive committee was scheduled to meet in Buffalo on Monday and the actual convention start Tuesday morning. In view of the fact that the New York City delegation contains many of the committeemen and because it will not leave for Buffalo until 9:30 o'clock Monday night, that session will go over to Tuesday morning.

The convention is expected to be wide open, so far as discussion is concerned. Many topics are sure to be touched upon and nowhere, according to present indications, will a steam roller be used to throttle an open forum on whatever topics may come up.

Will H. Hays is expected to attend and deliver an address at the banquet on Thursday. State Senator James J. Walker will also talk.

European Boycott Discounted
Copies of the Los Angeles Times received in New York yesterday contained a special cable from Berlin to the effect that European producers were united in boycot American pictures because they have failed to enter this market. The move is said to have originated in Berlin.

Prominent exporters were inclined to disagree with the report. "Not a chance," was the consensus of opinion.

No Paper Friday
There will be no issue of THE FILM DAILY published on Friday, July 4, which is Independence Day, a legal holiday.
No Action on Fight Pictures  
(Special to THE FILM DAILY)
Milwaukee—Film men are surprised
at the attitude of the Government
relative to fight pictures despite
threat that indictments in connection
with the Dempsey fight pictures
would be revived; two new films have
been shown recently. Saxe’s Rialto
played up the Dempsey-Gibbons reel,
with no action from the authorities;
while Firpo-Dempsey pictures were
shown at Landau’s Garden without
interference.

Cast Finished for Carewe’s Next  
(Special to THE FILM DAILY)
Hollywood—The following have been
selected by Edwin Carewe to appear
in “Madonna of the Streets”: Claude Gillingswater, Courtney Foote.
His first picture with the Vivian.

Forms Italian Service  
Peter de Prima, formerly with the
Portale Film Co., has formed a company of his own, known as the
Radio Italian Film Co., with offices
at 729 7th Ave. . He expects to cater
to an Italian clientele. The pictures will have Italian and English titles.

Surprise Promised at Milwaukee  
(Special to THE FILM DAILY)
Milwaukee—The Wisconsin M. P.,
T. O., meets August 18-20. As yet,
it is unknown whether or not Fred
Seegert will be in the race for
re-election, but among the candidates
will be F. J. Williams.

A COMPLETE LABORATORY AND TITLE SERVICE

A STORY IN BIRDLAP

The Standard of the Industry
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Birldlap

Holding Your Breath

An AL CHRISTIE FEATURE

with Dorothy Devore

WALTER HIRS—TULLY MARSHALL—JIMMIE ADAMS—
PRISCILLA DUNNER and JIMMIE HARRISON

RELEASED BY

PRODUCERS DISTRIBUTING CORP.

NOW PLAYING

THE FILM DAILY

Thursday, July 3, 1924

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Quotations

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Van Damm at London Capitol  
(Special to THE FILM DAILY)
London—Vivian Van Damm has been
appointed manager of the new
Capitol at Trafalgar Sq., and Jermyn
This is the theater A. H. Woods and
Ben Blumenthal are building. It will
be ready by September.

Arthur M’Lennon On His Own  
(Special to THE FILM DAILY)
Hollywood—Arthur M’Lennon, formerly a press representative for Thos. Ince, will produce on his own. He has leased headquarters at F. B. O.
Her Love Story

Can you think of a star who has set a faster pace at the box office during the past year than Gloria Swanson? "Prodigal Daughters," "My American Wife," "Bluebeard's 8th Wife," "Zaza," "The Humming Bird," "A Society Scandal"—that's the complete list of Swanson releases since April 15, 1923, and if you have played any or all of them you know that they are solid gold at any box office.

Miss Swanson has completed two of her three FAMOUS FORTY pictures. The first is MANHANDLED, which I have already talked about on this page and which was unanimously hailed as the greatest of all Swanson pictures when it was given a pre-release run in Los Angeles recently. MANHANDLED will be regularly released on August 4th. There will be an advance New York showing at the Rivoli the week of July 27th. It will be worth your while to go.

Miss Swanson's second FAMOUS FORTY subject is HER LOVE STORY.

Like "Zaza," "A Society Scandal" and MANHANDLED, HER LOVE STORY was produced by Allan Dwan. The story was adapted from Mary Roberts Rinehart's romance, "Her Majesty, the Queen," which is now running in Cosmopolitan Magazine and which will appear as a novel. When Paramount bought the rights to this story, Ray Long, editor of Cosmopolitan, voluntarily wrote to us: "This is the most dramatic serial story I have had the pleasure of running in three years. It should make a great picture."

For years Gloria Swanson was known as the star who could wear clothes better than any other woman on the screen. Today, in addition, she is known as a great actress, an actress of sincerity, fire and boundless versatility. A better example of her versatility could not be chosen than MANHANDLED and HER LOVE STORY. These two pictures are as different in type as day is from night. MANHANDLED is the drama of a little, jazz-loving, slangy New York shop girl who is tried and proven true. HER LOVE STORY is the drama of an innocent Princess who falls in love with a captain of the guards, is forced to marry a dissolute King, and then fights her way back to happiness. Both roles Miss Swanson imbues with vivid, vibrant life. Both pictures are alike in being money-getters.

You can bank absolutely on the Gloria Swanson pictures in THE FAMOUS FORTY group.

S. R. KENT.
Keeps the wolf from your door by breaking records!

The Lone Wolf

BY LOUIS JOSEPH VANCE

STARRING DOROTHY DALTON AND JACK HOLT

here's the report from Los Angeles

Lone Wolf Broke All House Records Mission Theatre with Exception of Mable Normand in Extra Girl at One Dollar Ten Top. Look Like She Is Good for Three Weeks.

Associated Exhibitors

Arthur S. Kane President

Physical Distributor Pathe Exchange, Inc.

Foreign Representative Sidney Garrett
Off to a Flying Start!

Biggest Opening in 10 weeks
California Theatre
Los Angeles

Capt. Austin E. Lathrop presents The Chechahcos
pronounced chee-chaw-koz

Encore Pictures
Opens Indefinite Engagement July Sixth at Miller's, Los Angeles

"Like a Cold Shower to heat-melted spectators," says Polly Parsons, Milwaukee Sentinel

ASSOCIATED EXHIBITORS

PHYSICAL DISTRIBUTOR
PATHE EXCHANGE, INC.

ARTHUR S. KANE - PRESIDENT

FOREIGN REPRESENTATIVE
SIDNEY GARRETT
Relief For Sick
(Continued from Page 1)

Producing firms, renting house, exhibitors and managers on the executive committee which has been formed to organize the garden party to raise funds for the Benevolent and Provident Funds.

Sir William Jury has already donated £1,000 to guarantee the expenses of the affair. Regina's Bronleied of Gaumont is Chairman of the Executive, and also of the Funds Committee. The object is to encourage thrift amongst employees in every section of the business, so that everyone from the bill-passer to the manager will be able to make sure of benefit in time of trouble by the payment of a small weekly sum.

Others on the committee are J. Brooke Wilkinson, of the British Board of Film Censors; H. J. Devener and T. Ormiston, president and vice-president, respectively of the Cinematograph Exhibitors' Association; W. Gavazzi king, secretary of the association; J. C. Graham, who represents Famous-Lasky, A. George Smith, T. J. Etter, and Ralph J. Pugh of First National.

It is the aim of the organizers to make the garden party unique, and whole-hearted support has been forthcoming from all quarters. One of the most famous military bands has been engaged to play during the afternoon, and among the many attractions for each of which individual firms are being responsible, will be a British bathing beauty parade; an impersonation competition; an old-time boxing- 

Theater Changes
Woodbine, N. J.—J. S. Katz is spending $20,000 on his Lyric for an addition and other improvements. When completed the house will seat 700.

Buffalo, N. Y.—In order to give patrons a chance to enjoy the benefits of daylight saving She's Hip will start its last show at 9.30 p. m.

Columbus, O.—The James Theater Co., has bought a theater at Clintonville. It seats 1,000 and will have a split policy.

Jefferson, O.—D. W. Bly and I. J. Miller have taken over the Liberty from the S. W. Manheim Amus. Co. for $20,000.

Oneonta, N. Y.—Jack Stevens has been appointed the general management of the three Schine houses here.

Onset, Mass.—A change in the management of the Pastime brings Thomas J. Charette here in charge.

Harrisburg, Pa.—J. Le Roy Treat, manager of the Marcus' National, has closed the house for the summer.

Wildwood, N. J.—The City Pier theater, one of the Hunt chain, has opened for the summer.

Lyle, Minn.—H. L. Frost has closed The Movie, which is expected to be dismantled.

New York Mills, Minn.—The Liberty has been taken over by R. J. Mace.

Atlantic City, N. J.—Eddie O'Keefe's City Square has opened.

N. Minneapolis, Minn.—Ground has been broken for the Liberty.

Incorporations


Sacramento, Cal.—California Picture Corp. of Sacramento. Capital, $200.


Coast Brevities
(Special to THE FILM DAILY)
Hollywood—After spending many weeks along the edge of the Mojave Desert near Lone Pine, the Hoot Gibson company has returned to Universal City to begin filming interiors for "The Ridlin' Kid."

John Gilbert, Norma Shearer, Ford Sterling, Tuffy Marshall and Paullette Dubay have been engaged for "He Who Gets Slapped." Lon Chaney will play the title role.

Peter the Great, a dog, will be starred in "The Silent Accuser," which Chester Franklin is now directing for Metro-Goldwyn.

Metro-Goldwyn has loaned Robert Frazer to play the lead in "The Foolish Virgin," which George Hill will direct.

The William Desmond company making "The Measure of a Man," has left for Big Bear Lake for exteriors.

Adolph Menjou has been cast by William de Mille for "The Fast Set." Betty Compson will play the lead.

Margaret Livingston will make her debut as a star in "The Folly Girl," for Producers Distributing.

The Billy Sullivan unit has left for Palmadale where exteriors will be filmed for "An Eyeful."

Louis Gilbert will play Bezano, the circus bareback rider in "He Who Gets Slapped."

Joseph Barry has been reassigned to King Baggott as assistant on "The Torpedo."

Max Davidson will play the rag man in Jackie Coogan's "The Rag Man."

GREENE

New York Chicago Hollywood
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WILLIAM S. GILL, Eastern Sales Mgr.
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NOW PLAYING

Lois Wilson in
"Another Scandal"
Cosmo Hamilton's latest and greatest novel.
An E. H. Griffith Production
produced by
Tilford Cinema, Corp.

RELEASED BY PRODUCERS DISTRIBUTING CORP.
Answering hundreds of inquiries:

"WINE"

has arrived!!

You'll see it soon—and

you'll love it!

One of Carl Laemmle's first 12 Universal Jewels for 1924-25
JOSEPH M. SCHENCK presents

NORMA TALMADGE in
"SECRETS"

by RUDOLF BESIER and MAY EDINGTON,
based on the SAM H. HARRIS play 'SECRETS',
directed by FRANK BORZAGE

Takes over the Park Theatre,
Boston, June 30 for a long run.

Rush it in!

That FIRST NATIONAL contract
for next season. It's the greatest exhibitor investment.
One of the greatest casts ever assembled for a motion picture production

**BOOTH TARKINGTON'S**

**GREAT STORY OF AMERICAN LIFE**

The **TURMOIL**

**UNIVERSAL JEWEL**

presented by

Carl Laemmle

A HOBART HENLEY PRODUCTION

No. 4 of UNIVERSAL'S first 12 Great Jewels for 1924-25

Prints now in UNIVERSAL EXCHANGES

Seeing is Believing!
Coming Soon

"The Wise Virgin"

Starring
Patsy Ruth Miller
& Matt Moore

An Elmer Harris Special Production

Released by Producers Distributing Corporation
SELZNICK DISTRIBUTING CORPORATION offers $20 a Week The White Shadow Pagan Passions Flapper Wives The Right of the Strongest
Honest, heart-interest Drama—
Natural, Snappy Comedy Situations—
A Cast Beyond Compare—
Superbly Produced—

DISTINCTIVE PICTURES CORPORATION
Presents

GEORGE ARLISS
in
"$20 A WEEK"
with
TAYLOR HOLMES, EDITH ROBERTS
and JOSEPH DONOHUE

Directed by
HARMON WEIGHT

SELZNICK DISTRIBUTING CORPORATION

Forrest Halsey, the wizard of Scenarists, made this photodrama from Edgar Franklin's "All Story" novel, "The Adopted Father." It is brilliant, human, entertaining, satisfying. It has love, laughs and life. Here's something for big and little theatres, for all members of all sorts of families. Book it! Please yourself! Please your patrons!
Two girls, cast in the same mould physically, but in soul and character as far apart as the poles — — —

Georgina, wistfully charming, sheltered from the world — — —

Nancy, devilishly fascinating, idol of the Paris underworld — — —

Movingly and with a wealth of dramatic power, the story of these two girls is unfolded in

The **WHITE SHADOW**

Starring

BETTY COMPSON

An original Screen Play by Michael Morton
A Graham Cutts Production
Presented by Balcom, Freedman & Saville

SELZNICK DISTRIBUTING CORPORATION
A production whose artistry measures up fully to the exceptional box-office possibilities of its title.
Laurence Trimble and Jane Murfin present

**Flapper Wives**

*Portrayed by the following notable cast*

May Allison  Edward Horton
Rockcliffe Fellowes  Harry Mestayer
Vera Reynolds  William V. Mong

and

The Greatest Dog Actor on the Screen

Selznick Distributing Corporation
PRODUCED BY
RELLIMEO FILM SYNDICATE
WITH A NOTABLE CAST
WHICH INCLUDES

WYNDHAM STANDING - ROSEMARY THEBY
TULLY MARSHALL - RAYMOND MCKEE
BARBARA BEDFORD - JUNE ELVIDGE

DIRECTED BY COLIN CAMPBELL
SELZNICK DISTRIBUTING CORPORATION
SINGAPORE!

CLOAKED IN ROMANCE AND MYSTERY;
STEEPED IN THE LORE OF THE ORIENT

IN THIS EXOTIC SETTING IS LAID THE STORY OF

PAGAN PASSIONS

AN ENTHRALLING SCREEN-DRAMA

BY

GRACE SANDERSON Michie
A tense, enthralling fast-action melodrama which presents a colorful portrayal of life among the "hill-billies" and feudists of the Alabama mountains.

ZENITH PICTURES CORPORATION

presents

E.K. LINCOLN

in

"The RIGHT OF THE STRONGEST"

by

Frances Nimmo Green

Directed by Edgar Lewis

SELZNICK DISTRIBUTING CORPORATION
The preceding pages describe a varied diversified product designed to appeal to every type of patronage. Each production sold independently and individually and all immediately available for booking.

SELZNICK DISTRIBUTING CORPORATION
P. D. G. Ready By Fall
Arthur Smallwood Expects to Finance Several Series—Pyramid Name to Be Kept
Arthur N. Smallwood's new company, Producers Dist. Guild, will actually be functioning in the larger centers in the early Fall with many of the features of the Smallwood plan "tested" in Eastern key cities as early as September.

Producers Dist. Guild will act in a three fold capacity. It will finance production, sell and exploit. P. D. G. will not produce pictures but will finance the making of several series to be filmed by allied or affiliated companies.

The Pyramid name in production will not be permitted to become a matter of the past but will be preserved through the screening of a number of pictures under that name. Smallwood has committed himself in his policy announcement which is now en route to exhibitors against block-booking, producer-distributor

New $5,000,000 Theater Unit
(Special to THE FILM DAILY)
Dover, Del.—The Secretary of State has granted a charter to the United Theaters of America, listing capital at $5,000,000.

Not A Week Stand
Jake Wells Says Pictures Should Not Play Richmond, Va. for Seven Day Runs
(Richmond, Va.—Jake Wells of the Colonial theater has sent letters to all exchanges in Washington, opposing the general practice now in vogue of insisting that the average picture play a full week here.

Wells says he has contended for some time past that Richmond was not a week stand, although he admits that a limited number are worthy of that sort of treatment. He points out that the Colonial is compelled to put many films in for a full week that attract only three days of healthy business.

"I repeat," says Wells, "that it is
(Continued on Page 5)

Protest New Coast Phone Rate
(Special to THE FILM DAILY)
Hollywood—Producers are protesting the new increase in phone rates, planned by the Southern Calif. Telephone Co. The new exchange area plan would levy a flat rate of 10 cents for all calls between Culver City and Los Angeles.

Another Week for "Enemy Sex"
"The Enemy Sex" will play two weeks on Broadway. It will be transferred from the Rivoli to the Rialto.

Don't Feel Combines
In Southwest as Much as in the South and East, Testifies Witnesses at Government Hearing
(Continued on Page 5)

Don't Feel Combines
In Southwest as Much as in the South and East, Testifies Witnesses at Government Hearing
(Special to THE FILM DAILY)
Oklahoma City—The gathering of defense by Famous Players against monopoly charges made by the Federal Trade Commission, has been resumed here and will continue through next week.

Only two witnesses were called at the first session, J. A. Epperson, of Pathe, and W. P. Moran, Universal. Both testified that they had no difficulty in selling in the local territory. They declared that Oklahoma City and other Mid-western key cities do not feel the effects of combinations going on in the industry as greatly as Southern and Eastern cities.

Hawley and Mayo in "Chicago Fire"
(Special to THE FILM DAILY)
Los Angeles—Wanda Hawley and Frank Mayo are in the cast of "The Great Chicago Fire", now being made for Associated Exhibitors at the Juck studios. Others in the cast are Tom Santschi, W. Lawson Butt, Wally Van and Wm. V. Mong.

May Work on Coast
It is understood that Murray Garsen will make a picture for Associated Exhibitors on the Coast.

Costs
(Carey Wilson pinch hitting for Danny)
At Sea on Board S. S. Leviathan

Negative, of course. Everybody in Hollywood doing heavy thinking. All on the same subject. How to cut 'em down. Funny, too. Lots of 'em are coming down. Right now. On this year's productions. How? Cutting continuities mostly. Trying to look at the thing from the viewpoint of a finished picture ready to release. Not shooting anything that won't be there in the first run houses. Sure. They been talking about this. For a long time. Now they're doin' it. Getting smoother running scripts, too. 'Cause a picture will run smoother and more logically in seven reels. If it's written for seven reels. And shown in seven reels. Than if it's over-written for seven. Turns out to be twelve. Then gets cut to seven. With the great open places in it covered by titles and trick cutting. Sounds sensible. It always did. For the past ten years. Difference now is. They're DOING IT!

RADIO
Marcus Loew believes you can learn from it. Get an idea of what is public taste. Says his broadcast station shows him public wants same thing they want in pictures. Same class of entertain-

(Continued on Page 4)

Last Under Contract
Griffith Making Eighth and Final Picture Under United Artists Agreement
D. W. Griffith and company sailed on the George Washington for Germany yesterday to shoot exteriors abroad for "The Dawn."

It is understood the picture will be the final and final production under his contract with United Artists. While it is believed that he has signed no contract for future services, it is said that in the picture Griffith has reached a pretty clear understanding with Famous Players on forthcoming productions.

It will be sometime before "The Dawn" can be completed. The trip abroad will consume about six weeks, with an equal amount of time to be given in finishing the picture here upon the return. One of the matters that will require delicate handling is understood to be the relations between Griffith insofar as D. W. Griffith, Inc. and that company's stockholders are concerned.

Prod. Dist. Meeting On
(Special to THE FILM DAILY)
Chicago—Producers Distributing Corp. has all of its branch members, division managers, department chiefs and executives here at the Congress Hotel for a discussion of sales plans. The New York delegation includes F. C. Munroe, Raymond Hawley, John C. Flinn, Paul C. Mooney, L. W. Kniskern, Charlie Giegerich, George W. Harvey, Joseph Lane process for making films quickly, and with sharply defined white.
New Projector
Developed on Coast—Fundamental Is a Flexible Refractor That Increases Illumination (Special to THE FILM DAILY)

Los Angeles—William Maulsby Thomas, a mechanical engineer residing in Los Angeles declares he has perfected a new type of projection machine that can be made more cheaply than any existing make; provides for continuous travel of the film; eliminates the necessity of a sprocket and adds considerably to the illumination of the film on the screen.

Thomas' new device is described in the Times. It does not contain all of the intricate assemblage of rollers and wheels of the present type but has a single sprocket mechanism that works continuously.

The elimination of the sprocket preserves substantially ninety-eight per cent of the possible light from the lamp-box as against fifty to sixty per cent by present methods.

The feature of the new machine is a simple optical device, designated by the inventor as a flexible lens, or refractor. Two narrow plates of glass are so adjusted with reference to each other, that their relationship is changed as the film is forwarded. When a picture enters the light area, which is of double length, the twin plates of glass are in the form of a true wedge. As the picture descends further the plates gradually become parallel to each other.

Finally the plates form an inverted wedge causing the picture to disappear from the screen. At the proper instant the tension on the lower end of the refractor (twin plates) is suddenly released and the plates so quickly assume the form of a true wedge for the incoming picture that the movement cannot be detected by the spectator.

The process, therefore, is that by the changing form of the flexible ref-tractor, in repetition, a film constantly traveling over a double-length aperture, causes each successive picture to be kept in a fixed position on the screen by the successive bending of the rays of light from the light source as the film descends continuously.

Grossett & Dunlap is publishing a screen version of "Being Respectable" and "Babbitt." Discover Sub-Renters in Arkansas (Special to THE FILM DAILY)

Dallas—Censors of three cities in Texas have barred four pictures from being shown. The local board rejected "Three O’Clock in the Morning," a C, B, C. picture being handled by Enterprise Dist. and "The Next Corner," a Paramount production. Waco barred "Men," Famous. In Houston, the censors allowed the showing of Vitagraph's "Borrowed Husbands" for one day to enable the exhibitor to secure a new picture.

Film Colony Starts in Fla. (Special to THE FILM DAILY)

Daytona, Fla.—Financed by local and Eastern capital, "Sun City" at Ormond, opened yesterday with a mid-summer festival. The move is part of a plan to convert Florida into all-year resorts and develop production possibilities.

Paramount Plans Golf Tourney

The annual golf tournament of Paramount executives will be held at Mountain View Farm, Adolph Zukor's place, near New City, on July 12. Twelve holes will be played in the morning as a qualifying round and eighteen in the afternoon.

When you think of INSURANCE you are thinking of STEBBINS

Specialists in Motion Picture and Theatrical insurance for the past fifteen years.

Arthur W. Stebbins & Co., Inc.
1540 Broadway, N.Y.C.

BETTY COMPSON in MIAMI

An Alan Greensland Production
(Produced by Silfert Cinema Corp.)

Released By PRODUCERS DISTRIBUTING CORP.
Season 1924-1925 Thirty First Run Pictures

NOW PLAYING

TO BRIGHTEN your picture you need Color Titles, Inserts and Trailers.

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211
Says Mae Tinee —
in The Chicago Sunday Tribune, June 29th
"There were twelve Best Films in June"
Naturally, one of them was——

Douglas MacLean
in “The Yankee Consul”

And— Mae Tinee,
Good Morning!
Thousands of Exhibitors everywhere agree with you—in September, April, November, February, December, May, August, March, July, October, January—as well as in June!
As you say—“The Yankee Consul” is something over which to laugh heartily!

ASSOCIATED EXHIBITORS
F. W. ABBOTT, ARTHUR S. KANE, PRESIDENT
FOREIGN REPRESENTATIVE
ment. Sums it all up in that one word. Entertainment. Entertainment. The way. Personally, don’t believe radio is real competition to pictures. Don’t gratify same desires. Have a radio myself. Went through all the stages from two-dollar set through nentydroyne down to present super-heterodyne. Still get a kick. Got Havana from Hollywood the other night. Called in all the neighbors to hear. But. Still like to run down town to Grauman’s to see the current movie. If it’s a good one. Isn't that the test? Radio might keep ‘em home. When the orpy house has got just “another picture.” But they'll still line up. At the B. O. When there’s a Swanson. Or a “Three Weeks.” Or a Meighan. You don’t hear anyone yelling that radio is ruining “The Covered Wagon.” Do you? Sure. I know they can’t all be “Covered Wagons.” But it's still a good mark to shoot at.

THE EXODUS


Talked to well-known director last week. Working in New York. Said he'd quit after present production. If they didn’t let him get back to coast. Isn’t happy. Working indoors. Like a bookkeeper. Doesn’t feel right. Great for the first month. Went to all the shows. Had a swell time. But couldn’t get his stuff on the ball. Wants to get back to Hollywood.


Fourth. How many picture people. Do you know. Who didn’t yell like sin. When in Hollywood. For a trip to NY? And. How many of them same folks. Wailed like kids. To get back to the coast. After a few weeks in NY? The ones that tell the truth. All but one. That I know. Kept asking me about this and that. Little local things. California things. Oh, sure. They need the intellectual stimulus. Of the opera. And the symphonies. And the art galleries. Oh yes. Sure they do. But about one visit apiece. And they start sneaking in a question. To the new arrival. From God’s country. As to whether the rainy season is as long. Or if it’s as nice and hot as usual at Hollywood Boulevard and Vine Street. And say. Hollywood isn’t worrying. Real estate isn’t any cheaper. Despite the threatened evacuation. No. Last year they had nine solid months. Of sunshine. And in NY. Everybody trying to steal. A whole day’s work on location. In a sneaking hour of sunshine. The first in a long. long time.

GREED


THEM COSTS AGAIN

It came out. In a deck chair conversation. When a lady picture-fan. Raved. About “those magnificent draped settings.” In “Three Weeks.” She thought. It was so grand. To be able to create such lovely things. Just to make a movie of. Nobody told her. That those magnificent draped sets were a clever little device. Of Cedric Gibbons. They were made of ordinary burlap. Stencilled with aluminum radiator paint. But they looked like something. That Pierp Morgan. Beat the Italian Government. Out of.

BAD DOPE

Which brings us. To a pet grievance. We think. Something should be done. To prevent magazines from disclosing. The ways and means. Used in attaining trick effects. On the screen. Such as. Miniatures. Glass paintings. Williams process. Double exposures. What good does it do. To a fan. To know that what he thought he saw. He didn’t see at all. Doesn’t it make ‘em think. That everything’s a fake? I’ve heard fans. Declare positively. That Reggie Barker’s famous forest fire. Was done right in a studio. With torches. Which would have been cheering news. For Anna Q. And the others. Who got all burned up. Making the darned thing. Fans’ll get to think. That everything’s faked. If we don’t stop tipping ‘em off. To what only kills the illusion. And just for the sake of giving ‘em ten minutes reading.

GOING TO SCHOOL


So that you may know. Carey Wilson is a veteran of the business. During past year at Goldwyn turned out adaptation of "Three Weeks," "Red Lights," "Nellie, the Beautiful Cloak Model," "Free Love," "He Who Gets Slapped," "So This Is Marriage," from his original story by himself. "Empty Hands" and "Don't Deceive Your Children," which King Vidor has just completed. Prior to working in the scenario department at Goldwyn for the past three years Wilson has done many things—but of this more later.—Danny.

COMING SOON

Helene Chadwick
in
"HER OWN FREE WILL"

RELEASED BY
PRODUCERS DISTRIBUTING CORP.
Season 1924-1925 Thirty First Run Pictures
"Best Comedy of the Year" — Film Daily

BUSTER KEATON'S

"Barrel of Fun"

— Exhibitor's Trade Review

SHERLOCK JR.

Presented by Joseph M. Schenck

Story by
Jean Havez
Clyde Bruckman
Joseph Mitchell

Directed by
BUSTER KEATON

“Packed with real belly-laughs . . . Will knock them off their seats.”
— Billboard

“Enough new comedy business to supply copy-cat producers with six-months' product.”
— Billboard
Even the hoof and mouth epidemic couldn’t stop!

The Shooting of Dan McGrew

Calif. Quarantine Tying Up Film House Business

Quarantine in Cal. Growing Stricter

Quarantine in Calif., Apt To Spoil State

The Shooting of Dan McGrew, with Barbara LaMarr.—Played this picture to largest Sunday and Monday business at raised prices that house has had for many weeks. In face of conditions, such as hoof and mouth epidemic and other opposition from lodge meetings, picture did a more than satisfactory business. Picture liked 100 per cent and did the house a lot of good. Six reels.—F. W. McManus, Barnes theatre, Fillmore, Cal.—Small town patronage.

And in a Large Town

“Opened to line-up business on Monday and has been playing capacity every night since. Looks now like picture will pile up biggest opening week’s gross of any picture in last five months.”

Wire from Dwight L. Hill, Manager Mission Theatre, Los Angeles
The Weeks Headlines

Monday
Fred Niblo assumes charge of "Ben Hur." Expects to finish by October.
First National offers $7,000,000 offer to build houses in key centers of England. Writers, directors, actors in parks.
Metro-Goldwyn to develop special exploitation on small towns exclusive.
English exhibitors not in accord on tax reduction. C. E. A. convention starts.

Tuesday
London reports Henry Ford financier of huge international combination.
Contracting show to continue until Fall. Producers, holding up schedules.
Republic Corp. with plans chain of international theaters for United Artists.
New light diffuser removes eye strain, eliminates glare on light and cuts lighting costs, says former luce cameramen, inventors.
Harry Charnas abandons charge of Standard Film, Cleveland, to handle Warner distribution.
M. P. D. A. deal with Grand-Asher all set but for signing of guarantee of bonds.

Wednesday
New 50 cent tax to be imposed at midnight. Japanese boycott subsides. Famous reopening Theatre.
George Eastman's stock gift turned over to employees. Now totals $21,000,000.
Tom Terris returns, "The Bandolero," completed.
Hedda M. Smith claims had conditions in England on unemployment slump.

Thursday
Wm. Brandt won't run for New York M. P. T. O. presidency at Tuesday Buffalo meet.
Northwest exhibitors keep tax to recoup part of losses.
Equipment convention in Cleveland July 16. Efforts to be made for better business ethics.
Exhibitor angles to be sought by Warners. Executives to visit key cities securing data.
British industry notified to raise money for relief of sick. Big party to be held July 19.
Friday
Independence Day, a holiday. 
Saturday
D. W. Griffith making eighth and final picture under United Artists agreement.
Arthur Smallwood's Producers Distributing Guild to function as protective agents to finance several series. 
Inventors of the latest process, upheld in action against Craftmen on infringement claims.
Jake Wells says pictures should not play Richmond, Va., for full week.
Midwest does not lack for combinations as much as the South and East, witnesses at Government hearing. Kansas City, etc., testify. Oklahoma City session.
New projects developed on Coast. Said to have a flexible refractor that increases illumination.

Cameo Music Service Celebrates (Special to THE FILM DAILY)
The Cameo Music Service Corp., headed by M. J. Mintz, is celebrating its second anniversary. The history of the organization is reviewed in an elaborate booklet issued for the occasion.

"Sea Hawk" in Los Angeles (Special to THE FILM DAILY)
Los Angeles—"The Sea Hawk," which has been looked into the Critic's Light, "Girl Shy," will be presented with an atmospheric prologue, supervised by Frank Lloyd.

History of R. H. Macy & Co. Filmed
Bray Prod. has just finished a two reel cartoon on the history of the store, made by R. H. Macy & Co.
The reel is being screened for the Democratic delegates at Madison Square Garden.

P. D. G. Ready By Fall
(Continued from Page 1)
Ownership of theaters, the sale of undated or "paper British," the advance deposit system and encouragement of the star system.
The type of pictures promised, according to Smallwood, is as follows:
"We pledge ourselves to the principles of General Will H. Hays governing clean pictures and will conform our distribution to clean pictures depicting romance, adventure, action and melodrama fit for the whole family to see."
The plan calls for a segregation of the departements of selling and of physical distribution.
Sig Schlager has been engaged by Smallwood in connection with the P. D. G.

New House For Hoboken
Within a year, Hoboken will have a new $500,000 theater. The U. S. Theater Corp., has bought property, as yet unannounced, and will erect a 2,200 seat theater. The company recently purchased the Empire, Hoboken and operates the U. S. theater. Construction starts in the fall.

$7,500 Award For Actress’ Death
(Agent to SPECIAL DAILY)
Austen, Tex.—The Texas Industrial Accident Board has made an award of $7,500 for the death of Martha Mansfield, burned while making a film. The money will be paid to instalments to her mother.

Ince Casts "House of Youth"
(Special to THE FILM DAILY)
Hollywood—Ralph Ince has completed casting "The House of Youth." Jacqueline Logan will be supported by Malcolm MacGregor, Vernon Steele, Nola Lusford, Richard Traviss, Hugh Metcalfe and Barbara Tennant.

Show Pictures of the Holy Land
(Continued from Page 1)
St. Louis—Pictures taken in Palestine and depicting the new life in the Holy Land were shown recently by the Zion District Club at the Hotel Statler.

Miss Holtzman Sailing
Fannie Holtzman, attorney, who handles a number of film accounts, sails Wednesday on the Aquitania, to attend the meetings of the American Bar Ass'n in London.

Willat Leaves
Irving Willat has left for the Coast with the completed negative of "The Story Without a Name." He will cut and edit the picture at the Lasky studio in Hollywood.

Two More Close
(Special to THE FILM DAILY)
Nokomis, Ill.—The list of theater closings has been augmented by the departure of the Holmes here, and the Kearns, at Ashmore.

No 'A Week Stand
(Continued from Page 1)
utterly impossible for big modern theaters with large orchestras, enormous rents and other correspondingly heavy operating expenses, 'to carry on' if they are forced to play a picture for an entire week, when they doubtless would get fully 90% of the week's business in a three-day run."
"To my mind this is one of the most serious, if not vital, conditions confronting the exhibitors, and the boiled-over question that presents itself, is, 'Why should the exhibitor be put to the expense of two day's operation of his theater for an amount of business that he could get in one day?""
With the letter, Wells is enclosing a page from the Times-Dispatch in which the National announces a two-week policy for the summer splitting for its first week, ending tonight. "The Woman on the Jury" and "The Enchanted Cottage."

Mrs. Glyn Incorporates
(Special to THE FILM DAILY)
Hollywood—Elinor Glyn has incorporated herself in London. Her picture enterprises will now be conducted under the corporate name of Elinor Glyn, Ltd.

Signed for "The Prairie Wife"
(Special to THE FILM DAILY)
Hollywood—Metro-Goldwyn has signed Dorothy Devore, Herbert Rawlinson and Gibson Gowland for "The Prairie Wife," which Hugo Ballin is to direct.

Alice Terry in "Great Divide"
(Special to THE FILM DAILY)
Los Angeles—Alice Terry, if present plans materialize, will play the lead in "The Great Divide" for Metro-Goldwyn.

Olcott Shooting Exteriors
(Special to THE FILM DAILY)
Los Angeles—Sid Olcott is back from Catalina where he shot exteriors for "The Fight," Norma Talmadge's latest.

Wins Title Suit
(Continued from Page 1)
lettering on a black background. Universal is a licensee under the Lane patent.
Mr. Lane used for years the prevailing method, of painting or printing white letters on a black background. He then conceived the idea of using the old process of sun copying. He took a piece of tissue paper and printed his title on it in black letters. This he exposed to light in close contact with sensitized paper. The results were pure white, clear cut letters on a jet black field. It was nothing more than the process of making an ordinary "blue print." Nevertheless, the idea was something new, and through Munn & Company, he obtained a patent in 1919.
Universal saw the value of the invention. By the old methods a man could make fifty titles a day; by the new process 100 to 200 a day were possible. The lead of each was from twenty-five to fifty cents by the old method. An agreement for a weekly royalty was made with Lane.
Suit was later brought in the name of Lane against Craftman on a charge of infringement.

Boushey With Ince
(Special to THE FILM DAILY)
Los Angeles—Harold Boushey, formerly one of the executives at Universal City, is now with Thomas H. Ince.

A "HISTORIET"
is to Moving Pictures what a Short Story is to Literature
"See it in Colors"

REEL-COLORS, Inc. (Art Studios and Offices) 85 Riverside Drive, New York

Simplex Projection Rooms
80 ft. throw. Most modern up-to-date rooms in the city. Open 9 A. M. until Midnight.
Chickering 2110-2111
220 W. 42nd Street

MANUEL GRANADO
Juvenile Lead
in "The Bandolero"
Tom Terris Production
Made in Cuba, Spain and New York
(Metro-Goldwyn)
**Babbit**—**Warners**

**Los Angeles**

(Week Ending June 28)

**EXAMINER**—The story is sufficient and is in itself an interesting picture. It will doubtless prove amusing as a sketch of a small-town domestic situation and it is highly commendable, but the portion on the iron is the only one.

**The Bedroom Window**—**F. P. L.**

**Madison, Detroit**

**NEWS**—It is evident that Mr. de Mille can do something besides human interest dramas.

**Birmingham, Milwaukee**

**JOURNAL**—It is a rather interesting picture, but the story is somewhat dull.

**Sentinel**—It is a really entertaining picture. There is a murder mystery element cleverly handled, and exotic woman of mystery is killed last but by no means least, delightful humor.

**Strand, Omaha**

**Ber**—An interesting murder mystery with a comedy drama twist at the end.

**The City**—**Principal**

**Kaplan, Philadelphia**

**PUBLIC LEDGER**—The surprising Bebe Daniels uses her languishing eyes again in *The City.* She is the natural actress and she makes the play's *Taming of the Shrew.*

**Recording**—The story is interesting, highly entertaining and for more than an hour furnishes amusing pictures that is sure to please the "movie fan."

**Daughters of To-Day**—**Sez**

**New York**

**GLOBE**—**Democrat**—There is a mystery brought to the screen that rivals that of *The Cat and the Canary.* But there is a happy ending and a dominant message to parents and to young girls which is one of the most effective portrayed upon the screen.

**POST-DISPATCH**—This is a hodge-podge of supposed daring and honesty.

**But**, unlike some of its predecessors, this picture does not unduly mock the credulity. It is tolerably reasonable and essentially sane, though daring.

**TIMES**—The film has been well handled and it is capable executed by an all-star cast.

**The Dawn of A Tomorrow**—**F. P. L.**

**Imperial, Montreal**

**STAR**—It is the high point production well done. *The Dawn of the Tomorrow* is one of the most remarkable pictures of Suzanne Logan is starred in it as a slum girl.

**The Enchanted Cottage**—**1st Natl.**

**West Side**

**E X A M I N E R**—at the most desirable Arthur Wing Pinero idealistic play as it has been reproduced by Alfred Lyman gives some beautiful thought and theme.

**Chronicle**—John S. Robertson has made a delicate and beautiful picture *\*. a very well produced picture, not very strong, with occasional droppings to earth.

**Daily News**—Bartholomew plays with pathos and caritas *\*. Miss McAvoy's remarkable impersonation, *\* genuine and convincing. It is done from the standpoint of makeup to its inner source, her work is true and very amusing. It is a hodge-podge.

**Herald**—In *The Enchanted Cottage* Miss Mary McCavoy herself as the housing screen is the most important actor. The part is broader, statement, but her work merits it.

**Excitement**—**Universal**

**Strand, Rochester**

**Democrat & Chronicle**—The story is a mighty terrifying program *\*. one designed to relieve the suspense that ads are expected to excite. *\*. Leatrice Joy in a brisk, smart and very amusing manner.

**Recording**—"Changing Husbands," is one of the most interesting and fancied face comedies accreaded. Despite the fine effort of all, *\*. Leatrice Joy, Irene Rich, Alma Rubens, Dorothy Dalton, Leatrice Joy in the kind of picture which gives you nothing but an unpleasant aftermath.

**Daring Youth**—**Principal**

**Kapron, Philadelphia**

**Public Ledger**—The alluring Bebe Daniels uses her languishing eyes again in *The City.* She is the natural actress and she makes the play's "Taming of the Shrew." 

**Recording**—While the story is interesting, highly entertaining and for more than an hour furnishes amusing pictures that is sure to please the "movie fan."

**Daughters of To-Day**—**Selznick**

**King's, St. Louis**

**Globe-Democrat**—There is a mystery brought to the screen that rivals that of *The Cat and the Canary.* But there is a happy ending and a dominant message to parents and to young girls which is one of the most effective portrayed upon the screen.

**POST-DISPATCH**—This is a hodge-podge of supposed daring and honesty.

**But**, unlike some of its predecessors, this picture does not unduly mock the credulity. It is tolerably reasonable and essentially sane, though daring.

**TIMES**—The film has been well handled and it is capable executed by an all-star cast.

**Hook and Ladder**—**Universal**

**Victoria, Rochester**

**HERALD**—The picture is spectacular, particularly the scenes in which the fire parapets gets into action. The cast supportimgace.

**Recording**—*The Times-Union*—There is a well defined story running through "Hook and Ladder" and one of its big scenes shows a fire lick slyly creeping through a dwelling in which the daughter of the fireman is held prisoner. The man is being held a prisoner with the town's power and water. The picture is not epoch-making, but it is a nice one holding your girl's hand.

**Herald**—A few bits of gags are well done, but a little more youth and gayety would not harm the general impression in the least.

**Just Off Broadway**—**Fox**

**San Francisco**

**STAR**—There is a splice of excitement about it. John Gilbert as Stephen Breckinridge is his usual excellent self. He is not supported by Marion Nixon, the heroine, and Ben Hendricks, Jr., makes the most charming crook we have seen for some time.

**The Lightning Rider**—**Prod. Dist. Corp.**

**Alhambra, Los Angeles**

(Week Ending June 28)

**EXAMINER**—Good horsemanship. The story is strong. There are some strong, tender moments and some startling, surprising settings, plus a fairly engaging story, making this picture adequate entertainment.

**HERALD**—The picture is well made, the mystery drama with the masked rider. This is not a showy production, but the "Lightning Rider" at the Alhambra, is a welcome change from the sex-cross-dapper idea that has been holding local screens for a long time.

**Times**—The story of "The Lightning Rider" is interesting, if at times slow, and the cast is creditable. The picture is not a showy one, but the romance is strongly suggested with the masked rider. This is not a showy production, but the "Lightning Rider" at the Alhambra, is a welcome change from the sex-cross-dapper idea that has been holding local screens for a long time.
Slightly Used Professional Debris

All in perfect condition, like new

$800.00

Motion Picture Apparatus Co., Inc.
118 West 44th Street
New York City
U. S. and Canada Agents for Delorie
The Shooting of Dan McGrew

Featuring Barbara La Marr, Lew Cody, Mae Busch and Percy Marmont

Directed by CLARENCE BADGER
Supervised by ARTHUR H. SAWYER
Picturized by WINIFRED DUNN

From "The SPELL of the YUKON"
by ROBERT W. SERVICE

Powerful Box-office Attraction
That old gag that "You can't please everybody" is the bunk!
This proves it!
The picture they all like

"Universal appeal . . . box office asset for all classes of theatres." —Exhibitors Trade Review.

"One of the best audience pictures in a long time." —Moving Picture World.

"Will leave lasting impression on any audience." —Exhibitors Herald.

"Splendid . . patrons complimented it highly . . registered good at box office . . worth advance of admission here!" —C. W. Cupp, Royal Theatre, Arkadelphia, Ark. (Exhibitor's Herald.)

"Pleased all! You can't go wrong with this." —Happy Hour Theatre, Two Harbors, Minn. (Exhibitors Herald.)

"Wonderful . . comments all favorable." —State Theatre, New Bedford, Mass. (Exhibitors Herald.)

"Audience liked it very much." —Middle West. (Motion Picture News.)

WOMEN WHO GIVE

A Reginald Barker Production

Presented by Louis B. Mayer

Metro Picture
As a Whole......PRETTY FAIR COMEDY; THEY HAVEN'T USED THE STORY TO THE TYPICAL VITAGRAph LAUGHS BUT THEY LET THE HOKUM BUSINESS SMOTHER THEM MOST OF THE TIME.

Cast......John Bowers a glorified hero who suffers all sorts of rebuffs from the girl in the case just because he is a hero. Handles the part nicely. Alice Calhoun pleases as the girl who eventually realizes that Bowers is the hero. Alva Halle a tricky enough villain who employs others to do his "dirty" work. Otis Harlan offers some fine humor as the "Dope Smasher". Charles Merriam one of those innocent, barefoot mountain kids.

Type of Story......Western romantic drama. "The Code of the Wilderness" contains a love story or less conventional plot in which hero is misunderstood and wrongly accused all the way through but bravely suffers the slings and arrows of Fortune's fickle gun. The same stuff happens to the heroine because she's secretly in love with her and can't say the words to him. Without her he's liable to do all the things to her that she's liable to do to him. Harlan will play the whole thing up with the right touch of humor and make it a clean cut and satisfying entertainment. The idea is good and it readily suggests plenty of good comedy twists. But it went wrong somewhere in the treatment. Their hero did stick to straight comedy and omit a lot of the silly hokum, catch-as-catch-can business. But at that "Young Ideas" may prove amusing. It has enough humorous bits to keep it interesting and even though it doesn't draw laughs continuously, it moves at a good pace and things keep happening in rapid succession.

Laura La Plante plays the part of a girl who supports a family of would-be invalids until finally he's cured and given up to a woman who has him quarantined in a house and the invalids are all forced to get along as best they can. The girl leaves Laura with no more responsibilities and no further excuse to refuse hero.

Box Office Angle......Average entertainment. Should please your regular patrons.

Exploitation......Play up the title with catchlines such as: "Do you know what "The Code of the Wilderness" is? They don't know what it means to you for you to learn in Vitagraph's latest release at the blank theater.

Or, "There are times when shooting a man in a jail, the jail is "The Code of the Wilderness." Run a trailer showing any of the "quick draws" or other energetic incidents of what "The Code of the Wilder-ness" represents. Use stills of Alice Calhoun and John Bowers, also a few views of Otis Harlan's comic touches.

Direction......David Smith; satisfactory.

Author......Charles Alden Seltzer

Scenario......J. Picher

Cameraman......Not credited

Photography......Good

Locale......Western ranch

Length......6,048 feet

Laure La Plante in "Young Ideas" Universal

As a Whole......PRETTY FAIR COMEDY; THEY HAVEN'T USED THE STORY TO THE TYPICAL VITAGRAph LAUGHS BUT THEY LET THE HOKUM BUSINESS SMOTHER THEM MOST OF THE TIME.

Role......Still in need of better material. Does all that's required of her well enough and poses for close-ups in much she's pretty but that ends if it's put to her worst.

Cast......Adequate: includes T. Roy Barnes, Lucille Ricksen, James O. Barrows, Lydia Yeaman Titus, Jennie Lee, Rolfe Sedan and Bunny Messinger.

Type of Story......Comedy. "Young Ideas" might have been a real part of the comedy if it were too young. It should have grown up a little more before they used it. That is to say that Sophie Keffer and Robert Dougherty who play "Young Ideas" grew, might have been a real comedy in the story. But it went wrong somewhere in the treatment. Their hero didn't stick to straight comedy and omit a lot of the silly hokum, catch-as-catch-can business. But at that "Young Ideas" may prove amusing. It has enough humorous bits to keep it interesting and even though it doesn't draw laughs continuously, it moves at a good pace and things keep happening in rapid succession.

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Direction......David Smith; satisfactory.

Author......Charles Alden Seltzer

Scenario......J. Picher

Cameraman......Not credited

Photography......Good

Locale......Western ranch

Length......6,048 feet

John Gilbert in "The Lone Chance" Fox

As a Whole......GOOD AUDIENCE APPEAL. NOth THAT CONTAINS SITUATIONS NOT ORIGINAL BUT WITH THE LAUGHS AND SENSUS IT SHOULD SATISFY THE AUDIENCE.

Role......Still in need of better material. Does all that's required of her well enough and poses for close-ups in much she's pretty but that ends if it's put to her worst.

Cast......Adequate: includes T. Roy Barnes, Lucille Ricksen, James O. Barrows, Lydia Yeaman Titus, Jennie Lee, Rolfe Sedan and Bunny Messinger.

Type of Story......Comedy. "Young Ideas" might have been a real part of the comedy if it were too young. It should have grown up a little more before they used it. That is to say that Sophie Keffer and Robert Dougherty who play "Young Ideas" grew, might have been a real comedy in the story. But it went wrong somewhere in the treatment. Their hero didn't stick to straight comedy and omit a lot of the silly hokum, catch-as-catch-can business. But at that "Young Ideas" may prove amusing. It has enough humorous bits to keep it interesting and even though it doesn't draw laughs continuously, it moves at a good pace and things keep happening in rapid succession.

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Direction......David Smith; satisfactory.

Author......Charles Alden Seltzer

Scenario......J. Picher

Cameraman......Not credited

Photography......Good

Locale......Western ranch

Length......6,048 feet

"The Enemy Sex" Paramount

As a Whole......GOOD ENTERTAINMENT LIKE ALL THE OTHER JAPAN PRODUCTIONS. GOOD WAY FROM BEING ANOTHER "COVERED WAGON" BUT IT'S PLEASING AND SHOULD BE TO THE EXHIBITOR ALSO.

Cast......Betty Compson at her very best. Gives the impression that she's enjoying every minute of her work. Usually photographs well except when she shoots her problem. Hudtly Gorden gives the impression that this list of good performances. Sheldon Lewis takes a step up the role of rich man who "gets what he wants" but they needn't have made him of the Fifth Ave. variety. Percy Marmon the other of Miss Compson's roles is handled by a Minor bits handled by Kathryn Williams. De Witt Jennings, Will H. Turner, Jr., Charley, Ed Faust and Pauline Bush.

Type of Story......Drama; taken from Owen Johnson's novel "The Salamander". The story deals with the gay career of pretty Dodo Baxter, a sort of Kiki, who seems to be able to play around with fire without getting burnt. At least Dodo insists she's a "good girl" and you're in- clined to believe her. The entire story concerns Dodo's various adventures and romances and they're decidedly interesting under Director's eye. The "Enemy Sex" has that very popular element of audience appeal, theatrical atmosphere. It's one of those dramas of Broadway with all that goes with it. Hence it is possible that the more or less dominant sex appeal angle that this includes may not make it a suitable number for the family trade exhibitor. This is even considering the fact that this film is strong in humor and skillful touches always keep the thing properly within bounds. But there's no place where you don't have to stretch your imagination—much, the hundred dollar bill party, to be specific. The interest is all throughout, in spite of eight reels, although a little cutting wouldn't hurt.

Box Office Angle......You ought to be able to figure this one out without any help. Chorus girl and rich daddy story with sympathetic heroine wherein heroines falls in love. You know the type and should be able to judge without much trouble.

Exploitation......Let them know "The Enemy Sex" is an adaptation of Owen Johnson's "The Salamander". Talk up the atmosphere of the story and how interested in Betty Compson and her portrayal of the girl who wanted to "play" and show a trailer of her at her game.

Direction......James Cruze; very good.

Author......Owen Johnson

Scenario......Walter Harney

Cameraman......Karl Brown

Photography......Good

Locale......New York

Length......7,861 feet
Previously Announced

1—Rin-Tin-Tin in "Find Your Man"
2—"The Lover of Camille" ("Deburau")
3—"The Age of Innocence"
4—"Recompense" (Sequel to "Simon Called Peter")
5—"The Dark Swan"
6—"The Eleventh Virgin"
7—"A Lost Lady"
8—"Eve's Lover"
9—"This Woman"

THE NARROW STREET

By EDWIN BATEMAN MORRIS.

There's something in the title, "The Narrow Street," which suggests mystery—and "THE NARROW STREET" is a mystery story, but it must be read or seen on the picture screen to appreciate how delightfully and deliciously Mr. Morris has been able to appeal to the mystery-loving mind without the slightest suggestion of robberies, murders, and all the time-honored devices which are so commonly encountered.

A beautiful girl provides the mystery. Out of a blinding snow storm into the most prosaic life that was ever lived she bursts to set the whole world by the ears—that is, the whole world as represented by a big American business institution and the scores of typical men and women who operate it. And the mystery of her, from the moment she appears until the last foot of film is shown, remains an absolutely sealed book, no matter how smart one may be at solving riddles.

"THE NARROW STREET" provides an exceptional story for an exceptional photoplay. It has two outstanding roles which will live long in the memory of those who appreciate real artistry on the screen—roles which might easily "make" the players to whom they are entrusted were they not already starts of the first rank. Aside from these two leading roles there are many other important parts which will be filled by performers of renown.

Save TWENTY Dates for the Warner Bros. TWENTY
"Recoil"
Producer: J. Parker Read, Jr.
Distributor: Metro-Goldwyn
As a Whole... PLENTY OF GLAMOR AND LAVISH DISPLAY IN THIS. MADE IN EUROPE WITH NEW AND INTERESTING LOCATIONS PROVIDING EXCELLENT PICTORIAL APPEAL.

Cast... Splendid. All capable and well suited. Margaret Hunt excellent as the millionaire avenger and Betty Blythe good as the woman in the case. Clive Brook continues his fine performance. Others Fred Paul and Ernest Hilliard. Not a large cast.

Type of Story... Drama. Although everyone may not agree on the logic of the idea still they will concede that Rex Beach certainly thought out an original revenge theme. "Recoil" is something brand new in this style of drama. Of course hero needed the twenty-four million that he was worth in order to carry out such an elaborate scheme but it was worth it not only because he thought so, but because it furnishes a good box office picture for the exhibitor. When Kent learned that the man who stole his wife didn't want her once he found out, he decided that he had better make them live together. Having evidence against each that he would use against them unless they agreed to his plan, the two suffer greater other's presence until they become almost insane. Of course Kent eventually takes his wife back and there's a gorgeous sunset silhouette ending. But "Recoil" really isn't silly, that isn't the idea intended to be conveyed. It's a right good audience picture.

The production is superb. It has any number of the spacious interiors that probably are real, a great variety of new and beautiful locations that include Monte Carlo, Deauville and other points of interest. It has well written, clever sub-titles, is well acted and well directed.

Box Office Angle... Looks like a decidedly good box office picture. It has all the requirements. Production, cast, locations, pictorial appeal, lavish display, all the sort of thing that brings forth oh's and ah's and gets the picture word-of-mouth advertising.

Exploitation... You'll do well to get them interested in this. If you know they like showy pictures you can count on this one giving great satisfaction. It will pay you to give it a good exploitation. Show them a trailer including some of the beautiful locations, the Riviera, Monte Carlo and others. Give them an idea of the spacious interior sets. Use plenty of stills of the lobby. Be sure to tell them it is an American production made abroad in the actual locale called for in the story.

Direction... T. Hayes Hunter; very good.

Author............ Rex Beach
Scenario........... Gerald Duffy
Cameraman........ Rene Guissart
Art Director........ Henri Menessier
Photography.. Good
Locale............. France
Length........... 7,089 feet

Among Exchangemen
St. Louis—Lawrence Talley has joined Selznick. He formerly was with the St. Louis Film Exchange.

Omaha—B. R. Greenblatt has resigned as manager for Associated Exhibitors, effective immediately.

Cleveland—Nat Barach, former local Goldwyn manager, has been appointed for Selznick.

Cleveland—Harry Brown, former Universal manager, is now with Film Classics.

Seattle—Jack Lorentz is here from Milwaukee to succeed Jack Sullivan at Fox.

Philadelphia—Howard S. Hummel succeeds E. S. Flynn as Selznick manager.

Collision Coming?
"The Independent Exhibitor," San Francisco, believes a collision is on its way with censor factions, if salacious pictures and advertising are continued, and editorially, says in part:

There's no denying the fact that the preponderance of salacious picture production and questionable exploitation, if continued to a greater degree, will lead the industry in many states, to an open fight on censorship, if not of national scope.

Harvey in Northwest
(Special to THE FILM DAILY)
Seattle—F. S. Harvey, of the Hays organization, was here last week on an extensive tour of the country on fire inspection work. A fire drill was staged in all exchanges and Harvey reported conditions satisfactory, declaring fire hazards have been reduced to a minimum.

Wanted
$160,000 to Complete the New
$1,500,000 Hospital for Joint Diseases
NON-SECTARIAN

Madison Avenue, 123d to 124th Street

Help the Thousands of Crippled Children Waiting for This New Hospital

PLEASE HAVE A HEART

Make Checks Payable to
HOSPITAL FOR JOINT DISEASES
and Send to Chairman Theatrical Division

MARCUS LOEW
1540 Broadway, New York City
Short Subjects

"Five Minutes With Al. Smith"—De Forest Phonofilm

Voice Indistinct.

Type ........ 1 reel talking picture. Al Smith couldn't want a better piece of campaign propaganda than this "Five Minutes With Al. Smith" phonofilm. The only difficulty is that the voice reproduction, at the showing at which the picture was reviewed, was indistinct. The reproduction was in time with the photographed action, but a harsh, grinding sound cut off syllables, making whole phrases unrecognizable.

"His First Car"—Tuxedo—Educational

St. John Certainly Scores

Type of production.... 2 reel comedy.

Al St. John without his comedy make-up is funnier in this than ever before. "His First Car" was written and directed as well as acted by St. John and is full of funny gags and happenings that get far away from the usual far-fetched calamities and stunts generally seen in comedies. Somewhat after the order of the "Spat Family" series, this deals with two sets of husbands and wives and their various children who get out on a camping trip in St. John's brand-new flivver. The cast is excellent, and includes Doris Davis, Blanche Payson and two young boys—Leon Holmes and Don ald Hughes.

This will get laughs aplenty in any house. The action is very natural as well as funny.

"Radio Mad"—Hal Roach—Pathé

A Laugh for Radio Faux

Type of production.... 2 reel comedy.

That laughable trio who are always getting into domestic difficulties—the Spat family—are seen this time in another series of spots which involves the setting up of a radio. The difficulties, while somewhat exaggerated, are none the less very funny and will strike home in many instances. They upset their own children, break through the ceiling of the flat below them and finally allow a live wire to set fire to the entire house. Radio being that time is working and is with much difficulty that they make Mr. Spat remove the receiver from his ears and discover that it is their own house that is burning. He has been getting the news that "a large apartment house is on fire" over the wire.

Pathé Review No. 28

Up to the Standard

Type of production.... 1 reel magazine.

Diversified scenic shots seem to be the keynote of this issue of Pathé Review. It includes a boat trip up the Yukon River, Alaska; scenes in and around a geisha girl's home in old Japan and some picturesque views of cattle grazing in America. There is also included a very interesting glimpse of operations in a steel foundry with the furnaces tinted with excellent effect.

"Head On"—Cameo—Educational

An Action Number

Type of production.... 1 reel comedy.

Where action—swift action—is desired, "Head On" should fit the bill. It's a one-reel comedy that is nothing else but. It doesn't make very much—a couple of lovers trying to escape the wrath of the irate father by means of a taxicab, but there isn't a moment when something isn't happening. The romance with the couple in it finally slides off the motor of the taxi and goes careening down hill without it, while the driver of the car goes over a cliff with the rest of the car.

"Yorktown"—Chronicles of America—Pathé

Worthwhile Historical Record

Type of production.... 3 reel historical drama.

The Chronicles of America series have followed the history of America step by step in former episodes until this, the eleventh, brings the screen history up to the close of the Revolutionary War. It includes the decisive battles of both the Continental Army and the British, depicts little-known incidents leading up to the famous deciding battle of the Revolution and the final surrender of the British troops under Cornwallis. It is undoubtedly a splendidly done and very worth-while historical record as well as excellent entertainment.

A Film Salesman's Prayer

Oh Lord! Look with a forgiving eye, we beseech thee, on the exhibitors who lie to us, about having no dates. Soften their hearts so they will give the independent salesman a chance.

Teach us not to complain of the actions of our managers; and to pay on Friday.

And no checks.

Lord, give us sufficient nerve to face the exhibitor who complains about the bad condition of film.

Teach us to be thankful for $7.50 feature bookings, and to be patient waiting for dates.

Toughen our hides so that we can stand the abuse each day.

Lord, soften the hearts of our exhibitors that they may pay us salary over the summer months and conventions in the fall.

Cause us to look with charitable eye on all theater managers.

We beseech thee, O Lord, to overlook the exhibitors who take advantage of our sleeping sickness.

We beg thee, when we have called on our last theater, don't send us below, we have had our part of that place on earth.

Amen.

Jerry Herzog, Jans Film Exchange.

A Jumble in the Jungle—Hodge—Borrego—Educational

Entertaining Reel

Type of production.... 1 reel novelty.

After a title advancing the premise that all business men are brothers, there come shots of widely separated members of the family in different parts of the globe. They range from Russia to Mexico, Ireland and Egypt. Just natives singed out for their type but put together with suitable and interesting titles and here and there a bit of amusing cartoon work. There is also a good camera journey through the Panama Canal. An entertaining reel.

Signs Dorothy Mackaill (Special to THE FILM DAILY)

Los Angeles—Sol Lesser has signed Dorothy Mackaill to appear in "The Mine With the Iron Door". The company will shortly leave for Arizona to shoot exteriors.

Showmen to Decide Prices (Special to THE FILM DAILY)

Trumonon, N. J.—Theater owners plan a general meeting shortly to take action relative to the reduction of prices of admission by reason of the Federal tax repeal.

Stone On His Own (Special to THE FILM DAILY)

San Francisco—George Stone, former cameraman for Prisma, has formed an organization of his own to take scientific pictures of insect, plant and gern life.

Policy Plan for Pantages (Special to THE FILM DAILY)

Seattle—E. C. Bostick, Pantages manager, announces the inauguration of a full length feature picture, first run, changing weekly.

Jack Pickford's Next, "Her Son" (Special to THE FILM DAILY)

Los Angeles—Jack Pickford will next produce "Her Son."
EASTMAN
POSITIVE FILM

With Eastman Positive Film you are sure of one factor that contributes to each picture's success—you know that the positive carries through to the screen the photographic quality of the negative.

Look in the film margin for the black lettered identification, "Eastman" "Kodak."

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
"An Excellent Production"

"The story has been finely mounted and from every standpoint has been given an excellent production."

*Moving Picture World*

First National Pictures Inc. presents

**FOR SALE**

Story by **EARL HUDSON**

Claire Windsor, **Adophe Menjou, Robert Ellis, Mary Carr, and Tully Marshall.**

Directed by **GEORGE ARCHIBAARD**

Scenarist **FREDERICK STANLEY**

Film Editor **GEORGE MCGUIRE**

Architecture **MILTON MENASCO**

Editorial Director **MARION FAIRFAX**

Photography **T.J. McCORD**

A FIRST NATIONAL contract is the biggest thing on the market for next season
Durant to Produce
Former Paramount Executive Interests Connecticut Officials

Harry C. Durant, a former production executive of Famous Players is understood to be a prime mover in a new organization formed in New Haven, Conn., to produce on a reported large scale.

An old silk mill is said to have been taken over by the organization for conversion into a studio. The company plans to turn out program material, at a normal negative cost. There is a possibility that it will organize its own exchange system.

So far as it can be gathered, a stock issue approximating $700,000 will be floated to launch the company. It is reported that the Mayor of New Haven, the Secretary of State of Connecticut, and New Haven officials are directly interested in the venture.

Educa't's Line-Up Announced
Educational's 1924-25 program will include 13 Mermaid comedies, 10 Christie comedies, 6 Juvenile comedies, 6 Lloyd Hamilton comedies, 6 Walter Hiers comedies, 6 Bobby Vernon comedies, 2 Fox comedies in two reels, and one-reel subjects consisting of 24 Cameo comedies, 12 Lyman H. Howe Hodge-Podge, 13 Earl Harl Barton comedies and the twice-a-week issue of Kinograms. Another star will be added shortly.

Hearings on Again Friday
The referee hearings into the Famous Players-Weiss Bros. suit over the billing of "Moses and the Ten Commandments" has been put off until Friday. Famous is securing depositions from Pittsburgh for presentation before Referee Luce.

to Florida
John S. Robertson has left for Fort Lauderdale, Fla., to shoot exteriors for "Classmates." Richard Barthelmess and the company follow later.

Bills Fail To Pass
Arkansas Special Session Adjourns Without Passing Adverse Legislation

(Special to THE FILM DAILY)
Little Rock, Ark.—The special session of the Arkansas legislature has adjourned and with it died several bills that would have fastened adverse legislation on the industry.

One measure in particular raised considerable protest here. It con-

300 Expected At Buffalo Convention; May Hit At 1st Nat'l On "Sea Hawk"

Equipment Display to Be One of Highlights of M. P. T. O. Meetings—Determined Stand Over New Lloyd Film May Assert Itself on the Floor

With fifty exhibitors from Greater New York leaving Grand Central at 10:30 o'clock tonight, the indications on Saturday pointed to an exhibitor representation of about three hundred at the annual convention of the M. P. T. O. of New York State which opens tomorrow at the Statler, Buffalo to run through Friday.

Billy Brandt, president will deliver his annual report tomorrow morning at the start of the convention. He was busy over the week-end whipping it into shape for the final delivery.

So far as open discussion on the convention floor is concerned, it is difficult to ascertain just what will come up. It appears quite likely that First National will come in for a strong condemnation for its attitude on "The Sea Hawk." It is claimed that the organization is asking exhibitors to break contracts they now hold for the picture. These contracts were signed before the picture was made and are based on a quota that is totally inadequate in view of the cost of the picture. The situation is compared to that existing between the T. O. C. C. and William Randolph Hearst over "Little Old New York" and "Enemies of Women.

Some of the contracts held by exhibitors called for a "Frank Lloyd special" while others specifically mentioned "The Sea Hawk" by name. E. A. Eschman of First National is on record as saying that those holding the first described contract will get the next Lloyd picture.

Say Hays Will Help
Exhibitors expect to get the picture under the present contract. While they say that they will give additional help.

World Conference
To Discuss International Film Standards Suggested by "Film Renter" of London
(Special to THE FILM DAILY)
London—"The Film Renter" suggests an international conference of producer and distributor heads to discuss the control of motion pictures from one country to another. The idea is similar to that suggested in Kine, of recent date by Gustav
World Conference
(Continued from Page 1)

Wolfsohn, editor of "Lichtbildbühne" of Berlin.

"Is the time ripe", says the "Film Renter", in part, "for such a conference, one of whose earliest results will be the interchange of pictures between different countries.*** Are there pictures to-day made in Great Britain which could do thoroughly well in a foreign market, in one foreign market if not another? Are there Continental-made pictures which are suitable for this country which are not reaching these shores? Such a conference might supply the answer.

Recent months have seen many British producers visiting the big German studios to study methods upon the spot, and, so far as these two countries are concerned, the groundwork has been excellently prepared. Fritz Lang and other well-known German producers have visited Great Britain also, and other producers from other continental countries have frequently visited this country. These visits should form an excellent preparation for such a conference as is outlined in this article, and many of our visiting producers from other countries, from France and Italy in particular, have expressed the wish that such a gathering should be arranged. Erich Pommer, chairman of the German manufacturers' association, has expressed himself strongly in favor of such a conference, and many British producers, not to mention Col. Bromhead, have been considering the advantages that a meeting of this character would confer upon all. A conference of this kind, too, would fall of its purpose if it did not include the greatest film-producing country in the world, and America would no doubt co-operate heartily could manufacturers be assured that the conference would be representative of the best known British and European producing houses. France, Denmark, France, Germany, Italy and Sweden, with Great Britain and America, should be able to contribute remarkably to the deliberations of such a conference.

Included in the Griffith party which sailed for Germany Thursday, were Hendrik Sartov and Hal Sintzenich, cameramen and Frank Puglia, actors. The latter is just back from Italy where he appeared in "Romola."

Another Premiere

"The Trials and Tribulations of the Dirty Face Fishing Club" was shown for one consecutive night last week. The "super-special" was taken at the Thousand Islands, and among the "principals" are Lee Ochs, Joe Hornstein, Harry Weilendrink, Arthur Abeles, Charles Moses, Nate Walscott, Max Barr, Louis Geler, I. Rosenberg, Joe Pearl and Otto Lederer. The "stars" are fish that were caught, not "shot."

Wagner and Wishart Dissolve
(Special to THE FILM DAILY)

Connellsville, Pa.—The partnership between C. A. Wagner and John Wishart in the operation of the Soisson and Paramount theaters has been dissolved, the purchasing interest going to the former. Wagner may close the Soisson and remodel it completely.

Cast Completed for Gasnier Picture
(Special to THE FILM DAILY)

Hollywood—The cast for "The Breath of Scandal," which Gasnier is directing at the Schulberg-Rothschild Studios, includes Patsy Ruth Miller, Jack Mulhall, Huntly Gordon, Anna Q. Nilson, Phyllis Haver, Robert Elliott and Myrtle Steadman. Production at 5450 B.O.

New Chain for Up-State?
(Special to THE FILM DAILY)

Albany—James and Aleck Papayanos, of Watertown, owners of the new house under construction at Potiskum, and of the American at Canton, are reporting planning a circuit of up-state houses.

Carew to Stay Here
Arthur Edmund Carew is remaining in New York on account of stage plans for the Fall, negotiations toward which are in the concluding stages. Meanwhile Lee de Forest is making a phonofilm of "Triiby" with Carew as Svengali.

King on New Banner Film

Burton King will start direction of "The Man Without a Heart" today at the Bennett studios. Jane Novak, Kenneth Harlan, David Powell and Faire Binney will be in the cast. Edward Paul will do the camera work.

The Exhibition Producers Corp. of New York has dissolved.

Bills Fail To Pass
(Continued from Page 1)

Concerned an additional theater tax on admissions and a tax of $1 per seat on the exhibit. The exhibitor organization here raised protests over it.

HAL ROACH'S OUR GANG COMEDIES
"Wit With A Wollop" 2 Reels

Pathécomedy

MOTION PICTURE TITLES
Of Any Description
Translations in All Languages
Rush Work—Our Dish
E. FERO
130 W. 46th St. Bryant 2779

A COMPLETE LABORATORY AND TITLE SERVICE

The Standard of the Industry
723 7th Ave., N.Y.C. Bryant 5450-1

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ORGANIZED & FINANCED
Capital Raised Through
The Sale of Your Stock
The American and Brothers
PROGRESSIVE FINANCE CO.
112-118 West 44th St.
New York
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FOR QUALITY
Negative: gives better details under poor lighting conditions. Positive: stronger and 2 more points of graduation.

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Laboratory with the lowest Insurance Rates in the East. Negative Developing, Printing, Cutting and Projection Rooms.
Phone: UNION—4800

NOW PLAYING
Jois Wilson in
"Another Scandal"

Cosmo Hamilton's latest and greatest novel.

In E. M. Griffith Production
produced by
Triford Cinema Corp.

RELEASED BY PRODUCERS DISTRIBUTING CORP.

Cuts and Flashides


Whitman Bennett is making rapid progress on "Two Shall Be Born," in which Jane Novak, Kenneth Harlan and Sigrid Holmquist play the leads.

The third Perfection Prod. for C. B. C., will be "A Fight for Honor," with Eva Novak and William Fairbanks.

The U. S. Shipping Board has purchased Buster Keaton's "Sherlock, Jr." for exhibition aboard all its ships.

Dissolution papers have been filed by the Philadelphia Theater Co. of New York.

Adventure Films of New York has reduced its capital from $100,000 to $10,000.

Weiss Brothers have taken additional floor space at 1540 Broadway.

Let George do it!

George E. Kann
George Corporation
820 West 42nd St.
New York, Chiek, 4022 Foreign Cables—Georgeon, N. Y. Distribution

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 2131
These head lines cause irreparable damage to the motion picture industry. Each time there is a film blaze, the fire department and fire underwriters are stirred to activity in promulgating regulations more drastic in connection with the handling of films.

A few more film fires and you would be driven to the sand lots or the mud flats with physical distribution.

Why encourage the possibility of these catastrophes by continuing the short-sighted policy of storing your valuable films in places not properly equipped for the purpose.

At an immense cost we constructed for you a film storage warehouse where the fire hazard is nil. Our insurance rate, the lowest in the history of the business guarantees this statement.

Our storage rates are reasonable and if your films are not worth paying those rates for storage in the safest place in the world, the films should be destroyed, and should not be permitted to accumulate in a place where proper precautions are not observed.

For the good of our industry and for your own protection, will you please give this matter your earnest consideration, and let us discuss with you the proper storage of your films?

LLOYDS FILM STORAGE CORPORATION
JOSEPH R. MILES, President
126 West 46th Street
NEW YORK CITY
Universal's First 12 Jewels for 1924-25
The Finest Group of Big Features Ever Released by Any Company

THE SIGNAL TOWER
Released August 3rd

THE RECKLESS AGE
Released August 17th
Starring REGINALD DENNY, supported by Ruth Dwyer, Hayden Stevenson, Dorothy Revier, Fred Natoire, Fay Tincher and others. From the novel "Love Insurance" by Earl Derr Biggers. A Harry Pollard Production.

WINE
Released August 31st

THE TURMOIL
Released September 14th

THE FAMILY SECRET
Released September 28th
Adapted from the great stage success, "The Burglar," by AUGUSTUS THOMAS and the popular novel "Editha's Burglar" by Frances Hodgson Burnett. Featuring BABY FEGGY and a popular cast including Gladys Hulette, Frank Carrier, Edward Earle, and Cesare Gravina. Directed by William Seiter.

CAPTAIN FEARLESS
Released October 26th

THE ROSE OF PARIS
Released November 9th
Starring MARY PHILBIN supported by John Sainapolis, Robert Cain, Edwin J. Brady, Rose Dionne, Dorothy Revier, and others. An Irving Cummings Production.

K—THE UNKNOWN
Released November 23rd
Based on Mary Roberts Rinehart's best known novel, "K." Starring VIRGINIA VALLI with Percy Marmont and an excellent cast including Margaret Fischer, Maurice Ryan and Francis Feeney. A Harry Pollard Production.

LOVE AND GLORY
Released December 7th
From the colorful novel "We Are French" by Robert H. Davis and Perley Poore Sheahan, with a brilliant cast featuring Charles De Rocher, Wallace MacDonald, Madge Bellamy, Ford Sterling, A. Gibbon Gowland and Priscilla Dean Moran. A Rupert Julian Production.

Question:—Why should you book Universal pictures immediately whether you book any others or not?
Answer:—Because Universal is ready to show you the pictures instead of asking you to book colored advertising inserts!

Question:—In all the history of the business has any company had as many as eleven of its first twelve pictures completed and its prints in the exchanges ready to show you as early in the season as this?
Answer:—Not one single company that I ever heard about. Universal made up its mind that it would offer you pictures, not promises. If one company is ready to show you the finished pictures and is willing to stand or fall on their quality after screen examination, that company has delivered the goods!

Question:—Is there any reason why you should delay your booking of Universal pictures?
Answer:—If there is, it's a secret from me. Even after you have booked the entire Universal output, you will still have enough booking time open to fill in with the pick and choice of all other producers combined.

Question:—How did we fix the prices?
Answer:—We figured them at not one dollar

Truer now than ever before— UNIVERSAL HA
more nor one dollar less than they are worth to you.

Question:—How do we know what they are worth to you?

Answer:—Our salesmen and managers, who are personally acquainted with your theatre and your problems, gave us exact facts. They told us what you can afford, what you cannot afford and why. If they had been on your payroll instead of ours they could not have bargained harder in your interests than they did when we were making up our schedule of prices. Practically every bit of guess work was eliminated. Never was there a more scientific price schedule in the business.

Question:—How many pictures do we ask you to buy?

Answer:—We ask you to buy twelve now. Eleven of these are done! They are ready to show to you. If you cannot hop into your Ford or Rolls Royce and go to our exchange to see them, book them on blind faith in Universal. I'll guarantee that you'll get your money's worth and I mean every word of the guaranty!

Question:—Now will you book the Universal product immediately or, at the very latest, not more than one week after you read this?

Answer:—(Tell your answer to the Universal salesman!)
Buffalo Convention

(Continued from Page 1)

doing days in order to permit First National to secure greater returns in retail, they say that they will insist that their arrangement hold true. They maintain that they will have the backing of Will H. Hays in the event that the question should develop into a controversy and assert that Hays is inclined not to countenance a repetition of the T. O. C. C.—Hearst affair.

Arbitration and the uniform contract will probably come in for their share of discussion, Brandt's report is a lengthy one. Just what recommendations he will make are, of course, held entirely in the dark.

Inter-State Harmony Hoped

It is quite possible that a more harmonious feeling may develop at the convention between various inter-state factions. The Rochester group, which maintains an organization of its own has not attended any state convention since the break that occurred several years ago in Washington when that organization threatened to bring impeachment charges against Charles L. O'Reilly. This year, however, they have signified their intention of attending and while this action cannot be construed as anything but that which it appears to be on the surface, exhibitor leaders are content to characterize it as "gratifying."

In Buffalo, where there were formerly two groups of exhibitors, there is now only one. Those formerly headed by Howard J. Smith under the name of the Western New York M. P. T. O. have allied themselves with the state unit and Smith, together with Jules Michael of the state unit are understood to be working in harmony.

25 Booths for Displays

Michael has been handling the convention detail. The equipment display promises to be a real one. The M. P. T. O. has turned over space to the various organizations without charge and the response has been large. A list of those companies who will occupy booths at the Statler will be:


Walsh in Florida

M. J. Walsh, of Yonkers, who is mentioned as one of the likely candidates as president of the State unit is in Florida. If he should be elected, the organization will face the rather unusual situation of electing an exhibitor who will take no part in the deliberations.

The Program

The convention program by days follows:

Tuesday, July 8
10:30 A. M.-1:00 P. M. Business session. Opening address by Mayor Schoolcraft. Annual report by William Brandt.
2 P. M. Review of fire and police departments of Buffalo, City executives and officials. Seeing Buffalo via auto, and visit to Wurlitzer Plant at Wurlitzer, N. Y.
11 P. M. Special theatrical performance at Lafayette theater, under auspices of the combined theatrical interests of Buffalo.

Wednesday, July 9
10:30 A. M.-12 noon. Business session.
12:30 P. M. Niagara Falls Trip. Courtesy extended by International Railway Co.
1:30 P. M. Buffet luncheon at Niagara Falls.
2:00 P. M. Visit to important points at Niagara.
4 P. M. Board cars for Gorge Scenic Railway tour. Courtesy extended by Wurlitzer Co.
7 P. M. Dinner-dance at the Clifton House, Niagara Falls, Ont. Courtesy extended by Wurlitzer Co.

Thursday, July 10
10:30 A. M.-1 P. M. Business session.
10:30 A. M. Trip to Larkin Co. for lady visitors.
2:30 P. M. Lake trip to Crystal Beach. Courtesy extended by Crystal Beach Boat Co.
7 P. M. Banquet and dance in ball-room of Statler Hotel, Prominent speakers including Will H. Hays and Senator James J. Walker.

Friday, July 11
10:30 A. M. Election of officers.
1 P. M. Horse races at Fort Erie. Adjournment.

The time of all meetings and entertainment is scheduled on daylight saving time.

M. P. T. O. of Texas Growing

(Special to THE FILM DAILY)
Dallas—H. G. McNeese, just back from a trip through East Texas, has secured 15 new memberships. He is about to leave on another trip, but will return in time to attend the directors' meeting, July 9.

Akron Theater Men Plan Frolic

(Special to THE FILM DAILY)
Akron, O.—Members of the Akron M. P. T. O. Ass'n have voted to close their houses for one day and night, to allow the employees to attend the annual picnic, the date of which will be announced later.

THE HARTFORD TIMES

On June 27th said:

FILM DAILY ISSUES

DIRECTORS' NUMBER

The Film Daily, the "Bradstreet of the industry," has issued its annual directors' number, dedicated to "the director" in the motion picture industry, on whom rests all responsibility.

Of great value to producers as well as exhibitors is the list of directors and their productions from 1918 to 1923, inclusive. being the first list ever issued covering such a long period of time in the motion picture industry. This is followed by timely articles by many producers, comparing the present to the past in the film world, with remarks on the general trend, gleaned from their wide experience from the earliest days of motion pictures.

"Should a Director Cut His Own Picture" is the subject of a symposium of directors' opinions and deals with one of the most important subjects now before producers. Thumbnail cuts and biographies of important directors and a list including the work of cameramen from 1919 to 1923 inclusive, complete the issue.

As a whole the publication is a valuable asset to the library of anyone in any way connected with the film industry and was only outdone by the Film Year Book, also issued by the Film Daily, in January.

Extra Copies of The Directors' Number and Year Book Are Available.
Newspaper Opinions

“Borrowed Husbands”—Vitagraph

GLOBE-DEMOCRATS—There are no end of laughs in the excellent entertainment

“Borrowed Husbands” which has the production picture, is a perfect gem.

POST-DISPATCH—Tense domestic drama and humor are about evenly divided • • • • •

STATE JOURNAL—Drags are in spots but has many pleasing incidents.

TIMES—The picture is full of humorous situations and offers good entertainment.

“Broadway After Dark”—Warners

THE CHRONICLE—*

“Broadway After Dark” is set in a film in which Adolph Menjou appears. Adolph Menjou dominates the picture. The piece has lots of efficient help, though, it must be said • • • • •

I think you'll enjoy “Broadway After Dark” as a whole.

“The Call of the Wild”—Pathe

RE—The dog appears almost human, showing very little evidence of lack.

“Don’t Doubt Your Husband”—Metro-Goldwyn

Piccadilly, Rochester

DEMOCRAT & CHRONICLE—*

The comedy is an excellent example of the dog comedy style keep the looker interested and amused every moment.

TIMES-UNION—It would be worth seeing if only for the clever, doury cartoons, which illustrate the captions, but it also shows Viola Dana in one of the vixenish, capricious roles which she does better than anything else.

“Innocence”—C. B. C.

New, Baltimore

DAILY POST—“Innocence” reaches no great heights in the cinematic art, but there is a somewhat different treatment of the love element. The piece is written smoothly and, for the greater part, is diverting.

EVENING SUN—It’s all rather clever • • • • •

Supporting Nilsson in this bit of bokum are Earl Fox, Freeman Wood, Wilfred Lucas, William Scott, Marion Harlan and Lillian Langdon.

SUN—“Innocence” is an illuminating bed room melodrama.

“The Love Master”—1st Nat’l

Strand, Minneapolis

TRIBUNE—(Morning—Evening)

The picture serves as a splendid vehicle for almost human acting of this animal and has been filled with many dramatic situations and picturesque shots of snow country.

“The Spirit of the U. S. A.”—F. B. O.

Strand, Milwaukee

JOURNAL—*

* has elements—jingoism and flag waving—perhaps that brought round of applause from the Saturday audience for the march of the boys of the A. E. F.

SENTINEL—War scenes with a new treatment and interest • • • • •

Victoria, Philadelphia

INQUIRER—*

* the director has apparently included about everything that has the sentiment appeal.

PUBLIC LEDGER—*

* New variations on “Over the Hill” themes on the screen • • • • •

* Added for good measure, however, is a flavor of warfare, patriotism and marching troops.

RECORD—The story of the whole is interesting, with a good score, but the old formulas, which do not differ from the usual, the villains of those who try to ruin the fortunes of the mother and father while the sons are fighting for their country, are unbelievably attractive and coldblooded, but it has been sufficiently held up to and considerably over done, though it is perhaps the sub-titles which add to this effect of subage.

“Why Men Leave Home”—1st Nat’l

New Astor, Minneapolis

TRIBUNE—(Morning—Evening)

The picture deals with domestic problems and contains an interesting human interest which is interspersed with a goodly share of delightful humor.

Almost in Control

Speaking of the business done by Kodak, Ltd., abroad, the Wall Street Journal reports the following: Kodak, Ltd., the English subsidiary of Eastman Kodak, has 80% of the camera business in the English market, according to department store heads here. One-half of the photographic paper market and nearly 90% of the film market goes to Kodak Ltd. The increase in sales of all photographic supplies is 20% over last year.

“Of the 20% remaining camera market one-third goes to German and French firms. About one-half of the paper sold is British. The 10% film hot item goes to Belgium and Germany.

Last year was a bad year for Kodak Ltd. A number of English firms put out attractive cheap cameras and built up something of a market, but inability to make regular deliveries sent customers back to Kodak, Ltd.”

Visual Usage Grows

Value of Films for Instructional Use at N. E. A. Meeting

The annual convention of the National Educational Ass’n closed in Washington late last week. Thorough going examination of the films of the country were there and through the general discussions the value of motion pictures as an aid to education was emphasized.

This is the word brought back by Don Carlos Ellis, who returned on Sunday. He said a number of educational pictures were shown at some of the sessions. Dr. Ernest L. Cran dall, chief of the Visual Instructional Department of New York City schools, was elected president of the Visual Educational Dept. of the N. E. A.; W. Grant Hay, assistant superintendent, Department of Education, New York City, was elected vice-president, and A. W. Abrams, of the State of N. Y. Educational Department, elected secretary-treasurer.

The Visual Instructional Ass’n of America held a meeting of its own while the N. E. A. convened and elected Cran dall president; Dr. A. G. Slate, professor of physical education, at the University of Southern California, was elected vice-president of the Visual Educational Dept. of the N. E. A.; W. Grant Hay, assistant superintendent, Department of Education, New York City, was elected vice-president, and A. W. Abrams, of the State of N. Y. Educational Department, elected secretary-treasurer.

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More Lee-Bradford Sales

The following have been closed by Lee-Bradford:

To Southwestern Film Corp. of Dallas, “Venus of the South Seas”;

Progress Film Service, Kansas City, Mo., “A Pair of Hoods”;

“Strangers of the North”;

“Venus of the Yukon”;

Fenwick of the Yukon, to Peter H. White Co., for Belgium, and to Fontenelle of Kansas City, Mo., “The Love of the Yukon”;

“The Love of the Yukon”;

Ranch, for Philadelphia.

Protest Increase In License Fee

Together with some of the large large town newspapers and 90% of the leading city newspapers.

In “Lover of Camille”

Los Angeles—Marie Prevost will appear in “The Lover of Camille” for Warners. Monte Blue will play the male lead and Harry Beaumont will direct.

On Broadway

Astor—“The Sea Hawk”;

Broadway—“The White Moth”;

Brooklyn Strand—“Those Who Dance”;

Cameo—“Girl Shy”;

Capitol—“Between Worlds”;

Cohan—“The Ten Commandments”;

Cranford—“Dorothy Vernon of Had don Hall”;

Loew’s—New York—Today’s Childe Romeo—Buster”;

Tuesday—“The Copperhead” and “The Valley of Hate”;

Wednesday—“Shooting of Dan McGrew”;

Thursday—“Romance Ranch”;

Friday—“The Great” and “There’s a Million in It”;

Saturday—“A Self-Made Failure”;

Lyric—“The Thief of Bagdad”;

Rialto—“The Enemy Sex”;

Rivoli—“Wanderer of the Waste- land”;

Strand—“Captain January”.

Next Week

Astor—“The Sea Hawk”;

Broadway—“Those Who Dance”;

Brooklyn Strand—“How to Educate a Wife”;

Cameo—“Girl Shy”;

Capitol—“The Arab”;

Cohan—“The Ten Commandments”;

Cranford—“Dorothy Vernon of Had don Hall”;

Lyric—“The Thief of Bagdad”;

Rialto—Not yet determined.

Rivoli—Not yet determined.

Strand—“For Sale”.

Spatialy at Loew’s Park

Cleveland—Marie Spatilay, musical director at the Spatilay orchestra in Cleveland, will direct the orchestra at Loew’s Park for the summer months.

Three Theaters Close

Cowden, Ill.—The Liberty has closed. So has the Baxter at Nau gijger, Mo., and the New Grand, Mexico, Mo.

NOW PLAYING

“Hold Your Breath”

In AL CHRISTIE FEATURE

with Dorothy Devore

WALTER HERS—TULLY MARSHALL—JIMMY ADAMS—
FRICILLA BONNER AND JIMMY HARRISON

RELEASED BY

PRODUCERS DISTRIBUTING CORP.
FRANK LLOYD PRODUCTIONS INC.

presents

"The SEA HAWK"

By RAFAEL SABATINI

has started on its tour of clean-ups!

Western Union Telegram

Leadership
Reason
Why
No. 3

with MILTON SILLS and a supporting cast including
ENID BENNETT LLOYD HUGHES and WALLACE BEERY

Directed by FRANK LLOYD
First Nat'l To Deliver
"Sea Hawk" Contracts to Hold, But
Appeal to Exhibitors' Reason
Will Be Made

E. A. Eschmann, general sales
manager of First National declared
yesterday that he will not
contract for a "Frank Lloyd Spe-
cial" under a twenty-nine picture
contract that was negotiated by
him at the "Sea Hawk" convention
at Buffalo.

Eschmann, however, intends ap-
ppealing to the reason and the sense
of equity that he feels exhibitors
in general have. Because he feels
First National desires the good-will
of the great body of exhibitors, Esch-
mann declared the company would
not forget its legal rights and deliver
"The Sea Hawk." He was also
inclined to add that the contracts
were practically in total ignorance of its
total cost.

Back from Convention
The home office contingent to the
annual sales meetings of Producers
Dist. Corp. held in Chicago arrived
back in town yesterday. A post-con-
vention statement quoted E. C. Mun-
ro, president, as saying that the mer-
gers were considered "if there are to
be mergers, Producers Dist.
Corp. would do the merging".

L. A. Cuts Prices
Los Angeles—Reductions in admis-
sions of $5 cents and under to prewar
prices became effective on Thursday.
The theaters included are: Holly-
wood, Egyptian, Miller's, California
and the West Coast theaters and the Met-
ropolitan, Radio and Million Dollar.

Schiller Back Soon
Ed. A. Schiller of Loeve's, Inc., is
due back from the Pacific Northwest
about a week. New Loew houses
are reported under consideration for
Portland and Seattle.

Educ'l Lists Semon Series
Los Angeles—One of the final an-
ouncements made at the close of the
Educational convention here by Earl
W. Hammons was to the effect that
the company would release four two-
reel Larry Senon comedies, THE
FILM DAILY reported this many
weeks ago.

Move to Rebuild State, Lorain
J. D. Williams, now on the Coast,
urges support of a movement to re-
build the State theater, Lorain, O.
which was destroyed completely by a
recent tornado. Williams has sent
$1,000 to the M. P. News, head-
quarters for the campaign. Jack
Greenbaum operated the house.

Two From Jane Murfin
The Metro-Goldwyn fall announce-
ment lists two pictures from Jane
Murfin, which was introduced to the
public last week. The pictures were
scheduled for production by Goldwyn
before the merger but hadn't reached
actual work.

Boston Merger
Certified and Independent Films
Combine—Control and
C. B. C. Output
Boston—Certified Screen Attrac-
tions, Inc. and Independent Films,
both state right exchanges that
have been in business here for some
years have combined as Independent
Films, Inc., with the following of-
cers: Joseph A. Weil, president;
William H. Heffron, vice-presi-
dent; and A. T. Maguire, treasurer.

The combination results in the
merger of William H. Patten. Cer-
tified gives to the new company the
C. B. C. franchise for New England,
embracing ten Columbia, Independent
and its branches. Ochs has been
handling the bulk of the Arrow product
here for some time past and controls a
Chadwick franchise for 1924-1925. This
includes nine pictures.

Piccadilly Ready in Sept.
The Piccadilly, Ochs' new theater
on Broadway between 51st and
2nd Sts., is scheduled to open the
second week in September. Ochs is
looking at product for an opening ac-
traction.

"Notre Dame" in Paris
Paris—"The Hunchback of Notre
Dame" is in its sixth week at Mar-
薏on Hall. Joe Weil who came over
from New York to exploit it leaves
for home in a week or so.

Off To Buffalo
Many Start by Motor—Group Left
By Train Last Night—Open-
ning Session Today
A number of exhibitors from New
York who will attend the annual con-
vention of the M. P. T. O., of New
York left for Buffalo in the early
hours of yesterday morning.
Another group left by rail last night
at 10:30 o'clock daylight time, all
prized to pass the night in the pim-
pinole and African golf.

The delegation included, not only exhib-
itors but many sales managers as well.
Among them were:
Mr. and Mrs. William Brandt, Mr.
and Mrs. Adler, Mr. and Mrs. Chase,
Mr. and Mrs. Seigel, Mr. and Mrs.
John Manheimer, Mr. and Mrs. Ru-
dolph Sanders, Mr. and Mrs. Charles
Rosenweig, Louis F. Blumenthal,
Bernard Edelhertz, Charles Goetz,
Harry Buxbaum, Max Felder, Jack
Bellen, A. Blumstein, Charles L.
O'Reilly, H. Rachmil, Sam Eckman,
A. C. Berman, Charles Steiner,
Herbert Ebenstein, Sam Sonin, Jack
Schwartz, Lee A. Ochs, Charles
Goldreyer, Samuel Rintzer and John
W. Allocote of THE FILM DAILY.

The highlight of the opening ses-
tion this morning will probably be
the annual address of William Cran-
mer, retiring president. The board's
friends who know how he feels about
the entire question of exhibitor poli-
tics predicts he will hit straight from
the shoulder and say a few things in
a plain, unvarnished manner.

New Davies Series Started
Work started yesterday at the Tec-
Art studios on "Souls Adrift," star-
ing Rosemary Davies. "Souls Adrift"
will be the first of a series of four to be
made for Selznick. Frank Donovas
is directing the new picture, with
Frank Zicker and Lester Lang as
cameramen.

Hoffman Leaves for East Soon
Los Angeles—Milton Hoffman, for-
merly with Metro, leaves for New
York in a few days where he will
announce new affiliations.

Jacqueline Logan Here
Jacqueline Logan arrived from the
Coast yesterday, where she finished
"The House of Youth" for Producers
Distributing.

Grainger Leaves Today
Los Angeles—James R. Grainger
of Metro-Goldwyn leaves for New
York today.

Ind'p'ts Cashing In
Rolling Up Volume Business
Because National Distributors Hold
Out For Stiff Prices

Ob. rears of a summer market in
New York are inclined toward the
opinion that far less than the usual
amount of fall booking is now under
way by exhibitors in the metropoli-
tian district. The exhibitor angle is
probably the most sensational, as the
more important national distributors
because of the high rentals asked for
their films. There are not many operat-
ing in this territory are, there-
fore stepping into the opening left
for them by the reluctance of the
exhibitors to buy big will hence
and the refusal of the distributor to
sell at prices widely divergent from
those they have decided upon.

The directors' angle is simply
but adequately expressed yesterday
by an important sales manager who
declared:

"Important distributors, like ours-
elves, who have a high-grade product
and work for fast booking know
the quality of it and know we must
get real prices. It is all very well
for exhibitors to talk mediocre
That's their privilege. But
how about the public!

"After all, all branches of this busi-
ness are inter-related. The public
will learn of the important pictures
and demand to see them. They will
finally fail to patronize those insti-
tutions that continue to exhibit the pic-
tures they don't want to see. The
grave danger exists in the swing up
of play dates, so that the exhibitor
will have no time open when the picture
of pictures must have come along."

"Connie" Begins Her Latest
Hollywood—Constance Talmadge
has started production on a com-
edy by Hans Krael, who wrote "The
Marriage Circle." Sidney Franklin
is directing and Roland Colman plays
opposite.

"The Fight," on which Norma Talm-
dage is working, has been changed to
"Conflicting Passions."

Starts $75,000 Action
Los Angeles—Sid Smith, one of the
"Hallroom Boys," has started suit
against Samuel Grand and the Sid
Smith Prod. Corp. in the Superior
Court, asking for $75,000 for alleged
breach of contract.
"Commandments" Finishing
(Special to THE FILM DAILY)


Jones Returns from Vacation
(Special to THE FILM DAILY)

Hollywood—F. Richard Jones has returned from a sojourn in the mountains to supervise four Sennett units. Reggie Morris and Edgar Kennedy have been added to the staff.

Offers Service to Americans

A communication to THE FILM DAILY, from Harris & Gillow, of London, offers the use of the company's Wardour St. offices and those of "The Cinema," to American film folk visiting England.

Phil. Film Board Frolic
(Special to THE FILM DAILY)

Philadelphia—Philadelphia’s Film Board of Trade plans a big time for its members on July 20, at the Mohican Club, Morris-on-the-Delaware.

Seek Sunday Closing
(Special to THE FILM DAILY)

Kenmore, O.—The Mayor has been presented with an affidavit from the Lord’s Day Alliance, urging the closing of theaters on Sundays.

Former Exhibitor with Universal
(Special to THE FILM DAILY)

Albany—George Wright, formerly affiliated with the Clinton Square is now with Universal’s Albany exchange as salesman.

In The Courts

Supreme Court Justice Proskauer has decided that Eugene Spitz must pay notes for $9,000 on which suit was brought by the Tompkins County National Bank. The bank alleged that an agreement was made between Spitz and the Hol-Tre Producing Co. for the production of the film, "Rise of Roscoe Payne," and that prior to January, 1922, Hol-Tre had spent $45,000 on the picture, and in order to complete it put up $11,901 more, but before the work was done an additional $25,247 was spent. Under the agreement Spitz should have paid $10,079 as his share, but an agreement was made to release him for the three notes for $3,000 which he failed to pay. The last statement from W. W. Hodkinson Corp., showed a debit of $10,673 against the picture, it is alleged.

Spitz asserted that the work on the film was delayed because of a misunderstanding between him and the Hol-Tre Corp., and that he is not obligated to pay anything. The court ruled against him.

Illinois Theater Company Quits
(Special to THE FILM DAILY)

Springfield, Ill.—Dissolution papers have been filed by the Tanner Amusement Co., of Pana.

Art Title Service
Special Photography
Trailers—Announcements

H. E. R. STUDIOS, Inc.

150 W. 46th St. Bryant 7273

HAL ROACH’S SPAT FAMILY
"THEY DRAW BUSINESS"

2 reel.

Pathécomedy

NOW PLAYING

Lois Wilson

in

"Another Scandal"

Cosmo Hamilton's latest and greatest novel.

An N. H. Graffieh Production

produced by

Tillford Cinema, Corp.

RELEASED BY PRODUCERS DISTRIBUTING CORP.

SH!—NOT A WORD TO THE WIFE

"UNMARRIED WIVES"

WILL SOON BE HERE

FOR RENT

5,000 feet floor space in 2 story brick building with private vault for 5,000, 000 ft. of film storage. Apply Box No. 102, c/o Film Daily, 71 W. 44th St., N. Y. C.

Simplex Projection Rooms

60 ft. throw. Most modern up-to-date rooms in the city. Open 9 A.M. until Midnight. Chipperton 210-2111

220 W. 42nd Street

Bryant 3740

H. E. R. STUDIOS, Inc.
150 W. 46th St. Bryant 7273

GEVAERT

RAW STOCK

Negative — Positive

As Good As The Best

JOHN D. TIPPETT, Inc.

GEVAERT FILM

1540 Broadway, N. Y.

INSURANCE EXPERTS TO THE THEATRICAL AND MOTION PICTURE INDUSTRY

Studio For Sale or Rent

Three stages new lighting equipment with every modern device. Size of building 80 x 185 with enclosed lot size. Subway ride, easy to reach. Terms reasonable. Mittenhal Bros. 300 West 49th Street
Feet of Clay

Cecil B. DeMille's first FAMOUS FORTY production, FEET OF CLAY, is now near completion at Paramount's West Coast studio. It will be released on September 22nd.

I have seen some of this picture, and I want to say that the box office wizard of "Manslaughter," "Male and Female," and "Why Change Your Wife?" is making FEET OF CLAY.

The scenes in which scores of beautiful bathing beauties race on surfboards; the society ballroom scenes designed by Norman Bel Geddes, who did the settings for Gest's "The Miracle"; the scenes and gowns in the ultra-fashionable modiste shop—here is audience stuff that DeMille knows how to create to perfection.

FEET OF CLAY is, in addition, an unusually strong love-drama adapted by Beulah Marie Dix and Bertram Millhauser from the Saturday Evening Post serial and novel by Margaretta Tuttle. It is the story of a flapper of eighteen growing into a wife at twenty-one, but still retaining much of her love for jazz and excitement, and getting into complications thereby. The backgrounds vary from a Harlem flat to a millionaire's yacht, with the latter type predominating.

Heading the cast of FEET OF CLAY are Rod La Rocque, Vera Reynolds, Victor Varconi, Ricardo Cortez, Julia Faye, and Robert Edeson.

Beyond a doubt, FEET OF CLAY and the second Cecil B. DeMille subject in THE FAMOUS FORTY group, THE GOLDEN BED, will take in more money at the box office than any other two DeMille pictures ever made, excepting "The Ten Commandments." And that means real money!

Two more reasons the showmen are booking THE FAMOUS FORTY.

S. R. KENT.
Incorporations


Dover, Del.—Producers Distributing Guild, Wilmington. Capital $1,000,000.

Dover, Del.—United Theaters of America, Wilmington. Capital $5,000,000.

Columbus, O.—Hollywood Theater Co. Cincinnati. Capital $60,000.

Dover, Del.—Dupsaul Young Optical Corp. Capital $5,500,000.

Columbus, O.—States Amusement Co. Capital $50,000.

Slinger in New Company

(Special to THE FILM DAILY)

London—Steve Slinger, formerly with Western Import is general manager of Ducal Films, Ltd., formed to handle the George Clark Prod. The first two are "Women and Diamonds" and "Diana of the Islands." Ducal also has a series of Sid Smith comedies.

New Ruling On Electric Signs

(Special to THE FILM DAILY)

St. Louis—The Board of Aldermen has passed an amendment to the city ordinances controlling electric signs under which, signs will be permitted to project to it, beyond the building line, instead of three feet, as formerly.

May Ban Sex Films

(Special to THE FILM DAILY)

Sacramento, Cal.—According to report, there is a strong probability that an ordinance submitted by the Federation of Women's Clubs to regulate the showing of sex films will be passed.

Theater in Lodi, N. J.

Harry Schlitt, president and Martin Singer, part owner of the Exhibitors' Poster Supply Co., are back of the Lodi M. P. Inc., which is building a 1,000 seat theater at Lodi, N. J. It will open Aug. 15.

Sedalia, Mo., Wants "Blue" Sundays

(Special to THE FILM DAILY)

Sedalia, Mo.—At a meeting of the City Council, petitions containing 1500 names, mostly church women, were presented, asking that theaters be closed on Sundays.

New Coast Unit

(Special to THE FILM DAILY)

Hollywood—Screen Writers' Prod., has made its appearance. The company will produce three for this year, the first of which will be directed by Richard Saunders.

S. & S. Buy "Pony Express"

(Special to THE FILM DAILY)

Pittsburgh, Pa.—The S. & S. Film & Supply Co., has purchased territorial rights to "The Pony Express," a serial now in work.

New Pathe Serial In Work

(Special to THE FILM DAILY)


Two More In Missouri Close

(Special to THE FILM DAILY)

Moberly, Mo.—The Rialto here and the Grand at Mexico, have closed for the Summer.

Hanbury Succeeds Lever

(Special to THE FILM DAILY)

London—Ralph Hanbury succeeds Alfred Lever as general manager of Stoll.

Wardour Buys Reban Film

(Special to THE FILM DAILY)

London—Wardour Films, Ltd., have secured British distribution of "The Sign of the Rose."

Theater Changes


Anderson, Ind.—Fred Mustard, who manages the Grand O. H. will spend $10,000 in remodeling the house. Its name will be the Globe.

Miami, Fla.—Cy Ummel has closed his theater here and has re-opened his new houses at New Paris and Seven Mile, O.

Ogd, Neb.—Niewand of the Gem has put his theater through a process of extensive improvements and alterations.

Kornor, O.—Manager Raluf of the Rialto has undertaken a number of new improvements to his house.

Cape Girardeau, Mo.—C. E. Brady has bought the Park from Doyle and Strain. The theater seats 800.

Milton, Fla.—The Imogene and the Allen have consolidated and in the future only one will operate.

Valley, Ia.—The Majestic has been taken over by the Hostetler Amusement Co.

Syracuse, N. Y.—Cahill Brothers' Temple has closed for the summer.

Asheville, N. C.—A new entrance has been built into the Plaza.

Sioux City, Ia.—The Royal has been purchased by M. Smith.

Ohio Theater Co. Starts

(Special to THE FILM DAILY)

Columbus—The Ohio Theater Co. has filed corporation papers with the Secretary of State.

Bellaire, O.—The newly formed Ohio Theater Co. will erect a $100,000 house here.

RENOWN

Leads the Independent Field!

Season 1924-5

46 Box-Office Hits

with

100 Big Stars

25 Broadway Stage Triumphs

46 Gripping Stories

40 Great Directors

This will be a Renown Year

Depend on Renown

at

New York

Buffalo

Chicago

CHROMOS TRADING COMPANY

1123 Broadway

NO FINANCING PROPOSITION IS TOO LARGE OR NONE TOO SMALL TO MERIT OUR CO-OPERATION AND SERVICE

Workable Terms Quick Action

An Interview Involves no Obligation

Consult with us

COMING SOON

Helene Chadwick in

"HER OWN FREE WILL"

RELEASED BY

PRODUCERS DISTRIBUTING CORP.

Season 1924-25 Thirty First Run Pictures
Everybody's Steppin'
It's a tune they can't resist. Words and music by Metro-Goldwyn-Mayer, the greatest combination of picture creators in this industry's marvelous history. Greatest because three Big Time producers have united their players and directors, their story properties and their resources into one history-making organization. Are you in line for Happy Days?

Adjectives that Don't Exaggerate Our First Releases

GREAT!—Rex Ingram's "The Arab." Ramon Novarro and Alice Terry in a Love Epic of the East.

THROBBING!—"Revelation." The famous Parisian Romance with a cast of house-front names.


GRIpping!—Reginald Barker's "Broken Barriers." A many-starred box-office story of power and beauty.

DELIGHTFUL!—Jackie Coogan in "Little Robinson Crusoe." Jack-getting Jackie in a winning drama of youthful adventure.

DRAMATIC!—Fred Niblo's "The Red Lily." A thriller of Montmartre's Apache world with Ramon Novarro and Enid Bennett.

ABSORBING!—King Vidor's "Don't Deceive Your Children." Marquee-advertised players in a searching drama of Today.

CHARMING!—Laurette Taylor in "One Night in Rome." A brilliant screen production of her famous stage success.

UPROARIOUS!—Buster Keaton in "The Navigator." The laugh masterpiece of his money-winning career.

FASCINATING!—Mae Murray in Ibanez's latest story "Circe" a drama of a society temptress.

Metro Goldwyn
Coast Brevities
(Special to THE FILM DAILY)
Hollywood—Duane Thompson has been engaged as Walter Hiers' leading lady for the first of the comedies he will make for Educational. Archie Mays will direct.

Eleanor Fordman and Raymond McKee have been cast in "The Silent Accuser," which Chester Franklin will direct for Metro-Goldwyn.

Ben Verscheileser has selected Lillian Rich to play opposite John Bowers in "Empty Hearts." Others are Clara Bow and Charlie Murray.

The third of six westerns produced by Goodman-Sheldon Prod., starring Pete Morrison, has been completed, and is titled "Pot Luck Pards".

Edna Mae Cooper has been engaged to play in "Empty Hands," directed by Victor Fleming.

Tom Reed has returned from New York and is now handling special exploitation for Ince.

Principal has engaged Glen McWilliams to photograph "The Mine With the Iron Door."

Herbert Rawlinson and Dorothy Devore have been signed to play in "The Prairie Wife."

Pat O'Malley has been signed by Principal for "The Mine With the Iron Door."

Edward Connelly has renewed his contract with Metro-Goldwyn.

John Gunner son is now an assistant director on the Ince lot.

Dent Adds to Chain
(Special to THE FILM DAILY)
El Paso, Tex.—L. L. Dent has bought the Grecian and Ellaney. He already owns the Rialto and Unique.

Breckenridge, Tex.—The Airdome has been purchased jointly by Ray Stinnett and Tom Caraway, and will be repaired.

Breckenridge, Tex.—The Kyle has been taken over by Jack Elliott. Manager Brown of the Rialto has sold the house to W. H. Williams.

Magnolia, Ark.—Homer Greer is no longer owner of the Majestic. He has sold out to C. A. Taylor.

Oregon Theater Burns
(Special to THE FILM DAILY)
St. Helens, Ore.—The Sunset was burned in a disastrous blaze that did $13,000 damage in the business district.

Little Theater for Vicksburg
(Special to THE FILM DAILY)
Vicksburg, Miss.—A movement is under way for the establishment of a Little Theater.

Sponsoring Pittsburgh Picture
(Special to THE FILM DAILY)
Pittsburgh—Backed by Rowland & Clark, the Huritz Film Co. of New York, will produce "A Romance of Pittsburgh," with a Pittsburgh cast. The picture will be shown at the Rowland & Clark theaters the week of July 21.

Fire Does $5000 Damage
(Special to THE FILM DAILY)
Ottawa—In a fire of unknown origin, $5000 in damages was suffered by the Princess, owned by Solomon Colan.

The house will be re-opened as soon as it can be repaired and redecorated.

Howard to Make "Border Legion"
(Special to THE FILM DAILY)
Hollywood—William K. Howard will direct Zane Grey's, "The Border Legion," having just signed a contract with Famous. Antonio Moreno and Hulene Chadwick head the cast.

Production starts July 21.

Balto's Rivoli Closes
(Special to THE FILM DAILY)
Baltimore—Guy L. Wonders, of the Rivoli, has closed the house for two-weeks, during which time extensive renovations will be made. The theater will open on July 14 with "The Perfect Flapper."

Gives Theater Clean Fire Slate
(Special to THE FILM DAILY)
New Orleans, La.—Inspector Wren, upon completion of an inspection of theaters throughout the city, declared that "almost without exception, theater managers are adhering to the regulations."

Deals on New "Felix" Series
Nat. Levine has sold the new "Felix" series to Enterprise Dist., for Texas, Oklahoma and Arkansas; to Meyer Fischer, for Ohio; to Favorite Film Exchange, for Michigan, and to Alexander Hague, for India, Burma and Ceylon.

Fire Razes Kalama Theater
(Special to THE FILM DAILY)
Kalama, Wash.—Fire that did $15,000 damage and wiped out an entire business block gutted Mrs. Ruby Smith's Majestic, leaving practically nothing to salvage.

Goodwin Film Co. Designated
The Goodwin Film and Camera Co., of New Jersey, has received permission from the Secretary of State at Albany to do business in New York. The company has a capital of $100,000.

Young Now A Playwriter
(Special to THE FILM DAILY)
Nashville, Tenn.—The first stage play by Howard Irving Young, scenarist, titled "March On," has opened at the Orpheum.

United Film Ad Service Builds
(Special to THE FILM DAILY)
Kansas City, Mo.—The United Film Ad Service has begun an addition to its plant which will cost about $15,000.

Texas Theater Changes
(Special to THE FILM DAILY)
 Palestine, Tex.—Callahan & Ray have bought the interest of Reuben Freds in the theater, thereby acquiring control of the town. Freds owns other houses at Bellville and Sealy. Jack Lilly and F. R. Newman will rebuild the Colonial, at Greenville, destroyed by fire recently. The R. & R. Circuit, in association with Dave Bernbaum, have purchased three houses in Laredo, from Wm. Epstein.

Expect Impetus in Business
(Special to THE FILM DAILY)
London.—Although declaring it is yet too early to gauge the effect of the admission tax reduction of theater business, the Bioscope predicts the removal of the tax will prove a boom to business. That publication thinks the opportunities for a good summer are very bright.

Rescind Film Box Order
(Special to THE FILM DAILY)
Philadelphia—Shortly after a special meeting of the M. P. T. O. in which a resolution was passed condemning the action of the exchange in asking exhibitors to pay for film containers, an order was passed by the exchanges rescinding the order.
Japan Plans Tax
Ad Valorem of 100 Per Cent on "Films"—No Designation of What Is Meant
The Associated Press reported from Tokyo yesterday that the Japanese government is the newest addition to the Diet a bill providing for an ad valorem duty of 100 per cent on a designated list of two hundred and fifty articles.

The articles include cameras and films, but further than this there is no indication of what is meant. The purpose of the contemplated law is to curtail the importation of luxury, encourage thrift and balance foreign trade.

The more important export managers were without information from Tokyo and therefore did not know whether or not motion pictures were alluded to. In view of the Japanese sentiment toward the country, it was pointed out that action of such nature might not be entirely unexpected.

The Hays office likewise was in the dark about the matter, but at once started inquiries.

Kent on the Coast
(Special to THE FILM DAILY)
Los Angeles—S. R. Kent is here from New York.

Reichenbach Goes for Dinner
Harry Reichenbach left for Buffalo last night to act as toastmaster at the M. P. T. O. dinner at the Statler Thursday night.

Two Added to Sennett Staff
(Special to THE FILM DAILY)
Los Angeles—Reggie Morris and Edgar L. Kendall are the newest additions to the Mack Sennett directorial staff. Both have been assigned to the Turpin unit.

To Make "The Jest"
Gordon Edwards Will Produce Ili's Story As The First Under His Own Banner
"The Jest," by Sam Benne Illy, will be J. Gordon Edwards' first production under his own banner. Edwards secured the rights on his recent visit to Italy. The cast will be all American, but there is a possibility that the production will be made in Florence, Italy, because of the locale.

Arrangements are said to have been made with a large distributor for re-releases. (Continued on Page 3)

Unique Story Buy
Warner to Produce Novel Written by Twenty Nationally Known Authors
The Warners have secured an unusual piece of property in "The Hair of the Century," a mystery novel written by no less than twenty authors. The story is in now in process of completion and lacks one or two chapters for completion.

It will be published by George Putnam Sons, following its appearance as a serial in Colliers Weekly. The story is based on the subject of a woman's head of hair. The list of authors is being kept secret, but each is said to have a national reputation. The story was outlined by one author, but each chapter was written by an individual writer. The Warners realize the unusual exploitation possibilities involved and are making plans accordingly.

Famous' Common at New Level
The financial editor of The Sun said yesterday: "Famous Players' common reached new high ground for the year early in the session. The earnings figures for the quarter ending June, will make a good showing, it is conceded, but will not appear until some time next month."

The Evening Post said: "Famous Players soared into new high territory for the year and at its top, was some 20 points over the low price of the recent past. Its price of an 8% stock still was considered too high, but no more discussion was heard of the safety of the rate."

DeForest Has New Invention
A Look at DeForest, inventor of talking pictures, has invented a long-distance synchronizing device, by which two cameras, one photographing sound and the other action, may be operated simultaneously and the resultant product afterwards merged in perfect synchronization. The device was first tried out at the Democratic Convention at Madison Square Garden.

More Golf
(Special to THE FILM DAILY)
Salt Lake City—A golf tournament in which fifteen prizes will be given to the winners, has Carl A. Porter, manager of the Victory, busily engaged in arranging for final details. The tournament is scheduled for July 16th.

"Wanderer" Held Over
"The Wanderer of the Wasteland" will be transferred from the Rivoli to the Rialto next week. The picture is understood to be rolling up an unusual gross at the Rivoli, in view of the season of the year.

Brandt Attacks Steffes and O'Toole
For Failure to End Exhibitor Wrangles

Does Not Mention Any Names But the Reference is Very Clear—Thinks Exhibitors Should Bear Half of Cost of Arbitration Work

(Basic to THE FILM DAILY)
Buffalo—Although he failed to mention names, a reference made to "demagogues" in his annual address before the M. P. T. O. of New York yesterday by William Brandt was taken very definitely to refer to W. A. Steffes, president of the Allied States Organization and M. J. O'Toole, president of the M. P. T. O. A.

This portion of his address came at the closing. Brandt spoke about a lack of cohesion and accord in exhibitor organization and said the situation was "due to demagogue leaders who flaunt false issues for the alarm or edification of exhibitors and keep them divided in their own ranks."

Brandt's Suggestions
Text of Proposals on Exhibitor Participation in Arbitration and Attain on "Demagogues"

(Special to THE FILM DAILY)
Buffalo—The text of the highlights of William Brandt's annual address before the M. P. T. O. convention yesterday follows:

Another matter which I beg to offer for your consideration is the establishment of a non-partisan office for the trial of all arbitration cases. The existing plan of distributing fifty per cent of the benefits of arbitration today and the exhibitors should stand fifty per cent of the expense.

We are beyond the toddling class in this matter. We lead every industry in the world on the question of arbitration and our methods are being followed by other organizations who look upon us with amazement.

(Continued on Page 2)

Edward Jose Here
Edward Jose, who has been directing abroad for several years, is back in New York. At the Astor.

Settle $17,000 Claim
Arbitration Board Decides for George Cohen, Exhibitor As Against Famous Players

The arbitration board of the local F. I. L. M. Club has handed down a decision for George Cohen of Poughkeepsie in a complaint filed against him by Famous Players. About $17,000 was involved.

The particular dispute was cited by Bitty Brandt in Buffalo yesterday as a typical example of the efficiency of the arbitration work. (Continued on Page 2)
Brandt’s Suggestions
(Continued from Page 1)
att the success we achieved in this endeavor.
There is no reason in the world why the exhibitors should not bear the half the expense that goes into the maintenance of these offices.
This would make the arbitration committees, strictly non-partisan. As it is, the Film Clubs bear all costs which, I consider, very unfair.
We are a group of business men, apparently successful business men because of the large investments we have in our properties. We should earnestly try to do our organizations as we do our business. I know of no business man who would permit a demagogue to interfere in the maintenance of his business, and yet in exhibitor organization, which is almost as necessary as the business itself, we find that the lack of thorough cohesion and accord is due to demagogue leaders who foment false issues for the alarm or excitation of exhibitors and keep them divided in their own ranks.
I am stepping down from the presidency for the reason that my own private business needs me badly. I have given the best part of my life toward exhibitor organization. I had hoped to go out of office doing my bit toward bringing all forces together by extending an invitation to the leaders of the different organizations throughout the country to get together at our convention here but apparently that is not to be.
What motive is behind the desire to keep the exhibitors split wide open and to whose gratification this thing is being done I know not, except to say that I am very sad.

Estabrook Film Finished
“The Price of a Party”, Howard Estabrook’s first for Associated Exhibitors is in last stages of production. The cast includes Hope Hampton, Harrison Ford, Mary Astor, Arthur Edmund Carew and Dagmar Godowsky.

First for 1924-1925 Finished
(Special to THE FILM DAILY)
Hollywood—Independent has completed the first of the four pictures for the new season.

Settle $17,000 Claim
(Continued from Page 1)
the present arbitration system. The board decided that notice of a withdrawal of the application for service on the part of the exhibitor (Cohen) before the exchange (Famous) passed the contract was sufficient reason to decide for the former. This particular ruling may be important in determining similar issues.
Cohen had contracted for Group Seven from Paramount for the Newburgh theater, at Newburgh and the Poughkeepsie at Poughkeepsie. He then served Paramount with a notice of his withdrawal before the temporary contract had been passed on. Famous immediately took the matter before the board for adjustment.
Brandt said such action would have taken three years before a regular court at law, because of the present congestion of the calendars.

H. E. R. Studios Expanding
H. E. R. Studios have taken additional Booth arche at 150 W. 46th St. The company is busy making the titles for “Monster Beaucarie”, “I Am The Man”, “Romola”, “Two Shall Be Born” and “All For Love”.

Gustave Dietz, laboratory expert on “Romola”, has returned from Italy.

Pathé News
Sees All Knows All
No. 56

BRITISH RAISE SUNKEN GERMAN WARSHIPS—Ships surrendered to British at Scapa Flow and afterwards sunk are being raised.

WITH THE OLYMPIC ATHLETES IN FRANCE—Scenes at the American headquarters at Roquecourc.

PRESIDENT’S SON DIES—Calvin Coolidge Jr., dies at the White House.

Other news as usual.

today

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COMING SOON
Helene Chadwick
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Season 1924-1925 Thirty First Run Pictures

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THE FILM DAILY

Wednesday, July 9, 1924

Newspaper Opinions

“Between Worlds”—Weiss Bros.
Capitol

AMERICAN—** it holds interest
** I must say that I do not feel it will ever be a tremendous hit with the masses.
BULLETIN—* The film, however, fails in impressing with what undoubtedly was the cause of its being shown in this country as it is important a theater as the Capitol. **

DAILY MIRROR—** The picture possesses a flavor, quaint and indefinable of the Middle Ages, that quality which you find in old German legends. **

DAILY NEWS—a page torn from an Arabian Nights tale and a fantastic Chinese legend have been blended into this film with the broad path of destiny connecting them. This is one of the most delightful foreign pictures yet shown. ***

* A rare treat for everybody. Children will find it in it a fairy tale and grownups will find a drama of Life.

EVENING JOURNAL—*** for sheer beauty, artistry in composition and suspense of plot, as a photoplay one owes it to oneself to see. **

EVENING WORLD—One of the best Broadway in recent years. ** The setting pictures are unusually artistic and interesting.

GILL—** The idea behind the story is a good one, but seldom have we seen a more rambling, childish plot. **

“This Between Worlds” fluctuates so in interest it is impossible to review it, save in sections. The last part is the best.

MORNING TELEGRAM—** It is a picture which will attract the attention of all those whose interest in motion pictures is more than casual, who enjoy the better things of the screen.

Fandango is the folk story of a selfish love through the ages. **

POST—Seldom have our innermost emotions been so deeply stirred as they were during the unwinding of “Between Worlds.” *** This is such an unusually striking and interesting film that we are growing for words with which to give some faint idea of it. **

SUN—*** But still we don’t know quite what it all about, we suspect that it is quite ferociously about nothing at all—except clever designing and good acting. We fancy it to be a hoax of a kind—a palpably absurd fancy. It is as though one should tear away the mask of a gargoyle like figure and find the face of a Venetian behind it.

And it is not, whatever may be said, particularly spectacular.

TELEGRAM—*** The story might be called “All Round the World,” since it introduces incidents in places and times as varied as the Venetian Republic, Byzantium and Old China.

It is a tale of melodramatic quality, and the big cast is headed by Lil Dagover.

TIMES—An occasionally effective but none the less depressing German production, bearing the earmarks of time. ** Fritz Lang produced this weird, symbolical picture about five years ago, and it seems as if the American cutter had been forced to draw his dramatic teeth. **

It is apparent that “Between Worlds” was produced at a time when lighting, photography and the construction of settings had not reached the present high standards. The acting is patonistic, without spontaneity.

TIMES SQUARE DAILY—*** a fantastic affair, which holds little interest. The features standing out are the magical stuff in the Chinese episode and the Venetian period. **

Photographically, *** a work of art, but that alone seems to be the one virtue. • • • a novelty, but it can hardly be predicted that it will prove a money-maker at the box-office.

WORLD—** a tale told by an idiot, full of fury if not sound and of much fanciful beauty, of more or less childish

Beat “Blue Law” Charge

Beresford, S. D.—A jury found Ryan and Kundert, operating the Empress, not guilty of violating an ordinance relative to Sunday shows. It is expected the theater men will take action for damages against the city should they be molested in the future.

“Justice” in Color

“Justice” will be made in England by the Friese-Green color process. Claud Friese-Green sails for London on the 19th. He is giving a farewell dinner to newspaper folks at the Astor Friday night.

Hughes with Jackie

Los Angeles—J. H. Hughes until recently art director for Metro has signed a long term contract with Jackie Coogan Prod.

Roanoke Showman Dead

Roanoke, Va.—Henry Scholtz, well known exhibitor, is dead.

Film Rights For Sale

“MELLOWING MONEY”
A five part serial in Everybody’s Magazine GREAT part for young male star. Everything to make a first class picture.

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“Another Scandal”

Cosmo Hamilton

latest and greatest novel

An E. H. Griffith Production

Produced by Tilford Cinema, Corp.

RELEASED BY PRODUCERS DISTRIBUTING CORP.

To Make “The Jest”

(Continued from Page 1)

lease. Edwards leaves on Saturday for the Coast to confer with a group of financiers, relative to plans for future productions.

John and Lionel Barrymore appeared in the stage version of “The Jest,” some time ago.

Willard Louis has been cast for “Lover of Camille,” adapted from “Delbarou”.

Baby Peggy

in

“Captain January”

is

A Screen Achievement of the Year.

Says Moving Picture World

And everyone who has seen this Sol Lesser presentation now playing at the Mark Strand Theatre says the same.

A Principal Pictures Master Production

MANUEL GRANADO

Juvenile Lead

in

“The Bandolero”

Tom Terriss Production

Made in Cuba, Spain and New York

(Metro-Goldwyn)
what je do Monday - $3664 00
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"The SEA HAWK"
what je do Wednesday - $3671 00
what je do Thursday - $3200 00

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SEA HAWK DID THIRTY SIX HUNDRED SIXTY FOUR MONDAY THIRTY SIX
SIXTY ONE TUESDAY THIRTY SIX SEVENTY ONE WEDNESDAY THIRTY TWO
HUNDRED THURSDAY FORTY SEVEN EIGHTY NINE FRIDAY STOP THIS IS
ABSOLUTELY CAPACITY BUSINESS STOP PICTURE BEING TALKED ABOUT
BY EVERY ONE AND ENTIRE CITY ENTHUSIASTIC REGARDS

SAM KATZ

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The big money making theatres for next season will be those who hold a FIRST NATIONAL contract

Presented by FRANK LLOYD PRODUCTIONS INC.
By RAFAEL SABATINI with MILTON SILLS and a supporting cast including
ENID BENNETT, LLOYD HUGHES and WALLACE BEERY
Directed by FRANK LLOYD
Brabin Sues
Action Against Metro-Goldwyn for $883,000—Signs with First National

The reported damage suit contemplated by Charles J. Brabin against Metro-Goldwyn has been filed in the Supreme Court and notice served on defendants. The suit is being handled by Gross and April, attorneys for Brabin who has signed with First National to direct "If I Marry Again.

The picture will be made on the Coast.

The action is for $883,000 damages for alleged breach of contract. A statement issued on behalf of the plaintiff denies that Brabin's 'disassociation from the direction of 'Rex Hur' was caused by illness. The statement says in part:

A new conception of the binding character of contracts and obligations.

(Continued on Page 2)

No Light on Japanese Tax

The Department of Commerce and the Japanese Embassy at Washington were unable to inform the Hays office yesterday whether or not motion pictures were included in a 100 per cent ad valorem tax proposed by Japan. No word has been received by the larger companies. Several individuals expressed the thought that motion pictures were not included in the contemplated measure.

Start on "North of 36" Soon

Hollywood—Jack Holt, Lois Wilson and Noah Beery will head the cast of "North of 36", which will start as soon as Miss Wilson returns from the Cinematograph Garden Party in London. Irvin Willat will direct.

Simmonds-Kann and Burr in Deal

C. C. Burr has sold foreign rights on three Johnny Hines features to Simmonds-Kann Enterprises, Inc.

Lasky Arrives on 19th

Theo. L. Lasky is due back from Europe on the 19th.

40 On F. B. O. List

Seven Series for Fall With More to Come—"Lefty" Flynn and Reed Howes Signed

A partial list of F. B. O. releases for the fall was announced yesterday. Seven groups of pictures were included with an intention that at least three others will be added in a month. The line-up, as it now stands includes:

(Continued on Page 4)

M.P.T.O. to Break Up Into 3 Zones; In Arms Over 'Sea Hawk' Contracts

Brandt's Plan to Operate T. O. C. C. Units in New York, Buffalo and Albany Sure of Adoption—Exhibitors Ready to Fight First National on Lloyd Picture

Buffalo—The M. P. T. O. of New York State will disband and in its place the state will be split up into three zones, following the division made by national distributors. In these zones—New York, Buffalo and Albany—the state organization will be replaced by Theater Owners Chambers of Commerce.

The plan would work in this fashion: Each Chamber of Commerce would operate independently in its zone. Each T. O. C. C., following the system employed by the New York City body will have its own president and its own secretary. A state council will be formed to represent each unit in legislative matters involving the entire state. A paid executive secretary to handle state matters will be appointed.

The idea should be credited to Billy Brandt who devised the plan because he felt exhibitors were over-organized. In many instances, dues were never paid by members of the state body. This occurred for a number of reasons. Some exhibitors belonged to the New York City T. O. C. C.; some were members of the Rochester unit and some belonged to the Buffalo unit. It was this reason that the contract with the Continental Screen Service was entered upon, else the treasury would have been depleted.

Brandt, therefore, believed that with the exhibitor interested in an association near his home town, an effective organization might he maintained. It is no secret that the present M. P. T. O. has not functioned nearly so well as it might have done. Brandt realized this and came to the conclusion that the existing body had outlived its usefulness.

Goulding To Direct

Writing Last Script Now—Joins Large Producer As Head of Unit Soon

Edmund Goulding, just in from the Coast, is at work on his last scenario. He will shortly blossom forth as a full-fledged director for one of the largest producers in the business for whom he will head his own unit.

While in Los Angeles, Goulding did

(Continued on Page 2)
Brabin Sues

(Continued from Page 9)

It seems to have been contributed by Mr. Loew and his associated executives of Metro to the new combination. At any rate, we have seldom encountered a more openly cynical attitude on the subject of contractual obligations.

The complaint, among other things, charges that when Brabin arrived in Italy to start production, the necessary equipment had not been provided by Goldwyn and that he found inadequate studio facilities there. The complaint further says:

"There existed with respect to the production of 'Ben Hur' a general condition of the fraud and utility due largely to the default of the Italian syndicate which had agreed to participate in the financing of the production."

Edward Bowes, of Metro-Goldwyn, commenting on the suit said: "We have a perfect defense."

Chadwick Buys Back Rights

Chadwick Pictures has repurchased from Simmonds-Kann Enterprises. the foreign rights to "The Girl in the Limousine", in order to carry out the former's contract with First National.

J. E. Chadwick, returned from the Buffalo convention yesterday and will leave for the Coast the end of this week.

Buys Two Series from Weiss (Special to THE FILM DAILY)

Atlanta—The Florida, Alabama, Mississippi, Louisiana, Tenn., and North and South Carolina rights to the Buddy Roosevelt and Buffalo Bill, Jr., series of Westerns have been purchased by Enterprise Dist. Corp., from Artclass Pictures. The deal includes 16 pictures.

Pathé Contest Closes Saturday

The sales contest being conducted by Pathé closes Saturday, Memphis heads the list so far, with Kansas City second. The prize is $2,000.

Flinn on Six Weeks' Sales Tour

John C. Flinn, vice-president of Producers Dist. Corp., is now on a country-wide sales tour, to be gone six weeks.

At Broadway Theaters

Capitol

"Caucasian Sketches," by Jopplowitz-Iwan-
now, is the overture, followed by the News Magazine and Capitol Diversifications, a song-and-dance presentation in four units, which precedes the second episode of the new "Kidn-"
from" series, a natural color short reel. The feature is "Between Worlds." Selections on the organ close.

Rovoli

Von Suppe's "Beautiful Galatea" has been selected as the latest attraction. Second is Riesenein's Classical Jazz, and selected for the Ritz Weekly. "The Desert," an appropriate offering for the picture, "Wanderer of the Wasteland," is sung by Carl Formes, baritone. The feature is ninth, while Paul Ossend and La Torre all appear sixth in a dance entertainment. A Max Fleischer "Out-of-the-inkwell" cartoon, "The Runaway," is last.

Strand

Baby Peggy in "Captain January," is the latest attraction. Associated with the program, which is opened our excerpts from "Cavalleria Rusticana," sung by Louis Dornay, tenor, and Artt McLaughlin, baritone, assisted by the orchestra. In "A Doll Shop," a pretty dance fantasy and the "Balloons Weekly Review appear second and third, respectively. The Sex Browns Brothers, and their band of 10 saxophones, have been held over. An April Fable, "A Telephone Call" and an organ solo, are the last two offerings on the program.

At Other Houses


Alexander in Insurance

Harry W. Alexander, until recently chairman of Finance Committee of Ascher Theater Corp., Chicago, has been elected vice-president of Beatty and Co., an insurance brokerage house. Alexander was assistant to the president of Goldwyn during the regime of Messrs. Goldwyn, Gosdol and Kendall.

H. M. K. Smith Back From Aigiers

(Continued from THE FILM DAILY)

London—H. M. K. Smith, head of the costume department of Famous' Long Island studio, has returned to London from Algiers, where he purchased material to be used in Gloria Swanson's next picture. It is a story of the Foreign Legion by Capt. F. C. Wren.

Irene Rich Returns

Irene Rich returned from Europe yesterday and registered at the Plaza. She made a picture while abroad.
As a matter of fact, "The Covered Wagon" played to $26,000 in the first six days of its return engagement. In its second week of its return, it did $23,265.26.

And this, after the picture had played at the Hollywood Theatre for 34 solid weeks when it seemed that every man, woman and child in all Southern California had seen the picture.

It's possibilities haven't even been tapped.
40 On F. B. O. List
(Continued from Page 1)
Four from Emory Johnson. The
next goes into production shortly
with Mary Carr and Johnnie Walker
featured.
Gothic Prod., Lou Baum's company
will make four, the first to be
"Vanity's Price." R. William Neill is
directing.
Eight starring Fred Thomson.
Four starring Richard Talmadge.
Abe Carlos will produce them.
Associated Arts Corp., in which
Mears, Erb and Goebel are interest-
ed will supply four, the first to be
"Hard Cash." Harmon Weight is di-
recting.
Harry Garson will make a series
of eight starring "Maurice ("Lefty")
Flynn. These will be outdoor pic-
tures.
Ben Wilson will produce a series
of eight starring Reed Howes. These
will be flapper stories.
In addition, there will be a group
of "The Go-Getters," two-reelers. F.
B. O. also has "Peols in the Dark" and
"Messalina" and others.

Revised Loss $100,000
But Damage by Fire at Roach Studio
Won't Hold up Production
Schedules
(Special to THE FILM DAILY)
Los Angeles—A revised estimate
of the loss by fire at the Roach stu-
dio, Culver City on Monday is placed
at $100,000. Warner Doane, general
manager stated yesterday there would
be no delay in production.
A new stage was started at once
and completed late Tuesday. Equip-
ment is being loaned by other studi-
os. The fire which assumed seri-
ous proportions for a time destroyed
stage 7000 completely and cause-
tially all of the plant's electrical
equipment. The flames consumed
sets used by the Arthur Stone, the
Our Gang and the Glenn Tryon
units.
Co-operation of the Culver City
fire department and the emergency
brigades from the Metro-Goldwyn
and Ince plants resulted in an ef-
fectual check.
Hal Roach is now up North, bound
for Alaska on a pleasure trip. The
loss is covered by insurance.

M.P.T.O. To Break Up
(Continued from Page 1)
The new plan was first broached
at a night session of the executive
committee held Monday. No definite
action has been taken on the
matter, its adoption is assured
when it is brought before the open
convention. As a matter of fact, al-
ready a committee composed of
Mears, Michael, Rowe, Blumenthal.
O'Reilly and Keating has been ap-
pointed to work out the details.
The expected storm against First
National, predicted first in Monday's
issue of THE FILM DAILY de-
veloped yesterday. The convention
is openly in arms against that or-
ganization over "The Sea Hawk." If
necessary, a fight will be waged to
assure the delivery of the picture. A
resolution was proposed by Jules
Michael and passed as follows:
"Resolved, That the Motion Pic-
ture Theaters Owners of New York
in convention assembled expect the
delivery of 'The Sea Hawk' as per
contracts signed, whether specifically
mentioning 'The Sea Hawk' or a
'Frank Lloyd Special.'"

Bernard Edelheitz, John Man-
heimer, and Louis F. Blumenthal, all
of New York City, condemned the
attitude of First National in this
connection.

The executive committee has ap-
pointed William A. Dillon of Cincin-
нат, permanent chairman of the conven-
tion and John Manheimer of New
York, secretary.

Before the convention ends, it is
quite likely that mergers in general
will come up for a heated discussion
that will finally end in a resolution
of condemnation.

Walter Hays, of Buffalo; Billy
Brandt of New York, E. M. Schine
of Los Angeles, Hiles H. Michael
of Buffalo and Sam Sucknow of Al-
bany have been appointed in con-
ference. The entertainment features
outlined originally by Michael are
being followed religiously, and the
visitors are finding the schedule an
agreeable and pleasant one.

Quinn Martin to Broadcast
Beginning Monday night, Quinn
Martin, critic of The World, will be-
gin a weekly review of motion pic-
tures over the radio. He will broad-
cast from the General Electric sta-
tion in Schenectady.

The New York Daily News claims the
largest circulation in the
world.

It says of
Baby Peggy
in
"Captain January"
now showing at the Mark
Strand, New York:

"Peggy is at her best.
There's times when you'll not
be ashamed of a tear or two.
That's the kind of kid Baby
Peggy is herself."

It's a Sol Lesser Presentation
& Principal Pictures
Weaster Production

Distributed through our territorial franchise
holders who own and operate individual
distributing branches in every key center.

FOR RENT
71 West 23rd Street—Furnished
light corner office with film
vault and cutting room. Thur-
ber Gramercy 1010.

Depend on Renown!
If you're served out of
New York, Buffalo or
Chicago you have at
your command

The Foremost Independent
Exchange in the Industry

You have
46 Box-Office Hits
for Season 1924-5

Successful Plays
Real Stars
Great Titles
The Best Directors

Save 46 Dates for Renown!
This Will Be A Renown Year

New York Buffalo Chicago

NOW PLAYING
Jois Wilson in
"Another Scandal"
Cosmo Hamilton's
latest and greatest novels

An E.H. Griffith Production
produced by
Tilford Cinema, Corp.

RELEASED BY PRODUCERS DISTRIBUTING CORP.
Cheerful Earful!

In every film row of the land they're talking Metro-Goldwyn-Mayer. Miles of smiles from coast to coast! History's in the making and the wise boys are making history for themselves. Never did the industry see the like of the merged offering of

 Metro Goldwyn

RUN YOUR EYE

over these early releases commencing with REX INGRAM'S "THE ARAB," a mighty Love Epic of the East featuring Ramon Novarro and Alice Terry. Then you'll get "REVELATION" from the novel of artist love with Viola Dana, Monte Blue, Lew Cody, Marjorie Daw, Edward Connelly, Frank Currier. Charles G. Norris' "BREAD" is next, a best-seller made drama with marquee advertised players. MARSHALL NEILAN'S soul drama "TESS OF THE D'URBERVILLES" follows with Blanche Sweet, Conrad Nagel and other big names. "BROKEN BARRIERS" REGINALD BARKER's many-starred triumph is next and then JACKIE COOGAN'S joy picture "LITTLE ROBINSON CRUSOE." After that FRED NIBBLO'S throbbing Montmartre underworld drama "THE RED LILY" with Ramon Novarro, Enid Bennett and other stars. Then come KING VIDOR'S drama of today "DON'T DECEIVE YOUR CHILDREN" with big time players; LAURETTE TAYLOR'S "ONE NIGHT IN ROME" her stage success filmed; record-busting BUSTER KEATON in his laugh masterpiece "THE NAVIGATOR" and MAE MURRAY in the Belasco Ibanez story of the temptress "Circe." And that's just the beginning!
JOSEPH M. SCHENCK presents

NORMA TALMADGE

in

"SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play "SECRETS"
directed by FRANK BORZAGE

Playing at the Park Theatre for an extended run

Telegram:
"One of the biggest film plays of the season. Something worth while. Something to remember."

Post:
"It may be that Norma Talmadge has made a better picture than Secrets but it is not within our memory."

American:
"It would be unfortunate for any movie fan to miss this fine picture."

Herald:
"Norma Talmadge at her best. One of the finest pictures seen here in many a day."

Globe:
"Fine entertainment everyone—man or woman will find it an entertaining film. Norma Talmadge is fascinating."

You're sitting on top of the world when you have a FIRST NATIONAL contract for next season!
ITALY No. 2
By DANNY

Rome

More about production possibilities. In this most delightful of spots, You cannot make pictures without an organization. And you cannot organize in Italy. Under six months. Or more. And there are all sorts of reasons for this. The chief being that you have to become accustomed to the country—its ways—its ideas, its people. Before you get anywhere.

Back of all production is the basic structure of carpenters, electricians, and other workmen. Italian carpenters are about six times as cheap. As American. But it takes eight carpenters twice as long to do a job. As they do it in America. If you want to see a perfect slow motion example of this sort of thing, watch an Italian workman digging. On location. And you have the Willys. And want to reach around for a stray pick handle. To use to the best advantage.

Every other day or so there is some sort of a holiday. And that's the end of work that day. Afternoon work brings 30 per cent less result than the morning—wine at lunch. And everybody drinks wine.

Then you have this sort of problem. If you hire workmen from one city and try to engage workmen of another city. To do something on the same job. You're out of luck. It won't be done. Instead you are liable to have a battle on your hand. Henry King told me of this. Awhile ago. The Goldwyn crowd had the same experience. Probably every American organization has. Its like taking a crowd from Frisco. To Hollywood. To work on a picture. And instead have a battle.

In the summer it's too hot to work in the afternoon. In the fall and early winter it rains. In the spring it's too far niente. And every day it's this: that as soon as the workman earns enough lire he will not work any longer.

Ford Denies Report
Not Interested in Any International Merger, Talks About in London

A recent editorial in "Kinematograph Weekly" of London linked the name of Henry Ford in an international film combination with Ford to supply the necessary finances. Following the publication of the editorial in THE FILM DAILY, wires were sent to Ford and also a copy of the issue carrying the statement. Yesterday the following letter was received from H. M. Cordell, of the Ford organization:

"In reply to the query contained in the letter of July 4th, you wishes to advise that there is no truth in the report."

"Mr. Ford thanks you, however, for bringing this to his attention."

The combination was reported to involve Ufa-Decla and Terra Film, two important German companies, Albert of Paris and an unnamed British company.

To Use New "Depth" Camera
(Special to THE FILM DAILY)

Los Angeles—J. Stuart Blackton expects to make a picture using a newly patented camera, said to have been sold over a year ago. The camera has a companion machine, a stereoscopic projector and both are understood to be the inventions of an Englishman, a friend of Blackton's.

Gray Acquires Three Houses
(Special to THE FILM DAILY)

Lewiston, Me.—William P. Gray, president of the Maine and New Hampshire Theaters Corp., has acquired the Cummings, the Universal and Lyric at Fitchburg, Mass., from the Bijou Amusement Co.

Metro Buys "Proud Flesh"

Metro-Goldwyn has purchased "Proud Flesh," by Lawrence Ristig. The deal was consummated through Ann Watkins.

May Work In West

"Zander the Great" and "Never the Twin Shall Meet" will be produced by Cosmopolitan on the Coast, according to present indications. Work on the three stages in the Harlem plant is progressing, but it is understood will be a number of weeks before they are ready.

Luther Reed, who has done a number of scripts for Cosmopolitan will, in all likelihood, direct Marion Davies in "Zander." This will put off "Quality Street" for a time.

State Exhibitors Elect M. J. Walsh; Hit Mergers, Block Booking, Titles

New Zoning System Adopted—Exhibitors Aroused Over Combines and Decide to Go Before Interstate Commerce Commission if Probe Proves Their Investments Are in Danger

BUFFALO—The M. J. T. O. convention came to a close last night with a dinner at the Statler. Late in the afternoon, the following were elected to head the organization under the new operating plan of dividing the state into three zones:

Michael J. Walsh, of Yonkers, President.

Samuel I. Berman, of New York City, Secretary.

The final session of the convention developed a strong attack on mergers, block bookings, and salacious titles. The uniform contract was touched upon in a resolution that called upon exhibitor officials to meet with the Hays office and insist that certain revisions be made.

Changes in Contract

Hays Office Deliberating over Revised Clauses in Uniform Agreement

A meeting was held earlier in the week at the Hays office to consider the large number of suggestions received from all over the country relative to the uniform contract. It is probable that some changes will be decided upon in a week or so.

Suggestions, some good and some considered excellent have come into

(Special to THE FILM DAILY)

Selznick's Radio Unit Formed

The General American Radio Corp., the radio company in which Lewis J. Selznick and Arthur Friend are interested, has been formed in Delaware, with a capital of $10,000,000. The company intends consolidating a number of accessory manufacturers.

New $1,000,000 House for St. Louis?
(Special to THE FILM DAILY)

St. Louis—Report has it that Grand Boulevard is to have a new $1,000,000 theater. A conference of the interested parties is said to have been held in the East the past week.

I. M. P. P. D. A. Meets

The I. M. P. P. D. A. held a meeting in the association headquarters at 1650 Broadway last night. Many members of the organization are out of town either on business or vacations.

There were a number of resolutions adopted, the strongest one dealing with mergers as they apply more particularly to New York State. A committee will be appointed to look into the situation in order to discover whether or not the right of smaller theater owners are being violated by the movements of producer-exhibitor organizations. The resolution provides that, if such data can be gathered it is to be presented to the next session of the legislature and finally to the Interstate Commerce Commission at Washington for action.

Declaring that the public must be protected against misleading and salacious titles, a resolution was passed calling on the Hays office to take steps to bring about the elimination of this practice. On the convention floor, strong protests were made against some of the titles announced for fall release. Exhibitors are of

(Continued on Page 2)

28 From Associated

Associated Exhibitors, Inc., will release twenty-eight pictures for 1924-1925, including:

M.P.T.O. Condemn Merger
(Special to THE FILM DAILY)

Buffalo—The text of the resolution condemning mergers, as
adopted at the closing session of the convention here yesterday
follows:

Whereas, the Motion Picture Theater Owners of the State of New York,
in convention assembled, realize the gravity of the situation existing in the
State of New York so far as concerns producers and distributors who
own or control theaters owners to compete against their combined power and control of the product, feel that some action should be taken for the purpose of pro-
tecting the independent theater owners.

Therefore be it resolved that a committee be appointed for investigating and
looking into the matter thoroughly with a view

First, of ascertaining whether such mergers are in any way infringing upon
the existing laws and

Secondly, in what way the theater owners can take action for the purpose of
protecting themselves, even in such cases where the law has not been
specifically violated and

Thirdly, that in the event the committee appointed for investigating the
mergers finds that injustices are being committed against independent
theater owners that the committee shall prepare such data for presentation
at the next session of the Legislature of the State of New York in order to
bring about enforcement of the law to protect the property investment of
independent theater owners and they are hereby instructed to present all
the facts to the Interstate Commerce Commission for their consideration.

Walsh Elected
(Continued from Page 1)

opinion that such usages will ultimately

hurt them in the eyes of the public.

Violent objection was raised to a
new decision made by large distribu-
tors that delay dates must be assured
by an exhibitor upon signing a con-
tract for service. First National
and Paramount were signalled as the
chief offenders and, in a resolution
adopted against block booking and
this clause in particular, these two
companies were specifically named.

The new zoning system, as pre-
dicted, was adopted yesterday. Three
individual organizations will be main-
tained throughout the state. Each of
them will really be controlled by a
committee of five and each will have
a secretary. The New York zone will
be represented by Charles L. O'Reli-
y, William Brandt, John Manheimer,
Rudolph Sanders and M. J. Walsh;
Buffalo by Jules H. Michael, James
Roe, Howard Smith, William Dillon
and Charles Hayman and Albany, by
W. W. Farley, Myer Schine, Richard
Warren, Sam Sucknaw and Louis
Bettner.

The paid secretary of the state will
receive a salary of $5,200 a year. It
was determined that $14,000 would be
required to operate the organizations
for the next year. Of that amount,
New York was assigned $8,000; Buf-
ffalo $4,000 and Albany, $2,000.

The final function of the convention
was the dinner at the Statler at which
Harry Reichenbach was toastmaster.
The team included Peter J. Brady of the American Federation of Labor;
William Brandt, State Senator
James J. Walker and Jules M.
Michael.

Aiding Churches
Exhibitors Help Develop Their Sun-
day Schools—May Extend
Plans
(Special to THE FILM DAILY)

Buffalo—One of the interesting
points touched on by William Brandt
in his address at the early sessions of
the convention concerned a plan de-
vised to aid churches make their Sun-
day schools popular.

It was found that a number of in-
stitutions did not have the facilities
to take care of the children. A Jew-
ish synagogue was offered the use of
a large neighborhood house in Brook-
lyn in which to hold services. The
synagogue was described as a small
place, poorly lighted and badly ven-
tilated. The attendance at Sunday
services averaged about one hundred.

After three weeks in a well ventilat-
ed, fire-proof theater where Biblical
subjects were shown the Sunday
school had increased to 2,000 children.

The first trial in Brooklyn was so
successful that the work was extend-
ed to the Bronx where two theaters
were given over to the same services.

Brandt recommended that in the
Fall exhibitors offer their services to
continue this work in all denomina-
tions of religious faith.
Changes in Contract
(Continued From Page 1)
the offices of Charlie Petijohn, general of the F. I. L. M. Clubs. All of them are being given careful scrutiny and those that can be used in a revised contract will be adopted.

Generally speaking, the uniform contract has been functioning in splendid fashion. Of course, under unusual situations have developed that indicate opportunities for improvement. This was expected. When the agreement was drawn, it was predicted and expected that actual usage would develop flaws. It is understood, however, that so thorough was the original work that, after more than a year of practical application there has been brought to light no vital fault in the contract as it now stands.

"Bagdad" Opens on Coast
(Special to THE FILM DAILY)
Los Angeles—The Thief of "Bagdad" opened last night at the Hollywood Egyptian. The premiere, in the opinion of many, surpassed any previous coast opening in the number of celebrities present and the lavishness of the performance Sid Grauman prepared a prologue called "The City of Dreams", a highly pretentious affair. The setting represented a Baghdad street with a dancing and vocal entertainment that ran for a solid fifty minutes. One hundred and fifty people occupied the stage and ten animals.

Marangola Going to Italy
(Special to THE FILM DAILY)
Los Angeles—Lou Marangola has been appointed publicity representa-
tive for the "Ben Hur" company. He leaves for New York on Monday and then sails at once for Rome.

Bway-Strand Closes Sunday
(Special to THE FILM DAILY)
Detroit—The Broadway-Strand will close Sunday night for four weeks, during which Universal will completely alter the theater.

Sullivan Series for F. B. O.
C. Gardner Sullivan will write four stories that will be produced at the Ince studio for F. B. O. The first is "Cheap Kisses."

Geraghty Injured
(Special to THE FILM DAILY)
Los Angeles—Tom J. Geraghty broke his hip in an accident over the week-end. He will be laid up for some time.

Levine Going to West Indies
Nat Levine, sales manager for M. J. Winkler, sails tomorrow for Porto Rico and Cuba on a combined business and pleasure trip.

Finance Available
FOR MERITORIOUS PRODUCTION
PROPOSITIONS IN EAST
REBECCA & SULTON
723-7th Avenue New York City
Phone Bryant 3700-3701

COMING SOON
THE WISE VIRGIN
STARRING
Patsy Ruth Miller
AND
Matt Moore

The Christian Scientists
Believe In
The Christian Science Monitor
Says of
"Captain January"
A Sole Lesser Presentation
"Baby Peggy just runs away with honors in her newest picture. This big little star slips into Mrs. Richards' well-loved story of the old light-house keeper and his adopted daughter and stays within bounds from start to finish. Only unbounded praise goes to herself and all concerned."


THE FILM DAILY
the BIGGEST in the house of big ones!

WESTERN UNION TELEGRAM

RECEIVED AT

CHICAGO ILLS 9 27 AM JUL 8

R A Rowland NEW YORK

SEA HAWK RECEIVES FIRST WEEK TWENTY EIGHT THOUSAND SIXTY SIX DOLLARS THIS AS RECORD FOR ROCKETEUIL THEATER. STOP SECOND WEEK OPENED YESTERDAY BIG AS

Milton Sills and a supporting cast including

Enid Bennett Lloyd Hughes and Wallace Beery

Directed by Frank Lloyd

The great Exhibitor - big business slogan - Get a FIRST NATIONAL contract for next season!
With 104 Two Reel Comedies, an unprecedented number; with 10 features or more; with 52 One Reel Comedies; 104 News issues; 52 Review issues; 26 Sportlights; 52 Aesop's Film Fables; 52 Topics of the Day; 13 Chronicles of America; and 5 or more Pathéserials by well known authors. Pathé is proud to announce product for 1924-1925 which exceeds in number, quality and diversity anything ever offered in the past.

In Short Subjects never has any distributor ever made so notable a presentation.

Four other Sections of this announcement will follow consecutively in succeeding issues of this magazine. Your attention is invited to them.

**Features**
- Two Harold Lloyd
- Four Hal Roach
- Four Charles Ray

**Two Reel Comedies**
- Our Gang (Hal Roach)
- Spats (Hal Roach)
- Star Comedies (Hal Roach)
- Arthur Stone (Hal Roach)
- Harry Langdon (Mack Sennett)
- Mack Sennett
- Star Comedies (Mack Sennett)
- Ben Turpin (Mack Sennett)
- And 18 to be announced

**One Reel Comedies**
- Hal Roach

**Summary**
- Pathe News, twice each week
- Pathe Review, once a week
- Grantland Rice's Sportlights, one every other week
- Aesop's Film Fables, one a week
- Topics of the Day, one a week

**Pathéserials** (Ten Chapters Each)
- "The 40th Door" with Allene Ray; from the book by Mary Hastings Bradley
- A Police Serial, not yet titled; with Edna Murphy and Jack Mulhall; by Richard E. Enright... Commissioner of Police, New York City; novelized by Sinclair Gluck
- "Black Caesar's Clan" from the book by Albert Payson Terhune
- "Ten Scars Make a Man" by Philip Barry, the playwright
- And at least two others, to be announced

**Chronicles of America**
Charles Ray, as a small town youth, put himself in the electric signs of the nation.

Pictures like "The Clodhopper" and "The Eggcrate Wallop" proved that he is inimitable in such roles by playing to big business everywhere.

Now Mr. Ray is to be presented in a series of four features, in each of which he will be seen in the kind of role which he made famous.

The first of these will be by C. Gardner Sullivan, directed by Ralph Ince.
For years Hal Roach has been one of the best known producers in the business. Mr. Roach has only recently begun to produce features. The result is history. "The Call of the Wild" is one of the most widely distributed features of the day. The more recent "The King of Wild Horses" has been highly praised by all reviewers, and successfully shown in many theatres of the class of New York's Rialto and Brooklyn's Strand. Pathe will receive at least four features during 1924-5 from the Hal Roach Studios. Three will be straight comedy and the fourth will again star Rex, the handsome untamable horse hero of "The King of Wild Horses."

THE NAME OF HAL ROACH INSURES THE QUALITY OF THE PRODUCT

Pathépicture

Prospect Press, Inc., New York
Griffith To Make Three Pictures
For Famous Players; Starts in Fall

Contract Understood to Be Signed—Producer Takes Over Entire Staff Along About November When “The Dawn” Will Have Been Completed—No Confirmation

It is understood that David W. Griffith has signed a contract with Famous Players to direct a series of three pictures. The arrangement was closed before the producer left for Germany to shoot exteriors for “The Dawn”, his eighth and final picture for United Artists.

For some weeks it has been known that, so far as money matters were concerned, all was far from satisfactory with the Griffith organization. It is understood that, as part of the deal with Famous, Griffith was advanced sufficient funds to complete "The Dawn" and with it, his contractual relations with United Artists.

Griffith will be away for about six weeks. There will be about six weeks’ work on the picture when he returns to the States. It is estimated that he will actually be engaged on his first Paramount picture by November. He will produce in the East and will take with him his existing staff, most of whom have worked with him on all his recent pictures.

Eventually, it is quite likely that Griffith will be given the D. W. Griffith, Inc. and be wound up. This will be a rather delicate and long-drawn out process. Its assets are considerable, including all of those pictures handled by United Artists to date and the new one, “The Dawn”, which will undoubtedly be a winter release.

Of course, the Griffith pictures will be released by Paramount as specials. Griffith will realize a flat sum per week for his services. The salary mentioned in connection with the new deal is staggering. It runs into five figures.

At Famous, it was declared that Adolph Zukor was at his farm near New City, preparing for the annual Paramount golf tournament. Elek John Ludvig declined to make any statement.

At the Griffith offices, Gerrit J. Lloyd declared the story was without foundation.

Hays To Coast

Will H. Hays left for the Coast Friday on one of his periodic visits to Hollywood. He will be back in New York in about four weeks.
Ochs Signs Lopez

(Continued from Page 1)

fire drawing card. Lopez will conduct at every performance and his famous Pennsylvania Hotel orchestra will play. The schedule will be arranged that Lopez will be able to carry out his other engagements as well.

Ochs is apparently going the limit in connection with the new theater. He expects to put in long-run pictures only.

Warners Designated in Cal.

(Special to THE FILM DAILY)

Sacramento, Cal.—Warner Brothers Pictures, Inc., a Delaware corporation, has been given permission to do business in California, by the Secretary of State, listing 500,000 shares common stock, no par value.

Let George do it!

George E. Kann

Corporation

220 West 42nd St.
New York, N. Y.

Foreign
Cables—Gekann, N. Y.

Distribution

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Los Angeles—The Dictionary Press has been discontinued. The new one will be ready for publication in about two weeks.

Miss Logan Meets Editors

Jacqueline Logan was the guest of honor at a luncheon tendered by the Prod. Dist. Corp., at the Biltmore Friday. About twenty attended, including F. C. Monroe, Ray Cordell, Pawley, Colvin Brown, Charles Giegerich and editors of the trade press. Miss Logan has just completed "The House of Youth," in which Lucille Mendez dances. Miss Mendez was also at the luncheon that was quite informal and delightful.

Reade's Chain Totals 21

(Special to THE FILM DAILY)

Perth Amboy, N. J.—Walter Reade who recently acquired the Majestic and Strand from Coutinhan & Shannon, has taken over two additional theaters the Ditmas and Crescent. These two make a total of twenty-one theaters controlled by Reade, in New Jersey.

Auditorium to Reopen As Lyceum

(Special to THE FILM DAILY)

Minneapolis—The Auditorium, now undergoing alterations and redecoring, costing $400,000, will reopen as the largest picture house in the Twin Cities, in September, as the Lyceum. The capacity will be increased to 2,500.

Adopts Film Control Ordinance

(Special to THE FILM DAILY)

Sacramento, Cal.—The City Council has passed an ordinance, placing in the hands of the Mayor, police and other city officials, the power to censor obscene, lewd, or vulgar stage or screen offerings.

Grand Leaves for Coast

Sam Grand of Grand Asher, left for the coast yesterday to be present when the Motion Picture Holding Corp. starts working on its first four productions. He will remain until all four are completed.

Allan Forrest has been added to the cast of "Captain Blood."

Simplicity Projection Rooms

80 ft. throw. Most modern up-to-date rooms in the city. Open 9 a. m. until midnight.

Chickering 2110-2111

220 W. 42nd Street

They add Box Office Value to your picture.
Prizma Colored Titles, Inserts & Trailers
Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211

A "HISTORIETTE" is to Moving Pictures what a Short Story is to Literature
"See it in Colors"

REEL-COLORS, Inc.
(Art Studios and Offices)
85 Riverside Drive, New York

When you think of INSURANCE you are thinking of

Specialists in Motion Picture and Theatrical insurance for the past fifteen years.

Arthur W. Stebbins & Co., Inc.
1540 Broadway, N. Y. C.
Bryant 3040

COMING SOON

Florence Vidor

"BARBARA FRIETCHIE"

A Super-Special Film Dramatization

Based on Play By—CLYDE FITCH
Directed by LAMBERT MILDER

GEVAERT RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.

Pathé News
Sees All Knows All
No. 57
PRESIDENT'S SON BURIED—Scenes at Northampton, Mass., and Plymouth, Va., at Calvin Coolidge Jr., is brought to the cemetery where his ancestors are buried.

DAVIS AND BRYAN NOMINATED—Scenes at the Democratic Convention as the deadlock is at last broken.

BIG FOREST FIRE IN COLORADO—Carcasses of campers start big blaze at Hollinsville, Colorado.

Other news as usual.

today

They add Box Office Value to your picture.
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JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.
"Wanderer of the Wasteland" Takes Critics by Storm!

WITHOUT a single, dissenting voice the critics have unanimously voted "Wanderer of the Wasteland" one of the greatest entertainments in picture history!

A gold-getter beyond the shadow of a doubt! It did $26,000 in one week at the Metropolitan, Los Angeles. It opened Sunday at the Rivoli, New York, and has been doing capacity business.

"Wanderer of the Wasteland" is a $2 show if there ever was one! One of the FAMOUS 40, it will be released direct to exhibitors August 11th and can be seen at all Paramount exchanges.

How often do you find critics saying things like these about a picture:

"'Wanderer of the Wasteland' is beautiful beyond anything that one can possibly conjure up in his mind's eye. You surely are going to regret it if you miss it."
—New York Herald-Tribune.

"It is a triumph of technique and good taste."
—New York World.

"The best color picture that has ever lighted on Broadway. For those who like adventurous tales, picture dash and plenty of drama, 'Wanderer of the Wasteland' fills the bill from soup to nuts."
—New York American.

"You'll say you never saw anything like it before in your life and be telling the truth."

"Here's the most beautiful movie of all."
—Chicago American.

"An exception and a remarkable one, far above the ordinary."
—Philadelphia Inquirer.

"We unhesitatingly aver it is the most enjoyable screen entertainment in many moons."
—Los Angeles Herald.

"A thing of beauty and joy."
—Los Angeles Times.

"Best of the Zane Grey pictures so far, and a rare combination of realism, excitement and beauty."
—Ladies' Home Journal.

"It is difficult to write of 'Wanderer of the Wasteland' without sounding like a press agent. It is fascinating in every way. Do not miss it whatever you do. It is in a class all by itself."
—Movie Weekly.

"A joy to the eye. The plot is so good and the acting so excellent, the picture would be well worth seeing even in black and white. It has much of the appeal of 'The Covered Wagon.' Contains one of the biggest thrills of the season. Going to be remembered a long time. If you are careless enough to miss it, don't blame me."
—Pictureplay Magazine.

That's the way the critics'll talk wherever this picture is played!

Adolph Zukor and Jesse L. Lasky Present

ZANE GREY'S

"WANDERER of the WASTELAND"

with

JACK HOLT
Kathlyn Williams
Noah Beery
Billie Dove

An IRVIN WILLAT Production

Screen play by
George C. Hull and Victor Irvin

Produced by
Famous Players-Lasky Corporation

A Paramount Picture
something to remember alongside of these. It rises to over 150 feet. Imagine how it appears, or rather, how it will, when it is “dressed” which means a lot more than seeing it towering over the plains—as I saw it this morning. It is part of the task that has taken months. (You’d think a Mexican “manana” is real speed alongside Italian indolence.)

There are other sets, too, that intrigue imagination. But the “Joppa Gate” is easily the outstanding feature. There will be another huge set—the Circus Maximus—in which the never-to-be-forgotten chariot race occurs. This is in modern form only. At the moment. Construction starts soon. But the model indicates that it will be a quarter of a mile in size along each side. If they fill all the seats. All around. It will mean they will use 60,000 people. And that’s some crowd. They probably won’t. But the chances are they will use thousands. Because the big smash occurs at a curve. And the curve for such an arena must of necessity be of immense size.

They are planning that the Circus Maximus will be a real circus. Not only with the chariot races, but with all the rest of the doings. Which made those days stand out in red letters. In those times. When it had to be something of a day. To be so marked. Because, boy, they knew how to live in those days. Don’t believe it? Well, listen—they reclined on couches during meal time and had flatters squeeze juice—from the grapes—right into their mugs. So you’d better think that out. Before you try to discover what a red letter day really was. To those old timers.

THE GALLEYS

Down on the water front. About 40 miles from Rome. They have equipped the fleet. They’ve also shot some of the action. More yet to be done. In fact most of the shooting has yet to be. But you need a lot of imagination. To figure out all about what they’ll do. When you see them riding the waves. Lonesome like. If they shoot any—while we’re here and about—well, that’s another story. More perhaps, later.

HOLLYWOOD vs ROMA

There’s a lot of natural comparatives. Palm trees, luxurious plant growth all the same. They have even dug a well. Out on the plains. Although they insist it was to obtain good water. Still it makes one think of the oil wells which dot the landscape in and about the studios in Hollywood. They even have smart looking motor cars—in all colors—such as you see near the studio gates in Hollywood. But they aren’t near the studios here. Only the verra rich have motors over here. Not actors. Nor directors.

In comparison to the studios in Hollywood there these are a joke. There are a lot of them. But for practicable purposes—well, Hal Roach has much larger stages for his comedy units. And as for all other equipment—well, let’s be polite. After all you don’t have to make pictures over here.

MAKING ‘EM HAPPY

Talk about giving a show? Say, you should have seen the merry making—the handshaking—the kissing—the welcome those Hollywooders gave the new arrivals. When they reached the station. H. E. Eddington, who is in charge of the production unit, gave Carey Wilson a squeeze—you’d have thought he was back home on Thanksgiving Day. And so on for the rest.

The very first day the new ones reached the studio it was like Old Home Week. Francis X. Bushman couldn’t get around fast enough. And how happy he was when he discovered that someone of the party could—and did—spare him a real American smoke. He treasured that cigar as if it was a souvenir dug from the ruins. Incidentally, while working in the studio, digging a ditch they ran across some old vases and other trinkets buried several thousand years ago. But they cannot be removed from the country. Ag’in the law.

CATACOMBS AND SETS

In other words, they had struck the catacombs. Now catacombs are nothing more or less. Than the spots where the old Romans had their tombs. And evidently they had everything in those catacombs except the kitchen stoves. Under the “Joppa Gate” set they discovered the roof of an old dwelling. But that was nothing to what they found. While digging elsewhere. And when they found the vases and jewels and coins—some very rare—the secret leaked out. And the official warning came. Not to take them away. So they are here. In the office used by Charley Brabin are some vases which would warm the cockles. Of any old collector.

THE COLISEUM AS A SET

When the problem developed relative to building the Circus Maximus—the chiefly a labor problem, plus the element of time—(boy, they squander more time here than anyone could believe) some one suggested they use the Coliseum as the background. Would have been all right excepting that there is a difference, between the old Circus Maximus and the Coliseum. The same nimble wit suggested that some part of the grand plaza facing the monument being built for 30 years in memoria to Victor Emmanuel be used as a grand lobby for the next Loew house to be built.

REICHENBACH’S STAMP

There is a funny old cafe here. Made famous by Harry Reichenbach. It is under the old wall of Rome. And was used as a burial place at one time. (They have burial spots all around Rome. Right in the heart of the city is a sunken graveyard where for years all the cats have been buried.) Anyway in this spot—which is damp and gloomy Clem Deneker Reichenbach was given a party. And now all visiting Americans are shown the place. In other words, they figure over here that every American knows Harry. Possibly they believe all visitors are in the theatrical business.

DANNY

MANUEL GRANADO
Juvenile Lead
in “The Bandolero”
Tom Terriss Production
Made in Cuba, Spain and New York
(Metro-Goldwyn)

Photo by Pach Bros.

MOY PRINTER
Slightly used with automatic take up, light box and direct current motor
COMPLETE $290.00
Guaranteed in perfect condition.

MOTION PICTURE APPARATUS CO., Inc.
118 West 44th Street
New York City
Bryant 6635
U. S. and Canada Agents for Debrie
“A Wonderful Hot Weather Picture!”

Full of thrills that, in the words of the Film Daily, “are little short of marvelous.” With an atmosphere that, as the Moving Picture World says, “will make you feel several degrees cooler.” You have a fine opportunity to give your patrons a real treat by building a novelty Short Subjects program around

“THE CHASE”

AN

Educational Picture

SPECIAL

IN TWO REELS

JACOB

FABIAN

Producer

This is an outstanding short reel. Don’t miss it, and don’t let the other fellow get it. It was taken in the Swiss Alps and has breath-taking thrills as well as some of the most exquisite shots of snow-covered mountains ever seen. The champion ski-jumper is shown in the beginning being presented with a silver cup. A wager is made between him and the rest of the ski-jumpers that he has beaten in a chase over the Alps lasting from dawn to sundown he will be caught. In other words, he will be the fox, and the rest of them “the pack.” He is to scatter red paper to act as a scent. The thrills are little short of marvelous. The photography is exquisite, and altogether it is a wonderful hot-weather picture. Get it sure.

—Film Daily

Educational is offering a distinct novelty and one that should prove a welcome attraction in any class of theatre in this two-reeler. Filmed in Switzerland, this picture not only has as a background the marvelously beautiful Alps Mountains that tourists come from all over the world to see, but in addition there is thrill upon thrill in the marvelous skiing. Considered from a dramatic standpoint, there is really no plot; although a thread of a story connects the action. It deals with a fox-and-hounds chase over the snow-covered mountains on skis, with the champion ski-jumper as the fox; and he certainly leads the pack a merry chase. There is tortuous climbing of the hillsides and breath-taking slides down almost perpendicular places, executed with marvelous dexterity. There are also some thrilling jumps and stunts. In addition to the thrilling action, the picture is a scenic beauty; everything is covered with deep snow, which is another point of appeal during the warm weather. It will make you feel several degrees cooler just to see all of this snow.

—Moving Picture World
Not one director, but a council of many will consider the problem of making BLUE RIBBON PICTURES in the most practical way...Not the way the technical man wants them made...Not the method suggested by the author or art director...Not according to orders of the man "higher up"...*BUT THE WAY IN WHICH YOU, THE EXHIBITOR, WANT THEM MADE!*

You know the needs of the box-office better than any individual in the field. We directors know the limitations and possibilities in the making of pictures. We are going to get together on "BLUE RIBBON PICTURES" and make BOX OFFICE MERCHANDISE. The success of these pictures will not be dependent on any one director but on group consultation of our members... and finally on YOU, MR. EXHIBITOR!

A cooperative policy between the exhibitor and the M. P. D. A. group will give you more of a hand of the making of pictures than you ever had before! It will also give us as directors a more intimate knowledge of the improvements you constantly have in mind.
Board where your problems, are being considered!

Picture making is a commercialized art that must fit every demand of the Exhibitor as a retailer all the time... Not part of the time. Your goods must be staple. BLUE RIBBON FEATURES will be an example of the point in question. You will be granted the opportunity of booking each production as an independent unit. Our distributors will not force you to book an inferior product sandwiched in with Blue Ribbon Pictures!

The M.P.D.A. will see to it that each BLUE RIBBON PICTURE is booked to you independent of any other product. You all know what the Motion Picture Directors Association is. These men hold in their hands the strings to EVERYTHING THAT PICTURE MAKING NEEDS! As a producing unit they have discarded capitalistic shackles for an independent cause! They KNOW HOW. You know WHAT'S WANTED. You are the influence that will guide their actions!

Start your letters now. We will find further means of personal contact with you in the near future. In the meantime let's have your ideas on BLUE RIBBON PICTURES and the manner in which they might best be made, from your standpoint of box office value.

Pictures

S' HOLDING CORPORATION
( Unit)
ACTORS' ASSOCIATION
through
UTING CORPORATION
New York
should an innocent daughter pay?

MARIE PREVOST

Supported by
William V. Mong
Claire McDowell
Andres Randolph
Dana Collins

George K. Arthur
Sidney Bracy
Raymond McKee
Calvin Carter
Carl Miller

Solves This Problem in

“DESires Of MEN”

A Powerful Drama of Modern Society

An R. William Neill Production
Now Available to State Right Buyers

GRAND-ASHER DISTRIBUTING CORP.
1650 BROADWAY
NEW YORK
Baby Peggy in
"Captain January"
Producer: Sol Lesser

As productions are invariably cut after previewing, a general idea of each picture only is given, rather than a complete analysis. The usual review will appear when the picture is shown in New York.

“Sundown”
First National
You can score another sensation for First National with this one—it is certain to be one of the big bets next season. It is destined to be an extended run picture, and will do plenty of business.

The story is rather slight, but refreshing because the theme is the making—of—another theme. The picture is an easy jump, with a theme away from the opening. It is also ‘“Sundown’”, with its story of the close of the work of those hardy pioneers.

Thousands of head of cattle, in a movement to new ranges, present a most impressive picture. Some remarkable shots showing moving cattle, twenty-five abreast, wending their way through valleys and mountain passes, surpass anything that has ever been brought to the screen. A stampede and prairie fire, both realistically done, provide some thrilling moments.

Among the players, Charlie Murray, in a comedy role, is perhaps the outstanding character. The balance of a most suitable cast includes Roy Stewart, Hobart Bosworth, Bessie Love and Bernard Randall.

Exhibitors will have no trouble with this one—the main idea is to get it, and then figure out how long the run will be. There is a wealth of exploitation material, and many unusual exploitation angles which make it a cinch to put over in a big way.

Douglas MacLean in
“Never Say Die”

As Productions are invariably cut after previewing, a general idea of each picture only is given, rather than a complete analysis. The usual review will appear when the picture is shown in New York.

“Wanderer of the Waste-land”
Paramount
As a Whole. . . . FEATURE BEAUTIFULLY DONE IN COLORS STORY IS TYPICAL ZANE GREY WESTERN WITH SEVERAL GREAT SCENES, TRIP GANG AND EFFECTIVE ATMOSPHERE EASILY COVERING THE CONVENTIONAL PLOT.

Cast. . . . Noah Beery the outstanding figure in one of his hallmark characterizations. Jack Holt good as the he-man hero. Billie Dove very pretty. Tinted close-ups of her especially attractive.

Type of Story—I Western drama

With the possible exception of “Tol o the Sea”, Paramount’s new color feature, “Wanderer of the Waste-land” is the best that has been done along these lines. The colors are natural and smooth. There is no running over the particular portion of the film bled over by one color. Each hue holds to its particular object and there is no jumping of colors. The various shades do no clash and there are no hard spots. They are all soft, well blended tints. Many of the shots are like oil pictures. At times there is too much of a tendency toward soft focus which makes it a trifle difficult to discern faces but this is probably due to the exploiting rather than the coloring. It is definitely pictorial appeal that makes the picture entertaining. Zane Grey’s story has the usual situations and the usual things happen even though director Willat has tried hard enough to ring in some suspense. He has injected two or three fine thrills though, such as the rattle’ attack upon hero, the closing of the story in a landslide and the killing of a man by the shooting prospect in a gold-grinding machine. The spouting of red blood made by the color, is too good to be interesting.

Box Office Angle. . . Can easily be used to advantage. It isn’t often you have a color feature to show them. And this is about the best that has been done so far. Should please.

Exploitation. . . . Play up the fact that the entire feature is done in color. Show them a trailer well in advance and include one of the close-ups of Beery. After you have the feature exploited the picture with a sell. Talk about the cast, mention the names of Jack Holt, Noah Beery, Kathlyn Williams, and Billie Dove. They advertise very well and are interested to know what they are. Should use plenty of stills of Peggy. Direction . . . Edward F. Cline; usually very good.

Author. . . . Laura E. Richards
Scenario. . . . Eve Russell
Photography. . . . Good
Locale. . . . New England Lighthouse Length. . . . 6,194 feet.

COMING SOON

Hollywood Previews
Previously Announced

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“THE DEAR PRETENDER” by Alice Ross Colver.

Musical comedy is frequently referred to as the diversion of the “tired business man.” When “THE DEAR PRETENDER” is presented in photoplay form the motion picture theatre will have an attraction which will make a serious bid for this very considerable “tired business man” patronage throughout the country.

“THE DEAR PRETENDER” is first of all a delightfully soothing and restful story. After that it is really inspirational, providing an entirely different outlook upon life as it is lived in every American community. It is the kind of photoplay which every person will be a thousand per cent the better off for having seen.

The principal roles are those of a capable and aggressive young girl to whom adversity has taught a new philosophy of living, and a young American business man whose honor and decency in everything he does is like a breath of pure, sweet, fresh air from flower-laden fields. Two unusually interesting children are the pivot on which the plot revolves.

“THE DEAR PRETENDER,” in book form, is a current “best seller.” It has taken the country by storm. After this summer’s reading season is over it will have had the attention of millions of people. The value of the title to insure exceptional business at motion picture theatre box-offices is unsurpassed.

Save TWENTY Dates for the New Warner TWENTY
Hoot Gibson in "The Sawdust Trail" Universal

As a Whole...HASN'T SUCH SPEEDY ACTION AS THE OTHER Gibson films, but story is a little unusual and presents Star in a role that's a decided departure. Star...Plays a part of a book college fellow who isn't as slow as his parents think he is. Gets the part over nicely and will undoubtedly please his following.

Cast...Josie Sedgwick good as the man-hating cowgirl. Others Harry Todd, David Torrence, Charles Laughton, Pat Harmon, G. Raymond Nye.

Type of Story...Comedy-western. Every once in a while they give Hoot Gibson a story that just borders on being a western and has enough variation to make it just a bit different from his usual run ofsilly comedies. Of course, the afterglow is a bad one. It gives Gibson a chance to show what he can do outside of riding and doing the regulation western stuff. His best stuff is still with David Wark Griffith, but this is a little variation for those who follow up his productions. But just this alone is something of a boost in his own "line". He isn't a natural comedian and although he makes the best of the pretense as a book college fellow, he's far more at home when he casts off the mask and begins to show his real self. There's some fair circus atmosphere where but it's only the background for the star's character development. The actual circus isn't included. Here is a disappointment to his parents who think he is a backward, girl-hating lad. In reality he's a girl-chasing, devil-raising railroad lawyer. The development of his parents that a job with a circus will make a man of him. He pretends to be a book for a while and his antics cause him great expense of his expense. But once he shows what he really is they step aside and even the man girl, Calamity June, "eats out of his hand" to the extent of consenting to marry him. The parents are well satisfied with the reforming.

Box Office Angle...Probably will satisfy average audience. Not quite so much action but you can show a funny fellow in the climaxes to get them in.

Exploitation...Where the star is a favorite you won't have to do much more than use his name and the title of his latest to naturally link up nicely with any thing indicative of circus atmosphere. Use catchlines telling them how Hoot joins a circus and pretends to be a book. Tell them in "The Sawdust Trail" Gibson plays the book college fellow who invites them to see how he does it.

Direction...Edward Sedgwick; fair
Author...Wm. Dudley Peckley
Scenario...Raymond L. Schrock
Cameraman...Virgil Miller
Photography...All right
Locate...The West
Length...5,509 feet

"Maud Muller"—Brandis Prod.—Pathé Beautifully Done

Type of production: 2 reel poem picturization. This is an exceedingly worthwhile adaptation of John Greenleaf Whittier's poem "The Maid with the Lovely Face". It is done in an interesting way, too. A wealthy girl has a rather poor suitor whom she wishes to propose, and she finds the poem "Maud Muller" to offer him as a gift. There is some excellent lighting and composition, and the whole work is an excellent little piece of work. Pete Morrison stars, while the girl is Olive Hashbrouck.

"A Woman's Honor"—Aesop Fable—Pathé Good Light Humor

Type of production: 1 reel animated cartoon. These are a welcome addition to any program, especially when the light short reel is to be desired. This is a good number, depicting the trials of a little mouse when his sweetheart is abducted by a bold bad bad cat in a high silk hat. There is the usual chase after the villain and after much incident, some funny, some only mildly entertaining, the mouse is rescued and the villain foil.

Pathé Review No. 29

A Pleasing Subject

Type of production: 1 reel magazine illustration. A most pleasing subject is included in this issue of Pathé Review. It is entitled "The Deep-Sea Harem", and consists of various views of a flock of seals disporting in the waters of the Pacific. It's very good for this time of the year, particularly. Otherwise the latest issue includes scenes of farm lands, and a visit to a monastary at Karyes, Greece.

"The Runaway"—Max Fleischer—Red Seal

Another Adventure of the Clown

Type of production: 1 reel cartoon. Max Fleischer certainly did a lot of work on this animated cartoon. In addition to the little clown character, there is an actor portraying the devil and, of course, the artist himself. The clown goes through various adventures, finally dropping into the abode of the devil. He is chased by hundreds of little impish,—and finally after many adventures reaches his inkbottle in safety where he cuddles contentedly in the bottom of the bottle—safe. A particularly good example of the method used to make these cartoon drawings move is given. A large stack of drawings of the clown in different poses is shown and when it is shuffled by the artist's hand, the cartoon seems to actually move. This will give many folks who don't know how it's done a good idea of the work entailed in this sort of reel.

"Wine of Youth" Produce: Louis B. Mayer Distributors: Metropolitan

As a Whole...LIVELY ONE FOR THE BOX OFFICE. PLENTY OF PEPPY JAZZ BUSINESS IN EACH ENTRY WILL GATHER IN THE THRILL CHASERS.

Cast...Great line-up of names. Players are chosen and do a good work. Elencos of Fredric March and Pauline Garon fine contrasting types as "modern jazz girls", and Ben Lyon, William Farnum, Charles King, Jr., and Robert Agnew first rate as their "stepping" partners. Others E. J. Ratcliffe, Earle Jensen, Geraldine Clark.

Type of Story...Comedy-drama. Adapted from Rachel Crothers' play, "Mary the Third." And still another of the "Flaming Youth" variety. "Wine of Youth" has all the "kick" that's required to thrill the admirers of jazz picture entertainment. Of course, this latest Louis Mayer production contains storey at the nth degree. It's fast and furious and there's little that Director Agnew could have altered. It looks straight in the way of pep. There's one great party that runs all the time. There are the necking games to daring disrobing scenes wherein the camera is discreet enough to focus itself a la the Swede. But it's quite harmless and for those who prefer their films with a "kick" they can't go wrong on "Wine of Youth." Of course there's a moral element of sorts, such as what you do or say, you can't get away from it, the old fashioned, conventional ideas are the best. While it's all quite harmless and I'm sure a matter for your own judgment. The ending is a bit long and conventional.

Box Office Angle...Should be a regular "wow" for some exhibitors. You know what you can do with a film of this kind. If you cater to the small town, straight-laced patronage, it may not be so easy even with the moral ending.
**The Weeks Headlines**

**Monday**
Three hundred expected at N. Y. M. P. T. O.-refusal conference. Slam at First Nat'l expected on "The Hawk." 

**H. C. Durant, former Paramount production manager, interested in producing outfi...**

**Arkansas special legislative adjourns without passing any adverse bills."**

**"Film Renter," London's greatest world conference to discuss international film distribution.**

**Tuesday**
Local independent roll-ups large volume business because national distributors hold out to gains.

**Exhibitor convention opens at Buffalo, Certified and Independent Films, Boston, combine as Independent Films, Inc.**

**Wednesday**
Brandt attacks Steffes and O'Toole in annual address before State exhibitors.

**Jack plans 100% ad valorem tax on "films." No designation of what is meant.**

**Warner buys "The Hair of an Amazon," written by 20 authors.**

**J. Gordon Edwards to make "The Jest," F. R. and H. W. Hooe to produce for George Cohen. Poughkeepsie, against Florida for $17,000, in independent argument.**

**Thursday**
M. P. T. O. to break up into three T. O. C. zones. In arms over "Sea Hawk," Northwest exhibitors urged not to sign "Sea Hawk" contracts.

**Charles Brabin uses Metro-Goldwyn for $375,000 for his new contract breach.**

**Edmund Goulding to direct for large producing unit.**

**Forty from F. B. O. for new season. "Letty" is expected.**

**Friday**

**Hollywood denies reports of taking him as financier of large international combination.**

**Colombian may make "Zanzer" "The Great," and "Never the Twin Shall Meet."**

**Hays office considering changes in uniform code.**

**Associated Exhibitors will release 28 for 1924-25.**

**Saturday**
Griffith to make three pictures for Famous in 1925, "Triumph of Love," "Dorothy," "In Old Oregon."

**Northwest exhibitor declares war on "The Man Who Wouldn't."**

**Rudolph Valentino starts for Ritz in September.**

**Lee Osa sings Vincent Lopez as musical director of the new Piccadilly theater. Will Hays leaves for the Coast.**

**Omaha Tournament, A Success (Special to THE DAILY FILM)**
Omaha—Much fun was had by those who attended the Second Annual Film Golf Tournament, conducted by "Movie Age" at the Elmwood Golf Course, Friday and from all indications it was a great success. Many prizes were offered at the exhibitor-exchanges get-together.

**"Born Rich" Finished**
"Born Rich," produced by Garrick Pictures for First National is practically completed. There remain about two days more of exteriors to shoot. Will Niigh is directing.

**Pittsburgh House Opens Monday**
(Special to THE DAILY FILM)
Pittsburgh—The New Diamond, in the old Mace building section will be opened by the Western Penn. Amus. Co., July 14.

**Back on Coast**
(Special to THE DAILY FILM)
Los Angeles—Corinne Griffith has returned from New York. She will shortly begin work on "Wilderness."**

**Newspaper Opinions**

**"Abraham Lincoln"—1st Nat'l**
Stanton, Philadelphia

**BULLETIN—Simply and effectively told, the story of "Abraham Lincoln," depicted on screen, is the most notable picture of the season. It is a picture of no real movie fan should miss and which every patriotic American should see. Despite the familiarity of the story, it is exceptionally entertaining and also informative, illuminative and inspiring.**

**"North American"—The details of the picture are true to all the history book tradition, even to the physical characterization and awkward gestures. But real drama is lacking. The interest in the play centers chiefly about the authenticity of its details, rather than drama of its situation.**

**PUBLIC LEDGER (Morning)—"Abraham Lincoln," an historical picture, is perhaps the most perfect of its kind. It is made with a great deal of skill and finesse. It is a picture of the highest order, and the driving force of its success is its atmosphere and regard for the spirit of Abraham Lincoln.**

**PUBLIC LEDGER (Afternoon)—"Abraham Lincoln," a picture of the highest order, is perfectly made. It will be seen all over the country, and it is a picture that will be studied in the future.**

**"Broadway After Dark"—Warners'**
Palace, Philadelphia

**BULLETIN—Excellent acting of the supporting cast, the cleverness of the script, and the performances of Adolphe Menjou, about the best of the bunch, give "Broadway After Dark," a potential of large appeal. He is the living embodiment of the well-groomed and debonair man of wealth and poise.**

**PUBLIC LEDGER (Morning)—"Broadway After Dark," directed by David O. Selznick, is one of the most promising of the current offerings. It is a fine example of what a fine director can do with a good script.**

**PUBLIC LEDGER (Afternoon)—It is an excellent picture and one of the finest of the current release. It is a picture that should be seen by all who are interested in pictures of good entertainment.**

**"Daughters of Today"—Selznick International**

**FREE PRESS—**

**"Daughters of Today" is a picture that will make you gasp and wonder just what are these "daughters of today." The pictures show scenes which may bring a lump into the throat and a bit of mother love stuff that may have a sobering effect, but for the most part "Daughters of Today" is a typical screen revelation of the sports indulged in by the sons and daughters of tender years who seem to run wild.**

**PUBLIC LEDGER (Morning)—"Daughters of Today" is a picture that will make you gasp and wonder just what are these "daughters of today." The pictures show scenes which may bring a lump into the throat and a bit of mother love stuff that may have a sobering effect.**

**PUBLIC LEDGER (Afternoon)—It is an excellent picture and one of the finest of the current release. It is a picture that should be seen by all who are interested in pictures of good entertainment.**

**The Marriage Chest**
Wisconsin, Milwaukee

**SENTINEL—"The Marriage Chest" is the story of an ardent love motif, there is nothing coarse or even as the wife, a role that is somewhat of John Griffith Wray again, Percy Marmont gives one of his finely shaded performances. It is a well-made picture, excellently performed.**

**GAZETTE—"The Marriage Chest" is a well-written and well-made picture. It is a picture that should be seen by all who are interested in pictures of good entertainment.**

**Capitol, Montreal**

**WORLD-HERALD—**

**"The Perfect Flapper"—1st Nat'l**
Metropolitan, Washington

**WORLD-HERALD—**

**"The Perfect Flapper"—1st Nat'l**

**THE PERFECT FLAPPER—**

**"The Next Corner"—F. P. L.**
Strand, Omaha

**WORLD-HERALD—Dorothy Mackall is wonderful in her role as a flapper. The picture is a perfect example of what a flapper should be.**

**Block Booking Fight**
(Continued from Page 1)

**hands and prevents playing meritorious pictures late in the season.**

**Action on this practice has been a long time coming.**

**For the past three years, the letter states, the organization has been filled with protests against block booking, adding that the system, abolished through the efforts of organizations, is now being reinstated by the wise decision by distributors, and goes on to say:**

"They are going to try and sell you the block booking idea by many insidious ways. They will tell you that there is a shortage of pictures, that you'd better buy in block or remain out in the cold. That's the bunk. You are the buyer, and as such you have the right to determine selling policies. If you refuse to buy under a certain system, you can bet your last dollar the system will be changed, and changed quickly."

**Exhibitor support of independent producers and distributors, is urgent, the exchange points out, mentioning that the time has come when every theater owner must support the independent exhibitions or he will be eliminated shortly, if such support is not forthcoming.**

**It is pointed out that there will be about $50 pictures this season, showing the improbability of a shortage. It declares brand names mean nothing to the public, inasmuch as one poor picture will offset the prestige of a number of good ones.**

**Michigan Active, Too**
(Special to THE DAILY FILM)

**Detroit—H. M. Richey is warning members of "the cat in the bag" method of selling. The Michigan unit has launched an attack on the block booking practice, too.**

**Peeved at Non-Support**
(Special to THE DAILY FILM)

**San Francisco—A sequence of events was made a few days ago for a donation to help defray the expenses of entertaining the British War Fleet, due to pay San Francisco a visit. The Allied Amusement Industries sent letters to theater owners. Only one check was received and that from Allied. The funds are being raised by leading business men.**

**Rose Transferred to Omaha**
(Special to THE DAILY FILM)

**Omaha—R. D. Thomson has reigned as manager of the Paramount exchange and has been succeeded by F. P. Rose, former Famous-Lasky Service Ltd., of Canada. William Kelly, former salesman in Calgary, has succeeded Rose.**

**Rene Adoree in Los Angeles**
(Special to THE DAILY FILM)

**Hollywood—Rene Adoree has returned, following an absence, during which she appeared in "The Bandolero" in Spain.**

F. B. O. Trade Show Monday
F. B. O. will give a trade showing of "Fools in the Dark," at Loew's New York Roof on Monday at 2:30.
EASTMAN POSITIVE FILM

With Eastman Positive Film you are sure of one factor that contributes to each picture's success—you know that the positive carries through to the screen the photographic quality of the negative.

Look in the film margin for the black lettered identification, "Eastman" "Kodak."

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
"One of the BEST BETS OF THE SEASON"

corking good comedy - free from slapstick and exaggerated hokum. Delightfully played by excellent cast. Carries a whole volume of laughs - is well balanced with heart interest".

Motion Picture News –

J.K. MCDONALD presents his original story

"A SELF-MADE FAILURE"

with

BEN ALEXANDER

and

LLOYD HAMILTON

and an all star cast including:

MATT MOORE, MARY CARR,
PATSY RUTH MILLER, SAM DEORASSE,
CHUCK REIGNER, VIC Potel, DAN MASON,
ALTA ALLEN, HARRY TIDE, CAMEO

Directed by

WILLIAM BEAUDINE

Story adaptation. Written During Last Night. Don Gypsy
Photography . . . Ray Jenson and E. Mitchell

The greatest protection against bad business is a FIRST NATIONAL contract for next season
Equipment Zones
May Divide Country Into Four Sections—New York Group Leaves Tonight
(Special to THE FILM DAILY)

Cleveland—A resolution providing for the zoning of the Motion Picture Equipment Dealers of America, Inc., into four districts will be submitted at the second annual convention which opens at the Winton on Wednesday to terminate on Saturday.

M. Felder of New York will father the measure. The proposed zone arrangement would be submitted the members to adopt the organization. Indications point to a fight for the zone arrangement, now held by Frank Edith of Chicago. At least three new candidates are understood to be interested in the post, William Oldknow of Atlanta is national president.

The members of the M. P. Equipment Dealers of America, Eastern Zone are scheduled to leave for Cleveland tonight.

Renew Deal on British Films
(Special to THE FILM DAILY)

Toronto—Regal will again distrib-ute the Betty Balour productions made in England, in addition to other British pictures.

New Job for Oscar Morgan
Pathe has appointed Oscar Morgan southern district manager with supervision over nine exchanges. He is formerly special feature represen-tative.

Grainger Back
James R. Grainger arrived in town from the east yesterday, E. A. Schiller is due in Friday.

Film The Jungles
"White Indian" Pictures to Be Incorporated in Pathe Review

—Have 12,000 Feet

As a result of the March expedition into the Darien jungles of the Isthnus of Panama, Charles Charleston, staff cameraman of Pathe Review, has secured about 12,000 feet of film declared to be of a highly unusual na-ture.

It was this expedition that discovered the so-called "White Indians" and brought three of them back to New York for observation by scientists after the expedition had been out of touch with civilization for four months. The pictures will be embodied in full releases of Pathe Review. The film record is understood to be complete. The hardships, the adventures, the trek through the un-

Novelty Production
"The Lost World" in Work—Big Scene Shows Prehistoric Animal Ravaging London
(Special to THE FILM DAILY)

Los Angeles—Production of "The Lost World" will probably be completed in the fall. It is planned to send the first print on to New York about the middle of November.

The picture will be released by First National one of its high-lights for the winter season. Earl Hudson and others connected with the company's production staff are enthusiastic over its possibilities. The giant prehistoric animals of bygone ages will actually move through the picture. One of the spectacular sequences deals with the rampage of

Calif. Attendance Grows
(Special to THE FILM DAILY)

Los Angeles—The admission tax collected during the fiscal year ending June 30, in the Southern California district totaled $3,190,718, as compared with $2,552,644 the previous year. The collector estimates that 191,443,072 persons attended in the fiscal year as compared with 151,298,660 last year.

First Natl Executives Here
Robert Lieber, Indianapolis; A. H. Blank, Des Moines; Fred Levy, Louisville; Sam Katz, Chicago; E. V. Richards, New Orleans; George W. Trendler, Detroit, and Julian Sansen-ner, New Orleans, are in New York for a First National committee meet-

Off on New Dempsey Deal
Jack Kearns left for the Coast yester-
day to arrange for the production of new Jack Dempsey two-reelers for United Artists. The series of ten, originally contracted for.

Wallis Now With Principal
(Special to THE FILM DAILY)

Los Angeles—Sol Lesser has ap-
pointed H. B. Wallis, director, of publicity for Principal. He was formerly with the Warner's.

Plans Indefinite
George Klein, who recently re-
tired as treasurer of Ritz-Carlton Pictures has formed no plans for the immediate future. He is at work on two propositions, but neither one will crystallize until the fall.

Klein states that he intended leaf-
ing for the summer, spending most of his time fishing.

No Worry From Japan
Exporters Consider Boycott a Dead Issue—Concern Now With Brazil

The boycott situation in Japan no longer concerns American exporters. They consider there is no further threat to that source but now express concern over the civil war and chaotic business conditions in the City and State of Sao Paulo, Brazil. Sao Paulo, the capital of the state, has a population of 450,000.

The Japanese situation may be summed up by reproduction of Associated Press dispatch from Tokyo which reads:

"Four distributing and producing companies which expressed the boycott of American films as a protest against the American government's policy toward Japan, will withdraw their objections.

(Continued on Page 7)

K. K. K. Interested in Censorship
(Special to THE FILM DAILY)

Dallas—Censorship activities in this section, and in other Southern States will be largely sponsored by the Ku Klux Klan.

T. O. C. C. in Own Quarters
The T. O. C. C. will hold its first meeting in its own quarters today in the Times Bldg. The occasion will be celebrated by a house-warm-

Regains His Name
Samuel Goldwyn is now able to an-
ter the question, "What's in a name?" particularly in regard to his own name. In an amicable agree-
ment drawn up outside of court, Sam-
uel Goldwyn can again use his name in pictures without tacking on the slogan, "Not now connected, etc.

(Continued on Page 7)

Free Shows In N. Y.
Tuberculosis Ass'n, Edison Co. and Seaman's Institute Launch Picture Programs

Free shows in the parks of New York City form an important part in the elaborate summer recreation program outlined by the Dept. of Parks for this summer.

The showings are to be on a broad-
er scale than during any other sea-son. The schedule arranged each year by the Department and the Tu-
berculosis Ass'n will be ready shortly for showings at least at 12 city parks throughout the city.

It provides for only one or two showings in the same park. The Tu-
berculosis Ass'n is modeling its pro-
gram on that of the Edue' Extension Bureau of the N. Y. Edison which began its programs on July 18 and has the following mapped out for the rest of the summer.

July 15, John Jay, 66th St. and East River; July 28,

(Continued on Page 7)

DeHavens Form New Unit
(Special to THE FILM DAILY)

Sacramento, Cal.—The Carter De Havens are mentioned in the forma-
tion of De Havens Enterprises, Inc. chartered recently with a capital of $25,000, to produce. Headquarters at Los Angeles.

Film Classics Plan Meetings
(Special to THE FILM DAILY)

Cleveland—Film Classics will hold a convention of its Cleveland, Cincinnati, Pittsburgh and Detroit man-
gers, bookers and salesmen here, to-
morrow, to last until Thursday.

Short Reel Deal
Friese-Greene, English Color Process Inventor Closes with American Company

Clyde Friese-Greene, inventor of the Spectrum color process nips sail's for London Saturday, following a six week's visit here during which he demonstrated his pictures. S. M. Johnson returns with him.

The latter, speaking for the inven-
tor, declares that a contract has been closed with an unnamed American company for a series of short reels in color. The company intends establishing an American branch which will be in charge of Mr. Nellis. Friese-Greene will produce Gals-
orthy's "Justice" in color in Eng-
land, but will return here in Sep-
tember to develop this end of his enter-
prise.
Three Millions for Theaters
(Special to THE FILM DAILY)

Los Angeles—The construction program of West Coast Theaters, Inc., involves a contemplated outlay of $3,000,000, covering nine theaters. Houses started last week include one here, another in Pasadena and a third in Long Beach.

Barbian Sells Akron House
(Special to THE FILM DAILY)

Akron, O.—Charles Barbian has sold his Waldor to M. Breyer and I. Friedman who also have the Ideal and People’s. They operate under the name of the Akron Theaters.

Made “Life Hereafter”

Before Edward Jose left Rome for the States, he completed a picture known as “The Life Hereafter.” “Terror,” starring Pearl White was also his.

Bullock III
(Special to THE FILM DAILY)

Cleveland—Sam Bullock, field representative for the M. P. T. O., of Ohio is ill. He has a nervous breakdown due to over-work.

“Doc” Holah Joins Fox
(Special to THE FILM DAILY)

Cleveland—C. E. (“Doc”) Holah has been appointed special representative for Fox and assigned to Northern Ohio.

Ryan and Rhoden Here

Wm. A. Ryan, Oklahoma City and E. C. Rhoden, Kansas City are the First National branch managers visiting New York this week.

Incorporations


Lexington, Ky.—Kentucky Reed Show Co., Frankfort. Capital $25,000.

Dover, Del.—Graf Optical Co., Inc Capital $60,000.

120 NOVELTY REELS
Pierce Run Specialties
1924-25
Direct Booking

1600 Bway.
N. Y. C.

Let George do it!
George E. Kann
220 West 42nd St.
New York, N. Y.
Foreign Cables—Kann, N. Y.

GEVAERT
RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B’way
N. Y. C.
It's a Landslide!
From Maine to Texas Metro-Goldwyn gets the exhibitor vote. Cast your ballot for the winner. Metro-Goldwyn's got everything you need for a sound business administration at the box-office. Great stories, famous directors, popular players. The industry's best, drawn from three Big Producers—Metro, Goldwyn, Mayer—are now merged into a history-making motion picture organization. For good times, vote early and often for Metro-Goldwyn

PICK YOUR FAVORITE!
Rex Ingram's "THE ARAB" with Ramon Novarro and Alice Terry.
"REVELATION" with a cast of many stars.
"BREAD" Big time players in the great novel.
JACKIE COOGAN in "Little Robin-son Crusoe" the beloved star in a film delight.
Fred Niblo's "THE RED LILY" with Ramon Novarro and Enid Bennett.
King Vidor's "WINE OF YOUTH" a searching drama of Today.
LAURETTE TAYLOR in "One Night In Rome" a brilliant film of her stage success.
BUSTER KEATON in "The Navi-gator" the laugh masterpiece of his career.
MAE MURRAY in Ibanez's latest story sensation "Circe."
Theater Changes

San Jose, Cal.—The remodeling of the old T. and D. has been completed. A water-cooled ventilating system has been installed, together with an entirely new lighting system.

Anacortes, Wash.—B. B. Vivian reported to have taken over C. C. Ruth's Mission in Mount Vernon. Ruth still has the Vernon.

Jefferson, O.—The S. W. Manheim Amusement Co. of Cleveland, has acquired the Liberty to D. W. Ely and J. W. Miller for $20,000.

Johnstown, N. Y.—Manager Charles Sesonke has dismissed his orchestra and is providing music with an organ.

Albany, N. Y.—Abe Stone, owner of the Delaware has inaugurated a summer policy of three days per week.

Kielo, Wash.—J. R. Spriggs replaced B. F. Moe in the management of the Olympic. Moe is going South.

Ogdensburg, N. Y.—Alexander Payanakos has leased the Opera House and will extend his chain.

Hannibal, Mo.—The Star is being reeducated between shows. The Orpheum has closed for the summer.

Columbus, O.—The James Theater Co. of this city has taken over a house in Clintonville, which seats 1000.

San Leandro, Cal.—Fred Schmidt has commenced work on his $100,000 house. It will seat 1200.

Siegler, Ill.—Sullivan & Gray have taken over the Liberty Airline from F. O. McNeil.

Albany, N. Y.—The Leland will be completely redecorated between now and Labor Day.

Hudson, O.—The Opera House has been purchased by Messrs. Martin of Chicago.

Akron, O.—The Waldorf has been closed for the summer by Charles Barbian.

Herenton, Kan.—W. Mallington and Cy Carson have bought the Eagle.

Duquoin, Ill.—Reed & Yemm are remodeling and decorating their Plaza.

Kiowa, Kansas—The Dreamland has been purchased by H. Beldenstrom.

Conway, Mo.—J. R. Warden is the new owner of the Empress.

Oakland, Cal.—Sam Perlin has taken over the stage.

Franklin, Mo.—The Liberty has closed for the summer.

Nokomis, Ill.—The Holmes has closed for the summer.

Newspaper Opinions

“Babellt”—Warner’s Alhambra, Milwaukee

JOURNAL—Talky and funny. It is quite a entertaining film. And you may find Louis and the director had a story to tell and he did his task creditably. The cast is well chosen, the lighting effects are photographed. NEWS—* * * * * * the nature of the plot is such as to keep the suspense thoroughly suspended from first to last reel.

“The Bedroom Window”—F. P. L. Strand, Minneapolis

TRIBUNE—* * * holds its suspense until the final scene when its weakness is exposed by the introduction of a woman who rescues the mystery and matches her wit with a clever lawyer. Ethel Wales portrays the eccentric woman "detructive" in an excellent manner.

“The Blizzard”—Fox, Indianapolis

NEWS—The principals have an unusual good looks and the entire cast is endowed with ability. The acting of the principals is representative and the opportunity to observe these new personalities is not so much among the pleasures of viewing this film.

S.F.A.—A story of more than ordinary merit the book, in fact, that would make Selma Lagerlof the Nobel prize for literature. But has been turned into an artistic and unusual playout.

“Cause for Divorce”—Selznick Strand, Rochester

HERALD—There is a story, which provides excellent food for thought as well as entertainment, a most capable cast and beautiful settings.

“The Dangerous Blonde”—Universal E. O. A., Omaha

WORLD-HERALD—A collection of satirical sort features the action. The subtitles by Bob Hopkins, a former cartoonist, are clever.

“The Governor’s Lady”—Fox Strand, Milwaukee

SENTINEL—It’s very humbleness was one of the factors in the success of the "Belasco stage plays. "The Governor’s Lady”, which has been made into a picture motion of interest and appealing.

“The Great White Way”—Metro-Goldwyn, Victoria, Philadelphia

INQUIRER—There is plenty of action of the sentimental type in this story, the "Great White Way", which was shown at the Victoria last night, nor is it lacking in the exploitation of the romance between a gentlemanly cast and a superior sort of chorus girl.

“Half-a-Dollar Bill”—Metro-Goldwyn, Palace, Washington

HERALD—A thrilling mystery story is presented in entertaining fashion. "Half-a-Dollar Bill", which has been made into a picture motion of interest and entertaining, is a society social that will grip and hold until the final scenes have faded from the screen.

STAR—Thrills aplenty are scattered through "Half-a-Dollar Bill", at the Palace this week. In addition it is an entertaining picture with a good cast and the best of photography.

TIMES—Seldons has a picture been shown where so much human interest is worked into the story. "Half-a-Dollar Bill" is a melodrama which grips and carries you on to a conclusion satisfactory to all.


WORLD-HERALD—Well directed, cleverly acted, intelligently cast and splendidly photographed, * * * is a picture worth seeing one we recommend to you. Jack Ford, the star, does the best work of his career * * * His characterization perfection.

“The Lone Chance”—K. B. P. L., Madison, Detroit

FREE PRESS—Miss Swanson does not wear the gorgeous gowns for which she is famous, although in two or three scenes she is ravishingly beautiful. In no picture has she ever made has "The Lone Chance" been devoid of her greater range of talents. She is powerfully dramatic when the role calls for drama, sweet and affectionate at other moments and a delightfully comedienne when comedy is called for.

NEWS—"Manhandled" is one of those affairs that will set the hearts of all women who see it palpitating with joy.

“The Manhandled”—K. B. P. L., Garden, Milwaukee

FREE PRESS—Miss Swanson does not wear the gorgeous gowns for which she is famous, although in two or three scenes she is ravishingly beautiful. In no picture has she ever made has "The Lone Chance" been devoid of her greater range of talents. She is powerfully dramatic when the role calls for drama, sweet and affectionate at other moments and a delightfully comedienne when comedy is called for.

NEWSPAPER—"Manhandled" is one of those affairs that will set the hearts of all women who see it palpitating with joy.

“My Son, My Son”—Metropolitan, Chicago

FREE PRESS—Miss Swanson does not wear the gorgeous gowns for which she is famous, although in two or three scenes she is ravishingly beautiful. In no picture has she ever made has "The Lone Chance" been devoid of her greater range of talents. She is powerfully dramatic when the role calls for drama, sweet and affectionate at other moments and a delightfully comedienne when comedy is called for.

S.F.A.—It’s the nature of the plot is such as to keep the suspense thoroughly suspended from first to last reel.

New Theaters

San Benito, Tex.—Plans have been drawn for a new 1,000 seat house by F. J. Blount. Ed. Brady, who is interested in the Pastime, will manage.

Omaha, Neb.—Plans have been completed for the erection of the Orpheum on which work will start at an early date.

Hartford, Conn.—A theater seating 975 and calculated to cost $100,000 will be erected by the Lenox Investment Co.

Plymouth, Ind.—The Plymouth Airline has been opened by Ira Howard, who reports that business is good.

Providence, R. I.—The Broadway Star Corp. contemplates erecting a $100,000 theater and office building here.

Longview, Wash.—The Longview Amusement Co. plans to build a theater costing $125,000.

Herkim, N. Y.—Thomas Donato will turn his recently acquired church property into a theater.

Belleville, Ill.—Noah Bloomer is working on plans for the erection of a theater next fall.

St. Petersburg, Fla.—A 2,000 seat house will be erected by C. D. Buse of Easton, Pa.

Lancaster, Pa.—A report has it that George Parr of the Star will open a new theater.

Cedar Rapids, la.—Greenhaugh and Burbank have sold the Grand to C. C. Clifton.

Fort Worth, Tex.—R. O. McDermet has opened the Riverside Airline.

Durham, N. C.—It is reported that work on a new house will be started soon.

De Motte, Ind.—De Motte has been opened by Alonzo Stroup.

N. Judson, Ill.—The Lyric has been purchased by A. J. Carl.

The new house will open December 1st.

CHROMOS TRADING COMPANY
1123 Broadway
WE MAKE LOANS IN ANY AMOUNT ON WORTHY PROPOSITIONS. WE HAVE HELPED OTHERS. WE CAN HELP YOU.

Moderate Terms and Quick Action
Are Special Features of our Service

May We Have The Pleasure of Serving You?
Free Shows In N. Y.
(Continued from Page 1)
Mt. Morris Park, 120th & Madison; August 1, Carl Schurz, 84th & East River; Aug. 6, Watergate Park, 14th & Amsterdam Ave.; Aug. 11 & 12, Hamilton Fish & Houston & Willet; Chelsea Park, 7th Ave. and 28th St.; Sept. 9, Watergate, 124th & Amsterdam, and Sept. 15, Thos. Jefferson Park, 23rd St. and First Ave. The usual program includes two educational reels and two, two reel comedies.

The Dept. of Parks and Seaman’s Church Institute, 25 South St., have also arranged for a series of free shows every Friday evening, at Jeanette Park, in the neighborhood of the institute. It is estimated that in some cases more than 5,000 attend each showing. The Office of the Bureau of Recreation of the Dept. of Parks declares that several other showings are now being arranged.

More than 5,000 attend the regular open air performances given by the Hudson Guild, of the West Side, at Chelsea Park, 9th Ave. and 11th St., every Monday and Friday evening. A feature and a comedy are on the programs, which are quite popular in that section. The feature shown are not reissues, but current releases.

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Hartford, Conn.—This city is conducting shows nightly in a local public park at which five cents is charged for admission. The shows start at 8:30 and last until 10:30. A feature and a news reel comprise the program.

Lawrence, Mass.—The Community Service is to provide summer opposition to exhibitors by giving free shows in various public parks.

Worcester, Mass.—For a period of seven weeks, starting July 21, the Y. M. C. A., here will give free shows in four of the city’s parks.

Schenectady, N. Y.—The Park Board is negotiating for film for free shows to the public in one of the city’s three parks.

Newman Wins Tourney
Adolph Zukor was host Saturday to the executives of Famous and a number of personal friends at a golf tournament held at Mountain View Farm. Frank Newman, of Kansas City, won first prize, while second honors went to Aarons of Chicago. Among the other prize winners were Robert T. Kane, Syd Falken-berg, Lacey Johnson, M. Botsford, Sir William Wiseman, Felix Kahn and Reuben Samuels. Glendon Allwine won the duffer’s prize with a card of 24.

Dissolves Partnership
(Continued from Page 1)
(Novelty Production)

A 120 foot brontosaurus right through the heart of London.

For this portion of the picture, a street shot about an eighth of a mile in length, representing Piccadilly Circus was constructed at the United studio.

Praise for A. M. P. A. Committee
Bert Adler, James Loughborough, Wells Hawks, Merritt Crawford, Walter Eberhardt, Reichenbach and Charles W. Barrell, comprising an A. M. P. A. committee appointed to work with the Mayor’s committee on entertaining Democ- ratic delegates received a letter of commendation from the Mayor for their co-operation.

Move Into New Quarters
(Continued from Page 1)

Atlanta—The new Film Bldg., at 82 Walton St., is ready for occupancy. Southern States Film Co., and Enterprise have moved in. First Nation-wide two-reelers last week. This is the structure which William Oldknow built during construction.

Two Promoted by H. A. Lande
(Continued from Page 1)

Pittsburgh—Two vacancies in the Lande Film staff have been filled from the ranks. H. A. Lande has made W. G. Liebler, a salesman, vice-president, and C. E. Reamer, in charge of finance as secretary-treasurer.

Heir to Large Estate
(Continued from Page 1)

Miami, Fla.—H. W. Rosenthal, of the Rosenthal M. P. Service Bureau, located in the Metropolitan Bldg., has been made co-heir with other relatives, to an estate of $80,000,000 according to a local daily.

Vitagraph Takes Metro Quarters
(Continued from Page 1)

Pittsburgh—The Vitagraph exchange will move over into the Film Bldg. formerly occupied by Metro. The building is at 1018 Forbes St.

Fire Destroys Oklahoma House
(Continued from Page 1)

Davenport, Okla.—Fire that originated in a restaurant next door destroyed the Partime. The house was empty at the time.

Cuts Film Board Meetings
(Continued from Page 1)

Kansas City—The Film Board of Trade will hold only two meetings a month during the Summer, instead of one a week, as formerly.

Pittsburgh Film Folk Plan Party
(Continued from Page 1)

Pittsburgh—The Film Board of Trade has issued general invitations for a boat excursion Friday, July 18.

Film The Jungles
(Continued from Page 1)

A derhush and the final discovery of the colony of “White Indians,” their mode of living and their customs have all been caught by Charlton.

Regains His Name
(Continued from Page 1)

The necessary papers have been signed by Metro-Goldwyn and Goldwyn. The case attracted attention about a year ago when Goldwyn formed his own producing company and Gold- wyn Pictures filed suit against the use of the name on those productions.

Not Guilty for Sunday Violation
(Continued from Page 1)

Berensford, S. D.—A jury returned a verdict of not guilty in the case of the City of Berensford vs. M. B. Ryan, who was charged with violating the Sunday closing ordinance. There have been several arrests because of violations, but charges were all dropped. The city is about equally divided on the question.

Theater in Up-State Fire
(Continued from Page 1)

Utica, N. Y.—Fire broke out during a recent afternoon matinee and caused considerable damage to the Palace theater, at Tupper Lake. Overheated film caused the blaze.

Fontenelle Gets Fight Pictures
(Continued from Page 1)

Omaha—The Fontenelle exchange has acquired territory rights to the Dempsey-Firpo fight pictures.

Haverhill's Manhattan Destroyed
(Continued from Page 1)

Haverhill, Mass.—Mark Haverhill’s Manhattan theater has burned to the ground.

Among Exchanges

Detroit—Billy Clark, for a long time with Goldwyn, is now covering the western part of the state for Producers Dist. Corp.

St. Louis—Stanley Swan has joined Vitagraph. He formerly managed the Strand at Salina, Kan.

Kansas City—R. C. Hill, former Haverhill, Kan., has joined the sales staff of the Warner exchange.

Detroit—B. A. Bourque has left Metro-Goldwyn to sell First Nat’l in Toledo.

Mary Foy has completed her role in “The River Road”.

No Worry From Japan
(Continued from Page 1)

agreement, which has become practically inopera-tive because of the public demand for American pictures.

In an advertisement in the leading news-papers the companies say that in view of the public demand that some American films be shown, and the Government’s warning that the boycott would produce undesirable im- pressions abroad, the boycott agreement has been abandoned, although we adhere to the fundamental purpose of that agreement, which is to encourage home-made films.

“The boycott has been a complete failure, houses refusing to show American films suffering heavy losses of patronage.”

Frank Manisky Now With Fox
(Continued from THE FILM DAILY)

Okahoma City—Frank Manisky, formerly manager of the old Mutual exchange at Kansas City, has been appointed manager for Fox office.

FILM DAILY

Sunday, July 13

Says of Baby Peggy

in “Captain January”

“Baby Peggy delightful. Story full of human interest touches and amusing bits. Should please audi- ences immensely.”

Every Critic Says the Same

It’s a Sol Lesser presentation.

A Principal Pictures Master Production

Distributed through our terri-torial franchise holders who own and operate individual distributing branches in every key center.

COMING SOON

THE LEGEND OF HOLLYWOOD

with

PERCY MARMONT and ZASU PITTS

Directed by RENAUD HOFFMAN—Adapted by AL COHN

From the "Photoplay Magazine" story by FRANK CONDON

A RENAUD HOFFMAN PRODUCTION.
"If I were an Exhibitor"

The Editor's Views

If I were an exhibitor—
I'd turn heaven and earth to get a chance to
book "Abraham Lincoln."

And if I were one of many exhibitors—
After booking and playing the picture I'd sit
down and write the editor of The World, saying:
"You may be passable as an editor, but your advice
on pictures is all wrong."

There is a reason for that.
The exhibitor whose letter I fear is the theatre
man who would take "Abraham Lincoln" and play
it with no more variation in his presentation than
if he were offering "The Flapper's Fall."
The managers whose letters I do not fear are
those who would realize the reason for our per-
sonal desire to play the picture—and advertise and
present it accordingly.
The reasons are many.

If I wanted to get into my theatre hundreds of
patrons who haven't been near it since the war
days when they used to come to see the news
weeklies—I'd play "Abraham Lincoln."

Having attracted these strange faces, I'd pre-
sent the picture as part of a special program of
more than ordinarily selected quality.

And they would leave me determined to come to
my theatre more often in the future.

If I were a theatre man I would enlist the aid
of the leading citizens of my community by asking
them in advance if they would like to have me show
"Abraham Lincoln."

When they said "Yes"—as they would emphat-
ically—I'd have them with me, tooth and nail, to
put the picture over as an event of local importance.

And when the showing was concluded—I'd have
them with me for the future as a manager of vision,
and with the motion picture as a weapon for good.
I'd figure that a pretty good week's work.

But I had better be careful. Maybe I am giv-
ing the impression that "Abraham Lincoln" is all "class," and shy as entertainment.

That would be fatal—and incorrect.
It can't be true. For the night we saw it found
our better-half industriously occupied with her
tears. Our own we held back, at great effort.
And, if we are not mistaken, that's what the pic-
ture fan calls entertainment.

Part of it. The rest is the thrill—the thrill of
the greatest dramatic chapter the world has known,
our Civil War. The thrill of seeing a man stand-
ing alone against terrific odds.

That's entertainment, isn't it?

Robert E. Welsh

Leadership
and
Reason
Why
No. 3

There's no getting away from it!
The FIRST NATIONAL contract for
next season means big money for you.
Kent Altering Titles
Confering With De Mille on Coast
— Both Plan Vacation on Yacht Later
(Special to THE FILM DAILY)
Los Angeles—It is understood S. R. Kent's visit to the Coast concerns changes in the titles of the "Famous Forty." Aside from that, Kent and Cecil B. de Mille plan a vacation on the latter's yacht as soon as C. B. finishes "Feet of Clay."

It is understood changes in some of the titles of "The Famous Forty" were decided upon, in part at least, as a result of protests filed by several exhibitor organizations, among them the Michigan unit.

Fischer on His Own
(Special to THE FILM DAILY)
Cleveland—Meyer Fischer, former with Standard Film Service, has opened the Fischer Film Exchange, to handle state-right product. He is distributing, "The Man From Beyond," "Who's Cheating?", "Is Money Everything?", and the "Felix" Cat series.

Protest Ban on Posters
(Special to THE FILM DAILY)
Montreal—The proposed ban on billboards has brought forth a storm of protest from exhibitors. Claiming that picture advertising is entitled to the same privileges as other industries exhibitors have retained legal advice.

New Directors Start
Frank Tuttle starts work Monday on "Dangerous Money" and R. H. Burnside on "Manhattan." In both cases, it is the directors' first for Paramount and in the case of Burnside, his first for any organization.

Women Fighting Sex Films
(Special to THE FILM DAILY)
Sacramento, Cal.—The Federation of Women's Clubs is strongly in favor of the fight for an ordinance to regulate the showing of sex films.

"Cyrano" in Pathe Color
(Special to THE FILM DAILY)
London—Pathe will release an Italian version of "Cyrano de Bergerac" in Pathe color. It was produced by Augusto Genina.

Blumberg Goes to Coast
Milton Blumberg, secretary of Ruben Samuels, Inc., is on his way to the Coast on a combined business and pleasure trip.

Split Sales Control
J. R. Grainger in East and E. M. Saunders, West—Wessely—Changes Denied
The final disposition of sales control for Metro-Goldwyn has been made with James B. Grainger placed in charge of the East and E. M. Saunders, in charge of Chicago and exchange centers West. W. E. Atkinson issued a statement yesterday, denying a report published in "Times Square Daily" that Saunders was about to withdraw from a Miller type of arrangement with Universal, but Arthur A. Ables, New York manager had resigned because of the merger. It was said Ables has resigned previously, but that he agreed to continue until the office affairs had been adjusted to operate without him.

Big Coast Deal
West Coast Theaters, Inc., Sign for Metro-Goldwyn Output—Their Position Strong
(Special to THE FILM DAILY)
Los Angeles—West Coast Theaters, Inc., will play the entire Metro-Goldwyn output, under terms of a deal closed while James R. Grainger and E. A. Schiller were here. While the amount involved is not known, it is understood to run into several hundred thousand dollars.

West Coast now operates in the neighborhood of eighty theaters in California cities. The deal covers all houses and forty-six Metro-Goldwyn with an arrangement for individual deals on the Cosmopolitan pictures. West Coast operates Loew's State here and the Warfield in San Francisco, and must show twenty-two Metro's under the arrangement. The theater organization now occupies a very powerful position on the Pacific slope. Through Sol Lesser, it holds a First National franchise. The circuit has booked the "Famous Forty" and now controls the Metro-Goldwyn output.

Buying Reserve Material
Stories and properties under consideration by Universal will take care of that company's needs for the next eighteen months, provided they are purchased. Frederica Sagor, the scenario editor left for the Coast yesterday to confer on the matter.

Gance With Stines
(Special to THE FILM DAILY)
Paris—Abel Gance, prominent French producer has joined the Hugo Stines film enterprises and will produce from now on in Berlin.

Ready For New Move
Committee Discussing 1st Nat'l. Switch to New York—"Life of Christ" Bought
The executive committee of First National held its first series of meetings yesterday, to be followed by others throughout the week.

The important order of business concerns the switch in production headquarters from the Coast to New York. The committee will go over the details which are understood to have been entirely mapped out by Richard A. Rowland. The question of adequate studio space has caused some difficulties, but it is believed that particular problem is well on its way toward solution.

First National has purchased Gi- vanni Papini's "The Life of Christ," for production by one of the Earl Hudson units. A great deal of care will be exercised in making the picture. It is planned to devote many months to research and, in all likelihood, the majority of scenes will be made abroad.

Hersgesheimer Enters Producing
Joseph Hersgesheimer, author, will act as supervising director of the "Three Black Pennies" unit at Paramount when the picture is started Aug. 18. Paul Bern is on route from the Coast to direct.

WilliamsonDue Today
J. Ernest Williamson is due today from Nassau where he has spent the last two months at work on a new sub-sea photographic process.

Crosland Going To Coast

Lasky, Wanger Here Saturday
Jesse L. Lasky is due in from Europe on the Paris Saturday. Walter Wanger is making the return trip with him.

Gloria Swanson on Way Home
Gloria Swanson, sailed yesterday on the Leviathan from Cherbourg. Her next picture is "Wages of Virtue."

P. D. G. Plans 30 Releases
The Producers Dist. Guild will probably have 30 pictures the first year, according to Arthur N. Smallwood.

"Meredith" Opens Aug. 4
August 4 is the latest date set for the premiere of "Janice Meredith" at the Cosmopolitan.

400 Theaters Closed
In St. Louis Territory—Yet Many New Houses Are Planned—Goldman's Started
(Special to THE FILM DAILY)
St. Louis—Despite many new theaters planned for the territory, a survey shows that out of the 900 houses, served out of St. Louis, 400 have shut down since the summer started. Closing coal mines are blamed for 250, the usual summer slump for 100, while at least 50 have shut permanently because of poor patronage. And yet, despite this, a number of houses are planned, and some big ones, too.

Marcus Loew's new State, at Eighth and Washington, will open early next month, while "Freund Brothers'" Kingsland, on Gravos Ave., is finished.

Excavation for the foundation of Wm. Goldman's $1,000,000 St. Louis, scheduled for next month, and a report has it that another big house is planned for Grand Blvd., in the vicinity of the Missouri and Grand Central.

Downtown, two lots on Market Street, between Broadway and Sixth, changed hands recently and it is reported that a house will be erected thereon to cost $250,000. This is opposite the Grand O. H.

In South St. Louis, Fred Hoezler, of the Ivory and Marguerite, has purchased the old Carondelet Turner Hall and is tearing it down to make way for a theater to seat 1,500. The contract has already been let. The site is at Robert and Michigan Aves.

Fred Wehrenburg plans a theater at Grand and Meramac, and another house at Grand Ave and Bates St. Both are located in rapidly growing districts at present with inadequate theaters. Several other houses are contemplated for outlying districts.

Neilan's Plans
(Special to THE FILM DAILY)
London—Kine. Weekly states that Marshall Neilan will later produce "Return to Eleven" by Redpath in the West and that the director intends visiting the North Country hoping to see a gathering of the clans around which he will eventually build a scenario.

Dug and Mary Here Monday
Douglas Fairbanks and Mary Pickford are aboard the Leviathan due in Monday morning. Robert Fairbanks returned from Hollywood yesterday, presumably to be on hand when the boat docks.
No Race Bar in California
(Special to THE FILM DAILY)

Los Angeles—According to a decision handed down by the Superior Court race distinctions are not permissible in theaters. Three negroes who complained that they had been compelled to take back seats in a theater of Gore Bros., Inc., were awarded $300 each.

“Blue Laws” Hold Up Theater
(Special to THE FILM DAILY)

Evanston, Ill.—Albert O’Rourke, who has acquired a site in the heart of the city, will build a theater seating 3000 if the City Council will permit Sunday shows. Otherwise he will erect stores and offices. At present a local ordinance prohibits Sunday performances.

Ohio Managers Fined
(Special to THE FILM DAILY)

Theater World-
Kenmore, O.—Manager V. Haiden of the Boulevard and Manager A. D. Relaf of the Rialto were each fined $50 and costs for keeping their theaters open on Sunday. They were arrested on charges made by the Lord’s Day Alliance.

No Tour for “Our Gang”
(Special to THE FILM DAILY)

Hollywood—Owing to the nature of child labor laws in various Eastern states the personal appearance tour originally intended for the members of the “Our Gang” comedies has been called off.

Chadwick in “Border Legion”
(Special to THE FILM DAILY)

Los Angeles—Helen Chadwick is here to start work on “The Border Legion”, for famous, Antonio Moreno is also in the cast.

Mildred Harris Heads Cast
(Special to THE FILM DAILY)

Hollywood—James P. Hogan’s production of “Unmarried Wives” will have Mildred Harris at the head of the cast.

Incorporations


Dover, Del.—Philadelphia Technical Institute Co., Capital $500,000. Incorporators, S. L. Mackey, J. D. Freck and H. Kennedy.


Albany—Western Stories Publishing Corp. Incorporators, Francis Pace, Nathan Messinger and Grace Carroll.

Dover, Del.—New Shchy Theater Corp., Dover. Capital $250,000.

Pathé News

Sees All—Knows All

No. 58

U. S. WINS OLYMPIC GAMES. Scenes at the opening of the Olympic Games in Paris; the parade of 2,000 athletes representing 45 countries.

THE BATHING SUIT PARADE AT BRADLEY BEACH. Abbreviation is the keynotes at Bradley Beach, N. J. as sea-beauties parade.

FRENCH ROUND-WORLD FLIER REACHES JAPAN. Capt. Pelletier D’Oisy lands at Tokorosawa Field, Japan, 45 days from Paris. Other news as usual.

today

GLENN TRYON
HAL ROACH’S
LATEST FIND IN 2 REEL PATHÉCOMEDY

A COMPLETE LABORATORY AND TITLE SERVICE

HILagraph

The Standard of the Industry
723 7th Ave., N. Y. C. Bryant 5450-1

SURE FIRE STORIES!

GARRETT ELSDEN FORT
author and adaptor of

“The Season’s Sensation
“The Fire Patrol”

right now has available for producers two original stories of greater power than “The Fire Patrol”

Write or Wire
%Writers Club
Hollywood, Calif.
Newspaper Opinions

"Babbitt"—Warners

Rivoli

AMERICAN—"... while we bow to Sinclair Lewis for his story and to Warners for choosing Harry Bennons and his intelligent direction, I should say the lion's share of the applause should go to an actor—William Louis."

** * * *

"... is rather long drawn out, although it is not much more than seven reels."

DEALING—"... a good film, if a poorly visualized translation of a novel we didn't like."

DAILY NEWS—"... The types have been picked with excellent results."

"You'll like "Babbitt.""—WARNER BROTHERS are content to merely tell a story, they've done good work.

EVENING WORLD—Characters familiar to every small town fail to give us much of a thrill when there is little to admire in the film in which they appear, and this is the case with us so far as "Babbitt" goes.

HERALD TRIBUNE—"... a great deal of the picture, however, might have been lifted from the book to the screen, so faithfully has it been reproduced, and the casting of the characters has given somebody a great deal of thought. William Louis is perfect. Mary Alden is a bit too attractive for Myra, the good wife."

MORNING TELEGRAPH—"... It is a true reflection of modern domestic life, but, like life itself, it is sometimes direcRose."

Instead of suggesting the monotoneous and banal life of the principal characters the director gives us ever so many minute details which, although true, are not important and tend to make us lose patience with the people rather than to inject any feeling of sympathy."

POST—"... the picture doesn't do the book justice. The producers have tried to make it a character study, a comedy, drama, and a narrative, with the result that it wanders on and on like a spaniel for four leaf coves in a daisy field."

SUN—"... a highly amusing playlet, with occasional diversions into rather sentimental tragedy and with a happy ending fitted neatly over the whole and all the edges tucked in. That it has nothing in particular in common with Sinclair Lewis' novel of that name does not at all detract from its qualities as entertainment."

TELEGRAM—"... The spirit of the book has been adhered to in the film, even if the incidents are pointed a little more sharply than they are in the diffuse novel. Of course, some incidents have been omitted or shortened unnecessarily, but the main story is here and it is well expressed."

TIMES—"... "Babbitt."... possesses signs of being an earnest effort it is nevertheless a tedious affair to watch. It lacks subtlety and spark in characterization, so essential in this particular instance to make the story entertaining. Then, too, the accompanying comedy in this playlet is of the type handled with the bludgeon rather than with the rapier."

WORLD—"... a prolonged love affair broken up by a noble young son, and the film ends in the usual domestic reunion.

Buy Out Fred Miller

(Special to THE FILM DAILY)

Los Angeles—Loew's Inc., has purchased the fifty per cent interest held by Fred Miller in Miller's theater.

At the Rialto and Rivoli

"The Side Show of Life," will be the feature attraction, the Rialto next week, while the Rivoli will show "Behold This Woman."

Gene Marcus Here

Gene Marcus, of 20th Century Film Co., Philadelphia is here, making headquarters at Principal.

CLARENCE BROWN PRODUCTIONS

Super-Jewels released by Universal

"THE SIGNAL TOWER"

HAS BEEN BOOKED BY THE STRAND, NEW YORK, BEGINNING SUNDAY

PROOF OF BOX OFFICE MERIT
Now in its second week at the Park-Boston

JOSEPH M. SCHENCK presents

NORMA TALMADGE'S

Greatest achievement

"SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play 'SECRETS'
directed by FRANK BORZAGE

Climb the big money band wagon boys—!
Your ticket is a FIRST NATIONAL contract for next season.

Leadership and reason why
No. 1
Talk of New Studio

Construction Company Considering Site in Long Island City and Astoria for Plant

A prominent construction company is understood to stand ready to in- vest between $400,000 and $800,000 in a large studio near New York, pro- vided it can secure assurances from the state that enough production will be centered here to warrant going ahead with a project of that nature.

Two sites are under consideration, one in Long Island City and another in Astoria. The interests involved have gone so far into the plan that they have complete plans drawn up and are ready to proceed with the project. A studio to accommodate six companies is planned.

One of the unique features will be an immense glass enclosed theater under the building. Locations can be made sure of regular working days, irrespective of the elements. The lot will be 300 feet long, by 150 feet wide by 65 feet high. Permanent exteriors will be built within the enclosure.

Crops Bad in Midwest

(Special to THE FILM DAILY)

Chicago—Exhibitors in this section are concerned over the result of a recent survey made by the Iowa State College of Agriculture, showing the corn crop to be the worst in 35 years, while the State Dept. of Agriculture, at Urbana, Ill., claims that the Illinois crop will be but 60% of the usual yield.

Bennett Studio Sold

Catholic College Secures Property on Riverdale Ave.—Producer Remains for Year

The College of Mount St. Vincent, which is sponsored by the Sisters of St. Francis, has purchased the Bennett Studio on Riverdale Ave., Yonkers, from the Bennett architects, formerly known as the Clara Morris estate.

The college will not take possession for at least a year, since under the terms of the agreement, Bennett is to remain there for that length of time with an additional six months' option. The property is about three acres in extent and has on it two buildings. One of them houses the one-stage studio and offices and the other is the plant over about four years ago from Triangle and has made about twenty-nine pictures there.

Loew Buys 47 Films

Five Months' Bookings for Metropolitan Circuit Selected—Starts in August

Managers of the various Loew theaters in the Metropolitan district have received a detailed list of the pictures to be played in their houses for the first five months of the new season. Forty-seven pictures are on the list and of this number twenty-four are Metro-Goldswyn, nineteen are Paramounts, two United Artists, one First National and one Cosmopolitan. The United Artists pictures are "America" and "Dorothy Vernon of Haddon Hall." The First National is "Secrets" and the Cosmopolitan "Janie Meredith." The first picture will play about the middle of August. The complete list is arranged in the order of their playing as it has been possible to arrange them:


Pocketing the Tax

N. Y. World Survey Discovers 10 Out of 22 Houses Are Keeping the Difference

A survey conducted by the Morning World yesterday showed that of 22 houses visited, ten have maintained the price scale prevalent before the tax on admissions was imposed. The owner and exhibitors are pocketing the two, three, four and five cent difference. (Continued on Page 2)

Zukor Confirms

Announces Griffith Will Join Famous Players—Gives No Detail

David W. Griffith is now officially a member of the Paramount organization. A formal announcement was made yesterday afternoon by Adolph Zukor. After discussing the reports concerning Griffith's future and the various denials made, the statement reads:

"Now Adolph Zukor confirms the fact that he is attempting to get Griffith to join the Paramount organization. He is trying to arrange the details of the picture which Griffith is to make, and he will announce the fact as soon as he has arranged the details.

"Just what Griffith will produce for Famous Players is yet to be worked out. Mr. Zukor said that everything is being held in abeyance until Mr. Griffith returned from Berlin where he is on a business trip. In the end, however, every production detail will be decided on by the man himself.

"From the Griffith offices came the following brief statement: "The affiliation of Mr. Griffith with (Continued on Page 2)

Strict Regulations in Lorain

(Special to THE FILM DAILY)

Cleveland—The Lorain police today put out of business the building company which demanded that the owner of the building make improvements to the amount of $12,000. The owner refused. He was served with a court order to remove the house. The regular inspection followed the tornado which destroyed part of the town.

Plan Joint Meeting

Equipment Dealers Considering One Convention With M. P. T. O. in Milwaukee in 1925

(Special to THE FILM DAILY)

Cleveland—The 1925 convention of the M. P. Equipment Dealers of America may be held at Milwaukee next May, in conjunction with the annual gathering of the M. P. T. O. A., according to reports current at the local sessions of equipment men. The equipment exhibit opened Monday, with the display being visited by exhibitors and laymen. The convention proper started yesterday. The annual banquet and entertainment will be held tomorrow, at the Hotel Winton.

Firms represented by display booths are:

Duffy Screen and Stage Co., E. R. Fletcher Co., and others.
Zukor Confirms (Continued from Page 1)

Mr. Zukor's organization met with the approval of the board of directors of D. W. Griffith, Inc., who are certain that the association will rebound to the financial advantage of D. W. Griffith, Inc. stockholders'.

The arrangement brings Griffith back into the Paramount fold after an absence of about four years. His first alliance with Zukor was productive of live pictures, among them, "True Heart Susie", "The Great Love", and "Scarlet Days".

The statement makes no mention of the number of pictures involved, but, as stated, it will be three. As far back as March 10, when discussions of the future of United Artists were under way, THE FILM DAILY intimated that an alliance between Zukor and Griffith was talked about. On June 6, this publication said:

"Although officials of his own organization, as well as executives of famous Players denied stoutly that negotiations were going on, a rumor was currently swirling that D. W. Griffith might make a series of specials for Paramount."

Again on July 6, this publication stated that while Griffith had probably signed no contract for immediate use, it was intimated that he had made a pretty clear understanding with Famous on forthcoming productions.

On July 13, THE FILM DAILY exclusively announced that the deal had been closed and that Griffith would make three pictures for Paramount. This elicited no statement from Paramount at the time while the Griffith office entered a denial.

Plan Joint Meeting (Continued from Page 1)


Pocketing The Tax (Continued from Page 1)

Six of the ten are in poor sections of the lower east side, two are on 8th Ave., between 14th and 23rd St. one is in Greenwich Village and one in the transient territory of the district near Pennsylvania Station.

On the east side the following theaters maintained the old preference-tax-exempt admission:

Orpheum, 126 2nd Ave., 20 cents, old price 20 and 22 and 25; Venice, 200 Park Row, 15 cents; St. Mark's, 115 2nd Ave., 15 cents, Novelty, 214 Bowery, 15 cents; New 14th St., 235 East 14th St., 25 cents; Union Square, 23 cents. At the St. Mark's, 115 2nd Ave., where tickets cost 15 cents, the ticket changer refused to tell what the price was before July 2.

The Chelsea, 308 8th Ave., was collecting the old prices of 20 and 25 cents; the Village, 115 8th Ave., was charging 20 cents as usual, and the Serberian, at 7th Ave and 11th St., was getting 30 and 50 cents, the old night prices, and at 112 W. 34th St., the Cameo offered the old sliding scale of 15 cents until noon, 25 cents until 6 P. M. and 35 cents from 6 to 11 P. M.

They add
Box Office Value
to your picture.

Prizma Colored Titles, Inserts & Trailers

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211

Simplex Projection Rooms
80 ft. throw. Most modern up-to-date rooms in the city. Open 9 A. M. until Midnight.

Chickering 2110-2111
220 W. 42nd Street

A COMPLETE LABORATORY AND TITLE SERVICE

BURLINGTON

The Standard of the Industry
723 7th Ave., N.Y.C.
Bryant 5450-1

Film Rights For Sale

"MELLOWING MONEY"
A five part serial in Everybody's Magazine GREAT part for young male stars. Everything to make a first class picture.

JAY PACKARD
25 West 43rd Street Vanderbilt 1779

GEVAERT

RAW STOCK

Negative — Positive

As Good As The Best

JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y. C.
REX INGRAM’S-whirlwind Love Drama “THE ARAB” from Edgar Selwyn’s successful Broadway play. With Ramon Novarro and Alice Terry.

JACKIE COOGAN in “LITTLE ROBINSON CRUSOE.” The beloved star in his most heart winning role. By Willard Mack. Directed Scott Dunlap. Under the personal supervision of Jack Coogan, Sr.


FRED NIBLO’S own story of Montmartre’s Apache Underworld “THE RED LILY.” Adapted by Bess Meredith. With Ramon Novarro, Enid Bennett, Wallace Berry, Rosemary Theby, Mitchell Lewis. A Fred Niblo Production.


LAURETTE TAYLOR in “ONE NIGHT IN ROME” from J. Hartley Manners’ stage play. The charming star in her brilliant Broadway success. Directed by Clarence Badger.


BUSTER KEATON in “THE NAVIGATOR” by Jean Haves, Clyde Bruckman and Joe Mitchell. The laugh masterpiece of his money-making career. Directed by Donald Crisp.
Newspaper Opinions

New York

"The Arab"—Metro-Goldwyn

AMERICAN—** —by no means in the same class with the Four Horsemen of the Apocalypse—"Scaaramouche," but it achieves the same end. The film and gives unmistakable evidence that it is the work of a master artist...

* * * * *

"The Arab" gives us the best idea of what an Arabian romance should be.

BULLETIN—Artistically "The Arab," ** —a complete success. The beaver is made up of a whole philosophy properly before a camera and in the selection of locations and backgrounds. Ingram is excelled by none.

In this particular, he has made the desert a real vivid thing.

What is lacking in "The Arab," and also what has been absent from several of this director's most recent pictures is drama. There doesn't seem to be any fire, pep or punch there.

DAILY MIRROR—** —If you have an hour or so of leisure and are not especially interested in the evolution of the Arabian drama of Ramon Novarro. No one could have made better pictures than "The Arab," but I should like to bet he never enjoyed making a picture so much. It is infinitely more entertaining than any play.

EVENING JOURNAL—** —The settings are really beautiful, and there is all the atmosphere needed to make the production an authentic one. There is very fine casting.

EVENING WORLD—** —It doesn't measure up to the rest of the pictures directed by Rex Ingram. This is just another one of those films taken from tales and plays laid in the more or less picturesque lands of the East.

Ramon Novarro and Alice Terry do credit to the reputation they have established in the past.

HERALD-TRIBUNE—** —The picture is filled with atmosphere and humor; the two leading players and director, Ramon Novarro and his "Terry" are doing their best to contribute to the evolution of the Arabian drama; there are a bunch of beautiful pictures at the beginning, and a bad ending.

MORNING TELEGRAPH—** —The two stars do their best to make the picture a success and are not likely to be disappointed. The picture is a success of color and photography.

Rex Ingram has obtained such a wealth of color backgrounds and picturesque material that these scenes at times overwhelm the rather slight story.

POST—** —a pretty fair picture. If you like these sort of desert stories. So many people don't. But this one is different...

"The Arab" would get by any censor in the world.

SUN—Despites Alice Terry, Ramon Novarro and scores of scenes, the picture is quite well, but it might swing faster and do better.**

It is certainly beautifully photographed and filled with authentic material.

* * * * *

Rex Ingram and Alice Terry again have the chief roles and are as handsome and redoubtable as ever. The American missionaries. The remainder of the players were admirably handled and the crowd includes thousands of Arabs and Berbers.

TIMES—** —Although "The Arab" has its moments, it is based upon a decidedly second-rate story. Mr. Ingram seems occasionally to have grown impatient with the whole enterprise, and for some reason of some of the action. According to the story, the missionaries and the rest of the narrative of this ending of the narrative is not satisfactory, although its artistic worth is undeniable.

Out-of-Town

"Being Respectable"—Warners

Moderate, Boston

TRAVELER—** —a most annoying picture. The characters are thoroughly unpleasant, and the action plays a romantic role yet it is continuously interesting and engrossing, and you are treated to a really that just what you least want is going to happen, you have to stick it out.

"Between Friends"—Vitagraph Neighborhood Houses, Chicago

DAILY TRIBUNE—** —is one of the best pictures of its kind. Much thought has been put into the entire production of 'Between Friends.'

California, San Francisco

(Bottom Weekly July 5)

BULLETIN—** —catches the interest of the audience from the very first and holds it to the end. Then there are moments of tension, moments of acción, but handled in a natural manner and presented with a smoothness that grows upon you and the unforgettable.

CALL & POST—** —a story that is thoroughly advertised, quite a story, a view of the screen to the best advantage.

CHRONICLE—Lou Tellegen never appeared in a more perfect version of Robert W. Chambers' gripping story.

Rivoli, St. Louis

GLOBE-Democrat—"between Friends" is intense photography with no plot.

STAR—Certain parts of the scenario seem to have been thrown together bell mull.

The cast is notable both as to names and acting. The settings are unusually beautiful.

"The Code of the Wilderness"—Vit. Colonial, Detroit

NEWS—There are several shootings, a good broncho-busting scene, and the usual happy ending. It is "Dancing Bed," for the two-gun hero performing in his usual likeable manner.

"Daddies"—Warners

Ohio, Indianapolis

"The Code of the Wilderness"—strongest element of the picture is the playing of its actors, but this isn't enough. There are several good scenes, but the story is a poor one.

"Daring Youth"—Orig. Strand, San Francisco

(Sunday Weekly July 5)

BULLETIN—** —a fair story to be made. But Miss Davis, as it was so many years ago on the stage.

"The Enemy Sex"—F. P. L.

Grauman's, Los Angeles

DAILY NEWS—Betty Compson wears an old-fashioned costume as the heroine for her latest effort in "The Enemy Sex"... Miss Compson is bad dressed. Too, even the cheap garments which the story requires her to wear could have been fashioned with more beauty, while her looking forth is added to the cost of coarse cotton in one of those screen miracles which upset the logic of the story unpleasantly.

HERALD—Blanche Sweet directed it, and while it may be true that his technique is at its best in such things as "The Covered Wagon" and "The Fighting Coward," the current picture is most certainly palatable in his favor.

TIMES—Betty gives a Clover ** - performance of the calculating young butterfly, young butterfly.

"A Son of the Sahara"—1st Nat'l

Lyric Skydome, St. Louis

GLOBE-Democrat—** —produced in England, but has a wealth of atmosphere that makes it both effective and interesting.

POST-DISPATCH—"The desert scenes are the real thing and so are many of the sheiks and their native retainers. The locale of the setting is one of the producers' chief distinctions.

STAR—Probably the best of the sheik melodramas.

TIMES—Lysett is a gentlemanly sheik, and Claire Windsor, as the heroine, is safe at all times.

There is some good desert fighting and some effective thrills.

"Those Who Dance"—1st Nat'l

State, Los Angeles

DAILY NEWS—It is a very good story that is played by woman, well acted by a cast of male full players and directed with proficiency. "Those Who Dance," is one of the most enjoyable crook stories that has been filmed, on the local screen for a long time.

HERALD—Blanche Sweet, the featured player, and Boschi Love do some of the very best work of their distinguished screen careers in "Those Who Dance.

STAR—"Those Who Dance," is really nothing but a routine melodrama all the way through. That is probably why you will like it.

COURT DESK AND FINANCE

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Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.

542 Fifth Ave. Tel. Murray Hill 1831
Houses Close Around St. Louis
(Special to THE FILM DAILY)
St. Louis—Recent closings in this territory include: The Queen, Shawneetown, Ill.; Idle Hour, Elvias, Mo.; New Grand, Marion, Ill.; Roland, St. Louis, Mo.; Plaza, Cave-in-the-Rock, Ill.; Lyric, Cowden, Ill.; Liberty, Cabool, Mo.; Victory, Doving, Mo.; Cozy, Grand Chain, Ill.; Regal, Mexico, Mo.; Dixie, New Franklin, Mo., and the Princess, Queen City, Mo.

Outlook Good in Kansas
(Special to THE FILM DAILY)
Kansas City—If E. Corby, manager of the Blank interests in this city, upon his return from an extensive tour through the State, declared that the outlook for the new season was good. Crop conditions are favorable, he said, with a bumper wheat crop expected.

No Slump in Phila.
(Special to THE FILM DAILY)
Philadelphia—Exhibitors hold that there is no acute depression in business as has been usually the case other summers. For example, the Stanics, which formerly has closed July and August, has, up to the present time, remained open.

Sawyer-Lubin Move
Sawyer-Lubin have moved to the offices formerly occupied by Louis B. Mayer at 563 Madison Ave. The office now occupied by Sawyer-Lubin will be used by Harry Kosch, attorney. The Biograph studio at 5 point decided, upon for the production of "Sandria."

New York Merchants Help
"Babbitt," when it played the Rivoil, recently, was accompanied by an extensive advertising and exploitation campaign.

Making Caravan for "Sea Hawk"
A three-car billowing caravan has started out of New York to tour as far west as Hammond, Ind., and through New England, as far as the Canadian line with paper of "The Sea Hawk", under the supervision of Jack Pegler, each manned by two men.

Checking Cabs Advertise This
Chicago—During the recent engagement of "Jean Brummel", at Orpheum Hall, every Checker taxi in the city carried an advertisement for the picture.

Henry Koppin Expanding
(Special to THE FILM DAILY)
Detroit—Henry S. Koppin announces the acquisition of two new theaters, this in addition to the new house he is erecting at John R. and Sixth Mile Road, which will be ready in September. The new houses include the Republic, on Broadway, only a few doors from the Broadway Strand. It seats 400. The other is the Olympic at 4820 Michigan Ave., both theater and property having been purchased in this deal.

Pauline Frederick With "U"
(Special to THE FILM DAILY)
Hollywood—Pauline Frederick has been signed by Universal. She will appear in a picture under direction of Clarence Brown.

GENE MARCUS
of Philadelphia visited New York yesterday and said of Baby Peggy in "Captain January": "It's the biggest box office attraction of the year—a marvelous star—an overpowering story—a magnificent cast."

It's a Sol Lesser Presentation

COMING SOON

The Wise Virgin
STARRING
Patsy Ruth Miller
AND
Matt Moore

THE ELMER HARRIS SPECIAL PRODUCTION
PRODUCED BY
IMRAHAM
What d'you know!

An **EMPTY**
taxicab drove up
Broadway-stopped-
and **out** stepped an

**EXHIBITOR**
who didn't have a

**FIRST NATIONAL**
contract for next season!

Oh! Boy! The treasure in Old TUT'S tomb
was small pickins compared to the

treasure to be found in **that** contract.
Many Keeping Tax

N. Y. World Places Estimate at 50%—Carries Its Survey Into the Bronx

A second day’s investigation of how local exhibitors are treating the abolition of the admission tax on admissions of fifteen cents and under, as conducted by the New York World, revealed:

That between forty and fifty per cent of the theaters of New York are still pocketing from two to five cents on each ticket, the amount which, until fifteen days ago, was paid by the patrons as a federal tax.

That five out of ten theaters in the Bronx and upper East Side were profiting by the abolition of the tax, intended by Congress to benefit the purchasers of cheap admissions throughout the country. The theaters were picked at random.

The World investigators discovered that in practically every case the theaters involved belonged to independent operators. The chain houses around New York have removed the tax.

Reference was made yesterday to a theater on West 34th St. It was referred to as the Cameo, when it should have been the Savoy.

American Society Wins Decision

E. C. Mills, of the American Society of Composers, Authors and Publishers, stated yesterday that Judge Thompson handed down a decision for him after a full hearing and trial in the Society against exhibitors. He said the decision means that each exhibitor must pay $250 for trespass of copyright; attorneys’ fees, which will amount to $150 in each case; cost of action, amounting to several thousands, and $2,000 for Special Master’s fees. The theater owners answered the case as a unit, under the auspices of the M. P. T. O. of Eastern Pennsylvania.

F. P. Canadian Dividend

(Special to THE FILM DAILY)

Toronto—The Famous Players Canadian Corp. has declared a regular quarterly dividend of two per cent on the preferred, payable Aug. 30 to stockholders of record July 31.

“Sea Hawk” for Strand

It is understood that “The Sea Hawk” goes into the Strand on Sept. 7 for one week and possibly, two. The Astor theater run closes the end of August.

Valentino Dickering For Release; Famous Linked with New Ritz Series

Star Will Have Own Sales Force, No Matter Who Handles Physical Distribution—Some Conferences Have Been Held Already—May Roadshow Two

A number of conferences have been held concerning the distribution of the Ritz-Carlton series to star Rudolph Valentino. Several of these have been with officials of Famous Players. Others have been with distributing organizations aside from Famous.

The Zukor organization, however, is linked most strongly and most persistently in this connection. While Ritz’s plans may undergo a change, at present this is what may be expected from that organization, so far as distribution is concerned:

The company will maintain its own sales force to handle the Valentino pictures. It will not attempt to establish a releasing unit of its own but enter upon a deal for the actual physical distribution of its product. Whoever that distributor might be, it is understood the deal will cover not only the Valentino but whatever other pictures Ritz will make. According to J. D. Williams’ own statement, there will be six all told.

If the deal with Famous should ultimately develop, Valentino will produce at the Long Island City studio where he is now at work on the “Sainted Devil.”

It is understood that no deal has been definitely closed. The Ritz organization is rather inclined toward the idea of road-showing the first and second of the series Valentino will make.

Films Are Exempted

Proposed Japanese Luxury Tax Not Aimed to Include Moving Pictures But Kodaks Only

The Hays office was advised by the Department of Commerce at Washington yesterday that the contemplated Japanese luxury tax will not include motion picture films. Kodak prints, however, fall into the taxable classification.

The new measure has already passed the Japanese lower house with every indication that it will go through the upper legislative chamber. There has been some doubt in New York over the question of whether or not motion pictures were aimed at. The Hays office began inquiries a few days ago and was advised finally yesterday.

New Units for Allied

(Special to THE FILM DAILY)

Kansas City—Developments of the August gathering of the Allied States Organizations are expected to determine whether or not additional exhibitor bodies will become affiliated with the Allied body. The exhibitor bodies are the Kansas City M. P. T. O. and the M. P. T. O. Western Missouri.

Blumenthal Escapes Death

(Special Cable to THE FILM DAILY)

Paris—Rudolph Bluemthal and his family narrowly escaped death in an automobile accident while touring from Paris to Marienbad, near Basel. The car was smashed and Bluemthhal badly bruised. His injuries, however, are not serious.

Okla. For Keeping Tax

(Special to THE FILM DAILY)

Oklahoma City—At a meeting of the directors of the M. P. T. O., several resolutions were adopted. One calls for continuance of the admission tax, claiming that the proceeds rightfully belong to exhibitors, while another urges members not to book fall productions because of the exorbitant prices being charged. A deal has been closed with Alexander Film, whereby the association will receive money for showing a special reel.

Tippet Here

John D. Tippet of London arrived earlier in the week on the Majestic and leaves on the same boat tomorrow.
Distribution THE TRADE, October 3, 1924

THE LEGEND OF HOLLYWOOD, "The Wise Virgin", "The Secret of Seville" and "Barbara Fritchie".

September: "Welcome Stranger", "Ramshackle House", "Chalk Marks" and "The House of Youth".

October: "Another Man's Wife", "Roaring Rails" and "Tramping With Ellen".

November: "Reckless Romance", "The Girl on the Stairs" and "The Folly Girl".

December: "A Cafe in Cairo", "The Man From Texas" and "The Mirage".

January: "On The Shell", "Soft Shoes" and "Off The Highway".

Levee Casts His Next

(Hollywood) — the cast for Mike Levee's next, "In Every Woman's Life", formerly titled "Belonging", will be headed by Virginia Valli and Lloyd Hughes. Others are Ralph Lewis, Marc MacDermott, George Fawcett and Vera Lewis.

First Four Announced for Adams

(Hollywood) — Detroit—John H. Kunsy will reopen the Adams the early part of August, with "The Covered Wagon", which will be followed by "Monsieur Beaucaire", "The Sea Hawk", and then "Sundown", all extended runs at increased prices.

Jersey Women Become Own Censors

New York (Special to THE FILM DAILY)

Rutherford, N. J.—The censoring of pictures will hereafter be done by a special committee of the Parent-Teachers Ass'n, a move having been started "to protect the morals of the children of the town."

Frozen Light" Appears

D. W. Griffith will experiment with "frozen light" while taking scenes for "The Dawn" in Germany. European inventors, having perfected it, is claimed, lighting without heat, a demonstration having been recently given by Camille Dassard. It is asserted 10,000 candlepower lights do not give off the slightest heat and Griffith hopes to use the invention exclusively in making all the closer scenes in his picture.

Another Unit at F. B. O.

Los Angeles—"American Manners" has been started on at F. B. O. by Carlos Prod. Richard Talmadge is featured, with James Horne directing. The sympathy includes Marc Fen- ton, Lee Shumway, Helen Lynch, Arthur Melette, Wm. Turner, Pat Harmon and George Warde.

Promoting Film Garden

Washington, D. C.—The Argyle Interstate Corp. of Delaware is promoting the new Woodbridge Film garden. It is planned to build a permanent theater and perhaps develop a circuit in adjacent states as well.

Second Term for Churchill

Kansas City—At the election held by the board of directors of the Film Board of Trade, Roy E. Churchill, F. B. O. branch manager was re-elected to membership.

Release Dates Set for First 20

Producers Dist. Corp. announces the release dates for the first 20 of the new product, starting off with four in August, four in September and three each in October, November, December and January. The schedule is as follows:


September: "Welcome Stranger", "Ramshackle House", "Chalk Marks" and "The House of Youth".

October: "Another Man's Wife", "Roaring Rails" and "Tramping With Ellen".

November: "Reckless Romance", "The Girl on the Stairs" and "The Folly Girl".

December: "A Cafe in Cairo", "The Man From Texas" and "The Mirage".

January: "On The Shell", "Soft Shoes" and "Off The Highway".

Quotations

High Low Close Sales

East. Kod. 107½ 107½ 107½ 100

F. P. L. 80½ 78½ 80½ 1,700

No pld. Not quoted

Goldwyn Not quoted

Loew's 16½ 16½ 16½ 700

Warner's Not quoted

Incorporations


Austin, Tex.—Hemphill Amusement Co., Hemphill, Capital $3,000. Incorporators, W. K. Moore, A. M. Jones and Sadie Jones.

Dover, Del.—Pacific States Theatre, Inc., Wilmington. Capital, $1,000,000.

Let George do it!

George E. Kann

Corporation

220 West 42d St., New York, N. Y.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.

542 Fifth Ave. Tel. Murray Hill 1311

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Ad Club Honors Kelly

(Rochester, N. Y.—The Rochester Ad Club has elected as its president, Arthur F. Kelly, director of publicity for Eastman.

Arthur Stone

Heade for Fame in Hal Roach's 2 Reel Pathécomedy

Fascinating "Unmarried Wives" are Coming LOOK OUT!

Film Developing Corp.

120 Novelties Reels

First Run Specialties 1924-25

OFFICE SPACE WANTED

900 Square Feet

Including 2 private offices and the use of a projection room. Only light and airy offices considered. Address Box G 501 care of Film Daily, 71 W. 44th St., N. Y. C.

COMING SOON

120 NOVELTY REELS

POWERS FILM

Photographically Unsurpassed Durability Unequaled

Specify "MADE IN AMERICA" Powers Film on All Your Prints

Distributed Exclusively by SENSITIZED FILMS, INC.

A. G. Steen, President

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GOERZ

For Quality

Positive: better details under poor lighting conditions.

Ingenious: 2 and 3 points of graduation.
Its possibilities haven't even been tapped!

FAMOUS PLAYERS-LASKY CORPORATION
INTER-OFFICE COMMUNICATION

To Mr. A. M. Boteford:

Confirming my phone conversation, the following is the extract from the wire sent by Louis Marcus today:

"Just received following wire from Otis P. Fieh, manager, Grand Theatre, Lander, Wyoming: 'Just closed first Wyoming run on "Covered Wagon". I'll tell the show world there never was a picture like it. Broke all past records four times over and dozens saw it second and third times many driving over hundred miles to see it. Myself and citizens of Lander are truly grateful to you, to Mr. Wilson and Paramount for privilege of showing this marvelous production."

Lander is a town of 2135 population and the picture played four days.

JDC.FAM.  JOHN D. CLARK.

James Cruze's PRODUCTION
"THE COVERED WAGON"
IS ONE OF Paramount's Famous Forty
PRODUCED BY FAMOUS PLAYERS-LASKY CORP.
Favor Reciprocity
Tom Terriss Thinks This Market Should Absorb 10% of Foreign Productions

Tom Terriss was a guest of the A. M. P. A. at its regular luncheon yesterday. He spoke of his experiences in making “The Bandolero” abroad. Touching on the question of reciprocity, he said:

“I am of the opinion that pictures made abroad should always, for box office values, have well known American artists in the principal roles. I believe that there should always be room for at least ten per cent of foreign-made pictures upon the American market and that this is absolutely necessary in order to promote good fellowship amongst all nations, and eliminating narrow-minded prejudice.

“In connection with the so-called difficulty of foreign production, it is only a question of proper organization and accommodating oneself to the conditions of the country in which one was working, in general.” At another point he said: “I am a convert to the color process and think that the perfection of this process will undoubtedly be arranged. It is my belief that it will be of more benefit to foreign productions than anything else, as there is so much atmospheric color and romantic charm that can be pictured in Europe.”

Selznick Outing Tomorrow
Selznick will hold its annual outing and games tomorrow at Pan-chard’s Inn, Massapequa, L. I. A program of sports and other entertainment has been mapped out. Transportation will be by private cars and buses which start at ten o’clock in the morning.

Put Off Sailing
Claude Friese-Greene and S. M. Johnson will not sail for London tomorrow as scheduled but will stay here another week to clean up unfinished business.

Not Going to Coast
Dagmar Godowsky stated yesterday she is not going to the Coast to appear in a new picture, as reported.

McGovern Cutting “Bandolero”
Elmer J. McGovern is now engaged in cutting “The Bandolero,” for Tom Terriss.

In The Courts
Supreme Court Justice Proskauer has dismissed the suit of Robert H. Davis and others against Harold Lloyd, Hal Roach and others over the right to dramatize and picture the story, “The Wreck,” written by Edith K. Brainard. Lewis & Gordon produced it as a speaking drama under the title, “The Nervous Wreck.”

The defendants, which include the Harold Lloyd Corp., and Pathe Exchange, asked the court to dismiss the case on the ground that it is an action for infringement of copyright over which the Federal Court has jurisdiction.

26 From Vitagraph
Vitagraph will release a feature every other week next season. In talking of the line-up John B. Rock declares precautions were taken to eliminate sexy titles, such as are causing some protests in the Middle West.

Doris Kenyon Leaves
Doris Kenyon left for the Coast yesterday to appear in “Doctor Nye” for Thomas H. Ince. She will then start her contract with First National with “If I Marry Again.” Charles Brabin who will direct leaves here Monday.

Weingarten Here
Larry Weingarten is here from the Coast to arrange for the premiere of “Little Robinson Crusoe.” Jackie Coogan is due Aug. 16, to complete “The Rag Man” and will sail on September 6.

Back From Location
(Los Angeles—Tom Meighan and “The Alaskan” company are back from the Canadian Rockies where exteriors were shot. Herbert Brenon is directing.

Fox Outing Saturday
The employees of the Fox home office will hold their third annual outing tomorrow. A steamboat has been chartered for a trip to Bear Mountain.


Chicago Set For Golf
Seventy-Five Players Enter and Fifty Nine Play Thursday July 29 for the Day
(Special to THE FILM DAILY)

Chicago—With entries coming in fast, and a splendid list of prizes donated, Central West exhibitors and exchange men are all set for the First Annual Midwest Golf Tournament, which will be held at Olympia Fields Country Club, on July 29.

Among the donors of prizes are: Pathe, Mike Levee, Si Greiver, M. Vicker’s Theater, M. P. News, Lubliner & Trinz, Jones, Limick & Schaefer, Rothacker Film Mfg. Co., Educational, H. Schoenstadt & Sons, Orpheum Circuit, Balaban & Katz, Exhibitor’s Herald, Ascher Bros., Balaban & Katz Midwest Theaters, Inc., First National and THE FILM DAILY, and judging by some of the cups which have already been turned over to R. C. Seiberling, it is going to have a splendid lot of trophies for which to battle.

Arrangements for the dinner and frolic which will be the evening feature, at which the golfers and non-players will gather following a day on the links, have been completed.

To date seventy-five entries have been made by players and approximately fifty non-players have signified their intention of attending.

Mayer in New Offices
The Louis B. Mayer offices are now located on the sixth floor of the State Bldg. Sawyer-Lubin are in their old offices at 383 Madison Ave.

TO LET
Office Space & Desk Room
WILL TAKE RELIABLE PARTY
GOOD COMMUNICATIONS
DESK ROOM VAULT, RE-WINDING ROOM, TELEPHONE
TELEGRAPH, BRYANT 729
729 7th Ave., City.

52 From Fox
Officials think, however, that the diversity and quality of the program are infinitely greater. A number of deals are under way for the usual number of legitimate houses on Broadway for pre-release showings of the more important productions.

BILBOARD
Says of
Baby Peggy
in
“Captain January”

“Besides the carrying power of the star’s popularity, the picture packs enough sobbs and interest to make it a go among any class of audience.”

Book Now For Big Summer Business

It’s a Sol Lesser Presentation with a marvelous cast

A Principal Pictures Master Production
Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

CHADWICK PICTURES CORPORATION
I. E. Chadwick, Pres.
729 Seventh Ave., New York

OFFERS 9 GOOD REASONS
Why This Will Be The Greatest Independent Year

1 "THE FIRE PATROL"
A Hunt Stromberg Production of the Famous Play

2 "MEDIATING WOMEN"
Starring Lionel Barrymore Directed by Ivan Abramson

3 "THE PAINTED FLAPPER"
A John Gorman Production with James Kirkwood & Pauline Lord

4 "I AM THE MANS"
Starring Lionel Barrymore Directed by Ivan Abramson

5 "THE TOM BOY"
In Production

6 "SUNSHINE OF PARADISE"
A Great Stage Success With An All Star Cast

7 THIRD OF THE LIONEL
BARRYMORE SPECIALS

8 "THE STREET SINGER"
A Marvelous Story with A Splendid Cast

9 "ROMANCE OF AN ACTRESS"
A Classic of the Stage with A Brilliant Cast

Priscilla Dean in "The Siren of Seville"
Starring by M. Van Loan—Directed by Jerome Storm
Newspaper Opinions

"The Blizzard"—Fox
Apollo, Indianapolis

TIMES—Yes, I am recapping the "The Blizzard" to those who enjoy tragedy done by skillful people. It seems to live much better and is more powerful. The situations get into your imagination.

"The Chechahcos"—Asso. Exhibitors California, Los Angeles

(Week Ending July 5)

DAILY NEWS—There's drama, and romance and thrill—there's everything that goes into the making of a photoplay. But the question is, does it belong? Moreover, is it well done? The answer is, "The Chechahcos" has its proper place in making picture the world over.

HERALD—In the thrilling scenes which follow, are scenes of the goings-on beneath the white-tipped, are not committal to your eyes. Therefore, "The Chechahcos" has its proper place in making picture the world over.

JOURNAL—The story proper is concerned with the romance, mostly unhappy, of Yvette and her high-minded hero, Andre. The somber effect is heighting often occasionally by comic touches and the happy ending.

"The Moral Sinner"—F. P. L.
Garden, Milwaukee

JOURNAL—The story proper is concerned with the romance, mostly unhappy, of Yvette and her high-minded hero, Andre. The somber effect is heighting often occasionally by comic touches and the happy ending.

"The Perfect Flapper"—1st Nat'l Capitol, Montreal

STAR—Being a sea picture for the most part is it, and a very interesting sea picture. "Marry Me" can be watched with pleasure and comfort.

Montmarte—F. P. L.
Cameo, San Francisco

(Week Ending July 5)

BULLETIN—Many of the thrilling situations have been emphasized, particularly a scene or two out of the film in which the book is seen being told over the rows of the houses of the film.

CALL & POST—Many stage plays have been adapted to the screen, but never with greater success than "The Moral Sinner.""

Chechahcos

AMERICAN—The lady known as Lou is Barbara LaMarr, gorgeous, voluptuous lilt of much matrimonial publicity. She is more marvelously gotten up later in the film than she is loveliest in the opening scene and that view that will stay with you after the picture has run its course.

State, Cleveland

NEWS—The famous old Robert Service poem comes to the screen in de luxe style and with some mighty fine scenic arrangement, but just why it should be considered a "belle piece of illustration." The AMERICAN—The lady known as Lou is Barbara LaMarr, gorgeous, voluptuous lilt of much matrimonial publicity. She is more marvelously gotten up later in the film than she is loveliest in the opening scene and that view that will stay with you after the picture has run its course.

Plain Dealer—When Lou's husband, played by Percy Marmont, appears in the screen, it is at its best. Marmont has banded the Kloniders in fine style at this point. BULLETIN—Without a doubt, the picture has been rewritten as much as it might have been done by a fairly bright boy.

Palace, Montreal

Gazette—Without any way this can be said, the writer of the screen version has built up an interesting and consistent story.

Karlof, Philadelphia

BULLETIN—The picture gets better as it goes along, but is nearly over before it delivers half the punch that a fairly good parlor entertainer can put into this rendition of the much recited rhyme.

Inquirer—It is a good melodrama, with thrilling galore and breaks in the continuity. The whole thing is a complete disappointment.

PUBLIC LEDGER—It is a good melodrama, with thrilling galore and breaks in the continuity. The whole thing is a complete disappointment.

North American—So beautiful are many of the effects that their visual loveliness takes some time from the story which is not particular hardship, since the plot is not particularly thrilling in itself.

Public Ledger (Evening)—It is a good melodrama, with thrilling galore and breaks in the continuity. The whole thing is a complete disappointment.

PUBLIC LEDGER (Morning)—It is a good melodrama, with thrilling galore and breaks in the continuity. The whole thing is a complete disappointment.

PUBLIC LEDGER (Evening)—It is a very dull, listless picture, and is without a doubt the most unexciting piece of entertainment we have seen in recent memory.

PUBLIC LEDGER (Morning)—It is a very dull, listless picture, and is without a doubt the most unexciting piece of entertainment we have seen in recent memory.

The Yankee Consul—Asso. Exhib. Tribune—It is a dull picture in action "Going Up" and "The Hottentots." What follows is all very funny.

CLAIRECE BROWN PRODUCTIONS

Super Jewels released by Universal

"The Signal Tower" HAS BEEN BOOKED BY THE STRAND, NEW YORK, BEGINNING TODAY.
Leadership and Reason Why
No. 2

another big city proclaims
"ABRAHAM LINCOLN"

Produced by
Al and Ray Rockett
Scenario by FRANCES MARION
Directed by PHILIP ROSEN

as greatest picture of its kind/
Philadelphia

Public Ledger
"The best proof in the world that fact can be every bit as thrilling as fiction is to be found in the picturization of the life of Abraham Lincoln which opened at the Stanton Theatre last night, has all the excitement of a film serial, only they happen, this time to be legitimate and worth while."

Arthur B. Waters,
Sunday Public Ledger

The Record
"An impressive presentation, Abraham Lincoln has dramatic power. It is a human story that appeals as would any masterpiece of fiction, and yet it is a tale true to history."

Evening Ledger
"Can bear comparison in many respects with the finest productions of the year. The audience was visibly moved."

Philadelphia Inquirer
"The film production of Abraham Lincoln is an achievement."

North American
"Historically letter-perfect. Drama is not lacking. The picture abounds in pathos."

Simply and effectively told, Abraham Lincoln is a picture no real movie fan should miss and which every patriotic American should see. It is exceptionally entertaining. The story of Lincoln, highly dramatic, in its alternations of comedy and tragedy, pathos and humor, the humble and exalted, the backwoods and the White House, and rising to great climaxes, is told without extenuation, elaboration or adornment.

As sure as the sun rises and sets—you'll find the FIRST NATIONAL contract for next season the biggest prize on the market.
EASTMAN POSITIVE FILM

With Eastman Positive Film you are sure of one factor that contributes to each picture’s success—you know that the positive carries through to the screen the photographic quality of the negative.

Look in the film margin for the black lettered identification, “Eastman” “Kodak.”
"Good Entertainment for an Afternoon or Evening. Picture well directed."
says Cleveland News regarding

First National Pictures Inc. presents

FOR SALE

Story by EARL HUDSON
with
Claire Windsor, Adolphe Menjou,
Robert Ellis, Mary Carr and Tully Marshall

Directed by GEORGE ARCHAINBAUD
Scenarist...FREDERICK STANLEY
Film Editor...GEORGE McGUIRE
Architecture...MILTON MENASCO
Photography...T.J. McCORD
Editorial Director...MARION FAIRFAK

Scene on opening day at STRAND THEATRE
New York

A First National Picture
INCOME
By DANNY

It all works out to the same end. No matter where it comes from. And because of this it occurs to me. That the big men of this business. Have been figuring it all wrong. And that it's time to start figuring another way.

Those who watch our business know this: that during the past few years the real profits have come from the foreign end of the sales. That is to say the profits have about equaled just what the foreign field brought in.

England represents about 50 per cent of the foreign business. All the rest of the world the remaining 50 per cent. Statistics will show that the larger concerns secure about 18 per cent of the total gross from the foreign sales.

Now New York has been regarded as a 12 per cent territory. Take in some adjoining territory and you easily and quickly total the 18 per cent. Which comes in from the entire foreign field. Which is all wrong. When you consider the tremendous possibilities of that field. And the countless possibilities which exist. For improving this.

If the larger concerns did a bigger. And better business. In the foreign field. Automatically pictures could be sold at a lower price. To American exhibitors. Certainly the producers could well afford to. Whether they would remain to be seen.

But that this could be done cannot be argued. And it should be done. Not only for the general improvement of the business. But for the good of the American exhibitor particularly.

B. and K. Dividend
(Special to THE FILM DAILY)
Chicago—Balaban and Katz have declared a twenty-five cent dividend for August, September and October. payable the first of each month to stockholders of record on the 20th of each previous month.

U. K. Studios Slump
Startling Death of Production There
—Five Units Now, 27 in 1923 and 24 in 1922
(Special to THE FILM DAILY)
London—British production has touched an astonishingly low level. Writing under date of July 3, Frank Tilley in Kine. Weekly says there are only five producers at work, as compared with twenty-seven at that time in 1923 and twenty-four for the same period in 1922.

Tilley’s leading editorial is a very frank exposition of conditions in England. He draws comparisons between the industry here and in Germany and adds:

"In Germany the studios are more active than ever, and within the last few weeks many hints, some inspired and some distinctly uninspired, have appeared of the fact that Germany is about to make a bid for screen supremacy."

He says plainly that British production methods are too frequently remote from the real needs of the situation and that, with few exceptions, British makes pictures as re (Continued on Page 3)

Schiller Returns
E. A. Schiller of Loew’s, Inc., returned from the Coast Saturday. The greater portion of the trip was made with James R. Grainger, who go back last week. Plans for new theaters in Seattle and Portland were discussed and while in Los Angeles the final transfer of the California and Miller’s was arranged.

Lasky and Wanger Arrive
Jesse L. Lasky and Walter Wanger arrived on the Pacific Saturday. Lasky went direct to his home.

To Act On Free Shows
T. O. C. C. Will Discuss Situation in New York—More Instances Reported

The data on showings of free motion pictures in parks of New York City, as revealed by THE FILM DAILY last week has caught the attention of the T. O. C. C. which will discuss the situation at its weekly meeting tomorrow.

Further instances of the growth of the practice have been discovered. A movement is now under way at Piermont, N. Y. to introduce free shows in that suburban town. Myck is also considering the move. From Joliet, Ill., comes word that the large steel works there are giving free shows (Continued on Page 3).

Justify Tax Stand
Excessive Operating Costs Reason Exhibitors Give for Keeping War Tax Pennies

Some resentment has evidenced itself over the stand taken by the New York World on the matter of revised admissions at picture theaters, now that the war tax on fifty-cent prices and under has been removed. The World conducted a two day survey last week and drew the conclusion that exhibitors were depriving the public of the tax relief.

It is pointed out, however, that the increase in operating costs since 1918 when the War Revenue Bill taxing admissions went into effect has been responsible for a startling decrease in the number of theaters in this city. In 1918, there were about 1,100 and today, there are in the neighborhood of 450. A former exhibitor said on Saturday he would place the increase in expense today at about 39 States Seek Funds
Fall Legislative Sessions to Concern Themselves With Means of Securing Finances

Thirty-nine states throughout the country will hold legislative sessions this fall. Two or three special sessions in additional states will probably be held as well.

The problems coincident with the raising of funds to permit the state governments to operate properly will be all important. In many states, large sums of money are necessary to carry out road-building programs. State taxes on cigarettes have made their appearances in several of the Southern States and in various sections of the country there have cropped up special levies of various nature.

A full realization of how this affects the picture business is perhaps not felt. There are grave apprehensions, however, that if exhibitors continue to openly declare that they will keep the war tax, state legislation on admissions may be expected. Those familiar with political workings and the need for new sources of revenue think the situation should warrant careful attention.

Garden Party in London
(Special to THE FILM DAILY)
London—The Westminster Garden Party was held at Wembly on Saturday. The entire British trade participated. The purpose of the function was to raise a fund for those members of the business who may be incapacitated by illness.

Carewe Going Back to Algiers
(Special to THE FILM DAILY)
Los Angeles—Edwin Carewe will return to Algiers to produce "Snake-bite," a Robert Hickens story.

Milwaukee Next
Equipment Dealers Decide on 1925 Meeting Place—Discuss

(Special to THE FILM DAILY)
Cleveland—The M. P. Equipment Dealers of America will hold their 1925 convention in Milwaukee next May at the time of the annual M. P. T. O. A. gathering. The final meetings here late last week concerned a discussion over the elimination of waste and lower production costs. The matter of requesting manufacturers to abandon direct selling to exhibitors was also brought up.

H. J. Smith, Pittsburgh, second vice-president, presided in the absence of William Oldknow, who was.
**On Broadway**

Astor—"The Sea Hawk"
Brooklyn—"The Perfect Flapper"
Capitol—"Bread"
Cohan—"The Ten Commandments"
Criterion—"Dorothy Vernon of Had don Hall"
Liberty—"The Thief of Bagdad"
Loew's New York—"Today—Un guarded Woman"
Tuesday—"Broadway or Dust" and "Back Home and Broke"
Wednesday—"The Breaking Point"
Thursday—"Blind Husbands"
Friday—"Young Ideas" and "West ern Vengeance"
Saturday—"Along Came Ruth"
Sunday—"True As Steel"
Rialto—"Behold This Woman"
Rivoli—"The Side Show of Life"
 Strand—"The Signal Tower"
Next Week
Astor—"The Sea Hawk"
Brooklyn—"Not yet determined"
Brooklyn Strand—"The Signal Tower"
Capitol—"Girl Shy"
Cohan—"Tess of the D'Urbervilles"
Criterion—"Dorothy Vernon of Had don Hall"
Liberty—"The Thief of Bagdad"
Rialto—"The Man Who Fights Alone"
Rivoli—"Manhandled"
Strand—"Single Wives"

**Blaze Does $13,000 Damage**

(Special to THE FILM DAILY)
St. Helens, Ore.—Fire that did $13,-
000 in the business district, destroyed the
following:

**Speed Extraordinary**

(Special to THE FILM DAILY)
Los Angeles—Commenting on the
porgress which has been made in the
perception of the high speed camera,
C. Francis Jenkins, inventor and
camera expert, says in "American Cinematographer":

"Pictures are now regularly made at the rate of 3200 photographs per
second, that is, 200 times standard (16 pictures per second) motion picture
speed. In the study of high speed motion it is comparable to a micro-
scope of 200 diameter power in the study of small objects. Speeds still
higher are believed feasible but per-
haps not often required. No radical
modifications in the camera have been
made in the last two years to regu-
larly attain this high speed.

"Perhaps the most interesting sub-
ject was the photographing (at 3200 exposures per second) of pigeons' wings
when the pigeons were released
from a basket.

The quality of the negatives are quit comparable with the negatives
which are intermittently moved at
but a tenth to a twentieth the speed."

Bill Onie Promoted

(Special to THE FILM DAILY)
Cleveland—Bill Onie has been ad-
anced to a manager for Standard
Film.

COPORATIONS ORGANIZED & FINANCED

Capital Ralated Through
The Sale of Your Stock
We Are Licensed Brokers
Please Call PINE 4512 FREE CO.
112-116 West 44th St.
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AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 3272
N. Y. C.

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Office Space & Desk Room
WILL TAKE RELIABLE PARTY GOO D ACCOMMODATIONS
DESK ROOM, VAULT, RE WINDING ROOM, TELEPHONE
TELEPHONE BRYANT 5210
729 7th Ave., City

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910-11 Rehavak St. West Hoboken, N. J.
Laboratory with the lowest insurance
rates in the East. Negative Developing
Printing, Cutting and Projection Rooms.

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FOR QUALITY

Negative—gives better details under
poor lighting conditions.
Positive: stronger and 2 more points
of depth.

FISH-SCHURMAN CORP.
43 W. 46th St., N. Y.
Prices Too High

(Continued from Page 1)

U. K. Studios Slump

(Continued from Page 1)

Justify Tax Stand

(Continued from Page 1)

Russell 12 Productions

Chicago is in town. Beginning today, the company will start work on a series of eleven features, all to be made in Chicago, and "One Story in New York" is planned. Distribution will be via the state rights market.

T. E. Dillard Appointed

(Special to THE DAILY)

Atlanta, Ga.—T. E. Dillard has announced the appointment of M. C. Coyne, Mrs. Dillard who has been with the organization since 1919 is named assistant to T. E. Dillard.

New House For Dyckman Section

Adolph Factor has purchased property on the south side of Dyckman St. and Sherman Ave., on which he will erect a new house.

Milwaukee Next.

(Continued from Page 1)

unliked to attend. A skit, "Bizness Is BIZNESS", by H. H. Cudmore, directed by Samuel Bradley, was one of the features of the harvest Friday evening. Leo Dwyer, Cleveland, discussed "Old Man Overhead."

Lehrs Heads Equipment Bureau

(Special to THE DAILY)

Cleveland—Sam Lehrs, of Arlington Heights, was elected president of the Bureau of Associate Members of the Asstn of M. P. Equipment Dealers of A. Other officers are: J. B. Herntie, Cleveland, vice-president; J. W. Birkett, Detroit, treasurer; L. M. Fulton, Chicago, secretary, and the following new directors: Adel De Bert, J. E. McAlley, Chicago; Irving Samuel, Allentown, Pa., and W. J. Newman, Cincinnati.

Records Smashed at the Grand Opera House, Pittsburgh

Big Play Dates Everywhere!

Sol Lesser Presents

Baby Peggy in "Captain January"

By Laura E. Richards

With Hobart Bosworth, Irene Rich, Lincoln Stedman, H. T. Morey and Barbara Tennant

It's A Box-Office Cleanup!

A Picture Master Production

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

COMING SOON
JOSEPH M. SCHENCK presents

NORMA TALMADGE in "SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play "SECRETS"
directed by FRANK BORZAGE

Now starting its fourth week at the Park Theatre, Boston—

where the critics said:

"One of the finest pictures seen here in many a day."

Putting theatres on a big paying basis is the one thing the FIRST NATIONAL contract for next season will sure do.
DANGER

A SERIOUS situation will again face the industry in the form of a new twist in legislation. Well-posted figures in the business who know a lot but say little predict that in the fall, no less than twenty states will introduce bills seeking to impose a ten per cent tax on admissions.

It is a question if exhibitors themselves are not responsible for the deluge that will come. Why divulge the entire proceedings of exhibitor meetings and allow local newspapers to learn that even a minority of exhibitors are keeping the tax?

The time should have come long since when any one exhibitor leader should jeopardize the interests of his fellow exhibitors by rushing into print with statements, framed without proper thought or treatment. Many well know how the Hays office worked and worked to counteract the appearance of sporadic statements of theater men here and there on the admission tax. The same thing, incidentally, is occurring now that the tax, in part, has been lifted.

There should be no misunderstanding. There is no lack of sympathy for the exhibitor. Examples are plentiful of the exhibitor who has been forced to pay the Government tax out of his own pocket. Whether or not, as a general thing, the exhibitor is maintaining a higher level and keep the difference is a debatable question. It is important to remember that the public expects to receive the benefit. However that may be, one thing is sure:

There are mighty few State Governments in this broad land that are not seeking new means of raising revenue. Anything in print that can be seized upon as an excuse is not being lost sight of. Yes, this is a warning. And the actual development of that warning will be seen in the fall and winter.

Exhibitors are stirring up for themselves a new hornet's nest. They might here find a few words worthy of reflection and then frame their actions accordingly.

Cost House Fronts Dimmed

(Special to THE FILM DAILY)

Hollywood—As a result of the pow- er shortage, streets are 30% dimmer than ever before in local history. The theaters can only use outside lights between 7:30 and 9:45 P.M.

5,000 Seat Fox House

Monster Theater for Los Angeles—Producer Determined to Break In

(Special to THE FILM DAILY)

Los Angeles—Inability of the Fox organization to definitely break into the local first-run field has resulted in the consummation of a large theater deal.

William Fox has closed a ninety-nine year lease on property at Broadway and Sixth St., in the heart of the downtown theater district. He will build a 5,000 seat theater and a twelve story building on the site. A bonus was paid to the present leaseholders. Aggregate rentals for that period will total about $220,000.

Fox has been in the market for some time, either for an existing house or property on which to build one. The new house will give the company an outlet. The number of Fox pictures shown here has been negligible.

There will be thirteen first-run here when the Fox house is finished. West Coast Theaters, Inc., control Loew's State, Tally's Broadway, Criterion, and Alhambra; Famous Players control the Million Dollar, Metropolitan and Rialto; Loew's, Inc., the California and Miller's; and Universal.

Wallace Kerrigan Here

Wallace Kerrigan, production manager of Mary Pickford Prod., is in town from the Coast to meet Miss Pickford on her return from Europe today.

Paul Bern Eastbound

(Special to THE FILM DAILY)

Los Angeles—Paul Bern left here Sunday for New York to make his next Paramount picture at the Long Island studio.

“Girl Shy” To U. B. O

Week-Stands for Lloyd Picture—Only Greater New York Houses Included

Speculation over what local theater circuit would finally book “Girl Shy” is now ended. Lloyd has gone to the C. B. O. organization.

The picture, contrary to many of the Keith bookings, has been purchased only for twenty-one theaters in and around New York and will not include up-State points like Schenectady or towns in Jersey. The

Resuming Abroad

Famous to Make “Sans Gene” in France—Re-open London Studio in Fall

Jesse L. Lasky announced yesterday that Famous Players will resume production in Europe in the fall. The first picture to be made there will be “Madame Sans Gene” in which Gloria Swanson will star.

Miss Swanson who arrives this morning on the Leviathan will return to France in September to start work. Reports so far as earnings are concerned indicate that the company intends launching films in a broader production policy which the company intends launching films in a broader production policy.

Reports from the Kingston studio near London would be resumed after a long closing were verified when Lasky declared that another star will be sent to London in the fall to work there. He added that it was the intention to make pictures in all of the principal capitals of Europe. In an interview published in the evening edition of “The Wall Street Journal,” Lasky said:

“We look for the biggest season in the company’s history this year. The months of August, September and October ought to be record-breakers as far as earnings are concerned. Earnings are running ahead of last year, and they ought to show for the year a great deal better than last year.

“Europe offers a better market for American picture productions than ever before. European producers do not seem to have the available cash for production on the same scale as we have.

“I have been over conferring with Sir James Barrie on the coming production of ‘Peter Pan.’ This picture will cost several hundred thousand dollars and will be produced in our studio and at a cost of $1,000,000. The picture business as a whole offers very bright prospects for the future.”

Grauman Going Abroad

(Special to THE FILM DAILY)

Los Angeles—Sid Grauman leaves for the East in a few days enroute for a summer jaunt through Europe.

Buy Fight Films

Simmonds-Kann Enterprises have purchased foreign rights of the Carpenter-Tunney fight films. The bout occurs Thursday.

F. P. Common at High Level

Famous Players common stock closed at $1.25 yesterday, thereby establishing a new high level for the year.

20 States May Act

Flood of Admission Tax Bills Looked for at Fall and Winter Sessions

Confidential information on programs scheduled by state legislatures for the fall and winter sessions indicate that consideration will probably be given to twenty states to new acts on the books.

It was pointed out yesterday that in all the thirty-nine states that will hold regular or special sessions during the fall because of the question of securing additional funds will be an important one. It is hoped—but the hope is a slim one—that legislators will not turn to the exhibitor end of the business as one way out. It is felt by those who should know that exhibitor carelessness in supplying newspapers with information where the tax is being kept will give those in charge of state budgets a good-sized opportunity to seize upon.

At present, there is one state that taxes admissions ten per cent! South Carolina. Gasoline could not be legislated against because of the number of cars in the state, tobacco could not be taxed because it would hit what was considered a vital industry. movies could not be levied against, because the women used them to a negligible degree. Therefore, the theater was selected and the tax went through.

Leviathan Held Up

The Leviathan was held up at sea yesterday because of fog and there were no signals from the ship. The first quarterly dividend is due to Douglas Fairbanks, Mary Pickford and Gloria Swanson are aboard.

Bons Returnng

(Special to THE FILM DAILY)

Los Angeles—Eddie Bons, exploitation director for Metro-Goldwyn is en route to New York, following a visit to the studio.

Seeks New Listing

Metro-Goldwyn Preferred Wants Classification on N. Y. Stock Exchange

An application will be made to list Metro-Goldwyn preferred on the Stock Exchange. Voting trust certi- ficates of Goldwyn Pictures Corp. will terminate on Aug. 1 and the new seven per cent preferred of Metro- Goldwyn at $27 par will be distributed to holders of Goldwyn voting trust certificates on a share for share basis. The first quarterly dividend on the new preferred will be payable Sept. 15.
What To Do With Tax How to Dispose of Money Saved By New Revenue Ruling

Some interesting suggestions to smaller exhibitors are advanced by "The Motion Picture Journal", of Dallas, in an editorial captioned "What to Do With the Tax Money". It is reprinted, in part, below:

... Consider—

Even with your seating adequate and in good condition—

Your projectors modern and your screen what it ought to be—

With your music satisfactory—

Your lobby display right—

Still your equipment is not complete for your best appeal to the public and your best profits.

Think of the electric sign. It is an advertising investment that is paying dividends every day in the year to every kind and class of business in America.

Inside the house there is the matter of an automatic curtain machine, with some form of attractive drop or swinging curtain to add tone to your presentation.

There are the projectors which throw colored waterfalls, for instance, and other beautiful effects on your curtain or screen, and which innovation has pleased the public wherever shewn.

And stage settings that add dignity, class and distinction to the house.

By adding these units to your equipment you increase the drawing power and the pleasing value of your house many fold over and without your operating overhead in any way except for a nominal current charge.

But your patrons will respond in such a way that you will hate yourself for not having done these things before.

Finance these purchases with your savings on the admission taxes. See your favorite dealer and make terms that will allow the former tax to cover the payments.

"In doing this you will have a double profit on the tax—a permanent investment in valuable units and which will pay you increased dividends on your major investments.

HAL ROACH'S SPAT FAMILY
"THEY DRAW BUSINESS" 2 reel Pathé comedy

In The Courts

"The Texas Steer" which the M. P. D. A. will make figures in an accounting filed in the Surrogate's Court in the estate of Charles H. Hoyt, playwright, which states that his property of $100,000 includes $8,612 received for the film rights to "A Brass Monkey," "Trip to Chinatown," "Texas Steer," "A Day a Night," "A Contended Woman," and "Black Sheep." Hoyt gave the income of the estate to his friends, the late Frank McKee and late Elwood Dasher, whose heirs now receive it. The remainder goes to The Lamb's and the Actors Fund of America.

Goldwyn has applied in the Supreme Court for the dismissal of a suit by Alan Brooks because he failed to prosecute the action.

Chapman Buys for Security (Special to THE FILM DAILY)

Cleveland—Lee Chapman, head of Security Pictures, has purchased from Arrow three Dustin Farnum features for Ohio.
GLORIA SWANSON
as a Tessie McGuire in
"MANHANDLED"

This Allan Dwan production is one of Paramount's Famous Forty
RIVOLI July 27
Incorporations


Columbus, O.—Vail Theater Co., Cleveland. 100 shares common stock, no par value. Incorporators, William J. Vail, John Madill, Charles Drabek, Henry C. West and John A. Ringold.


“Girl Shy” To U. B. O.

(Continued From Page 1)

picture has been running at the Cameo since May 25 where it started after a three weeks’ run at the Strand.

The Keith booking provides for week runs at all of the theaters. The Levey circuit likewise_dickets for the picture. In many sections of the country, “Girl Shy” has been released. Difficulties presented themselves in New York over the question of price. The quota set by Pathes was high and for some time negotiations got nowhere. Because of this, Pathe decided to put the picture into the Cameo for a run with the determination to keep it there all summer. It is now in its ninth week and will probably round out an even dozen before the Keith circuit gets it.

Fumes Endanger 800

(Special to THE FILM DAILY)

Portland, Me.—Ammonia fumes which escaped from a refrigerating plant in the basement when a corroded valve burst, filled the auditorium of the Portland theater and gassed 800 patrons. Only two serious injuries resulted.

Increases Capital

(Special to THE FILM DAILY)

Springfield, Ill.—The Society for Visual Education, Inc., of Chicago, has filed an increase in capital from 40,000 shares of common stock, no par value, to an active capital of $200,000.

New $50,000 Theater Planned

(Special to THE FILM DAILY)

Englewood, N. J.—A new theater will supplant the Page, which was gutted by fire last December. A corporation, with a capital of $50,000, has been formed to finance the project.

Washington Theater Changes

(Special to THE FILM DAILY)

Washington—The Woodbridge, a suburban house, has opened. Another recent opening was the Park, belonging to the Hoffman interests.

Hopcraft Back Today

E. M. Hopcraft, sales manager for Hepworth arrives today from a Midwest sales tour.

Sax Forms Lumar Films

Santa Fe has formed the Lumar Film Corp., to handle the distribution of Gotham Prod.

Theater Changes

Providence, R. I.—A property parcel including the Narragansett Hotel and the Providence O. H., has been sold by Col. Joseph Fletcher to Edward Rudden and Charles Brown.

Terre Haute, Ind.—The Indiana Theater Corp. has leased its two theaters, the Liberty and the Indiana, to the Wabash Theaters Corp.

Newark, N. J.—Lou Gold will change the name of his recently acquired Crawford to the Trow. The house is undergoing repairs.

Humphreys, Mo.—J. C. Moberly has purchased the Idle Hour, from T. K. Jesse. He plans to reopen after making redecorations.

Mount Vernon, Wash.—Report has it that B. B. Vivian, owner of the Empire at Anacortes, will take over the Mission here.

Holland, Mich.—The Holland, after being closed several weeks has reopened under management of James Dwan.

Anderson, Ind.—The Grand O. H. is to undergo remodeling that will change the name of the house and cost $10,000.

Ogdensburg, N. Y.—The Strand will remain closed for about two months while the building is being repaired.

Keyser, W. Va.—H. O. Thrush, for five years owner of the Liberty, has sold it to Clay Evans of Lonacoming.

Alva, Okla.—The Majestic, closed for several weeks pending the outcome of legal controversies, has reopened.

Livermore, Cal.—O. B. Atkinson has reopened the Livermore, which had been closed for alterations.

Kelso, Wash.—J. R. Spriggs will take over the Olympic.

Finis Fox Leaving

Finis Fox leaves for Hollywood tomorrow relative to a new production.

Cuts And Flashes

Al. Alt and Hilliard Karr, comedians of Century Comedies, have been placed under a long contract by Julius Stern.

Mary Foy has been added to the cast of “Dangerous Money,” the new Bebe Daniels picture.

Cullen Landis has completed his work in “Born Rich.”

Harry F. Grelle

of Pittsburgh

Says of

Baby Peggy

in

“Captain January”

at

$1,000,000 Grand Opera

House There:

“Opened to capacity business. Give us more productions like this.”

They’re all saying the same

A Sol Lesser presentation

A Principal Pictures Master Production

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

CLARENCE BROWN PRODUCTIONS

Universal Super-Jewels

“THE SIGNAL TOWER”

NOW PLAYING AT THE STRAND

Was Made Deliberately for the Box Office

Exhibitors can depend on CLARENCE BROWN PRODUCTIONS TO BE BOX OFFICE ASSETS

FLORENCE VIDOR

A Super-Special Film Dramatization

"BARBARA FRIETCHIE"

FLORENCE VIDOR

Produced on Plays By

CLYDE FIELD

Directed by HAMILTON MILLER

COMING SOON
DENY "BIG 4"—ZUKOR DEAL, BOTH CLAIM D. W. GRIFFITH

Two New First-Runs
Moss House Opens in Late Fall—Ochs' Piccadilly in September—Each for Pictures

The number of Broadway first-runs will be increased by two houses this fall. One will be the Piccadilly on Broadway between 51st and 52nd Sts., and across the street from the Capitol. The other will be the renamed Moss house at Broadway and 52nd St., directly across from the Piccadilly. The Moss is scheduled to open early September. The house will seat 1,500. Ochs is at present dicker-ing for his first release. If possible, he hopes to develop extended runs. Those producers who have experienced trouble in breaking into Broadway houses have given an outlook at the Piccadilly. If Ochs conducts the kind of theater he expects to, the complexion of the Broadway first-run situation will be changed.

The Moss theater will seat 2,500. It will be completed late in the fall and will have a week-end picture policy.

Lopez Plans Unique Programs

Vincent Lopez who will conduct the orchestra at the Piccadilly will appear at the house three times per day. Speaking of the musical standard he hopes to establish, he said yesterday:

"I intend to establish what will be, I think, the highest standard of its kind in New York. We are working on a series of programs that will include a variety of music arranged by foreign composers. "I intend to keep the orchestra as small as possible. The whole will be conducted by Stanley Kaye who has been with me for some time."

Baltimore Back to Old Scales

(Special to THE FILM DAILY)

Baltimore—Practically all local theaters have returned to the old admission prices, minus the tax.

T. O. C. C. Meets Thursday

The board of directors of the T. O. C. C. met yesterday, to be followed by a regular meeting tomorrow.

To Be Discussed

At Meeting Soon

Claimed D. W. Made Deal
Without U. A.'s Knowledge—Director Says He's Free

Before Douglas Fairbanks and Mary Pickford leave New York for the Coast in a few days, a meeting of United Artists' directors will be held to discuss a number of matters. Among them the relationship of D. W. Griffith to that organization.

Apparently, Famous Players and United Artists cannot agree in whose services the producer is committed. It is understood that United Artists claims that Griffith entered upon his new arrangement over the knowledge of that group. The attitude of the Griffith organization is summed up in a statement made yesterday by Gerrit J. Lloyd, who said:

"Mr. Griffith has made no prior contract that conflicts with his plans to make three productions for Famous Players."

Upon his return from Europe, Fairbanks told ship news reporters that Griffith is still allied with United Artists and intimacy that while he...

Hirsch Forms Marlborough Prod.

Nathan Hirsch, president of Aynon, has formed Marlborough Prod. to distribute. He has secured a series of six feature society melodies, the first of which, "The Law and the Lady," is now nearing completion on the Coast. The new unit will be independent of Aynon.

Marangella, Keyes Sailing

Lou Marangella and Donald Keyes are here from Los Angeles, preparatory to sailing on the Leviathan Saturday for Rome. Marangella will handle "Ben Hur" publicity while Keyes will handle some of the camera work.

Mary In "Peter Pan"?

A Very Interesting Angle on the Reported Merger—The Hearst Story

(Baltimore—Under a New York date line, the Baltimore American yesterday morning, said in part:

"The greatest motion picture merger ever consummated is imminent, according to exclusive information obtained today by Universal Service. It will cast under the main tent of Famous Players, Mary Pickford and Charlie Chaplin.

"The combine, contemplated for months, and, according to report, now in its final evolution, will result in the absorption of Famous Players by United Artists. The latter concern has been sole distributor of all Fairbanks, Pickford, Chaplin and D. W. Griffith pictures.

"Griffith, it was announced last week by Adolph Zukor, in the future will make pictures for Famous Players."

(Continued on Page 2)

Benefits for Lorain Sufferers

(Special to THE FILM DAILY)

Cleveland—M. B. Hovitz, head of the Washington Circuit, has started a plan of giving benefit performances for victims of the Lorain disaster. He donated all the admissions received last Monday. Others followed suit including the Ohio Amusement Co., six houses in Lakewood, and the Wind-A-Meer in East Cleveland. The exchanges donated the films.

Tourneur With Hearst

(Special to THE FILM DAILY)

Los Angeles—It is understood Maurice Tourneur has signed a contract with William Randolph Hearst to direct Marion Davies in at least one picture.

Hearing in L. A. Again

(Special to THE FILM DAILY)

Denver—The Federal Trade Commission hearing against Famous Players closed yesterday to resume Monday in Los Angeles.

"Untrue"—Ludvig "Absurd"—O'Brien

Heard Publishes Reported Merger—Says Mary Will Do "Peter Pan"

Reports current in New York for some time past, concerning the future of United Artists, culminated in print yesterday morning with the publication in the Daily Mirror, of New York, the Baltimore American and apparently other Hearst newspapers, that United Artists would merge with Famous Players.

The story was denied by Dennis O'Brien, general counsel for Douglas Fairbanks and Mary Pickford, and a director of United Artists, who called the entire report "absurd," and by Elek John Ludvig, general counsel for Famous Players, who laughed and said:

"Don't pay any attention to it."

Universal Service telegraphed the story that has been discussed in New York:

"That Fairbanks, Pickford and Chaplin would release through Famous Players and that, as part of the deal, Miss Pickford would appear in "Peter Pan.""

Vote Against Salacious Films

(Special to THE FILM DAILY)

Los Angeles—The Associated M. P. Producers of California, the Coast unit affiliated with the Hays organization at a meeting, adopted a resolution pledging its members not to aid in "the production, distribution, or exhibition, of any picture salacious in character."

Reed to Direct

(Special to THE FILM DAILY)

Los Angeles—Work on "Never the Twain Shall Meet" started in about three weeks. Anita Stewart will be featured, with Luther Reed directing. Script by Eugene Sutton. This will be Reed's first directorial effort.
Both Claim D. W.

(Continued from Page 1)

may think he will produce for Famous, he may discover differently.

Speculation developed yesterday over the exact meaning of the statement issued, following the United Artists annual meeting in New York on March 28 last, which read, in part:

"The annual meeting of stockholders and owners of United Artists Corp. was held at the offices of United Artists Corp., 729 7th Ave., New York, City, on Friday, March 28, 1924 at which were present Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith, the officers. It was unanimously decided not to only carry out their existing contracts but to renew and extend their contracts for a period of three years, except Charles Chaplin who has eight pictures still to deliver to the corporation.

In one quarter it was pointed out that the statement did not signify the new contracts had been signed but merely that it had been decided to do so. Whether or not this might have a bearing on the Griffith matter is problematical.

On behalf of Famous Players, E. J. Ludvig said:

"We hold a contract with Mr. Griffith. If Mr. Griffith is involved in any controversy, it must be between himself and United Artists. We have nothing to do with it. I have no doubt that Griffith is amply responsible for his actions. If he has made a contract with us, I presume he can respond. If Griffith has breached his contract with United Artists, they are, of course, entitled to damages, based on what profits would have accrued from the distribution of his product."

Mary In "Peter Pan"?

(Continued from Page 1)

"A feature of the deal, according to report, will be the contracting with the Fairbanks-Pickford units to release all future productions through the Zukor organization.

"Screen fans may contemplate in this latest Famous Players move the possibility of securing Mary Pickford in the title role of 'Peter Pan.' The rumor this would come about has been persistent for some time, although until now there has been no apparent explanation, as Famous Players controls the motion picture doings of all works by Sir James Barrie, 'Peter Pan's' author.

"Jesse Lasky, vice-president of Famous Players, returned last week from London, where he conferred with Barrie about possible 'Peter Pan' leads, but no announcement of a decision has been made. Mary is alleged to be the choice of Sir James and the public for 'Peter Pan', but she has denied vehemently at all times she would make pictures for any company other than her own."

Films for Home Use

According to Popular Science, films are made available for home, classroom or church, by the invention in England of fire-proof paper film and a projection machine that may be handled easily by amateurs.

King Before A. M. F. A.

Henry King will deliver a talk before the A. M. F. A. tomorrow.
Another FAMOUS 40 Hit!

You can actually see what Paramount's great group of Fall and Winter pictures can do at the box-office now. And they more than live up to every one of our predictions! Look at THE SIDE SHOW OF LIFE at the Rivoli, New York, this week. Close to record business in hot, muggy weather and enthusiastic reviews like the ones quoted below.

Everybody wants pictures of the standard represented by Paramount. The wise showmen know that. The wise showmen are booking THE FAMOUS FORTY!

"'The Side Show of Life' is a picture we can recommend heartily as one of the best films we have seen for some time, a film which will appeal to people in all walks of life and of all ages."

"Ernest Torrence again delights his audiences by his clearly characterized portrayal of the charming and unconventional hero."
—Telegram and Mail.

"'The Side Show of Life' must be a source of the keenest satisfaction to every one who had a hand in the production. It is a splendid thing, a real contribution to the higher standards of motion picture making. By all means see it."
—Evening Post.

"There isn't an actor in pictures with the grace, the subtlety and the sincerity of Ernest Torrence in 'The Side Show of Life.'"
—Daily Mirror.

"A right entertaining film play. Good enough for us to recommend even to our best friends."
—World.

"A credit to the novel, to the director, and to all of those who participated in the making of it."
—Morning Telegraph.

"Ernest Torrence gives a beautiful performance in 'The Side Show of Life.' What an actor he is! I advise every producer to keep an eye on Louise Lagrange too."
—American.

Adolph Zukor and Jesse L. Lasky present a

Herbert Brenon Production

"THE SIDE SHOW OF LIFE"


A Paramount Picture
Emphatically gripping."

"Hair-raising melodrama." — New

"A real thrill—worth seeing!" — New

"A perfectly thrilling picture—you won't believe your eyes!" — New

"A corking climax... magnificent scenery." — New
Crowds to Mark Theatre, B'way, N.Y.C.

for another of Universal's JEWELS for 1924-25

"Has just about everything that a good, strong drama should have."
—New York Post

"The best all-round thick-chested screen melodrama of the year."
—New York World

"No house in the land is too good for this picture."
—Motion Picture News

"It will roll up a big total in the box offices of the country."
—Moving Picture World

Universal has promised exhibitors great pictures for 1924-25. Just a few weeks ago "The Reckless Age", another of Universal's big, new Jewels, nearly doubled the receipts of the Rialto on Broadway, N. Y. And now "The Signal Tower" is proving itself to be sensational success! Everyone of Universal's first big 12 is of that same high quality! For guaranteed profit insurance, sign that Universal contract now!
Smith Heads Equipment Dealers
New officers of the M. P. Equipment Dealers of America, Inc. follow: H. J. Smith, president; Joe Hornstein, first vice-president; Leo E. Dwyer, second; C. D. Struble, third; R. M. Combs, fourth; Frank F. Earth, secretary, and B. A. Benson, treasurer. The Bureau of Associate members, representing manufacturers will have the following on the advisory board of the dealers group: M. G. Felder, New York; J. R. McAuley, Chicago; W. L. Brennan, Cleveland and Will H. Hays, ex-officio.

Lytell in "Sandra"
Bert Lytell has been given the male lead in "Sandra," the new La Marr picture.

Motoring Agitators "Blue" Advocates
(Special to The Film Daily)
Conway, Ark.—Sunday closing agitation has been further excited by the building of good roads into this city. Ministers and "blue law" advocates have been scandalized because residents of Little Rock, owning automobiles persist in taking rides on Sundays. The congregations and men's bible classes of the First Methodist and First Baptist churches have passed resolutions favoring Sabbath observance by closing of all forms of amusement.

Columbia and Metro-Goldwyn Move
(Special to The Film Daily)
St. Louis—Columbia has moved into a new home in the Plaza Hotel Building. The exchange was formerly occupied by Metro. Metro-Goldwyn has moved to its new offices.

Cobb Returns From Trip
C. Lang Cobb, director of distribution of Kelley Color, has returned from a trip covering all of the Eastern territories. He reports sales of all but one of the Eastern territories for "The Color World."

At Broadway Theaters
Capitol
Selections from "Interlude" open the performance, followed by Ballet Divertissements by classical dancers. "Our Defenders," a Rice Sporlight, Florence Millholland next sings "My Aim Folk." Scotch Folk Spectacle, assisted by the Capitol Male Quartet. A prelude to the feature, "Firemaid," is shown, with the picture immediately following. An organ plays an exit march.

Rialto
"Pique Dame" is the overture. Other numbers, following in order, include: "Rienzi," "The Westerner," "The Gypsy," "Death of a Salesman.

Rivoli
The overture selected this week is "Overture" for the Goldmark's. "Saml_INS," the Pictorial News and Martin Hrel, tenor, singing "Moz Art" from "Paganini," are second and third on the bill respectively. "The Side Show of Life" is the feature and is followed by one of the De Forest Phonofilms. "Good News," a Cameo comedy, closes.

Strand

At Other Theaters

Sail for Rome Today
The following members of the "Ben Hur" technical staff sail for Rome today on the Reliance: Benford, Harry Oliver, W. A. Fahn- man, W. B. Okmy, Harold Grieve and K. McLean.

Next Week at Rialto and Rivoli
Gloria Swanson in "Manhandled" will be the attraction at the Rivoli next week; while "The Man Who Dared Alone," with Wim Farnum, will play the Rialto.

Play Ball!
(Special to The Film Daily)
Albany, N. Y.—Branch managers and exhibitors are getting together to form a baseball team that will meet a nine composed of salesmen.

In The Courts
A suit by Hiller & Wilk, of Los Angeles, against Maurice Toumourn Pford, in the Supreme Court, for commissions on the sale of films, became known when Karl W. Kirchdrey, attorney for the latter, applied to compel the plaintiff to file a new complaint stating whether the suit is based on the claim that the plaintiff was sales agent for all the films during the period ending Sept. 2, 1918.

Supreme Court Justice Burr has signed order to punish the Rex Laboratory, Inc., for contempt of court because the president, William K. Hedwig, did not appear in person to a court order and testify as to the defendant's ability to pay a judgment for $1,400 obtained by the Powers Film Products, which the latter has been unable to collect.

C. B. C. Sells Perfections
Harry Asher of Grand-Asher was among those shipwrecked in Long Island Sound late Monday night when the liner Boston bound for New York was rammed. He was picked up early yesterday morning after he had drifted about the Sound in the dense fog in one of the Boston's lifeboats.

New York Chicago Hollywood
Rothacker Laboratories WILLIAM S. GILL, Eastern Sales Mgr. 542 Fifth Ave. Tel. Murray Hill 1831

Ed Laemmle in Wreck
Edward Laemmle, en route East to film a sequence for a Universal-Jewel, has been delayed because of a Santa Fe railroad wreck at Holton, Kansas.

"A picture that will bring joy to kiddies and prove just as interesting to grownups."

Says the Pittsburg Press of

Baby Peggy in "Captain January"
By Laura E. Richards with
Hobart Bosworth
Irene Rich
Lincoln Stedman
Harry T. Morey
and
Barbara Tennant
Directed by Edward F. Cline
It's a Sol Lesser Presentation
A Principal Pictures Master Production
Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

GARRETT ELSDEN FORT
author and scenarist
"THE FIRE PATROL"
The Season's Box-Office Sensation
TWO MORE MELODRAMATIC SMASHES
READY FOR IMMEDIATE PRODUCTION BY PRODUCERS WHO WANT SURE-FIRE STORIES.

Write or Wire
care of Writers Club
Hollywood, Calif.
Look forward to the biggest bookful of cheer you ever got in this wonderful industry’s history. Metro-Goldwyn’s announcement is on its way to you. It represents the first unified message to exhibitors from the merged forces of Metro, Goldwyn and Louis B. Mayer. The line-up for 1924-25 from this great new organization contains, unquestionably, the most imposing array of audience-selling productions ever offered to showmen, cast with star names, made from famous books and plays, directed by the screen’s best! Here’s real money waiting for you to clean up!
A SINGLE thought for

“SINGLE WIVES”

Presented by the CORINNE GRIFFITH PRODUCTIONS, INC.
Story by E. J. HUDSON—Directed by
GEORGE ARCHAINBAUD

with

CORINNE GRIFFITH
and

MILTON SILLS

get it! what a gorgeous bunch of profits there is in this one.

The world is at your feet when you possess a FIRST NATIONAL contract for next season.
B. & K. In Detroit?
Reported Powerful Chicago Exhibitor Uni Will Invade Kunsky's Territory

Considerable interest was evinced yesterday in the report from the Middle West that Balaban and Katz, the powerful Chicago theater organization, would build a large house in Detroit.

In distributing circles, the report was held especially interesting in view of the fact that Kunsky at present holds both the First National and Paramount franchises for his Capitol, Adams and Madison theaters while Balaban and Katz are the First National franchise holders in Chicago and many Illinois towns.

At press time, replies to telegraphic requests for statements had not been received. E. A. Eschmann and H. O. Schwalbe were reported gone for the way at First National. If the report is true, it will be the first time that B. & K. have gone out of the Chicago territory to build, although they are tied in with Mid-West Theaters, Inc. in a number of Illinois towns.

Loew Acquiring the Freeman

The Loew circuit will take over the Freeman theater, Southern Blvd. and Freeman St. from Joe Weinstock, as soon as Marcus Loew returns from Europe. The house "shows pictures and seats 1,800.

Returns Aug. 12

Marcus Loew is expected to sail from Europe on the Leviathan, leaving the other side Aug. 5. The boat is due here about the 12th.

"U" Acquires Bridgeport House

(Special to THE FILM DAILY)
Bridgeport, Conn.—Universal has acquired the Dawe theater. The house will reopen Aug. 15, following alterations.

War On Sexy Books

Coast Organization Will Seek Co-Operation of Non-Members to Check Practice

(Special to THE FILM DAILY)
Los Angeles—Producers who are not members of the Association of M. P. Producers—the Coast Silly of the Hays organization—will be asked to co-operate in the campaign to keep books and plays of questionable nature out of production.

An interesting angle deals with properties that may be purchased for

(Continued on Page 2)

Two Tax Bills In Ga.
Both Would Effect Admissions Up to 50 Cents. Re-Enacting Old Federal Levy

(Special to THE FILM DAILY)
Atlanta—Two new admission tax bills have been presented to the General Assembly now in session. Either measure, if passed, would put the same burden on theater owners and, eventually, the public that they bore before relief was given from the Federal tax.

One bill is sponsored by the State Medical Society, and was introduced in the House by Representative Meek, of Coffee County, and Representative Gerer, of Macon County. This would place a ten per cent tax on admissions up to and including 50 cents. Provision is made in the measure for monthly returns to the state revenue department, the money coming from the tax to go to the Board of Health.

The other bill was introduced by Representative Holden, of Clark, a clause of which proposes a re-enactment.

(Continued on Page 4)

Favorite Celebrating

(Special to THE FILM DAILY)
Detroit—Favorite Film Exchange is celebrating its fourth anniversary.

Edward Grossman Here

Edward Grossman, Epic Film Attractions of Chicago, is at the Astor for a few days.

Tec-Art Leases Studio
Takes Over tilford Plant on 44th Street—Now has Two Downtown Plants

Tec-Art Studios, Inc., have taken over the Tilford Studio, at 344 West 44th Street, under a long term lease.

A number of important renovations are being made on the stage, which is said to be the largest in downtown New York.

The 44th Street studio will be known as the Tec-Art Studio and future work will be divided between this plant and the 48th Street studio. It is understood that among the several companies that will use Tec-Art service will be Howard Estabrook, W. Christy Cahnne and S. E. V. Taylor. Tec-Art is headed by Alfred T. Mannon, Albert Dagostino, Charles Ohman and William Heine.

"Big 4" Discuss Disposition of 20% Interest Held By Griffith

Conference Called in the Fairbanks' Suite At The Ritz Late Yesterday—D. W.'s Defection the Main Topic—Some Talk Of a New Star

The status of D. W. Griffith with United Artists is understood to have been the chief topic of discussion at a United Artists meeting, held late yesterday in Douglas Fairbanks' apartment at the Ritz. Present were Fairbanks, Mary Pickford, Hiram Abrams, Dennis F. O'Brien, A. H. T. Banzhaf and Nathan Burkau.

Before the conference began, it was stated that a number of matters were to be discussed relative to future plans for United Artists. Although the Griffith matter came in for no special mention, it is understood that it formed one of the important pieces of business at the meeting.

Chaplin To Stay
Scours Talk of United Artists-Famous Players Merger—His Statement
(Continual to THE FILM DAILY)
Los Angeles—Charlie Chaplin issued the following statement yesterday to the West Coast correspondent of THE FILM DAILY:

"I want to absolutely deny that there has been preliminary talk of any affiliation on my part with Famous Players as I fully intend continuing in United Artists with Mary and Doug."

Chaplin also stated that Griffith has a new contract with United Artists, which is expected to be fulfilled.

The statement followed a request for comment on the dispatch telegraphed to all of the Hearst newspapers by Universal Service earlier in the week.

Won't Do "Peter Pan"

Mary Pickford Denies Report—Says Griffith Will Supervise Her Pictures

The Herald-Tribune yesterday published an interview with Douglas Fairbanks and Mary Pickford in which the latter was quoted as follows:

"I expect to make two or possibly three pictures a year, and Mr. Griffith will have charge of them. Paramount wanted me to play "Peter Pan,' but I couldn't do that and be fair to my..."

(Continued on Page 4)

It is further understood that the question of the disposition of Griffith's twenty per cent interest in the corporation came up. The ownership of the company is divided evenly among Fairbanks, Miss Pickford, Chaplin, Griffith and Abrams. Many of Griffith's pictures are still active. Bookings of "America," designed for general fall release, are reported to be heavy and the producer has still to deliver "The Dawn," which he is now making in Europe.

Each of the five bears his portion of the expense attendant upon the operation of the distributing machine which will become of the Griffith share remains to be seen. In the event that no restraint is placed on Griffith so far as the execution of his Paramount contract is concerned, the problem then arises of who shall take over the Griffith end of United Artists commitments. It is not believed that the Griffith situation will ever reach the courts.

There was some talk yesterday that a merger of some sort is about to join United Artists and that a move will be launched to secure more product for the film company. The announcement of the "Dawn" goes out in the fall; "The Thief of Bagdad" and "Dorothy Vernon of Haddon Hall" will be placed in general distribution then. Chaplin will have his gold rush picture ready toward the end of the year. There will also be "The Dawn" from Griffith and at least one feature from Jack Pickford.

Universal Leases the Lyric

Universal has leased the Lyric theater and on Aug. 4 will place "Love and Glory" in the house for a run.
Ray-Art To Distribute
W. Ray Johnston Leaves Arrow to
Form Own Company—Has
16 Features

W. Ray Johnston, vice-president and
general manager of Arrow and
one of the best known figures in the
state right field has resigned to en-
ter business for himself. He has form-
ed a company known as the Ray-Art
Co.

Ray-Art will distribute only. Its
first year’s program includes two ser-
ials, four specials, two series of six
outdoor pictures and short subjects,
including one series of thirteen two
reel novelty comedies. The company
has taken offices in the Godfrey Bldg.
It is understood the organization is
backed by Western capital. Johnston
is present and general manager while
the board of directors consists of
Johnston, A. Kehoe, a face manu-
facturer and Raymond Ray, a capi-
talist formerly interested in automo-
obiles.

Clarke Bringing More Films
W. F. Clarke is due in today from
England, via Montreal with several
more Hepworth Prod. and a series of
twenty-six one reels for distribu-
tion here. Regal handled three in
Canada but the remainder will be
handled by the American unit.

Plaza, Bronx Changes Hands
The Plaza, Washington Ave and
188th St. has been sold by Harris and
Maurice Mandelbarn and Fisher and
Irving Lewine, the operators for Mel-
ner Studios. The house seats 1,700.

What of 1924-1925?
How many features are avail-
able for the new season? What
will independents offer? A
tabulated analysis of production
for 1924-1925 will appear in the
Sunday issue.

In addition, there will be a
number of interesting dis-
patches from abroad relative to
the foreign situation, the usual
feature reviews, short subject
reviews and consensus of out-
to-town newspaper opinions.

Jim Kent Back in Detroit
(Special to THE FILM DAILY)
—J. M. Kent is back as
manager of Selznick, taking the place
of Charles Meade, resigned. Kent has
been with Film Classics.

Buffalo-Albany Offices for Warners
—Apolo, handling New York and Jer-
sey rights to the Warner product, has
opened offices in Albany and Buffalo
to distribute up-state.

Billy Leath with Commonwealth
—Billy Leath, formerly with First Na-
tional, has joined Commonwealth. Sid
Kullick is also with Commonwealth,
covering Jersey.

Norman Trevor in Swanson’s Next
—Norman Trevor has been signed by
Famous for “Wages of Virtue,”
which Gloria Swanson will make.

The Princess, Hamilton, Progressing
(Special to THE FILM DAILY)
—Hamilton, Ont.—Work is progress-
ing rapidly on the new Princess.

Ayers In Four
Will Alternate Between Directors’
Ais'n and Famous—First,
“Market Price”
(Special to THE FILM DAILY)
—Los Angeles—The Motion Picture
Directors’ Holding Corp. will star
Ages Ayres in four pictures. She
will alternate with Famous for which
she will also make tour.

“Her Market Price,” a play by
Frances Nordstrom, now running in
London has been purchased. Paul
Powell will direct from a script which
Ola Printzlau is now doing. This
will be one of the Ayres pictures.

CHARLEY CHASE
“Young ‘Em Dead”
IN HAL ROACH’S
1 REEL
Pathé Comedy

Simplex Projection Rooms
80 ft. throw. Most modern up-to-
date rooms in the city. Open 9 A.M.
until Midnight
Chickerling 2110-2111
220 W. 42nd Street

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AND TITLE SERVICE

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AS GOOD AS THE BEST

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COMING SOON
PRODUCERS DISTRIBUTION CORPORATION

BETTY COMPSON IN
“RAMSHACKLE HOUSE”
FROM THE NOVEL BY
MARGARET FOOTE
DIRECTED BY HARMON WEIGHT
Produced by TILFORD CINEMA CORP.
And in Seattle—

HELD OVER FOR A SECOND WEEK!

NOW! GO!

“The Covered Wagon”

A Paramount Picture

It's one of Paramount's Famous Forty
Two Tax Bills In Ga.

(Continued from Page 1)

Two New Topeka Houses

(Special to THE FILM DAILY)

Topeka, Kans.—Two new theaters will be opened next month. The New Grand, on Jackson St., is built by the theatrical interests, and will open the latter part of August, while the National Theaters Co., owners of the Grand, will rebuild the Orpheum into a new house, which will seat 1,500.

Enterprise to Handle Larkins

(Special to THE FILM DAILY)

Kansas City, Mo.—A new enterprise to distribute the George Larkin series in this territory. The first will be "Tango Cavalier", followed by "Apache Dancer". The series is in addition to 51 other features Enterprise will handle during 1924-25.

Gary with "Reel Journal"

(Special to THE FILM DAILY)

Kansas City, Mo.—R. C. ("Bob") Gary, former Paramount exploiter, will have charge of the new exploitation department which will make its appearance in the next issue of "The Reel Journal".

Newspaper Opinions

"Bread"—Metro-Goldwyn

Capitol

AMERICAN—** one of the best pictures, to be sure, but it is not the kind of the picture called a ripping story, if you haven't read the book you will not think that it is a faithful translation, and you are going to feel that you wish you had had a better idea of the story. The rest of the cast in this picture carries on impressively. "Bread" is the kind of a picture which should prove popular.

DAILY NEWS—** The picture strikes the same note, in logic that the book by Charles Norris does. Otherwise it is as delightful a play as you'll meet in a month of picturegoing. There are some wonderfully directed home scenes that are made up of life and some humor that is well drawn. It is a life that we all know so well. Mae Busch gives a compelling performance.

EVENING JOURNAL—** Though the play is well acted and intelligently treated, and there is the usual happy fade-out, one is left with the impression that there are more reds to follow, the same situations would have happened all over again.

Herald-Tribune—In casting his "Bread", Victor Schertzinger has chosen a good thing. ** Unless you are devoted to the writings of Charles G. Norris, you might find that you will like this picture. **

MORNING TELEGRAPH—A delightful life, in which the life's shadow is well depicted. **, but with nothing of the unusual about it. Not a bit of padding. ** every action, every scene, every detail being necessary to carry on the story.

POST—** Its full of good comedy, real sketches which might be perfectly adapted to the stage. Its well acted throughout. ** It is intended, and it is only pleasing to give a pleasant book and a script, and no questions asked; and in this it succeeds admirably. **

SUN—** Regardless, however, of its lack of fidelity to the book. "Bread" may be a pleasant entertainment of itself. The title, as you are aware, is identical. It is neatly written, with humor and pathos, and it is very well acted throughout. ** It is intended, and it is only pleasing to give a pleasant book and a script, and no questions asked; and in this it succeeds admirably. **

T. O. SUN—** one of the best films of the season. ** The story is told with much detail, absorbing in character, and whether one agrees with the solution or not, there is no question that the characters carry certain lines of conduct to their logical conclusion. **

TIMES—** one of those efforts which don't stand close scrutiny and one which, we are certain, will win no new patrons for the silent screen. ** and "Bread" of the series. **

WORLD—A surprisingly effective performance is given **. by **. Mae Busch is a right good picture play.

"The Signal Tower"—Universal

Strand

AMERICAN—** is worth seeing and so is Wallace Beery. A story of the theater to accomplish this little thing will help you to appreciate a splendid two hours. **

BULLETIN—** a splendid feature, with action and adventure and every interest. It is about the best film the Strand has shown in a long time. **

DAILY MIRROR—** If you like a humorous comedy, this is the one for you. It is a splendid melodrama, a delight to the eye and ear. The story is about the best film the Strand has shown in a long time. **

DAILY NEWS—** Enchanted isn't too strong for the splendid melodrama knowingly directed by Clarence Brown. It's so human, so thoroughly understandable.

The scenery and cast and handling of the theme couldn't be improved upon.

EVENING JOURNAL—** A magnificent staged railroad wallet, gorgeous scenery, and a well developed plot.

RENAUD—** a perfectly thrilling picture. ** It is a good, frank melodrama.

We will say that Clarence Brown has done a marvelously clever piece of directing, and you should see this film from the very start.

MORNING TELEGRAPH—** with perfect technical finish, make the looking and handling of the theater hoping to see a good story well told and intelligently directed. There isn't anything strikingly original about the photography, but it is played so consistently good that the story is altogether satisfying.

POST—** There are two thrilling scenes and many beautiful shots of trains speeding through those amazing forests and over the giant mountains. You can't help wondering if there isn't anything strikingly original about the photography, but it is played so consistently good that the story is altogether satisfying.

SUN—** one of the most brilliant examples of motion pictures, that this film has anything to show it by. It is a marvel, a strong drama should have. It's mighty good entertainment, be the weather hot or cold.

T. O. SUN—** one of the most brilliant examples of motion pictures, that the film has anything to show it by. It is a marvel, a strong drama should have. It's mighty good entertainment, be the weather hot or cold.

WORLD—A vigorous human story of railroad life in the mountainous forests of the Northwest, with all the characteristics of a good melodrama. It is everything we want in a motion picture drama of this type. **

Won't Do "Peter Pan"

(Continued from Page 1)

sociates in United Artists. Besides, I don't believe a grown-up woman is convincing in trousers, particularly in such a part as Peter Pan. Jackie Coogan and some little girl, slim as a boy, would be the one to play that." Assuring that Pickford was quoted correctly, insofar as Griffith is concerned, the news proved interesting to those at the latter's office. They didn't know a thing about it.

Change to "Sinners in Silk"

(Special to THE FILM DAILY)

Hollywood—"Sinners in Silk" will be the title of Hobart Henley's first for Metro-Goldwyn, originally titled "Free Love".

A Picture That Draws

Sol Lesser presents

Baby Peggy

in

"Captain January"

with

Hobart Bosworth
Irene Rich
Lincoln Stedman
Harry T. Morey
Barbara Tonnant

Directed by Edward F. Cline

A Principal Picture Master Production

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.
A LOT of pictures get their names up on the marquee among the bright lights. Only a few of them deserve the distinction. Here's one that really merits electric light fame on every house-front of the land. It's Rex Ingram's greatest love epic, the kind of picture that means money from the millions of fans who pay gladly for the kiss, the sigh and the heart-throb of romance. Get "The Arab" up in your lights quick before your competitor flashes this box office lure from his marquee. Get "The Arab" into your house quick and collect the profits for yourself.
~and it's loaded with box office values!

data! one of the most remarkable human stories ever written

names!
CORINNE GRIFFITH
The beautiful screen artist whose great work in "Black Oxen" and "Lilies of the Field" stamps her as one of the outstanding drawing cards of today

MILTON SILLS
who—by his sensational success in the leading role in "The Sea Hawk" has become one of the most popular male stars now on the screen

title!
a knockout for attention value and exploitation

"SINGLE WIVES"
The CORINNE GRIFFITH PRODUCTIONS INC. Presentation Directed by GEORGE ARCHAINBAUD. Story by E. J. HUDSON

Corinne Giffith and Milton Sills

—is another knockout!

Lets Go!—Time to sign—that FIRST NATIONAL CONTRACT for next season
Wanger In Old Job
Rejoins Famous Players as Production Manager—Originally There in 1920-192.

Walter Wanger who came over from England with Jesse L. Lasky last week, has again been appointed general manager of production for Famous Players. He will assume his new duties on July 1st.

Wanger is returning to his old post. He first joined Famous in 1920 and remained there for about eighteen months. Following his departure, principally concerning the East, he then resigned. He went to London where he became interested in exhibition. Since that time he has been abroad, only occasionally returning here for visits.

Wanger was originally succeeded by Robert T. Kane. Now, as matters shape themselves, Wanger succeeds Kane, who resigned some weeks ago.

Public Benefits in Wisconsin
(Special to THE FILM DAILY)

Milwaukee—According to Fred Seegert, president of the state exhibitor organization, about 96% of Wisconsin's theaters have given the public the benefit of the tax reduction.

50-50 Tax Benefits in Mass.
(Special to THE FILM DAILY)

Boston, Mass.—A statement by the Allied Exhibitors of Massachusetts reveals that in a majority of the cases theater-goers have been given the benefit of the tax reduction. However, that the prerogative of price revision has been entirely up to the individual manager.

Ban On U. S. Fails
Move to Block Our Films Dies in Australia—Gibson
Reports
(Special to THE FILM DAILY)

Los Angeles—A recent movement to reduce the importation of American pictures into Australia has failed, according to W. A. Gibson, managing director of Union Theaters, Ltd., and of Australasian Films, Ltd., two of the most powerful organizations on the island continent.

It was this matter that, earlier in the year prompted the Hays office to send B. T. Wood to Sydney to discuss the matter with authorities of the Commonwealth. Gibson is just in from Sydney and will remain here for a time before leaving for the East.

"Some time ago the question of cutting down on American films and"

(Continued on Page 3)

Eschmann Stays
New Agreement for Future Services Made With First National Executive Committee

E. A. Eschmann, general manager of distribution for First National has made a new agreement with the executive committee of that organization for future services.

Eschmann's first year in charge of sales ended last Tuesday. When the executive committee was in town last week, the matter was discussed and the new arrangement closed.

House for Chicago's South Side
(Special to THE FILM DAILY)

Organization meeting shortly for the far south side will be built by Fitzpatrick and McElroy who have secured forty-nine more feet on Ashland St., 181 feet north of 79th, which gives them a site at the southeast corner of 79th and Ashland, 140x240. Architects are drawing plans for a theater to contain 2,500 seats, seventeen stores, offices, flats, billiard hall, Chinese cafe, beauty parlors, etc. It will be called the West Highland.

Auction of E. K. Units
(Special to THE FILM DAILY)

Rochester, N. Y.—In conformance with a federal decree two important subsidiaries of Eastman Kodak will be sold at a public auction here Aug. 15. The plants are the Patent & Schwinge-Century and the Prenfo. The minimum bid to be accepted for the business and tangible assets offered is $750,000. It is understood, however, that the prospective buyers will be required to pay cash for the entire property.

N. W. Aroused by Free Shows
(Special to THE FILM DAILY)

Minneapolis—When the board of directors of the Northwest exhibitor organization met yesterday it was learned that 13 cities had responded to the question of free shows in this territory who will be discussed. The situation is deemed serious.

Hurd Series for Educual
Earl Hurd will produce for Educational, for the red animated series to be known as "Pen and Ink Vaudeville," for release one every four weeks.

Six From Oclott
Joseph M. Schenk Signs New Contract, Is Report—Special Series Later
(Special to THE FILM DAILY)

Los Angeles—It is understood that Joseph M. Schenk who originally signed Sidney Olcott to direct two pictures has made a new contract for two additional with Olcott at present making a picture starring Norma Talmadge, after which he will do "Zander the Great" with Marion Davies for Cosmopolitan.

Ocott is understood to have had some sort of an arrangement with Hearst to direct "Quality Street" but it is believed that the situation can be altered so that the director can continue with Schenk.

It is understood Schenk intends making a series of four with Olcott for one of the large distributing companies.

"U" Flies Four Suits
Four suits filed in Westchester County by Universal against Morris Greenhill, John D. Tippett, and the Transatlantic Film Co., have been transferred to New York County by court order. The nature of the suits is not disclosed in the papers.

Seeking An Outlet
J. C. Grainger in Detroit on Metro-Goldwyn First Runs—Loew Threatens to Build
(Special to THE FILM DAILY)

Detroit—James C. Grainger arrives here today to see what can be done about a definite first-run outlet for the new Metro-Goldwyn output. Only three or four of the recent Metro pictures have played at the Kinsey houses although others have gone into the Broadway-Strand. Metro-Goldwyn, however, is not satisfied with the treatment it has been accorded and is therefore determined to act. Marcus Loew is understood to have threatened he will build here unless he gets adequate representation.

Granger, it is understood, hopes to make a deal. This may involve the Broadway-Strand which Universal has taken over. It is understood Universal will have about two picture houses open weeks for outside pictures next year at this theater.

Changes In Field
Metro-Goldwyn Managers Switched—Dave Rosengarten Back at Local Exchange

There have been several important changes in the Metro-Goldwyn sales force. In New York, Dave Rosengarten, who was Goldwyn manager before the companies merged has succeeded A. Abeles at the combined office.

Cincinnati—Joe Klein, long with Metro has resigned and has been succeeded at Metro-Goldwyn by Ben Reingold, former Goldwyn manager at Des Moines and Chicago. Reingold was let out when the two companies merged.

Kansas City—C. E. Gregory is new Metro-Goldwyn manager here. He succeeds L. B. Metzger who has resigned.

Chicago Musicians Get Increase
(Special to THE FILM DAILY)

Chicago—Musicians in "loop" picture houses have been granted a wage increase from $74.50 to $84.50 as a result of conferences between Local No. 10 and an official of Balaban and Katz who represents the theaters. Musicians in outlying theaters secured a ten per cent increase.

Another For F. B. O.? Finis Fox who has left for the Coast to write the script for a new picture will probably produce it for F. B. O.
Quotations

High Low Close Sales
East, Kod. ....... Not quoted F. P. L. ....... 83 82½ 82½ 2,500

Incorporations


Nashville, Tenn.—Strand Theater, Inc., Kingsport, Sullivan County.

Georges E. Kann
Corporation
220 West 42nd St.
New York, N. Y. 4052
Foreign Cables—Gekann, N. Y. Distriet.
Ban On U. S. Fails
(Continued from Page 1)

using more European and Australian pictures came up for discussion," he said. "The leaders of the exclusion movement were largely returned soldiers and sailors who felt that the influence of the American films would result in too much Americanization of the Australians.

The opponents of American films presented their case to the tariff board with a recommendation that to keep a high duty be placed on pictures from America that their presentation in Australia would become prohibitive. The agitation was continued for some time, but finally it was shown that the proposal of the advocates of European and Australian films was impracticable and since that time the matter has died down and American films continue to be shown in Australian theaters in greater numbers than ever.

"So far as Australian production is concerned, there are several reasons why the picture industry cannot be developed to any great extent in our country.

"In the first place, it would require something like $1,500,000 to establish a production plant on a par with those in operation in this country. This is too great an investment to be justified under present conditions in Australia. Where you have some 16,000 or 18,000 theaters to supply in America, we have only about 800 in Australia. Hence, our market is not large enough to insure adequate returns on so large an investment.

"Another obstacle to successful Australian picture production is the dearth of story material. Life in the bush and other strictly Australian features are familiar to our people, and while interesting at first, would soon become an old story to the fans. Also we lack the stars and the skilful directors that have been developed by the industry in this country. Taking all phases of the situation into consideration, it is safe to say the making of pictures on a large scale in Australia will not become practicable for many years to come."

In The Courts

Supreme Court Justice Mahoney has denied an application by Pathe Exchange to dismiss the complaint, in a suit of John F. Pell to recover $2,500, because the court finds that the complaint states a good cause of action for money received. Pell alleges that prior to 1920 the Albert Capellani Productions made the film "O Boy," and sold him the exclusive rights for Australia and Europe. He alleges that without his knowledge the Australian rights were sold to someone else for $2,500, which he claims is his.

Two More Sail

In addition to Lou Marangella and Donald Keyes, Harry Edwards, property man and Miss Huntley Partridge, script clerk sail tomorrow for Rome to work on "Ben Hur."

Chipman Pictures Corp., which, as noted, has taken over the film business formerly handled by Chipman, Ltd., has moved to 33 W. 42nd St.

Censor Referendum

M. P. T. O. Launching Legislative Campaign in Ohio—Will Get Busy in Jersey

The M. P. T. O. is conducting a state-wide referendum on the Sunday closing situation in the State of Ohio and intends adopting similar tactics insofar as censorship there is concerned. M. J. O'Toole, president of the M. P. T. O., A., addressed the Paterson Rotary Club yesterday on public service and the screen.

O'Toole Addresses Rotary Club
(Special to THE FILM DAILY)

Paterson, N. J.—M. J. O'Toole, president of the M. P. T. O., A., addressed the Paterson Rotary Club yesterday on public service and the screen.

FOR RENT

GLENDALE STUDIOS
3021 Myrtle Ave. Brooklyn, N. Y.

Fully equipped including laboratory and restaurant. Two stages. 40 minutes from Times Square.

Inquire by phone: Richmond Hill 3545-3546
F. V. ETTEL, Prop.

COMING SOON

WELCOME STRANGER

From the great Broadway hit by Aaron Hoffman

BELASCO PRODUCTION


POWERS FILM

survives the long run. Distributed exclusively by SENSITIZED FILMS, INC., A. G. STEEN, PRESIDENT, 1650 Broadway, New York City.

Phone Circle 8981

GARRETT ELSDEN FORT

Author and Scenarist of

"THE FIRE PATROL"

POWERFUL ORIGINAL STORIES OF POSITIVE BOX-OFFICE VALUE WRITTEN TO ORDER.

Address care of Writers Club
Hollywood, Calif.

It's a smashing success everywhere.

Sol Lesser presents

Baby Peggy

in the world famous story

"Captain January"

By Laura E. Richards

with

Hobart Bosworth
Irene Rich
Lincoln Stedman
Harry T. Morey
and
Barbara Tennant

Directed by Edward F. Cline

A Principal Picture Master Production

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.
—and out there in Dee-troit—

where

"SINGLE WIVES"

The Corinne Griffith Productions, Inc. Presentation
Story by E. J. Hudson — Directed by George Archainbaud

CORINNE GRIFFITH — MILTON SILLS

Opened at the CAPITOL THEATRE—
the money making values were so obvious—the DETROIT FREE PRESS
—spoke right out and said—

"its box-office success is assured!"

a seasons experience with a FIRST NATIONAL CONTRACT will show you how to make some real money in this business
Deny Free Show Evil
Northwest Reports of Practice Minimized Here—F. I. L. M. Boards Called Discreet
Sharp disagreement with statements made in the Northwest concerning the extent to which the free show practice is hurting exhibitors is voiced in New York.

Reports from Minneapolis declare that free show practice is permitted to flourish in the Southern portion of Minnesota, despite assurances from distributors that they would put an end to the situation. "Greater Amusements" states the practice is "striking a body blow to small town exhibitors of the state."

Distributors know through the national headquarters of the F. I. L. M. Boards of Trade whether or not exhibitors are protesting against free shows. They point out that in the thousands of cases that are handled through arbitration boards, there has developed only one law suit and that in Minneapolis. They assert that the boards have been extremely careful and successful in arranging bookings that fall out of the regular-theatrical field.

The problems attendant upon supplying summer exhibitors with pictures and in accommodating business that is considered outside the pale of recognized exhibition have received a good deal of attention from important distributors. Their attitude may be called one of tolerance and broad-mindedness. They feel that there is something to be said on both sides of the question.

For example, it may not be known that in the State of Utah the Mormon Church controls more communities housing theaters than there are individual theaters. That class of business must be served and the exhibitor safeguarded at the same time. In Michigan and New England States, summer exhibitors are strong.

(Continued on Page 2)

Allied Growing
More Exhibitor Units to Join It—Next Meeting in Kansas City

Reports from the Middle West in dictate that more exhibitor units may shortly join the Allied States Organization. As noted, Iowa seems to be in sympathy and when the Allied group holds its meeting soon at Kansas City, action of some sort may develop.

Possible new applicants include Iowa, Western Missouri and Kansas and Chicago. The Kansas City meeting will take place along about the middle of August.

Fewer Plays Bought
Only 15 Out of 125 Purchased for Pictures Last Season by Producers

A steady decline is noted in the number of Broadway stage plays purchased for pictures. Three seasons ago 157 new plays were produced, out of which thirty-three were made into pictures. Two seasons ago there were 124 plays put on and of that number, twenty-six were sold for film production. The past season saw 125 plays and out of that number, only fifteen were disposed of for the screen.

These interesting figures have been prepared by Robert G. Lisman, who has made a specialty of reviewing New York stage productions with an eye to their film values. His compilation does not include musical shows, revivals, plays from pictures or books that were sold for pictures previous to production.

Lisman thinks prices asked for picture rights to successful plays are still very exorbitant, but that purchase figures have dropped considerably. He says the high-water mark for the past season for any one play was $60,000 as against $190,000 for last year, and $115,000 the season before that. He says that due to the preposterous figures asked by some Broadway producers, five or six of this season's plays suitable for pictures are still unsold and may remain so.

Pictures for Stanley's Globe
(Special to THE FILM DAILY)

Philadelphia—When the Globe, reopens Labor Day, a straight picture policy will prevail, The Stanley Co., has decided to confine vanderville in the central section of the city to the Earle. The Globe will run along the same lines as the Stanton. "The Covered Wagon" will be the opening feature.

3 Day Convention for Penn.
(Special to THE FILM DAILY)

Philadelphia—The convention of the M. P. D. O., of East Penn, So. N. J. and Delaware, originally scheduled for Aug. 18-19 at Atlantic City, will be extended another day.

Elvey Starts on His First
(Special to THE FILM DAILY)

Hollywood—Maurice Elvey, English director, has started work on his first for Fox, titled "My Husband's Wife," written by Barbara La Marr. Shirley Mason will be starred.

Hays Ultimatum on Advertising; Says Industry Has Trust to Fill

 Tells Coast Producers and "Wampas" Salacious and Untruthful Angles Must Be Dropped—Determined to Thoroughly Purify Production of Unnecessary Sex Material

(Special to THE FILM DAILY)

Los Angeles—Will H. Hays laid down the law at an important joint meeting of members of his coast organization and the "Wampas" on Friday night. From the manner in which he spoke about purity in production and absolute elimination of salaciousness and untruths in advertising, he left little doubt in the minds of those who heard him of his strong determination to see this program become a reality.

Practically one hundred per cent attendance of the "Wampas" turned out as a result of a "must attend" notice sent to each one. Hays pointed out the accomplishments of the past two years by the producers and then told what he wanted to occur in the next three. Talking about salacious books, he asserted that type of story can...and would not become prevalent in pictures.

He stated that force and life will not be eliminated from production but film will. Just how members of the Hays office intend making outside producers adhere to this standard may be problematical, but the coast members declare they do not propose to allow anyone upstart set of standards as outlined by Hays.

When violations do occur, they intend closing down the avenues of distribution and exhibition.

"The industry," says Hays, "will go ahead along the lines laid out, and those not in accord will be crushed in the march of progress.

Hays stated that one of the mistakes of the past year was the fall.

(Continued on Page 3)

Heart After "Peter"?
Marion Davies Would Like to Do It, If Famous Can't Get Suitable Player

The latest concerning the final disposition of "Peter Pan" deals with a desire of William Randolph Hearst to secure the rights for Marion Davies who is said to have expressed a wish to play in it.

It is not believed that Famous will part with the Barrie classic however. The report still persists that Mary Pickford will appear in it, although Miss Pickford denies it.
Texas Unit Active (Special to THE FILM DAILY)

Dallas—The board of directors of the Texas M. P. T. O., at a recent meeting decided to name a Congressional chairman for each district in the State to prepare for the winter session of the Legislature in January, at which many bills are expected to be proposed.

It was recommended that in all cases of bad prints, that the exhibitor file a money claim against the exchange, with the secretary of the organization. It was also recommended that Texas exhibitors do not send any membership dues to the M. P. T. O. A., contending that their financing pins are not sound. An arrangement was also made with the Moeller Service, of N. Y., to show advertising films.

The directors signed a lease on quarters in the new Blaylock Film Bldg., to be occupied jointly with the M. P. Journal. The directors decided to hold meetings once every two months.

An application for a charter has been filed with the Secretary of State giving the official title as the M. P. T. O. of Texas.

Deny Shauer’s Illness

Mel Shauer declared Saturday that Emil Shauer, his father was not ill with pneumonia in London as reported in a special cable to THE FILM DAILY. He said his mother had been stricken with an attack of asthma but had now recovered.

Incorporations


Dover, Del.—American Theaters, Inc., Wilmington. Capital $100,000.

Deny Free Show Evil (Continued from Page 1)

Pictures in such spots are seasonal. In hundreds of points there are many airports and on certain river boats along the Ohio and Mississippi films are shown. All of these unusual conditions have to be met, distributors point out, and most in a fashion that protects their regular, year-round customer.

It is known to be a fact that exhibitors have instructed their field forces to take care of theatrical exhibitors first and the others. In such as free shows in the country, it is asserted that exhibitors themselves in some instances give them.

Davis with Roundland and Clark (Special to THE FILM DAILY)

Pittsburgh—A. S. Davis has resigned as First Nat’l manager, effective Aug. 2, to become general manager of Rowland & Clark, R. S. Wehrle succeeds him.

Cuts And Flashes


F. A. Marcus, secretary of the Jans Film Service, has fully recovered from a cancerous appendicitis and is back on the job.

Gregory Kelly is making his debut in New York in ‘Richard Dix’ first starring vehicle for Famous.

Alma Rubens has been engaged by First to play the lead in “Gerald Cranston’s Lady.”

Dissolution papers have been granted the Alco Amusement Corp., of Brooklyn.

Max Davidson appears in “Eat and Run”, a Century comedy for August release.

Metro-Goldwyn Cuts Force (Special to THE FILM DAILY)

Philadelphia—The office staff of the Metro-Goldwyn office has been slashed.

let george do it!

George E. Kann
Corporation

220 West 42nd St.
New York, Chick, 4052
Foreign Cables—Grecka, N. Y.
Distribution

New York Chicago Hollywood
Kothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

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Pathé comedian

HAL ROACH’S RASCALS IN “OUR GANG” 2 REEL

PATHÉ COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

CHARLES ROGERS PRESENTS "THE LEGEND OF HOLLYWOOD" WITH PERCY MARMONT AND ZASU PITTS

ADAPTED BY AL COHN FROM THE PHOTOPLAY MAGAZINE STORY BY FRANK CONDON

Directed by RENAUD HOFFMAN

E. N. WHITEHEAD—CREDITS & COMPANY

THE LEGEND OF HOLLYWOOD

FOR SALE—STUDIO LIGHTING EQUIPMENT. West Broadways and Bays, Cooper-Hewitt Overhead and Floor Banks; Spotlights, W. M. Renter Generator Set, etc. in A-1 condition. Cooper-Hewitts for D. C., Hard Lights for A. C. or D. C. Must be sold at once.

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Murray Hill—6977

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128-118 West 44th St.
New York. Phone, Blyth 0231

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Foreign Film Distributors

AKRA SALES CORPORATION

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N. Y. C.

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FOR QUALITY

Negative: gives better details under poor lighting conditions.
Positive: stronger and 2 more points of graduation.

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45 W. 44th St., N. Y. C.
In The Courts

Stanley J. Rollo, who was vice-president of the Clark Cornelius Corp., has applied in the Supreme Court to cancel a judgment for $2,541 obtained by Mario Pisani on a note. Rollo states that the note was payable to Nunziato Paolucci, who held himself to be the owner of "Mural Decorations of the Sistine Chapel" and "Madonna of the Chair." He states that Paolucci sold the films to the Clark Cornelius Corp., for $2,000 or five years thereupon sold them to Rollo subject to the license to the corporation. Rollo alleges that the plaintiff obtained judgment by default on Paolucci's note.

Oxford, Pa.—By order of court, the lobe, recently completed and opened by J. G. Crowl, has been closed, pending a hearing on an application or an injunction made by Thomas Larkin, of Kennett Square, who some time ago purchased the Oxford Orpheum, Rialto, and Rivoli.

It is alleged by Larkin, who was to pay $20,000 for the property, that Crowl had agreed not to engage in the business in Oxford, but that he erected and opened the Globe, at 6th and Market. Larkin has asked that it be closed permanently.

Marion, Ind.—The hearing on a petition of the Washington Theater Co., as receiver for the Mutual Theater Corp., operating the Orpheum, Lyric and Royal Grand, this city, has been stayed by Judge Robert F. Murray, the Delaware Supreme Court.

Fredric E. Cohn, conducting the Redrico Film Co., has applied in the Supreme Court for an accounting from the Enterprise Dist. Corp., for $658 alleged to be due on the lease by the plaintiff of a number of reel films.

Local Censorship Conflict
(Special to THE FILM DAILY)

New Bedford, Mass.—Following a complaint by Mayor Remington to W. Hawkins, general manager of the Allen circuit, that Detective Sergeant Hammersley was not qualified to censor films, Hawkins, Reginald V. Tribe, manager of the Empire and Theodore B. Baylies of the State, were invited to the mayor's office for a conference. It developed that Hammersley was right. Further action is pending.

First National Title Changes
(Special to THE FILM DAILY)

Hollywood—Norma Talmadge's picture, "Fight," has been changed to "The Sacrifice." Colleen Moore's next, "Tem peamment," will be released as "Flirting with Love," and "In Every Woman's Life," is a new title of "Barriers of Love."

ACKERSON Convalescing

George Ackerson, property man of Loew's Island Cinema, who was badly injured by an airplane while on set, is recovering.

At one time he was very near death.
—a real comedy drama says Washington, D. C.

"A Self-Made Failure"—1st Nat'l Metropolitan, Washington

HERALD—The story embraces nearly every element of theatrical appeal.

STAR—It's unusual, the picture at Crandall's Metropolitan this week, with a strange intermingling of photoplay elements, pathetic heart throbs and comedy ***

TIMES—And it is a real comedy-drama with the laughter and tears so closely blended that the border line is hazy.

J. K. McDonald presents his original story

"A SELF-MADE FAILURE"

with

BEN ALEXANDER

and

LLOYD HAMILTON

and an all star cast including

MATT MOORE, MARY CARR,
PATSY RUTH MILLER, SAM DeGRASSE,
CHUCK REISNER, VIC POTEL, DAN
MASON, ALTA ALLEN, HARRY TODD,
CAMEO

Directed by

WILLIAM BEAUDINE

Screen adaption Violet Clarke, Lex Neal, John Grey

Photography . . . Ray June and B. McGill

Man!—you're getting a bank account builder when you get a FIRST NATIONAL contract for next season
$23,000 Due Brabin
Metro-Goldwyn Admits Amount—Denies "Ben Hur" Damages, However
Metro-Goldwyn Pictures Corp. has applied in the Supreme Court to strike out allegations in a suit of Harles J. Brabin as to damages sustained, and to dismiss the complaint. The papers reveal two claims by Brabin, one for $500,000 for breach of contract by which he was to direct the "Ben Hur." Brabin alleges that he was engaged by cable to take over the direction of "Ben Hur" because matters were in a chaotic condition, and as to get $27,500 for the job. He alleges that only $4,500 was paid, and that he was discharged on June 4. An affidavit by Edward Bowes, vice-president of the defendant, admits that $23,000 is due, but denies the claims of damages.

In an answer $59,000, Brabin says his stock would have increased to an amount if he had been permitted to direct the "Ben Hur."

John L. Day Here; Optimistic
John L. Day, South American representative for Paramount is in New York after a seven months stay in Brazil. Although the revolution in Brazil has interfered, with business in Sao Paulo, he predicts a year of prosperity in that territory.

Trade Luncheon for Danny
(Special Cable to THE FILM DAILY)
London—A number of important British producers and renters will have Danny a luncheon today.

$23,000 Due Brabin
Metro-Goldwyn Admits Amount—Denies "Ben Hur" Damages, However
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In an answer $59,000, Brabin says his stock would have increased to an amount if he had been permitted to direct the "Ben Hur."

John L. Day Here; Optimistic
John L. Day, South American representative for Paramount is in New York after a seven months stay in Brazil. Although the revolution in Brazil has interfered, with business in Sao Paulo, he predicts a year of prosperity in that territory.

Trade Luncheon for Danny
(Special Cable to THE FILM DAILY)
London—A number of important British producers and renters will have Danny a luncheon today.

**Up To "Big 4"**
Ludvig of Famous Says They Must Enforce Rights if They Hold Griffith Contract
So far as Famous is concerned, the next step in the matter involving future services of D. W. Griffith must come from United Artists. Elek John Ludvig, speaking for Famous, declared yesterday that, as he understood it, if United Artists have any rights in this particular question they must set about enforcing them. It would seem that the process of doing so must involve court action. Commenting on the Abrams statement, defining the United Artists stand, Ludvig said:

"I think Mr. Abrams misses the point. If Griffith has a contract with United Artists, then it is Famous who is grieving. Abrams talks as if we had agreed United Artists. He needn't worry if he has a contract because if there is such an agreement, it must bear a prior date to ours."

**Hepworth to Carry On**
F. W. Clarke, of Cranfield and Clarke, American representatives for Hepworth Pictures who just returned from a trip to England, said yesterday of the Hepworth difficulties:

"The Hepworth receivership is not in the nature of a receivership generally identified with bankruptcy. Mr. Hepworth had a receiver appointed of his own volition in order to protect preferred stock holders, when he found that the management of the organization was not as he thought it should be. The firm has promising prospects and will continue to carry on."

Clarke said that Hepworth may be expected in America shortly, where he may start production on an active scale.

**Chicago Golf Today**
(Special to THE FILM DAILY)
Chicago—There won't be a great deal of business done in Chicago today because the First Mid-West Golf Tournament will be held at Olympia Fields. Dinner will be served at the Idlewild Country Club.

**New Exchange for Prod. Dist.**
(Special to THE FILM DAILY)
Indianapolis—Producers Dist. Corp. has opened a new exchange with R. Lundgren in charge.

**Hays Leaves for East**
(Special to THE FILM DAILY)
Los Angeles—Will H. Hays left for the East today.

**Raising "War Chest"**
Operators' Union Assessing Members 12½% for Eight Weeks—Exhibitors Impatient
M. P. Operators' Union No. 306 has informed all of its members that a 12½ per cent assessment will be made against their weekly wages for a period of eight weeks. Membership in the union is placed at about $5,000. In view of the fact that the present agreement with the T. O. C. C. and the large circuits expires the end of August, it was thought yesterday that the assessment which will bring many thousands of dollars into the union treasury was decided upon in order to raise a "war chest" in the event new negotiations are deadlock.

Exhibitors are impatient toward the operators' organization. They declare wage increases are being demanded every year and that some time the situation must be altered. It

Continued on Page 2

**New Coast Outfit**
(Special to THE FILM DAILY)
Hollywood—Van B. Wilson Prod. has been formed. The company will feature Al Wilson, stunt aviator in a series of action pictures. The personnel includes H. J. Poppelmann, president, E. O. Van Pelt, vice-president; A. P. Wilson, secretary and treasurer; Ernest Van Pelt, production manager; Jacob L. Hoy, business manager; and Lon White, director of publicity.

**Want Okla., Towns "Blue"**
(Special to THE FILM DAILY)
Enid, Okla.—The Sunday question is assuming a different aspect than when it was voted on in 1922 and then defeated. Now, the Booster Club is sponsoring closed houses on the Sabbath and petitions circulated indicate a ratio of 3 to 2 in favor. The same situation exists in Beggs, a town near here, where a similar drive is being launched by "blue" factions.

**Flinn Eastbound**
(Special to THE FILM DAILY)

**Sails With Film**
Myron Selznick Completes "Human Desires" Abroad—Next Berlin
(Special Cable to THE FILM DAILY)
London—Myron Selznick has left for New York on the Aquitania with the negative of "Human Desires" which features Marjorie Daw and Clive Brook. The picture was produced in London, Berlin and Paris. No distribution has been arranged. Following a short stay in New York, Selznick will go to Berlin to make another picture, and then returns to the States on the same boat.

It was the impression before Selznick sailed to make "Human Desires" that distribution would be through Selznick Dist. Corp.
Incorporations


Albany—Dover, Del.—Keystone Bray Co., Wilmington. Capital $25,000.

Louis Kramer has resigned from F. B. O. to accept a publicity post with Ince.

Kleinerman Buys Eight
M. Kleinerman has bought eight productions from Principal, for China; "Captain January," and "Helen's Baby," with Baby Peggy; "Rider of the King Log," "Breaking Home Ties," "When A Girl Loves," "Tell! We Meet Again," "Three Miles Out" and "Why Get Married?"

Horne to Direct "Dick" Talmadge
(Special to THE FILM DAILY)
Hollywood—James Horne has been engaged to direct Richard Talmadge in a series for F. B. O. The first of the series is "American Manners."

Two Join Prod. Dist. Corp.
Charles McVeicher, formerly with First Nat'l, has joined Prod. Dist. Corp., in the Arizona territory. Harry Carney has been added to the sales staff at San Francisco.

Irwin Franklin Here
Irwin Franklin, member of the publicity department of Loew's Ohio Theaters, Inc., is in New York for a brief vacation.

Diana Kane, sister of Lois Wilson, makes her debut in "Sinners in Heaven."

10 NOVELTY REELS
First Run Specialties 1924-25
1600 B'way. N. Y. C.

Raising "War Chest"
(Continued from Page 1)
It is possible that when a new agreement is talked about, exhibitors will ask that a period longer than one year be covered. If that fails, it is possible that No. 306 will be totally disregard in favor of independent licensed operators of whom there are said to be more than enough to take care of local needs.

Welsh's Funeral Today
Funeral services for Robert G. Welsh, dramatic editor of the Telegraph-Mail, who lost his life trying to save another from drowning in Bermuda will be held this morning at the Church of the Transfiguration, in E. 29th St.

Simplex Projection Rooms
80 ft. throw. Most modern up-to-date rooms in the city. Open 9 A. M. until Midnight
Chickering 2110-2111
220 W. 42nd Street

Art Title Service
Special Photography
Trailers—Announcements
H. E. R. STUDIOS, Inc.,
150 W. 46th St. Bryant 7273

Bryant 3740

Gevaert
RAW STOCK
Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
Gevaert Film
1540 B'way. N. Y. C.
WILL HAYS!

You control the picture business!
But, what do you know about MIRTH CONTROL? 
Be control that!

IN HOLLYWOOD

From Clowns and Suits to Cloaking "Beauts"

THE WISE VIRGIN

STARRING

Patsy Ruth Miller

AND

Matt Moore

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

COMING SOON

SPECIAL PROGRAM: "The Woman on the Jury"—1st Nat'l Strand, San Francisco

(Week ending July 19)

BULLETIN—** * Is something more than simply a picture with unusually good entertainment.

CHRONICLE—** * Is an eminently interesting picture, made from a play by a successful woman playwright, written as the result of a luncheon hour bet.

DAILY NEWS—** * Brings together an unusual assemblage of screen stars, near stars and former stars. Some of the best of them appear in small parts, all of which are in exceedingly competent hands.

HERALD—"The Woman on the Jury" at the Strand this week is blessed with some exceptional acting.

"Woman To Woman"—Selznick

Palace, Philadelphia

PUBLIC LEDGER (Evening)—The plot is not startlingly original, but it will afford some summer amusement.

Smiles, Tears, Heartthrobs. Here is a Big Picture Everyone is talking about.

So! Lesser presents

Baby Peggy

The Biggest Little Star in the World in

"Captain January"

The Great American Classic by

Laura E. Richards

With Hobart Bosworth, Irene Rich, Lincoln Stedman, Harry T. Morey and Barbara Tennant

Directed by Edward F. Cline

A Principal Pictures Master Production
Fall Selling In N. Y. At Low Ebb; Ind’p’t Circuit Plans Buy “Deal”

Leaders Urge Exhibitors to Hold Off on 1924-1925 Product—Thursday Meeting Will Discuss Division of Important Releases—Agreement on Buying May Result—Secrecy Surrounds Entire Movement

An important meeting of the independent owners of circuits in Greater New York will be held tomorrow at the headquarters of the T. O. C. C. Efforts are being made to keep the meeting a secret one.

It is understood that a “buying agreement” such as was discussed at a preliminary meeting last week will again be one of the principal topics of discussion. There seems to be a desire to arrange matters on the inside so that none of the differences involved in buying for overlapping territories will come to the fore when deals are made for the 1924-1925 product.

As far as can be gathered, each exhibitor and his opposition will first determine on the split and will talk business to the distributor on a pre-arranged basis. The purpose behind all this is apparently to bring down the price of film. It is obvious that salesmen will not be able to play the exhibitors against one another and that when both exhibitors have reached an understanding.

Meanwhile, word has been passed around by the more important of the local leaders to the mass of showmen in this territory not to book for the talk but to hold out until the distributors get panic-stricken and cause their prices to tumble. The argument seems to be that there is an overproduction for 1924-1925 and that the market is a buyer’s market.

There has been little buying from the old-line companies for the new season. This is largely due to the inability of buyer and seller to get together on price. As noted, state and local exchanges are stepping into the breach and rolling up unusual grosses on quantity business.

The current situation is a replica of what has occurred, to some extent, in previous years. Exhibitors and distributors have a habit of reaching ostensible deadlocks previous to the opening of each season. Whether or not this particular year is vitally different from the others remains to be seen. It may or may not be significant that at the first meeting to discuss fall buying and a possible “gentlemen’s agreement,” there were present eight exhibitors, each of whom controlled not less than six houses in Greater New York.

Michigan Sold

State Unit There Takes Over Imperial Plan on Behalf of Entire Exhibitor Ass’n

(Detroit—It is understood that officials of the Michigan exhibitor unit were so impressed with the feasibility of the Imperial plan of zone distribution that the body, as such, closed a contract for the entire state.

In view of the fact that Michigan is so highly organized, it was felt that a united state action might work out better than the individual sale of zones.

Sell Ft. Wayne Interest

(Ft. Wayne, Ind.—The Bijou Theatrical Enterprise Co., of which W. S. Butterfield is president, has sold its interest in the Orpheum, to Clyde Quimby. Bijou has bought the interests of opposition operators at Port Huron, Mich., which gives them the Desmond, and has rented the only theaters in that city and has also bought the lease of the Wolverine, in Saginaw. Both theaters pass to Bijou on Aug. 1.

Ginsburg Denies

Henry Ginsburg denied yesterday that he had any connection with the new zoning plan of distribution outlined in a special San Francisco dispatch to THE DAILY and with which George Fauser was connected.

Brings “Death Ray” Film Here

R. K. Bartlett is in from London with a two-reeler describing the “death ray” of H. Grindell Matthews. Besides explaining the process, the picture has a story thread running through it.

Mortgage Leaves Town Theaterless

(Rockingham, N. C.—The Star and Garden will be sold under mortgage on Aug. 4. Both houses closed the early part of this month, leaving the town without a theater.

Graf Charges Loss

Claims He Was Forced to Give Up $100,000 of Stock in Graf Prod.

San Francisco—Appearing before Police Judge Golden, Max Graf secured warrants for the arrests of five directors of Max Graf Prod. on the following charges:

He alleged that, while in New York on bus trip, he received an urgent

(Continued on Page 2)
**Fox In Chicago?**

(Continued from Page 1)

“Very little of a definite nature has been announced relative to the Chicago theater. While admitting that a new house was a possibility, he had nothing to say.

With the Fox theater proposed for Los Angeles, there will be 25 houses in the circuit. There are now six in New York: Audubon, City Academy of Music, Washington, Crotona, Jac Garden, Nemo, and Star in Manhattan; the Polly, Ridgewood and Comedy in Brooklyn and the Fox in Lynbrook. Others are the American and Terminal, Newark, N. J.; American, Paterson; Liberty, Elizabeth; Fox, Springfield, Mass.; Fox, Philadelphia; Oakland, Oakland, Calif.; Monroe, Chicago; Liss, Strand and Plaza, Denver and Washington, Detroit.

Adopt Thematic Music Cues

United Artists and Universal have now adopted the Mintz patented 'Thematic Music Cue Sheets'.

Urban in Receiver's Hands

The Urban M. P., 'Industries, Inc., a $10,500,000 corporation has been petitioned in bankruptcy and made defendant in an equity receivership action. The claims total $9,235 as follows:

Guy L. Tinkman, $3,656; Jacques Bernstein, $1,245 and Percy Sneed, $30.

**Denies Vitagraph Release**

W. O. Hurst, president of Eastern Prods. Inc., yesterday issued a denial of the published story that new pictures from Eastern will be released through Vitagraph. Producers Dist. Corp., is at present releasing "Here Own Free Will" to be followed by "Trouping with Ellen".

**Nat Levine Back**

Nat Levine, sales manager for M. J. Winkler returned yesterday from a short vacation in Porto Rico.
New York

"The Man Who Fights Alone"—P. F. L. Rialto

AMERICAN—** * * * * probably the best thing William Farnum has ever done on the screen, it is by nature a masterpiece. It is one of those cut and dried films that are all right as a programme picture, but nothing to brag about when one is looking for art. What I like best in this * * * * are the exteriors. * * * * * * BULLETIN—* * * * Farnum does not seem to have improved greatly in his way away from the films. The presence of Lois Wilson gave it an interest it would not otherwise have had. * * * * * * MORNING TELEGRAPH—** * * * * the story was never intended for William Farnum. Lois Wilson is excellent * * * * It is a very difficult role, but Miss Wilson accepts every demand and gives us a splendid, faultless performance. * * * * POST—* * * * will please you port of the time, but very few others for the rest of it. On the whole, we'd rate it as mediocre stuff, even though Wallace Worsley, the director, and Lois Wilson and Edward Everett Horton do their capable best to make it something worth while. * * * * TIMES—Whatever induced the producers to risk the financial disaster and trouble involved in filming the story, it is something from the movies. It is really an incredible that Jack Cunningham * * * * could have possibly perpetuated the adaptation of this pictorial infamy. No less astonishing in the fact that it was directed by Naunton Wayne. Lois Wilson gives the only really praise-worthy performance. * * * * WORLD—William Farnum returns * * * in another one of his strong, silent men's parts * * * Farnum never misses an opportunity to overact. * * * * "Single Wives"—First Nat'l Strand

BULLETIN—* * * * has an all-star cast, that will doubtless attract patrons * * * The story concerns neglected wives. It is well that husbands and what happens. No wonder-beater. * * * * * * EVENING JOURNAL—* * * * The settings * * * are lovely, and there are all the gowns, situations, and backgrounds demanded of a society spectacle. Miss Griffith is exquisitely beautiful, and the others in the cast are decorative. * * * * HERALD TRIBUNE—* * * * depicts the horrors of married life. Corinne Griffith plays the leading role * * * as the part gives her a chance to wear beautiful clothes and to stand around

wide-eyed with the beauties conjured up by reminiscence, it will probably be considered a big success. * * * * MORNING DISPATCH—By all means do not miss "Single Wives" * * * a picture which contains almost every element to satisfy the marital curiosity. It is a lavish production in which no expense has been spared, and a story that is lifted out of the average run of its type. * * * * POST—Earl J. Hudson, who is a mighty good director, would do better to stay away from authoring. * * * * * * ALTOGETHER, the cast is good, which is some consolation, though not enough—not nearly enough.

SUN—"Single Wives," as is almost painfully inevitable from the title, is another one of those marriage things with the neglected wife and the protesting turn to the other man, though it hurts her, and the final return to the first man, which one would laud should hurt her quite as much, although it never seems to. It might be retitled "Fashions for Pumpkins" with considerable more meaning. * * * * To us this film would be just as bad as "For Sale" if it were not for the redeeming presence of Miss Griffith. Out-of-Town

"Babbit"—Warners Randolph, Chicago

AMERICAN—The first part of the film which is rather slow, gives much time to details of domestic life. Throughout was careful attention paid to comedy, seldom of which occasioned many laughs in the theater.

"Don't Doubt Your Husband"—Metro-Gold. Loew's, Montreal

GAZETTE—* * * Viola Dana has one of the merriest photocalls in which she has ever appeared.

"The Enchanted Cottage"—1st Nat'l Strand, Lake Park

SENTENCE—As long as an occasional picture like "The Enchanted Cottage" edges into the three, the annual output of which is the annual movie output, there is still hope for the ultimate triumph of artistry on the screen.

"Three Weeks"—Metro-Gold. New Fillmore, San Francisco (Week Ending July 19.)

BULLETIN—The picture is sincere in its adaptation, following the book and strikingly bringing out the big situations. CHRONICLE—The picture has a very high moral tone, and the sincerity of the author, who supervised its production, is evident to anyone.


DAILY NEWS—* * * * "What Shall I Do?" is a melodrama, not especially original, but of standard size, and it may be either four or six cylinder.

Ever since we produced "The Hunchback of Notre Dame" people have been asking us: "What is your next big production?" We are now ready with the answer. It is

Love and Glory

A Drama for the Entire Human Race

It was directed by Rupert Julian, the man who made "Merry Go Round." This is Universal's latest great picture.

There is a strange and pathetic twist to this wonder story that thrills the mind and fires the blood; that plays upon the entire range of human emotions in a manner so eloquent and appealing as to be difficult of description.

The producing cast, flanked by gorgeous scenery and exquisite photography, is headed by such brilliant players as Charles De Roché, Wallace MacDonald, Madge Bellamy, Gibson Gowland, Ford Sterling, Priscilla Moran and others. It has been adapted from the remarkable novel written by Robert H. Davis and Perley Poore Sheehan.

It enlightens. It inspires. We recommend it to you with a certain knowledge of your keenest appreciation and fullest enjoyment.

We earnestly request you to visit the Lyric Theatre, 42nd Street, west of Broadway, and see this thrilling drama, where it will open on Monday Evening, August fourth, and continue to show twice daily.

RUDOLPH VALENTINO!

Each of us together couldn't make half a lover like you, but we got a vampire IN HOLLYWOOD that could vamp two like you and not rub the shine from her nose.

From Cloaks and Suits in stylish mixtures To cloaking "beaut" in moving pictures.

UNIVERSAL PICTURES CORPORATION
Carl Laemmle, President

P. S.—This is one of Universal's first big twelve pictures for 1924-5.
First Nat'l Busy

Its Own Units and Allied Companies Working on 12 New Pictures for Fall and Winter.

(Special to THE FILM DAILY)

Los Angeles—Twelve pictures for First National release have either been completed or in work. They are:

“C. A. Sea Hawk,” Frank Lloyd’s first since “The Sea Hawk.” Glenn Hunter, Bertrum Love and Hobart Bosworth head the cast.
“[Il Warms from Hollywood” which Al Green will direct. Anna Nilsson in the lead.
“One Night,” starring Constance Talmadge. Chester Franklin directing.
“In Every Woman’s Life,” Irving Cummings directing. Virginia Valli and Lloyd Hughes in the leads.
“Shells Dallas,” probably George Fitz-maurice’s new picture now that “Tarnish” is finished.
“If I Marry Again,” Jack Dillon directing with Doris Kenyon featured.
‘So Big,” featuring Myrna Loy and Charles Brabin, originally assigned to “If I Marry Again” will direct.

Delivery Truck’s Now Insured

(Special to THE FILM DAILY)

Philadelphia—Following a fire on a delivery truck owned by the Horlacher Auto Service, in which $4,500 worth of prints were lost, the company has taken out an insurance policy on each truck. The theater men using Horlacher service are assessed $1 per week to pay for the insurance. The Cliffwood Auto Service has also taken out similar policies.

Saratoga’s Outlook Promising

(Special to THE FILM DAILY)

Saratoga, N. Y.—With the advent of the racing season, exhibitors are prepared to reap a harvest. During August the resort will be the stamping ground of thousands of vacationists and racing fans.

‘Adventist’ Allowed Sunday Show

(Special to THE FILM DAILY)

Grissold, Va.—Because he showed that as a member of the Seventh Day Adventists he was observing his Sabbath from Friday 6 P. M. to Saturday 6 P. M., Thomas Crawford was absolved of conviction by the court for running his show on Sunday.

At Broadway Theaters

Capitol

“Mignon” is the feature. The news reel follows, after which the Ballet Corps performs in “A Bit of Old Dutch.” The famous “Knickerbocker” corn pie precedes an elaborate tableau, “Tuss of the D’Duber-ville” is the feature. An exit march is played on the organ.

Rialto


Rivoli

Selections from “Madame Butterfly” has been chosen as the opening musical offering. Rienofeld’s Classical Jazz is second. The Rivoli Pictorial News follows, while, fourth on the bill is a vocal unit, with Ruth Urban, soprano, Edward Atchison, tenor, and dancing by Paul Occard and La Torre, the fiddle, the title of which is “Studio Days.” “Handshaken,” starring Gloria Swanson, is the feature. “Battled by Banjos,” a Felix cartoon, is last.

Strand


At Other Houses

There is no change in the holdover list, with the Astor continuing with “The Sea Hawk;” the Cameo with “Girl Shy;” Cohan, with “The Ten Commandments;” Criterion, “The Mystery of Haddon Hall;” and “The Trial of Bagdad,” at the Liberty.

F. B. O. After More Salesmen

An F. B. O. ad in “The M. P. Journal” Dallas, declares the company is after a number of salesmen.

Palace, Beaumont, Now First Run

(Special to THE FILM DAILY)

Beaumont, Tex.—The Palace has become a first run policy and will show all new pictures, John A. Pittman is the owner.

Three Phila. Houses Close

(Special to THE FILM DAILY)

Philadelphia—Among the recent closings downtown are the Plaza, South Broad St., and the Grand, 7th St., at Broad. Both houses will be redecorated and reopened in September. The Apollo, 22nd and Cambria, has closed until the fall.

New K. C. Office For Vitagraph

(Special to THE FILM DAILY)

Kansas City—Vitagraph now has two offices here. The old quarters are being maintained, while an additional office has been opened in the suite used by the Kansas City Theater owners, at 128 West 18th St. C. W. Allen will manage the new office. The K. C. Theater Owners will shortly move into the headquarters of the state association.

Vitagraph Building Sold

(Special to THE FILM DAILY)

Philadelphia—The Vitagraph Bldg., 1225-27-29 Vine St., has been sold by Ben Alexander to the Blackstone Realty Co., through Mastabum Bros. & Fletcher. $100,000 was involved in the transfer.

“Riders of the Plains.” Next

Following “Days of ’49,” the new Arrow serial will be “Riders of the Plains,” Jack Perrin and Marily Mills are in the cast.

WOMAN of culture and tact, and many years experience in motion picture business, wishes position as attendant in charge of waiting room, handling visitors, office messengers, etc., with speed and diplomacy.
Phone: Mrs. Kogan, care Ber: Adler
Bryant 9636

FOR RENT

71 West 23rd Street—Furnished light corner office with film vault and cutting room. Thurber, Gramercy 1010.

Judge

The oldest, biggest and best publication of its kind, says of Baby Peggy in

“Captain January”

“This is Baby Peggy’s first appearance as a Star in a Big Picture and, so far as this critic is concerned, she went across big *** ‘Captain January’ is one of the best.”

A Sol Lesser Presentation

Distributed through our territorial franchise holders who own and operate individual distributing branches in every key center.

BOX OFFICE STORES TO ORDER!

It’s a big job, but I can deliver.

“THE FIRE PATROL” was my latest

Have two more even better!

GARRETT ELSDEN FORT
Care of The Film Daily
71 West 44th St., New York City.
Active On "Ben Hur"

Circus Maximus Set To Be 10 Stories High—Must Beat November Rains

(Special to THE FILM DAILY)

Rome—One of the gigantic tasks facing Fred Niblo who has now been assigned production of "Ben Hur" involves the building of the Circus Maximus set. Plans call for a structure equivalent in height to a ten-story building. It will be equally imposing in its other dimensions.

The question of providing this set with extras is important. It will be recalled that it was in the Circus Maximus that the famous chariot race and other games were held. The number of extras required will be little short of staggering. It might well be imagined what this cost would be to the producer at $5 a day in America. The relatively low standard of wages in Italy is one of the important reasons why the picture is being made here, rather than in Hollywood.

Schenck On Long Runs

Sees Need for Greater Output of Better Pictures to Supply Top-Notch Theaters

(London) (Special to THE FILM DAILY)

London—Under "Long Shots."]

Kine Weekly publishes this:

"Joseph M. Schenck announces that Hollywood will have to increase its production of pictures to keep pace with the demand created by the rapid building of high-class theaters in the United States. This increase, however, must be in high-class work and not the usual machine-gate output. He points out that there are 115 houses in the country costing between $500,000 and $2,000,000 each, and these must be provided with high-class long run features. Hollywood, he says, is only turning out about twenty first-class features yearly, and only five or six of these have a chance of long runs. Among the pictures, he states, some 9,000 are running from six to seven days a week, 1,500 from four to five days, and 4,000 from one to three days."

Prices Up in Germany

(Special to THE FILM DAILY)

Berlin—It is estimated that the cost of production in Germany is at present fifty per cent higher than in America, despite the fluctuations of the mark. Many German producers are making pictures in other countries.

America's Quota 73%

Dominates German Market With That Percentage of Total Imports in One Year

(Special to THE FILM DAILY)

Berlin—The lead held by American films in the German market is well known. It might be interesting, however, to note the figures covering imports into Germany under the arrangement. For the year ending April 1, a total of 847,752 ft. were brought in. Of that total, there were 251 individual American films, with a total footage of 609,364 ft., or seventy-three per cent of the entire importation. The closest rival was Italy with seventeen pictures, and a footage of 68,384 ft.

The permits were distributed as follows:

<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>Approx. Footage</th>
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</thead>
<tbody>
<tr>
<td>American</td>
<td>609,364 ft.</td>
</tr>
<tr>
<td>Italian</td>
<td>68,384 ft.</td>
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<tr>
<td>French</td>
<td>46,579 ft.</td>
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<tr>
<td>Danish</td>
<td>39,484 ft.</td>
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<tr>
<td>Austrian</td>
<td>22,509 ft.</td>
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<tr>
<td>Swedish</td>
<td>17,574 ft.</td>
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<tr>
<td>British</td>
<td>12,132 ft.</td>
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<tr>
<td>Dutch</td>
<td>7,935 ft.</td>
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<tr>
<td>Hungarian</td>
<td>3,255 ft.</td>
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For the month of May, under the new permits, the standing was as follows:

<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>Approx. Footage</th>
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<tbody>
<tr>
<td>American</td>
<td>214,088 ft.</td>
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<tr>
<td>French</td>
<td>6,741 ft.</td>
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<tr>
<td>Italian</td>
<td>12,116 ft.</td>
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<tr>
<td>Swedish</td>
<td>12,472 ft.</td>
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<tr>
<td>British</td>
<td>12,446 ft.</td>
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<tr>
<td>Danish</td>
<td>8,743 ft.</td>
</tr>
<tr>
<td>Spanish</td>
<td>3,720 ft.</td>
</tr>
<tr>
<td>Austrian</td>
<td>2,473 ft.</td>
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</tbody>
</table>

Corunna Has Four Houses

WASHINGTON—Consul Fred C. Slaeter, writing from Corunna, Spain, to the Department of Commerce, declares there are only four theaters in that town of 75,000.

Films In Canton

Only Six Houses There—Unsettled Conditions Retard Growth of Business

(Special to THE FILM DAILY)

Washington—In the city of Canton, China, with a population of over 1,000,000, there are only six picture houses. These have a combined seating capacity of 4,200. Vice Consul M. M. Hamilton at Canton has submitted an interesting report to the Department of Commerce, published in "Commerce Reports." He says, in part:

"Unsettled conditions have tended to retard the development of the industry, but there is no doubt that it is expanding. The Chinese like picture shows and make an enthusiastic and appreciative audience."

"Shows are given every afternoon and evening, the films being changed twice a week. The best demand seems to be for comic pictures and for serial shows depicting life in the American Wild West."

"There are four classes of seats in most of the theaters. The charge for admission ranges from 10c to 50c. Private arrangements for renting films from Hongkong and Shanghai are made by the theaters themselves, there being no brokerage agency or commission house at Canton which specializes in this industry. The theaters operated by the Sun Co. and by the Sincere Co., two large department stores at Canton, obtain films through the Hongkong offices of their respective companies. Practically all of the films are American."

"The idea of advertising through the medium of moving pictures has gained a foothold among the Cantonese. Before the show begins and during films and during intermissions screens of advertising matter are flashed before the audience."

"The Chinese is fond of this form of amusement, and now that he has become accustomed to it, indications point to an expansion of the industry. Potential possibilities are great and American concerns are advised to keep in touch with the situation, even though present business is small."

Atmosphere

(Special to THE FILM DAILY)

London—English papers quote Marshall Neilan as saying Metro-Goldwyn plans to send as many of its directors as possible to Europe to absorb atmosphere. The process will occur yearly.

Building In Rio

Four Houses Going Up There—Paramount Opens New Branches in Brazil

Four new theaters are either completed or in course of construction in Rio de Janeiro which has been badly in need of larger and better houses, according to John L. Day, Paramount's South American representative, who is now there.

"These houses," said Day yesterday, "will seat from 1200 to 4000 each and will add tremendously to the industry's prestige in the capital. The world-wide increase in the price of the more important food commodities will be of immeasurable benefit to Brazil and Argentina and there is no reason why these two countries should not show a great increase in business during the coming year."

Five new Paramount offices have been opened there at Recife, Juiz de Fora, Rebreira Preto, Porto Aligre and Botucatu.

L. V. T. A. Buys Arrow Product

South Africa Films, Ltd., (L. V. T. A.) has contracted for the 26 Arrow "Great Westerns" and the four "Pinto Pete" productions for South Africa.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

WELCOME STRANGER

PRODUCED BY AARON HOFFMAN

ASSISTED BY JAMES JONES

ART DIRECTED BY TOMMY HARMON

MUSIC BY REUBEN THOMPSON

SUPPORTED BY JAMES JONES

STARRING

“The Life of Abraham Lincoln” shows what a couple of fearless young producers can do when they get started. They made a good picture of incidents connected with the emancipator’s interesting career, and, it is a picture that will play and should play every city, town and hamlet in America. And no doubt will before First National writes Finis on its booking sheets. And what an opportunity this picture presents for a wide-awake orchestra conductor! If the strains of “Columbia,” “America” and “Dixie” don’t stir them up, nothing will. Yes, sir, the Rockett boys deserve a lot of credit for this picture. My hat’s off to them.

AL and RAY ROCKETT present

“Abraham Lincoln”

Scenario by FRANCES MARION Directed by PHILIP ROSEN

—and it will!

You want to make big money next season? Look no further — You want a FIRST NATIONAL contract

“will play and should play every city, town and hamlet in America!”
Copyright Changes
To Engage Attention of New Law
Committee—Also Uniform
Contract Revisions
Saul E. Rogers of Fox has been
appointed chairman of the law
committee of the Hays association, suc-
ceding Elek John Ludvig. Two
important matters will engage the
attention of the committee at once.
One concerns changes in the uni-
form contract. These, as noted, have
already been discussed. Until the
draft is drawn, distributors will use
the agreement originally drawn up.
The revisions, while important, are
not expected to be startling in their
nature. The contract, as indicated on
many occasions is working out in
a very satisfactory fashion.

The copyright situation needs at-
tention. A new bill will be introduced
in Congress when the fall session
convenes. Modification of the law
now existing in this country will be
brought in order to give producers a
greater and more clearly defined
measure of protection. Treaties cov-
ering foreign countries will bear
changes in them and some sort of
uniformity sought, if such a thing
can be worked out.

Los Angeles—The Times publishes
the following special cable from Ber-
lin:

For the purpose of cleaning motion
pictures of domestic dirt and restor-
ing respect for old time Teutonic
ideals, William Hohenzollern, for-
merly Germany’s Kaiser, has invested
about $25,000 and become the prin-
cipal backer of a new film company.

“The former Kaiser is becoming a
film producer as a result of a request
from his fourth son, Prince August

Detroit Buying “Agency” Planned;
Gleichman to Fight Kunsky Move

George W. Trendle Calls Scheme a Protective Measure Against
Overseating—Says Producers’ Sanction It But Doubt is
Expressed Here—Gleichman Threatens Counter
Move If Kunsky Plan Develops

Reports reaching New York
concerning the formation of a
booking combination in the City of
Detroit by the Kunsky inter-
ests, which was confirmed yesterday
when, in response to a telegram
sent by THE FILM DAILY, George W. Trendle, general
manager for Kunsky replied:

“A co-operative booking a-
agency is being formed with sanction
of the producers to protect the
town against possible over-seat-
ing. This action was planned
many months ago.”

Particular interest was aroused
over that portion of the telegram
that declared the move was contem-
plated, with the “sanction of
producers”. In view of the fact that
many of the major companies are
on record as opposing dealings with
Kunsky combinations, the opinion
was expressed yesterday that Trendle
had perhaps over-stated the situation.

Important sales managers declined
to discuss the matter for publication.
Informally, however, several stated
they could figure no basis for Trend-
le’s assumption that the producer-

(Continued on Page 2)

Novelty Films Only
Red Seal’s 1924-25 Program Deals
With Short Stuff Completely—
May Have 150 Reels
Red Seal Pictures will have a com-
plete program of novelties for next
year. The organization is confining
its activities to the production and
distribution of novelty releases alone.
Of the total of 120 to 150 reels, over
seventy-five percent of them will
have comedy predominating.

There will be 22 new single reel
Out-of-the-inklwell novelties by Max
Fleischer, released one every three
weeks.

There will also be 13 Song Cartoon
(Continued on Page 5)

Lloyd Unattached
No Contract Signed—Listening to
Offers from All Sources—
Ragland Back
(Special to THE FILM DAILY)

Los Angeles—Harold Lloyd has
signed no contract with anyone for
pictures to follow his Pathe series.
That can be stated quite authorita-
tively. Naturally many propositions
have been made to him.

Both Lloyd and William R. Fraser
have been interested in offers from
any and all sources, but that is as
far as it has gone. The report that
Lloyd had signed with Famous is
probably predicated on the fact that
on several occasions Lloyd, Fraser,
S. R. Kent and others were seen at
dinner at the Ambassador Hotel.

John C. Ragland, Eastern repre-
sentative for Harold Lloyd returned
to the Coast yesterday. He had
nothing to say about Lloyd’s future
affiliation, pointing to the denial
wired to THE FILM DAILY by
William R. Fraser yesterday.

New Theater For Varner
(Special to THE FILM DAILY)

Concord, N. H.—A new theater
will be erected on a vacant lot in
the rear of the Cannon Bldg., and when
completed, about Jan. 1st, will be
leased by H. B. Varner, J. Archie
Cannon, is understood to be inter-
ested.

Famous Buys “Garden of Weeds”

It is understood Famous will star
Betty Compson in a picture, adapted
from Leon Gordon’s play, “A Garden
of Weeds,” with James Cruze direct-
ing.

Will Change “America” Title

When “America” is released in
England, it will be called “Love and
Sacrifice.” Some scenes will be
eliminated.

Kaiser A Producer
Invests $25,000 In New German
Company—Plans First Film

(Special to THE FILM DAILY)

Los Angeles—The Times publishes
the following special cable from Ber-
lin:

For the purpose of cleaning motion
pictures of domestic dirt and restor-
ing respect for old time Teutonic
ideals, William Hohenzollern, for-
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about $25,000 and become the prin-
cipal backer of a new film company.

“The former Kaiser is becoming a
film producer as a result of a request
from his fourth son, Prince August

(Continued on Page 2)
Buying "Agency"  
(Continued from Page 1)  

Kaiser A Producer  
(Continued from Page 1)  

distributors would approve a move of that nature.

The Hays office declared it had heard nothing from Detroit regarding the Kunsky plan.

The situation, however, is very interesting. Phil Gleichen, former owner of the Broadway-Strand in Detroit, is in town relative to his suit for damages against Famous. When informed of the Trendle telegram, he said: "If looking combinations are legal and Kunsky forms one, he will have considerable opposition in the form of a counter organization sponsored by me. Not only that, but if I do have to go to the bat, it won't be in a half-hearted manner. Kunsky might as well learn now that he can't run the entire city of Detroit as he sees fit to start shortly."

Efforts made to reach executives at First National yesterday failed. Kunsky is a First National franchise-holder and also plays the Paramount output.

Banner Preparing for Its Next  
George H. Davis and Samuel J. Briskin have announced that the cast of "The Man Without a Heart," the next Banner Prod., will be headed by Jane Novak, Kenneth Harlan, Fairly Binney and Bradley Barker. Director Burton King is engaged in preparatory work. Active production will start shortly.

Grainger and Rogers In Boston  
James R. Grainger and William F. Rodgers of Metro-Goldwyn, have left on a sales trip to Boston, returning Monday.

JOSEPH SCHENCK!  
Your last picture was a "Secret,"  
Our ain't—But it's going to be a surprise—Ask Norma!

IN HOLLYWOOD  
From Cloaks and Suits to Cloaking "Beauts"

COMING SOON  

"The LEGEND of HOLLYWOOD"  

with  
Percy Marmont and Zasu Pitts  

Directed by RENAUD HOFFMAN—Adapted by AL COHN  
From the "Photoplay Magazine" story by  
FRANK CONDON  
RENAUD HOFFMAN PRODUCTION—

Smith Back From Europe  
H. M. K. Smith, head of the costume department, who has been in Europe for the past two months in the interests of Famous is back. He visited Algiers to purchase properties for Gloria Swanson's new picture, "Wages of Virtue."

FOR SALE—STUDIO LIGHTING  
EQUIPMENT, Wohl Broadsides and Domes; Cooper-Hewitt Overheads and Floor Banks; Spotlights; 50 K. W. Motor Generator Set, etc. in A-1 condition, Cooper-Hewitt for D. C. Hard Lights for A. C. or D. C. Must be sold at once.

B-E ELECTRIC INSTALLATION CO.  
153 East 44th Street, N. Y. C.

Murray Hill-6977  

CHARLEY CHASE  
"KNOCKING 'EM DEAD"  
IN HAL ROACH'S  
1 REEL  
Pathécomedy

Simplex Projection Rooms  
80 ft. throw. Most modern up-to-date rooms in the city. Open 9 A. M. until Midnight  
Chickering 2110-2111  
220 W. 42nd Street

A COMPLETE LABORATORY AND TITLE SERVICE

HURLAGRAPH

The Standard of the Industry  
723 7th Ave., N.Y.C.  
Bryant 5450-1

CORPORATIONS ORGANIZED & FINANCED  
Capital Raised Through  
The Sale of Your Stock  
We Are Licensed Brokers  
PROGRESSIVE FINANCING CO.  
112-118 West 44th St.  
New York  
Phone, Bilt. 0231

All printed matter was previously extracted for this document.
Incorporations


Springfield, Ill.—Pastime Amusement Corp., Chicago. Capital $1,000. Incorporators, D. J. Chrissis, Harry Munns and Sam Coston.

Albany—Selznick-Brentano, Jr., Inc., Capital $200,000. Incorporators, A. Brentano, Jr., David O. Selznick and Frank H. Shaw.

Indianapolis, Ind.—General Amusement Operating Co. Capital $10,000.

Dover, Del.—General Amusement Operating Co. Capital $10,000.

"Covered Wagon" at Rivoli
The "Covered Wagon" opens at the Rivoli Sunday. "Manhandled," now playing at the Rivoli, will be transferred to the Rialto. The Strand will have "Being Respectable." 

Low in "Kings Jackal"
(Special to THE FILM DAILY)
Los Angeles—Edmund Lowe will lay the lead in "The King's Jackal" which is to be seen soon at the Fox West Coast studio.

Illinois Exhibitor Dead
(Special to THE FILM DAILY)
Carbondale, Ill.—Jean Dagle, 70 years old, proprietor of the Barth, is dead, after an illness of two weeks.

Newspaper Opinions
"
"Manhandled"—F. P. L. Rivoli
AMERICAN—** * a highly amusing story, especially in the treatment of modern situations which are especially well handled.

BULLETIN—Miss Swanson is unexcelled in a role which she shines in like a jewel. There isn't much to the picture, but Gloria is glorious.

DAILY NEWS—** "Manhandled." * * * DAILY MIRROR—The picture is a little long and gets druggy toward the close. Alicia Rhett is delightful to laugh, being a hilarious account of Gloria's romance with the Bolsheviks.

EVENING JOURNAL—Miss Swanson has the look of a born actress and pouring tea in a fashionable shop as a Russian refugee, or shrugging her shoulders at a frack-coated boor wanderer--whatever she does, you'll bow at Gloria, "Manhandled."

EVENING WORLD—Gloria Swanson does everything that she never has done before. It is a delightful comedy with Miss Swanson in the role of a lady who would be putting it mildly. You don't often see an adroit and skillful characterization being given by the shopgirl with aspirations.

SUN—** * the story falls short of the melodrama by sidestepping all theatricality, everywhere. Every part of the picture soars above its tale by means of the introduction of quaint diversions, poems as a comedienne proving a captivating talent.

TIMES—** Those who have found entertainment in Miss Swanson's previous vehicles will enjoy every moment of this film; and those who have not had the former efforts of this Oriental-eyed beauty will be caught by the stage presentation of the acting of "Manhandled." This is one of those films which will have the heard applause of the audience, even before the reel is finished.

WORLD—** The plot is speedy, the sub-titles well written, and the settings always artistic. All in all, a good picture.

AMERICAN—** * * * Nell and Miss Farman have hardly swerved from the story one inch in an inch. * * * Blanche Sweet is a real artist. * * * I am convinced that the Capitol will do good business with this picture.*

BULLETIN—Readers unfamiliar with Jeanne Moreau may not get the full effect of the film, but those who are will be thrilled, by the playing of the acting of "Manhandled." This is one of those films which will have the heard applause of the audience, even before the reel is finished.

Blanche Sweet reveals new powers as an emotional actress, rising to a pitch she has never hitherto scaled. * * * 

DAILY MIRROR—** a beautifully directed, finely acted, artistically produced, with Blanche Sweet doing even more than in "The Great Divide" as Christy.

"Don't you say anything to get excitedly interesting?" DAILY NEWS—** "It's neither Nell nor Hardy; but a strange hodge-podge of characters, tricks and De Mille colored flashbacks. * * * the col-

Novelty Films Only
(Continued from Page 1)
reels of old time and modern songs done in funny cartoon form and released one every four weeks.

In addition to 11 Film Facts, edited by Max Fleischer and released one every four weeks, there will be nine Funny Face single reel comedies and 52 Animated Hair Cartoons. The car-

Red Seald is believed to be the only organization in the independent field producing a complete program of novelties.

"All the women in the world would not make me lose an hour." Napoleon

"Could he have seen "The Truth About Women" he would have changed his mind." Si Grieves—Chicago

BANNER PRODUCTIONS, Inc.
1540 Broadway, New York

"Inter-Ocean Closes Deal" Juan Kunzelman of Societad General and B. H. Shnouer of Inter-Ocean have closed a deal which disposes of four Banner Prod. for Argentine, Brazil, Chile, Peru, Bolivia and Ecuador.

Inter-Ocean has also sold the United Kingdom rights on twenty-six C. B. C. "Screen Snapshots" to W. & F. Film Service, Ltd. Represented in America by Edward L. Klein.

Wallace Beery has been added to the cast of "The Great Divide" which Reginald Barker will make.

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

BEITTY COMPSION
IN "RANSACKLE HOUSE"
FROM THE NOVEL BY JULIUS HUNIAT
PRODUCED BY HARVEY WILSON
 Directed by MCINTOSH
 PRODUCED BY TILDSON CINEMA CORP.
Here they come

Metro-Goldwyn

50

GREAT

50
-COUNT THEM
Join the Parade!

Hip! Hip! Here they come. Bands blaring. Flags flying. They're on their way to Happy Days. Get the smiles. From ear to ear. Also from Coast to Coast. What a line-up for exhibitor success in 1924-25. Run your seasoned box-office eye over the productions listed below. They're the first Big Ones of a never-before-equalled offering. Each single picture is big, made from a well-known play or story, cast with house-front names, produced in quality style. We make the show that makes the Dough. Get wise. Get hep. Keep step. Get going—and you'll get rich with Metro-Goldwyn.

Rex Ingram's
THE ARAB
from the famous stage play by Edgar Selwyn
with Ramon Navarro, Alice Terry
"Arab at Warfield Theatre tremendous sensation. Huge crowds waiting admission."
—Voigt, Los Angeles

Marshall Neilan's
TESS
of the D'URBERVILLES
from Thomas Hardy's world classic novel
BLANCHE SWEET, Conrad Nagel, Stuart Holmes, George Fawcett
"Takes the palm. Best thing Marshall Neilan has ever done for the screen."
—F. M. Hall in N. Y. Times.
"Marshall Neilan has told the story of 'Tess of the D'Urbervilles' in a beautiful and thrilling way."
—Harricotte Underhill in N. Y. Herald-Tribune.

REVELATION
from Isabel Wagner's novel "The Rosebush of a Thousand Years."
Viola Dana, Monte Blue, Lew Cody, Marjorie Daw, Edward Connelly, Frank Currier.
Directed by George D. Baker
"'Revelation': a fine picture. Imaginative and tensely human story."
—N. Y. Herald-Tribune.
"'Revelation': is high-powered drama skillfully told."
—Daily News

Broken Barriers
from Meredith Nicholson's well-known story
James Kirkwood, Norma Shearer, Adolph Menjou, Mae Busch, George Fawcett, Robert Frazer, Robert Agnew
A theme of showman power, a production of beauty, a tremendous cast of big time players.

BREAD
from Charles G. Norris' best seller novel
Mae Busch, Wanda Hawley, Robert Frazer, Pat O'Malley, Hobart Bosworth, Myrtle Stedman, Eugenie Besserer, Ward Crane
Directed by Victor Schertzinger
"'Bread' is a right good picture play. Mae Busch is a first rate emotional actress."
—Quinn Martin in N. Y. World.
"As delightful a play as you'll meet in a month of picture going. Mae Busch gives a compelling performance."
—Daily News.

Hobart Henley's
SINNERS IN SILK
by Benjamin F. Glazer
Conrad Nagel, Adolph Menjou, Eleanor Boardman, Edward Connelly, Hedda Hopper
For showmen only. For theatres equipped to handle crowds. This richly produced drama is destined for the unusual success that comes to but a few outstanding films in the course of any season.

METRO-GOLDWIN-MAYER

Information concerning Territorial Rights outside of the United States and Canada can be obtained from FOREIGN DEPARTMENT, 1540 BROADWAY, N. Y. C.
Her Greatest Achievement!

"Secrets" stands today, without any doubt, as the finest thing Norma Talmadge has ever done. New York, Los Angeles, Cleveland, Boston, with their extended runs, proved conclusively that this is indeed one of the really big box office productions of the year.

Norma Talmadge in "Secrets"

Leadership and reason why No. 1

Presented by JOSEPH M. SCHENCK
By RUDOLF BÉSIER and MAY EDINGTON
Based on the SAM H. HARRIS play "SECRETS"
Directed by FRANK BORZAGE
A FIRST NATIONAL ATTRACTION
Lift McKenna Duties

England Lifts Tax on Imported Films—Trade There Worried

(Special Cable to THE FILM DAILY)

London—The McKenna duties on a number of commodities including motion pictures will be lifted today. There is some apprehension here over what will happen now that motion pictures can enter England without an import duty.

In May, it was pointed out in THE FILM DAILY that the elimination of English import duties would not presage a flood of pictures being dumped into that market, because there are far too many there now that have difficulty in securing bookings. The opinion of exporters has not changed since then.

Franklin After Berlin House

(Special to THE FILM DAILY)

London—It is understood that one of the matters that Harold H. Franklin will attend to while in Europe will be the signing of a lease on a Berlin theater for Famous. The company is building one here and will acquire a house in Paris.

Loew To Reopen K. C. Garden

(Special to THE FILM DAILY)

Kansas City—Report has it that Loew will reopen his Gardner theater as a run house for Metro-Goldwyn productions. The house been dark for some months.

Censors Enter Third Year

The M. P. Commission of New York State enters its third year of activity today.

Mayer On Stand

Important Witness at Los Angeles Hearing—No Trouble on First Runs

(Special to THE FILM DAILY)

Los Angeles—Louis B. Mayer, was one of the important witnesses at the second day’s hearing in the famous Players Defense against Federal Trade Commission charges.

The testimony hinged around the question of annexing important production figures. Mayer testified that it was he who in March, 1917 cast the deciding vote at a first National meeting that shaped the decision of that organization to go out after big stars. Bruce Bromley for Famous endeavored to show that small production units could not compete successfully against specialists in big

(Continued on Page 3)

B. and K. Plan Off?

Understood Detroit Project Won’t Be Carried Out—Was Considered For a Time

(Special to THE FILM DAILY)

Detroit—Film Row here generally believes there is nothing to the report that Balaban and Katz will build a theater in Detroit.

It is understood that several real estate concerns tried to interest them to build on their property. Balaban and Katz, on the other hand, lead these agents to believe they were interested but so far nothing has developed. It is believed the plan is definitely off.

Those familiar with the Detroit situation here in New York are of the opinion that Balaban and Katz will not budge here, although it is true that at one time the proposition was given serious consideration by them.

K. C. Exhibitors To Fight

(Special to THE FILM DAILY)

Kansas City—Exhibitors here plan to continue the battle against the music tax. Plans are now being formulated for the campaign. The theater owners financed a special meeting recently, to discuss the situation. At the meeting, a committee consisting of Managers Barrett, of the Colonial; Watson, of the Benton, and Finkelstein, of the Apollo, was appointed to report on the new wage scale for musicians and operators.

Kirkwood or Mills as Christ?

(Special to THE FILM DAILY)

Los Angeles—Studio gossip as reported in the Times mentions both James Kirkwood and Milton Sills for the role of Christ in ‘The Life of Christ’ which First National will make.

3 For ’Bkly Chain

Rosenzweig and Katz Plans Additions—Two New Being Built for Them

The Rosenzweig and Katz Circuit, operating the City Line, Ozone Park, Sheridan and Beverly in Brooklyn, plans three more Brooklyn houses. Two are actually under construction: one at 18th and Gravesend Ave., to seat 1,000 and another at Liberty and 12nd St., to seat 2,000. The third will be built at Pitkin and Barrymore St., to seat 2,000.

Rosenzweig and Katz also hold the controlling interest in the Allwon circuit, an East Side chain composed of eight houses. Arrangements have been made with Joe Harsenstein of Cine Equipment Co., to furnish equipment for the new houses.

Not Leaving Films

Henry King Will Put on Play But Direct Later—Through With Inspiration?

It is understood that Henry King will not direct Dorothy Gish in the two pictures scheduled on the Metro-Goldwyn fall list and that the director is through with Inspiration.

Edward Bowes speaking for Metro-Goldwyn said the pictures were contracted for with Inspiration and that he knew nothing of the relations between King and that company. It was reported yesterday that King was abandoning work in pictures. This is not true. He intends putting on a stage play, “Young Wives and Old Husbands”.

When he was reached for a statement, the director refused to discuss the report concerning Inspiration but admitted his plans relative to the stage play. It is understood King was at work on other plans for future pictures.

Herbert Brenon in Town

Herbert Brenon is in town from the Coast for conferences on “Peter Pan.”

Produce Contracts

Famous Players’ Agreements With Mid-Western Theaters Figure in Gleichman Hearing

The first day of the referee hearing between Phil Gleichman and Famous Players was spent in its entirety in the examination of contracts that the latter had made with the Olympic of Pittsburgh, and the Strand, the Walnut and the Family of Cincinnati.

Robert M. Brownson, counsel for Gleichman, intends to offer these documents as evidence. Frederick H. Wood of Caravath, Henderson and de Gersdorff, attorneys for Famous, recorded his objection to this move on the ground that the contracts were irrelevant to the case at issue.

The terms of the theater contracts were not revealed and will probably figure in the trial to occur later in Detroit. Adolph Zukor and E. J. Ludwigh were present at the hearing during the morning.

The hearing was adjourned until this morning, at which time it is expected an analysis of the contract will disclose data on prices.

Ind’pts Put Off Meeting

The meeting of independent circuit owners scheduled for yesterday to discuss fall buying was postponed for one week.

200 At Warner Banquet
(Special to THE FILM DAILY)
Kansas City—Nearly 200 exhibitors attended a Warner banquet given by Al Kalu, of Film Classics at the Muehlebach. Sam Morris and Pearl Keating; the committee touring the country getting exhibitor slants on pictures were present.

"Thief" Not to Leave In September
Harry Buckley denies the report that Karl Carroll’s "Vanities" will succeed "The Thief of Bagdad" at the Liberty in September. Buckley states the picture will play through the fall and maybe longer.

Agnew in "Troubles of Bride"
(Special to THE FILM DAILY)
Hollywood Robert Agnew will play the male lead in "Troubles of a Bride," for Fox. Mildred Jule plays opposite. Thomas Buckingham is directing.

Kirkwood to Play "Gerald Cranston"
(Special to THE FILM DAILY)
Hollywood—Fox has signed James Kirkwood to play the part of Gerald Cranston, in "Gerald Cranston’s Lady." Alma Rubens will be featured.

Major Thomson Coming East
(Special to THE FILM DAILY)

Wells House Opens Aug. 4
(Special to THE FILM DAILY)
Richmond, Va.—Jake Wells new theater, the Rex at Hendersonville, N. C. opens Monday.

New Ind’t Picture Finished
(Special to THE FILM DAILY)
Hollywood—Independent Pictures has completed "Dangerous Pleasure."

Capitol To Show "White Sister"
(Special to THE FILM DAILY)
Dallas—The Capitol will play "The White Sister." Southern Enterprises had this booked until the censor turned it down. The Capitol then made an effort to secure the picture and it was recalled by the Palace, but was rejected by the Censor Board of Appeals. The Capitol later got a reconsideration.

Aquitania Due Today
The Aquitania, with Myron Selznick and the negative of "Human Desires," aboard is due in New York late this afternoon. Marjorie Dau, who appears in the picture is also a passenger.

Griffith Co. Coming East
(Special to THE FILM DAILY)
Los Angeles—E. M. Asher, general manager of Corinne Griffith Prod. declared yesterday that following "Wilderness," the Griffith unit will go East to make "Declasse."

Fox Leases the Central
Fox has leased the Central theater and beginning Aug. 31 will show "The Man Who Came Back." Other theaters will be secured later for the usual premiere of fall specials.

Tells of Conditions Abroad
Lacey Kastner, general manager of Inter-Ocean addressed the A. M. P. A. yesterday on conditions in the foreign field. He was introduced by Edward L. Klein.

Now "The Tinsel Woman"
(Special to THE FILM DAILY)
Hollywood—"Circe," starring Mae Murray will be released as "The Tinsel Woman."

Williams Insured for $500,000
J. D. Williams has taken out a $500,000 life insurance policy as a protection for Ritz-Carlton.

COMING SOON

**THE WISE VIRGIN**

PRODUCERS DISTRIBUTING CORPORATION

Starring Patsy Ruth Miller and Matt Moore

The Elmer Harris Special Production

120 NOVELTY REELS

First Run Specialties

1924-25

PATSY RUTH MILLER

1000 B'way, N. Y. C.
Mayer On Stand  
(Continued from Page 1)  
organizations and that it was therefore necessary for Famous or any company that wanted to make its mark to secure high-priced people.

Examiner Alvord for the Government, however, argued against such a view of Mayer's testimony.

The case was handled by Famous to explain the first-run situation testified that Los Angeles had been an opening town for them... William J. Potter, manager testified that Lloyd pictures, all of the Roach out... and all of Pathe's since 1921 had local first-runs. Sol Lesser was then called and went on record as saying that it was not an uncommon practice for one individual in this business to participate in production, distribution and exhibition. Bromley brought out the increase in the West Coast Theaters chain since 1929.

Walter Rand, local United Artists manager stated that the Pickford, Fairbanks, Chaplin and Griffith pictures have no difficulties and that each has had from two to twenty-six weeks at theaters here.

Mogler, Head of New Loan Ass'n  
(Special to THE DAILY)  
St. Louis—Joseph Mogler, president of the Exhibitors League, and owner of the Bremen, Mogler's and the Excelsior, has been elected vice-president of the newly organized Roosevelt Savings and Loan Ass'n.

Hiers Signed By Ince  
(Special to THE DAILY)  
Hollywood—Thos. H. Ince has engaged Walter Hiers to appear in Christine of the Hungry Heart. Hiers is under contract to make a series for Educational, but can make other pictures as well.

George McKean Better  
(Special to THE DAILY)  
St. Louis—George E. McKean, manager of the Fox exchange, has resumed his duties, after several weeks illness.

Semon Busy for Educational  
(Special to THE DAILY)  
Hollywood—Larry Semon is at the B. O. studios, where he is making his first comedy for Educational.

Enterprise Gets 4 Carew Pictures  
(Special to THE DAILY)  
Kansas City—Enterprise Dist. Corp. has secured a series of four Carew outdoor subjects.

In The Courts  
The Capitol Film Exchange has applied in the Supreme Court for an injunction restraining Kerman's Films, Inc., of New York and the Russell Prod., Inc., of Chicago from exhibiting or distributing "The Valley of Hate," "War Invisible" and four other films in the New York territory on the ground that the plaintiff obtained the rights to these films on May 17 last. It is alleged that Russell since contracted with Kerman for the same territory and that the pictures have been successful. The plaintiff asks that its damages be computed.

Praises Hollywood  
(Special to THE DAILY)  
Atlanta—Mrs. Alonzo Richardson, president of the Atlanta Better Films Committee, returning from a month's stay in Hollywood, declares that the city is "one of the quietest, best-regulated cities of its size in the country." She states that selection and cooperation, and not censorship, will solve the problems of the industry.

New Site for Jamaica House  
Jamaica's new theater to be erected by Harry Weingarten, will be located at 174th St. and Jamaica Ave., instead of Jamaica and Dora, as had been previously planned. The new property has just been purchased through the Ackroyd Realty Co.

Swanson Cast Complete  
The cast of "Wages of Virtue," Gloria Swanson's new picture which Allan Dwan is directing, includes Ben Lyon, Norman Trevor, Ivan Linow, Adrienne D'Ambroe, Beckley Stanley, Joe Moore and Paul Panzer.

Standard Films Booking Vaudeville  
(Kansas City—Standard Films is booking a vaudeville program of 15 weeks, suitable for small picture houses with small stages where scenery is required.

Lois Wilson Leaves  
Lois Wilson is returning from Europe on the Homeric which sailed from the other side on Wednesday.

"Fools In Dark" At Cameo  
"Fools In The Dark," opens at the Cameo on Aug. 17 for an extended engagement.

New Theaters  
Green Ridge, Pa.—A three-story frame building has been moved from its original site to make way for the new Green Ridge, being built by the Comerfords.

Livermore, Cal.—The New Livermore opened here with a split policy and with O. B. Atkinson as manager.

Ansonia, Conn.—It is said that this city is to have a new theater instead of the old Tremont.

Jacksonville, III.—C. L. Weber opens the Rialto on Aug. 15.

Educational Units Busy  
(Special to THE DAILY)  
Hollywood—Production on all Educational comedy series is at full speed. At Fine Arts, the Mermaid, Hamilton, Cameo and Juvenile units are working. Hamilton has signed a new leading lady, Dorothy Sea- strom and Dick Sutherland and Babe London have been added to his staff. At United, Al. St. John is completing his third.

Holden Withdraws Tax Bill  
(Special to THE DAILY)  
Atlanta—Representative Holden, with the unanimous consent of the House, has withdrawn his measure proposing a ten per cent levy on admissions up to 50 cents. There is still pending, a similar bill introduced by the State Medical Society.

10 "Thief" Companies  
Planned for Legitimate Houses  
In Addition to N. Y., Boston, Phila., and Hollywood

In addition to the New York, Boston, Philadelphia and Hollywood engagements, "The Thief of Bagdad" will be shown on the road in legitimate theaters by ten traveling companies operating in Pittsburgh, San Francisco, Chicago, Waterbury, Cincinnati, St. Louis, Asheville and Seattle.

Each company will carry complete scenic equipment, mechanical organization and symphony orchestra. Harry D. Buckley, will have personal direction of the shows.

Reject Film Offer  
The Evening Post reported from Budapest yesterday that offers to Hungarian nobles to appear in a picture dealing with the coronation of Emperor Charles with an American actor as the Emperor will be rejected. A Hollywood concern is said to have tendered the proposition.

The Oscar C. Buchheister Co. Inc.  
ART TITLES  
Printed Titles & Special Effects  
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CONSTANCE TALMIDGE!  
They say you get $5000 a week to act.  
How much you want to act reasonable?  
IN HOLLYWOOD  
From Cloaks and Suits to Cloaking "Beauties"

BOX OFFICE STORIES!  
I can immediately supply two smashing stories of greater magnitude than "THE FIRE PATROL"  
GARRETT ELSDEN FORT  
Care of The Film Daily  
71 West 44th St.,  
New York City
Incorporations


Dover, Del.—American Spanish Amusement Co., Capital $1,000. Incorporators, Aaron Beaum, Victor Gomez and Joseph O'Brien. Attorneys, Arley B. Magee, Dover.


Harrisburg, Pa.—Fifth and Olney Theater Co., Harrisburg. Incorporators, David Bordin and Fred and Eugene Felt.

Dover, Del.—Synchronized Pictures Corp. Capital $200,000. Colonial Charter Co., Wilmington.

"Souls Adrift" Finished

"Souls Adrift" the Rosemary Davies picture, has been completed at Tec-Art. Harrison Ford is featured, with Gaston Glass, Mary Thurman, Montagu Love, Charlotte Walker, Jean Girard, Paul Panzer, Maurice Costello, Florence Turner, Walter McGrail, Richard Carle, Marcia Harris, Parris Allister and Nellie Parker Spaulding. Frank P. Donovan directed.

May Feature Betty Jewel

Betty Jewel, who has appeared in a number of recent Eastern-made pictures may be featured, it is understood in one picture by an important producing organization.

Stone in Stahl's Next

(Special to THE FILM DAILY)

Los Angeles—Following "Husbands and Lovers", John M. Stahl will make "Fashions for Men", for which he has engaged Lewis Stone for the lead. Stone is now appearing in "The Lost World".

Two Bluefield, Houses In Deal

(Special to THE FILM DAILY)

Bluefield, W. Va.—R. D. Dearing and G. R. Morris have taken possession of the Royal and Dixie from F. F. Von Court. The new owners were formerly interested in the Opera House.

Fined For Showing Fight Films

(Special to THE FILM DAILY)

Fort Worth, Tex.—H. W. Houst has been fined $100 for showing fight films and will be brought up on another charge for bringing them into the State.

Lyons In "Wages Of Virtue"

Ben Lyon, who recently played with Pola Negri in "Lily of the Dust", has been loaned by First National to Famous to play opposite Gloria Swanson in "Wages of Virtue".

Perse to Handle Helios Reflectors

I. S. Perse, of the Capitol M. P. Supply Co., will act as agent for the Helios Art Reflectors Lamp.

Jessie Weil has been appointed advertising and publicity director of Lumas Film Corp.

New House For Flint, Mich.

(Francis to THE FILM DAILY)

Flint, Mich.—The Flint Capitol Theater Co., has been organized with a capital of $500,000 to build the new Capitol at a cost of $1,000,000. The officers are: President, J. Bradford Pendel; vice-president, A. M. Davison; secretary, J. L. Pierce; treasurer, E. W. Atwood and managing director, W. S. Butterfield.

Ground will be broken Sept. 1, and the complete building will be ready by Sept. 1, 1923. This with the new Orpheum now under construction will give Flint seven theaters.

Vitagraph, Pittsburgh, Moves

(Special to THE FILM DAILY)

Pittsburgh—Vitagraph has moved from Fourth Ave., to the former Metro offices in the Film Bldg. For the first time all companies are in the same block.

Cuts And Flashes

Tammey Young, champion gate-crasher, is working in a character bit in "A Sainted Devil". Another recent addition to the cast is William Ricciardi.

Dick Barthelmes is in Florida making exteriors for "Classmates".

Jane Winton, who recently signed a five-year contract with Famous, has been cast for a role in "Dangerous Money".

Wanted

$160,000 to Complete the New $1,500,000 Hospital for Joint Diseases

NON-SECTARIAN

Madison Avenue, 123d to 124th Streets

Help the Children Waiting for This New Hospital

PLEASE HAVE A HEART

Make Checks Payable to HOSPITAL FOR JOINT DISEASES and Send to Chairman Theatrical Division

MARCUS LOEW
1540 Broadway, New York City

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CHARLES R. ROGERS presents

Priscilla Dean
The Siren of SEVILLE

Story by H. L. Van Loan

Music by J. M. STROMBERG

HUNT STROMBERG

HUNTINGTON, MONTAGUE, GORDON and HUNT STROMBERG

HUNT STROMBERG COLUMBIA PRODUCTIONS
In the lights--on Broadway

Fables Pictures Inc.

Presents

Aesop’s Film Fables

Cartoonist Paul Terry

One Every Week

In one week seven of New York’s leading first run theatres in the Broadway district showed the “Fables” day and date. Rivoli, Strand, Capitol, Palace, Broadway, Cameo and Hippodrome.

This remarkable showing has never been equalled by a short subject or any picture of any length.

Leading exhibitors everywhere recognize the outstanding merit of this great comedy release.

It is the greatest value in an animated cartoon that the business has ever seen.
The Chronicles
A Series of Striking Pictures Showing the Growth of a Great Nation

Inspiring, Dramatic, Accurate and Informational

For the first time the history of our country has been made real.

For the first time the drama, the heroism, the pathos, the human interest of the great events that went to make the nation, have been put into pictures that not only inspire and enthuse but instruct.

Governors, mayors, have issued proclamations concerning them; great men have gone on record to say that these pictures mark an epoch.

Every exhibitor who shows these pictures will not only interest his regular patrons, but get new patronage from persons who up to now have held aloof from motion pictures.

It is an opportunity for Good Will such as has never before come to the motion picture theatre.
of America
One Three Reel Picture Every Four Weeks

"Yorktown"

"Vincennes"

"Wolfe and Montcalm"

Pathe Distributors
For five years the audiences of the nation have found laughter and information in this remarkable short reel.
Each week a great cartoonist puts trite truths into a series of humorous pictures.
The wit of the world is condensed into pithy paragraphs.
The success with which Topics of the Day has found its way on merit into every kind of theatre, proves its value to the exhibitor.
Paramount Scores

Famous Players in the Federal Trade Commission hearing here have parented scores effectively.

According to all local exchange managers interviewed as witnesses by counsel for Famous, there has been no testimony indicating that Los Angeles has been a closed town, so far first runs are concerned.

Iren Rosenbarg, Metro manager, on the stand declared that the theater situation did not prevent Metro from securing the right property.

Art amp, at present Selznick manager, formerly with Goldwyn, said that Goldwyn for three years past has had adequate first runs.

The hearing has covered a number of diversified angles.

Warners' First Nine

The order of release on the first nine Warner productions follows:


Libson Buys Out Kress

Cincinnati— Ike Libson has closed a deal with Harry Kress covering three theaters in Piqua, Ohio. The houses are the Maya O. H., seating 1,200; the Strand, seating 700 and the Bijou, seating 600. The houses will all be remodeled.

Brenon and Goldbeck to Sail

Herbert Brenon sails on the Aquitania on Wednesday, to submit a new batch of “Peter Pan” tests to Sir James Barrie. Willis Goldbeck, who prepared the script, also sails to submit it to the author.

Meeting In Penn.

Will Discuss Emergency Lighting Systems—New Burden on Exhibitors

The M. P. T. O. has arranged for a conference with officials of the Department of Labor and Industry at Harrisburg, Pa., to discuss a plan of Pennsylvania authorities to have installed in theaters a so-called emergency lighting system which is intended to take care of illumination in the event that the entire lighting current of the city or town is turned off.

This has caused a storm of protests on the part of theater owners generally. It is contended that present systems are insufficient.

Parade Starts Stunt

“Greater Movies Season” in Los Angeles—Two Hundred Stars in Line-Up

Los Angeles—A monster parade launched “Greater Movies Season” on Friday night. It included many prominent floats built by the studios.

There were close on to two hundred stars and players in the procession that wound its way through downtown Los Angeles. It was one of the greatest publicity stunts for the business as a whole that has ever been arranged here and served to focus the attention of the public squarely on the industry.

The plan, of course, to stimulate business. Next week there will be a number of special stunts, at all of the downtown theaters. Stars will make their appearance on a new program of three pictures.

“Beaucaire” for L. A. Run

Los Angeles—“Monsieur Beaucaire” opens at Grauman’s Million Dollar, Aug. 11, for an extended run. The premiere will open at $2 top.

W. B. Frank Returns

W. B. Frank, Eastern representative for Hal Roach is back from Los Angeles where he declares all of the Roach units are working at full schedule. Roach will come East in September.

Indiana Protests

Will Take Steps to End Special Runs in Places Other Than Theaters

Michigan City, Ind.—N. N. Bern-stein, counsel for the Indiana M. P. T. O., declares he will formulate measures to curb distributors who show their products outside of regular theaters.

It is claimed that some producers release films which they advertise extensively as specials, attempting to hold up theater owners for high rentals, and, failing to do this, rent auditoriums and other public buildings, where they exhibit at high prices and then vacate.

Kent To Testify

Will Appear When Gilchrist-Famous Players Hearing Is Re-sumed in New York

U. S. Commissioner, Allen G. Thurman, acting as referee in the local hearing between Phil Gilchrist and Famous Players, adjourned the meeting Friday after all contracts, which are expected to figure prominently in the trial in Detroit, had been marked for identification.

The only witness called for examination was George W. Weeks, of Famous. Just before adjournment, it was agreed by both parties that a continuation of the hearing will be fixed by the commissioner upon proper notice to Famous. Sidney M. Kent, who was named as a witness in the proceedings, will be produced for examination when the hearing is resumed.

The revelation of prices secured by Famous at important theaters in key cities did not develop, although contracts with some fifty-five houses were brought to the hearing for identification.

Reduces Import Duty

I. A. M. Window—Auiten has received from the Czecz-Slovakian Government has reduced the import duty on films 50 per cent. According to the new tariff, 15 kronen are to be paid after 1 kilogram foreign film. This reduction, however, does not apply to films from Austria, Germany, Yugoslavia, Roumania, and England, because the Czech Government has a commercial treaty with those countries.

Blaisdell with Rayart

George Blaisdell has resigned as editor of the Exhibitors Trade Review to represent Rayart Pictures on the Coast. Rayart is the new state right organization formed by W. R. Johnson, former vice-president of Arrow.

At a luncheon at Keen’s Chop House yesterday, about sixty friends of Blaisdell’s gathered and presented him with a wrist watch. He leaves Sunday.

No Knowledge of Fox Deal

Lee A. Ochs declared Friday that there was no foundation in fact for the report that William Fox had taken over the new Picture theater.

Flinn Back From Coast

John C. Flinn, of Producers Dist. Corp., returned from the Coast Friday.
Meeting In Penn.

(Continued from Page 1) tions are ample to care for every possible safety requirement, and according to some exhibitors, there is a disposition to favor certain forms of emergency lighting systems.

The present systems which have the approval of the department range in cost from $350 to $650 for installation alone, and if any considerable number of the 1300 theaters in Pennsylvania are obliged to install these systems, it will mean an added burden. Efforts are now being made to have simpler and less costly methods meet with the approval of the department in order to avoid unnecessary contem tions.

Elaine Hammerstein Signed
Elaine Hammerstein has been sign ed by C. B. C. for two more pictures.

Golden Plans Ready Soon
In about a week, John Golden will have his production plans ready. He intends making his pictures in the East but the final details have not as yet been worked out.

Inter-Ocean Closes Deal
Inter-Ocean and Liberty Film of Cuba have closed a deal which disposes of the eight Columbia and the eight perfection pictures of C. B. C. for Cuba.

Mayor Vetoes Sunday Ordinance
(Weekly to THE FILM DAILY)
Beggs, Okla.—Mayor T. A. Jones has vetoed the ordinance passed by the City Council, by a vote of 5 to 3 providing for “blue” Sundays.

Near End of Pathe Serial
(Weekly to THE FILM DAILY)
Los Angeles—Production is nearing the end on “Ten Sears Make a Man,” starring Allen Ray for Pathe William Parke is directing.

Hutchison Directing
(Weekly to THE FILM DAILY)
Los Angeles—Charles Hutchison is directing Edith Thornton in a series of four pictures. Production at the Russell studio.

Barthelness Coming Back
Richard Barthelness will return from Ft. Lauderdale, Fla., early next week, where he has been working on “Classmates.”

L. A. Outing Aug. 7
(Weekly to THE FILM DAILY)
Los Angeles—Exchanges and exhibitors will hold their third annual outing at Ocean Park Aug. 7.

Weingarten To Chicago
Larry Weingarten, of Metro-Goldwyn, has left for Chicago where he will meet the Coogan party and then return to New York. Weingarten sailed for Europe aboard the Olympic, on Aug. 23. The Coogan party follows Sept. 6.

Loew-Metro Outing Aug. 23
The Loew-Metro Club will hold its annual outing on Saturday, Aug. 23. The party will sail on the Hudson on the “General Morris” to Bear Mountain, where an elaborate program will be carried out.

Path Announcement Ready
The Path announcement for 1924- 25 product has made its appearance. The book is an elaborate affair and consists of 28 pages in five colors. Over 62,000 were printed.

Bennett Deal With Vitagraph
Whitman Bennett is now tiding and editing “Two Shall Be Born,” to be the first of a series of four on a new releasing contract with Vitagraph.

To Europe for “Shots”
A corps of cameramen will tour Europe next month for Film Library, Inc., securing different scenes throughout the Continent.

Ince Buys “Enticement”
(Weekly to THE FILM DAILY)

Lasyk To Coast Soon
(Weekly to THE FILM DAILY)
Los Angeles—Jesse L. Lasyk, will return here next week.

Pollard in Vaudeville
“Sunny” Pollard will appear in vaudeville for a while. He will break in over the Keith circuit.

When you think of INSURANCE you are thinking of STEBBINS Specialists in Motion Picture and Theatrical insurance for the past fifteen years.

Arthur W. Stebbins & Co., Inc.
1540 Broadway, N. Y. C.

Let George do it!
George E. Kann
220 West 42nd St.
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LENS DISTRIBUTING CORPORATION
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DAILY \THE FILM DAILY \Sunday, August 3, 1924

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

DEAL PICTURES INC.

Barbara Frietchie

with FLORENCIO NOOQ and EDMUND LOWE

Directed by CYDE Fitch play

Acclained by GREGORY MILLER and IRENE WASSON

Special by GEVAERT motion picture

BARBARA FRIETCHIE

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GEVAERT RAW STOCK

Negative — Positive
As Good As The Best
JOHN D. TIPPLET, INC.
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FILM STOCK

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3101 Blvd., Jersey City, N. J.

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Simplex Projection Rooms
80 ft., 80 ft. Most modern up-to-date rooms in the city. Open 9 A. M. until Midnight.

Chickering 2110-2111
220 W. 42nd Street

A "HISTORIEST" is to Moving Pictures what a Short Story is to Literature. "See it in Colors"

REEL COLORS, INC.
(Pro Studio and Offices)
85 Riverside Drive, New York
The Week’s Headlines

Monday

Vill Hayes addressed the “Wampas,” determining that salacious and untruthful accounts in pictures and pictures causing must cease. Says industry thus to fill the show evil desire. Northwest reports of censorship intensified. Associated press horsemen, Western Missouri and Kansas and the applicable applicants for Allried States Organization. Next meeting in Los Angeles has been changed to Granuma leaves for Europe. May build in Paris and London.

Thursday

Ira Harris now is to be after “Peter Pan” for Marion Davies. Tuesday

Imperial plans to divide New York in 10 shows. Hays-Goldwyn admits 22,000 is the basis for the “Ben Hur” of 500,000. Lewis, of Famous, says next step is to divide the market up to United Artists, local operators’ union assessing members for eight weeks to raise war chest. Exhibitors becoming impatient. Universal-Commodities averages 14,000 weekly for the next 10 weeks. Run ends Aug. 25. At the Criteron later. The only film which has been released in London is “Human Desires,” negative.

Wednesday


Friday

Ira buying “agency” plan. Planned by Phil Gleichman to fight Kunsky move. iod Lloyd has not signed any new contract, but or changes in revisions on uniform contract to be worked out soon. Some German Kaiser invests in new German producing unit. Trouble in securing first runs in Los Angeles, witness testifies at Trade Commission hearing there. Lasky’s new production to include novelty short reels only.

Saturday

rother theater project planned by Balaban & Katz not expected to materialize. Phil McKenna’s decision to make “My King” will not leave films. To put on picture in theaters here directly later. Contracts between Famous and Phil Gleichman reduced at the request of Louis B. Mayer testifies at Government investigation into Famous. No trouble on first run.

Sunday

Joy Kent to testify at Phil Gleichman-famous hearing, when it is resumed at a preliminary announcement scores again at Federal Trade hearing in Los Angeles, when more managers declare they never had trouble securing first runs. T. V. O. plans to exchange exhibitors’ association in Atlanta, which may develop a central booking project where launches “Greater Movies Season” in Los Angeles. Two hundred in lineup. Martin M. P. T. O. to come on without. T. Pa., Dept. of Labor & Industry, to discuss emergency lighting systems plans to test the showing of pictures out of order of regular theaters.

Parade Starts Stunt

(Continued from Page 1)

Coast Brevities

(Special to THE FILM DAILY)

Hollywood—L. M. Astor has returned to Universal to play opposite Reginald Denny in “Oh Doctor,” being directed by Harry Pollard. The cast includes Otis Harlan, Tom Rick, Mike Donlin and Blancha Payson.

Julius Bernheim, general manager at Universal City, has returned from San Francisco, where, with Florence Brown, he visited libraries and museums on research work.

Eva Roth, costume director, and John J. Roth, art director, formerly with Rex Ingram, have been added to the technical staff of Frank Lloyd’s “The Silent Watcher.”

Emory Johnson has started his sixth F. B. O. production with the following cast: Tom Santschi, Johnnie Walker, Jane Thomas and Red Kirby.

Irving Thalberg has made an addition to the cast of “The Great Divide,” in Wallace Beery, Alice Terry and Conway Tearle play the leads.

Eleanor Boardman and Conrad Nagel will play the leads in “So This Is Marriage,” an original by Carey Wilson for Metro-Goldwyn.

Joseph Jackson is collaborating with C. D. Lancaster, a Chicago writer, on a three-act comedy entitled “Tough Luck.”

Editing and titling is complete on “The Flower of Napoli,” which co-stars Madge Bellamy and Herbert Rawlinson.

Carlos Prod. have begun “Fast Work” for F. B. O. starring Richard Calamage. Jimmy Horne is directing.

Holmes Herbert has been selected to play the male opposite Corinne Griffith in “Wilderness.”

Hunt Stromberg has engaged Jimmy Dugan to assist in the direction of “A Cafe In Cairo.”

James Cruze has completed “A Drama of the Night,” and is now cutting and titling.

Marguerite De La Motte has completed her work in Blackton’s “The Clean Heart.”

Anna May has been chosen as the lead opposite Fred Thomson in his next.

Roy Neill is cutting “Vanity’s Price,” made by Gotham Prod., for F. B. O.

Ricardo Cortez has been added to the cast of “A Drama of the Night.”

Gibson Goward has been added to the cast of “The Border Legion.”

Del Andrews is shooting the second of the “Go-Getters” series.

PARAMOUNT SCORES

(Continued from Page 1)

distribution at that time and to describe the economic reasons for the formation of Paramount and later, Famous Players-Lasky. Just why Sam White, production manager for “The Covered Wagon,” was queried regarding that picture has not been made apparent. The fact was established that there is little inter-state commerce in the production of motion pictures, but the application of that bit of testimony is yet in the dark.

Claude Landeg is called to testify relative to the theater holdings of the Turner, Dahnken and Landeg circuit.

“Advoscope” Appears

(Special to THE FILM DAILY)

Portland, Ore.—A new machine has been put on the market by the Advoscope Co. It is called the “Advoscope” and is used in store windows, displays, etc., as an advertising medium. It revolves continually, automatically.

Harris in Charge at New Orleans

New Orleans—A. M. Harris, has been named manager of the Producers’ Dist. Corp. Exchange. Max Heine is the new assistant. M. H. Rockach and Alpha Fowler have joined the force.

Rearrange Schedule

(Special to THE FILM DAILY)

Los Angeles—Under a revised schedule, William Beaudine is to direct “A Narrow Street” and Phil Rosen will star on this “Woman” for Warners.

New House for Nashville

(Special to THE FILM DAILY)

Nashville, Tenn.—The Crescent Amuse. Co. will build a new theater in the building recently occupied by John Nykoff. It will seat 1,800 and show first runs.

Ohio Exhibitor Dead

(Special to THE FILM DAILY)

Cleveland—H. R. Mickey, of the Majestic at Fostoria, is dead from apoplexy.

WANTED

HIGHLY EXPERIENCED

MANAGER,

For three thousand seat Moving Picture Theatre. State qualifications in detail, communication confidential.

Roess Ohio Theatre

Cleveland, Ohio.
As predicted—
THE FAMOUS FORTY:

On these two pages are six Famous Forty Paramount Pictures that have already shown what they can do at the box-office. With wonderful results! That "The Enemy Sex" is the ideal 1925 type of jazz production is the verdict of every exhibitor who has played it. "Will prove a great box office attraction," said the New York Herald Tribune while the picture was having a record engagement on Broadway, and they're right!

Broadway has never known a mid-summer week like the present one at the Rivoli! Crowds jamming, waiting, fighting to get in to see "Manhandled"! It's a fact. A bigger money-maker than "The Humming Bird." $30,312 at McVickers, Chicago, last week!

"The best Swanson picture to date. The audience roared with delight," says the New York Daily News. And in Kansas City, the Post said: "The people raved about it."

And then along comes "Wanderer of the Wasteland" and knocks 'em the rest of the way out of their seats. There's no doubt about it that this gorgeous Zane Grey thriller, made ten times more gorgeous by the fact that every foot of it is in natural color by the famous Technicolor process, is a $2 show that you can hand out to your folks at regular prices and clean up. "Beautiful beyond words," says the New York Herald-Tribune.

And that's only
Box Office Value 100%!

Here is what this picture is doing at motion picture houses now at popular prices:

Salt Lake City: In four and a half days breaks all records previously set up for week. Atlanta: Got $18,000 at Howard; best previous record of any picture is $15,000. Seattle: Forced to hold over for three weeks, and still they came! Winston-Salem, N. C.: (Telegram) "'Covered Wagon' turned them away for four days." Turlock, Cal.: Played to paid admissions amounting to entire population, 3,500.

This hilarious matrimonial comedy, which Cecil B. DeMille's two assistants produced under his supervision, is catching on like wildfire. Nothing but glowing reports from coast to coast.

Los Angeles Times says: "Six reels, a hundred laughs, and about nineteen gasps. Leatrice Joy is marvelous." Wid's Weekly gives the showman's angle: "Very good entertainment. Your gang will go out boosting. As comedy, laugh-getting entertainment, this is a splendid value."

In New York, this sterling picture did fine business in hot, muggy weather at the Rivoli. And even better at the Metropolitan, Los Angeles.

"One of the best films we have seen for some time, a film which will appeal to people in all walks of life and of all ages," said the New York Herald-Tribune. And the N. Y. Evening Post: "Real contribution to the higher standards of picture-making."

a beginning!
“Big Timber” Universal

As a whole... SOME FAIR ACTION AND PLENTY OF NICE TITLES. THIS ONE MAKES IT UP. NO MAKEUP. MAKE THIS SATING SATISFYING AVERAGE ATTRACTION. STORY SLOW AT FIRST BUT WORKS INTO GOOD FOREST FIRE CLIMAX.

Star... IS called upon for one or two good spots that he handles in fine style. Not as well suited to the romantic business that is required of him.

Cast... OLIVE Hasbrouck a good type but overdoes the coquette stuff. Betty Francois adequate as the girl reporter though her job is not very clearly defined. Albert J. Smith a typical “movie” villain. Others are Charles Remson Titus and Ivar McFadden.

Type of Story... ROMANTIC DRAMA, adapted from Irving E. Roe’s story “The Heart of the Night Wind.” Our hero is working with lumberjacks at work, huge trees falling here and there, with fights among the competitive operators furnishing the excitement. A plot doesn’t have to be especially unusual to prove rather interesting. “Big Timber” hasn’t any very original situations, still it manages to hold the interest through its physical features. The camera does register some of the lumberjacks through the huge trunks of the giant trees, the runway log train, and finally a forest fire that provides a first rate thrill in the climax. And as it looks through, they struck a real fire. The love interest isn’t strong. Hero’s activities in battling the ruined place of villian and his band are far more interesting than his romance with the little woodland nymph who flirts about among the hills and cuts the feet. There’s another girl on the lot, also in love with hero, and there promises to be a hair-pulling match, but it doesn’t develop. The little woodland girl wins hero’s heart and after a thrilling forest fire they’re ready for the clinch.

Box Office Angle... Average feature. Has several good points, that can be played up, effectively and should give moderate satisfaction.

Exploitation... A trailer of the more exciting moments will probably do as good advertising as anything you can do. Show them some of the forest fire scenes with the players among the burning trees. If you think the star’s name has a drawing power, you might use it to attract. Use pieces of the story to let them know there are fine, interesting locations. The title will be enough to give them an idea of the atmosphere to expect.

Direction... William Craft
Author... Irving E. Roe
Scenario... Wyndham Gittens
Cameraman... Jackson Rose
Photography... North Woods
Length... 4,650 feet

“The Red Lily” Producer: Louis B. Mayer Distributor: Metro-Goldwyn

As a whole... STRONG DRAMATIC ENTERTAINMENT; ACTORS STAND UP AND WELL ACTED. APPEALING BUT PATHETIC LOVE STORY.

Cast... Enid Bennett does some of the best work of her career. Role a strenuous one but she proves equal to it at all times. Her treatment of scenes shows unusually fine repres- sion. Ramon Novarro also splendid throughout. Wallace Beery excellent in another of his typical characterizations. Several individually fine bits contributed by Mitchell Lewis, Emily Fitzroy, George E. Stone, Rosemary Thebaud.

Type of Story... DYNAMIC LOVE STORY; adapted by Bess Meredith from Fred Niblo’s own story. In some (as they may have been a play) sometime in the past there was a situation in which two lovers separated. There is a meeting through a coincidence similar to the parting in “The Red Lily.” The same and the rest of the plot are drawn from that situation. Fred Niblo’s theme is unoriginal. There is a fine foundation upon which he builds to dramatic heights. The writing is a little weak, but it is a picture of sympathy from start to finish, and Enid Bennett has given the role real life. Production is one that will want to criticise the atmosphere of the Parisian underworld. True, it isn’t exactly for the young patron of the theater, but Niblo may or may not have exaggerated his Apache episodes. It doesn’t matter greatly if he has. Fred Niblo, who apparently wants to capitalise on the fine popularity of his Apache pictures. There’s just one scene in the film which shows that the obvious is coinci- dence in the development. Several times the lovers are a within a few feet of each other, but the scenes are not closely tied together, or else their backs are turned to each other.

Box Office Angle... A fine entertainment and a really interesting picture. But unfortunately this may not mean that “The Red Lily” is a good box office picture. Depends on your client. Censors in some places will probably taboo parts of the Apache episode.

Exploitation... You can promise an excellent driving act. A delightful, pathetic love story, beauti- fully told. The Parisian underworld atmosphere will attract many. Run a trailer showing hero’s escape in the sewer. Promise fine per- formances and use Enid Bennett’s and Charley Novarro’s names. Use up Fred Niblo’s name.

Author... Fred Niblo; splendid
Scenario... Enid Bennett
Photography... Excellent
Length... 6,975 feet


As a whole... A BOX OFFICE STAR AND A BOX OFFICE PLAY, WITH A LAVISH DISPLAY OF GOWNS AND SETS BUT THE STORY IDLE IN ITS SITUATIONS AND NOT OF REAL INTEREST.

Cast... Corinne Griffith lovely to look upon and handles the role with much grace. He’s the opportunity to do something other than the interminable “neglected wife.” Not provided with any variety in the stories they give her. Milton Sills capable but not suitable for such a part. Jere Austin awkward as Dr. Lane. Others Kathlyn Wil- liams, Patricia Morison, Pat Simmons, Lou Tellegen, Henry B. Walthall, John Patrick.

Type of Story... Domestic drama.

“Single Women”... a very close relation to “Flaming Youth.” There’s only about one character who hasn’t been told in the little pictures and the round of parties that her presence brings about. Otherwise the resemblance is noticeable. At least that is the way they are. That in which the woman’s old lover returns and later was the incident of her sudden illness in the brothel where she had gone with him. Also her concern over her daughter’s apparently unhappy marriage. It’s the story of the “incom- ete Wives” resolves itself, soon after the start, into a matter of marital misunderstandings. The young couple is at home and the other man’s ardor cools with the honeymoon. It’s a repetitious theme and far too weak in its situations to make it interesting. Not entirely in good judgment. Nicely directed, but there’s no problem in the “misunderstanding” couple.

Box Office Angle... No doubt but what this will go solely on the strength of Corinne Griffith’s name.

Exploitation... Admittedly a good catchy title. Should lend itself readily to novelty advertising. Boost the star’s name extensively and promise your women folks they will see the best clothes in “Single Wife.” The usual trailer will get their interest. Display plenty of sketches in the lobby. Catching up nôngists is one of the number of “Single Wives” in the country and inviting them to see Corinne Griffith in a role they’re used to. It’s a good story. As they were come by proper understanding be- tween husband and wife.

Direction... George Archainbaud
Author... Earle J. Hudson
Scenario... Marion Orth
Photography... Excellent
Locale... New York and suburb
Length... 7,326 feet

Gloria Swanson in “Manhandled” Paramount

As a whole... ONE OF THE BEST PICTURES GLORIA SWANSON HAS EVER MADE. FINDS HER CLAIRETTE STUFF AND SHOULD PULL VERY BIG AT THE BOX OFFICE.

Star... By far the best of all her recent pictures. Sure to be a hit. Her admirers who have begun to lose interest because of the stories they gave her. Really does give her a splendid bit of work.

Cast... Tom Moore ideal as the plumber-hero. Just the right type and the right personality. Cast nicely balanced. Includes Frank Morgan, Lilyan Tashman, Paul McAllister, Ian Keith, Arthur Houseman and, in one scene, Ann Pennington and Brooke Johns.

Type of Story... Comedy love drama; adapted from Arthur Strang’s Saturday Evening Post story. Without a doubt this is one of the best Gloria Swanson pictures that has ever been released. The unusual story of a mid-western saloon- woman crowd that filled the Rivoli must have gone out thoroughly pleased in spite of the heat. “Man- handled” is a good comedy and more than a slight from the shot to the last. It starts right off with a fine bunch of laughs, and sequence showing Gloria and Tessie the chauffeur going through the tortures of the home trip in the subway. There’s less of the day than in other Gloria Swanson films, but there’s enough included in the few parts that are staged, to satisfy those who still cling to this sort of visual appeal. But there’s far more opportunities for the star to show what she really can do minus a magnificant wardrobe. And she proves she can do it. Her Chaplin imitation is going to get a lot of laughs. Plus the unexpectedness of the situations are the delightful romantic situations with compelling heart interest touches that are mightily handled. All has deserved deserve our congratulations for this one.

Box Office Angle... Sure fire. Don’t miss this latest and best Gloria Swanson feature directed by Allan Dwan. Should make your box of- fice a very cheerful place.

Exploitation... Whatever means you select to get them interested in “Manhandled,” give it your best efforts. Here’s a first rate enter- taining feature. A fine production, the star at her best, an interesting story containing all the elements of so called audience appeal. You can make it pay sanely. Don’t let them get the impression there’s an offensive or suggestive plot. Some of Paramount’s posters aren’t especially good, since they in no way give the idea that the title can be taken literally. Make sure they un- derstand it’s good, pleasing entertainment.

Direction... Allan Dwan; excellent
Author... Arthur Stringer
Scenario... Frank W. Tuttle
Photography... Very good
Locale... New York City
Length... 6,998 feet
Previously Announced

1—Rin-Tin-Tin in “Find Your Man”
2—“The Lover of Camille” (“Deburau”)
3—“The Age of Innocence”
4—“Recompense” (Sequel to “Simon Called Peter”)
5—“The Dark Swan”
6—“The Eleventh Virgin”
7—“A Lost Lady”
8—“Eve’s Lover”
9—“This Woman”
10—“The Narrow Street”
11—“The Dear Pretender”
12—Rin-Tin-Tin in “The Lighthouse by the Sea”

First of Two
ERNST LUBITSCH
Individual Productions
“THREE WOMEN”

An Attraction the worth of which is guaranteed by a plain statement of facts—with no reference to personal opinions or promises.

The Director—among the foremost the world-wide motion picture industry has developed. Best remembered for “The Marriage Circle,” a former Warner Bros. production still breaking box-office records throughout the country; “Passion”, the Pola Negri sensation, and other screen masterpieces.

The Cast— May McAvoy, Marie Prevost, Pauline Frederick, Lew Cody, Willard Louis, Mary Carr, Pierre Gendron, and others of equal standing.

The Story—a modern American drama evolved from one of the most ingeniously written bits of fiction given to the world during the past half century.

Save TWENTY Dates for the New Warner TWENTY
THE CALL OF THE MATE
Phil Goldstone—State Right
Amid the turbulence and the America has no difficulty in pleasing especially where they favor Westerns, the vitality does much in putting over story that is not particularly different.
Cast...William Fairbanks exceed ingly likeable in this. Puts over the fact that he is a virile he-man without the typical dummy provided. Dorothy Reiver is quite attractive as the girl, although her acting is not entirely natural at times. Neil Kelley, as the cattle Margarett Neitz a sweet kiddle. Others include Earl Close, Milton Ross.

THE CALLED STORY...Western drama. It is the love interest between Fairbanks, as a whistling cowpuncher, and the daughter of the ranch-owner, who is interested in saving the crooked gambler with the big hat, the marked cards, the good-looking cowpuncher hero who wins the girl when angry and tame the wild-tempered girl he loves by means of the whisked tune. There is there the quick-shooting sheriff who takes charge of things generally, the irate land-owner who wants his daughter to marry the man of his choice, and lastly "Fru tiolus, the dance-hall girl who is a throw-back from pre-voltech days. The guilt of a murderer is thrown on the hero and thus adds to the suspense toward the finish—but of course he is cleared, and quickly, too—in the little girl who will expose the murderer yet under the bed tells who did it. The murder itself is not shown.

BOX OFFICE ANGLE...There is an ab sence of the usual "stunt" stuff in this western which depends upon situations and love interest together with the personality of the hero to put it over. However, there should be no difficulty in pleasuring them with this, especially where Fairbanks is in.

EXPLOITATION...There isn’t a great deal in this to make a fuss over. It’s just a pleasing western. Catchy about the whistling cowpuncher and the usual lobby display should be sufficient to bring them in. Play up Fairbanks’ name, of course.

Direction...William J. Neitz; satisfactory.

Author...Jules Furthman
Scenario...Not credited
Cameraman...Roland Rice
Photography...Very good

Locale....The West
Length...About 5,000 feet

“Shirley Mason in That French Lady”
Fox
As a Whole...STAR PLEASING. AS USUAL ATMOSPHERE OF STORY INTERESTING BUT PLAYS LADY FRENCH LAW. DENOUEMENT IS OBVIOUS ALMOST FROM THE START. SOME FIRST RATE DETAIL
Star...Will hold her audience. Wears somewhat new and far more flattering dress that will easily catch the eye of her feminine admirers. Has had better vehicles than this.
Cast....Theodore Von Eltz suitable leading man. Harold Goodwin, Charles Coleman and others make up the remainder of the cast.

TYPE OF STORY...Dramatic-romance, from William J. Hurlburt’s novel “That French Lady.” Shirley Mason is a free love enthusiast in her latest film but with all her ar Shirley nor her director doesn’t succeed in putting you in the theories as set forth in the heroine’s novel, “Justice and Mar riage,” or a title to that effect. Easily in her very first film, the girl, Inez, has been married to a brute. After his death she wrote her novel and made the story to women. According to her, the union of man and woman should be independent of laws, either church or state. Naturally it is a blow to her conventional, American lover but he finally agrees to her wishes and proceeds to the back home to make them. They introduce some contrast in dicative of the hypocrisy of some marriages with the usual small town atmosphere. There’s some effective detail and amusing bits in this sequence. You expect all the time that the girl will eventually come down to earth and accept the conventional marriage contract. Her’s mother is the means of re storing the faith in love and the last shot shows a pretty wedding. No particularly high lights to the story but production is good and so it is pleasing which will undoubtedly get it over.

BOX OFFICE ANGLE...Popularity of Shirley Mason and good production will help this along. Small town angle of story is well handled, but remainder of theme isn’t particularly strong.

EXPLOITATION...Title is likely to get a good deal of attention. They’ll expect a pretty title with the custom ary French atmosphere. You can mention the free love angle of the story, or not, as you see fit. It may not be to the profit of the picture especially if you cater to strictly conventional small town trade. Use the picture’s name prominently post plenty of stills in your lobby.

Direction...Edmund Mortimer; satisfactory, on the whole.
Author...William J. Hurlbut
Scenario...Charles Kenyon
Cameraman...G. O. Post
Photography...Good
Locale....Iowa-Panis
Length...5,470 feet

“Western Vengeance”
Franklyn Furnam in Independent Pictures—State Rights
As a Whole...AVERAGE FEATURE WITH A FEW THRILLS FURNISHING FAIR ACTION. PLOT IS OF A FORMULA NATURE AND COULD HAVE BEEN SPEED ED UP CONSIDERABLY IN PLACES.
Star...Offers several first rate fights that will appeal to the lovers of pulgism.
Cast...Jim Corey and Mack V. Wright those popular gentlemen—the villains. Marie Walcamp suit able heroine and little Doreen Turner a pleasing youngster.

TYPE OF STORY...Western drama. “Western Vengeance” is one of those average features that you can use for a good time showing without fear of causing much of a sensation one way or the other. It offers passing satisfaction with a little adventure in the pastime. The story isn’t a winner for originality, containing, as it does, that fairly hoary idea about the man who returns to take vengeance on the child as hero’s baby sister because of the apparent vast difference in ages. It is perhaps the play s to appropriate to have called her his motherless little daughter. Among the picture’s action bits are several good scrap scenes between hero and the crooks who are trying to steal his mine, the falling of the little girl into the secret entrance to the crooks’ tunnel, the explosion in the tunnel and the eventual capture and punishment of the guilty ones. The interest is well sustained. There are several spots where unessential details are over stressed. Long drawn out close ups and slow camera work to make these slow spots more noticeable. Of course there is the customary happy ending with hero marrying the girl he loves.

BOX OFFICE ANGLE...Fair; will do for a daily change program and might be built up nicely with varied selection of short reel subjects.

EXPLOITATION...Not very much to talk about. You might get them interested, however, with a trailer showing some of the bits of action such as the child’s falling into the tunnel, or that which may bring them in if you give it prominence and mention the star’s name although he isn’t likely, to have much importance. Marie Wal camp may be remembered for her work in serials.

Direction...J. P. McGowan; average
Author...James Ormont
Scenario...J. P. McGowan
Cameraman...Willard Griffin
Photography...All right
Locale....The West
Length...About 5,000 feet

“THE MAN WHO FIGHTS ALONE”
Roanwood
As a Whole...NOT THE VIGOR OUSE DOORS WHERE YOU MIGHT EXPECT THEM TO GIVE FURNAM, PARAMOUNT’S USUAL FINE PRODUCTION BUT THE STORY DRAGS BADLY.
Star...Has checked his desire to overact considerably but still needs to learn to control his overstressed facial expressions.
Cast...Lois Wilson, as Furnam’s wife, not provided with a role that allows her much variation. Edward Horton suitable. Little Dawn O’Day a pleasing younger.

TYPE OF STORY...Drama; an adaptation danger upon the “Miracle of Hate,” by William Blacke and James Sholleyt Hamilton. William Furnam has been associated with stories of the out doors, stories that provided him with vigorous he man roles. The “Man Who Fights Alone” provides such atmosphere in the early reels by introducing the star as an engineer and showing some beautiful shots of country. It is short of suspense and soon the theme resolves itself into a slow moving, tedious affair with Furnam wheeling around in an invalid chair the victim of an ecto stroke, who gradually mistrust his wife, suspects his friend and finally commits suicide. His first at tempt is frustrated by his little daughter who enters the room as he about to teach for a sum. The second time plans to wheel out upon a weakened bridge. Once again the little girl appears and her father, the crippled father to attempt to save her. Right here is an age old story long since lost its freshness and lived its originality. Later the man learns that this incident was the means of bringing about the miracle which gives him the power of his limbs. All suspicion regarding his wife’s unfaithfulness is swept away in time for the regulation ending. The “Miracle of Hate” was a large scale project and likely lived its originality.

BOX OFFICE ANGLE...Outside of some pretty exteriors in the opening reels, one or two fair dramatic climaxes and occasional heart interest touches, there’s little to recommend “The Man Who Fights Alone.” And yet they claim Wil liam Furnam pictures make money. You know best whether they do for you.

EXPLOITATION...Not very much for you to base promises on so you will have to resort to routine advertising to get them interested. If you mention that the star will bring them in, get their attention by saying this is his first picture in over a year. Furnam’s picture will give you all the suggestions, that you may require.

Direction...Wallace Worsely; fair.
Author...William Blacke-James Sholleyt Hamilton
Cameraman...L. Guy Wilke
Photography...Good
Locale....The West
Length...6,537 feet
He was a theatrical producer, she was his beautiful new star; what did he say to her to bring this expression to her face?

Murray W. Garsson presents

THE SPITFIRE

Adapted from Frederic Arnold Kummer's daring tale of today, "Plaster Saints", with a.

SPECTACULAR CAST

Directed by William Christy Cabanne

Cast; Betty Blythe, Elliot Dexter, Robert Warwick, Lowell Sherman, Burr McIntosh and Pauline Garon. Where have you seen a better cast?

Author; Frederic Arnold Kummer, popular novelist.

Producer; well known as a successful producer of money-making pictures. Producer of "Success," "Counterfeit Love" and "Broadway Broke."

Director; Cabanne is one of the best known directors in the business. His successes are legion.

Story; great. Filled with dramatic moments.

Sets; costly, big.

This picture is just the kind your audiences like. It's daring but not dangerous; thrilling but not too melodramatic.

IT'S ALL PICTURE!

ASSOCIATED EXHIBITORS

Physical Distributor
Pathe Exchange, Inc.

Arthur S. Kane, President

Encore Pictures

Foreign Representative
Sidney Garrett
"I heard him say—!"

A William Christy Cabanne Production

The Sixth Commandment

A drama of modern love and hate

Was her duty to her lover
or the law?

She had overheard him say just three words.
Should she repeat them they might hang him.
She had sworn to tell the whole truth and nothing but the truth.
Should she tell?
A real drama of modern life, with an amazingly fine cast
which includes William Faversham, Charlotte Walker, Edmund Breese, John Bohn, Charles Emmett Mack and others.

ASSOCIATED EXHIBITORS

Physical Distributor
Pathe Exchange, Inc.

Arthur S. Kane, President

Encore Pictures

Foreign Representative
Sidney Garrett
THE FILM DAILY
Sunday, August 3, 1924

Newspaper Opinions

“Another Scandal” Prod. Dist. Corp. Merrill, Milwaukee
JOURNAL—Lolo Wilson in past—miscast, it seems to us—as Bess, who, having buried the tempesting imp of her flapper days in a happy marriage and motherhood, again feels the prodding of his miniature pitchfork.

Little Flora Le Breton, * * * carries off the honors—She is charming.

NEWS— * * * considers that the daring that “Three Weeks” lacks, and a picture that more than carries out its promise is nothing these days—* * * furnishes a good share of the excitement and most of the ‘hick’.

SENTINEL—It is a sparkling comedy of married life in the upper strata, where they are having all the fun and requiring the daily bread that they have to take at marriage

“THE ARAB” Metro-Gold.

State Cleveland

NEWS—There are touches of appealing humor in the picture, notably the sympathy and humorous scenes which will appeal to the average soul of everyone who views them.

PLAIN DEALER—* * * Novarro wouldn’t make a raffle if he was pretty Miss Terry—without her blood wig this time—would pass along with the others who are unmatchable and whose performances are moderately flat and colorless.

NEWS—We discuss no special merits in the plot of “The Arab.”

Capeitol, Detroit

FREE PRESS—There are colorful shots showing the native hazards and trading places, caravans in motion, and the native buaits with the dancing girls who dance without moving their feet.

NEWS—The dramatic substance of the story is well handled by Ingram’s skillful handling of the climax, together with the beautiful backdrops—* * * make up for much of the lost motion.

TIMES—There is plenty of action, suspense, and adventure, a thing that would guess. The conclusion is, after all, the thing that makes “The Arab” stand out most distinctly.

Warfield, San Francisco

(Week ending July 26)

BULLETIN—Ramon looks and plays the screen very well and shows all possible out of the story. He is a little stiff at times that he is very docile in his shaking.

NEWS—In the Oscar nomination, the continuation of Rex Ingram’s, Ramon Novarro and Leatrice Joy is scored somewhat as their motion picture, “The Arab.” * * * DAILY NEWS—The part is well delivered and it is because it is beautiful to look upon has in its motion any number of thrills, * * *

“Babbit”—Warner Rialto, Washington

HERALD—This is the tale of a man, his family and his friends are remarkably told on the screen.

Short Subjects

“Screen Almanac”—Standard Camera

Selznick

Nicely Handled Fan Reel

Type of production—I reel fan magazine.

This “Screen Almanac” entitled “From Broadway to Hollywood” gives glimpses of stars and well-known players “off duty.” It caters directly to the “fan” element and will undoubtedly be liked. There are shots of Louise Fazenda learning beauty exercises, Phyllis Haver playing chauffeur to Mrs. J. Walter Emmons, May McAvoy to a deck chair, and Al Christie directing one of his laugh-getters, Stephen Radford, age 91, dancing on the lawn with his granddaughter Julanne Johnson, Blanché Sweet and her husband Marshall Neilan, Claire Windsor and her little son, Alden Johnson, Helida Hopper, and finally a very cute bit showing Colleen Moore rocking a large cradle full of tiny puppies.

“Baffled By Banjos”—“Felix” Car-
toon—Winkler

Funny and True

Type of production—One reel cartoon.

A type of people are going to thoroughly enjoy this Felix cartoon, not because it is an amusing short reel and will give them something to laugh at, but because they’re going to appreciate Felix’s plights: his inability to get away from the everlasting strain of a ukulele. In these days of flappers and cake-eaters, where the parks, beaches, boats, etc., are infested with those ukulele strummers, it is easy to feel sorry for the poor cat, particularly when there methods of getting away from the whining tunes. Felix travels far and wide but always, just as he cries “peace at last,” he hears someone picking the strings. “peace” is no more. Felix travels to Hawaii where the “disease” is greatest. Finally he decides to take gas and depart for Heaven, where surely he will find rest. No sooner does St. Peter admit the cat than he has to come out of the moon and shuttles banjos. There’s a fine lot of laughs in this little cartoon. It’ll go nicely on your program.

Pathe Review

Average Magazine

Type of production—One reel magazine.

Bearing out the title “All the World’s Your Neighbour,” Pathe Review presents, first a canoest paddling his way on an Adriod lake. Particularly attractive are shots showing the paddler and his canoe and seeming to disappear phantom-like into the mist. Next comes a subject showing the manner in which French army cavalry horses are trained. Jumps over hurdles with riders and without are shown at regular speed and in slow motion. Next comes an amusing cartoon bit drawn by Max Fleischer, entitled “A Fable of the Bears—All the Prods stack.” The colored bit shows views along the Dordogne River in France, and in particular the famous “Pipe Organ Rocks.”

“Between Friends”—Vitagraph

Washington, Detroit

FREE PRESS—With a deft hand the director has added some unique touches which do much to give the picture.

NEWS—* * * Makes a movie of more than passing interest. The theme is unpleasant, the stage and the unexplored angles of plot develop a real to the director, Stuart Blackton.

TIMES—It’s a gripping opportunity to see the Teuton’s portrait of legitimate and movies, in action.

“Bread”—Metro-Gold.

Columbia, Washington

HERALD—It has all any photoplay could possibly contain for the kind of entertainment the whole family wants—drama, comedy, and some well-placed melodrama.

STARR comment: “The two principal figures in the story is clever throughout, and he has developed the contrast of the two girl figures with splendid finesse.”

TIMES—* * It has a very pleasing plot, and has been very sincerely and painstakingly transferred to the silver sheet.

“Changing Husbands”—F. P. L.

Eastman, Rochester

DEMOCRAT—At any rate, despite excellent work on the part of a good cast, attractive settings, gorgeous costumes and, presumably, an interesting story for a start- ing picture, the screen plays disappointing.

HERALD—Good entertainment is provided this week in “Changing Husbands,” a laugh tit糊涂 comedy.

TIMES—* * * A rather interesting, but interesting and cleanly amusing little tale


Orpheum, Chicago

AMERICAN—Said to be the only film taken in Alaska, it presents a number of different views of the snowy-covered valleys and mountain peaks, of the famous Cheechakos, and other features of the Far North.

“Daughters of Pleasure”

Circle, Indianapolis

TIMES—* * * The honors of the production go to Clara Bow as the jazzed flapper. This slip of a girl has landed on the screen. This photoplay is smart entertainment.

(Continued on Page 12)
5 INDIVIDUAL ATTRACTIONS

The Fool
Based on the great stage play
of the same name
By Channing Pollock
Scenario by Edmund Goulding
A HARRY MILLARDE PRODUCTION

JULES ECKERT GOODMAN'S PLAY

The Man Who Came Back
With George O'Brien and Dorothy Mackaill
Scenario by Edmund Goulding
A HARRY MILLARDE PRODUCTION

Dante's Inferno
A spectacle of drama and beauty based on the literary classic with a strong modern story
By Cyrus Woods
Adapted for the screen by Edmund Goulding
A HENRY OTTO PRODUCTION

The Dancers
Great stage success of New York—London—Paris
By Gerald Du Maurier and Viola Tree
Scenario by Edmund Goulding
A HENRY OTTO PRODUCTION

Hunting Wild Animals in Hollywood
Animals plus romance in a thrilling melodrama
A THOMAS BUCKINGHAM PRODUCTION

Embracing every phase

Tom Mix and Tony in
Zane Grey's great novel

The Last of the Duanes
A LYNN REYNOLDS Production

The Painted Lady
With George O'Brien and Dorothy Mackaill
From Larry Evans' Saturday Evening Post Story
A CHESTER BENNETT Production

It Is the Law
From the stage play by Elmer L. Rice and Hayden Talbot
A GREAT DRAMA OF JUSTICE
A J. GORDON EDWARDS Production

Daughters of the Night
Secrets—Perils—Temptations
The love and life of the telephone girl
An ELMER CLIFTON Production

Troubles of a Bride
At what age should a girl marry?
A THOMAS BUCKINGHAM Production

Gold Heels
Based on "Checkers," renowned racing play
By Henry M. Blossom, Jr.
A LAMBERT HILLYER Production

The Last Man on Earth
By John D. Swain
A Fantastic Novelty with 1,000 Beautiful Girls
A J. G. BLYSTONE Production

Neptune's Romance
A modern sea story and fantasy
Love, beauty, romance
A HENRY OTTO Production

Damaged Souls
A chapter from Life Today
By Ada Graham
A JOHN FORD Production

TWENTY-ONE STAR SERIES PRODUCTIONS

SHIRLEY MASON
IN 7 INCLUDING
That French Lady
The Great Diamond Mystery

BUCK JONES
IN 7 INCLUDING
The Desert Outlaw
Winner Take All

EDMUND LOWE
IN 7 INCLUDING
The Love Throne
from Richard Harding Davis' "The King's Jackal"

FOX FILM CORPORATION
the New Season—1924-25
of High-Class Motion Picture Entertainment

26 SPECIALS

Gerald Cranston's Lady
From the novel by Gilbert Frankau
Scenario by Edmund Goulding
An EMMETT FLYNN Production

The Cyclone Rider
Lincoln J. Carter's 1925 High-Speed Melodrama
A THOMAS BUCKINGHAM Production

Tom Mix in Teeth
With Tony, the wonder horse, and Duke, the dog
A Red-Blooded drama of the West
A J. G. BLYSTONE Production

Flames of Desire
Adapted from OUIDA'S "Strathmore"
A LOVE STORY THAT THRILLED THE WORLD
A DENISON CLIFT Production

Thorns of Passion
With GEORGE O'BRIEN
Adapted from "The Roughneck," By Robert W. Service
A CHESTER BENNETT Production

Tom Mix
As a Western Graduate of a School of Etiquette
in
Oh! You Tony!
A J. G. BLYSTONE Production

Everyman’s Wife
Intrigue, Mystery, Happiness. Story by E. C. Hill
An EMMETT FLYNN Production

Tom Mix
in
The Deadwood Coach
From Clarence E. Mulford's novel “The Orphan”
A JOHN CONWAY Production

Hearts of Oak
James A. Herne's Celebrated Melodrama
With Hobart Bosworth and Pauline Starke
A JOHN FORD Production

THE HUMAN MONKEYS IN
Darwin Was Right
A Novelty Special in 6 Reels
A LEWIS SEILER Production

DAVID BELASCO'S STAGE SUCCESS
The Warrens of Virginia
A romantic drama of the Civil War by William C. De Mille
An ELMER CLIFTON Production

In Love With Love
A COMEDY DRAMA FROM THE STAGE FANTASY
By Vincent Lawrence
A J. G. BLYSTONE Production

Tom Mix and Tony
as "Black Bess" in
Dick Turpin
A JOHN CONWAY Production

The Hunted Woman
James Oliver Curwood's Novel of the great outdoors
A JOHN FORD Production

Tom Mix and Tony in
ZANE GREY'S
Riders of the Purple Sage
A LYNN REYNOLDS Production

She Wolves
A Story of Paris Life
A MAURICE ELVEY Production

Tom Mix and Tony in
The Rainbow Trail
By ZANE GREY A LYNN REYNOLDS Production

SHORT SUBJECTS
7 MONKEY COMEDIES
7 RICHARD HARDING DAVIS Series of VAN BIBBER STORIES—2 Reels Each TWICE A WEEK

SUMMARY
52 DRAMATIC ATTRACTIONS
52 TWO REEL COMEDIES
26 ONE REEL EDUCATIONALS
104 FOX NEWS ISSUES

FOX FILM CORPORATION
"The Enemy Sex"—Fox, P. L. O., Wisconsin, Milwaukee

NEWS—The theater and chorus girl atmosphere that surrounds the story and though the picture and its title smacks of sex appeal there, it is skilfully handled and has every element of audience appeal.

SENTINEL—Betty Compson does far better work than she has in some time and looks better and prettier than we thought she could.

"For Sale"—First Natl

Loew's, State, Los Angeles (Week ending July 26)

EXAMINER—** * is interesting and occasionally melodramatic. It holds the audience interest probably because of Clive Brook's beauty and gowns, and Adolph Menjou's acting, rather than because of the story itself.

HERALD—The most striking feature about "For Sale" is that it affords means of another scene triumph for Tully Marshall.

From the opening scene to finish this actor's work stands brilliantly.

DAILY NEWS—"Cheap" is the only word needed to designate what on the program ** * is described as "Earl Hinson's Stirring Story of High Life in Modern Society." * * 

—Only the acting of the leading players saves it.

RECORD—"For Sale" has the much-sought after society story and every type of screening, with requisite contrast in scenes in a Montmartre dive.

—Only minor characters shine in "For Sale".

ad For Sale

Rialto, Omaha

BEE—** * is one of the most impressive and enjoyable society life that has ever been shown in Omaha.

DAILY NEWS—Claire looks beautiful in the gowns lent by Menjou's money.

Elis and Menjou do the exceptional acting.

Strand, San Francisco (Week ending July 26)

BULLETIN—** * is an impressive and colorful picture, strong in dramatic values and amusing with comedy relief.

CHRONICLE—** * holds attention by its inherent merit as much as by the constant parade of beautifully gowned women, with beautiful women in the gowns that pass through its scenes.

DAILY NEWS—Not a new plot, but still good, 85 most old plots are, and presented in "For Sale" credibly and humanly.

HERALD—Clive Brook is fair as the bride on the block. Another member of the cast is Adolph Menjou, who, in his usual part of the noble villain, adds much of needed relief.

Metropolitan, Washington

HERALD—The photography is splendid and the direction by George Archainbaud skillful and polished.

STAR—The beautiful and cultured daughter of parents who are on the brink of financial ruin proves a fascinating and lovely pawn in the combination game of love and money, depicted in "For Sale".

TIMES—Displayed by a cast of brilliance headed by Claire Brook, and garbed with flawless direction, this picture is bound to please the eyes of every photoplay shopper.
Identified—

EASTMAN
POSITIVE FILM

Even before you see the picture on the screen you know that the release print bearing the identification “Eastman” “Kodak” in the margin is of the finest possible photographic quality.

Eastman Positive Film carries quality from studio to screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
His first feature length picture a drawing card

Says

from EXHIBITORS TRADE REVIEW

LARRY SEMON has long reigned as one of the screen's prominent merry-makers in short comedies and his many admirers will not be disappointed with the entertainment he offers them in this six-reeler. In his dual capacity of director and star he has turned out a picture which ought to prove a first class drawing card for big and little theatres, an amusing hot weather attraction without a dull moment in it.

He had a good plot to start with, "The Girl in the Limousine" having scored a decided hit in the "legitimate"; the film deviates here and there from the original lines, but the main theme is preserved and the net result pleasing. There are a few serious touches injected which serve to strengthen the story and make the comedy element stand out by contrast.

Larry Semon is, of course, your best bet in exploiting the picture. His popularity is deservedly wide-spread, and the fans will be naturally interested when they hear of him being featured in a six-reeler. You can tell them it's a bully line of mirthful entertainment, adapted from a big stage success, brimful of laughs and speedy action, and rest assured that they'll agree with you.

CHADWICK PICTURES INC.

LARRY SEMON

with

"The Girl in the Limousine"

From the New York stage success by AVERY HOPWOOD

A FIRST NATIONAL contract for next season - The password to weeks of big business
GERMANY

By DANNY

Outlook excellent. Says "Al" Aronson of Loew-Metro, who has been there for some time, is thinking of "Al" in Paris. He's been all over Europe. Looking over the field and straightening out conditions. Due to the Goldwyn consolidation, and that is firmly believed that Germany is on the upward trend.

"With the adoption of the Dawes plan, or some modified plan based on the Dawes idea," says Aronson, "the German films will all of Europe will benefit immensely, and I believe that this is in sight.

"Once this plan is adopted all German films will have a boom similar to that which we enjoyed in America immediately following the war. And in that general improvement, the Plan of 1923, they will have their place and benefit accordingly."

Aronson says Germany was never better physically. Everything is working; the crops are good, and the adoption of the "rentenmark" has been a good thing. A better condition was brought about by the "rentenmark" than any country in the world. The exchange on the "rentenmark" is about 18 to the dollar. This is a good condition within Germany; but in the United States there is no condition under which the crops are good.

According to Aronson a new "contignon" becomes effective January 1 next. Under this act, 250,000 meters—a-7,000,000 feet—of film will be allowed entry into Germany without payment of duties, and only 50,000 meters will be allowed entry into Austria. This for the coming year. Many hope that at the end of this year all the "contignons" will be out of existence.

There are some funny things happening with the "contignon." More about this in the next.

Jans to Produce

Will State Right Pictures, As Before—Resumes Activities in September

Herman F. Jans who made a series of pictures for state rights distribution about eighteen months ago intends producing again. He expects to start activities in the fall and will probably state right the pictures.

It is understood he has already signed a director and arranged for the services of two stars. Jans is present on a vacation in Maine where he is reading a number of plays and books for possible use.

New Selznick Releases


Paramount Week Sept. 1-6

The seventh annual Paramount Week this year occurs Sept. 1-6.

Deal With 'Rudy' Off

Reported Interference With Production Details Causes Split With Famous

It was reported Saturday that the contemplated deal between Famous Players and Ritz for the distribution of the new Valentino pictures had fallen through because of the reported interference of Famous in production details concerning the forthcoming series.

When Valentino went back to Famous, Mr. Valentino exercised a good deal of authority in determining the final details of the distribution of the series. When the contract was signed, Famous had agreed to allow the director to make the selection of the pictures, and to give the director complete control of the production details.

Laemmle Making "Miracle"

The picture for which Edward Laemmle came East is "Miracle", a picture directed by Hobart-Hurst Kelland story. The annual feast at the Ste. Anne de Beaupres near Quebec was filmed by special request of church authorities and will be featured in the picture. Universal will release the movie as a Jewel.

Cameo, L. A. Opens

(Special to THE FILM DAILY)

Los Angeles—The Cameo, formerly Clune's Broadway reopened Friday night with "The Signal Tower". The house has been redecorated completely. Universal controls it.

Inspiration Splits?

C. H. Duell Forms Own Company—May Handle Gish's Only—Barthelness With Company

(Special to THE FILM DAILY)

Dover, Del.—Charles H. Duell, Inc, was formed here Saturday with a capitalization of $1,000,000.

Efforts to reach Mr. Duell have been futile. It is quite likely, however, that the formation of this company presages a final split in the interests at Inspiration Pictures, Inc.

If the plan carries out, it is probable that the division will give Duell the Gish sisters while Inspiration will continue to produce the Richard Barthelness series under the guidance of Walter Camp, who is now practically handling all detail connected with the production of the series.

Should this development occur, it would seem that contractual difficulties involving Lilian Gish would be removed, thus permitting Miss Gish to appear in the title role of "Peter Pan". The deal is still being discussed.

Hobart-Hurst Prod. Formed

(Special to THE FILM DAILY)

Albany—The Hobart-Hurst Prod. of New York have been chartered here. Henry M. Hobart and W. O. Hurst are the incorporators.

Hobart and Hurst have been associated in production for some time. Both are owners of Eastern Prod., which made two Helene Chadwicks, for Prod. Dist. Corp.

Seek to List Metro-Goldwyn

Stock

Application has been made to the Stock Exchange to list $4,970,000 cumulative preferred stock of Metro-Goldwyn Pictures Corp.

Garrett Ford Here

Garrett Ford is in town from the Coast.

"Teeth" for Censors

More Rigorous Action Looked for in Kansas Next Year—Complaint Filed

(Special to THE FILM DAILY)

Topeka, Kansas—A campaign for more rigorous censorship in Kansas will be carried to the state legislature when it convenes in January, according to Mrs. Lila Day Monroe, chairman of the legislation committee of the Good Government Club of Topeka. They recently drafted a com-

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Coast Brevities
(Special to THE FILM DAILY)

James Cruze's production filmed as "A Drama of the Night," will be released as "The City That Never Sleeps."

"Racing for Life" is the new title for "A Race for Life." William Fairbanks is the star.

The picture Ruth Roland is now making is titled "Out Where The Worst Begins."

Charlotte Stevens has been added to the cast of "The Tornado," with House Peters.

Olga Printzlau will adapt "The Age of Innocence," for Warners.

Harry Beaumont has started work on "The Lover of Camille."

Harvey Thew is writing the titles for "Husbands of Edith."

GEORGE E. KANN CORPORATION
220 West 42nd St. New York, N. Y. German Cables—Goekann, N. Y. Distribution

Vol. XXIX No. 29 Monday, Aug. 4, 1924 Price 5 Cents

"Teeth" for Censors
(Continued from Page 1)
plaint to Attorney General C. B. Grif
th, setting forth resolutions adopted by the club.

The attorney general's reply was that the state motion picture Board of Review is appointed by the govern
or, and the laws now on the statute book virtually give the board final and almost irrevocable power of censor-
ship.

"If we have no protection under present laws of our state, then the legislature should put some teeth in
them," said Mrs. Monroe. "If this is not done by the legislature, then the Christian citizenship of Kansas
should demand not only the abolition of the board of censors but close up the motion picture shows until such
time as the producers, shall give us clean and decent films."

M. P. T. O. Directors to Meet M. J. O'Toole intends attending the Milwaukee exhibition convention and on his return trip, will stop off in Ohio to discuss the Sunday closing situation there. He will then attend a meeting of the board of directors at Sagal-Lou farms at Branford, Conn.

New Theater For Long Island Freeport, L. I., will soon have a new $150,000 theater seating 1,200, if plans of Major Robert T. Rasmussen, owner of the Freeport, materialize. Property has been bought from Jacob Post at Olive Blvd. and Main St.

Keene, N. H.—The Colonial block has been purchased by Demetrius Latchis for $145,000.

Start on "Black Lightning"
(Special to THE FILM DAILY)
Hollywood—James Hogan has started production on "Black Lightning," at the Hollywood studios, the second of the Godiam series, "Thunder
dog," a dog, is featured, supported by Clara Bow and Harold Austin. Godiam next plans "Women and Gold," to be followed by "The Night Ship," "You Can't Fool Every Wo
man" and "Every Woman's Secret."

C. B. C. Product Sold
C. B. C. has closed the following contracts:
With Croate Enterprises, New Orleans, for the Columbia and eight performances, for Ga., La., Miss., Fl., the Carolinas, Tenn., Texas, Okla., Ark., and the Republic of Panama. With American Feature Film, Bos
ton, for perfection series in New England, "Screen Snapshots," to Harold Roper, for Greater N. Y. and No Jersey. De Luxe Film, Phila., has also bought "Screen Snap

Eddie Cline Here
Eddie Cline, directing Jackie Coogan in "The Rag Man," is in New York for exteriors. Jackie arrives Aug. 16. He left Los Angeles Sat
day but will make a number of stops in connection with the Milk Fund for the Near East.

Anna May Opposite Fred Thomson
(Special to THE FILM DAILY)
Hollywood—Anna May has been selected to play the lead opposite Fred Thomson in his new series for F. B. O. Work on "Pal O' Mine," the first, has started.

Dissolution papers have been filed with the Secretary of State at Albany, by the Ansonia Amusement Co., of Brooklyn.

Deal With 'Rudy' Off
(Continued from Page 1)
details connected with "Monsieur Beauchamp" and "A Sainted Devil." Discussing the future pictures, Valen
tino is said to have expressed the desire to have Joseph Henabery continue as director but Famous so other plans had been made for him. It is reported it was this that influenced the change in plans.

S. George Ullman, Valentino's per
sonal representative declares the story has no foundation in fact. It was also reported that a deal had been closed to make "Cobra" at the Metro-Goldwyn studios on the Coast. This connection Ullman said it would not even decided that "Cobra" would be Valentino's first picture for R

Mid-West M. P. T. O. Formed
(Special to THE FILM DAILY)
Kansas City—The M. P. T. O., Kansas, the Kansas City unit and its
Western Missouri unit will combine under the name of the M. P. T. O., the Mid-West.

Sells German Rights
The Friese-Greene color process has been sold for Germany. Late this month, a picture will be pro
duced in Italy using the process.

Halsey Sails
Forrest Halsey sailed for S" raised Saturday to do research work on "Madame Sans-Gene" for Famous.

Dagmar Godowsky has been given the "vamp" role in a "Rain Devil," in place of Jette Goudal.

"WIT WITH A WALLOP"
HAL ROACH'S RASCALS IN "OUR GANG" 2 REEL
Pathécomedy

COMING SOON
THE WISE VIRGIN
STARRING
Patsy Ruth Miller
AND
Matt Moore
DIRECTED BY ELMER HARRIS
SPECIAL PRODUCTION

THE YEF SCHURMAN CORP.
45 W. 45th St., N. Y. C.
Incorporations


Dover, Del.—American Spanish Amusement Corp., Capital $1,000, Incorporated, Aaron Beum, Victor Gomez and Joseph O'Brien.


Dover, Del.—Synchronized Pictures, Inc., Wilmington. Capital $200,000.

Dover, Del.—Charles H. Duell, Inc., New York. Capital $1,000,000.

Dover, Del.—Tivoli Construction Co., Wilmington. Capital $10,000.

New Theaters

Kirksville, Mo.—Kirkville is to have a new picture and vaudeville theater if present plans mature. The deal is now before financing. Plans for the house have been prepared by R. Levine & Co., of Chicago. The new theater will seat 1,200 and cost $175,000.

Hickory, N. C.—Herman Weingarten has decided on a larger plot of ground than that originally selected for his new theater, so he has sold the first piece and has acquired a larger parcel.

New Madrid, Mo.—John Beiler is remodeling the Dixie, and plans to re-open Aug. 15. The improvements will include a balcony that will increase the seating 200.

North Minneapolis, Minn.—G. Lebedoff is erecting a house to cost $30,000. It will be a two-story stucco structure ready in October.

Allen, Neb.—A new theater will be opened here about Sept. 1 by Fred of Pender, who also operates theaters in Pender and Emerson.

Biloxi, Miss.—Old Orchard’s new theater, The Capitol, has opened here, with manager E. J. Bolen in charge.

Bradenton, Fla.—E. J. Sparks announces that the house the Florida Enterprises will hold open in early August.

Clarksburg, W. Va.—The Clarksburg Theater Co. is spending $500 for repairs to the Robinson Grand.

Enid, Okla.—The Liberty, representing an outlay of $100,000 for furnishings and building, is open.

Kingston, New York—Plans are being prepared for a proposed new theater on lower Broadway.

Barry, Ill.—Russell Armenter is now operating the Star and the K. C, Pittsfield.

Holland City, Mich.—The Amphitheater, an outdoor auditorium, has opened here.

Canovan, S. D.—S. E. Lawlor has leased a building to convert into a theater.

On Broadway

Astor—"The Sea Hawk"
Broadway—"The Signal Tower"
Brooklyn Mark Strand—"Single Man Keeps Wives."
Cameo—"Girl Shy."
Capitol—"Broken Barriers"
Cohan—The Ten Commandments"
Cosmopolitan—"Janie Meredith"
Criterion—"Dorothy Vernon of Had- don Hall"
Liberty—The Thief of Bagdad"
Loew’s New York—Today—"Bab- bit"
Tuesday—"Big Timber"
"Hutch of the U. S. A."
Wednesday—"Triumph"
Thursday—"Changing Husbands."
Friday—"Racing For Life" and "Against All Odds."
Saturday—"How To Educate A "

Lyric—"Love and Glory"
Mark Strand—"Being Respectable"
Rialto—"Manhandled"
Rivoli—"The Covered Wagon"
Next Week

Astor—"The Sea Hawk"
Broadway—"Poisoned Paradise"
Brooklyn Mark Strand—Being Respectable"
Cameo—"Girl Shy."
Capitol—"Wine of Youth"
Cohan—The Ten Commandments"
Cosmopolitan—"Janie Meredith"
Criterion—Dorothy Vernon of Had- don Hall"
Liberty—The Thief of Bagdad"
Lyric—"Love and Glory"
Mark Strand—"Monseur Beauregar"
Rialto—"Manhandled" (Tentative)
Rivoli—"The Covered Wagon"

Arkansas Board Completed

Dallas—Don C. Douglas, secretary of the Film Board of Trade, has made a trip to Memphis and Little Rock to adjust the Dallas interests in Film Board affairs as they come up in Arkansas. As a result, plans have been made that provide for all exchanges in Memphis and Little Rock to be in one board on Arkansas matters, and for the cooperation of the boards in Kansas City, St. Louis, New Orleans, Dallas and Oklahoma City with this new board.

Greater Features-Arrow Deal

Cleveland—With the purchase of the Arrow product, Greater Features, has completed the bulk of its purchases for the coming season, which when rounded out, will embrace 52 two-reel comedies, 104 one-reel comedies and 52 features.

PRODUCERS AND DIRECTORS!!!

The FILM LIBRARY INC., is now preparing the itinerary for the collection of new material. A director and a cameraman leave shortly to shoot scenes in all of the important countries of Europe. Producers who require scenes of any part of Europe may send us detailed lists for estimate. Every order will receive individual attention. We guarantee results. Communicate with us immediately.

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UNFILMAN

NEW YORK

CABLED REPORTS NEW CONTRACTS

ALL MUD BATHS I HAVE TAKEN FOR ANYTHING ON EARTH

THAN REPEAT MY PROMISE TO SEE THEY

CARL LAEMMI
SATISFACTION WITH

"THE SIGNAL TOWER"
Starring
VIRGINIA VALLI
supported by Rockliffe Fellowes and Wallace Beery. A Clarence Brown Production.

"WINE"

"THE RECKLESS AGE"
Starring
REGINALD DENNY
A Harry Pollard Production.

"THE TURMOIL"

"THE FAMILY SECRET"
Featuring
BABY PEGGY
with Gladys Hulette, Frank Currant Earle and Cesare Gravina. by William Seiter.

"BUTTERFLY"
With a cast headed by LAURA LA PLANTE, NOEL KERRY, KENNETH HARLAN ROTH CLIFFORD. From Norris' most widely read novel. A Brown Production.

BOOK NOW! THE GREATEST
CARLSBAD 28 JULY 1924

MY RHEUMATISM MORE GOOD THAN
NOT TRADE THIS PROOF OF GOOD WILL
ITORS FOR BOOKING SO FAST
ISFIED REGARDS

CARL LAEMMLE

GUARANTEES EVERY CONTRACT

APTAINEARLESS
Starring
REGINALD DENNY
and a great cast
Directed by James W. Horne.

HE ROSE OF PARIS
Featuring
MARY PHILBIN
and a strong cast of favorites
An Irving Cummings Production.

"K—THE UNKNOWN"
Starring
VIRGINIA VALLI
with Percy Marmont and a great cast. From
the famous story, "K" by Mary Roberts

"LOVE AND GLORY"
With a great cast featuring
CHARLES DE ROCHE, WALLACE
MACDONALD and MADGE BEL-
LAMY. A Rupert Julian Production.

"THE GAIETY GIRL"
Starring
MARY PHILBIN
and a splendid cast
From the story, "The Inheritors" by I. A.
R. Wylie. A King Baggot Production.

"THE TORNADO"
Starring
HOUSE PETERS
supported by an extraordinary cast. A King
Baggot Production.
THE FALL

SHORT SUBJECT NUMBER

OF

WILL BE PUBLISHED

SUNDAY, SEPT. 7TH

This will be the ninth edition of this important quarterly that has established itself as the recognized reference book on Short Subjects by exhibitors everywhere.

"After All, It's Results That Count"
**NewspaperOpinions**

"Abraham Lincoln"—1stNat'l Transont Temple, Boston

**TRANSCRIPT—** Frances Marion, who wrote the scenario, is a realist who cannot bare the thought of Abraham Lincoln's actual existence. "**For this reason," she declared, "we have created two characters who resemble the President but are not identical with him."

**Telegraphic**—A fitting memorial to Lincoln is being staged in the city, and those who have the good fortune to see it as long as they are able to cherish the memory of it.

"The Bedroom Window"—F. P. L. Regent, Rochester

**TIMES-UNION—** Most reviews begin with clearly defined characters of good and evil. In fact, only points in so many directions as the story develops that it seldom that two persons agree on the same opinion.

"Bread"—Metro-Gold.

**TRANSCRIPT—** "**A very fine picture, which is not, however, by any manner of means true representation of the original script.**"

"Changing Husbands"—F. P. L. Eastman, Rochester

**JOURNAL—** Appreciative of the exchange identification between two women, Miss Joy's portrayal of the dual role is thoroughly admirable.

"Cytherea"—1st Nat'l Stanley, Rochester

**BULLETIN—** While the narrative so far it goes is logically developed, the plot is not thoroughly told, with several emotional upsets and in the air. **WHORL—** The combination is not at all a completed and up the air.

"North American"—It not only harmonizes with happiness, which so often seems impossible in fact and fiction; it is also an antisepic soap which washes away the sins of—**unconventionality**. **PUBLIC LEDGER (Evening)—** It is a picture worth seeing, but unfortunately, like so many dramatized novels it drags in certain places.

**RECORD—** The picture has many interesting moments, but the film is flawed and the direction, exemplary.

"Darling Love"—Truart Alhambra, Milwaukee

**SENTINEL—** Effective direction makes the story fairly plausible, though this Hammerstein is a bit inclined to exaggerate Bobo's toughness at first, but she is always pleasing.

"The Heart Busted"—Fox Family, Cincinnati

**POST—** "**is Tom like his forty-fifth, his forty-sixth, and in most cases it is correct, still a whole lot like his first.**" **TIMESTAR—** The customary melodrama picture of the West, in which the clown gets "hiss" and Tom gets the girl. What could you ask?

"Her Marriage Vow"—Warners California, Los Angeles

**EXAMINER—** The beginning and middle of the film shows a cinematic sophistication that is impressive.

**HERALD—** "**Her Marriage Vow**" is a good picture; in fact, it is probably the better picture than many which are being shown nowadays.

**DAILY NEWS**—"**Her Marriage Vow**" brings Beverly Bayne back to the screen more beautiful than ever. Monte Blue is the not-so-lair and the two make an exceptional combination.

**RECORD—** Here is one of the most honest pictures of married life yet seen. Trembling between tragedy and laughter. Exquisitely well-plotted in plan, richly embroidered with detail, **WANDERER OF THE WASTELAND—** F. P. L. Fenway, Boston

**FENWAY—** The perfection of the color process makes it possible for the public to see their favorites on the screen in colors true to life.

**TRANSCRIPT—we * ** came away tolerably impressed, but feeling that the film was acted by men whose perception of the art of acting was higher than the perception of the film.**"

**THE OUTSTANDING FEATURE** is the fact that it is the only domestic new method known as technicolor. **WORLD-HERALD—** While as yet it is not a method that promises great things and we feel safe in predicting that the time will come when the majority of films are done by this process.

**TRAVELER—** * It is a good, strong, action picture, much better than most westerns, and the sort of thing that screens well.

"The White Moth"—1st Nat'l Southside, Indianapolis

**SOUTH INDIANAPOLIS NEWS—** Martha's striking looks and Maurice Tournier's directing powers, * makes "The White Moth" a thing of its kind ever attempted.

**TIMES—** * an epoch in the moving picture industry, however much that phrase has been over-worked.

"The Legend of Hollywood"—Metro-Gold. State, Minneapolis

**JOURNAL—** * once more glorifies Robert Hughes as an apt and polished writer on present day affairs, but once more demonstrates that he is a better writer than a director, and a better sub-title writer than a producer.

CONEOMING SOON

**DAILY STAR**—**a distinctly outstanding production.** The theme, of course, is not new, but the treatment it receives is original.
Boston falls in line!

Says

"ABRAHAM LINCOLN"

Produced by

AL and RAY ROCKETT
Scenario by FRANCES MARION Directed by PHILIP ROSEN

One of the greatest pictures ever made

Herald
"Here is true drama: here do we feel the march of great events through the medium of a personality. Would that there were more.

Daily Advertiser
"Here we have a screen epic if there ever was one. Let all see this Abraham Lincoln."

Globe
"Given to the country a great photoplay. Stirring romance of compelling interest vividly shown on the screen."

Traveler
"It is as spontaneous as life itself. When it is said that Abraham Lincoln does justice to its theme—the highest praise has been bestowed. Picture is great."

Transcript
"A film that excels and is a masterpiece."

Post
"A sincere and beautiful work, it takes its place among the few great plays of the screen. A new and distinct contribution to the Motion Picture World."

Telegram
"It will live in the minds of those who see it as long as they are able to cherish the memory of it."

The thrill that comes once in a lifetime—will be yours when you sign a FIRST NATIONAL contract for next season.
GERMANY No. 2
By DANNY
More about this "kontingent". As promised. For those of you who do not know what the "kontingent" is. It is a Government regulation as to the quantity of film allowed to be imported into Germany. And has been in effect since the war.

Dealing with "kontingent" or the rigid ship limit into Germany has become quite a business. I've been told that the value of the "kontingent" for the next run anywhere from £5,000 to £5,000. The price is down at the moment because the market is pretty well supplied for the present season.

However in September the business will open up again. That is when they start buying for the next year. And there will be a new "kontingent" in effect. Then the rates will probably advance.

Dealing in the privilege of the "kontingent" plus the graft that usually occurs in doing business on the Continent has made quite a pretty penny for those who like such operations.

Stinnes in Films
The Stinnes estate intends going in films on a broad scale. Prior to his death, Stinnes was interested in the Vestf organization of Berlin. This concern was interested in the Russian market. But I understand the Stinnes estate is anxious to do things in films on a bigger scale. And may tie up with an important American concern if possible. Negotiations are on at the moment. If this deal transpires it will probably be of immense proportions. Affecting not only Germany and Central Europe but will be on the edge of things Ready for the opening up of Russia.

The Russian situation is still far from satisfactory. There is in a position to know say—and there is hardly any denial of this—that it will be some time before Russia will be open. That is for any real business. But if Germany adopts the Dawes plan—or some modified plan of a like character—it is expected that Russia will immediately respond to the situation. And also open up.

More about conditions in Germany and Central Europe later.

London—Marcus Loew was the guest of honor at a luncheon tendered to him Friday by Sir William Jury. Many important English exhibitors were present, Loew gave details of the Jury-Metro-Goldwyn combination.

Emil Shauer and Mrs. Shauer have left for France to return prior to their summer leave. Mrs. Shauer has completely recovered from the "flu.

June Mathis is abroad on the Homeric tour in New York Wednesday. Lois Wilson, Ernest Torrence, Mrs. Torrence and George Walsh are also passengers.


Harold B. Franklin expects to arrive back in New York on the 19th. He intends leaving on the Olympic for which he came over.

NEWS BY CABLE

1st Nat'l Sues Ray
Seeks to Recover $19,639—Action Involves Production Advance and Royalties
(Special to THE FILM DAILY)
Los Angeles—First National, Inc., has filed a suit in the Federal Court against Charles Ray for $19,639. The action involves advances on production and royalties on "Scrap Iron," one of the pictures produced for the company. The bill of complaint asserts that under a contract entered upon in January, 1919, First National was to advance Ray $100,000 for production purposes. It is claimed the money was delivered in March, 1920. First National claims Ray refused to pay the plaintiff $12,513.70 due as interest on the $100,000 advance. In addition to this claim First National asserts it is due the amount of $7,125.73 on overpayment of royalties on "Scrap Iron." The bill goes on.

"Love and Glory" Opens
"Love and Glory," one of the new Jewels on the Universal schedule opened at the Lyric last night for an indefinite run.

Victory In Ohio
Lord's Day Alliance Loses Case Against Sunday Violation—Akon Exhibitor Appeals
(Special to THE FILM DAILY)
Canton, O.—Ed. Bobins of the Valentine, has been acquitted by a jury which, after four hours deliberation, stated that he was not guilty of operating on Sunday. Verdict was given on the grounds that Bobins, (Continued on Page 2)

To Develop Stars
Warners Annex New Talent
Dorothy Devore and June Marlowe Signed for Five Years
Because they feel that new talent must be developed for the screen, the Warners have signed Dorothy Devore and June Marlowe for five years each.

The Warner brothers stated yesterday that it was planned to start them eventually. Miss Marlowe appears in two new Warner releases, neither of which has been shown publicly. These, "Get Your Man" and "The Tenth Woman." So far as Miss Devore is concerned, the Warners feel she has had the same studio training and background for bigger things that Gloria Swanson has had. At any rate, they are enthusiastic about both of them and are arranging their future production schedule to include them in important parts.

Meighan, Kent Leave
(Special to THE FILM DAILY)
Los Angeles—Departures for the East include Tom Meighan and S. R. Kent.

Here For Release
"Death Ray" Film in Two Ree's—R. K. Bartlett Handling It—Made Abroad
One of the purposes of the visit of H. Grindell Matthews to New York concerns the distribution of a two-reeler dealing with a practical application of the inventor's so-called "death ray." The picture is called "H. Grindell Matthews' Death Ray." (Continued on Page 6)

Fear Theater Deluge
Apartment House Builders May Divert Activities to Amusement Field
Word has reached a number of local exhibitors that apartment house builders are considering the exhibition field as virgin territory for construction activity.

The situation is said to have arisen over the fact that many banks are refusing to make loans or give mortgages on apartment houses because they feel New York is saturated with apartments and therefore builders who have developed effective organizations are desirous of maintaining their intact and must therefore seek out new outlets. It is for that reason, that the picture field has been seized upon.

Exhibitors declare they would have no concern if the contemplated theaters were to go up in sections that needed them. Information, however, to the effect that the apartment builders will be thrown up indiscriminately all over the city without a complete knowledge of present theatrical conditions.

For example, it is said three houses alone are talked of for the Flatbush section of Brooklyn.

Coastbound
Los Angeles—Douglas Fairbanks, Mary Pickford and Robert Fairbanks are due from New York tomorrow. While Douglas has not made definite plans for his next picture, he is anxious to start work as soon as he can decide which one of three stories he wishes to make.

1st Nat'l Executives Here
A number of First National Executives are expected to day on company business. They include Robert Lieber, Indianapolis; George W. Tendle, Detroit; Sam Katz, Chicago; Spyros Skonas, New York; John D. Clark, Pittsburgh and Harry O. Schwalbe, New York.

Tells Of 'Frisco Pact
Joseph M. Schenck Recites Events Leading to Break Between West Coast and Rothchild (Special to THE FILM DAILY)
Los Angeles.—The agreement between West Coast Theaters, Inc., and the Herbert Rothchild Enterprises of San Francisco restricting theater expansion in that city was explained by Joseph M. Schenck when brought to the stand in the Federal Trade Commission hearing as a director of West Coast Theaters, Inc. Schenck said the agreement was (Continued on Page 2)
Victory In Ohio
(Continued from Page 1)
was not operating the theater at the time
the complaint was lodged against him by
the Lord's Day Alliance.
At that time he had sub-leased the
house to his son, James Ammerman
was attorney for Bokius and the ex-
hibitors of Canton. At the conclu-
sion of the trial the clerk of the
court announced that in the future,
the Lord's Day Alliance would have
in exhibit a $200 bond for each com-
plainant.
The Sunday question is causing
considerable commotion here ever
since the State Supreme Court ruled
that Sunday shows were illegal. In
fact in many Ohio cities and towns
the situation has become very acute.
C. P. Buswell, theater owner of
Akon, has filed an appeal from the
time assessed against him by the may-
or's court, following his arrest on the
charge of running his show on Sun-
day. The charge was filed by Rev.
G. J. Popplemeier.
A. A. Yeatson is the attorney for the
appellant. The defense is based on
an attack on the validity of the city
ordinance.
The case will come up in the Sep-
tember term of court. The Sunday
question has been taken up a lot of
interest in Akron and has been the
cause for considerable dispute be-
 tween the Jews.

Washington Expanding
(Special to THE FILM DAILY)
Seattle—The M. P. T. O. of Wash.
ons is making great strides with
han half the theater owners of the
state enrolled, and the organization
not yet a year old.

Tells Of 'Frisco P
(Continued from Page 1)
cancelled last April by mutual ac-
cord and added that Famous Players
had nothing to do with events lead-
ing to that cancellation. He explained
that the agreement terminated
merely because, under it, West Coast
was bound to give the pick of First
National line-up to Rothchild's Im-
perial and therefore found it impos-
sible to successfully operate the
Warfield.
More data on the situation here
was brought to light when the man-
agers for All-Star Feature Distrib-
utors and Universal both declared
that their product had had first-run
showings since 1918, and that better
grade pictures always broke into bet-
er class houses.
Part of the defense built up by
Famous in Denver was again intro-
duced here. It was charged by the
Government that Goldwyn had
buy a theater there because Fa-
mous so controlled first-run bookings
as to make it impossible for Goldwyn
to break in. Bruce Bromley, Fa-
mous' attorney brought in Baxter
from Denver who testified that he
showed every Goldwyn picture under
franchise from the time that com-
pay began operations until he sold
the Iris theater in November, 1918.

HAL ROACH'S SPAT FAMILY
"THEY DRAW BUSINESS"
2 reel.
Pathé comedy

COMING SOON

WANTED—
HIGHLY EXPERIENCED
MANAGER,
For three thousand seat
Moving Picture Theatre.
State qualifications in
detail, communication
confidential.
Loew's Ohio Theatre
Cleveland, Ohio.
Newspaper Opinions

POST-DISPATCH—** A really excellent cast.

TIMES—You'll be tempted to bid for dainty Claire Windsor in "For Sale." **

"The Goldfish"—1st Nat'l Strand, Minneapolis

JOURNAL—* Has more than the usual film plot with Constance Talmadge actually working for the first time in several pictures. The set results in good comedy, built to fit the whole family's sense of humor.

"The Great White Way"—Metro-Gold. Walnut, Cincinnati

POST—Interest is added to the picture by the introduction of music of the famous names of newspaperdom. **

TIMES-STAR—Almost every kind of smart entertainment is packed into "The Great White Way." ** We feel impelled to say that it is a good picture in spite of Anita Stewart * * for her part in it is negligible and is, definitely done.

"The White Shadow"—Selznick Delmonte, St. Louis

GLOBE-Democrat—A whimsical story that intrigues from start to finish is "The White Shadow." The complete play is cleverly handled, and in no instance is clumsy. The Devonshire scenery is really splendid. **

POST-DISPATCH—** Miss Constance plays a dual role—* She does both so well that it is hard to say which suits her the best, though, perhaps, she excels in the part of the convent of the exotic as a cabaret darling in Paris.

STAR—There is no awkwardness caused by the dual role. The picture is well produced, and the scenes taken in England and Switzerland are surpassingly beautiful. TIMES—* * does not compare even a little bit favorably with her part in "The Enemy Sex." The plot of the play is interesting and one can imagine it being worked up well, but in the story there is little real action.

New Policy For Music Hall (Special to THE FILM DAILY)

ST. LOUIS—A weekly change of musical comedy, vaudeville and pictures, has been announced as the policy of the Liberty Music Hall, for 1924-25. The house, formerly Fox's Liberty, will reopen Aug. 4.

Tivoli, Toronto, Closes

(TOTAL to THE FILM DAILY)

TORONTO—The Tivoli is dark for the first time. It is unknown whether or not the house will reopen in the fall.

New Theaters

Tampa, Fla.—Actual construction on the new house at Franklin St. and Henderson Ave., has been started. The theater will be ready in November. The Rialto Theater Co., headed by A. S. Metzner, is behind the venture.

Leawiston, Me.—An announcement by J. J. Ford, representative of the Maine and New Hampshire Theater Co., given as it appears that the city will have a new theater.

Richmond, Va.—An application to erect a new theater at 1414 Hull St., on the south side, has been made by Mrs. E. A. Thorpe. The seating capacity will exceed 1,000.

Devil's Lake, N. D.—Earl Smith and J. J. Trimble are building a $20,000 house, to seat 500.

1st Nat'l Managers Here

Three First National branch managers will arrive here today to remain for a week at the home office. They are Charles Koerner, Portland, Ore., W. M. Hughe, Butte and Harry Weiss, St. Louis. They are coming in accordance with the custom of bringing managers to New York to be in closer touch with the home office.

"Well Born" Shown In London

(LONDON—Carlyle Ellis's "Well Born," the educational on prenatal care made for the U. S. Dept. of Labor, was shown at the English Speaking Conference on Child Welfare recently. The picture will be used for a British campaign to cut down the maternity death-rate.

Eagles Plan Theater

(SEATTLE—The Ballard Eagles have broken ground for a $300,000, three-story brick building, which will be in addition to their new auditorium, a 1,100 seat theater.

Marie Prevost in "Camille"

(HOLLYWOOD—Marie Prevost has started work in "The Love of "Camille," at the Warner studio, Monte Blue is playing the male lead and Harry Beaumont is directing.

IF YOU WANT

Your coupons cut and deposited
Your dividends received and deposited
Your estates safe-guarded
Your rents collected and repaired supervised
Your investments analyzed
To pay some of your income
Your reinvestments made
To make a trust fund now for yourself or another
Advice about your Will
Relief from your financial cares

EAST RIVER NATIONAL BANK

Broadway at Forty-first Street
(In the heart of the Times Square District)
Capitol, (N.Y.) packs 'em in!

"Film crowded with breathless adventure. Scenery distractingly beautiful. Most absorbing production in many months of reels."
—The N.Y. World.

"Ramon Novarro as the dragoman is immense. Feminine sighs were heard all over the place as Ramon made love to Alice Terry as the heroine."
—The N.Y. Bulletin

"Very interesting and exciting film. Ramon has the best part he's ever had and handles it masterfully."
—The Evening Post

"Ramon Novarro as 'The Arab' has no equal."—Louella Parsons in N.Y. American

"We found 'The Arab' fascinating."
—Horriette Underhill in Herald-Tribune

"Novarro an ardent wooer."—Daily Mirror

Rex Ingram's newest sensation

ARAB

with Ramon Novarro and Alice Terry

from the famous Stage Play by Edgar Selwyn

Metro Goldwyn

Information concerning Territorial Rights outside of the United States and Canada can be obtained from

Foreign Department
1540 Broadway, N.Y.C.
Plan Road Shows

"Ten Commandments" Itineraries
Prepared—Ten Companies
To Go on Tour

"The Ten Commandments" switch es from the Cohen to the Criterion on Aug. 25. As about that time, ten road companies will have been sent on tour. In order of their start, they will be: Vancouver, B. C., Aug. 4; Long Beach, Cal., Aug. 24; Patch oglie, L. L., Aug. 24; Loganashi, Ind., Aug. 22; Massillon, Ohio, Aug. 25; Ashbury Park, N. J., Aug. 18; Paterson, N. J., Aug. 25; Newark, N. J., Aug. 25; Atlanta, Ga., Sept. 1, and Toronto, Ont., Aug. 23.

The Vancouver company will play the season out in the Canadian West and the American Northwestern cities. The Long Beach company will tour Southern California and the Southwest including Colorado and Utah. The company opening at Pat ochogue goes into Pittsburgh-for a run.

The next organization jumps to Kansas City and then St. Louis for special engagements continuing in the Middle West. The company opening in Massillon goes to Columbus, Cincinnati, Dayton and Indianapolis and adjacent cities. From Ashbury Park that unit goes to Cleveland and Buff alo for runs and in that territory it will be shifted to Detroit for a run with extended engagements in the other Michigan cities. The Newark run will be followed by runs in Wash ington, Baltimore and Eastern cities.

After Toronto that organization will tour the Eastern Canadian prov inces and then swing into New Eng land.

Reel-Color Plans Four

Red-Color, Inc., which intends making pictures using a new color process declares it is ready to produce four of its "histolette" series: "Famous Sayings of Famous Americans," "Witty Sayings of Witty Frenchmen," "Witty Naughty Thoughts" and "Bolly-Dicks." Each will be in one reel, with a combination of colored backgrounds and animated cartoon action.

Back From Europe

Granland Rice has returned from Europe where he made arrangements to secure new material for "Sport lights." J. L. Hawkinson leaves shortly on a tour of Europe for that purpose.

Barthelness Here

Richard Barthelness arrives in New York this afternoon, from Fort Lauderdale, Florida, where he has been working for three weeks on exteriors for "Classmates.

"King" Solomon with Vitagraph

Julian M. ("King") Solomon has joined Vitagraph publicity depart ment where he will look after trade papers and newspaper publicity.

Joe Weil En Route Home

Joe Weil, who has been exploiting "The Hunchback of Notre Dame" in Paris is aboard the Rotterdam due in Thursday.

Miranda in New Post

(Special to THE FILM DAILY) Los Angeles—Tom Miranda has returned to the Fox studios as scen ario and editorial chief.

Pacific S. W. Theaters Expanding

Bell, Cal.—Pacific Southwest The aters, Inc., headed by A. W. Em enhiser, has acquired half interest in the Maybell. The company, with J. V. Spence, owner of several houses, will erect a new house to cost $180, 000. The chain recently acquired three in San Bernadino, the Temple, Strand and Rialto, and will build an other new house there to cost $200, 000 and seating 2,000. The new chain now controls 15; the Mission and three suburban houses in Los An gies; six in San Diego, three in San Bernardino, one in Huntington Park and the new acquisition here.

Brandt on Vacation

Billy Brandt leaves today on a motor trip to the Berkshires, Maine and the races at Saratoga where he will be joined by Louis F. Buhmen thal, Herbert Ebenstein and others.

Here For Release

(Continued from Page 1)

It was made abroad, and part France. Aside from explaining process and giving actual demon strations of how the ray works, the tune is understood to carry a s thread through it. Aeroplanes are crashing to earth from the skies, while companies of men laid trate after the ray has been ap to them. R. K. Bartlett, well-kn in the export field is handling range for distribution came over from England with O dell Matthews to sell the picture.

The publicity that the inventor his ray has received is remarka

Coogan Here Thursday

Jackie Coogan will arrive in York on Thursday.

THE

WANTED

$160,000 to Complete the New $1,500,000 Hospital for Joint Diseases

NON-SECTORIAN

Madison Avenue, 123d to 124th Streets

Help the Thousands of Crippled Children Waiting for This New Hospital

PLEASE HAVE A HEART

Make Checks Payable to HOSPITAL FOR JOINT DISEASES and Send to Chairman Theatrical Division

MARCUS LOEW
1540 Broadway, New York City

NORMA TALMADGE!
We have an ideal part for you.
Both Pola and Gloria want to play it,
But, you are from Brooklyn and so are we.

IN HOLLYWOOD

From Cloaks and Suits to Filming "Beasts"
Loew Quits Ottawa
Theater Goes Over to Keith—Metro Head Out of City for 10 Years
(Special to THE FILM DAILY)
Ottawa—Marcus Loew will step out of the local theater field on Sept. 1 and stay out for a period of ten years.
The new B. F. Keith Co. of Canada, Ltd., recently organized with $5,000,000 capitalization, is taking over the Loew house and the new manager will be J. M. Franklin, the proprietor of the Franklin Keith which is closed and will probably remain so. Franklin is succeeding Capt. F. W. Goodale who has been Loew's representative here for the past two years.
The house changes its name to Keith's Theater, it is understood, but the shareholders continue to hold their interest under the agreement which has been drawn up.
The arrangement is on a rental basis that will take care of all the fixed charges of the holding company. The holding company will receive one-third of net profits. At present time the holding company is free of debt.
It is understood that N. L. Nathanson made an effort to secure the Loew house in Ottawa but failed to do so and there has been an intimation that Nathanson will enter the Ottawa field to compete with Keith.

Ready In St. Louis
E. A. Schiller Arranging for Opening—Loew Sails for Home
E. A. Schiller leaves for St. Louis on Friday to see that arrangements are complete for the opening of Loew's State in that city. The exact date has not as yet been determined but the opening will occur sometime in the next two weeks.
The house seats about 3,500 and is located at Washington and 8th Sts. Week-end pictures will be shown.
Marcus Loew will be back in time for the opening at which a large number of stars will attend.

Loew Sails
(By Cable to THE FILM DAILY)
Southampton—Marcus Loew sailed for New York yesterday on the Leviathan.

Tolhurst Finishes Film
(Special to THE FILM DAILY)
Los Angeles—"From Fire-Mist to Man" is the title of a new picture just completed by the Tolhurst inventories, and the projection of the microscopic process used in the "Secrets of Life" series.

Kunsy Going Ahead
His Own Theaters Nucleus of Booking Unit—Trendle Here From Detroit
George W. Trendle, general manager of the Kunsy theaters of Detroit, is in town to attend a First National executive committee meeting. He said yesterday that reports of the booking organization planned in Detroit were somewhat exaggerated, but added that he intended going ahead with it.
The nucleus will, of course, be the various Kunsy theaters, including the Madison, Adams and Capitol. Trendle said that "several friends" would be aligned with his organization which he said would be no different from anything now existing in Detroit. He characterized it as a friendly understanding on the part of all those interested.
The Kunsy interests will take possession of property on Woodward Ave. in December. Demolishing of present buildings will take a month and then the new 4,000 seat theater will be started. It will be ready for the fall of 1925.

No Theater Trouble in L. A.
(Los Angeles—Additional witnesses at the Federal Trade Commission hearing here bear out famous Players' contention that there has been no trouble in booking pictures at first-run theaters.

Golden Not Ready
It is expected that John Golden will not complete whatever plans he has in mind for motion pictures until he gets his fall theatrical season under way. This will probably take a number of weeks.

Griffith Back Sept. 1
D. W. Griffith is expected back from Germany about Sept. 1. Most of the picture, "The Dawn" is being made abroad.

Back To Famous
Hearst Abandons "Zander the Great"—Marion Davies Next in "Quality Street"
(Los Angeles—It is understood that Cosmopolitan will not make "Zander the Great" and that, under a joint agreement, the rights revert back to Famous Players. The picture was planned for Marion Davies but she will next make "Quality Street".

It is understood that Hearst acquires the rights with a proviso that if the vehicle didn't fit into his plans, he could turn it back to Famous.

Britain Worried
Greatly Concerned Over Lifting of McKenna Duties, Despite Reassurances from America
The trade in England is apparently still perturbed over the effect of the withdrawal of the McKenna duties which allow motion pictures to enter that country without any duty. It has been pointed out in these columns on several occasions that, because there are any number of cheap pictures there now, the English trade need have no fear that American pictures will be dumped into that country.
The following article, however, gives the current authoritative British attitude:
London—Ernest W. Fredman, editor of "The Film Review" has prepared the following article on McKenna duties for THE FILM DAILY.
"The removal of the McKenna duties (Continued on Page 4)

Technicolor on Coast
(Special to THE FILM DAILY)
Los Angeles—Technicolor is opening offices on North Cote Ave., where it will establish tinting and developing equipment similar to its Boston plant.


Plans For "The Swan"
Paramount to Star Elsie Ferguson and Not Gloria Swanson—Buchowetzki to Direct
Famous will star Elsie Ferguson in "The Swan" in which Gloria Swanson was originally scheduled to appear. The picture will make the return of Miss Ferguson to the screen after an absence of some time.
The picture will be directed by Dimitri Buchowetzki, who arrived in New York last week after having directed Pola Negri in two productions and will be made in the East.
The scenario has already been written and it is the intention to have some of the original members of the theater cast in the picture.
Famous also stated that following the completion of "Forbidden Paradise", Pola Negri will star in "A Woman Scorned", to be directed by James Cruze.

Thomas Meighan arrived in New York (Continued on Page 2)

Another Fox Spectacle
(Special to THE FILM DAILY)
Los Angeles—Henry Otto who produced "Temple of Venus" for Fox will make another spectacle, "Neptune's Romance". It will contain a good deal of undersea stuff.
Wednesday, Aug. 6, 1924

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Quotations

High Low Close Sales

East. Kod. 109½ 108½ 108½ 300
F. P. L. 87½ 86 86½ 2,400
Do pfd. 97½ 97½ 97½ 100
Goldwyn Not quoted

Loc’s 16½ 16½ 16½

Warner’s Not quoted

New Theaters

Senece, Mo.—C. L. Higgins bothum has opened a new theater. It will be one story high, of brick and concrete.

Rosendale, N. Y.—St. Peter’s Church has opened the new Bijou and hall.

Ailen, Minn.—William Emmons has opened a new theater here.

Let George do it!

George E. Kann Corporation

220 West 42nd St.
New York, Chick. 4052
Foreign Cables—Grosvenor, N. Y. Distribution

Weyers Succeeds Skinner

At the annual stockholders’ meeting of Educational, held Monday, Bruno Weyers was elected vice-president, according to a statement by E. W. Hammons yesterday. Weyers has been a director during the several years of Hammons’ presidency and has been connected with the New York office of the Hudson’s Bay Co.

Vita, and First Nat’l Moving

(Special to THE FILM DAILY)

Philadelphia—Vitagraph and First National will move next week, Vitagraph to new quarters at 1222 Vine St., directly across from its present office, while First National has taken over the Vitagraph building.

Apollo Changed to Elrea

(Special to THE FILM DAILY)

Philadelphia—J. Rosgoave has purchased the Elrea, formerly the Apollo at 22 and Cambria. The house is undergoing renovation and will reopen Labor Day.

Ziehm Selling Italian Series

(Special to THE FILM DAILY)

Rome—Arthur Ziehm will handle the sale of a series of four pictures made by Albiani Films, an Italian-German concern starring Marcela Albiani.

Harlan Back on Coast

(Special to THE FILM DAILY)

Los Angeles—Kenneth Harlan is back after an absence of some time in New York.

Brenon Sails Today

Herbert Brenon sails today to confer with Sir James Barrie on “Peter Pan.”

Two Weeks for “Covered Wagon”

“The Covered Wagon,” now playing at the Rivoli, will be kept another week.

Finis Fox in L. A.

(Special to THE FILM DAILY)

Los Angeles—Finis Fox is here from the East.

Gustav Brock, head of the organization that makes titles in color is at Narragansett Pier, R. I., for a vacation.

Plans For “The Swan”

(Continued from Page 1)

York yesterday from the Coast where he completed “The Alaskan.” He went home to Great Neck for a rest before starting “Tongues of Flame,” which Joseph Henabery will direct.

5 Years for Music Decisions

(Special to THE FILM DAILY)

Philadelphia—The decision rendered recently by Judge Thompson against 31 exhibitors in the suit filed by Irving Berlin and nine other publishers, will be carried to the U. S. Supreme Court. George Arons of the M. P. T. O. A. says it will take five or six years before a decision is reached.

Discuss Operators’ Terms

A joint meeting of committees representing the T. O. C. C. and the operators’ union, Local 366, was held yesterday. Another will be held on Friday. The operators this year are seeking a thirty cent per cent increase in the wage scale and double shifts.

Director’s Release Unchanged

It was reported, but denied yesterday that the pictures of the M. P. Directors’ Holding Corp. would not go through Grand-Asher. A new development is under way, however, and should be completed in a few days.

Now “Paris Nights”

“Human Desires” produced abroad by Myron Selznick has been retitled “Paris Nights.” Selznick intends remaining here for about two months and will then return to Europe to make another picture.

Cornelius Keefe has been added to the cast of “The Lady and the Law” the first of the Marlborough Prod., which Aywon will release.

Philadelphia Exhibitors Warned

(Special to THE FILM DAILY)

Philadelphia—Exhibitors have received notices from B. D. McLaughlin, Collector of Internal Revenue here, that they will be prosecuted if caught selling tickets with the admission and the old tax printed thereon, and charging the full amount. The collector has started a campaign to check on this.

B’way-Strand, Detroit Opens

(Special to THE FILM DAILY)

Detroit—The Broadway-Strand is now in its first week here. The theater reopened Saturday under auspices of Universal with "The Signal Tow- er." The premiere was heralded by a number of stunts including special aeroplanes and the like. Ed Zora, formerly of Toledo is house manager.

Schenck Signs Kraely

(Special to THE FILM DAILY)

Los Angeles—Hans Kraely has been signed by Joseph M. Schenck to write four stories for the Talkies, according to report. He has already written “One Night” for Con- stance under a previous arrangement.

GLENN TRYON

HAL ROACH’S LATEST FIND IN 2 REEL Pathécomedy

“Doll Up” your pictures for the coming season with Prizma Colored Titles, Inserts and Trailers

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We have been handling Motion Picture and Thea- trical Insurance for the past fifteen years and are in a position to handle any proposition—big or little.

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COMING SOON

THE WISE VIRGIN

STARRING
Patsy Ruth Miller
and
Matt Moore

Produced by
Arthur A. Kohn

Directed by
LLOYD INGRAM

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ALLEN A. LOWNES, GEN. MGR.
Theater Changes

Elmira, N. Y.—After having been closed for three weeks, during which time the roof was repaired, the Liberty has been reopened by Associated Theatres, Inc.

Fall River, Mass.—The Bijou, one of the oldest theaters in the city, has been taken over by the Rialto Co., from Congressman Winnet.

Piedmont, W. Va.—The Majestic, which was damaged by flood some months ago, is being renovated and improved before reopening in early fall.

Central City, Neb.—The Donelson is opened under management of the Heister and Amusement Co., with C. J. Johnson in charge.

Paintsville, O.—The Utopia, formerly operated by the Manheim Circuit, has been sold to J. A. Stein, of Cleveland.

Rock Hill, S.C.—The Imperial, recently damaged by fire will reopen shortly. J. N. McElwee has bought the place.

Troy, N. Y.—An unconfirmed report has it that Gasper Battaglia may be in possession of a theater in Syracuse.

Roxboro, N.C.—The new theater which is being erected for the Kirby Co. is nearing completion.

Deposit, N. Y.—Donovan and Carroll have turned over the Lyric to B. Anderson.

Eugene, Ore.—The Castle has been closed for an indefinite period to allow for alterations.

Des Moines—The Strand has gone through a process of renovation and decoration.

Westport, Conn.—The Community is closed pending a change in ownership.

Conway, Mo.—The Empress has been purchased by J. R. Warden.

Norwood, N. Y.—Amos Curry has bought M. J. Osgood's Star.

Brockway, Pa.—The Brockway is going out of business.

Cuts And Flashes

Fitzpatrick Pictures, producers of the "Music Masters" series, has engaged Alice Mills to appear in the next, based on the life of Stephen Collins Foster.


The Petit Amusement Co., of Philadelphia, a Delaware corporation, has increased its capital from $500,000 to $1,500,000.

4 Months Ahead on Release

Century has released for the next four months already in Universal exchange. Among the twenty-two re-releases are six starring Wanda Wiley, seven in which Buddy Messinger stars and four with Al Alt.

Claire McDowell in "Ben Hur"
(Special to THE FILM DAILY)

"Los Angeles—Claire McDowell will play the mother role in "Ben Hur," and will sail from New York on the Leviathan, Aug. 16.

E. J. Van Zandt Returns

E. J. Van Zandt, president of Artcraft, is here from location at Schroon Lake, where "A Constable's Heart," a two-reeler, has just been completed.

September Metro-Goldwyn Releases


Elmer Neill to Direct
(Special to THE FILM DAILY)

Los Angeles—R. William Neill will direct "Broken Laws," starring Mrs. Wallace Reid. F. B. O. will release.

Fox Using Cue Sheets

Fox has contracted to use the Thematic Cue Sheets. M. J. Muntz declares all distributors are now using the service.

Texas Theater Supply Co. Quits
(Special to THE FILM DAILY)

Dallas—The Texas Theater Supply Co., organized by C. B. Peterson and O. S. Long, about a year ago, is closed.

ROBERT LIEBER!

You're lucky they don't nominate First National Presidents in Madison Square Garden.
You'd never get out in time to see us IN HOLLYWOOD.
Britain Worried
(Continued from Page 1)
duties is an event of far-reaching impor-
tance to the whole of the British indus-
try. It means that the sale of films being ad-
mitted free of all charge, there is certain to be a glut of
cheap continental pictures, and American film 
chains, that would otherwise find their way into this
country.

The removal of the duty, small as it
was, merely means that a film can be
sent over here bearing only the cost of freightage, and there are cer-
tain to be small renters and travel-
ers who will hawk such subjects round the provinces, obtaining a few
bookings at low prices, which would represent some small additional
revenue which they had not expected.

"Pictures that in the ordinary way
would never reach this country, will be
thrown on a market which is already
overstocked, and although the great majority of exhibitors in Great
Britain think that the only way to keep their patrons is by show-
ing only the best pictures, there are
still a percentage who will eagerly
snap up the chance of getting a pic-
ture for practically nothing."

"The trade for the main part in
England view with extreme regret
the removal of the duties, for the
thing they fear most is the introd-
uction in this country of the cheap and
nasty pictures which we have been
up to the moment, well rid of. The
matter is a serious one for film print-
ers, who are fearing that the removal
of these duties will automatically
mean that many of the large Ameri-
can organizations will send prints
over instead of sending the negative
and having prints made in this coun-
try."

"There is, however, one gleam of
hope, for I understand that there is
a prospect of the price of Rochester
stock being slightly reduced, which
would help British printers consider-
ing having their films in the Ameri-
can organizations deciding to make
no change in their present schemes.
"To sum up generally, there is lit-
tle doubt but that the removal of
these McKenna duties is likely to hit the
trade adversely."

Ready To Start On First
(Special to THE FILM DAILY)

Regina, Sask.—The scenario for the
first production to be made by the
Regina Screen Players, has been
completed. The new company will
produce two before the fall.

Globe to Reopen Aug. 27
(Special to THE FILM DAILY)

Philadelphia—The Stanley Co. will
reopen the theatre on Aug. 27, with
"The Covered Wagon" instead of
Labor Day, as previously planned.

Another Phila. House Closes
(Special to THE FILM DAILY)

Philadelphia—The Grant 46th and
Girard, has been closed indefinitely
for remodeling and redecorating.

Pa. Operators May Ask More Wages
(Special to THE FILM DAILY)

Philadelphia—Operators may make
a strike for higher wages as soon as
the fall season starts.

Brin Moves Film Classics
(Special to THE FILM DAILY)

Seattle—L. K. Brin, of Screen Clas-
cics, announces the removal of
his headquarters to 2002 Third Ave.
Brin has added H. W. Boehme
formerly of First National, and Ed
Davis, formerly of Hodkinson, to
his staff.

Enterprise Buys Aryan Product

Aryan has sold Enterprise Dist.
Atlanta, the George Larkin series
for Iowa, Nebraska, Kansas and
Western Missouri, and the second
series of "Big Boy" Williams pictures
for Iowa and Nebraska.

"Beloved Brute" Blockton's Next
(Special to THE FILM DAILY)

Hollywood—J. Stuart Blackton's
next production for Vitagraph will
be "The Beloved Brute". Victor Mac-
Laglen, Edith Robert, for the lead
play to one of the leads.

Nathanson Becomes Exchanger
(Special to THE FILM DAILY)

Detroit—Sam Nathanson has
abandoned the theater end to become
salesman for Selnick. He formerly
managed the Wolverine theater.

Coast Film for Corsaid
(Special to THE FILM DAILY)

Los Angeles—Allen Crosland, who
has just completed "Sinners in Heaven" in the East, will produce "World-
ly Goods" with Agnes Ayres here.

New Stage on Christie Lot
(Special to THE FILM DAILY)

Hollywood—A new stage, 100 x
180, has been built on the Christie
lot. The stage is inclosed and is on
a site adjoining the studio.

B'klyn House Changes Hands

The Pulch-Huebler Amusement
Co., headed by Fred Huebler and
Eugene Pulch, has acquired the
Shore Avenue, 96th St. near Fourth
Ave., Brooklyn.

May Have New Policy
(Special to THE FILM DAILY)

St. Louis—It is reported that Shub-
ber's Missouri will reopen with a
special attraction house, with dramatic shows and big pictures.

Edith Roberts Opposite Carey
(Special to THE FILM DAILY)

Hollywood—Hunt Stromberg has
signed Edith Roberts, for the lead
opposite Harry Carey in "Roaring Rains".

Film Frolic Planned
By M. P. T. O. of Eastern Penn-
sylvania to hold its first frolic
at Atlantic City Convention
(Special to THE FILM DAILY)

Philadelphia—The committees
charge of the M. P. T. O. of East
Pennsylvania, convention, to be held Aug.
18-20 at Atlantic City, are put
final touches to the program. A
*old crowd is expected.

One of the features will be a "Frolic it" to be held on the Gar-
Pier Tuesday the 19th. This
take the place of the usual ball,
vaudeville show will be brought in
New York.

The business sessions will be
at the St. Charles Hotel. The com-
plete program follows:

Monday
10 A. M.—Registration.
11 A. M.—Convention session.
11:30 P. M.—Theater party at Savo

Tuesday
11 A. M.—Baseball game. Exhibitors
exchanges at Airport Park.
J. P. M—Beach party near Steptoe
Pier.
3 P. M.—Film frolic on Garden Pier.
Midnight—M. P. T. O. night at Br-
Arts Cafe.

Wednesday
12 P. M.—Convention session.
7 P. M.—Banquet at the Ambassador
M. J. O'Toole of the M. P. T.
A. and the national board of dif-
ators have been invited to attend.

Kusnky Building a Home
(Special to THE FILM DAILY)
Detroit—John H. Kusnky is buying
a $100,000 home in Galt Woods.
When completed, he will
summer home at Wall

Keaton's Next in Co'or
(Special to THE FILM DAILY)

Hollywood—Buster Keaton
make for Metro-Goldwyn, "Se-
Chances". The picture will be in
color. Keaton is working on
new process.

New Curtain at Capitol
S. L. Rothafel has arranged to
new, and more elaborate set of
curtains for the Capitol. It
will be 35 feet high and 26 feet w

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr. 542 Fifth Ave. Tel. Murray Hill 1833

CHROMOS TRADING COMPANY 1123 Broadway
FOR A TEMPORARY SHORTAGE OF CASH CALL ON US FOR ASSISTANCE. SPECIAL FEATURES OF THIS FINANCING SERVICE ARE THE CONVENIENT TERMS AND SPEED WITH WHICH WE WORK. ALL TRANSACTIONS STRICTLY
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The Famous Moving Picture Reviews in New York Times

The Hand Coloring By

Phone: Morningstar 1776
20 Riverside Drive  N. Y. C.

SUN—"Broken Barriers" deals in the last analysis largely with broken heads and all the barriers turn out to be unbreakable. It is a very entertaining and pleasant—and with all of its obvious intentions, proves only that the pictures of the intexticated driver a high power automobile with reckless abandon that mountain roads seem to be designed for. 

TELEGRAM—** Like "Manhandled," this ** has its department store motif. 

The actors help a great deal. George Fawcett does big things in a small part. Again, Miss Busch and Adolphe Menjou, Vera Reynolds and Robert Agnew are expert aids to the story. The picture is a fairly good one. Winifred Bryson extracts what little sympathy she can from the story. Lecturing wife and Norma Shearer brings sweetness and light to the wares that are Grace Dal- 

WORLD—** Unfortunately the picture, with some of the heaviest bill in town, is a rather bad job in the entertainment. 

James Kirkwood is strong and subtle. Norma Shearer is good but the love interest and the story is miss Shearer, one of the richest and most original of the movie "coeurs." 

TELEGRAM—** A dull pic, with Miss Busch and Adolphe Menjou making little of interest. 

ENGLAND—Norma Shearer is to be look at ** and plays with 

horror. James Kirkwood, who has con- 

siderable reputation, deserves a try to any 

the producers did to their with 

Adolphe Menjou, always capable, 

nothing much to do but did that little 

his usual distinction. 

HERALD TRIBUNE—** A full dip 

with Miss Busch and Adolphe Menjou having little interest it has. 

ENGLAND—** It is weak-moving, full of ac- 

tions of love interest and cast with 

Miss Shearer, one of the richest and most 

of the movie "coeurs." 

ENGLAND—** It is weak-moving, full of ac- 

tions of love interest and cast with 

Miss Shearer, one of the richest and most 

of the movie "coeurs." 

MORNING TELEGRAPH—** Barker 

out of his field when he attempts to 

the complete technical job. He is 

daring and fails. 

AMERICAN—** It is light and fluffy as 

a "dancing machine" and with much more body, if it were not for the direction and for the very best, excellent work, what should have an exceedingly mediocre film, but both of these factors redeem the picture, being entertaining and really worth seeing. 

DAILY MIRROR—"Being Responsible" 

poorly cut. It is jerky and marred by an unexplainable amount of episodes and not enough action. Monte Blue and Marie Pre- 

still nothing, for their parts have little appeal. 

EVENING WORLD—** Irene Rich 

the good going to the lady called "Being Responsible." 

ENGLAND—** Irene Rich that good, good woman, well, we hope she shall learn to forget as time 

goes on. **

HERALD TRIBUNE—** But "Being 

Responsible" is too terrible. 

It will take more than one good role to eradicate the disagreeable impression we are now carrying of Monte Blue, and as for 

Irene Rich—that good, good woman, well, we hope she shall learn to forget as time 

goes on. **

Phil Rosen directed "Being Responsible." We shall remember him, too! 

SURE FIRE STORIES!

ACTION — SUSPENSE — ROMANCE

COMING SOON

GARRETT ELSDEN FOR

writes them

"THE FIRE PATROL" was the latest
Click!-Click!-Click!
The specials are marching!

"SECRETS"
"ABRAHAM LINCOLN"
"The SEA HAWK"

are making the old turnstiles hum
the way they're packing 'em in!
Watch the big work keep up when
"SUNDOWN" and "The LOST WORLD"
hit the show boards~

You know the old wheeze
"the early bird catches the worm"

Are you the early one in your
city with a FIRST NATIONAL contract?
Returning To Studio

June Mathis returned on the Homeric yesterday from a five months' trip to Europe, seven weeks of which are actually spent in Rome preparing for "Ben Hur." Miss Mathis will remain here five days and then turn to Hollywood.

She said yesterday she was still with Metro-Goldwyn and while her pictures have not come over the transatlantic as fast as yet, it is certain that she will figure in an important capacity in the studio city where she had a good deal to say before Goldwyn merged with Metro. Describing auditions in Italy, Miss Mathis said:

"We found nothing in the way of production when we arrived in Italy. We were not prepared for 'Ben Hur.' Temperatures figured very largely. It was a question of getting to understand the Italians before possibility of work with them was realized. Problems were overcome, however, with our associates. Mr. Griffith summed up the situation exactly, after his brief trip to Rome when he declared that the manufacture of pictures under existing Italian conditions was impossible."

"We therefore had to start from the round up. We had to build a studio, and it was a difficult thing for persons familiar with American production methods to acclimatize themselves to Italian practices."

"Commandments" In Toronto

(Continued on Page 3)

Valentino To Europe

Leaves Aug. 16 For London—Finishes "Painted Devil" For Famous on Saturday

Rudolph Valentino finishes "The Painted Devil" on Saturday for Famous, and leaves for Europe Aug. 16 on the Leviathan, on a six weeks' vacation trip.

Some other story other than "Cobra," will probably be selected by the directors of Universal Pictures for his next picture. It has been decided to hold "Cobra" for the time being, but it will undoubtedly be made later on.

Cutting The Waste

Associated Exhibitors Giving Pathé More Detail to Handle—Not Dissolving

Associated Exhibitors, Inc., about whom there has been a great deal of misinformation published, has arranged with Pathé to handle more of the Association's publications. The company, it is stated, will be authorized to distribute the Association's product. The manufacture of pictures under existing American conditions was impossible."

Canada Meets Soon

M. P. T. O. Convenes Next Month—J. C. Brady A Candidate For Presidency

(Continued on PAGE 3)

U. K. Bans "America"

Censors Refuse To Grant Permit—Retitled "Love and Sacrifice" for Distribution There

(London—It is understood that the British board of censors has refused to grant a permit to "America." The picture was to be released here as "Love and Sacrifice" and in the re-editing process for distribution in England a number of scenes that might have proven objectionable were eliminated.

Hiram Abrams, of United Artists, referred inquiries yesterday to the Griffith offices. Efforts made to reach Albert L. Grey and Jack Lloyd failed.

"Big 4" Won't Break

Hiram Abrams says reported switch is sponsored to boost prices of certain stock.

Hiram Abrams yesterday denied that members of United Artists would transfer their allegiance to another company, as reported from time to time. He issued a statement that contained an attack on Famous Players that was only slightly veiled. He said:

"The reports that artists affiliated with the Famous Players group who transfer their allegiance to another motion picture organization have lately appeared and reappeared in a number of newspapers. These reports are a part of a deliberate campaign of misrepresentation, which according to a leading financial authority was undertaken for the purpose of boosting the price of a stock on the New York Stock Exchange."

The reports referred to stated that various individual members of the United Artists Corp. and others have or will contract to make pictures for and distribute them through the organization disseminating these reports. Such stories are unqualifiedly false. Neither Miss Pickford, Mr. Fairbanks, Mr. Chaplin nor Mr. Griffith will abandon their organization.

"I make this statement with the full knowledge of my associates with the exception of Mr. Griffith who is in Europe, and it may be taken as final. Investors and others should not allow themselves to be misled by reports which, having no foundation in fact, might be construed as an attempt to break the hold exercised on the East side by Mayer and Schneider and Charles Stein, who jointly operate some fourteen theaters. Their position in that part of the city is so strong that they practically control it.

"The Iron Horse" for Lyric

"The Iron Horse," a Fox spectacle on next year's schedule, follows "Love and Glory" at the Lyric in about three weeks. The picture deals with the building of the first transcontinental railroad.

Allied Confab Called

Aug. 18-19 in Kansas City decided upon—Block Booking, Free Shows on Program.

(Continued on PAGE 3)

The Bradstreet of Filmdom

The Recognized Authority

Thursday, August 7, 1924

Price 5 Cents
“Janice Meredith”—Metro-Gwyn Cosmopolitan

AMERICAN—** "Janice Meredith" will be loved by every American who will feel it a pleasant duty to **+° to homage to this great historical playohap made so real by Marion Davies' sympathetic performance.

BULLETIN—* A truly notable cast supports Miss Davies as 'Each is superb in his or her own way, and all blend to make just about the best lesson in American history ever shown on the screen or described in the pages of books.*

DAILY NEWS—** * Patrick Healy, Paul Revere, Benjamin Franklin, and the Marquis de Lafayette were type perfect. There is so much to be said for this historical drama and so much to be said for Marion Davies, that the only way to prove it to your self is to see it.

EVENING JOURNAL—** Miss Davies gives an inspired interpretation of her role that is enhanced by her exquisite beauty.

EVENING WORLD—* It is really a fine picture, for the most part, with its thrilling episodes of the American Revolution, in which is woven a love story which becomes the superb daughter of a Tory for her father's bondsman, who becomes a Colonial Colonel. The story, though, is inconsequential in comparison with the rest of the film.*

GERALD-TRIBUNE—* "Janice Meredith" may go on the list of things to see if one wishes to have a thrilling time.

MORNING TELEGRAPH—* It is a picture that breathes the spirit of American independence in every scene. It is a credit to the producing company as a whole, to the director, E. Mason Hopper, to the scenarist, Lillie Hayward, to the various research artists, to the star and to her entire, large supporting cast.*

POST—It is no exaggeration to say that "Janice Meredith." *+° is a mammoth production. Certainly, with respect to the number of people employed and the amount of money spent on it has never been surpassed, and in the beauty of many magnificent settings it has seldom, if ever, been equaled. *+°

SUN—Marion Davies' present vehicle cries out for criticism with the scissors. It is a rather sad example of that school of motion picture direction which holds that any kind of realism should be done everything twice, and then **+° tell us about it a third time in the captions.

When the final flicker has flicked **+° such a pleasant physical and nervous exhaustion has been realized that all that has gone before is apt to be but a blur, signifying nothing. Which is manifest unfair. **+°

TELEGRAM—* * For true, to the liveliness which always characterizes these recent pictures in which Miss Davies stars, it seems certain that nothing has been spared to make the one perfect. The cast is positively brimming with names adored; settings—musical, scenic and satirical—are conceived upon scale grander than grand opera's.

TIMES—** This is a picture story which every admirer of courage will thoroughly appreciate. The story is well told; in fact, it is more inspiring than the love story in "America."

WORLD—* * battle and romance are skilfully blended to the maximum effect. Opening with a simple love story of Colonial life, it develops magnificently into an engaging historical document of the struggle for independence. Comparison with Griffith's "America" was in every one's mind. Slightly inferior in history, considerably superior in drama was the general judgment.

New Assistant at the Strand
F. H. Macomber has been appointed assistant house manager of the Strand.

SEPTEMBER 7th

HARRY SCHWALBE!

We ain't making "If Winter Comes" We are warm producers.
We are IN HOLLYWOOD.

From Cloaks and Suits in stylish mixtures To cloaking 'beauties' in moving pictures

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

CHARLES R. ROGERS

CHIEF EXECUTIVE OFFICER

A RENAUD HOFFMAN

ADAPTED BY AL COHN

from the photoplay magazine story by FRANK CONDON

DIRECTED BY RONALD V. OHMAN

THE LEGEND of HOLLYWOOD

with PERCY MARQUET and ZASU PITTS

Produced by

GEVAERT RAW STOCK

NEGATIVE — POSITIVE

As Good as the Best

JOHN D. TIPPETT, Inc.

GEVAERT FILM

1540 B'way N. Y. C.
Cutting The Waste
(Continued from Page 1)
its enlarged activities. For example, much information on contracts turned over to Associated by Pathe has, in the past, been duplicated by Associated. In the future, the Pathe reports will go direct to the producers releasing through Associated. The Associated force has been slashed heavily but only in those places where the eliminations remove duplication in effort. As noted, the Associated publicity and advertising staffs have been combined with Pathe and a closer coordination may be looked for wherever possible.

There will be no elimination of Associated salesmen in the field in wholesale fashion. Consolidations may result here and there, but the major portion of the sales staff will remain intact.

New Quarters for Pathe Staff
Pathe is remodeling part of the sixth floor of the Pathe Bldg., to be used as new quarters for the production staff. Increased activities necessitate more space.

Censor Problem in Long Beach
(Special to THE FILM DAILY)
Long Beach, Cal.—The censorship question here is causing a good deal of discussion. Church representatives want some sort of control over pictures, road shows and vaudeville acts but theater managers say state laws are sufficient to meet any situation.

Fox Gets Chicago Site
(Special to THE FILM DAILY)
Chicago—Fox will pay a total of $3,305,000 in rentals for the land on which it will build a theater here. The site, on Washington St., was obtained from Asher Bros. The house will not be in construction until the fall or spring.

Devore’s First
(Special to THE FILM DAILY)
Los Angeles—Dorothy Devore’s first picture for Warners will be “The Narrow Street” in which Matt Moore will be co-featured and William Beaudine direct.

“Big 4” Won’t Break
(Continued from Page 1)
cannot of course affect the earning power of the organization which claims to have secured the services of the great stars of the motion picture industry.
The two great forces behind the box office

a great star
a great picture

JOSEPH M. SCHENCK presents

NORMA TALMADGE

in "SECRETS"

by RUDOLF BESIER and MAY EDINGTON
based on the SAM H. HARRIS play "SECRETS"
directed by FRANK BORZAGE

A First National Attraction

As it lined them up at the Stillman, Cleveland
**Hays Optimistic**

H. H. Hays reached New York yesterday from Sullivan, Ind., where he was on a business trip. He said he had nothing special to report about his trip aside from the fact that he had higher appreciation of the artistry and reputation of the Coats producers to his position of new standards in producing and advertising. He wants to express a thorough appreciation of the splendid cooperation of the people in New York as a whole, and believes that the cooperation will continue.

---

**Hays Creed Wins**

Production Standards Accepted

Long Beach, Calif. — The first practical application of the newly drafted code of production standards and advertising standards was made by the Coats producers and the producers in Los Angeles by Will Hays. The new code has proved successful. The new code has proven successful. The code has been in effect now for a month, and the results have been encouraging.

---

**Michigan Meets in October**

Saginaw, Mich. — The meeting of independent circuit owners in New York to discuss the possibility of entering into a buying agreement did not occur yesterday, as scheduled. The meeting has been put off twice, but it will be held, although the date has not been set.

---

**Has Ocott Signed?**

He Wires Representative He Hasn’t Closed with Schenck, But Reports Say He Has

A representative of Sidney Ocott in New York received a Coast wire yesterday denying the report published in THE FILM DAILY of July 25 that the director had signed with Joseph Schenck to make six pictures. The spokesman said Ocott was finishing the new Norma Talmadge picture and added:

"While it is possible he may direct the star in other productions, he is under contract to direct Marion Davies in ‘Zander The Great’, which may be followed by Barrie’s ‘Quality Street’.

"Miss Davies is now on the Coast, where Mr. Ocott will film exteriors for ‘Zander’, returning to New York to do the interiors at the Cosmopolitan studio.

Despite this statement, it is understood that Ocott has agreed to continue with Schenck, providing he can arrange a release from his Hearst contract. There may not have been any contract signed, but an agreement is understood to have been made.

---

**Meeting Not Held**

Independent Circuits Will Confer on Fall Buying, But Date Is As Yet Undetermined

The second meeting of independent circuit owners in New York to discuss the possibility of entering into a buying agreement did not occur yesterday, as scheduled. This, however, does not mean that the plan has been abandoned. The meeting has been put off twice, but it will be held, although the date has not been set.

---

**Michigan Meets in October**

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---

**Arrive on the Coast**

(Special to THE FILM DAILY)

Los Angeles — Mary Pickford, Douglas Fairbanks, Jesse L. Lasky and Walter Wanger are here from New York. Lasky and Wanger were aboard the same train with Mary and Doug purely by accident.

---

**Selling Shorts**

New Marketing Plan for Universal—Special Manager in Many Key Cities

Universal in the future will have special managers in charge of short subject production in many of the leading exchanges. These managers will co-ordinate and direct the work of the short subject salesmen. This launches a drive on new Universal short subjects, including the Dempsey series, the Gump comedies and the Duncan serials.

The new managers will be promoted from the ranks. So far the following appointments have been made:

New York, N. Goldberg; Detroit, H. Kondorf; Los Angeles, D. S. Mitchell; Pittsburgh, R. R. Recce; St. Louis, J. Flannery; San Francisco, Hugh Bennett, and Philadelphia, Carl Sonin.
Russell Prod. Closes Many Deals

The following sales have been made by Russell Prod., Inc. of Chicago:
A series of six Sabel Prod., to Ker-
man Bros. for Greater New York and
Northern New Jersey; to Akra Sales
Corp., for Argentina, Chile and Bra-
zil; to Seven Seas Film, for Austria,
Balkans and the Baltic States; to Mos-
cow Films, for New England, and to
Si Greiver, for No. Illinois and In-
diana. A series of six Ermine West-
ern productions has been purchased
by all the above mentioned companies,
excepting Seven Seas Film.

Offers Bonds to Public
(Special to THE FILM DAILY)

Plymouth, Pa.—The Shawnee
Amusement Co. is offering for sale
$200,000 first mortgage six per cent
bonds, dated June 1, 1924, and due
June 1, 1934. The company has been
operating theaters in Plymouth bor-
ough, and is now erecting a theater
and business block there. The pro-
cesses from the bonds will provide in
part for this theater.

Hammond, Piccadilly's Organist
(Special to THE FILM DAILY)

Rochester—John Hammond, or-
ganist at the Eastman has resigned
to become organist at the new Pic-
cadilly, New York. He is succeeded
by Harold O. Smith who has played
at the Capitol, Rialto, Rivoli and Strand.

Many Close For August
(Special to THE FILM DAILY)

Omaha—A number of theaters in
the state have taken advantage of the
extremely warm weather and have
closed down for the month, during
which many will redecorate and re-
model.

A. M. P. A. Election in September

The A. M. P. A. election will be
held in about a month. A. M. Bots-
ford of Famous is scheduled for the
presidency. No opposition is expected.
Botsford, incidentally, made his ap-
pearance at the regular meeting yest-
iday for the first time in three months.

Two Finished by Metro-Goldwyn
(Special to THE FILM DAILY)

Hollywood—Metro-Goldwyn has
completed "He's Who Gets Slapped", a
Victor Seastrom production, and
"The Silent Accuser".

L. A. Holds Frolic
(Special to THE FILM DAILY)

Los Angeles—Exhibitors and
chamgeen held a picnic yesterday
Ocean Park. There were all种类
contests, a ball game and a bath
parade and minstrel show at night.
The Public’s Verdict Is In!

CHICAGO

Despite the summer's hottest day and worst thunderstorm, all records for crowds and cash smashed at the Roosevelt this week! "The perfect lover in a perfect picture."
—Chicago Tribune.

"A superb production. Valentino’s back, and ‘Beaucaire’ has made an event of his return."
—Chicago American.

"A new Valentino! Yet he is not the only perfection. Settings flashing like a jeweler’s window at Christmas. Luscious backgrounds."
—Chicago Journal

ATLANTA

Thermometer at 110 outside the Howard, Atlanta, this week, yet mobs crowd the sidewalks and storm the box-office to see “Beaucaire.” All records broken to pieces!

"Packed the monstrous playhouse at each performance."
—Atlanta Georgian.

"Held spellbound by the sheer grandeur of the production. Costumes, settings and locations are the acme of lavishness."
—Atlanta Constitution.

"Just the kind of a picture the public wants. Most enthusiastic reception."
—Atlanta Journal.

“Will tax the capacity of any theatre in the land.”—M. P. News

From the novel by Booth Tarkington and the play by Booth Tarkington and Evelyn Greenleaf Sutherland. Screen play by Forrest Halsey.
A profoundly appealing drama dealing with the efforts of the French in 1870 to make more secure their acquisitions by conquest in Algiers. Much credit should go to Rupert Julian who has directed this unusual picture. To be sure, some minor defects have crept into it, but these are incapable of marring the high quality of the production. Such defects consist for the most part of the stressing of unimportant details in the first part of the picture, and of the removing of the heroine from a great deal of the story's development. The picture fairly teems with sympathetic emotional appeal, and as such emotional appeal is brought about logically, that is, by fateful circumstances in which the principal performers find themselves, it is genuine and consequently it is maintained.

The story opens during the year 1869 in a small French village where the cobbler (hero) is betrothed to a young girl (heroine).

As France realized that her holdings in Algiers were in grave danger, the ominous call to arms is sounded for the youth of the nation. Soon the
hero and the heroine's brother leave for the Algerian firing-line. During their absence the heroine is abducted by an evil man who had for some time held a strange hypnotic sway over her. He takes her with him to Paris. The brother and sweetheart at length return home. Upon hearing that the girl whom they both love had been spirited away, the two men vow that they will devote the remainder of their lives to finding her. At this juncture the picture's action skips ahead fifty years. France is about to bestow upon the brother a decoration for bravery during the conflict with Algiers. The brother and the sweetheart, both of whom are now white-haired old men, start to march to the French capital. On the way, the brother passes away. The sweetheart proceeds to Paris alone and, assuming the identity of his life-long friend, now dead, receives the posthumous recognition of a nation's gratitude. While in Paris, hero and heroine are re-united.

"Love and Glory" should have a wide appeal.

Reproduced from Harrison's Reports, Issue of August 9, 1924.
Incorporations


Albany—Mark Byron, New York, Capital $10,000. Incorporators, M. Byron and D. Justin. Attorney, H. L. O'Dougherty, Brooklyn.

Albany—Southern Tier Theaters Co., Elmira. 3,000 shares preferred stock, $100 each, and 3,000 shares common, no par value.


Springfield, Ill.—Producers Distributing Corp., Delaware. Capital $10,000.

Dover, Del.—Radio Pictures Corp. Capital $1,000,000.

Kicking Over Long Runs (Special to THE FILM DAILY)

Seattle—The short subject exchanges are kicking because of the extended runs of longer features during July and August. "The Covered Wagon" ran four weeks at the Strand and has been followed by "Maisie尤," also good for an extended run. Other long features are scheduled. "The Huckaback" is creating the same conditions.

"U" and Pathe Close in Spokane (Special to THE FILM DAILY)

Spokane, Wash.—Samuel Henley, brother of Hobart Henley the director, Universal manager, has been transferred to Butte, due to Universal's adjustment with the State. Van Horn, Pathe manager, has gone to Butte to assume management there, since the closing of that company's office.

Interstate Handling De Luxe (Special to THE FILM DAILY)

Spokane, Wash.—Interstate Film will handle the De Luxe product in the eastern part of the State. This includes the Principal and Preferred product.

Additional Property Leased (Special to THE FILM DAILY)

Long Beach, Calif.—West Coast Theaters, Inc., has leased an additional 100 feet of property, adjoining the site of their $1,000,000 theater building, now under construction on East Ocean Blvd. The new lease calls for a monthly rental of $2,000.

Repeals Theater Ordinance (Special to THE FILM DAILY)

Aberdeen, Wash.—The City Council, by unanimous vote, has repealed the 100-dollars-for-only-one-theater-for-every-7,500-people ordinance which opened way for the theater which R. E. Connell will build.

Tampa Theaters Repaired (Special to THE FILM DAILY)

Tampa—Three leading houses, the Strand, Franklin and Victory, are to undergo repairs and remodeling, the work on which will take nine weeks. Three weeks for each house will be spent on the work.

Boardman, Nagel Again Together (Special to THE FILM DAILY)

Hollywood—Producer Boardman and Conrad Nagel, who play the leads in "Sinners in Silk," will again appear together. They have been assigned the leads in "So This Is Marriage."

Exhibitors Endorse Mrs. Derr (Special to THE FILM DAILY)

Cleveland—Mrs. Elmer G. Derr, founder and past president of the Cinema Club, has been endorsed by the Cleveland Motion Picture Ass'n for state representative.

Carrig Buys Exhibitor's Interest (Special to THE FILM DAILY)

Cleveland—Mack P. Carrig has bought the stock of his former partner, Charles Bartonek, and is now sole owner of the Majestic. Bill Galler is managing the house.

Two New Short-Reelers (Special to THE FILM DAILY)

Burlington, N. J.—A local studio is nearing completion. Next week Director Codia says he will start shooting. Two, two-reelers are scheduled.

Bern in East for One Film (Special to THE FILM DAILY)

Los Angeles—Paul Bern will direct one picture, "Three Black Pennies," for Paramount in the East and will then return here.

Julanne Johnson to Stay in Germany (Special to THE FILM DAILY)

Berlin—Julanne Johnson will not return to America upon the completion of "Garraggon," but will appear in another picture.

O'Rourke Joins Vitaphone (Special to THE FILM DAILY)

Philadelphia—R. J. O'Rourke, has resigned from Paramount to become assistant manager at Vitaphone.

Tom Carroll To Europe (Special to THE FILM DAILY)

Lorain, O.—Tom Carroll, manager of the State at the time of the tornado disaster, has gone to Europe.

Des Moines Wins Prize (Special to THE FILM DAILY)

Des Moines—Pathe's local exchange has received word that it has been awarded first prize in the national contest conducted by the home office. About $3,350 will be divided among the office force and the salesmen.

Olney Changes Hands (Special to THE FILM DAILY)

Philadelphia—S. J. Kendis has sold the Olney, at 5th and Olney to the Peak Realty Co. A mortgage of $500,000 figured in the transaction which subsequently conveyed the property to E. R. Billig.

Beale Back in Seattle (Special to THE FILM DAILY)

Seattle—James Beale, former manager of Hodkinson here, has returned after an absence of two years, and will cover the Spokane territory as short subject representative for Pathe.

Deibel and Son Win Golf Honors (Special to THE FILM DAILY)

Youngstown, O.—Charles Deibel, of the Liberty, and his son Jack, won the "Father and Son" championship of the Cleveland District Golf Ass'n, at the Willowick County Club.

Arrested For Sunday Violation (Special to THE FILM DAILY)

Ravenna, O.—Harry Rosenthal, of Lee's theater, was arrested for operating on Sunday. Rosenthal waved an examination. He will have a hearing before the Grand Jury.

Hickox Selling F. N. "Specials" (Special to THE FILM DAILY)

Philadelphia—F. A. Hickox, of First National, is acting as special representative in this territory, selling "Abraham Lincoln," "The Sea Hawk" and "Secrets."

Another for W. and U. (Special to THE FILM DAILY)

Easton, Pa.—The Wilmer and Vincent Theater Co., operated by the Orpheum, Colonial and Opera House, has purchased the Kurtz in Bethlehem.

Press Sheets in Foreign Tongues

Universal has inaugurated a new idea in the nature of press books printed in foreign languages.

Among Exchanges

Seattle—Matthew Aporton, a nearly state rights exchange man for Portland, has been appointed sal man for Universal.

Philadelphia—Lewis Lang, sal man for Famous in the Jersey territory, has been transferred to Washington to act as booker.

Omaha—L. B. Butler has resigned from United Artists to return to home town, Atlanta.

"Fickle and changeable ways is Woman."

"Old Virgil must have been thinking of "The Truth About Women" when wrote that—it's a sure fire attraction."

Charles Guert, New York

BANNER PRODUCTIONS, Inc.

1540 Broadway, New York

"I KNOW NOT WHEN THE DAY SHALL BE***

All the more reason why you should not go on living without having made your Will, and impose upon your family the element of doubt as to where your estate will go, and what it would be worth in the hands of another person.

YOUR LOGICAL EXECUTOR IS YOUR BANK

It never dies, but your individual executors must pass on.

With our experience in all estate matters we shall be glad to advise you about your Will without obligation, and in entire confidence.

EAST RIVER NATIONAL BANK

Broadway at Forty-first Street
First Big Screen Hit of the Year

COMING SOON

HELENE CHADWICK in

"Trouping with Ellen"

Produced by EASTERN PRODUCTIONS INC.
HARRY CAREY
Interpreter of the ETERNAL WEST

EXHIBITORS everywhere are cleaning up with the new Carey series. Here are samples of the reports that are pouring in from all over the country:—"The best he ever made"; "He's our best drawing card"; Best I have played in the last two years"; "He tops them all in this series".—Read the box-office reports and book the series now—Here they are—six, smashing, seat-selling productions: "THE NIGHTHAWK"; "THE LIGHTNING RIDER"; "TIGER THOMPSON"; "ROARING RAILS"; "THE MAN FROM TEXAS"; "SOFT SHOES". All produced under the personal supervision of Hunt Stromberg.

Foreign Distributor—Wm. Vogel Distributing Corp.
John J. McKeon presents

DOROTHY DALTON and JACK HOLT

in

"THE LONE WOLF"

By Louis Joseph Vance

An amazing cast in an amazing story

"The Lone Wolf" stories ran in several of the biggest popular magazines in the country. Millions read them; liked them. In book form they have had a very large sale.

Now the intensely dramatic, powerfully thrilling story of this remarkable reformed master criminal has been put into a picture no less dramatic, no less powerful.

In it you see a cast that man for man, woman for woman, is unbeatable; Dorothy Dalton, Jack Holt, Wilton Lackaye, Tyrone Power, Charlotte Walker, Lucy Fox, Edouard Durant, Robert T. Haines, Gustave Van Seyffertritz, Alphonse Ethier, William Tooker and Paul McAllister. When have you seen its equal?

Packed with punch, alive with interest

Directed by S. E. V. Taylor

ASSOCIATED EXHIBITORS

Arthur S. Kane, President

Physical Distributor
Pathe Exchange, Inc.

Foreign Representative
Sidney Garrett
The most thrilling comedy, the funniest drama you ever saw—

Grand-Asher presents

RACING LUCK

with

MONTY BANKS

What would you do if you had to drive a big racer in an automobile race and you didn’t know how to drive?

If you had a thousand guesses you wouldn’t guess right.

Monty Banks in this fastest and funniest of pictures has to do just that. Laughter? Sweet Daddy, but it’s funny! Thrills? Oh baby, but it’s fast and furious. If your crowd doesn’t start to pull up the seats and yell why then they’re dumb and blind.

Don’t take our word for it. Just make a date with the nearest Associated office for a screening. The picture will sell itself to you!

Directed by Herman Raymaker

ASSOCIATED EXHIBITORS

Arthur S. Kane, President

Physical Distributor
Pathe Exchange, Inc.

Foreign Representative
Sidney Garrett
Europe

By DANNY

The one thing necessary. Theaters. Big ones. And lots of them. And don't be surprised. If in the next few years a lot of them are built with American capital.

And don't be surprised again. If the leading American producers and distributors are found financing, or are interested in these operations.

Don't be surprised if you see Famous Players have their own houses, not only in London—but in Paris. For instance, they are operating houses in Paris, Lyons, Marseilles now. Also in the leading cities of other important European countries.

Don't be surprised to see Loew or Metro-Goldwyn do the same thing. First National has had a proposition presented to them to build houses in London and throughout England.

THE REASON

Europe today, including the United Kingdom, represents less than 20% of negative income. It should represent 80%. The reason that it represents 20% instead of 80% are many, but a few of the important ones are:

The lack of Europeans to understand the real value of the motion picture, the reason for this being lack of presentation of the more important pictures made within the last few years.

(Continued on Page 16)
Boost Science Films

Plan Afoot to Promote Interest in
That Class of Pictures—Riesenfeld Interested

The establishment in New York of a world center for the promotion and showing of scientific pictures is under consideration. Hugo Riesenfeld and officials of the United Engineering Society are at work on a project to popularize films dealing with astronomy, biology, geology and other scientific and educational subjects. They aim not only to arouse public interest in present day discoveries and achievements in these fields, but also to preserve visual records for posterity.

The films will be shown at the theater of the United Engineering Society. Supplanting these exhibits, Riesenfeld proposes to hold special morning showings at the Rialto twice a week. Should interest outside of New York warrant it, the films will be given countrywide distribution. It has been suggested that a small foundation be established under the charter of the United Engineering Society, its object being to encourage and assist in the production and exhibition of scientific pictures. A film library is also contemplated, for the assembling of prints of all worth while pictures, so that they may be readily accessible for reference.

Lieberman in Kansas City

(Special to THE FILM DAILY)

Kansas City—Harry Lieberman, manager of United Artists in Pittsburgh, has assumed the management of the Empress, a burlesque house.

Roth Succeeds Halsey

(Special to THE FILM DAILY)

Milwaukee—George H. Roth will manage the Modjeska theater for Saxe Bros. He will handle the opening only and later, when the position to succeed Mr. Roth will probably act as supervising director for the entire Saxe chain, however.

Let George Do It!

George E. Kann
Corporation

220 West 42nd St.
New York Cables—Geokann, N. Y.

Distribution

When you think of INSURANCE you are thinking of STEBBINS

Specialists in Motion Picture and Theatrical Insurance for the past fifteen years.

Arthur W. Stebbins & Co., Inc.
1540 Broadway, N. Y. C.
Bryant 3040

80 Now From Famous

(Continued from Page 1)

Island. In fact, the problem will be to find room for the productions we plan to make. The Long Island studio is already running at full strength. Discussing reports to the effect that Mary Pickford, Douglas Fairbanks and Charles Chaplin were to join Famous Players, Lasky stated that the reports were untrue and were unfair to those great artists. "While we admire them tremendously, there have not even been negotiations," he said.

"I am so gratified with the reception of Paul Bern's first directorial effort, 'Open All Night,' here in Los Angeles, that I am having him return from New York to start immediately on a new picture. This will be 'Worldly Goods,' starring Agnes Ayres."

After "Stock" Shots

Film Library Inc., is sending a corps of cameramen through Europe to shoot stock shots. J. Kandel, director-in-charge, is taking over with him scripts of several pictures in the course of production and will direct the necessary scenes with the proper backgrounds. This will save the producers the cost of sending men abroad to shoot the scenes.

Row Pending in Milwaukee

(Special to THE FILM DAILY)

Milwaukee—A break is reported between Eric Karle of the Garrick and United Artists over the showing of "America" at that theater. The exact nature of the disagreement is not known. "America" has been running there for a number of weeks.

"Movies Season" in 'Frisco

(Special to THE FILM DAILY)

San Francisco—A "Greater Movies Season" has been launched here. Norma Talmadge has been crowned queen and came up from Los Angeles for the occasion. The season is the same as that held recently in Los Angeles.
THINGS WORTH KNOWING

Gloria Swanson in MANHANDLED is being held for its third week on Broadway, New York, at the Rialto—three weeks in the middle of hot mid-summer. On Monday of the second week the line was a block long outside the theatre at 2 p.m. (Ever stood on 42nd & Broadway at 2 p.m. on a hot summer day?) It did over $30,000 its first week.

In Memphis, Tennessee, it is hot too. Here’s a wire from the Palace Theatre there:

“Hottest day of year hundred ten in shade Gloria Swanson in Manhandled opened to much better business than Humming Bird and Society Scandal and equalled opening day’s business Girl Shy crowds enthusiastic looks like a tremendous week in spite of intense heat.”

* * *

THE COVERED WAGON has proven, is proving and will prove the most remarkable money-making event in the history of motion picture exhibition. That’s a plain statement of true fact.

* * *

Rudolph Valentino in MONSIEUR BEAUCAIRE broke all opening day records at the Roosevelt, Chicago, and Howard, Atlanta, and (described by the press as “the perfect picture”) is now started on its clean-up way direct to exhibitors.

* * *

That’s 3 of the Famous 40. Some others include CHANGING HUSBANDS. Here’s one from the Exhibitors Herald “What the picture did for me”:

“Nothing to compare with this since ‘Twenty-three Hours and a Half Leave.’ Isn’t it a shame that producers can give us only one of these every two years? Accept all that Famous and the critics have to say about this and exploit to the limit. Your patrons will howl with joy. It’s pure unadulterated farce-comedy that will keep your crowd in an uproar. It is a pleasure to commend such a picture.”—Cragin & Pike, Majestic Theatre, Las Vegas, Nev.

* * *

Pola Negri in LILY OF THE DUST from the Morning Telegraph report, San Francisco, California:


* * *

James Cruze’s THE ENEMY SEX is proving the big draw the trade prophesied it would be. Zane Grey’s WANDERER OF THE WASTELAND is admittedly a $2 show. Herbert Brenon’s THE SIDE SHOW OF LIFE is an example of the finest thing in pictures.

* * *

And Cecil B. DeMille’s FEET OF CLAY is coming along soon. To say nothing of EMPTY HANDS, William de Mille’s THE FAST SET, MERTON OF THE MOVIES, etc., etc.

Oh, it’s a famous Famous 40 all right!

Paramount Pictures
Jackie Coogan in
“Little Robin Crusoe”
Metro-Goldwyn

As a Whole….IS GOING TO BE A VERY POPULAR Picture WITH CHILDREN AND THEIR PARENTS. FAIRY TALE ATMOSPHERE WILL APPEAL TO THEM. JACKIE HAS HAD BETTER STORIES.

Star …..Pleasing. Role doesn't give him many opportunities. Will appeal particularly to children. They'll like Jackie's encounter with that villain Jack. Star is coming up out of the "cute" class. Won't be "little" Jackie much longer.

Cast ... All right, Includes Will Walling, Tom Santschi.

Type of Story ...... Comedy-drama; written for Jackie Coogan by Willard Mack. Jackie has had better stories than "Little Robin Crusoe," that is stories that gave him more opportunity to use his remarkable pantomimic genius. On the other hand he probably hasn't had anything that will appear as much as his juvenile following. They're surely going to enjoy Jackie's latest. His adventures on the cannibal island and the Robinson Crusoe atmosphere that all know and love, will make "Little Robin Crusoe" a favorite with the kids. Jackie left an orphan upon the death of his father, a policeman in San Francisco. Jackie embarks for Audubon, Nevada, to get his relation's typewriter which was crashed in the atomic crash. Jack is cast upon an island in the sole company of a black cat he calls Friday. The cannibals recount Jackie as their war god, construing his arrival as an omen of war, which leads to a series of events which include an attack upon whites in a nearby cuba settlement. How Jackie saves the white men and the daughter of his relation, and the adventure and excitement, with the U. S. Marines arriving in time for a patriotic finale.

Box Office Angle ...... You know why you've bought the star's name. The rest is easy.

Exploitation …..Prominence for the star's name is first and foremost in your exploitation, of course. Play up the title of his latest in large letters and you might readily arrange tie-ups with radio shops by having them display their latest models and signs reading: "A child can operate them. See Jackie Coogan save a white colony from a cannibal attack by sending a radio S-O-S. Jackie's latest picture "Little Robin Crusoe' is at the blank theater." Run a trailer showing Jackie learning the cannibals, also shots of the shipwreck.

Direction.Eddie Cline; fail
Author Willard Mack
Scenario Willard Mack
Cameramen Frank B Good-Robt. Martin.
Photography All right
Locale San Francisco-South Sea Island
Length 6,216 feet

Charles Hutchinson in
“Hutch of the U. S. A.”
Wm. Steiner—State Rights

As a Whole…….GRAND HERO PLAYS ACTION SCENES WHICH ARE CONVENTIONAL. STORY IS A MECHANICAL, PAR-FETCHED AFFAIR.

Cast……..William Fairbanks one of those unbeatable heroes who just can't be blocked in trying to win the race and the girl. Fairbanks has a busy time of it. Eva Novak pleases him, but she's a little consistent inasmuch as she appears to be a thoroughly likeable young lady but makes all sorts of nasty moves against him. (Of course that before she falls in love with him.)

Wilfred Lucas appears in minor role and Ralph De Palma of racing fame makes a bow.

Type of Story ...... Melodrama. Wilfred Lucas breaks out as an author in "Racing for Life," a story which he also wrote. The plot appears in a minor role. Lucas cannot be credited with having written an original theme, however, for the plot is a repetition of the idea that has been so extensively. Nevertheless it is likely that the regulation fan audience will find "Racing for Life" much readable and will give it its deserved fling.

Gracie Danton's father loses his best driver and is in danger of losing a big race and a great deal of money that he needs to pull him out of debt. Hero Jack's brother, who is Danton's manager, has really stolen the money. Jack agrees to drive the racer providing Danton will not prosecute his brother. Meantime the brother, well paid for trying to ruin his brother, kidnaps Jack. The hour of the race arrives and Jack is not on hand. Shortly after the start he discovers the mass meeting at the race, but the hand of Grace as well. There's the usual last minute suspense and doubt about the success of his plan. It's unlikely that the audience will expect anything but the usual ending.

Box Office Angle ...... Good racing sequence and fast moving story will keep them interested and they'll likely overlook the conventional plot.

Exploitation …..Just show them a trailer of the race and include the shot showing Ralph De Palma. You can count on your men patrons coming in providing you properly announce the show and let them know that they'll see a couple of good races. Where they are familiar with William Fairbanks you can use his name prominently and tell them he gives another good performance in "Racing for Life." Auto companies will be happy to help you on tie-ups.

Direction. .. Henry A. McRae; adequate.

Author Wilfred Lucas
Scenario Wilfred Lucas
Cameramen Not credited
Photography All right
Locales California
Length About 5,000 feet

Marion Davies in
“Janice Meredith”
Distributor: Metro-Goldwyn
Producer: Cosmopolitan

As a Whole. . . . . . .SUPER PRODUCTION, GORGEOUS PHOTOGRAPHY, AND LIGHTING EFFECTS, WEALTH OF AMPHITHEATER APPEAL, A DELIGHTFUL STARRING ALL BOX OFFICE STARRERS.

Star……..Will surely please both the biographical portrayal of Janice Meredith, excellently photographed. A beautiful close-ups of her face looking in picturesque, quaint costumes.

Cast……..Long list of notable comedic performers. Too many names to include them all, but the more important; Harry Ford, very good in male leading role. Allyn Rocke, Helen Gahagan, Robert Young, Joan Blondell, Ben Alexander.

Type of Story ...... Historical romance from the novel by Paul Leicester Ford. "Janice Meredith" is probably the most pretentious Max Davidson production he has ever offered. And right there the shoulder is the one because one is not the best. Its historical background is accurate and try to keep up with the pace. The days they spared neither pains nor expense make it a great spectacle. Directed by Frank B Marth handled it in a big way and the long list of excellent players. Mention just a few of the stars. It's a big production with the Tea party, Patrick Henry's dramatic speech, the battle of Lexington and Concord, the crossing of the Delaware (a mighty fine sequence), the battles of Trenton-Yorktown, the surrender of Burgoyne, Washington marching to Valley Forge, and what overbalances the roman "Aces and Eights," they have had some trouble in keeping the latter a little more consistent in the detail. The comedic touches were outstanding.

Box Office Angle ...... Little do you think about it. "Janice Meredith" is Spectacular treatment of American history with strong patriotic appeal, and a popular star, assure success.

Exploitation…… Will be easy. By time you get it "Janice Meredith" will already have reaped the benefits of the vast exploitation advertising by the Hearst pub co. Won't be necessary for you to do a lot of talking. Just give your date and your announcement and promotions going. Local patriotic cieties will be readily interested in tie-ups. You can make a lot of promises and then you can keep them.
First! the Pathé News
Twice A Week

It is now, and has been for nearly fourteen years, the true feature of the show.
It is now, always has been, and will continue to be, the one standard film, the indispensable picture.
It is as necessary to your show as your projection machines, for it is loved, talked of, praised, as no other picture.

It is not only the oldest but the livest news reel in the business. Whatever the size of your house it belongs in your show, — for your own sake as well as your customers, and for your profits.
Harold Lloyd
Feature Comedies
And Now, At Last, the News You've Been Waiting For

Two Harold Lloyd comedies, of the same high quality as "Girl Shy," will be released by Pathe during the season of 1924-1925.

It is fitting that the tenth anniversary of Harold Lloyd as a Pathe star should be celebrated by such an announcement.

Not only is Harold Lloyd the only star to be identified for so long a time with one distributor, but his record is also unique in that he has never appeared in an unwholesome picture, or one that was poor.

It is gratifying that a star with so remarkable a record is now acknowledged to be the greatest of all box-office attractions.

Pathe is justly proud to be the distributor of the two Harold Lloyd feature comedies of the season of 1924-1925, worthy successors to "Dr. Jack," "Safety Last!" and "Why Worry?"
Pathé Review
Once A Week

The whole world contributes to the Pathe Review.
Is it travel? Pathe Review has in each number a short bit of the interesting, beautiful and unusual from countries that most persons can never see; and it is in the incomparable Pathecolor.
Is it Science? In each number there is some phase of science that is easily understandable, and interesting to all.
Is it Industry? Art? Humor? Nature? They are all in the Pathe Review, only a little of each, but all good and in superb photography.

It must be good to be in the Pathé Review.
Hoot Gibson in

“Hit and Run”

Universal

As a Whole...ANOTHER GOOD GIBSON ENTERTAINMENT. FIRST RATE STORY WITH GOOD PICTURES. ENOUGH COMEDY BUSINESS TO MAKE IT ENTIRELY SATISFYING.

Note that Furnishes plenty of laughs as the kickball fan who gets a chance on a big league team. Will surely please them in “Hit and Run.”

Cast...Right types. Includes Cyril Ring, Marian Harlan, Harold Goodwin De Witt Jennings, Mike Donlin, William Steele.

Type of Story...Comedy; original story. Edward Sedgwick and Raymond Schrock have given Gibson a good one in “Hit and Run,” a baseball story that gives the star an ideal role. There is a good development and while Gibson hasn’t much acting to do, as usual, he gets a chance at a rescue and a fight that afford some excitement. Otherwise his role is straightforward playing with Hoot the “not so dumb” hick, a part he plays to perfection. Quite by accident Hoot is “discovered” and signed to play on a big league team. There’s a fine comedy touch in the sequence showing two small league western teams playing on a prairie diamond. Here Hoot is as hard a hitter that they have to go on horseback to get the ball when he’s at bat. He returns to the batting average when installed on the big team but he still can’t catch a ball. The opposing team kidnaps him to prevent his winning the series. Naturally Hoot makes a mad chase to get back in time. He arrives just in time to make three home runs in the ninth inning, claiming the pennant for his team. A fine lot of laughs and a good bit of comedy.

Box Office Angle...Good entertain- ment. If they want to be amused “Hit and Run” will do it.

exploitation...Ought to be easy. Get your baseball fans interested. Tell them Hoot Gibson makes Babe Ruth look like a bushleaguer. Just show them a trailer of the game; get the outdoor chasing the ball on horseback. That’s a fine sale of the laughs contained in the picture. Get your local teams to help you advertise the picture and you can easily arrange for tie-ups. There’s good exploitation material in this bat. You will do well to take advantage of. And the picture will bear you out in any promises you make for it. Edward Sedgwick has done one of the best of his recent releases.

direction...Edward Sedgwick; very good.

author...Edward Sedgwick-Raymond L. Schrock.

scenario...The same

cameraman...Virgil Miller

photography...Good

good local...N. Y. and the West length...5,508 feet.

“Being Respectable”

Warner Brothers

As a Whole...GOOD CAST HELPS IN GETTING THE PICTURE OVER. WOULD’N’T WANT TO MISS THE STRONG, THE BALANCE, THE STRENGTH OF THE STORY, THE SAME OLD OVERWORKED TRIANGLE.

Cast...Irene Rich always dependable, and pleasurable. I think this has the best chance to make the film of average interest. Marie Prevost only second in importance and not very promising. It’s their conviction, Blue does the best he can with a thankless sort of role. Louise Fazenda not well handled in small part, Others Theodore Von Eltz, Frank Currier, Eulalie Jensen, Lila Leslie, "Broken Barriers"

Producer: Louis B. Mayer
Distributor: Metro-Goldwyn-Mayer

As a Whole...SEX APPEAL DRAMA WITH THE USUAL ELEMENTS THAT WILL PROBABLY MAKE IT FIRST RATE BOX OFFICE ATTRACTION.

Casting...It’s really Norma Shearer’s picture. She’s the whole show and a mighty good looking one. She handles a poor role exceptionally well. She gives a convincing impression of Barbara La Marr’s manner of decolette. Otherwise pleasing. James Kirkwood suitable and Adolphe Menjou the usual rich rounder. Robert Frazer, Winifred Bryson and Robert Agnew adequate in minor roles.

Type of Story...Domestic drama; from a novel by Grace Flandern. In foreign countries it is called by the title American Woman. It was written for the parents to “make matches” for their children and even today a story of this sort is a much talked about thing might be plausible enough but to use the idea in otherwise ultra modern surroundings hardly seems fitting. Irene Rich’s part is one of the most interesting ideas of hero being married to Suzanne just because his father took the liberty to announce his engagement before he could clothe with the Jazzy Winship girl. Marie Prevost is cast rather dramatically in the background of the latter role, being twice fitted by the undecided and certainly unworthy Monte Blue, the husband in the picture. The story carries little weight or conviction in any of its situations and the scenario hasn’t always handled it to advantage. The incidental episode in which Louise Fazenda figures is almost entirely irrelevant. Irene Rich’s pleasing personality and also her role and that is to her to help the picture along not a little. The picture is under the guidance of Rosamund, the director, is probably the most of the story that didn’t offer him great possibilities.

Box Office Angle...Good production and cast rather than story will make it satisfactory average offering. Plenty of good names to use to bring in.

exploitation...“Being Respectable” sounds interesting enough. The title will undoubtedly bring in a good many who select a picture for its name. Several good names for your Mouth. Flandern off with Irene Rich, Marie Prevost, and Monte Blue. Catches might read: “Men, attention! If your individual for your judgment to one girl and you loved another, what would you do? See how young and pretty and all the situation in ‘Being Respectable’.”

direction...Phil Rosen; ample.

author...Grace H. Flandern

scenario...Dorothea Farnum

cameraman...Lyman Broening

photography...Good

local...City

length...7,000 feet.

“Love and Glory”

Universal-Jewel

As a Whole...PICTURESQUE ATMOSPHERE AND SOME COLORFUL, CON- DID VIGNETTES MAKE UP THE HIGH LIGHTS, PLUS SOME WORTH WHILE ACTING. STORY IS PRETTY MUCH TOO SLOW MOVING.

Cast...Madge Bellamy given all the opportunity in the world to show herself as the heroine. The result is, however, emotional scenes though most of them are given over to long close-ups that retard the tempo. Charles Prat getting good acting performance and Wallace MacDonald is well suited. Ford Sterling’s comedy antics seem somewhat out of place. Little Friscilla Moran a delightful youngster. Gibson Gowlan good in character role.

Box Office Angle...Good stock story with the decoration of the City of Rome and the Legion of Honor, the film drags mostly. This can be remedied. The photography and settings are excellent. The story deals with the separation of sweethearts, the youth going to war while the girl is only 17, destined to return. Years later, when both are aged, they are reunited.

Box Office Angle...Strong patriotic atmosphere and love interest, plus good story development. This can be recommended. Story will have to be speeded up to hold them.

exploitation...“Love and Glory” is a thoroughly appropriate title. The story is concerned with both elements, especially “Glory.” The hero’s love for his native France is uppermost throughout. The film should certainly be popular in that country. You can talk about the romance that has its happy ending in old age. This is a new idea, to say the least. Promise good going. The playfulness of the Drury Lane idea of the picturesque atmosphere. They’ll like Madge Bellamy and her work, also Charles De Rochelle. Direction...Good. Production...Good, motion picture material; should have speeded development.

author...Perley Poore Sheehan and Robert H. Davis

scenario...Elton Clavon-Rupert Sullivan

cameraman...Gilbert Warrenent Photograph...Very good

local...France

length...6,986 feet.
Short Subjects

"Wolves of the North"—Universal
Fine for the Summer
Type of production: 1 reel educational
In case the ladies aren't appreciative of the effort put into making a film, the new one from the studio is "Wolves of the North." The picture is a serial that shows the Canadian Northwoods and wilderness, covered every inch of which is the handicap. It is cooling in the extreme. The story is William Duncan, who also is responsible for the direction. He is supported by Ethel Johnson and a good cast that includes Esther Ralston—who looks particularly well—Joseph Girard, Frank Rice, Joe Bonomo and others.

The serial has been adapted from a magazine story entitled "The Free Trader" written by Kathleen and Robert Pinkerton. It concerns the combined efforts of the manager of a Northwest Trading Post and his daughter, to prevent the Cheyenne Free Trading Post from obtaining fur from the trappers and operating, against the law. In addition to the excitement offered by the story's swift action and inclusion of dog-sleigh chases over the snow, canoe chases down black silencing waters, banked on either snow-covered or clear water, a rescue from a pack of hungry wolves, and an engulfing avalanche of tumbling snow, the scenic value of the film is excellent.

It also gives an idea of the dangers and difficulties entailed in the trapping for skins to make milky's fur wraps. The photography which is exceedingly clear was done by George Robinson. With the proper exploitation, this should be a parting place for neighborhood theaters.

Paths Review No. 33
Pictoroscope Magazine
Type of production: 1 reel educational
The Paths Review No. 33 carries four very interesting subjects, and in two of the instances, subjects of pictorial value. The first, "Northwoods" is a beautiful narrative of the Japanese Coast. Next comes "Gay Deceivers," a story of a dog which looks ferocious but in reality is as meek as a lamb. "The Photo-Sculptor" is third and is an interesting exposition of the processes of machine-made art. The last is "The Tourists' Paradise," a delightful trip along the River Ain, France.

"House Cleaning"—Aesop's Fables—Pathe
Mildly Funny
Type of production: 1 reel cartoon
"Aesop's Fables" is a cartoon in which a cartoon is mixed up with a vacuum cleaner, the theme of Paul Terry's Aesop cartoon, which might be funnier if it weren't for the fact that the author has picked a single humorous situation and squeezed it so dry that one gets to feel that the gag man must be considering the cartoon a failure all the way through. The only criticism on this otherwise amusing cartoon is that it is a moving film which may be considered as its disadvantage as to its merit, for a change of pace would have varied the tedium considerably.

"The Fur Trapper"—Fox Educational
Pleasing Number
Type of production: 1 reel educational
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Theater Changes

**Philadelphia**—The Opera House at Lancaster has been taken over by E. J. Apple of the Apple Amusement Enterprises. The house, which has been vacated the past week, will undergo alterations.

**Chicago**—Adolph Kraus has purchased the property of the W. W. A., Burnside estate, which includes a theatre. The building brought $40,000.

**Worcester, Mass.**—Bertram L. Haideman has abandoned his original plan of building a theatre and will build an office building instead.

**Schuyerville, N. Y.**—A. E. Milligan of the Broadway has decided to cut to three days a week for the rest of the summer.

**Danbury, Conn.**—C. E. Johnson, who formerly operated the Danbury, will again take possession of that house in August.

**St. Johnsville, N. Y.**—The Cameo has been closed until repairs planned by Manager Smalley are completed.

**Troy, N. Y.**—The Lincoln will play split weeks until fall, when the house will go into straight week runs.

**Seattle**—R. L. Ruggles, formerly of Chehalis, is managing the Liberty, owned by J. D. Fraggart.

**Des Moines**—The Capitol, which has been dark most of the summer, will soon open.

**Lock Haven, Pa.**—The Garden has been closed and is undergoing improvements.

**Philadelphia**—Ben Tolmas, formerly with Warner, has joined Metro-Goldwyn.

**Martinsville, Ill.**—The Opera House has been purchased by John Snyder.

**Jacksonville, Ill.**—On Aug. 15 C. L. Weber will re-open the Kibito.

**New Prague, Minn.**—William R. White has taken over the Savoy.

**Pana, Ill.**—The Eagle, has closed for August and September.

**Martinville, Ill.**—Mr. Snyder has operated the Opera House.

**Seattle**—Si Dantz has bought W. L. Steele’s Queen Anne.

**New Madrid, Mo.**—John Beiler is remodeling the Dixie.

**Gibson City, Ill.**—G. H. Meyers has closed the Lyric.

**Milford, Ia.**—A. M. Leitch has purchased the Strand.

**Bridgewater, Mass.**—Charles Babb, manager of the Princess, has decided on a closed house for the summer except on Saturdays when two shows will be given.

**Pittsfield, Mass.**—George A. Markel, who has been proprietor of the Strand for a number of years, has purchased the property from William T. Butler.

**Monro, Ill.—**E. P. Pertel has sold the Lyric to S. H. Elias, who took charge Aug. 1. Pertel operates a number of other houses.

**Bayonne, N. J.**—Alterations are planned for the Lyceum. The lobby will be redecorated and a new marquee installed.

**Albion, Mich.**—George Brookes is the new owner of the Family. He formerly operated the Dawn, Hillsdale.

**Hinsdale, Mass.**—Picturres have discontinued for two weeks in the Town Hall to permit alterations.

**Mt. Pleasant, Ia.**—E. S. Perkins has taken over management of the new Temple, seating 600.

**Caruthersville, Mo.**—The Liberty is being remodeled and renovated between performances.

**Leviston, Me.**—The Music Hall will remain closed for the remainder of the summer.

**Concord, N. H.**—Arthur J. Adams will manage the Auditorium for the summer.

**M. DeLong has sold his Rose theater Sumas, Wash., to Alfred Schrock.**

**Mexico, Mo.**—Buddy Paul expects to re-open the Grand about Aug. 15.

**Galva, Ia.**—Feldham’s has closed for the summer.

**Mastbaum for Municipal Stadium**

Philadelphia—Jules E. Mastbaum, of the Stanley Company, has written to Mayor Kendall from Paris, advertising the erection of a stadium similar to the one being used for the British Empire exhibition at Wembley. It is Mastbaum’s idea to have a stadium of 50,000 capacity to be used primarily at the time of the Sesqui-Centennial.

**The Missouri Increases Prices**

St. Louis—An advance in prices has been announced by the Missouri, Paramount’s first run here. The new scale is: nightly, 50, 65 and 85 cents for adults, and 25 cents for children; matinees, 35 cents for adults and 15 cents for children; Saturday matinees, 50 cents; Sunday prices are the same as at night.

**Hustler Leaves Will Cohen**

Philadelphia—Herbert Hustler, for years with Will Cohen, managing the Imperial, Second and Popular, has resigned to devote all his time to the Highland, at Audubon, and the Colosseum, Egg Harbor, in which he is interested.

**Additions to Film Classics’ Force**

Cleveland—George Erdmann has been appointed representative for Film Classics in Illinois. F. R. Cleaver has been appointed special representative for Cincinnati, Southern Ohio, Kentucky and West Virginia.

**Cotton Joins Prod. Dist. Corp.**

Cleveland—Robert Cottom, former local Fox manager, has been appointed special representative for Producers Dist. Corp, covering Cleveland, Cincinnati and Detroit, maintaining headquarters here.

**Blast Wrecks Old Monroe**

St. Louis—A dynamite blast wrecked the unoccupied and partly dismantled Monroe theater, 2814 Chippewa St., recently.
ELZNICK Distributing Corporation offers a representative and diversified array of productions for the coming season, which includes some of the product of Selco Pictures, Incorporated. These pictures have been selected because of their unform box-office appeal and because they will reach various types of audiences.

“MISSING DAUGHTERS”

“What happens to the girls who vanish every day?” is answered in this melodrama of far-reaching human interest and exploitation possibilities, played by an exceptional cast including Eva Novak, Rockliffe Fellowes, Pauline Starke, Eileen Percy, Robert Edeson, Claire Adams, Walter Long and Walt Whitman. A Choice Production.

“THE PASSIONATE ADVENTURE”

Society drama, to make which Alice Joyce, the star, and Marjorie Daw, a featured member of the cast went to England, where the picture was filmed under the supervision of Myron Selznick. Clive Brook, who won such praise in “Woman to Woman,” and Graham Cutts, who directed that success, give their talents to this picture. A Gainsborough Picture.

“LOVE OF WOMEN”

A Whitman Bennett Production, starring Helene Chadwick, supported by Montagu Love, Mary Thurman, Maurice Costello, Lawford Davidson, Marie Shotwell and Frankie Evans. Its theme is based on the interlocutory divorce; its drama, the human elements back of the cold legal decree.

“THE GREATEST LOVE OF ALL”

Starring George Beban, one of the screen’s finest character actors, this picture is so lovable and human, such a downright fine blend of emotions and action—pathos, humor, sturdy drama—that there is no doubt of its overpowering appeal to any audience.

On these two pages are listed such of our pictures as are wholly completed and available for exhibitor scrutiny. The titles of a number of others will be announced as soon as these productions, now under way, are completed.

Thematic Cue Sheets available on all Productions.
ELZNICK Distributing Corporation will have available for exhibitors during the coming season at least twenty-six high-test productions, and present plans indicate an even larger output. Exhibitors have our assurance that these pictures will be released in the order of their completion, nothing held back for any reason whatever.

"THE BOWERY BISHOP"

New York's famous street—the colorful and turbulent Bowery—is the setting for this vivid drama, in which Henry B. Wal- thall gives his finest characterization as "The Bishop," supported by Edith Roberts and Leota Lorraine. A Rellimeo Production, supervised by Grace Sanderson Michie.

"THE WORLD STRUGGLE FOR OIL"

Capt. Hank Butler's graphic picturization of the contest for the world's oil fields and the power that goes with them, has been hailed by newspaper critics as "gripping drama," "romance" and "the best of its kind yet put forth." A drama with whole continents as "location" and nations as actors.

"PASSIONS OF THE NORTH"

"Filmed actually on the wind-swept, snow-covered Tibetan plateau, in sight of Mt. Everest, this picture gives the essence of real adventure, with human beings stripped down to elemental passions, and with wolf packs and herds of wild horses as unusual features of the drama.

NELL SHIPMAN'S "LITTLE DRAMA OF THE BIG PLACES"

A series of two-reel dramas of the Northwest, simple and powerful, with Nell Shipman and the myriad wild inhabitants of the region, against backgrounds of hills, snow-covered trails and woods of authentic beauty. "The Trail of the North Wind" and "The Light on Lookout" are the first two of the series.

NEWSPAPER FUN

A weekly one-reel subject, composed of the best humor of the daily papers, which will put the desired lighter touch in your program.
STANDARD CINEMA CORPORATION, although just rounding out its first year in the short subjects field, has acquired the product of two of the greatest comedians on the screen, Jimmy Aubrey and Stan Laurel, in addition to the Dinky Dood series of Bray Cartoons and E. V. Durling’s Screen Almanac.

JIMMY AUBREY STAR COMEDIES

This is the second series of comedies made by Aubrey for Standard Cinema, and to those who have seen and played his first series, nothing need be said of the unusual comic quality, freshness and spontaneity which invest everything that Aubrey does. Aubrey has been long before the screen public, and his popularity is greater year by year.

This new series will make new records of laughs per foot. Aubrey has surrounded himself with the most expert of “gag men,” he has picked his directors from among leading screen comedians, he has chosen stories with the real comic twist in themselves. “King Dumb” is the title of the first release, “Polly Voo” that of the second.

STAN LAUREL COMEDIES

The acquisition of Stan Laurel by the Standard Cinema Corporation is an event of distinct importance and interest. Laurel, as a Pathe comedy star, under direction of Hal Roach, reached the pinnacle of film funny men. His work for Standard maintains that high quality, and his reputation and past performance will be an asset to every exhibitor, now as in other times.

Laurel has made his mark for doing things differently from others, and extraordinary care has been taken, and expenditures incurred, in order that this series will be ahead of the field in originality and quality. That he has succeeded, is amply shown in “Detained,” Laurel’s first Standard Comedy, and in “Over the Bottom,” the second.

On this and the following page, we give a brief outline of the Standard Cinema short subject features arranged for the coming season. Other subjects will be announced as soon as they are made ready for exhibitors.
STANDARD Featurettes are two reel productions, which have been edited down from full-length classics, so that what remains is solid entertainment. Furthermore the biggest box-office names head their casts—Valentino, Constance Talmadge, Eugene O’Brien, Conway Tearle, among others. Standard Featurettes have everything in short.

STANDARD FEATURETTES

“The Wonderful Chance,” first of the series of Featurettes, has both Valentino and Eugene O’Brien in its cast. It is a rapid-fire melodrama, with Valentino as a swaggering crook, and O’Brien playing a dual role. Two thousand feet of action.

“Sauce for the Goose,” the second release, stars Constance Talmadge, supported by Harrison Ford. It is a comedy drama of married life that never drags for an instant, with Miss Talmadge at her best.

“A Pair of Silk Stockings,” also with Constance Talmadge, is a delightful farce, with enough thrills and a whirlwind finish to keep the most blase audience on edge all the time.

“Chivalrous Charley” gives Eugene O’Brien a chance to mix comedy and action in a way to satisfy every taste. As the guileless youth who falls for every hardluck tale, he gets into enough trouble to make a two-reeler breaking all speed and laugh-limits.

Other Featurettes will be announced as soon as ready.

DINKY, DOODLE SERIES

This is a new series of one reel cartoons from the Bray Studios, and are a welcome addition to any program. Maintaining the excellent record for quality associated with the name Bray, these cartoons will succeed in getting a following which will always look for them, just as millions are devoted to the comic strips of the daily papers.

SCREEN ALMANAC

An intimate record of leading figures in the world of entertainment—screen stars, legitimate players, musicians—as you would like to see them, at home or at play, playing some different role. “Behind the Scenes,” “Broadway to Hollywood” and “Among the Girls” are the first three releases, each crammed full of pep and interest.
Europe

(Continued from Page 1)

Exploitation. An unknown quantity. Nothing like exploitation as it is known in America, can be comprehended in Europe.

The idea of giving a picture a run for the purpose of stimulating interest is almost unheard of. Here’s an instance to prove it. In Sweden, Buster Keaton’s “Our Hospitality” has been running for twenty weeks in one house. The distributing company has a sharing arrangement with the exhibitor. During the twenty weeks the distributor has received more from this one picture than for any of his product ever sold for the entire country of Sweden, and the run is still showing healthy indications of continuing.

This is not only true of Sweden, but could apply almost to any other country. That is one of the real reasons why the leading companies are seriously considering opening their own houses.

ANOTHER REASON

Hawking product about. Season by season, is an impossible business condition, if a concern turns out 40 to 60 pictures, and can sell but 20 of them, and the remainder lie on the shelf, and there is no opportunity to dispose of them—at least at a profitable figure. Responsible buying agencies are not numerous over here in every country.

This is an impossible situation. The aftermath of the war left building conditions in an almost impossible fix—very similar to what America experienced—but this condition has now ceased—building operations are on in full force.

The erection of theaters is a costly item, especially in view of the building regulations, but—

PROFITS

Just look at these figures and reflect—considering that nothing like special exploitation, special advertising occurs.

The following figures are official, and represent the income of the leading Parisian motion picture theaters during the year 1923:

Marivaux .................. 4,000,000 francs
Gaumont Palace ........... 3,500,000 francs
Lutetia ..................... 2,250,000 francs
Madeleine ................... 2,000,000 francs
Max Linder .................. 1,750,000 francs
Pathé Palace ................ 1,500,000 francs

Nothing of course as compared with the income of some important American picture houses. Even the leading theater with an income of four million francs (which is approximately $250,000 or less at existing rate of exchange) seems a joke. But there is a tremendous difference—and don’t forget it—between the cost of operations of a Broadway first run, and a Paris first run.

Conservative estimating places the profits of the Max Linder, which only did 1,750,000 francs, as over half a million. The Gaumont Palace has been considered one of the best paying theater investments in the world—and this for many years.

There is no way to estimate the probable income, properly operated, efficiently conducted, of first class motion picture theaters in Europe—with American ideas—with American energy—with American publicity methods back of them.

Of course such push, such energy could not be too apparent. It must be in the background—otherwise it must be offensive, but this is simple.

Within five years—(perhaps it is foolish to predict anything in this industry)—Europe will have in every important city—first run motion picture theaters, operated either by American concerns, or by corporations in which they are interested. Once this occurs, the rest will be simple. Pictures will have longer runs, and the income from ensuing runs in the smaller houses will more than justify the effort made.

Since one of the leading American companies started operating a house in London within the past year, its income from the booking of its product has almost trebled—so I have been in-
Current

ALLIED PRODUCERS & DISTRIBUTORS Reviewed

B. J. Dilly (Jack Pickford) 3-23-24

ARROW

Well’s Gorge of the Scorpion ... 4-6-24

ASSOCIATED EXHIBITORS

A. girl Loves 6-24-24

B. Confession 5-18-24

Indianapolis— Threatened arrest of C. M. Walker for operating the Irvington theater, Ritter Ave. and E. Washington St., Sunday did not materialize. Walker announced last week he would operate Sunday, saying he was unable to make a profit with shows only six nights a week. A committee of citizens and pastors told him that he would seek his arrest if he carried out his intention.

Walker pointed to the fact downtown theaters are not molested on Sunday as his justification.

WAR Against Film Fights

(Special to THE FILM DAILY)

Milwaukee—The annual convention of the W. C. T. U. has passed a resolution urging that a Federal statute be enacted to prevent the filming of short pictures and thus checking that practice at the sources. The cooperation of other organizations will be sought.

Lorain Opening Almost Ready

(Special to THE FILM DAILY)

Lorain, O.—The Temple, which figured prominently in the recent storm over censorship, is to open next Monday; but a building inspector decided that some more alterations were necessary.

Duluth Exhibitor Dead

(Special to THE FILM DAILY)

Duluth—William M. Abramson, well-known exhibitor in this territory, is dead. His last theater operation was the Selda which he sold to Finckelstein and Ruben about a year ago.

Milwaukee Meets Aug. 19-20

(SPECIAL TO THE FILM DAILY)

Milwaukee—The Wisconsin M. P. U. will meet and make protests to the censorship board. Speakers from the Milwaukee censorship commission and from the National Board of Review will talk.

Coston Leases Shakespeare

(Special to THE FILM DAILY)

Chicago—Jimmy Coston has taken a lease here today of the Shakespeare, at 43rd and Ellis. The house, owned by H. Schomestad and Sons, was operated by Brundish Bros.

F. B. O.’s Two Prize Winners

(Special to THE FILM DAILY)

Chicago—Al Hoffman and Ed Johnson of F. B. O. were awarded $150 and $125, respectively, as first and second prize winners in their company’s sales drive.

The Week’s Headlines

Monday

Charles H. Duell, Inc., formed, understood. Understood. Well, understood. Well, understood. And,/the Grapple, and the Grapple, and Duell, the Grapple, and Duell, and

Herman F. Jans to re-enter state right pro-

Alleged interference of Paramount in pro-

and, to the Grapple, to the Grapple, and to the Grapple, and to the Grapple, and to the Grapple.

More vigorous action is being considered for Kansas next year.

Tuesday

New York exhibitors fear delay of theater construction on part of apartment house building.

First National seeks to recover $19,639 from Charles Ray in over payments and royalties.

Wardens sign Dorothy Devore and June Buick for a time out. Lord’s Day Alliance loses Sunday closing fight.

Joseph M. Schenck, testifying at Federal Trust hearing, Los Angeles tells of West Coast theaters.

Wednesday

George W. Trueman testifies that Mr. Hays will go ahead with booking contracts.

Marcus Loew out of Ottawa theater field.

Theater goes over to Keith, Big St. Louis house ready.

Barnes to admit renewal of McKenna duties. Fears dumping of foreign pictures.

Paramount to market "Bathing Beauty" in "The Swan," Cruse to direct Negro.

Reported Heard to “Zander the Daughter” and several others.

Thursday

Hiram Abrams declares the sale of Pickford and Fairbanks is to boost “certain stock” on New York exchange. Says they will remain with United Artists.

June Mathis returns. Denies leaving Metro.

Morgan on safety and usefulness of work in Rome. His “Sainted Devil” finished.

Rudolph Valentino to vacation in Europe.

As “Sainted Devil” finished.

Associated Exhibitors turning more detail over to Fox, say they are not yet dissolving, but merely cutting the waste.

Reported United Artists has “America.”

Canadian M. P. T. O. meets in September.

S. A. C. seeks new territory.

Friday

Indefinite period is set for decision of Pickford and Fairbanks.

Independent producers and distributors alarmed over booking combine situation. Plan campaign direct to exhibitors.

Will H. Hays, back from Coast, optimistic over outlook. His report and advertising standard responsible for killing censorship in Long Beach, Cal.

Local circuits fall to meet for fall buying discussion. Exhibitors have signed buying agreement under revised A. B. C. C. plan.

Sidney Olcott’s contract is on the picture. Agreement reported signed, but now.

Saturday

Exporters securing release on prints under “doubled” provisions of tariff law.

Hiram Abrams sails on annual business trip to Europe.

Whitman Bennett to build new studio in Westchester.

W. S. Gordon Michie, prominent English executive committed to studio investigation for British pictures here.

DEBRIE CAMEOS

The New Metal Model Debril in now fitted with nine turn and four and half foot automatic shudder disolve.

The ideal camera for the studio

MOTION PICTURE APPARATUS CO., INC.

118 W 44th Street

New York City

Bryant 6635

Agents for U. S. and Canada for Debril.
"The Arab"—Metro-Gold. 
McVicker's, Chicago

POST—** * production is remarkable in a number of ways and not the least is its scene beauty.

Ramon Novarro plays the title role in this story of the days when Arabia was beset by the feuding of the Arabian and Kurds. He is the Sultan of the great city of Bagdad, and the scene is beautifully done, with a colorful oriental setting that brings to mind the famous picture cards of your youth.

Capitol, Cincinnati

POST—Aside from having a convincing story, "The Arab" provides views that are bound to be what the audience expects to see, because the picture was made in Algiers.

TUESDAY—* presents a story that is pleasing and romantic without placing too great a strain on the imagination. The characters are intensely human and natural.

Loew's State, Los Angeles

(Week Ending Aug. 23)

EXAMINER—* is very well told but neither the quality of the story nor the acting reflects that glamour or brilliance to which Mr. Novarro has trained his patrons. In short, except for a few sky-line silhouettes of the great Arabian palaces and the brilliant white coloring of the exterior scenes, the film seems in no way to justify any claim that pictures made on location, especially in foreign climes, are more realistic.

EXPRESS—Ramon Novarro has more opportunity for comedy than in any other role he has yet attempted. As the blustering, ambitious, young white knight, he is every bit the descendant of the gay young blade in "The Prince of Zenda.,"

RECORD—Although dramatic interest lingers at several points, there is never a lag in the picture's rich appeal to the eye.

TUESDAY—Alice Terry appears without the famous blonde wig and photographically this is not satisfactory. She does, however, reflect a degree of charm by beauty.

"Another Scandal"—Prod. Dist. Corp. Strand, San Francisco

(Week Ending Aug. 23)

BULLETIN—How the widow recaptures her husband after a series of misunderstandings and pictorial situations that lead to a big climax.

CHRONICLE—It has Lois Wilson as its star, and the picture is played quite young enough, too, to be believed and acted with a good deal of naughty. Her scenes with her baby are delicately and prettily done.

HERALD—The film begins very frothily with the madcap ploy of a gay little flapper, played by Lois Wilson, who then settles down to the more serious business of being a wife and mother, and ends with some very fine and very heavy drama.

"Babbitt"—WARNER'S 
Karlton, Philadelphia

BULLETIN—While it lacks the subtext of the book, in carrying its points, the general atmosphere is not lost.

NORTH AMERICAN—The more obvious pleasure of this picture is the meat laughs, and Willard Louis as the prosaic, middle-aged, and complimentless man among the high-spirited, tragicomic socialite in appearance.

PUBLISHER—(Monday)—All of the Sinclair Lewis story isn't in the film—it must have been too expensive to go to print, but it is enough of it to give enjoyment to persons who have read the book and to those who haven't.

"Bluff"—F. P. L. 
Regent, Rochester

DEMOCRAT—There is neither finesse in productive detail nor any noticeable super-}

"Bread"—Metro-Gold. 
Capitol, Detroit

FREE PRESS—There are pretty scores of family life, of gay parties, of near-}

"Broadway After Dark"—Warrners Sun, Omaha

EVERY DAY—* * * springs the love scenes and drama with which the picture is

RECORD—It is a picture that is well made, with Adolph Claman, Anna Q. Nilsson, Edward Burns and Carmel Myers.

NEWS—It's a picture packed with subtle humor and situations subtly acted by the subtle Menjou.

WORLD HERALD—This director bears watching. He's going to be up with the big ones before many years.

THE FIGHTING WOLF — F. P. L.
Rialto, Omaha

EVE. BEE—James Cruze, who produced the film, selected a wonderful cast, with Pepe Arias, Alice Gordon and Kathlyn Williams.

"The Fighting Wolf"—F. P. L. 
Eastman, Rochester

DEMOCRAT—* * savors more of comedy than drama, but many laugh lines are included. The story is a good one and is well performed by the principal actors.

GLOBE—A picture that will do well, both because of the story and the acting of the principal players.

"The Fighting Wolf"—F. P. L.

California, San Francisco

(Week Ending Aug. 23)

BULLETIN—Dorothy Devore makes you laugh a minute and gasp in the next, in "Hold Your Breath," a feature comedy. 

JOURNAL—While it is not a particularly novel variation of the "mistaken identity" theme, the picture is nevertheless interestingly presented.

TUESDAY—* * presents a well-knit, interesting melodrama.

"Hoopla"—Fox Pantages Minneapolis

STAR—* an honest melodrama of pathos and action. The film is the picture is exceptional.

"How to Educate a Wife"—Wisconsin 
Placidly, Rochester

DEMOCRAT—The production is without fault, though the technique is not always naturalistic, which are unobserved by the average audience. Nevertheless, the act of teaching becomes fascinating in its purity and the quality of human interest is carried to the point of being emotionally painful.

GLOBE—Within certain limitations Montana Blue is an excellently made drama, but more often than not it is a slightly corny story. The subject, however, is of great interest to all, and the acting, particularly that of the leading player, is equal to the task.

JOURNAL—There are occasional bits of comedy, but more often than not it is serious and deeply thought-provoking drama with a good deal of pathos.

"Howdy Prisoner"—Jubilee, Los Angeles

(Week Ending Aug. 23)

EXAMINER—Under the able direction of Arthur Rosson and Hines, the scenes of "Yankee Doodle," the race horse, to victory by Johnny Jones, moves and amusingly to a smashing finish.

EXPRESSION—It has retained much of the fun, and humor that is almost as much fun as it was when it was made.

TIMES—Johnny Hines is thirty-five years of a comedian. * * * he is clever in his attitude and, to use a new and cleverly broad expression, he "gets the joke" on the world and has added humorous and human interest in "How To Educate A Wife," a feature comedy. He is a delight, and his acting is one of the most hilarious in the film. He is a delight, and his acting is one of the most hilarious in the film.

"I'll Be with You"—Vitagraph

SAN FRANCISCO Star Times

(Week Ending Aug. 23)

EXAMINER—The story is a romantic one, and the acting is convincing and the dramatic direction is well handled. It is a picture that will give a lot of thrills and laughs, and if you take it as a light satire, you will derive much and more benefit.

WORLD HERALD—You will be production exceedingly interesting, of which the audience is convinced and the Lecture on the development of the popular story. The name, which has not been sufficiently presented, is most admirable for its effective acting, and no picture of recent release has presented more capably.

"Jack the Knife"—Fox

"James Cossar"—AMERICAN 
Rochester

"Johnny Mineo"—Tarkington's 
Ex-Press, Milwaukee

"Johnny Mineo"—Tarkington's Express, Milwaukee

"Johnny Mineo"—Tarkington's Express, Milwaukee

"The Man from Brownsville"— 
Grand, Minneapolis

STANDARD—Presenting pleasant scene, the story holds the attention from start to finish, and the acting is perfectly natural and human interest.

"The Heart Buster"—Fox 
Newspaper, Indianapolis

HERALD—Millard Webb's directing is commendable. His ground work and photographic mechanics are good, manages his players in satisfactory ways.

"Her Marriage Vow"—Warner's Orchestra Hall, Chicago

HERALD—Millard Webb's directing is brilliant. His ground work and photographic mechanics are good, manages his players in satisfactory ways.
"An Avalanche of Laughs"

Douglas MacLean in
"Never Say Die"
from William Collier's
Greatest Comedy Triumph

Motion Picture News, Inc.

Never Say Die
(Douglas MacLean—Associated Exhibitors—Six Reels)

We feel sure that the enthusiastic response to our previous announcement about Douglas MacLean's new comedy, "Never Say Die," will be as strong as the one for his last comedy, "Going Up." The story has been built around one of the most exciting medical dramas ever to be seen on the screen. The theme of the picture is the story of a doctor's struggle to save a patient's life. The doctor's battle is fought against time, for the patient is in imminent danger of dying. The drama is heightened by the fact that the doctor is himself a patient, and that the patient is a close friend of the doctor's. The situation is made even more tense by the fact that the doctor is a woman, and that the patient is a man. The picture is full of action, and is sure to be a hit with audiences everywhere.

THE CAST
John Woodbury
Douglas MacLean
John Pruna
Wade Boteler
Gries
Lillian Rich
Hartley Wiskett
Hallum Conley
Karl Gerhardt, M.D.
William Conklin
Violet Gallardo, M.D.
Eric Mayne
Violet Stevenson
Lillian Rich
La Crosse
Helen Ferguson
Vernieh
Andre Long
"Jim" Murray
George Cooper
Gaston Giblin
Adapted from the play by William H. Post. Directed by George J. Croce. Scenario by Raymond Clancey.

ASSOCIATED EXHIBITORS
PHYSICAL DISTRIBUTOR
THE EXCHANGE INC.
ARTHUR S. KANE
PRESIDENT

FOREIGN REPRESENTATIVE
SIDNEY GARRETT
"Little Robinson Crusoe"—Moro-Gold. California, Los Angeles

Express—These are the most novel settings Jackie has ever had, and he proves himself both the artist and the little hero of the yarn.

"The泄血"—Universal Century, Baltimore

Morning Bulletin—The story of the little Irish kid who is received as a god of war by the cossacks and who is aided by the kid's own father, and it's the only type of stuff left to Jackie in his weedlike growth.

"The Side Show of Life"—F. P. L. State, Boston

Globe—It is artistically produced and it's a very well directed and accomplished interlude.

"Manhandled"—United Artists Keith's, Cincinnati

Post—Lovely is something new in the movie field. The plot is extraordinary. It is well directed and well acted. There is an equal amount of solo, laughter and excitement.

Timely—Although there are portions of the film which are more or less stereotyped, the general effect is one of freshness, and the interest of the audience is held from beginning to end.

"Monsieur Beaucaire"—Paramount Roosevelt, Chicago

American—* * * is a superior production. It's exceptionally fine in photography, story value, direction, acting—every respect it is a high-grade photograph and they pleased the spectators at the Beaucaire was evidently appreciated of its points was expressed clearness throughout the picture in brief eruptions of laughter; at the end, by applause.

"Poisoned Paradise"—Preferred Salt Lake, Chicago

Daily News—* * * it has all the kick of a Nick Carter dime novel, and the general plot and shenanigans of the approved style of magazine crook stories with a love interest.

"The Signal Tower"—Universal Rialto, Washington

Post—Aside from giving some real thrills, the director has added and pointedly with Ernest Torrence, * * * offering what is possibly the very best performance of his particularly brilliant camera career.

"No More Women"—United Artists Imperial, Montreal

Gazette—* * * picture is entertaining, and there for some especially fine views and mountain lakes.

"Single Wives"—1st Nat'l Circle, Indianapolis

News—The lovely Corinne Griffith is the neglected daughter-wifemanheartedly neg- lected, in fact, on the anniversary of the wedding, the wedded of Virginia Valli has been seen in a more appealing role. * * *
Even before you see the picture on the screen you know that the release print bearing the identification "Eastman" "Kodak" in the margin is of the finest possible photographic quality.

Eastman Positive Film carries quality from studio to screen.
"By all means do not miss 'SINGLE WIVES' at the Strand this week. Here is a picture which contains almost every element to satisfy the fervid picture fan.

"Corinne Griffith in the leading feminine role surpasses any screen work she has done heretofore."

New York Morning Telegraph
Foreign "Labs" Hit

Exporters Not Sending Negatives With "Drawbacks" Here and English Duty Off

Advices reaching here from abroad indicate that foreign laboratories are already feeling the pinch of decreased business as a result of the "drawback" situation in this country and the elimination of English import duties, now that the McKenna duties became effective.

So far as can be gathered in the trade here, the elimination of all duty on films imported to England will not result in the dumping of American and other pictures into that market. It seems that the most serious influence will be on the laboratories there.

It was pointed out in the Sunday issue that under the American system.

(Continued on Page 3)

4 Paramounts on B'way

Paramount has first-run representation at 4 Broadway theaters this week, "The Ten Commandments," at the Criterion; "Manhandled," in its third week at the Rialto; "The Covered Wagon" is at the Rivoli for a second week while "Monseigneur Baudicaire" opened yesterday at the Strand.

Open Territories

Ind'pts Again Discuss Problem of Breaking in Where State Right Exchanges Don't Exist

When the Independent M. P. Prod. and Dist. Ass'n., Inc., was first formed, one of the problems discussed was the method to be used in breaking into those territories that did not support worthwhile state right exchanges. Nothing apparently was done about it, although it was at one time planned to divide the cost of establishing offices pro rata among the members.

This question has been revived again. It formed one of the topics of discussion last week when important state righters met to discuss the booking combine situation. It is understood no decision was reached and that further meetings may be called in the near future.

(Continued on Page 2)

Doug's" Ultimatum

There Is No Possibility Of Their Mary Or Himself Joining Any Other Organization

(Special to THE FILM DAILY)

Oklahoma—The following statement, issued by Douglas Fairbanks, Jr., on his arrival here from New York, was published in the Oklahoman newspapers.

The stories in the newspapers to the effect that Mary Pickford and I make any change in our business arrangements, are absolutely untrue. In explanation, Mr. Chaplin already said this—so have I.

The way the circulation of these stories is more or less flattering. The Street Journal, the other day, said that the stock of a certain motion picture organization had been run by the report that this organization was to handle my pictures. That was the purpose of the story and it may have succeeded but does not make the report true. Artists are also claimed to be a point of making contracts with same organization. The public is told to make the greatest service if we reject all such statements as they relate to Mary Pickford and myself as absolute fabrications.

It is understood that: Universal is in making a new version of "Raffles" which, with Lisette Peters in the lead.

Off On Fall Sales

Grainger to Visit Important Cities and End Trip on Coast—B. and K. Deal

James R. Grainger, who handles Eastern half of the country on Goldwyn's sales, has left on an extensive tour that will take him as far as the Coast. He intends visiting the number of key cities en route.

His trip largely concerns first-run distribution for the fall Metro-Goldwyn-Mayer. A number of deals have been closed and others are pending. The Chicago, Grainger said, has been among the most active, with Balaban and Katz for the site of the first-run distribution for the fall, and a few of the key cities for the Gilbert circuit. The other half remains to be disposed of.

"D. W.’s" First?

May Be "Sorrows of Satan," Corelli Story—Returns from Germany Soon

It is reported that the first picture that D. W. Griffith will make for Famous Players will be "The Sorrows of Satan." The Marie Corelli story, that Jesse L. Lasky acquired on his recent trip to Europe. This could not be confirmed.

It was stated that nothing would be done about a first vehicle until Griffith returned from Germany and conferred with Famous production officials. Lasky is on the Coast at.

(Continued on Page 2)

Famous Directors Meet Today

The board of directors of Famous Players will hold a regular meeting today at which the financial forecast will be presented. The official statement may be issued after the meeting and if not, later in the week. The usual dividend declaration is looked for.

Another "Sea Hawk" Opening

"The Sea Hawk" opens in Boston, Aug. 24, in charge of Jack Pegler.

"Enormous!" is the opinion of exhibitors who have previewed "The Breath of Scandal." It's a Preferred Picture released by B. P. Schulberg Productions, Inc.—Advt

Michie Coming Here

Prominent British Film Head To Investigate Production And Distribution

W. S. Gordon Michie, prominent in English film circles, will arrive in this country on Monday, aboard the Leviathan on his first visit to the States. Michie is director and secretary of 20 British film and theater concerns, among them Stoll Film, the Coliseum Syndicate, Ltd., Stoll Picture Theatre and London Theaters of Varieties.

Michie is chiefly interested in the possibility of marketing British productions in this country.

(Continued on Page 3)

Saxe Indenfite About Madison

(Special to THE FILM DAILY)

Minneapolis — "Greater Amusements" states that the reports that Saxe Bros. would build a $2,000,000 theater in Madison, Wis., are premature and that nothing will be done until after their Jansenville house is completed.

Granville with Stoll

(Special to THE FILM DAILY)


Monday, August 11, 1924

Price 5 Cents

THE THE RECOGNIZED AUTHORITY

THE BRADSTREET of FILM DOM DAILY

ol. XXIX No. 35
On Broadway

Astor—"The Sea Hawk"
Broadway—"Poisoned Paradise"
Brooklyn Mark Strand—"Being Respectable"

Cameo—"Girl Ship"
Capitol—"Wine of Youth"
Cohan—"The Ten Commandments"
Cosmopolitan—"Janice Meredith"
Criterion—"Dorothy Vernon of Had- don Hall"

Liberty—"The Thief of Bagdad"
Loew’s New York—Today—"Lend Me Your Husband"
Tuesday—"Fighting Fury" and "Masked Dancer"
Wednesday—"Wanderer of the Wasteland"
Thursday—"Chechaceos"
Friday—"Tiger Thompson" and "The Fortyth Door"
Saturday—"Sideshow of Life" Lyric—"Love and Glory"
Rialto—"Manhandled"
Rivoli—"The Covered Wagon"
Strand—"Monsieur Beaucarie"

Next Week

Astor—"The Sea Hawk"
Broadway—Not yet determined
Brooklyn Mark Strand—Not yet determined
Cameo—"Fools In The Dark"
Capitol—"Secrets"
Cohan—"The Ten Commandments"
Cosmopolitan—"Janice Meredith"
Criterion—"Dorothy Vernon of Had- don Hall"
Liberty—"The Thief of Bagdad"
Lyric—"Love and Glory"
Rialto—"Never Say Die"
Rivoli—"The Covered Wagon"
Strand—Not yet determined

New Theaters

Fort Wayne, Ind.—John Burns has taken a 99 year lease on a piece of property, on which he intends building a theater with a seating capacity of 1,800.

An Sable Forks, N. Y.—Foundation for a new theater at Tupper Lake has been completed and it is expected it will open for business early in the fall.

Bath, N. Y.—Work on the new $50,000 house planned here will start shortly if final negotiations now pending are made.

San Francisco—A new theater calculated to cost $200,000 is being designed by Reid Bros. for Young Investment Co.

Canover, S. D.—Manager S. E. Lawler it all set for the opening of his new theater, remodeled from a drug store.

Bath, N. Y.—Work has begun on the construction of a new two-story theater which will seat 700.

Santa Barbara, Cal.—The Lobero, now nearing completion will be opened Aug. 16.

Cayaloga Falls, O.—The new Falls Theater is rapidly nearing completion.

Greensboro, N. C.—Work has started on a new theater in Sanford.

"D. W.'s" First?

(Continued from Page 3)

present with Walter Wanger, b oth are due back here the first we in September, Griffith is expect from Germany the end of August the first week in September.

"The Sorrows of Satan" was pro-duced in England some years ago.

Using a Herbert Cycle (Special to THE FILM DAILY) Newark, N. J.—Herman Kal musical director of the Trov, has ranged a Victor Herbert cycle 1 week. Special selections will played each day.

Roberts Resumes Work (Special to THE FILM DAILY) Los Angeles—Theodore Roberts back on the Lasky lot. He will one of the featured players in "La- Chunley".

THE FILM DAILY

Monday, August 11, 1924

Vol. XXIX No. 35 Monday, Aug. 11, 1924 Price 5 Cents

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Theaters Re-Open
(Special to THE FILM DAILY)

Marion, Ind.—The Lyric and the Grand, which together with the Orpheum were closed following the action of the Superior Court approving the petition for appointment of a receiver, will be re-opened, according to an announcement by Billy Con- nors, temporary manager under the direction of the First National Bank, receiver.

Arbuckle Wins Kansas City Case
(Special to THE FILM DAILY)

Kansas City—Following several protests from various women’s clubs asking that resolutions be adopted by the City Council stopping Roscoe (“Fatty”) Arbuckle from making personal appearances here, Arbuckle asked permission to plead his case, which was granted. He won the case.

Theaters Changes

San Mateo, Cal.—A contract calling for $40,000 on rededications and re- building of the Garden, has been let by Ellis J. Arkush, owner of the house.

Sumas, Wash.—The Rose is undergoing alterations, which will give the house 125 additional seats.

Anderson, S. C.—A. M. Pinkerton, manager of the Garden, is taking over the Liberty.

Puyallup, Wash.—Mike Barovice has closed the Stewart.

"WIT WITH A WALLOP"
HAL ROACH'S RASCALS IN "OUR GANG" 2 REEL
Pathe comedy

COMING SOON

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SEPTEMBER

7th

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Picture Financing

How It Should Be Handled,

By J. E. Barber, Los Angeles Banker

(Special to THE FILM DAILY)

Los Angeles—Under the heading of "Motion Picture Industry", J. E. Barber, vice-president of the First National Bank, has written an interesting article for "Motion Picture Journal", published by School of Commerce and Business Administration of the University, Southern California.

Barber discusses at some length the number of interesting points about purchase and distribution costs that are more or less familiar, but later, the article talks about the advisability of banks financing motion pictures.

In that connection, he says that:

Should banks finance pictures, and to what extent? I might say at the outset this is an extremely technical business. Financing of the picture industry should be attempted unless the bank is familiar with the modus operandi and is alert to the following conditions; in other words, the bank's ability to finance the motion picture industry is not at a very critical stage, and only when expert familiarity with the essential controlling factors and the peculiar hazards involved.

If, therefore, there are a few producers of motion pictures who may be entitled to these funds, it is our duty to consider them carefully. If they are not, then the fate of the Bank's picture department should be in danger.

There are many problems to be considered against the actual motion pictures, where the bank's or a bank's lending is responsible for the exhibits.

The bank should lend credit to motion picture enterprises, whether producers, distributors or exhibitors, in cases where they have both a large and intimate knowledge of the essential factors controlling the motion picture industry and the same familiarity with its modern conditions. The hazards are great and there is a peculiar type of risks involved. It is not possible to lend money intelligently, with an intimate knowledge of the picture situation in its entirety, and this is the paper which is on the hazard.

There are only a few distributors whose superior knowledge of the industry warrants in advancing funds for motion picture production. These companies have special financial statements and their bank's paper is good. They are more in the habit of manufacturing or industrial concerns.

However, even in those cases where a guarantee is given by the strongest concerns, such as mentioned above, to return a producer within a certain time a sum of not less than 100 per cent of negative cost if it wishes to be conservative.

To Co-Operate With Government

The M. P. T. O. A. will bring the favorable attention of the public to the "Defense Test" move, planned for Sept. 12, and the Citizens' Military Training Camp proposition, on their screens, in co-operating with the War Dept. The theater owners will also aid the Labor Dept. in making the immigration law clear.

Brandt Condemns Salacious Titles

Joe Brandt, head of C. B. C., in a statement, vigorously condemns salacious titles. He believes that out of the confusion now prevalent, relative to the motion pictures in the United States, there is a definite result as to the desires of the public.

First National Managers Here

Two First of National's branch managers, L. I. Hall, of Salt Lake City, and J. H. Asbury, of Denver office, are in New York to spend a week at the home office.

Harry Berman to Washington

Harry Berman, sales manager for F. B. O., has left for Washington.

In The Courts

A default judgment for $17,173 was filed in the Supreme Court by Fanny Willat against the Luxor Pictures Corp., on a note for $15,000 made on Oct. 1, 1923 to Emily Prellwitz, and one for $1,500 made Nov. 21, which both were endorsed to the plaintiff. It is alleged that the notes were not paid when they fell due.

Foreign "Labs" Hit

(Continued from Page 1)

of "drawbacks", exporters who make foreign prints on a foreign stock receive a rebate of four tenths of a cent per foot on each foot leaving these shores. This condition, plus the fact that prints are duty-free in England make for a situation that is extremely favorable for the exporter in this country.

Free Shows Well Attended

(Special to THE FILM DAILY)

Gulfport, Miss.—Free shows now being operated at West Side Park are well attended, with 1500 to 2000 persons at each performance. Funds to carry on the show are provided by returns on advertisements which are screened during the progress of the show.

Stern Joins Commonwealth

(Special to THE FILM DAILY)

 Omaha—Herman Stern for ten years with Universal and recently with Prod. Dist. Corp., has resigned and will join Sam Zierler, of the Commonwealth Film, New York, on Aug. 25.

Cast for "North of 36"

Lois Wilson remained one day in New York, following her return from Europe last week. She is on route to the Coast to appear in "North of 36", which Irwin Willat will direct.

Frayne, Manager of All-Theaters

(Special to THE FILM DAILY)

Pittsburgh—Frank Frayne, former salesman with Educational and Associated Exhibitors, has become manager of the All-Theaters Exchange, Inc., 1010 Forbes St. He succeeds Harry Wissman, resigned.

SEPTEMBER

7th

$18.00 Now!

(Special 30 day offer to introduce this"

Regular $40.00 Ticket Receiver"

it's "BREWSTER BUILT"

MAHOGANY FINISH

PLATE GLASS

WHITE ENAMEL TRIM

For 30 Days only $18.00

Mail Your Order with $5.00 To-day

Balance C. O. D. with immediate shipment

RITZ LABORATORIES, Inc.

701 SEVENTH AVENUE

NEW YORK
Putting it Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Milk Company Tie-Up

St. Louis—The management of the Grand Central and the Lyric Skys- dome, tied up with a local milk concern in exploiting "The Perfect Flapper".

"Milk is beauty's greatest ally," was the slogan that the Pevely Milk Co. featured clear across the top of page advertisements in several newspapers at the time of the showing. A portrait of Colleen Moore, a page in depth, was printed at the left. Her outstretched hand pointed to the picture of a Pevely milk bottle in the upper right hand corner. The advertising text read as follows:

"Colleen Moore, star of "The Perfect Flapper," showing for one week starting July 12 at the Grand Central and Lyric Skyskome recommends "Pure Milk for perfect skin." Famous heroine of "The Perfect Flapper" says highballs and cocktails are a handicap to beauty, but milk is beauty's greatest ally. Pevely is the best milk."

Trained Seals From Woolworth's

Newark, N. J.—During the presentation of "The Galloping Fish," at the Tivoli, Leon Mumford, manager, exhibited in the basin of the massive black marble fountain in the lounge, a group of Woolworth's trained seals, balancing gaily colored balls on the tip of their noses.

Cards announcing "The Galloping Fish," and date of showing occupied sightly locations amidst the floral and foliage at the back of the fountain.

The display, idea, and entertainment given by the seals, all received favorable comment.

Incidentally the seals were of celluloid and the source of supply Woolworth's store.

Announces "Bootlegger's Night"

Seattle—The Coliseum pulled a stunt with "Those Who Dance," which can be used anywhere. They announced that, as the picture is a story of rum runners, and possessed a special fascination for bootleggers, a special evening was to be designated as "Bootlegger's night."

Later, the invitation was regretfully withdrawn, with the announcement that the Coliseum feared accusation of favoritism, because it had only 2,400 seats.

Big Campaign For Premiere

Los Angeles—Charles Wuerz, the new manager of the California theater, staged an extensive exploitation campaign for the world's premiere of "Never Say Die.

Wuerz had over 75,000 pieces of printed matter, accessories and literature used by the opening day. This included 250 twenty-four sheets, 2,500 assorted three-sheets, 2,000 assorted one-sheets, 3,000 window cards, 2,000 one-sheet tack cards, 20,000 heralds, 20,000 "Never Say Die" illustrated roto supplements and 20,000 special Douglas MacLean lapel buttons. In addition, charts Don't Be Foolish" were printed for wheeler, drugstores, barber shops and haberdashers. Each one contained Douglas MacLean buttons, and 10,000 buttons were pinned on pedestrians.

Wuerz, through the co-operation of the MacLean studios, obtained 50 studio girls and dressed them in fancy bathing suits, and during the lunch and tea hours sent them out on the streets pushing buttons on every one. This created widespread notice.

In addition to all this, half-page advertisements were used in all Los Angeles dailies. Beside the regular picture notices "Never Say Die" was in every paper in connection with the stunts Wuerz was pulling for the theater.

Tie-Up On Coogan Brands

Giving exhibitors a good opportunity for local trade tie-ups on Jackie Coogan pictures, the Kelly Company, of Cleveland, is making a special Jackie Coogan brand of salted nuts, peanuts, toffee pails, and peanut butter.

All of these are sold in pails or paper boxes that carry the young star's photograph with his name.

The Kelly people are giving the Coogan brand intensive exploitation among trade store dealers, as well as through public mediums. A series of blotters have been issued advertising the Coogan products, and special cartoons for display have been prepared for dealers.

29th Branch for Vitagraph

New Haven — The Vitagraph branch, formerly only a sales office, has moved into new quarters at 154 Meadow St. This is the company's twenty-ninth office. J. Leighton is manager.

E. A. ESCHMANN!

"Live and let live" is your sales policy.

"Laugh and let laugh" is ours.

IN HOLLYWOOD

From Coats and Suits to Cloaking "Beauts"
Detroit Deal Again
Believed Now B. & K. Will Build There—Sam Katz Here, Won’t Talk
(Special to THE FILM DAILY)
Detroit—There is an impression in some quarters here that Balaban & Katz will enter the local theater field, although there is nothing definite with regard to the situation. As yet, it is reported, no deals have been closed for property.

An important change in the local situation here concerns the Miles management and Bert Williams, who have been working on a booking agreement, splitting equally on second

(Special to THE FILM DAILY)
Seattle—At a trustees’ meeting of the Washington M. P. T. O., a large number of new names were voted into membership. The organization now has 172 theaters. Committees were appointed to invite Senators Dill and Jones, and other public men to speak at the annual convention, Nov. 11 and 12, and to prepare for the meeting.

Barrymore Signs With Ufa
(Special to THE FILM DAILY)
Berlin—Lionel Barrymore has signed a new contract with Ufa. He has finished “Decameron Nights,” the Wilcox Prod., and will return to Berlin shortly to start work on a new picture at Neubabelsberg.

Saunders Back; Leaving Again
E. M. Saunders of Metro-Goldwyn returned from a Mid-Western sales trip yesterday and leaves today on another. He has closed a number of important first-run contracts for the fall.

Arrivals Today
The Leviathan, due in this afternoon has on board: Marcus Loew, Mrs. Loew, W. S. Goodhart, Johnny London and Danny of THE FILM DAILY.

John Humm To Europe
John Humm, treasurer for Pathe, is en route to Europe, aboard the Aquitania, on a business and pleasure tour. He will be abroad eight weeks.

June Mathis Leaves Soon
June Mathis leaves for the Metro-Goldwyn studios at Culver City in a day or so.

Color In “Ben Hur”
Much of Picture Will Be in Technicolor—Staff Leaves for Italy Tomorrow
Important parts of “Ben Hur” will be shot and Cine Sts. Construction will not more sequences scattered here and there throughout the picture, but ample portions.

J. A. Ball of the West Coast Technicolor staff will handle that end of the production. He sails tomorrow on the Beneragama for Rome. Others in the party will be Rene Guissart, who photographed “Chu Chin Chow” for Graham Wilcox Prod. in Berlin; E. Roy Musgrave, formerly of Rex Ingram’s staff and Howard Green.

President in Phonofilm
(Special to THE FILM DAILY)
Washington—Dr. Lee de Forest is here to make a phonofilm of President Coolidge on the White House grounds this afternoon. The fact that the pictures will be made outdoors is considered significant. Only a few months ago, they could be made in a studio only but not by eliminating all sounds except the ones desired, they may be made anywhere.

Two More Planned For Cleveland
(Special to THE FILM DAILY)
Cleveland—Max Lefkowitz, who operates seven local houses announces that he’ll build two more, one on Euclid Ave. and Ivanhoe Road. The other at Kamm’s Corner, Each will have 1,000 seats.

Oldknow to Build Another
(Special to THE FILM DAILY)
Atlanta—Wm. Oldknow will build another new film structure at Walton and Can Sts. Construction will start immediately. Universal has taken a ten-year lease on the proposed exchange.

R. H. Cochrane Back Today
R. H. Cochrane of Universal returns from his European vacation on the Majestic today. Carl Laemmle will not leave the other side for a number of weeks.

St. Louis Opening Aug. 21
The State, St. Louis, will open on Aug. 21. Marcus Loew will attend with about thirty stars, who will remain there for three days.

Alice Joyce Coming Here
Paris—Alice Joyce has left on the Paris and is expected to arrive in New York on Aug. 15th.

After 1920 Peak
Famous Seeking to Reach High Water-Mark in Earnings—$2 Dividend Declared
The board of directors of Famous Players at a meeting held yesterday declared a regular quarterly dividend of $2 on the common stock, payable Oct. 1 to stockholders of record Sept. 15.

B. C. Forbes in his daily financial article in the New York American and other Hearst publications, declares that Famous is out after a peak year in business and that efforts are being made to equal the company’s banner year which was 1928 when net profits reached $5,137,000.

The Forbes article quotes “an ex-newspaper man who is now a factor in the motion picture industry” on conditions in the picture industry. Relative to Famous, the article goes on to say:

“Famous Players-Lasky Corp., which appears to be the rapidly-growing First National and the Loew-Metro-Goldwyn Mayer consolidation, was not in particularly good shape some time ago, as buyers of its stock, which is listed on the Stock Exchange, learned. Famous Players, explains this authority, made the mistake of curtailing its volume.”

Big Opening for “Beaucaire”
“Monsieur Beaucaire” had a splendid opening at the Strand Monday. While box-office records were not broken, a unique record was established in the number of standees. At 11:30, by action was developed and people were waiting to buy tickets. At 2:30 the standing room ropes were put up and kept up all through the day. Early Monday business was reported heavy.

The Strand record is still held by “The Kid.” It was pointed out yesterday that the picture ran only forty-five minutes and that the Strand put on eleven shows daily. "Monsieur Beaucaire" runs about two hours while the Strand is operating on a six-show a day basis.

Stop-Action Camera
Fleischer-Novagraph Process Permits of Holding of Poses While Other Action Goes On
Broadway will soon see the first public presentation of the Fleischer-Novagraph, which permits the stoppage of action in motion pictures. The process may be used to film an important fight in the near future.

The invention was developed by Max Fleischer while working out a
The Film Daily

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London Representative—Ernest W. Freeman, The Film Renter, 53a Shaftesbury Ave., London, W. I.

Central European Representative—International Filmhaus, Prague (Czecho-Slovakia), Wenzelplatz.

Quotations

High Low Close Sales

East. Kod. ....................... Not quoted
F. P. L ................... 83 821/4 821/2 2,700

do pfd. .......... 83 821/4 821/2 2,400

Goldwyn ............... 159/2 15 15 1,500

Loew's .................. 94 93 93 700

Warner's .................. Not quoted

Dallas Theater Deal

(Continued from Page 1)

a year. The deal involves $1,050,000, and it is understood that the First National franchise good for the Pantages Time, which has been using the Melba, will have to seek other quarters.

Southern Enterprises now have three first runs here, with only one, the Capitol, offering first-run competition on a picture basis.

P. G. Cameron, will, in association with Alexander Pantages, erect a new 4,000 seat house within a block of the Capitol property that has been secured at St. Paul St. and Pacific Ave.

Bebe Daniels Starts

Bebe Daniels has started production on "Dangerous Money," at the Long Island studio, under the direction of Frank Tuttle. This is Tuttle's first under the Paramount banner.

Halperin Prod. Through Vitagraph

Work started yesterday at the Whitman Bennett studio on "Greater Than Marriage," a Victor Hugo Halperin production, with Halperin and J. Searle Dawley directing. Marjorie Day, Lou Tellegen, Raymond Bloomer, Effie Shannon, Mary Thurman and Tyrone Power are in the cast. Release will be through Vitagraph.

"Stunt Man" Injured

While shooting a "thriller" sequence for "The Law and the Lady" which John L. McCutcheon is directing, Leonard Leo, a stunt man, by accident drove his motorcycle into a speeding auto in Westchester. The motorcycle was wrecked and Leo sent to the hospital. Alice Lake was badly shaken up.

Announces Pennant Race Winners

The winners of the $10,000 Storey Pennant Race have been announced. The offices that won in each of their respective leagues were, Chicago, Des Moines, Boston, Portland, and Butte.

Joe Weil Here

Joe Weil, who has been exploiting "The Hunchback" in Paris for Universal is back. He returned on the Rotterdam.

Mae Marsh Returns

Mae Marsh is back from Berlin where she appeared in "Arabella," "The Romance of a Horse".

Corthell to Support Barthelemais

Herbert Corthell, Winter Garden comedian, has been added to the cast of "Classmates."

Rene Adoree Ill

Hollywood—Rene Adoree is in the Angeles Hospital ill with appendicitis.

H. S. (Jack) Fuld is back from a vacation in the Adirondacks.

To Test Lease Validity

(Special to THE FILM DAILY)

Floral Park, N. Y.—Baker and Kerner and the Sheriff of Nassau County may be subjected to a civil court action for proving fixtures from the Lily, according to John W. Clifton, who says he was ousted from the premises. The new firm is to reopen the theater shortly under the name of the Floral.

Expect New Action

(Special to THE FILM DAILY)

Dallas—New action is expected with regard to Sunday closing in this state. "Blue law" factions have again brought about the closing of gasoline stations on the Sabbath, and following this, it is predicted, the "Bible" element will center hostilities on theaters.

Sonia Levien with Sam Goldwyn

Sonia Levien, who has a number of scripts and originals to her credit, has resigned as managing editor of McClure's to become scenario editor for Samuel Goldwyn Prod.

Billy West to the Coast

Billy West has left for the Coast with contracts for a new series of Broadway-Billy West Comedies and 13 Mirthquakes. Arrow will release.

Clyde Cook Breaks Nose

Hollywood—Clyde Cook is suffering with a broken nose. This is not causing any delay in his work, however.

"Dick" Talmadge Recuperating

(Special to THE FILM DAILY)

Hollywood—Richard Talmadge is recuperating from his recent accident.

King Vidor Starts Soon

Hollywood—King Vidor will shortly start work on "Wife of the Century."

120 NOVELTY REELS

First Run Specialties

1924-25

1600 B'way, N. Y. C.

Stop-Action Came

(Continued from Page 1)
camera process which would enable him to hold a still pose on the film while other action continued. The course of his experiments, he hopes upon the other features, claimed, that by means of photography alone, holding a pose while action continues, reversing action will, and outlining the course on the screen are made possi-

THE SPATS IN HAL ROACH'S COMEDY

"Bugsy Malone"

Art Title Service

Special Photography Tractors—Announcements

H. E. R. STUDIOS, Inc.

150 W. 46th St. Bryant 72

Film Rights For Sale

"MELLOWING MONEY"

A five part serial in Everyboy Magazine GREAT part for your male star. Everything to make a class picture.

JAY PACKARD

25 West 43rd Street. Vanderbilt 3235

1540 Broadway, N. Y.

INSURANCE EXPERT TO THE THEATRICAL AND MOTION PICTURE INDUSTRY

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JAY PACKARD

25 West 43rd Street. Vanderbilt 3235

1540 Broadway, N. Y.
"Big 4" Warns
(Continued from Page 1)

The United Artists Corp. dismisses the motion pictures of Mary Pickford, Douglas Fairbanks, Charlie Chaplin and D.W. Griffith. All the assets of the corporation are owned by persons named.

There have recently appeared reports in the newspapers to the effect that the persons named and other outstanding and exalted popular motion picture artists and producers will abandon their present organization and make contact with the Famous Players-Lasky Corp. for the production of pictures. Mary Pickford and Douglas Fairbanks will become identified with the Famous Players-Lasky organization.

I assert on information and belief that these reports originate in and are inspired by representatives of the Famous Players-Lasky Corp.

The apparent purpose and effect of these reports is indicated by the following statement in the Wall Street Journal of July 26th, 1924:

"Famous Players was a feature of the industrial specialties reaching a 1924 high at 84 in response to the expectation of important securities affecting the personnel of film stars.'

Since the most specific denials have been made by Miss Pickford, Mr. Fairbanks, Mr. Chaplin and others that they have any intention of identifying themselves with the Famous Players-Lasky Corp., which denial I am authorized to repeat on their behalf, it would seem to be a fair inference that the repetition of these reports is not made in good faith, and that these statements are not in the full knowledge of those originating them, that there is no foundation whatever for the assertions that these and other film stars will become identified with the Famous Players-Lasky organization.

I, Ludvig on Vacation.

J. Ludvig of Famous left for a vacation at Hot Springs, Va. last night.

DIRECTOR of PUBLICITY
and ADVERTISING
Available Account Merger

Film consolidation releases one of the best-known men in business—a man that knows all angles and ends of the show business, and that gets results. His old boss, the trade paper and New York daily critics will vouch for him. If you can use a man that makes your interests his own and sets the pace for his entire staff, you will find this man invaluable. Will consider only New York City or Long Island. Salary—good, but not exorbitant. Address Box M 216 Film Daily, 71 West 44th Street.

Released September 28th.

CARL LAEMMLE
presents

BABY PEGGY
with GLADYS HULETTE - EDWARD EARLE
and a cast of popular screen favorites

"Baby Peggy scores in 'The Family Secret.' Gives every indication of proving a big hit. There is no questioning its appeal to the masses."
Exhibitors Trade Review

"Baby Peggy shines as star of melodrama rich in heart interest and comedy. The same qualities that were responsible for the success of the novel and play are evident here."
Moving Picture World

"It should please every adult picturegoer. Baby Peggy gets the most out of her part." Harrison's Reports

Nationally Advertised in The Saturday Evening Post.

One of Universal's first big 12 Jewels for 1924-25
Listen in!
—and take a tip from

ROOSEVELT Theatre, Chicago
starts its long run engagement
MARIO
DAVIES
YOLANDA
A Cosmopolitan Production
nowmen who know!

BALABAN & KATZ (and boy! they mean something!) are now playing at their great CHICAGO THEATRE Reginald Barker’s production “BROKEN BARRIERS,” and they have booked FRED NIBLO’S “THE RED LILY” with Ramon Novarro, KING VIDOR’S “WINE OF YOUTH” and MARSHALL NEILAN’S “TESS of the D’URBERVILLES” for early playing at the CHICAGO, TIVOLI and RIVIERA theatres.
Detroit Deal Again
(Continued from Page 1)
rups and thus eliminating competitive bidding. For the new season, there will be no co-operative operating George Guise booking independently for the Tuxedo, La Salle Garden and Palace.

Phil Gleichman has disposed of the Ferry Field to Charles Miles, owner of the Miles, Orphery, and Rhapsody. The house closed Sunday to undergo remodeling, which will increase the seating to 2,200 and will reopen with Vaudeville and pictures.

Sam Katz of Balaban and Katz, in New York attending a First National meeting. He declared over the telephone that he had nothing to say about the reports from Detroit.

Charley Chaplin!

Your comedy has "A laugh in each foot," And our picture is six thousand feet long.

In Hollywood From Cloaks and Suits to Cloaking "Beauties"
Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Auction Handbills for This

Lexington, Ky.—Manager Earle Payne of the Kentucky, exploited "A Son of the Sahara" through the house distribution of Slave Auction handbills, repeating the copy in a newspaper advertisement.

The handbills were worded: "To the highest bidder! Beautiful American maiden, in the slave market of Amel." This was followed by a sketch of Claire Windsor and the social order of Sultan Asim Amme, of the Sahara, for the sale to place.

Another novelty used by Payne was a date wrapped in a bit of paper on which was printed "You've got a chance for 'A Son of the Sahara,' etc." The date was inserted in a small envelope on the outside of which was printed: "The contents of this package have traveled 14,000 miles to your door." Needless to say, everyone receiving an envelope opened it to see what it contained and used the picture was coming.

A man dressed and made up to resemble an Arab was sent through the town on a black horse, carrying a card advertising the attraction in the form of a shield on each side of the saddle.

Ches In On Letter Contest

Allentown, Pa.—A great deal of interest was aroused by a newspaper contest, offering prizes for the best letter on the subject of "Why Men Have Home." The tie-up was made by Manager J. H. Newkirk, of the Colonial, with the Chronicle and News, with a first prize of $10 in cash and a second of a season pass to the Colonial.

The contest lasted ten days and yielded daily stories printing many of the letters received, in the columns of the newspaper. After the prizes had been awarded, the three winners were published.

Theater Changes

Stafford Springs, Conn.—Manager Wood of the Paramount is ready to begin remodeling his theater. The auditorium will be on the street front.

Osceola, Ia.—John Waller, manager of the Lyric, is sparing no expense in making his theater up-to-date in every respect.

Blissville, Pa.—The Indiana County Theaters Co. has taken over the Richelieu, in the new MooseTemple.

Hardinsburg, N. Y.—J. C. Silla has reopened the Dreamland. The house had been dark for several months.

Pleasantville, N. J.—Cal Zimmermann expects to open his newly remodeled theater in the fall.

David City, Neb.—Manager A. F. Jenkins has a crew at work remodeling the Community.

Gibson City, Ill.—Woolley Bros., have sold the Edna to Orr and McCollum of Dwight.

Dover, O.—The Revod theatre, under the management of George Chrest, has closed.

Sheldon, Ia.—The Lyric has reopened after having been dark for some time.

Spencer, Ia.—The Solon and the Fraser have been sold to H. E. Gilbert.

Bay Shore, L. I.—The Regent is to undergo extensive alterations.

Albion, Mich.—George Brookins has purchased the Family.

Vignola Cutting "Mrs. Paramour"

(Special to THE FILM DAILY)

Hollywood—Robert Vignola is cutting and editing "Mrs. Paramour."

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION
HUNT STROMBERG & CHARLES R. ROGERS present
Priscilla Dean
The Siren of Seville

Story by M. H. VAN LOAN
Directed by JEROME STROM
and HUNT STROMBERG

This Is The Date
Sept. 7th

This Is The Reason
Everybody Is Asking For It

This Is It
SHORT SUBJECT NUMBER
Of The Film Daily
The huge success of this one—is a just tribute to one of screen's greatest performances.

Norma Talmadge in the four characters she so marvelously portrays in "Secrets"

The young wife of 1870

The mother of 1888

The sweetheart of 1865

JOSEPH M. SCHENCK
presents
NORMA TALMADGE in "SECRETS"
by Rudolf Besier and Mae Edington—based on the Sam Harris play, "Secrets"
directed by
FRANK BORZAGE
A FIRST NATIONAL ATTRACTION
Goldwyn To Europe

Hollywood—Samuel Goldwyn has for New York shortly, en-
ut to Europe where he expects to close several deals for story mate-rial. He will bring East with him ring of "Tarnish" and "Jo Hollywood with Pratt and Perlimutter.

He will return to America in No-umber, but in the interim there will - no delay in production. George Fitzmaurice's next picture is untitled.

A November, he will start work on Stella Dallas" and by that time, oldlung expects to have definitely cured the vehicles for which he is making his trip abroad. Production it he centered here.

Want Lillian Gish for "Louise"

Lillian Gish has rejected an offer in Gustave Charpentier to appear a version of the opera, "Louise," which will be made in France, be-

use of her contract with C. H. bell. Negotiations for "Peter Pan" are understood to be still under way.

Back with Associated

It is understood that W. Christy banne has arranged to complete an original contract with Associated chibitors and that, for that purpose, ecuto Pictures have been formed many.

Hearing Moves to Frisco

(Special to THE FILM DAILY)

San Francisco—The Federal Trade commission has arrived here from Los Angeles.

Brouse Dead

Prominent Canadian Exhibitor Ill A few Hours—One of Original First Nat'l Franchise Holders

(Ottawa—Harry M. Brouse, is dead from apoplexy, after an illness only four hours. Brouse was in fifty-fourth year, and during his career, amassed an estimated fortune $1,500,000.

Brouse was the owner of the Im-
as and Franklin, in this city, and also owned the York, Toronto. was one of the original directors of the franchise-holders of First Na-
tal and was interested in various other theater enterprises, being one of the largest real-estate holders here. is survived by his wife, one son a daughter.

What a title to boost and exploit! "The Breath of Scandal," a Preferred Picture, directed by Gamsier and released by B. P. Schulberg Productions, Inc.—Advt.

Ind’pts Meet Soon

Move Now On to Get Unanimous Support for Campaign Against Booking Combines

A meeting will be held sometime next week of those state right opera-
tors who discussed booking combines and closed territories a few days ago.

The plans discussed at the first meeting have been embodied in a let-
ter which has been sent to all mem-
ers of that branch of the industry in order to secure a unanimity of ac-

tion before any actual steps are taken.

As noted, it is thought an edu-
cational campaign conducted direct to exibitors on the dangers of booking combinations would prove an effective manner in which to check the practice which independents feel is developing in certain sections of the country.

(Continued on Page 5)

Vitagraph in Santa Ana?

(Special to THE FILM DAILY)

Los Angeles—The Anaheim Bul-

letin reports that Vitagroph will build a $250,000 studio at Santa Ana. The paper quotes Albert E. Smith as saying that work will start in the fall.

Selling 17

Prod. Dist. Corp. Block Booking This Year—Mooney Back From Trip

The Producers Dist. Corp. is selling a group of seventeen pictures for the fall. Paul C. Mooney, general sales manager, returned yesterday from a six weeks' trip during which he touched New England cities and traveled as far west as Omaha and Kansas City.

Mooney came back with a firm idea that the new season would be a pro-

perous one. He said the unusual crop situation in Kansas would reflect extr-
aordinary prosperity in that part of the country for many months to come.

When asked whether or not he had experienced any exhibitor opposition to block booking, Mooney said he had not and pointed to the number of first-run contracts he had closed while away.

Katz After Product?

Reported His Visit Here Concerns Pictures for Proposed Detroit Theater

It was reported yesterday that Bal-

ahan & Katz is every intention of going ahead with their projected De-

troit theater and that Sam Katz is in town to get an idea of what pictures will be available for the house, should it be built.

It is understood that Katz feels that there is considerable money to be made in Detroit with a new theater proposition and sees no reason why B. and K. should not go in. The Kunsky chain hold the Detroit First National franchise, play Paramount on percentage and have booked about fifty per cent of the Metro-Goldwyn line-up.

Filmpollex owns the Broadway-

strain, but, as noted, will probably have some open time for outside pie-

cates. Fox shows its first runs at the Washington. It is therefore im-
portant for Katz to know rather defi-

itely how he would stand for pic-

tures before starting an expensive in-
vestment.
Quotations

High   Low   Close   Sales
East Kod.  109½  109½  109½  200
F. P.-L.     82½  81½  82½  1,900
do pfd.     96½  96½  96½  200
Goldwyn     16   16   16   600
Low’s        16½  16½  16½  100
Warner’s     Not quoted

Finishes Kilbourn Story
(Special to THE FILM DAILY)

Hollywood—Maurice Campbell has completed “The Girl Who Was the Life of the Party,” by Fannie Kilbourn. The title has been changed to “Girls Men Forget.” Paty Ruth Miller, Johnnie Walker and Alan Hale are featured.

Lloyd Whitlock Signed
(Special to THE FILM DAILY)

Hollywood—Lloyd Whitlock has been signed for “The Price She Paid,” the Waldorf production, in which Alma Rubens and Frank Mayo will appear. Henry MacRae is the director.

Switch in Territory
(Special to THE FILM DAILY)

Cleveland—The Universal exchange has had Toledo added to its territory. Toledo was formerly served out of Detroit.

St. Clair Signed on Long Term
(Special to THE FILM DAILY)

Hollywood—The Warners have signed Eric St. Clair on a long term contract.

J. A. Kent in New Post

J. A. Kent, former sales manager for Evans Laboratory is now handling sales for Rex Hedwig.

Rivoli Ensemble Appears

The first radio performance of the Rivoli Ensemble was given over station WEBJ last night.

Board Honors A. S. Davis
(Special to THE FILM DAILY)

Pittsburgh—At the last meeting of the Film Board of Trade, A. S. Davis was presented with a handsome desk set, in recognition of his service as president. He resigned when he became general manager of Rowland & Clark.

Women Plan “Explo”

The League of Business and Professional Business Women will hold a national exposition at the Commodore Sept. 22-27. Women who have been acting in various phases of this industry are expected to take a prominent part.

“The Thief” in Baltimore
(Special to THE FILM DAILY)


Campbell Directing “Sandra”

It is understood Webster Campbell has taken over the direction of “Sandra.” The La Marr picture started by George Melrod.

“I KNOW NOT WHEN THE DAY SHALL BE* * *”

All the more reason why you should not go on living without having made your Will, and impose upon your family the element of doubt as to where your estate will go, and what it would be worth in the hands of another person.

YOUR LOGICAL EXECUTOR IS YOUR BANK

It never dies, but your individual executors must pass on.

With our experience in all estate matters we shall be glad to advise you about your Will without obligation, and in entire confidence.

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street

COMING SOON

WELCOME STRANGER

From the Great Broadway Play by

AARON HOFFMAN

Produced by

JAMES MORGAN

CAST INCLUDES

WILLARD MCNABB

A BELASCO PRODUCTION

HOLLYWOOD—LORIN "DOROTHY DAVIS

MRS. HENRY HOWARD

ALICE WARE

RICHARD KELLY

AUBREY L. PARRISH

PRIMA COLORED TITLES

PATHÉ NEWS

“I Never Disappoint”

CROMWELL FILM LABORATORIES

320 West 42nd Street

NEW YORK

PRIZMA VERBS

Allan A. Lownes, CEN. MGR.
New York

RIVOLI—"Manhandled" (Paramount). Newspapers: Raved over this one; Gloria in a great role. Exploitation: Billboards, newspapers, special prologue by Rivoli ensemble. Business: Tremendous.

Pittsburg

LIBERTY AND STATE—"Wanderer of the Wasteland" (Famous Players-Leaky Corp.). Usual run of advertising. The fact that the film was done in natural colors was stressed in the advertising, as was also the author's name, Zane Grey. Newspapers praised it sky-high, and the picture made a tremendous hit. Both houses played to good crowds all week in spite of the heat.

St. Louis


Chicago

MUVICKERS—"Lily of the Dust" (Famous Players). Press decided it was Nugi's best American-made production. Regular advertising, with Phonofilm carefully routed besides.

Detroit

MADISON—"The Wanderer of the Wasteland" (Paramount). Few pictures shown in Detroit recently have won the unified praise of this colored feature. All hailed it as a trailblazer for others to come. Picture well advertised, with copy stressing the novelty of color work. Business picked up steadily all week and finished good.

ADAMS—"The Covered Wagon" (Paramount). On its third week and still going strong, this picture is setting a record for Summer business in Detroit. Prices have not been advanced and lines are in evidence every evening. Run good for at least two more weeks.

Liberty


St. Louis

LIBERTY—"Manhandled" (Paramount). Business: Excellent.

San Francisco

IMPERIAL—"The Covered Wagon" (Paramount). Second week to large trade and regular advertising.

Strand

Wisconsin Theatre—"Merton of the Movies" (Paramount). Newspapers favorable. Journal: "You'll like the picture better if you haven't read the book or seen the play. But you're pretty sure to like it. Business: Good.
NEWSPAPER OPINIONS

“Monseur Beaucaire”—F. P.-L.

AMERICAN—**. An artistic and technical triumph, both for Famous Players and for Rudolph Valentino. Mr. Valoento has never been better, the idea of the picture is unique, the dances are charming, the action is well directed. 

BULLETIN.—One of the finest films shown in these parts in many months. ** There are moments, particularly one in which he is attacked by a tiger, that might be possible to frame the picture that shows but for an instant on the screen, so it might always be preserved. Costumes, background, music and story are to be credited with this magnificent production. **

DAILY MIRROR—**. Valentino excels in the most versatile role of his screen career. As a girl, as a woman, as a man, he is perfect. He is a world celebrity, and his success is due to his strength and beauty. 

DAILY NEWS—**. After two years' absence from the screen, Mr. Rudolph Valentino returns in “Monseur Beaucaire,” **. His come-back is of the same brand as that of Beezer in his life given to him. 

EVENING JOURNAL.—Louis XV. Medallion portraits and lovely costumes and settings form an exquisite background for Rudolph Valentino's return to the screen after an absence of two years and, judging by the ovation, * he has come back stronger than ever. 

The story has been very well handled. * *

EVENING WORLD—**. Valentino's temporary retirement hasn't impaired in the least his good books, his grace or his first-rate ability as a mimic. Neither has it impaired the loyalty of his adherents. ** Valentino re-establishes himself in the affection of his followers and the respect of the others present with a first-class performance in what will long be admired as the best of its kind in costume movies. 

It is delightful entertainment, recommended to both moviegoers and movie-makers as an example of something to do to keep first-rate films in the market. 

HERALD TRIBUNE—**. So far as we can see “Monseur Beaucaire” may be pointed out as the perfect motion picture. The settings and costumes are magnificent.

Wine of Youth”—Metro-Gold. Capitol

AMERICAN—**. As a play, it is not only amusing but food for thought. Under the directorial supervision of King Vidor it does not lose any of its individuality in the celluloid form. * *

But do go to the Capitol and see for yourself.

DAILY MIRROR—“Wine of Youth” is not intoxicating, but it bubbles and sparkles to some extent of meriting. Pauline Garwood is like a girl with such flickering abandon that she coo's near to raising away with the scene. The heavy dramatic burden is shouldered by Estelle Jenison, an actress who endures her burden with rare ability. * *

EVENING JOURNAL—**. The play is amusingly developed, with an excellent cast. Gertrude Claire does the best work I've ever seen her do; Pauline Garwood and Pauline Lord are delightfully modern. **

EVENING WORLD—**. If one can forget “Wine of Youth” was originally “Mary the Third” and can accept Mary's camping trip as something to get wrung up over, he may find some entertainment in the play. 

DAILY NEWS—**. The picture is played with keen insight into the absurdities of each succeeding generation. A goodly portion of praise can be distributed among all actors.

HERALD TRIBUNE—**. A truly intelligent and amusing piece of production, in consequence Miss Crothers left her character, and Mary's relations to the current problems. But the picture attempts to play a straight rôle. 

MORNING TELEGRAPH—**. It is unconvincing in spots and moves along at a slow, slow, slow rate of speed. 

Those who like flappier pictures, in which the young people of to-day are afflicted with the same flaps and other absurdities, will enjoy “Wine of Youth.” It is, perhaps, more flappier than an average one.

POST—**. “Mary the Third,” makes a mighty interesting and worth while movie as “Wine of Youth.” *

At Broadway Theaters

Capitol

The performances opens with Homer's “Southern Rhapsody,” and includes the feature “Wine of Youth”; Addison Foster and Florence Tamara, giving their version of the tango, and a new kind of picture, “The Days of Monarchs” and “Strand,” with “Monseur Beaucaire,” although there is a very elaborate prologue, which precedes the first unit. 

At Other Houses

All but two Broadway theaters are playing pictures that have been seen before. They are the Capitol, with “Wine of Youth,” and the Strand, with “Monseur Beaucaire.” The follow-ups include; “The Sea Hawk,” still at the Astor; “Girl Spy,” still at the Capitol; “The Ten Commandments,” at the Capitol; “The Lib- erly continues with “The Thief of Bagdad,” while “Manhandled” has been held for a third week at the Radio, and “The Covered Wagon” for a second at the Rivoli.

Petition Annulled

(Special to THE DAILY)

Enid, Okla.—Because not enough signatures to equal at least twenty-five per cent of the voters at the last election were handed in, a petition for Sunday shows was stricken out by the city attorney. Originally 2800 signatures were submitted—more than twice the amount needed—but because certain technicalities the number was cut down to some figure below the required amount.

Ted Wilde En Route East

Ted Wilde, Roach director, is on his way to New York from the Coast.

CHROMOS TRADING COMPANY

1123 Broadway

A SERVICE OF FINANCING AND BUSINESS COUNSEL CATERING TO THE MOTION PICTURE INDUSTRY. LOANS ARRANGED ON REASONABLE TERMS FOR PRODUCERS, DISTRIBUTORS, LABORATORIES AND THEATRE OWNERS.

Investigate our service without obligation.

Phone: Watkins 4522

Suit 1207-8

DAILY

Wednesday, August 13, 1924
Looks For Boom
(Continued from Page 1)
headed film child of Marcus Loew, represents a sensible reduction of waste and parallel overheads, through Metro's absorption of the Goldwyn and Mayer individual entities. Within a few weeks this elimination of one nationwide distributing system for the sale and delivery of pictures ended a drain that represented the better part of a $40,000 a week operating overhead. There are still fourteen of these nationwide systems of branch offices representing that number of companies parcelling each other in about the same exchange of branch cities.

Computing the releases for the new season, Forbes uses the analysis published by THE FILM DAILY recently.

Says Germans Will Cash In
(Special to THE FILM DAILY)
London—"Kine, Weekly," speaking of the lifting of the McKenna duties declares the move is certain to mean a big increase in the number of foreign pictures imported into England. The publication says Germany and Austria are very active, and that at least one big German firm is arranging to open offices here and agents are busy preparing to market their wares.

Another Week For "Wagon"
"The Covered Wagon" will be kept for a third week at the Rivoli. During the noon and supper shows, a phonofilm transcription of the musical score by Hugo Riesenfeld, is rendered. The Rialto will show "Empty Hands," next week.

Brooklyn Theater Planned
The Bulkeley & Horton Co., has closed the vacant southwest corner of Eastern Parkway to Union St., and fronting Rogers Ave., Brooklyn, to the Mar-Kos Improvement Corp. which will erect a theater and stores in the property.

"Beaucaire" Opens in L. A.
(Special to THE FILM DAILY)
Los Angeles—"Monsieur Beaucaire" opened at Grauman's Million Dollar theater Monday night to a brilliant assemblage.

"Bob" McGowan in New York
"Bob" McGowan, director of "Our Gang" comedies, is here with Mrs. McGowan for three or four weeks' vacation.

Ind'pts Meet Soon
(Continued from Page 1)
When the consensus of opinion on that subject is secured as well as the reaction toward the closed territory situation where state rights are blocked out because there exists no adequate exchanges, a further meeting will be held.

"Oh Doctor!" Cast Completed
(Special to THE FILM DAILY)
Hollywood—The cast for "Oh Doctor!" with Reginald Denny starring, has been completed by Universal. It includes Otis Harlan, William V. Mong, Tom Ricketts, Lucille Ward, Clarence Geldert, Mike Donlin, Blanche Payson, L. Shemman, George Kuwa and Martha Mattox. Harry Pollard is directing, with Mary Astor opposite Denny.

Chicago Audiences Decreasing?
(Special to THE FILM DAILY)
Chicago—According to Miss K. L. Halley, of the University of Chicago, film audiences are growing smaller and a 50% decrease in the number of local theaters has taken place during the past eight years. Miss Halley blames this on a tendency of elaborate production, which has accompanied the rise of the "super" theater, thereby crowding out the smaller houses.

Warners Give Party
Los Angeles—The home office group of Warner officials entertained 400 at dinner the other night. Exhibitors, stars and directors were among the guests.

William Skibboll Here
William Skibboll, representing Skibboll Gold Seal Prod. of Cincinnati and Cleveland, is in New York. Headquarters at Principal.

Leviathan Arrives
The Leviathan, carrying aboard a number of film personages did not dock until late last night. The storm was partially responsible.

In The Courts
City Court Justice Valente has directed judgment for Morris Aisenstein for $4,681 in the suit brought against him by the D. N. Schwab Prod., Inc. The Schwab company sued for $2,000, which Aisenstein was alleged to have received as the property of the plaintiff in 1921, and Aisenstein counterclaimed for $2,000 on a note made by the plaintiff to Aisenstein, Wronnok & Sons, Inc.

FRANCES MARION!
How much would you charge for a nice stylish plot like Ben Hur? Isn't more original?
We offer you half!

IN HOLLYWOOD

One of Universal's first big 12 Jewels for 1924-25

Relesed October 12th

Butterfly
From the popular novel by KATHLEEN NORRIS

With a tremendous all star cast
A CLARENCE BROWN PRODUCTION
Presented by CARL LAEMMLE
"Butterfly" is one of the finest society comedy-dramas ever made. It is a dramatic adaptation of the extraordinarily popular novel by Kathleen Norris one of America's most popular authors, which has been read by 10 million people.
"Butterfly" (the title role) is played by Laura La Plante, who so distinguished herself in "Sporting Youth" with Reginald Denny. Miss La Plante gives a great characterization of a beautiful, fascinating, child-like woman full of clever, selfish tricks—who is a natural flirt, passionate and headstrong. She is superb, and will be irresistible to any audience.
It was produced by Clarence Brown, the same directorial genius responsible for such tremendous hits as "The Acquittal" and "The Signal Tower.
The picture has been sumptuously produced. The exteriors are full of natural beauty. The interior sets are splendid. The women are gorgeously gowned. The all-star cast is genuine. It includes such stars as Norman Kerry, remembered for his work in "Merry Go Round" and "The Hunchback of Notre Dame." Ruth Clifford, Kenneth Harlan and T. Roy Barnes, stars of many successful productions.
The story contains excellent dramatic situations with plenty of comedy of the side-splitting variety. It is a modern story of a little limo who, through her passion for flirting, wrecks the lives of her only sister and her dearest friends. A picture of the worst side of a good girl—the best portrayal of a female troublemaker that has ever been given screen audiences.
And last, but not least, because "Butterfly" contains boundless exploitation possibilities... The opportunities for bellybouncing, window tie-ups, newspaper and stage presentations are unlimited.
Nationally Advertised in The Saturday Evening Post.
To help you put your picture over-

Available from
FAMOUS PLAYERS · LASKY
FIRST NATIONAL
FOX FILM
PATHÉ
VITAGRAPH
WARNER BROTHERS
F. B. O. of AMERICA
PREFERRED PICTURES
CHRONICLES of AMERICA
GRAND · ASHER
Burr PICTURES
LEE · BRADFORD
LUMAS FILM

Available from
METRO · GOLDWYN
UNITED ARTISTS
UNIVERSAL
ASSOCIATED EXHIBITORS
SELENICK
PRODUCERS DISTRIBUTING
TRUART
PRINCIPAL PICTURES
C. B. C. FILM SALES
ARROW
CHADWICK PICTURES
BANNER PRODUCTIONS

"We not only book you the picture but help you put it over by giving the "Thematic Music Cue Sheet" with our releases

Fine - that's great!"

Think what this means to you
Mr. Exhibitor
Put Off 'Till Sept.
Allied's Kansas City Conference Postponed Until Local Problems Are Settled
(Special to THE FILM DAILY)
Minneapolis—W. E. Steffes, chairman of the Allied States Organization, has notified all members of the group that the Kansas City meeting has been postponed from Aug. 18 and 19 to Sept. 22 and 23.

Exchange Remains
Sioux Falls Offices Will Not Be Discontinued, Despite Reports From Northwest
Minneapolis reports declare that exhibitors who are now served by Famous Players, F. B. O. and Universal out of Sioux Falls, S. D., are agitating to cause the removal of these exchanges and a redivision of the territory on the former basis. This would return a number of towns to Omaha and others to Minneapolis. It can be stated authoritatively that the exchanges in Sioux Falls will continue to function, no matter what the ideas of Northwest exhibitors might be. The claim is made that because of their isolated nature, the Minneapolis Board of Trade cannot effectively exercise its authority over Sioux Falls branches, and because of the reason, arbitration decisions suffer from handicapped enforcement. This is held to be an unjustifiable argument here. It is stated out that the Dakota branches were specifically established in order to cut expenses on shipments to exhibitors.

Worsley Out
Don't Direct for M. P. D. A. Because Production Budget Is Too Low
(Special to THE FILM DAILY)
Los Angeles—Wallace Worsley will not make any pictures for the M. P. D. A. because of the low production budget.

Switch In F. B. O., Ltd.
Arthur Clavering and Sydney Friedman resign—Enders now managing director
(Special Cable to THE FILM DAILY)
London—An important change in the personnel of F. B. O. Ltd., occurred yesterday when Arthur Clavering, head of the Sydney, joint managing directors resigned. Harry Enders, formerly with Goldwyn, Ltd., has been appointed new managing director.

Foster Here From England
Pertile—Le Neve Foster, president of the Cambridge (England) Kineoma Club, is in New York visiting important theaters and observing production methods. Foster is interested in motion pictures in a non-commercial way and when at home, often produces historical subjects. Stopping at the Hotel Holley.

Fight Film Deal
Henry Ginsberg and Jake Wilk have acquired the distribution of the three-reel fight pictures Benny Leonard made for Reputable Pictures. Three others are planned for immediate production under supervision of Ginsberg and Wilk.

Howells in Studio Deal
Hollywood—David P. Howells is one of the incorporators of the Hollywood Studios Co., a $100,000 California corporation. Other incorporators are C. E. Toberman and Marion R. Gray. It is understood the new company has taken over the Hollywood Studios and property as a realty investment.

Only 4 More To Be Made on Coast
(Special to THE FILM DAILY)
Los Angeles—The last group of First Nationals to be made on the Coast by the company's own units will be: "So Big," "Ins from Hollywood," "If I Marry Again," and "Wilderness.

West to Film "The Monster"
Los Angeles—Roland West's next picture will be "The Monster" which will be made at the Buster Keaton studio. This is the mystery play that rained in New York.

Danny to Address A. M. P. A.
Danny, of the Film Daily, will address the A. M. P. A. today on conditions in the European market.

Lloyd Leaves
(Special to THE FILM DAILY)
Los Angeles—Harold Lloyd has left for the East.

Atkinson Sails Sept. 6
W. E. Atkinson of Metro-Goldwyn leaves for Europe on Sept. 6.

No Foreign Ban
Marcus Loew Says Metro-Goldwyn Wants Worthwhile Pictures—Buys London Theater

Marcus Loew returned from Europe late Tuesday night on the Leblandia. Speaking of his trip abroad, he said American pictures dominated European markets completely.

"As a matter of fact," said Loew, "Metro-Goldwyn would gladly sign contracts with foreign producers to distribute several high class productions provided they paid as much as the office as well as for domestic pictures. It would relieve the pressure of work at our own studios which is necessary to meet the demand for pictures of the Metro-Goldwyn standard."

He purchased a theater in London as a first run but would give no details of the new acquisition until negotiations are finally completed. Relative to "Ben Hur," Loew said:

"When I left Rome Fred Niblo was working on "Ben Hur." Immediately on our arrival there Mr. Niblo had his whole organization running like clock-work and holding to the present schedule, the production should be completed near the first of 1925, and will be released without constraint in America and Europe.

"I consider Fred Niblo the ideal man to make "Ben Hur." He is not only a great director but he is a great organizer and leader."

Returning with Loew were J. R. Ruben, who has been working with Rubin and Carey Wilson, with the manuscript of "Ben Hur." Loew will leave New York early next week to attend the opening of the State theater, St. Louis.

It has been known for some time that the Loew organization has been interested in the Tryon Cinema Palace on the Strand, London. The N. Y. Times yesterday quoted Loew as saying that he would not produce any more pictures abroad because of the excessive cost.

Coast Conference
Irving Lesser to Plan New Productions—$750,000 for New Coast Studio

Irving M. Lesser leaves for the Coast this afternoon to confer with Sam Lesser on future production plans for Principal Pictures. "The Mine Door" is in production and "The Re-creation of Brian Kent" is next.

Plans following that are in the ofing but will be settled on the Coast. (Continued on Page 2)
Thursday, August 14, 1924

**MARCUS LOEW!**

Your trade mark is a Polly. Our picture is a koo-koo!

**IN HOLLYWOOD**

From Cloaks and Suits to Crooking "Beauts"

**COMING SOON**

**PRODUCERS DISTRIBUTING CORPORATION**

**HUNT STROMBERG & CHARLES R. ROGERS presents**

Priscilla Dean, The Siren of Seville!

Starring H. M. VAN LOAN Directed by JEROME STORM and HUNT STROMBERG

Based on the Character created by THE NATIONAL COPYRIGHT OF HUNT STROMBERG

**SEASON 1924-1925 THIRTY FIRST-RUN PICTURES**

**GEVAERT RAW STOCK**

Negative Positive

As Good As The Best

JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way N.Y.C.
Buying In Blocks

Western Exhibitors Urged To Keep Open Time By M. P. Jour-

nal—Discusses Situation

illus. — Relative to buying in blocks, the following is

the following to say, edly:

the average Southwestern town does not need any other than two theatres. Generally, the

average of pictures used per week for the one show town, and the two show town.

It is true that the relation to block buying, run reasonably true to the following:

The amount of the one show town using three pictures per week, the average requirement

of 156 pictures, or 38 pictures less the block list above.

A few releases in the Fox line are not any Westerns in the above list. Every town wants about

an average of 128 new pictures per year. Many towns have no time for serials, the program filled

by other sorts.

You will calculate the time needed for Westerns and shorts, you will need an additional 52 pictures less than the above—988 excess plus 52 of other styles, mean that there are 90 pictures more

combined blocks than the average town would need in a year.

Add 14 more pictures from some other one, and the time for two would be full.

If a two house exhibitor contract for the above was taken, plus his needs in Westerns and

his time would be full.

In this case all the other product on the market would be shut off from his

and he would be deprived of the oppor-

of playing the attractions of other

that in his judgment would please

and mean extra money in his

picture business.

If no exhibitor contract for the full line of


detailed restrictions on releasing where he has only two

if he has only one house, he would even greater care in his selection.

contrasting reason why he would ex-

tend care now, as contrasted with the need of having a

home town does not allow of any

or excessive delays in play-

pictures. Therefore, if an exhibitor

will have to over play, also

are too many other pictures on

the market that an exhibitor would want to close his screen to them for a

line of releases.

If editorial is not an argument against

any of the pictures of any of the companies

mentioned. It is intended as a caution against a possible two way loss. To pre-

vent this loss, select those you want most

and then hold open time for the small blocks or for attractions that you might think you offer you a better chance to please your patrons and make big profits.

Incidentally, you will hold open the market for those distributors who have limited access to offer you who are largely responsible for some of your best years.

Ottawa Theaters Without Musicians

(Special to THE FILM DAILY)

Ottawa, Ont.—All local theaters, with the exception of Loew's, have been struggling along without or-

chestra as a result of the musicians' strike, following the refusal of man-

agers to grant a 22 per cent. 

union organizers were introduced at

some of the theaters, with the result that the operators now threaten to walk out in sympathy.

Canadian Staff Completed

(Special to THE FILM DAILY)

Toronto—The persons in charge of the

Canadian F. B. O. has been an-

nounced. The managers are: Cal-

gary, A. E. Rolston; formerly at St.

John; Winnipeg, William Goulden

Vancouver, T. H. Davey; Montreal,

W. E. Allen, and St. John, S. H.

Decker. The company will release

50 pictures in the next 12 months.

"Pal O'Mine" Cast Completed

Hollywood—The Cast of "Pal O'Mine", the first of the Fred Thomson

series, has been completed, Ann May, Fred Huntley, Charles Malles,

Charles de Revenna, Carrie C. Ward and Bill Lowery, are included.

Exhibitors Predominate

(Special to THE FILM DAILY)

Baltimore—A Special Deputy Sher-

iff's organization has been formed

here in which out of a membership

of 300, sixty are managers and own-

ers of theaters here.

Dembow an Exhibitor

(Special to THE FILM DAILY)

Merchantville, N. J.—George Dem-

bow, formerly manager of the Gold-

wyn Boston exchange, has taken over

the Park here.

Neufeld Gets Third Term

(Special to THE FILM DAILY)

Philadelphia—Oscar Neufeld

has been nominated for a third term as

president of the Film Board of Trade.

COMING SOON

Produced by

PRODUCERS DISTRIBUTING CORPORATION

Barbara Frietchie

by Florence Vidor

SUN Promotions

a special dramatization

SEASON 1924-25 THIRTY FIRST-RUN PICTURES

THE FILM DAILY

Released October 26th.

Why everybody says

UNIVERSAL PICTURES

are the best buy in sight

Carl Laemle,

President,

REGINALD DENNY IN

Captain Fearless

Supported by Julanne Johnson and an excellent cast

Directed by

JAMES W. HORNE

Nationally Ad-

vertised in The Saturday Eve-

ning Post.

Here is a production that has all the elements of a smashing box office attraction. A

shattering conquest of brilliant satire, engrossing intrigue, hilarious comedy, and a

most charming romance, replete with thrills and stunts that only Reginald Denny could

pull across.

In "Captain Fearless" you see the star of "Sporting Youth," "The Reckless Age," and "The Leather Pushers" in an entirely new light. He has the role of a swash-

buckling Civil War veteran who after Lee's surrender invades Mexico and aids Em-

peror Maximilian in putting down the rebellion which threatens his throne.

It is amid the beauty of the old Mexican capital that the dashing young officer

meets with many wild adventures, riotously capturing through royal courts and across

cactus covered plains, fighting whole-heartedly against great numbers; facing firing

squads and otherwise challenging death, but ever turning death aside with an aplomb that

universally out-mellows the most mellow of melodramas.

James W. Horne who directed the picture injects the real spirit of the story into his

and acquires some remarkable results from an exceptionally fine cast which

includes Julanne Johnson, William Conklin, Claire De Levy, Harry Tighe, Fred

Keiley, Albert McQuarrie and many others. The types are splendid.

The subtitles are marvelous examples of comedy writing, and memory fails to

recall anything to which the picture can be compared, or anything as good. The idea of

modern slang coupled with the dignified language of diplomatic circles produces a

startling effect. They are a scream from start to finish.

Remarkably photographed, lavishly staged and costumed, combined with the his-

toric power of Reginald Denny who gives the most fascinating performance of his

career, "Captain Fearless" without a doubt will rank at the top of the outstanding screen

productions of the year.

It's a Universal Jewel.
Wow, what a list of record smashers we have for you!

Why! Man! You couldn't put a dig up the wealth that's in that next
Those Specials

SECRETS—ABRAHAM LINCOLN
THE SEA HAWK—SUNDOWN
and "THE LOST WORLD"

and those other big time box office hits

“FLIRTING WITH LOVE” With Colleen Moore and Conway Tearle, Directed by John Francis Dillon.


“In HOLLYWOOD with POTASH and PERLMUTTER” A Samuel Goldwyn Production with Alex Carr—Vera Gordon—George Sidney—Betty Blythe. Directed by Al Green.


TARNISH” A Samuel Goldwyn-George Fitzmaurice production from New York’s most sensational dramatic success of cent years. Great box-office cast.

“CONSTANCE TALMADGE in HEART TROUBLE” Presented by Joseph M. Schenck.

IN EVERY WOMAN’S LIFE” Presented by M. C. Levee. Directed by Cummings. With cast of box-office hues.

SANDRA” With Barbara La Marr in last vehicle of her career presented by Sarny- Lubin.

RICHARD BARTHELMESS in CLASSMATES” Presented by Inviation Pictures, Inc. Chas. H. Duell, Es. A story of West Point life.

“CHRISTINE of the HUNGRY HEART” A Thos. H. Ince production of Kathleen Norris’s best seller.

“The SILENT WATCHER” With Glenn Hunter and Bessie Love. A Frank Lloyd Production. From Mary Roberts Rinehart’s story—“The Altar on the Hill.”

CORINNE GRIFFITH in WILDERNESS” Presented by Corinne Griffith Productions, Inc. Another big hit for Miss Griffith.

COLLEEN MOORE in “SO BIG” Edna Ferber’s best seller. Directed by Charles Brabin.

“IF I MARRY AGAIN” Acclaimed the most powerful drama of the season with Doris Kenyon—surrounded by big time names. Directed by John Francis Dillon.


NORMA TALMADGE in “THE LADY” adapted from the great stage success. Presented by Joseph M. Schenck.

A SAMUEL GOLDSYN-GEORGE FITZMAURICE Production. A great picture for any box-office.

“HEIRS APPARENT” By Sir Phillip Gibbs. A great story of a college boy and his flapper sister who make good against tremendous handicaps.

“VIENNESSE MEDLEY” A tremendous after the war epic.

CORINNE GRIFFITH in DECLASSE” Presented by Corinne Griffith Productions, Inc.

CONSTANCE TALMADGE in a great box office hit, title to be announced later, and presented by Joseph M. Schenck.

A J. K. MCDONALD Production with Ben Alexander. Title to be announced later.

“PANDORA LA CROIX” A First National Special.

Steam shovel in a gold mine and season’s FIRST NATIONAL CONTRACT
Hear, Hear!

held over

tremendous hit!

Douglas MacLean
in "Never Say Die"

RELEASE DATE
AUO.30TH

WESTERN UNION
TELEGRAM

J S WOODY
35 WEST 45TH ST NEW YORK NY

Owing to tremendous hit "Never Say Die" held over in spite of terrific heat business continues same as first week. Will continue run indefinitely but owing to previous bookings must move to Miller's Theatre next week. Everybody says MacLean's Best Picture "Never Say Die" is one of real successes of any season.

CHARLES H WURZ
Managing Director, California Theatre.

RELEASE DATE
AUG.30TH

"Never Say Die"
is MacLean's greatest audience picture from William Collier's greatest stage success.

Everybody says
MacLean's best picture

ASSOCIATED EXHIBITORS

PHYSICAL DISTRIBUTOR
PATHE EXCHANGE INC.

ARTHUR S. KANE - PRESIDENT

FOREIGN REPRESENTATIVE
SIDNEY GARRETT
HOUSES

By DANNY

London
You know Broadway? With distributors' show places? Well, it's tough sledding to ask in. With anything else? All, watch London in a few years. And see if the same condition doesn't apply. It's in the air. If it doesn't become a fact, someone is guessing very badly.

There are reasons. Here are a few of them: First the average British exhibitor is making money—due to his lack of appreciation of public values. (You hear British producers and distributors make the same here as in America—that exhibitors make more money out of the public than anyone else.) Secondly, American product threatens to reach the bulk of the attraction for the British market. And thirdly: American exhibitors believe in "runs" to date the sales all around. And what's right, "Runs" do.

There are other reasons, these should be sufficient. And with Metro having its own low-house, and Famous building here, First National may be compelled to have a show place whether it wishes to or not. So with the others, this becomes a fact—and it is not far away—look for more to follow. Something like... will be on of these show houses window dressing cities in England. For the purpose. There are many cities in England where—for various reasons—long runs of important pictures are not now possible. The idea can be that this should not be the case in the larger cities—in London—is at the moment very high. Taxes, etc., make the problem more difficult. National opposition to such an enterprise is sure to be overcome. All of make for difficulties. But the chief value of any difficulty is the very thing of solving it. And that will happen. It cannot be stopped.

Brandies Plans Series
Lywood—Madeline Brandies was given the right to "Son And Stories," by Ethel Train, and will make a series of six short subjects. The "Son And Stories" is an unique idea Preferred. Production at F. G. Schulberg Productions, Inc.—Adv.

Inter-Globe Expands
Opens Branches in London, Paris and Berlin—Milton Cohen
Sailing
Inter-Globe Export Co., which has a rollover Associated Exhibitors and Educational for foreign territories, is expanding. The company has opened offices in London, Paris and Berlin.

Sydney Garrett will remain in London in charge there. Allan Byro, formerly with Goldwyn in London, has assumed charge of the Paris office while Arthur Ziehn, former Goldwyn foreign manager in New York and Madrid, is now in New York for Inter-Globe Export Co., Inc.—Adv.

"Jungle Law," Sloane's First
Paul H. Sloane's first directorial work will be done on "Jungle Law," with Richard Dix as star. Production will start when Dix completes his work in "Manhattan."

"Lightnin'" First
It is understood the first picture to be made under the Fox-John Golden deal will be "Lightnin'" and that it will be made on the Coast. No director has yet been selected, but the choice will be made shortly. The Golden company will be

Cohen Plans Reel
Understood to Plan Magazine Subject, Similar to "Movie Chats"—Comerford Interested
It is understood that plans have practically been completed by Sydney S. Cohen, former president of the Motion Picture Co. P. O. A., and Mike E. Comerford, important Pennsylvania exhibitor, to produce a weekly magazine reel, similar to "Movie Chats," which Charles Urban made for the exhibitor organization and released for two years through Producers Dist. Corp., then sold to Dodkinson.

Wilson Returns to Coast
Carey Wilson, who has just returned from Rome where he prepared the scenario for "Ben Hur," leaves today for Hollywood.

1924 Exports Jump
Shipments Increase 27,657,718 Ft. Over 1923—Total Of 215,160,851 Ft. for year
(Special to THE FILM DAILY)
Washington—A total of 215,160,851 of film, valued at $7,987,996, was exported during the fiscal year ending June, as compared with 187,503,133 ft., valued at $7,487,200 during 1923, according to a compilation just completed by the Department of Commerce. This year shows an increase of $7,657,718 ft., valued at $500,796.
Exports for June included 5,118,834 ft. of unexposed, valued at $11,173,997,765 ft. of negative, valued at $46,670, and 10,388,315 ft. of positive, valued at $412,644, making a total of 16,514,914 ft., valued at $572,416.
Unexposed film exported during
(Continued on Page 2)

Hays To Talk
Will Hays will be the chief speaker at the A. M. P. A. luncheon either Aug. 21 or 28. It is expected that a banner crowd will hear the head of the producers' and distributors' organization.

"Danny" gave some observations of European conditions touching upon the production, distribution and exhibition phases. He said an outstanding feature of his recent visit was to note the strength of the C. E. A., the British exhibitor's organization. Some details of this organization, and its work, will appear in tomorrow's issue.

Business Better In California
(Special to THE FILM DAILY)
Los Angeles—Attendance figures for theatricals and other places of amusement in Southern California during June, aggregated 19,981,000 as shown by a survey of amusement taxes. The increase over June, 1923, was 3,234,040 or 19.5 per cent.

The tax on June business represented an expenditure of $1,751,580 as compared with $1,342,380 expended in June, 1923. The gain was $409,200.

Difficulties Over
Jack White Returns to Educational and Supervision of Mermaid
Comedies
(Special to THE FILM DAILY)
Los Angeles—Jack White is back on the Mermaid lot, supervising comedies for Educational release.

Some time ago there were reports that White would seek to break with Educational, despite an understood agreement which was believed to have
(Continued on Page 8)
1924 Exports Jump

(Continued from Page 1)

1924 totaled 64,744,653 ft, valued at $1,317,270, as compared with 44,798,004 ft, valued at $1,145,05, in 1923, an increase of 19,946,541 ft, or $169,165.

Negative stock shipped during the year amounted to 7,319,635 ft, valued at $1,152,003, as against 8,477,442 ft, valued at $741,858, for the previous year. This shows a decrease of 1,155,707 ft.

Positive shipments totaled 143,096,581 ft, valued at $5,483,633, as compared with 134,227,697 ft, valued at $5,497,239 in 1923. Although this shows an increase of 8,858.864 ft, the actual earnings dropped $13,604, due presumably to price changes.

"Rudy" Sign Fishbeck

Harry A. Fishbeck, who photographed "Monsieur Beauxart" and "The Sainted Devil", has been signed to photograph three more Valastro productions. Fishbeck will leave for Hollywood Aug. 18 and will be accompanied by his assistants, Irving Dutcher and Arthur De Tita, the latter formerly with Fox.

It was learned yesterday that there is every indication that the Valastro productions will be made in Hollywood, with necessary shots, exteriors, etc., on foreign locations.

Hays Tells Of Western Trip

The executive committee of the M. P. D. A. held a routine meeting yesterday, at which Will H. Hays told of the results of his recent Western trip.

D. W. GRIFFITH!

Your last picture "America" is historical. Our first picture "In Hollywood" is HYSTERICAL.

From Cloaks and Suits in stylish mixtures To cloaking "beaux" in moving pictures

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

WELCOME STRANGER

Produced by A. A. Wood

Adapted by James Fenimore Cooper

From the novel "The Pathfinder"

BY A. A. WOOD

David Drury

Hollywood, CA

Sensitized Films, Inc.

1924-25

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

30 Chariots On Sign

(Continued from Page 1)

Theater, there will be a group of first twenty to thirty chariots in the act of leaving the gates of Pharaoh's palace. Thirty 2,000 Watt projectors will be used to flood it with light, though the actual color scheme has not been worked out. Twenty projectors will be strewn around the roof of the marquee and the remaining 10 will be placed at advantageous spots in the Putnam Bldg. across the street. On the 44th St. side of the theater, the building will be coven by a scene showing the delivery of the commandments to Moses in the heavens.

ARTHUR STONE

HEADED FOR FAME IN HAL ROACH'S 2 REEL PATHOCOMEDY

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goerz

Raw Stock: for QUALITY

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N. Y. C.
They’re coming thick and fast — the FAMOUS 40 HITS

Merton of the Movies
(Paramount—Eight Reels)

A REAL treat is in store for all motion picture audiences. It is "Merton of the Movies," as produced by Paramount from the famous play and novel, and acted by its original star, Glenn Hunter, and a cast of leading work. The screen version, in our opinion, surpasses both the play and book from an entertainment viewpoint, because it is all very realistically pictured here, with its highlights, the movie struck first in the little country town, his departure, his arrival in that mysterious land—the motion picture colony, and better things. His final engagement for a leading role in a picture comedy, his change as he sits at the preview and his ultimate triumph as he is made to realize that it takes real genius to put over pathos in a comedy.

The final expression on Merton as he is offered a job at $40 a week is in itself worth going a long way to see. The scenes in the Honeymoon are shown in the making. Mr. Hunter is putty into Merton of the Movies, should be a real money maker anywhere doing this picture extraordinary.

A comedy drama dealing with a movie struck off from a country town who goes to the west coast studios and after some discouraging experiences gets a job, a girl, and a contract.

PRODUCTION HIGHLIGHTS. The scenes as Merton imitates the movie stars. The taking of the photos. The making of the comedy which Merton thinks is a serious drama. The preview. The romance. The very acting of Mr. Hunter, Miss Dana and the rest of the cast. The realistic backgrounds in Astoria.

DIRECTION. James Cruze has triumphed again. He has put Merton on the screen in a admirable manner. He has brought out all the highlights of the story and has given the tale a background that is colorful, correct in detail and always interesting.

EXPLICATION ANGLES. Play up the title. It is known in almost every home in the land. Everyone is waiting to see this picture, so spend a little money exploiting it.

The feature is full of "first" real acting, interesting view of the studios, the fine cast, and the humor of the piece.

SUMMARY. This production is going to be one of the hits of the new season. Everyone has seen the play or read the book and all these people will surely want to see the picture version, so you have your audience "ready." The feature is full of pathos, real acting, interesting view of the studios showing movies in the making, and has some 100 per cent perfect, every member of the family. Cast is

Added to these other BIG ONES already shown:

"MONSIEUR BEAUCARC" "THE COVERED WAGON" "MANHANDLED" "WANDERER OF THE WASTELAND" "CHANGING HUSBANDS" "THE ENEMY SEX" "THE SIDE SHOW OF LIFE"

Paramount Pictures
"I believe I have established a reputation as an Independent Producer!"

Your ready response to "Potash and Perlmutter," "The Eternal City" and "Cytherea" permit me to make that statement, with due humility.

But these three proved hits right in a row, reveal more than mere box-office success.

To me it discloses that I have earned your confidence. That is my greatest pride.

It means I have merited your good-will and that is my greatest trust.

Now I come before you with my fourth production in which I place even greater faith than in any I have heretofore produced.

Again I feel my faith is well founded and that you will back up my judgment, in fact—
"I am willing to stake my reputation on TARNISH!"

It is the supreme triumph of the genius of George Fitzmaurice.

As he imagines Gilbert Emery's famous Broadway play from Frances Marion's script, "TARNISH" will be one of the great, colorful screen sensations.

Never have I seen such skilful blending of drama, artistry and showmanship in one creation.

Never such power, pathos, love and laughter in one masterpiece.

Never will a picture create so much talk and intrigue so much interest.

"Tarnish" will be heralded from the rooftops as "The Great American Love Drama." It will be proclaimed the crowning accomplishment in the distinguished career of George Fitzmaurice.

I stake my reputation on "Tarnish."

It's a marvel.

George Fitzmaurice
Director of
"The Eternal City"
"Cytherea"
"Tarnish"
Elected by Photoplay fans as one of the eight greatest directors

presents

Maurice Triumph
ISH

Broadway Stage Success by Gilbert Emery.
Colman and Harry Myers
Picture
Incorporations


Dover, Del.—American Spanish Amusement Corp. Capital $10,000.

Dover, Del.—International Trade Exhibition, Inc. Capital $500,000.

Dover, Del.—Pacific States Theaters, Inc. Capital $1,000,000.

Dover, Del.—New Shenley Theater Corp. Capital $250,000.

Dover, Del.—Inter-Ocean Pictures Corp. Capital $1,000,000.

Dover, Del.—American Theaters, Inc. Capital $100,000.

Dover, Del.—Cosmos Laboratories, Inc. Capital $25,000.

Dover, Del.—Keystone Brayco, Inc. Capital $25,000.

Dover, Del.—Expo Camera Corp. Capital $2,000,000.

Harrisburg, Pa.—Theater Lobby Display Co.

Coast Brevities

(Special to THE FILM DAILY)


John Adolfi has left for California to prepare for "The Birth of the West". Robert Frazer, Jack Malbin, Clara Bow, Robert Edeson and Walter McGrail are in the cast.

Supporting cast for Colleen Moore in "So Big" includes Ben Lyon, Alan Hale, Cissy Fitzgerald, Jean Hersholt, and Gladys Brockwell.

Pauline Starke has been added to the cast of "Forbidden Paradise" in which Pola Negri will star under Lubitsch's direction.

James Hogan has signed Eddie Phillips for a part in "Black Lightning", being made at the Hollywood studios.

Anders Randolf has commenced work in "Her Market Value", Paul Powell's initial picture for Blue Ribbon.

Monte Bell has completed the adaptation of "The Snob", and is soon to start on the direction of it.

Zane Grey's "The Border Legion" being made by Paramount. The players appear without make-up.

Norma Talmadge has completed "The Sacrifice", and is getting ready for "The Lady".

Thomas H. Ince has chosen "Idle Tongues" as the release title for "Doctor Yne".

Eve Unsell has finished the script for Ganster's next, "The Triflers".

Vernon Dent has signed a three year contract with Mack Sennett.

Joe Farnham has been engaged by Metro-Goldwyn to cut "Greed".

William de Mille is busy on the editing of "The Fast Set".

Ben Turpin has started work on a burlesque on "The Virginia".

John Patrick has been added to the cast of "Sinners in Silk."

Rin-Tin-Tin will appear in "The Lighthouse by the Sea", which will be directed by Mal St. Clair for Warners. Louise Fazenda is the first of the cast to be selected.

Charles Whitaker has been engaged to do the adaptation and continuity of "Declas", the next Corinne Griffith picture, which will be made in New York.

Millard Webb will direct "The Dark Swan" for Warner Bros. Monte Blue, Marie Prevost and Lilian Tashman are in the cast.

First National has engaged Hobart Bosworth and Lloyd Hughes to appear with Doris Kenyon in "If I Marry Again".

"Heart Trouble" is the title for Constance Talmadge's next picture, which had been tentatively called "One Night".

Arthur Rossan has completed "Ridin' Pretty", William Desmond's latest, originally titled "Love's Larriat".

The cast has been completed for "A Fight For Honor", the fourth of the Perfection series for C. B. C.

John Held, Jr., will do the special art work on posters and other advertising for "Wine of Youth".

"Black Lightning" is being edited and titled by Gotham Prod., for Lucas release.

Holmes E. Herbert is here from New York.

GREene

Theater Changes

Norfolk, Neb.—M. C. Ames has succeeded C. W. Elrod as manager of the Grand, Auditorium and Lyric. Elrod has been transferred to the management of a Hostetter house at St. Joseph, Mo.

Birmingham, Ala.—L. R. Town, manager of the Strand, announces the house will undergo extensive repairs, beginning next week. Work will be done at night.

New Smyrna, Fla.—W. B. Small, the new owner of the Victoria, is taking over the house from Jud Henry Titus on a lease.

San Pedro, Cal.—Mark M. Hansen, Los Angeles exhibitor, has purchased the California, which he has named the Mark-Strand.

La Salle, Ill.—The Majestic, closed for two weeks, has again reopened after being completely decorated.

Easton, Pa.—Operations have started to make improvements in the Paxton. The lobby will be completely rebuilt.

Philadelphia—The Overbrook, due for a year, is to be re-opened September under management of Ben Fertel.

Tampa, Fla.—The Victory closed for four weeks to undergo remodeling.

Kingston, N. Y.—The Orpheum undergoing repairs, prior to the opening.

Atlantic City, N. J.—Sam Bley Park is closed for an indefinite fud.

Aaron J. Jones of Chicago Says—

Producers Distributing Corporation, 469—5th Ave., New York

"Congratulations to you and Christie on 'HOLD YOUR BREATH'. Great thrill comedy. A solid knockout with ORPHEUM patrons. First three days business same as Lloyd in 'Girl Shy', and looks good for extended run. Advise me when next Christie Feature Comedy will be ready."

Aaron J. Jones

"RECKLESS ROMANCE" WILL BE READY IN NOVEMBER, MR. JONES
Perfects New Storm Effect (Special to THE FILM DAILY)
Hollywood—Arthur E. Shadun, enterpriser of Universal City, has gone to Frisco to superintend construc-
tion of a new marine storm effect he has invented. The device is being tested in a shipyard and can
create waves and other storm effects, a large enough scale to toss full-size ships around. The device
when completed, will be brought to Los Angeles and installed in the hur-
ter for use by Universal.

Al Mertz In Detroit (Special to THE FILM DAILY)
Detroit—Al Mertz, formerly of this city, but now of Boston, is here to
range for the premiere of "Over Top With The Allies," which he
and Sam Carver control. The picture at the Shubert-Detroit for two
weeks.

New Stage at Incce Studios (Special to THE FILM DAILY)
Hollywood—In order to take care of increased activities, a new stage,
4 x 100 ft. has been built on the lot, giving 52,000 square feet of
working space. Several unfinished dressing rooms have also been
built.

Detroit Operators Ask Increase (Special to THE FILM DAILY)
Detroit—The local operators' union has asked for a big increase, for the
season starting Sept. 1. For the down-
town theaters it runs from $10 to $11
man, although in the smaller ones it is
less.

Ballin Stories To Be Novelized (Special to THE FILM DAILY)
Los Angeles—Hugo Ballin has just
published his novel, "The Broken
Door." Another, "The Woman At
Door" is in the hands of the publish-
ers, while a third, "Night
Dogs," will be on the market next
week.

Another Vitagraph For Fox (Special to THE FILM DAILY)
Detroit—Another Vitagraph will be
sold by the Fox-Washington. "Between
The Lines," featuring "A Woman
And A Door," and "Beyond The
Door," has been booked the week of Aug. 23.

Odell Leases the Fontenac (Special to THE FILM DAILY)
Detroit—John Odell has turned the
Fontenac over to Mike Lasco, former-
ner of the Victory in Highland Park.
The new owner intends remodeling house extensively.

Berlin Plans Own Boost (Special to THE FILM DAILY)
Berlin—It is understood the City
has asked the City to finance a show-
life in the city, divided into four
equally. It is designed for showings on
weekends.

"America" In Detroit This Month (Special to THE FILM DAILY)
Detroit—"America" will open at Fox-Washington late this month, an
indefinite run.

Michigan Theater Robbed (Special to THE FILM DAILY)
Pontiac, Mich.—Experienced safe
crackers rifled the safe of the Oakland
theater, recently.

Putting it Over

Here is how a brother exhibitor puts his show over. Send along
your ideas. Let the other fellow know how you cleaned up.

Several Angles Used For "McGrew"
Waco, Tex.—When the Hippo-
drome played "The Shooting of Dan
McCraw," the management was ably
assisted in a successful exploitation
campaign by W. G. Bishop, Metro-
Goldwyn exploiter, who centered his
activities around two large window
displays, one of them tying up with
newspaper publicity, while a "masked
star" contest featured the other.

The window of a vacant store, on the
main business thoroughfare, was
appropriately decorated with posters,
and a six-sheet in the center of two
sheets. Child pistols, daggers, knife-
hand-cuffs, dice and playing cards, all
inexpensive, arrayed in profusion on
the floor, with several signs com-
pleting the display. Then, in
the doorway a boy was stationed at
a phonograph, which continuously
played the "Tayloe Holman" recita-
tion of the Service poem, on a record.

Another window display was de-
voted to the "masked star" contest, talk-
back in the press sheets. Photos of
the featured players in the pro-
duction, with their faces masked,
were mounted on cards that con-
tained a large question mark. Free
tickets were awarded the first 25
persons who turned in to the Hippo-
drome box-office, correct answers
identifying the masked players. The
window display also stated that the
names of the winners would be pub-
lished in the Sunday News Tribune.

Effective Window Displays
San Francisco— "Trailing African
Wild Animals," recently played in
California, where it was put over by
W. J. Murphy, Metro-Goldwyn ex-
ploriter, to 48 window displays.

Ticket were sold by Murphy with
every store handling Winchester
Arms, Coroana Typewriters, United
Cigar Stores, Eastman Kodak (Drug
Stores), Ford motor agencies, and
Beheer Trunk stores. All of these
displays were based on photos from
the picture.

The newspaper campaign was
done especially effective by using
a number of long feature stories.

Arab Stunt Mystifies Cleveland
Cleveland—Dragnoman Jamil—the
"shiek" himself—walked into Cleve-
land recently, wearing full Arabian
regalia, to the Stater Hotel, was photographed by a Cleveland
Press reporter entering the hostelry, and
mystified everyone by registering as
Dragnoman Jamil from Tunis, North
Africa.

In the afternoon, a handsome auto-
mobile called for Jamil at the hotel,
and motored him through the busi-
ness district for a brief sightseeing
trip planned "a private sightseeing
agency," shooting the prints to Minnesote and Wiscon-
sin exhibitors, according to the police.

Harvey Lipp Dead (Special to THE FILM DAILY)
Battle Creek, Mich.—Harvey Lipp
has passed away, following complica-
tions which set in after an operation
for appendicitis. Many film men
from Detroit attended the funeral. He
was associated with Glenn Cross, op-
érating the Strand, Garden and Rex.

Acquires Another In Cuyahoga (Special to THE FILM DAILY)
Cuyahoga Falls, O.—M. B. Hore-
wide, head of the Washington Circuit,
had taken over the Altambram from
A. Wiener. This is Horwitz' second
acquisition in Cuyahoga Falls. The
other is the Falls, a new house, which
will be ready Aug. 28.

Mrs. Gurwell Getting Better (Special to THE FILM DAILY)
Cleveland—Mrs. O. J. Gurwell,
manager of the American M. P. Co.,
has recovered from a four months' illness. She will resume her duties in
the fall.

"Every woman should marry—and no man."—Dirndi

Wholesale Thefts Discovered (Special to THE FILM DAILY)
Milwaukee—Police have finally
uncovered the film thefts from the
Universal office, with the arrest of
Max Riskin and August Mosmer.
Riskin was a shipping clerk at Uni-
versal for four years. Over $2,000
worth of prints, mostly comedies,
are alleged to have been found in
Moser's home. The trio planned a
private booking agency, shipping
the prints to Minnesota and Wiscon-
sin exhibitors, according to the police.

Novel Prologue Used By Hyman
Managing director Edward L. Hy-
man, of the Brooklyn Mark Strand,
brought some of his well known in-
gredients to the front when he played
"The Perfect Flapper," in the form of
an original atmospheric prologue,
called "The Evolution of the Flap-
per," showing the girls from the
Stone Age to date.

Five girls were used, all of the
Strand ballet, and each had an origi-
nal dance to give in the prologue.
The Stone Age girl, the Miss of 1860, the
one of 1875, the 1900 flapper and
lastly the modern "jazz baby." Each
made her entrance from the top of
a flight of 15 steps center stage, descending to the bottom for her
dance and pantomime.

"Folks may disagree as to 'The Truth About
Women,' but they'll all say it's a
great picture."—Jack Grauman—Milwaukee

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(NEar the heart of the Times Square District)

IF YOU WANT
Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
Your reinvestments made
To make a trust fund now for yourself or another
Advice about your Will
or
Relief from your financial cares

COME IN
AND TALK
IT OVER OR
WRITE US

BANNER PRODUCTIONS, Inc.
1540 Broadway, New York
In The Courts

Supreme Court Justice Mahoney has directed the E. M. R. Amusement Co., Inc., and the F. P. Realty & Construction Co., Inc., owners of theaters in Queens County to arbitrate a dispute with the Prudential Film Dist. Corp. over contracts for carrying films. Prudential alleges that the defendants have engaged another carrier and are ignoring the contract and have refused to arbitrate as called for in the agreement. Assembleman Hackenberg was named as arbitrator in one case and J. Maurice Wormser in the other.

A suit was filed yesterday in the Supreme Court by the Garson Enterprises against the Pathé Exchange and Associated Exhibitors. The cause of the suit and the amount claimed is not stated because the only paper filed is a notice of appearance on behalf of Associated Exhibitors by Seilhagber & Lewis.

An Unusual Advertisement
(Special to THE FILM DAILY)

Chicago—An unusual piece of advertising appeared in the American, Wednesday night. It was addressed to the patrons of the Roosevelt and signed by Balaban and Katz. It said, in part:

"Knowing our earnest desire to serve the public well, and in deference to the thousands who stand in line each day during the limited engagement of Rudolph Valentino in "Mon-sieur Beaucarie" patrons of the Roosevelt are requested not to occupy seats for more than one performance.

Krows Addresses Photoplay Class

Arthur Edwin Krows addressed the Patton class on photoplay composition, the other night, at the School of Journalism, of Columbia University, on the subject, "The Author in Production." "Seen Through A Glass Eye," a four reel subject dealing with the problems of the director, was given its first showing.

Levine on Tour

Nat Levine, sales manager for M. J. Winkler is in Boston for a few days, following which he will make a four months' tour of the country.

Difficulties Over
(Continued From Page 1)

bound White to the Hammons organization for two years.

The difficulties, whatever they may have been, have now been straightened out. White will direct several of the new Mermidas of which there will be eighteen next year instead of thirteen.

Roy Hughes Plans "Mellera"
(Special to THE FILM DAILY)

Los Angeles—Roy Hughes has taken over the Hal Roach studio on Gordon St. on a long term lease. He will make a series of six melodramas for fall release. The first is "The Missing Witness" starring Donna Hale. The plant will be known as the Gordon Street studio hereafter.

Pioneer Re-enters Film Business
(Special to THE FILM DAILY)

Aberdeen—C. B. S. F. Walker, veteran showman of the Northwest, is going back into the business. He takes over the management of the Orpheum, Rialto and Lyric theaters from McCarthy Bros., who bought the Orpheum from Walker several years ago.

"The Thief" Novelized

Achmed Abdullah, writer has just completed "The Thief of Bagdad," based on the Fairbanks' fantasy. The story is being published by the H. K. Fly Co, and has an illustrated jacket by Willy Pogany.

Another for Milwaukee
(Special to THE FILM DAILY)

Milwaukee—A proposed picture theater estimated to cost $2,500,000 is the plan of the Uhlein interests.

"Sea Hawk" Sold for Abroad

First National has sold "The Sea Hawk," for Belgium, Holland and China.

"Lightnin'" First
(Continued from Page 1)

known as the John Golden Unit of the Chicago American Pictures, Inc. It is capitalized at $5,000,000 and will be a Fox subsidiary. Following "Lightnin'" other plays to be produced will be "Howdy Folks," "Thank-U," "Chicken Feed," "The Wheel," "The First Year" and "Seventh Heaven.

COMING SOON

BARBARA FRIETCHIE

Produced by PRODUCERS DISTRIBUTING CORPORATION

With

FLORENCE Vidor

Barbara Frietchie

A Suspense Special Film Dramatization

Season 1924-1925 Thirty First-Run Pictures

One of Universal's first big 12 Jewels for 1924-25
"Best he has ever done!"
says the LOS ANGELES TIMES of

Hoot Gibson
in his latest, greatest action romance

"Hit and Run"
No. 2 of his big six for 1924-25

Universal Gibson Production
Presented by
Carl Laemmle

Universal Has the Pictures for 1924-25
Renaud Hoffman is regarded as a brilliant young genius with a new style of direction that is at once delicate, powerfully definitive and thoroughly understandable. The manner in which he presents unusual stories on the screen is reminiscent of the simplicity and pathos of Robert Burns, the vigor of Richard Harding Davis and the subtle psychology of Guy De Maupassant.

His latest and greatest production, "The Legend of Hollywood," just released, has already been booked by the California Theatre, Los Angeles; Modern and Beacon, Boston; New Schenley, Pittsburgh, and hundreds of first-run theatres.
Organization

By DANNY

London

The C. E. A. In other words the M. P. T. O. of England. Differing, however, to a tremendous extent. In that the British organization represents between 80 and 90 per cent. Of the exhibitors of England. And that’s some difference. To the M. P. T. O.

The C. E. A. obtains its strength through the Performer’s Rights Society. Which is nothing more or less. Than the same thing as the Society of Authors and Composers. Of America. In some way the Performer’s Rights Society has phenomenally things around. So that it has a lot to do with the licensing of picture places. And Mr. Average Exhibitor in Great Britain figures it out this way: that it is cheaper to belong to the C. E. A. and get the benefit of the license reduction. Than to stay out. So most of them come in. And stay in. Which not only makes the Performer’s Rights Society strong. But equally works out for the strength of the exhibitor’s organization.

THE MARKING COMMITTEE

One of the interesting developments of the C. E. A. is the committee of exhibitors which looks over releases. And then gives them a mark indicating the box office value. Of the attraction. They mark from 1 to 10. Very few pictures get the 10 mark. Very large supers like “Robin Hood” and “Way Down East” plus a few more. Most of the very big ones get a 9½ mark; however. The committee keeps the 10 spot for the birdies. The average good picture gets an 8 or over. Indeed. If a film fails to get an 8 mark little attention is paid to it by Mr. Average Exhibitor.

Now all of you know this: that it’s mighty difficult to estimate in fractions the drawing power of a film. Still this Committee does it. Or tries to. So one might easily have an honest difference of opinion relative to these marks. But just the same the British exhibitor watches these marks closely. A bulletin issued weekly gives the story of the “trade shows.” For every picture is “trade shown” regardless of its size or importance.

As a result of the bulletin many exhibitors buy, offering what in their opinion is the price to be paid, based on the markings of the committee. Naturally a lot of squawks develop. But this bulletin makes it tough for the distributors. Though many try to laugh off its importance. But when you realize that about 80 per cent of 3,000 or more exhibitors get the bulletin you can form your own idea of its value.

THE CINEMATOGRAPH TRADES COUNCIL

Probably the latest of all British organizations to be formed. Developed from the idea of Sim Rowson. Of Ideal Films. Incidentally Sim Rowson is regarded as one of the foremost statisticians of England. And a lawyer of note.) Rowson’s idea was that there should be an organization of all interests allied with pictures. Not only producer, distributor and exhibitor, but the scenario writers, and all others interested. Together with a representation of the public. This organization was to handle all

(Continued on Page 3)
'Change Acts Monday
United Artists' Charge Against Fixing Under Hands of Committee

The Committee on Stock Listings, of the N. Y. Stock Exchange, will meet on Monday to consider the letter sent to the Board of Governors by Hiram Abrams in which the latter charged famous with misrepresentation insofar as stock dealings were concerned.

It is doubtful if the committee can take any action. Abrams' claim was based on the assumption that reports that Mary Pickford, Douglas Fairbanks and Charlie Chaplin would join Famous were inspired in order to influence the trend of its stock on the Exchange.

Chinese Trying To Make Films
An Associated Press dispatch from Shanghai, China, reports that steps are being taken in that country by a leading publisher to produce a better quality of pictures and improve the acting, costumes and settings. Many of the country's leading actors and actresses have been recruited by the publishers. The report further states that it is believed that 90% of the population have never seen pictures.

Suburban Theater Activities
A new $150,000 theater will soon be erected on West Olive Blvd., Freeport, Long Island. Jacob Post is building the house, which, when completed, will be leased to Major Ransussen, owner of the Freeport. The house will seat 1,200.

The Lynn theater, at Mamaroneck, is still unfinished. A new house is planned for Harrison, near Mamaroneck.

New Production Unit
(Special to THE DAILY FILM)
San Francisco, Calif. — A charter has been granted Fashion Productions, Inc., with headquarters in Los Angeles. Capital is listed at $10,000. The incorporators are: W. Morris, L. B. Prescott, E. Sutton, C. Warne and I. Pacht.

U. B. O. Books Warns
The U. B. O. circuit has booked the entire list of twenty Warnor productions for 1924-1925.

Theater Consolidation
(Special to THE DAILY FILM)
Terre Haute—An organization of local business men has joined with the Wabash Theaters Corp., in a consolidation of the Indiana, Hippodrome and Liberty. Capital has been increased from $50,000 to $150,000.

Doris May Returns
Los Angeles—Doris May will make her return to pictures after a year's absence in "Deadwood Gulch," a new Tom Mix production. Lynn Reynolds will direct.

Making Feature in Georgia
(Special to THE DAILY FILM)
Atlanta—Kenneth Stambaugh is making a six-reeler called "Rowdy" at Demorest, Ga. Frances Lenoir is being featured.

Fox Unit in 'Frisco
(Special to THE DAILY FILM)
San Francisco—The Fox company making "The Roughneck," is here securing exteriors, under direction of Jack Conway.

Texas M. P. O. Growing
(Special to THE DAILY FILM)
Dallas—The state M. P. O. now has a membership of 225 exhibitors, representing 380 theaters.

Beal Heads Levee Unit
(Special to THE DAILY FILM)
Hollywood—Scott R. Beal has been appointed production manager of the Mike Levee unit.

75 Wisconsin Houses Closed
(Special to THE DAILY FILM)
Milwaukee—A recent survey shows that 75 houses have closed because of the summer slump.

Withey To Direct "Cafe in Cairo"
(Special to THE DAILY FILM)
Hollywood—Chet Withey will direct "A Cafe in Cairo." Priscilla Dean will be starred.

Zanft on Theater Tour
John Zanft, general manager of Fox theaters has left on a tour of all houses. His first stop will be on the Coast.

Woods To Produce "Beauty Prize"
Al Woods will produce a stage version of "The Beauty Prize," Viola Dana's next, on Broadway.

Select An Unknown
(Continued from Page 1)
N. J. in 1906 and went to Los Angeles at the age of three, returning to New York at the age of eight. For five years she studied dancing, at one time under the tuition of Fokine. Hoping that one day an opportunity might come for work in pictures, she worked hard to become proficient in ballet dancing. Two years ago at the age of fifteen she made her first appearance in "Anna Descends," with Alice Brady.

New House for Astoria
A 2,300 seat vaudeville and picture theater is being built on 2nd Ave. near Ditmas, Long Island City. It will be ready for November occupancy and will be a one-floor house. The Fegte Realty Co. is handling the lease. The only other house in the neighborhood is the Astoria, controlled by the Loew circuit.

Philbin in "Folke Farine"
Universal has purchased Ouida's "Folke Farine" for Mary Philbin.

"Doll Up" your pictures
for the coming season with
Prizma Colored Titles,
Inserts and Trailers

Prizma, Incorporated
3191 Blvd., Jersey City, N. J.
Montgomery 4211

A "HISTORIET" is to Moving Pictures what a Short Story is to Literature
"See it in Colors"

REEL-COLORS, Inc.
(Art Studios and Offices)
85 Riverside Drive, New York

New York's newest and Foremost
Color Textile Organization

GEVAERT
NEGATIVE — POSITIVE
As Good As The Best

JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way
N. Y.
problems affecting the industry. Such as legal regulations, restriction, censoring, and the countless little things which when developed make for great annoyance.

Of course, it was difficult to get the idea working. It always is. The old National Association tried hard to work out such an amalgamation some years ago and failed dismally. So far the day's organization has not been able to crack this coconut. But Rowson belongs to the school that doesn't understand defeat. He kept plugging away at it. And only a little while ago there was chartered (incorporated) the Cinematograph Trades Council and Lord Burnham was elected president.

Now Lord Burnham isn't personally interested in pictures, not in the slightest degree. He is the owner and publisher of a real London newspaper, "The Daily Telegraph." An outstanding figure in his country. It took a lot of effort to secure him for the presidency. But he was landed. And the entire trade anticipates much good to develop from the choice. The Committee seeking the president wanted someone outside the industry. They needed a national figure to inspire confidence. Someone who would tell them when they were wrong, and guide them into the right path. And yet someone at whom no finger could be pointed because of any possible interest in the trade. Except that of a desire to be most helpful not only to the industry, but to the public large. And Lord Burnham fills the bill.

**WHY NOT ONE IN AMERICA**

We need such an organization in America. And need it badly. If the Hays group can bring about such an organization, and if it functions as it should, it could be one of the finest things that ever happened to the industry. But the Committee of this body could easily represent the public in such an organization. And we should have passed to point long ago where the various exhibitor bodies would not work with the Hays group. The Writer's Guild on the Coast and other such organizations might be found willing, and then if some of national importance could be found to head the organization, a lot of excellent work could be accomplished.

This organization should in no manner detract from what the Hays group is doing. Not in the least.

**IN ENGLAND**

Where hope springs eternal. And where it is needed. By gallon. Because conditions here are far from right. On the hand you have complaints from English distributors. That American concerns are "giving away" their product. In other words, underselling the market. And on the other hand, you note at there is so little going on in production. Among British producers. That—as Jeffrey Bernard of Stoll Films says—"we are the last of the Mohicans." In fact. At the moment. There are but two British producers actually "going on"—as they say—there may be some important production under way. But of the type of product likely to come to the States. By Stoll and Gaumont are—at the moment—active. Others may not be far. There is talk of Graham Wilcox getting under way. But only these two are busy now.

**AN ANALYSIS**

It is not difficult to understand the situation. Once you have looked in. The great difficulty is—and it is somewhat obvious—that unless British pictures have certain elements of box-office swing power for America the product has no place in the American scheme of distribution. The Betty Comson picture—made by Graham Cutts and released by Selznick—is a good box-office attraction. In the States. One of the reasons is Comson herself. Now a Paramount star. The other is the production, which measures up easily. To the same type of American product. More of such pictures will easily make room in America for British-made pictures. The difficulty is to find them.

The average type of picture made in England. For home consumption—and possibly some foreign sales—will not do for America. There is no use mincing words about it. The facts are simple. Unpleasant though the truth may be, this is the truth.

Stars with box-office powers—well-known, well-liked American stars—would help a lot. If they could be procured for British productions. But who are available? A certain British distributor, and agent for well-known American concerns, briefly puts it this way:

"We have had a few first-class stars of real box-office pulling power sent over from America to work in British pictures. They have been good. But most of the so-called 'stars' from America who have appeared in British pictures are not your first-class stars. We know it. But they are the only ones available. And it makes the situation difficult."

It does. But what can be done about it? There isn't a real star with strong box-office pulling power available—even for American producers. Such stars are in such demand that they could work in several pictures at one time. If their contracts would allow it. And, of course, their contracts do not permit of this.

**AS TO DISTRIBUTION**

Two years ago a plan was suggested to British distributors: that they unite and send their best pictures to America. Through a British distribution machine. Operating out of New York.

The suggestion was offered again. Only last week. That seems to be the only way out. And even then a most rigorous watch must be maintained on the product forwarded.

British titles will not do for America. Many American titles have to be changed for England. This is only natural. No American would understand what "I think she is pulling your leg" means. It doesn't mean—as Americans might interpret it—that the person was trying to get something for nothing from the individual referred to. But in England "pulling your leg" means—as Americans would put it—"kidding you along."

Then there are certain phases of the relations of men and women which easily pass muster—and censor—in England. That could not get by any censor board in America. I saw a picture recently. A new English production in which the wife of one man is living openly with another. Before she was divorced. True, the mother of the man lived with them. But can you imagine the Pennsylvania Board of Censors. Or for that matter any board—allowing such a situation in a film? I can't. Yet such a scene is all right over here. There are many other situations perfectly satisfactory in one country. And frowned upon by another. That is what makes for the attraction of one country against another.

**STOLL'S EFFORTS**

Stoll Films are sending three of their latest pictures to America. In the custody of Gordon Michie, one of the directors of the corporation. They include "The Colleen Bawn" which may be remembered as a fine old melodrama laid in Ireland; a comedy which will be retitled for America, but which is now called "His Grace Gives Notice," and probably the best of their later productions, "The Love Affair of Ailette Brunton." This was made from the famous novel by Gilbert Frankau, whose "Gerald Cranston's Lady" will be produced by Fox. "The Love Affair" is a magnificent story. It was called to the attention of several American producers within the past six months. It has a lot of fine stuff in it. And it is to be hoped that it is a good picture.

**REAL KINDNESS**

Something like 50 of the leading British film men gave me a party. At the Trocadero. It was delightful. Not only in what was said—but it was fine to know this: that way over across the Atlantic they know what the little old paper is trying to do—and doing it the best way we can.
No Preference

Famous Players' Interest in Rothchild Houses Made No Difference in Buying
(Special to THE FILM DAILY)
San Francisco—Herbert L. Rothchild, called as a witness in Famous Players' defense at the Federal Trade Commission hearing here, testified that the partial interest of Famous in its theaters carried no weight with him when it came to booking pictures.

He said Famous had not been given any preferential treatment and at no time had anyone suggested to him how he should run the business. He also testified that Famous was not represented among the officers or directors and that, since Famous bought in less than half of his time had been consumed by Paramount pictures.

Hermann Wohrer, district manager for Paramount here, testified along the same lines.

Insures Jackie Coogan

Hollywood—Metro-Goldwyn says it has insured Jackie Coogan's life and hair during his stay in Europe for $250,000. The policy was written by Lloyd's, Ltd., of London. The premium covering five weeks amounts to $5,000. The company has also taken out policies, one insuring Peter, the police dog, and "The Great Dane" against any possible delay in production.

Cast Completed
(Special to THE FILM DAILY)
Hollywood—With the addition of Wilfred Lucas to the cast of "The Price She Paid," the cast has been completed. It includes Alma Rubens, Frank Mayo, who are being co-starred; William Welch, Eugene Bressler, Lloyd Whitlock, Freeman Wood and Wilfred Lucas.

Change Title of Gibson's Latest
(Special to THE FILM DAILY)
Hollywood—"The Hurricane Kid" is the new title of Hoot Gibson's newest, produced as "The Cactus Kid." Gibson is at Pendleton, Ore., with Edward Sedgwick to make another picture during the Pendleton Championship Rodeo.

McDonald Opposes Norma
(Special to THE FILM DAILY)
Hollywood—Wallace McDonald will be Norma Talmadge's new leading man in her next picture, "The Lady."
Live, Love and Laugh with
Douglas MacLean in "Never Say Die"

From William Collier's Greatest Comedy Success
The Play by Wm. H. Post
Directed by George J. Crone
with Lillian Rich, Helen Ferguson in
the cast of fun-makers
Douglas MacLean
"Never Say Die"

More exciting than
"The Hottentot"

More thrills than
"Going Up"

Faster than
"The Yankee Consul"

"Goes them all one better in
laughs".........M. P. News

Associated Exhibitors
Arthur S. Kane
President

Physical Distributor
Pathe Exchange Inc.
Foreign Representative
Chinmay Garrett
"How To Educate a Wife"
Warner Bros.

As a Whole... COMEDY-DRAMA
OF MARRIED LIFE
TIES THAT HAVE SOME AMUSING
COMPLICATIONS. ELI-
NOR GLYN STORY WILL UN-
Doubtedlypleasepic-
TURE AUDIENCES.

Cast... Marie Prevost and Monte Blue perfectly well suited as the comely couple of upstairs tenants. Creighton Hale and Betty Francisco the pair with contrasting difficulties; Vera Lewis and Claude Gillinger afford the amusement with Gillinger one of those compli-
cant, henpecked spouses. Edward Earle has a role of little impor-
tance.

Type of Story... Comedy drama of married life, by Elinor Glyn. "How to Educate a Wife" affords a pleas-
ing hour's entertainment without hitting any high spots. Its story isn't conspicuous for original situa-
tions but it has enough good angles to give it an interest holding quality. The development is good and it steps along swiftly at a soothing pace. The intermittent comedy bits help con-
siderably to offset some absurdities of the piece such as the stupidity of the husband, Monte Blue. He certainly couldn't have written up enough insurance policies to keep himself in shoestrings, much less his wife's clothes. Marie Prevost. Nevertheless, with some typical Elinor Glyn treatment the domestic trials and tribulations of Ernest and Mabel Todd supply ample diversion. Ernest isn't a business success so his friend sug-
gests that he use his wife's beauty to attract clients, in the same way he does. Incidentally the friend doesn't know, and probably cares less about, that Mabel Todd has a lover, Ernest. Mabel decides to gather in a client for Ernest but he objects to her maneuver. Also Mabel makes strenuous opposition to the idea. After the Todds separate they realize they can't get along without each other and there's the regulation reunion.

Box Office Angle... Good average entertainment. You'll find it will please the majority of your folks. There are some good names to offer as inducements.

Exploitation... Talk up the title and use catchlines such as: "Your edu-
cation is not complete until you see the picture at the blank theater. Learn "How to Educate a Wife."" Play up Elinor Glyn's name and mention her famous "Three Weeks." Use the names of the Blue, Marie Prevost, Creighton Hale in your announcements. Stunt exploitation in connection with the title should get those interested who are looking for one that will probably sell well.

Direction Monte Bell... Usually ade-
quately directed.

Author... Elinor Glyn

Elinor Glyn scenario... Grant Carpenter

Cameraman... Charles Van Enger

Photography... Good

Local length... 6,300 feet.
The Morning Telegraph

Rudolph Valentino Returns

rial of the Famous Forty
Valentino Triumphs in Return to Screen as "Beaucaire" at Strand

By Dorothy Herzog.

Valentino has returned!

In a production ravishing with beautiful women, exquisite costumes, and wonderful sets of the period of Louis XV of France, the sheik returned to his public yesterday after a two years' absence, amid tumultuous applause that packed the Mark Strand Theatre, where "Monsieur Beaucaire," has opened for the week's run.

No wonder the ladies of New York court lost their heads over the gallant Duke de Chartres (Valentino). What a leg! What a manner! Valentino, the lover, the court favorite, the barber, the champion swordsman; all this, and more, is that of him who moves with princely grace, swagging along with unblushing humor and captivating sangfroid in the title role of this costume drama, which was adapted by Forrest Halsey from Booth Tarkington's story.

Valentino excels in the perfect, versatile role of his screen career.

— New York Mirror

Rudy Comes Back and Such a Returning!

"Monsieur Beaucaire" an Almost Perfect Picture.

Notice the crowds on the west side of State Street between Washington and Randolph yesterday? Wonder where and what the excitement was? No accident at all, my darlings: Just the town turned out to welcome back to the silver screen, after an absence of two years, his most successful picture, "Monsieur Beaucaire." There is not one flaw in his work. Just as surely as he never misses an opportunity to put a bit of pantomime across, so he never overplays. And in his sure, graceful, magnetic interpretation he is banded along by such support on the part of the other players as a star rarely receives. You're good if you can find one place in the entire production where anybody falls down.

— Chicago Tribune

On the Screen—By Harriette Underhill

Valentino's "Monsieur Beaucaire," at Strand, Can Be Pointed Out as Perfect Film

It is over. Two years of imagination have given the world a picture which is one of the finest films of its year. "Monsieur Beaucaire," the screen's most successful picture, has been a great success, and deservedly so. It is a picture that will be remembered for years to come.

— Chicago American

"Beaucaire" Looms As Wrecker of Records

The Valentino Vogue, Coupled With the Tarkington Charm and the Masterly Olcott Direction, Sets This Week's Mark

— New York Morning Telegraph

Valentino Now A New Actor, Says Stevens

More Prince Than Barber in His "Monsieur Beaucaire," Which Critics Calls "Pleasantest Performance of Summer."

Virtually every foot of Paramount's "Monsieur Beaucaire" is a picture, a lovely graceful picture with just the right note of artificiality. Indeed, this is one of the finest pictures of its kind. It is a costly production, but the money is nowhere to be seen. The story is told in a way that has never been told before. And in the grand manner.° Some of the titles are terrible, but the acting is splendid. With a good story, the whole picture is made, which on the every point.

— Chicago Herald-Examiner
**Tom Mix in**

"The Last of the Duanes"

Fox

As a Whole...GOLD WESTERN BUT HAVEN'T AS MUCH CONTINUOUS ACTION AS SOME OF MIX'S STRAIGHT PROGRAM RELEASES. THIS MAY BE A CASE OF A SPECIAL. TOO MUCH FOOTAGE FOR AMOUNT OF STORY.

Star...Satisfying, as usual. But in action scenes Mix supposed to be a special his admirers are going to be a bit disappointed. He hasn't as much fast and furious action as the last picture. Mix has the most of opportunities that come his way, however.

Cast...Usual types—villains, cowboys, sheriffs, etc. Cast includes Marion Nixon, Bringsly Shaw, Frank Nelson, Lucy Beaumont, Harry Lansdale.

Type of Picture...Western meller from Zane Grey's novel of the same name. This is Fox's second production of the Zane Grey novel. William Parke directed in its first release, version of 1919. Instead of the current production is supposed to be one of Fox's specialities it is somewhat disappointing. There is the not the continuous fast action that Tom Mix's admirers will expect from his films. The trouble is that Lynn Reynolds has expended too much footage. He could readily have saved near two hundred. It made a much faster entertainment. Mix has a well suited role and enough opportunities to do his stuff and he does it in his usual satisfying style. There is too much uneventful business intervening between his action bits in no fault of his. The star plays Buck Duke, who becomes an outlaw through no fault of his own. His horse, Men o' War, who had won honors from the 10th Cavalry Band and eluding Band and his notorious friends furnish first rate thrills, culminating in his final re- ception into the famous range band, and acquittal. There is a love interest woven in with Mix saving the girl he loves from Band.

Box Office Angle...Will likely suit the audience favoring western entertainments and Tom Mix's admirers. Slow spots can readily be speeded up and the picture can be considerably

**Exploitation...** Let them know this is a new picture. If they recall the Parke film they may figure this out as a reissue. Be sure to mention that Tom Mix's famous horse, Tony, appears in the film. The trailer will suffice to give them an idea of the picture, its fine locations and the sort of action contained in it. Show them film postcards and posters by way of a falls. Fox's press sheet suggests various appropriate tie-ups for further exploitation.

**Directing...** A performance should have speeded the action.

Author...Zane Grey

Scenario...Edward J. Montagne

Cameraman...Dan Clark

Photography...Good

Locale...The West

Length...6,942 feet.

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**THE FOOLISH VIRGIN**

The Foolish Virgin gives the completely satisfying answer to these questions.

ELAINE HAMMERSFelt

playing the leading role, possesses that rare charm that simply melts in the scene and creates a harmony that is very rare to find.

GEORGE W. HILL

possesses a directorial mind second to none and successfully blends all the elements of the play as seldom done before.

THOMAS DIXON

is a veteran in the creation of great novels whose popularity assures ready-made public demand.

These, indeed, are definitely satisfying characteristics of public demand. To the exhibitor good old cash in the box office.

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**SECURE YOUR BOOKINGS NOW FOR THE EXCHANGES LISTED BELOW**

Previously Announced

1—Rin-Tin-Tin in "Find Your Man"
2—"The Lover of Camille" ("Deburau")
3—"The Age of Innocence"
4—"Recompense" (Sequel to "Simon Called Peter")
5—"The Dark Swan"
6—"The Eleventh Virgin"
7—"A Lost Lady"
8—"Eve's Lover"
9—"This Woman"
0—"The Narrow Street"
1—"The Dear Pretender"
2—Rin-Tin-Tin in "The Lighthouse by the Sea"
3—Ernst Lubitsch's "Three Women"
4—"How Baxter Butted In"


"MY WIFE AND I"

by Paul Bern

Because of its close parallel to the lives of almost every married man and his wife, the story of "MY WIFE AND I" possesses a strong personal appeal to audiences in every community.

Intensely dramatic throughout and at times bordering on the sensational, this powerful photoplay unfolds a plot in domestic discord which is entirely new to the screen.

Paul Bern, from whose pen the story came, is one of the screen's leading contributors of dramatic fiction. Author, scenarist and director, Mr. Bern already has many big successes to his credit and it is safe to say that no situation, or series of situations yet conceived by this brilliant writer, measure in interest with those to be found in "MY WIFE AND I."

An example of the subtle treatment with which Warner Bros. can invest a drama of domestic tangles is to be found in "The Marriage Circle." In "MY WIFE AND I" this same masterful treatment will be conspicuous throughout.

Save TWENTY dates for the new Warner TWENTY.
Westward Ho!—Ho! Ho!

The Regent, Brighton

I'm sure Danny wants to write a long instructive story about this opera-house. All I can say is I saw one building. With a lovely theater. All orchestra seats like divans. Also seven restaurants. Nine tea-rooms. A magnificent dance-hall. With a peach of an American jazz-band. Every one of the several attractions doing business. A real city institution. Never have I seen so many happy young people. Tea-ing. Lunching. Dancing. Movie-ing. And what a luncheon! And Sir William told us we were served. With just what anybody could buy. For some ridiculous sum. That is, according to American prices. The whole enterprise run by one management. They even buy food in quantity lots. When it is cheap. And have their own freezing plants and rooms. To beat the jobber. In favor of the ultimate consumer. Gee! There's a lot of angles to this here movie business. But I never before saw a theater manager who got an hourly report. On the condition of his harder.

Home Talent

There's a lot of beautiful wimmen in London. Most of them. At one time or other. Dine at the Savoy. But the other night. One stopped traffic. A gorgeous young blonde. In simple little (Oh, yes, SIMPLE) Paris frock. She knocked 'em For the well-known row of brick factory-buildings.

Blanche Sweet. Followed by her young husband. Who after his London operation. Looks like that old Biograph juvenile. With the wavy hair.

Rome Again

You can't beat that Mae Murray Gal. She sure gets billing Everywhere. They play "Fascination." About every six week. In all the neighborhood houses. In Rome. Folks over there Frequently like to see an old favorite "pitcher" again. Than till a chance. On a new one. Which probably, as we all know may not be so good.

And there's a movie house. Downtown. First-run an everything. It has a movable roof. Which slides off. Cause gets hot as blazing. In Rome. And so. Because it rains. Kind frequent. Like California. The folks all take their umbrellas To the movie. And when it rains. They put 'em up. Just to see the movie. Dodging the waving umbrellas in front of yo. But nobody seems to mind. After all. It only takes a wot To summon the waiter.

Earthquakes


Being Ritzed

When in London. Wanting to hire a car. You get Daimler. From a big rental company. Magnificent cars. Magnificent condition. Tear of country runs at about forty-five sixty steady going. The other day. Wanted one. To dri down into the country. Porter at the hotel. Investigated. Re ported regretfully. That because of bank holiday. The Daimler were all out working. But added. In response to my regret look. That he had got me another car. 'A very good car s. You'll get along quite all right. A very good car sir...... Rolls Royce.'

And it was. But if you'd seen Bob Rubin's face. When came out of the hotel. As I was clambering awkwardly. In that silver and maroon jewel-box. It was worth the ten shillin an hour. ($2.20). That the thing cost. Which. By the way a commentary on some hire-car prices. I've been up again

The irrepressible Irish


Now. Mickey. Going through Trafalgar Square. Waits for a bus. And follows it through the maze.

Scandal


Propaganda

Marcus Loew. And Lee Shubert. Playing shovel-board. On Deck A. Don't know what the stakes were. But Lee said something about a theater of his. That he thought Marcus would get soon anyway. Because of the decay of the American drama. In rural districts. And he might as well. Let him take it now. Marcus plays a darned good game of shovel-board.

The Nobility

Sir William Jury. A grand guy. Took us all out to Brighton. To see his—not theater, but institution, the Regent. More of that anon. The point is. Sir William forgot all the movies we were going to talk. Got into a heavy discussion with the Daimler chauffeur. About motor cars. Which is. Like his pigeons. One of Sir William's pet hobbies. I noticed he got far more respect. From that chauffeur. Than any of the rest of us. Despite our talking freely and clubbily. About the well known screen celebrities. Of whom we borrowed cigarettes. Or clean handkerchiefs.
"America"—United Artists
Brandes, Omaha

WORLD-HERALD—** the best thing the director has done in years. "America" shows more of the Griffin spirit and style. "The Birth of Nation" fame, being an exciting piece of work and a great success.

"The Arab"—Metro-Goldwyn-Mayer, Chicago
Apollo, Indianapolis

NEWS—** crowded with breathtaking beauty. It is difficult to keep the mind on the thin plot because the scenic backgrounds are so distracting. The picture is a slow, distantly realized thing. It is outstanding for its technical finish and the excellent acting of the stars.

"Changing Husbands"—F. P. L. Wisconsin, Milwaukee

JOURNAL—Now this is a silly picture—decidedly silly pictures, to tell the truth—but it's all sorts of fun.

SENTENCE—A very light, fragile thing, and brings along a merry pace by its looks.

"The Arizona Express"—Fox
Strand, San Francisco

WEEK ENDING AUG. 9

BURLEIGH—** is an up-to-the-minute melodrama with a profusion of thrilling scenes that keep on the edge of the seat throughout. It is a sure winner and a hit of the summer season.

CHRONICLE—If you're looking for melodrama you will find all you've been waiting for with this featuring an exciting tale of adventure and mystery. It is over a minute and still going strong.

DAILY NEWS—It is a rip-snorting, ever-changing drama of excitement, with every scene more thrilling than the last.

HERALD—** is a welcome relief from current pictures depicting moral prob-

"Being Respectable"—Warner Brothers
California, San Francisco

WEEK ENDING AUG. 9

BURLEIGH—** is different in that it is not the usual thing. The film is impossible to tell the outcome of the play until the last scene. It's a story of a tender soul that is not satisfied with the sympathy of the audience, which is unusual.

CHRONICLE—A thoroughly good picture, with nice acting, a fast story, and a rather entertaining plot.

DAILY NEWS—It is a well-told story, with nice acting, a fast story, and a rather entertaining plot.

HERALD—** is not uninteresting entertainment. Credit for this must go entirely to Irene Rich, with Monte Blue as the wise one.

"Between Friends"—Vitagraph
Sun, Omaha

WORLD-HERALD—There are some new and interesting things in the picture, but a large portion of the story is given over to the search for a lost boy. The picture is well handled. The lighting effects are good.

Crystal, Indianapolis

NEW YEAR. Outside of made into good screen entertainment **

"The Green Goddess"—Metro-Goldwyn-Mayer, Chicago

WORLD-HERALD—A fascinating story well told. There is love and adventure and in-

Hold Your Breath"—Product Dist. Corp. Orpheum, Chicago

POST—Both the climax and the series of events which lead up to it are full of comedy and thrill. Its gags for the most part are "spre fire". TRIBUNE—** is fast and—in the man—funny. Little Miss Devore cer-

Ladies to Board"—Fox

Cameo, San Francisco

WEEK ENDING AUG. 9

BULLETIN—The picture is funny and full of action. There are thrill scenes **

CALL & POST—The picture is funny, crisp, and full of action, and is the type of play which Miss Davis appears at his best. CHRONICLE—You do get a thrill when you see the Tom and Tad series, or any of the structural work of a half-completed sky-

DAILY NEWS—The Picture is funny and full of action. Miss Davis and old ladies have a good time and enjoy the picture. HERALD—From the standpoint of variety, "Ladies to Board" is interesting enough, for it changes several times before finally deciding to be mediocre. Once the decision is made, however, the film drops straight downward to the homey, where rest the remains of all the remaining pictures which are seen only to be forgotten.

"Lily of the Dust"—F. P. L.
Madison, Detroit

DAILY NEWS—With Pola Negri in the lead and under the direction of Dimitri Buchowsjk, a very creditable photo play has been achieved.

"His Forgotten Wife"—C. B. C. Fantages, Los Angeles

WEEK ENDING AUG. 9

EXAMINER—You will find "His For-

GETEN'S STORY—A fascinating story well told. There is love and adventure and in-

"H. J. Jones"—F. P. L.

Madison, Detroit

"RECKLESS ROMANCE" WILL BE READY IN NOVEMBER, MR. JONES
"Listen Lester"—Principal Earle, Philadelphia
PUBLIC LEDGER (Evening)—"It contains many screen favorites in the cast and should prove an excellent show. It is their efforts to secure the return of the 'incriminating love letters.'"

"The Marriage Cheat"—1st Nat'l Lyric Skydome, St. Louis
GLOBE-DEMOCRAT—* * * is a melodrama of real value, not much of a plot, but an excellent cast and a remarkable acting performance.
POST-DISPATCH—Scenic settings of rare beauty and some of the best storm scenes ever filmed are among its many features.

DAILY NEWS—The story is superlatively melodramatic

STAR—Marmont—"formance is good, as usual. His very walk is clerical. Laska, a Winter, a nice face star, shares honors with Laska as holocaust girl Laska. Her part is excellently acted.

TIMES—"The Marriage Cheat" is rich in romance.

Warfield, San Francisco
(Week Ending Aug. 7)
BULLETIN—"We have the drama of the higher order. There is no end of action and the situation is a highly engrossing one, yet just a suggestion of the tragic, but the latter is handled with restraint and skill.

CALL AND POST—* * * is "different," and should prove popular. Not a very different story in its locale, perhaps, but distinctive in the way it is done and over which it should prove a great deal of interest to the public.

CHRONICLE—* * * Harsh in spots, but generally real.

DAILY NEWS—The South Sea Islands with their native charm are well presented.

The story is a patched one

HERALD—Happy romance, the kind that adds a catch to the throat and a smile to the face; pervades the film.

"Merton of the Movies"—F. P. L. 
TRANSCRIPT—We do not think we are exaggerating when we say that never has a motion picture been produced which so accurately, lighting, and direction—we are including comedies only—surpasses Merton of the Movies.

TRAVELER—It is, I think, the best picture Crude has ever made—"The Covered Wagon"—and that is saying something, for this director could make an interesting picture out of any story ever written.

McVicker's, Chicago
AMERICAN—No, you don't need to hesitate about seeing this film. You wouldn't dream of "Merton," just go.

SACRAMENTO EXAMINER—There is a generous length to all the comic episodes, and the story stands up all right. The laughs are so long as everybody laughs? I have rarely heard so many, and it is a lesson for the Tribune—it isn't so long before the film gains momentum—and when it does it swings right along with it.

"Missing Daughters"—Selznick
BROADWAY STRAND, DETROIT
NEWS—** * is bound to please anyone who hankers for that special essence of entertainment, a frank thriller with nothing to rattles, absolves or lowers it beyond its very numerous kind.

"Never Say Die"—asso, Exhibitors Capitol, Detroit
NEWS—The picture adapters have done a fine job in giving this vehicle its celluloid dimensions, and Mr. McLean has selected an excellent cast in it. There are two situations that come close to deserving the adjective exasperating.

California, Los Angeles (Week Ending Aug. 7)
EXAMINER—A very big box office hit, lots and lots of laughter, evoked honestly enough by the situation and by the many events and titles, and most of all there is a real plot.

EXPRESS—No one could resist its humor, nor quizzed with its use of a bit of old trickery. There is enough that is quite new and irresistibly funny to make the picture unusually good and acceptable.

THE SHOOTING OF DAN McGREGOR—Metro-Gold. Strnad, Cincinnati
COMMERCIAL TRIBUNE—At last we get the full life history of that group of characters made famous in Robert Service's poem, "The Shooting of Dan McGrew." It fall to the movies to turn the trick.

ENQUIRY—* * * was a rhymed melodrama, but the film by that name is a melodrama without much rhyme—or reason, either, for that matter.

"The Side Show of Life"—F. P. L. 
Palace, Montreal
GAZETTE—It has the Locke atmosphere, a not easily defined blending of all that is real and the unreal, and it is unusual, a picture that will be a welcome change from the ordinary run.

"The Signal Tower"—Universal
Broadway, Los Angeles
(Week Ending Aug. 7)
EXPRESS—** * there are few little touches of quiet human appeal, the humbly joys of the workman's home in which a younger creates much diversion and joy to that old couple as a way of remembering the family but great merit for the onlookers.

HERALD—Had Manager Cloakey searched far and wide, and he evidently did, he would have had difficulty in finding another as pleasing picture than "The Signal Tower.

TIMES—The thrills are few, short and far between. We give great credit to the director of these ideas for the more exciting bit of "The Signal Tower" is in the realisation of this.

On the whole, "The Signal Tower" is something you are likely to like.

Merrill, Milwaukee
JOURNAL—** * not only an excellent story of railroad life—so well told, is as oldtime as of the steel trail remark—but it is also an absorbing, dramatic, and wholly convincing melodrama.

SENTINEL—The production is the best of all round thick-etched but well produced melodrama seen in ages. A vigorous whole. It is a story of every day people, it keeps one's attention riveted as few of your farseekished jazz tales can.

Granada, San Francisco
(Week Ending Aug. 7)
BULLETIN—"The course of the picture gives promise of rapid action and there are no disappointments in this regard."

CALL AND POST—Here is a melodrama that takes a tight hold of the interest from the very start and never lets up until the big moment. ** *

TIMES—* * * turned out much better than expected.

DAILY NEWS—** * An exciting yarn of the rails with melodramatic thrills by the score and a finely sustained interest.

HERALD—The best all-round, thick-etched screen melodrama of the year. ** * A vivid human story of railroad life in the mountainous region of the Northwest, under the audience tension and the thrilling situation of the Saturday matinee.

COMING SOON

Producers Distributing Corporation
Jointly presented by Harry Stroberg and Charles R. Rogers

THE WOMAN ON THE JURY
Karlton, Philadelphia
RECORD—For density of interest and dramatic value, "The Woman on the Jury" adapted from the stage play of that name and shown yesterday at the Karlton Theatre takes its place among the year's interest dramas.

"Single Ladies"—1st Nat'l Capitol, Cincinnati
COMMERCIAL TRIBUNE—The story rapidly draws its interest with an interest that is point of excellence. Excellent photography in which not only the new treatment of lighting and compositions for residence interiors, and a splendid use of color and cast, help make this an excellent picture.

ENQUIRY—Since the heroine of the photoplay offers no approach to excellence toward her situation, and since the problem she faces and the way she solves it—or rather both solves itself—also is pretty much the same, the appeal of "Single Ladies" is anything but strikingly novel.

State, Cleveland
NEWS—This is a society picture that will rank high with pictures of the same style at any year or any other year. Every scene is last and not one is the spectator permitted to think the characters are any other than peers of wealth who have everything at their beck and call that money can buy.

PRESS—The incidents of the picture is lacking in variety and contrast. Before it over this reviewer was tired of seeing so many in turn held their heads in both hands and looked anguish.

Loew's, Los Angeles
(Week Ending Aug. 7)
EXAMINER—There is a marked absence of overacting throughout the story, human climaxes are reached naturally so perfectly that Miss Griffith and Mr. Griffith seem to have a trionic ability in translating varying shades of emotion.

HERALD—Miss Griffith takes advantage of all the many opportunities in the story for portraying difficult roles, but the right amount of fire, never descending to exaggerated emphasis.

TIMES—Most of the heavy emotion that Miss Griffith and Mr. Sills are called upon to give in childish and silly, although there are some scenes a few feet from the end where the playing of emotion is mildly permissible. For the most part, they are mere lapses, moved by the threads of a weak plot.

State, Minneapolis
JOURNAL—The picture has been produced with the usual elaborate sets, but the story trite.

Rialto, Omaha
WORLD HERALD—The climax which presents the reconciliation between the two properly dramatic, is admirably depicted. The atmosphere is perfect, the artistic settings and the backgrounds worn by the feminine characters.

"The Woman on the Jury" is a well-produced drama, adapted from the stage play of that same name and presented by the Karlton Theatre.

SEASON 1924-1925 THIRTY FIRST RUN PICTURES

Priscilla Dean
The Siren of Seville

Steffl 114, 115, 116

Bill Van Laan

N. H. jpg

N. H. jpg

N. H. jpg

N. H. jpg

H. jpg

N. H. jpg

N. H. jpg

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Photographed by T. D. MCCORD
Art Director - MILTON MENASCO
Film Editor - LeROY STONE
Scenario by JOSEPH POLAND
Editorial Direction - MARION FAIRFAX

Produced under the supervision of EARL HUDSON

That First National Contract is just sizzling with great big hot money makers for you!
Loew In New Orleans
Will Build $1,000,000 Picture and Vaudeville Theater There—To Seat 2,500
(Special to THE FILM DAILY)
New Orleans—Marcus Loew will build a $1,000,000 theater here. He has secured a site bounded by the Torres Block, Canal St., South Rampart St. and Elks Place.

The property was held by Alexander Pantages and the Loew deal was made with him. The house will seat 2,500 and will be devoted to pictures and vaudeville. The property has a footage of 128 ft. on Canal St.

It is believed the New Orleans deal is the culmination of negotiations launched some weeks ago when E. A. Schiller was there, looking over the local situation. Loew has a house there but it is not considered large or modern enough.

Lloyd In Town
Harold Lloyd arrived in New York on Saturday from the Coast. It is anticipated that during his stay here arrangements will be made for the distribution of his product, following the termination of his Pathé contract.

New England Chain
J. A. Tuck Sponsor—Hartford, Boston, Augusta, Biddeford, Portland So Far

James A. Tuck, theater architect of Boston is building two theaters in New England; plans another in Boston soon and expects to enter Augusta, Biddeford and Portland, Me., shortly.

He declared yesterday that one house to be known as the Park is now building on Park St., Hartford, and will be finished in November. It will seat 1,350 on one floor and will contain provisions for a 600 seat balcony. Another in Everett, a Boston suburb will be finished Feb. 15. It will seat 1,200 and be known as Tuck’s Paramount. A permit has been granted for a third on Hanover St., near Blackstone, Boston. This theater will be started at once and will have a capacity of 2,500.

Warners in Deal
Contract Closed With Australasian for Entire Output of 1924-25

Gus Schlesinger has closed a deal with Millard Johnson of Australasian Films for the entire Warner output of 1924-25 for Australia, Dutch East Indies, Straits Settlements and New Zealand.

Twenty productions are involved. The contract was made for the two Lubitsch productions; the remaining 18 being handled in bulk.

O’Toole to Address Wisconsin Unit
(Special to THE FILM DAILY)
Milwaukee—M. J. O’Toole, president, will review the activities of the M. P. T. O. A. in an address before the Wisconsin unit at their annual meeting to be held here Tuesday and Wednesday. As usual, an elaborate banquet and dance will conclude the convention Wednesday night.

Awyon Secures "Lost Tribe"
Awyon will distribute The Lost Tribe, made by Captain Hurley. The New England rights have been sold to Franklin Film, of Boston; Wisconsin, to Sixes’ Milwaukee Exchange, and East, Paus, and So, New Jersey, to Louis Film, Phila. Ayvon will handle New York.

May Make Another
It was reported Saturday that the Whaling Film Corp., the New Bedford company which is composed of a number of business men from that town, may make another picture with George Terwilliger directing. Whaling Film produced "Down to the Sea in Ships."

"Zander" Starts Today
(Special to THE FILM DAILY)
Los Angeles—Production of "Zander the Great" starts today at the Metro-Goldwyn studio. Marion Davies will be starred. Although Sidney Olcott was scheduled to direct, it is understood another will be announced to replace him.

Future First Nat’s
The following additions have been made to the First National fall schedule:

"Heirs Apparent," from the novel by Sir Philip Gibbs.

"Viennese Melody," by Ethel O’Shaughnessy, author of "Letters of a Diplomat’s Wife.

"Pandora La Croix," in which Milton Sills will have the lead.
A Dual Release

"Into the Net" as Serial and Feature
—Pathe Planning Central Theater Showing

"Into the Net," a serial dealing with the workings of the Police Department in New York, will be released by Pathe as a serial and feature. The company has done this with some of its other serials.

The story was written by Police Commissioner Richard E. Enright. The Central theater has been taken over for next Friday night. The picture, as a feature, will then be shown. Enright will attend as well as Mayor Hylan. Special tie-ups with the Police Department are being arranged.

It is understood Pathe is arranging for a Broadway showing.

More Deals on C. B. C. Product
C. B. C. has closed two more deals on the 1924-25 product. "Racing For Life" has been booked for the entire Loew circuit. De Luxe Film, in addition to securing "Screen Snapshots" for Eastern Pennsylvania and Southern New Jersey, has also purchased "Hot Dog," the two-reel comedy.

Pathe

Friends of the Film Daily:

"RUDY"
(Continued from Page 1)
a triumph. Bebe Daniels is delightful; Lowell Sherman makes a great Louis. Would there was more space. To enumerate other things. But this must get in; thank Heaven that Ollie made his leading people kiss. Where kisses belong. On the lips. Not down in the cup of the chin. Won't other directors please have this done? And let kisses look natural?

Incidentally. But most important. The presentation by Joe Plunkett. At the Strand. A delight and joy. Used some of the costumes. Of the production. With a charming episode acted to a special song. And a minute danced on a raised floor and which was dissolved into. From the solo. Lighting effects fine. General effect excellent.

No Interference From Creditors
(Special to THE FILM DAILY)
Winnipeg, Man.—The Garrick continues to operate without interruption in spite of the fact that a meeting of creditors was recently called.

New England Chair
(Continued from Page 1)
Tuck also prepared plans for 1,500 seat house now building in South Manchester, Conn. for Sam Kemper, a well-known Connecticut attorney.

Add to "Sandra" Cast
In addition to Barbara La Marr and Bert Lytell in "Sandra" Lo, Gordon, Leslie Austin, Arnold Deauville, Edgar Nelson, Plasse Fine and Leila Hyams are engaged for important parts. Rudolph B. Scott has been brought on from coast to photograph it.

Salmon Succeeds John Crow
(Special to THE FILM DAILY)
Atlanta—Monty Salmon is successor to John Crow as manager of famous Players' Lyric. Salmon came over from the Howard.

Lowe Starts His First
(Special to THE FILM DAILY)

Pathes Sales Drive
A sales campaign on the "Ch" urches of America" series will be launched by Pathe next month. Fall, thirteen of the thirty-three titles will be finished.

Detroit Exchange Moves
(Special to THE FILM DAILY)
Detroit—The Michigan Pic Exchange is in new quarters in Film Bldg.

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SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

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Corporation

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Incorporations


Sacramento, Cal.—Globe Pictures Corp. Capital $10,000. E. Butcher, M. Fenwick, C. Borgan, W. Pearson, Jr., and W. Doyle are the incorporators.

Solon Leases Spencer Theaters
(Special to THE FILM DAILY)
Spencer, Idaho.—Having been beaten in his battle to keep the city's theaters on Sundays, G. M. Solon has leased both his local houses, the Solon and Fraser, to H. E. Gilbert, a former Fairmont, Minn. exhibitor. The Fraser will only be operated on Saturdays.

Symbolic Photoplays Start
(Special to THE FILM DAILY)
Hollywood—Symbolic Photoplays have started the first of a series of two reel pictures, under direction of Bernard B. Ray. Production at Universal City. The company maintains offices at Clunes Studio.

Big Paramount Program Planned
Hollywood—Five new pictures are scheduled to go into work at the Paramount studio, in the next three weeks. They are: "Forbidden Paradise", "North of 36", "Lord Chumley", "Worldly Goods" and "The Garden of Weeds".

Caters to Automobile Owners
(Special to THE FILM DAILY)
St. Louis.—A special automobile program, five reels in five acres, is a feature of the new Arcade Airdrome opened recently by the New Market Theater headed by A. C. McKibbin.

F. & R. Lease Two
(Special to THE FILM DAILY)
Minneapolis—Finkestein & Ruben have leased the Palace, this city, and the Empress, St. Paul, to Oscar Dan, burlesque operator. The deal involves $350,000.

Hofmann Becomes Tioga Manager
(Special to THE FILM DAILY)
Philadelphia—The Tioga, at 17th and Venango, is now under the management of H. F. Hofmann. The house is owned by John S. Evans.

Glass To Write The Titles
(Special to THE FILM DAILY)
Hollywood—Montague Glass will write the titles for "Hollywood with Potash and Perimeter" in collaboration with Frances Marion.

New One for Phila.
(Special to THE FILM DAILY)
Philadelphia.—J. J. Gillman has begun work on a new theater on North 9th St. When completed the house will seat 500.

Davidson Quits Land
(Special to THE FILM DAILY)
Cleveland—Joe Davidson has resigned as manager of the Lande Film Dist. Corp.

Capt. Goodale Promoted
(Special to THE FILM DAILY)
Ottawa, Ont.—Capt. E. W. Goodale, manager of Loew's Ottawa for the past two years, has been transferred to White Plains, N. Y., where he will have charge of the State and Strand, effectively immediately. His successor has not as yet been named.

Notable Cast For "This Woman"
(Special to THE FILM DAILY)
Hollywood—Irene Rich, Marc McDermott, Louise Fazenda, Creighton Hale, Clara Bow, Ricardo Cortez, Frank Elliott, Otto Hoffman and Helen Dunbar are included in the cast of "This Woman".

Sunday Shows Win In Pana
(Special to THE FILM DAILY)
Pana, Ill.—An ordinance permitting Sunday shows has been repealed by the City Council. The action was taken when two aldermen switched their votes. The repeal terminates a 15 year battle.

Name Officially Changed
(Special to THE FILM DAILY)
Dover, Del.—The Secretary of State has received a notification of the change in name of the Robertson-Cole Studios, to F. B. O. Studios, New York.

Lyceum, Winnipeg, Changes Hands
(Special to THE FILM DAILY)
Winnipeg, Man.—The Lyceum has been leased by Charles A. Meade, from A. R. McNichol, of Winnipeg, who also owns the College and Starland.

Dallas Board Active
(Special to THE FILM DAILY)
Dallas — The local Arbitration Board has been reorganized. Dave Coughlin has finished his term as president, and is succeeded by Joe Lucket.

Cuts And Flashes
William H. Powell, who recently returned from Europe, is appearing in "Dangerous Money," being directed by Frank Tuttle.

The Thomas Meighan unit is preparing for "Tongues Of Flame," at the Paramount Long Island Studio.

Charles Bryant has left for the West Coast to visit his wife, Nazimo. He will return in September.

Buys "Buffalo Bill" Series
The Federal Film Service, of Wash., D. C., has purchased the series of eight "Buffalo Bill, Jr." Westerns, for the District, Maryland, Delaware and Virginia.

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Aaron J. Jones
"RECKLESS ROMANCE" WILL BE READY IN NOVEMBER, MR. JONES
The Picture of the Hour—

Carl Laemmle

presents

One of Universal's first big 12-Jewels. Present-day people off their feet! The jazz-age reflected in tragedy, uproarious revelry and tense — and keep coming, because it's their time for a stampede! It's another of Universal for 1924-25.

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$25 that'll knock your heart out about them—

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ROBERT AGNEW
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from the sensational magazine story by WILLIAM MAC HARG
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Two-Reel Features

"Eight Champion"

Tons have been completed.

Henry Ginsberg
Room 1405
1540 Broadway, New York City
Newspaper Opinions

"The Spirit of the U. S. A."—F. B. O. Fox-Washington, Detroit

NEWS—And this first impression is good. Some of the photography seems to be a series of beautiful paintings, and the feeling of a war film is definite. There are heroic scenes and a few moments that will make you forget the time.

Delmonte, St. Louis

GLOBE-DEMOCRAT—It is patrician. It is a glorification of the Salvation Army and mother love. Too, there are thrills and sobs of the war. Some of the scenes are tremendously effective.

Tues.—"FFILM Daily"

"The effective" is a patrician melodrama which goes back to World War days for many a thrilling and action scene. Actual war scenes filmed at the fighting front in Flanders in the uncertain days of 1912. A picturesque and dramatic feature.

"Tess of the D'Uberries"—Metro-Gold.

State, Boston

TRANSCRIPT—"Tess" is about the most instructing thing we have ever seen on the screen. There is no dull moment without a new story. In place of a deep, fine, noble, resonant narrative, we have a series of stories which are told in a way that keeps the audience interested. The love element is of particular interest.

"Unguarded Women"—P. L. Park-Mall, Cleveland

NEWS—"The cast do their best to make the story seem true to life, but it just can't be done." Unguarded Women" is a story that we would like to see more often.

PRES—A rather dumb story, it seems to us.

Strand, Milwaukee

JOURNAL—"It has a world of its own, but it's an interesting story, well directed and well acted with plenty of Oriental decorations for settings.

SENTINEL—"The story is throughout a decided dramatic in trend but it has the advantage of a splendidly balanced cast.

"Wanderer of the Wasteland"—P. L. Missouri, St. Louis

GLOBE-DEMOCRAT—"St. Louis" is the best natural color feature film ever produced. It is all of the glories and beauty of the American deserts. A blue, blue sky; hills and hills of prairie sand, white and sunburned; a mist; a crystal-clear air. All are graphically reproduced with the actual tones splashed extravagantly by nature's paint brushes.

STAR—Irvin Willat, the director, has become maudlin over the beauty of his settings. They are a perfect complement to Zane Grey's story. They never dominate the story.

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CHARLES R. ROGERS PRESENTS

PRISCILLA DEAN in the SIREN of SEVILLE

STORY BY H. W. JANUS
DIRECTED BY JEROME STROM
PRODUCED BY HUNT STROMBERG
ASSOCIATE PRODUCER—HUNTER STROMBERG

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

On Broadway

Astor—"The Sea Hawk"
Broadway—"Girl Shy"
Brooklyn Mark Strand—"The Fire Chief"
Cameo—"Fools In The Dark"
Capitol—"Secrets"
Chan—"The Ten Commandments"
Cosmopolitan—"Janice Meredith"
Criterion—"Dorothy Vernon of Hadson Hall"
Liberty—"The Thief of Bagdad"
Low's New York—"May-time"
Tuesday—"Men, Women and Money"
"Raging Range"
Wednesday—"The Arab"
Thursday—"Hit and Run"
Friday—"A Self Made Failure" and "Riding Double."
Lyric—"Love and Glory"
Mark Strand—"Monsieur Beaucaire"
Rialto—"The Covered Wagon"
Rivoli—"Empty Hands"

Next Week

Astor—"The Sea Hawk"
Capitol—"Fools In The Dark"
Mark Strand—"Fools In The Dark"

Dallas Exchanges in New Quarters

Dallas—Several of the exchanges are now in the new building at Jackson and Harwood Sts. Metro-Goldwyn, the Simplex Theater Supply Co., Producers Dist. Corp., Southern States and Mid-West are in the building. Another new structure for exchanges is being put up across the street. Mayor Louis Blaylock is the builder. When completed, it will house P. O. the M. P. Journal, the M. P. T. O. of Texas and the U. S. Army M. P. Service.

Selects Legislative Committee

H. A. Cole, head of the state M. P. T. O., has been here for the past few days from Marshall. He has selected a committee to act as district chairman for legislative work to be done this Fall.

Why everybody says UNIVERSAL PICTURES are the best buy in sight

CARL LAEMMLE presents the picturization of MARY ROBERTS RINEHART'S famous novel THE Unknown

starring Virginia VALLI with PERCY MARMONT

A Harry Pollard Production

Nationally Advertised in The Saturday Evening Post.

"K—THE UNKNOWN" is the kind of a picture that comes only a few times in the life of a motion picture company. Only at long, long intervals does there appear an eclipse of the sun. And when and again, over and over, there almost been eclipses of the sun. But only once in many, many years do the planets exactly synchronize to the inch, to the second, so that the sun's light is shut off.

So with motion pictures. There are hundreds and hundreds of very good pictures that almost eclipse all others, that almost blot out the memory of all other productions. But only now and then in a generation comes a "K—The Unknown."

Here is to be found the fine synchronization of the work of geniuses that brings forth a genuinely great production.

Mary Roberts Rinehart—the author
Harry Pollard—the director
Virginia Valli, Percy Marmont, Margarita Fischer, Maurice Ryan, Francis S. Feeney—the actors
Louis Lighton and Hope Loring—the scenario writers

"K—The Unknown" will make motion picture history. It is human, right down to the depths of it. It sparkles with the best kind of comedy—the comedy of true characterization which makes people judge each other and say: "Hadn't you seen folks just like that?" Its problems are those that might confront any of us.

It is smooth flowing, logical, absorbing in every moment. It makes every scene without obvious effort, advances with precision and ends with a smile.

"K—The Unknown" is a great picture—and when we say "great" we mean "great" as Webster defines it.

"Great: distinguished by extraordinary features; of excellent quality; capable of producing large results; magnificent; imposing."

That's "K—THE UNKNOWN."

One of Universal's first big 12 Jewels for 1924-25

Released November 23rd
COMMENT

By DANNY

Seeing the light, Abroad. Getting together. And if the Repro picture machine, which means anything look for this: an opening up throughout Europe. And keep an eye on Germany particularly. Because Germany seems more on edge than any foreign country. And ready to go. At a moment’s notice.

There seems to be oodles of money ready for production. In Germany. Some say the banks are back of the others that there is a greater impetus. Than just bank money.

In England they say that the German financiers realize the value of pictures. As propaganda. They point to the American propaganda. As evidenced in American pictures. As proof. And these commentators say that Germany will—through films—spread the gospel of German propaganda. Until Germany again reaches an important place. In the trading posts of the world.

They are pouring money into production. While abroad saw “The King of the Nibelungen” made in Germany. One of the finest productions ever turned out. By anybody. Anywhere. Sets that bewilder the eye. A series of optic delights. Magnificent in superlatives. Must have cost a fortune. For sets alone. Story somewhat vague. But at that a magnificent undertaking. Probably needs special showmanship to interest the public at large. Perhaps will not do for picture houses. But a great piece of property. Watch Germany!

What a season of pictures! Too many fine, big ones for this early in the season. But it seems that this is always to be. But what a start it will give the business. For the Fall! And how the distributors will have to hustle. To maintain that average. Later. Say after the first of the year.

See Bill Johnson’s distribution plan has been set. And the prize will be awarded soon. Yes, yes. Now let’s see if the winning idea. Is worth a thousand berries. You can hear them now. Mumbling their speeches.

Decision Indefinite

Famous Still Entering Defense in Government Suit—No Time Limit Set For Hearing

(Special to THE FILM DAILY)

Washington—Recent press dispatches emanating from Washington to the effect that a decision in its case against the Famous Players-Lasky Corporation and the United States is not yet completed. The next sixty days, are somewhat discounted in official and semi-official sources.

It is difficult to determine just how long it will be before the case comes to a final conclusion, either by a dismissal of the complaint or an order upon the defendants to desist from matters complained of, but, if it is pointed out, the taking of testimony is not yet completed, and when this part of the critical case, the examiner working on the case must prepare his report and present the facts, as he finds them to the Commission.

After the examiner’s report reaches the commission an opportunity will be given for the filing of exceptions thereto by the respondents, and both the latter and the examiner on behalf of the Commission may file briefs. If dismissal does not occur in the meantime, and if judgment for oral argument for and against the complaint will be afforded, and then it is up to the Commission for final action.

Badger Directing “Zander”

(Special to THE FILM DAILY)

Hollywood—Clarence Badger started work yesterday at the Goldwyn Studio on “Zander.”

Negotiations Off

T. O. C. C. Refuses to Meet Operator Demands—Strike Loops Up Sept. 1

The T. O. C. C. has ceased negotiations with Operators Association, 306. Present contracts expire Aug. 31 and a strike for Sept. 1 seems certain.

The operators have been demanding a thirty per cent increase over the gross 1923-1924 rental on each theater booth and have also demanded that all T. O. C. C. members use union men. Exhibitors feel that the terms are unreasonable and so have terminated the joint meetings.

There is little concern expressed over the strike and its possibilities. T. O. C. C. officials declare they have a registered list of 4000 operators upon which to draw. It is understood that many now employed do not belong to No. 306.

Lasky Signs Olcott

Back With Famous for Year With Two Years’ Option—Director Coming East

It is understood that Sidney Olcott will return to Famous for a year and a half and that the studio will pay him $75,000 for his services for two additional years. The director who has just completed “Sacrifice” for Joseph M. Schenck will be taken from the Coast the end of the week, according to present plans. He has managed to secure a release from W. R. Hearst and, as stated elsewhere, Clarence Badger has been secured for “Zander the Great” which was started yesterday in Hollywood.

It is understood that the deal between Olcott and Schenck for further productions failed to materialize because a reported plan of Schenck’s for a new releasing organization did not develop. It is said Schenck wanted to have a series of four Olcott Prods., as one of the early groups for the unit.

Barthelmees Signs Contract

Dick Barthelmess has signed a contract for two years beginning Sept. 1 with the original stockholders of Inspiration, which includes the picture he is working on at present, “Classmates.”

Back to London Soon

Waterson R. Rothacker, who is due to arrive from Europe on the Aquitanias Friday, will return to London Oct. 4, accompanied by William S. Gill, to remain three weeks on a special business trip.

Ind’pts to Meet

The booking combination situation discussed last week by leading state road producers and distributors will become a matter for discussion by the I. M. P. P. D. A. at a meeting that may be held either today or tomorrow. I. F. Chadwick, president of the organization returned late Sunday night from the Coast where he arranged future production plans.

In Atlantic City

Atlantic City Convention

(Special to THE FILM DAILY)

Atlantic City—The M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware started a three-day meeting yesterday at the St. Charles, M. J. O’Toole, national M. P. T. O. president delivered an address on the importance of exhibitor organization. H. J. Schad of Reading, Pa., will preside over the business sessions of the convention.

Exporters Hopeful

Newer Releases, Possibly New Theaters and General Stabilization Abroad Seen From Dawes Plan

A greater confidence in European markets, and a gradual process of stabilization in dealings abroad are looked for by American exporters as a result of the acceptance of the Dawes plan.

The opinion seems to be that with an end to a policy of watchful waiting in order to ascertain what trend economic conditions on the Continent might take, exporters here can speed up their releases on the other side and make their foreign counterparts. Exporters hope that the practical application of the plan will mean that the great mass of people in the countries directly affected will have more money to reckon with and that some of these funds will find their way into theaters. Another angle concerns the possibility of releasing money for new theaters. Once this is done, observers of the market are unanimous in their opinion that business will improve decidedly.

It is thought developments will occur slowly and that there can be no violent or radical change. Eventually there will come, however, a stabilization and confidence in business abroad. It is agreed that the Dawes plan can only presage an impetus to foreign trade.

Foreign Merger On

Russian Financier At Work on Long-Talked Of European Plan—Tie up With Sinnes

(Special to THE FILM DAILY)

London—The much-talked-of European production alliance is finally getting into shape, according to an article in “Kiné Weekly.”

W. Wengeroff, described as Russian financier who has been active in pictures in conjunction with Hugo Sinnes, is the prime mover. Wengeroff is financing eight different producing units.

He declares that it would be useless for Europe to produce pictures of second-rate quality, since their sale is small even in the country of production. He thinks the negative cost should be between $150,000 and $200,000 and that, in order to get a return on the investment and a fair profit, pictures must secure an international distribution.

Abel Gance who is making a cycle of film to represent his first example of what Wengeroff plans to do. The Gance pictures are being

(Continued on Page 2)
Foreign Merger On

(Continued from Page 1)

financed by several countries which have put up a proportionate share of finances and which will later distribute the pictures in their particular territories. This is what Wengeroff would do to establish an organization such as United States on a sound basis.

Four of the biggest European producers, namely, England, Germany, France and Sweden, would produce two pictures yearly; Italy, Austria, Spain and Russia each make their own film each. This would bring a total of twelve pictures.

The cost of each film should be from $150,000 to $200,000 of which twenty-five per cent should be spent on advertising. The films produced by the syndicate must not be inferior to the quality of the American super-productions. The participation of each country in the expense should be approximately as follows:

Great Britain and the Colonies: 22 per cent; Germany: 17 per cent; France: 12 per cent; Austria Hungary and Czechoslovakia: 7 per cent; Scandinavia: 6 per cent; Italy: 5 per cent; Spain: 5 per cent; Russia: 3 per cent, and Belgium and Holland: 3 per cent.

The rest of the countries, excepting that the United States and Canada, equal 10 per cent. A further 10 per cent should also fall on that country in which the negative is being produced — other words, if the film is produced in Germany, the German participant in the syndicate pays not 17 per cent, but 27 per cent.

T. O. D. C. Schedule Filed

The Theater Owners Dist. Corp., has filed its schedule in bankruptcy, listing the following assets and liabilities: Assets $201 in cash and fifty per cent interest in the film, “After the Ball.” Liabilities: $16,938. Principal creditors are the Syndico Photoplay Corp., $4,599; Clarence I. Hamilton, $3,160; Sydney Cohen, $2,170; William A. True, $2,367.

Eastman Plants Not Sold

Rochester — Because no bids were made at the auction sale of two Eastman Kodak plants, held in compliance with an order of the U. S. District Court, further action will be held in abeyance pending advice from Attorney General Stone.

BUSINESS EXCELLENT, SAYS MOONEY
Paul C. Mooney, of Prod. Dist. Corp., who is now in a business survey of the entire northern half of the United States, says conditions point to a most prosperous amusement season. He found industrial conditions everywhere are brighter, and in most of the north-west business is now booming with bonanzas and top prices. ‘‘I found banks that had been closed in many sections now open and doing a big business. Stocks and factories are right in line with the prosperous agricultural conditions and money is beginning to be spent freely for amusement,’’ he said.

Claim Kleig Eyes Preventative

Los Angeles — Arthur L. Todd, camera man for M. C. Levee Prod., claims to have discovered a preventative for Kleig eyes. Through continuous experiments Todd found that the lights nearest the actors can be covered with a blue glass, which softens the light without causing any essential difference in its effect on the screen.

Neil to Direct “Broken Laws”

(Special to THE FILM DAILY)


“Speed Spook” Showing

Johnny Hines’ new picture, “The Speed Spook,” will be shown in the Grand Ballroom of the Astor tonight.

Florence Ziegfeld declares he will produce a film version of “Kid Boots.”

Morgan Wallace, who last appeared in “Reckless Romance,” is here from the Coast.

Schofield Here With Print

Paul Schofield, of the Schofield Prod., is here from the Coast with the master print of “East of Broadway,” the first of a series of four productions to be released through Associated Exhibitors, Owen Moore, Mary Carr, Marguerite De La Motte, Ralph Lewis and George Nichols are in the cast. William K. Howard directed.

Wilk Off For Coast

Jake Wilk is on route to the coast on business.

Quotations

East, Kod… 111 111 111 200
F. P. L… 845 84 84 1,900
do pid. Not quoted
Goldwyn Not quoted
Lewis’s 17 Warner’s 17 Not quoted

Christie Active in England

Al Christie, at present picking data in England, “Charlie’s Aunt,” may bring back with him one or two English actors for the film. Thus far, Sydney Chaplin is the only one engaged.

Int’n’l Film Bd. Election

Salt Lake City — Roland Stackhouse, manager for Vitagraph, was elected president of the International Film Board of Trade, succeeding H. W. Braley.

McLean Film Moves

(Special to THE FILM DAILY)

Los Angeles — “Never Say Die,” with Douglas McLean moves after two weeks at the California to Millers.’

Weingarten Sails Saturday

Larry Weingarten sails on the Olympic Saturday to herald Jackie Cooper’s trip abroad. Jackie sails on the Leviathan, Sept. 6.

THE FILM DAILY
Tuesday, August 19, 1924

FOREIGN MERGER ON

THE GREATEST PRODUCTION COMPANY EVER CONCEIVED


GEVAERT RAW STOCK

Negative — Positive

As Good As The Best

JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B’way
N. Y. C.
Incorporations

Palomar Pictures, Inc., of San Diego, with a capital of $50,000. E. H. Ashlock, Irma Springer and Mrs. R. E. Batton are behind this venture.

Sacramento, Cal.—Goldwyn Holding Corp. Capital $25,000.


Birmingham, Ala.—Muscle Shoals Amusement Co., Sheffield Colbert Co. Capital $20,000.


Columbus, O.—Mentor Amusement Co., Youngstown. 200 shares common stock, no par value. Incorporators, Margaret McGibbon and Lillian Litz.


1st Nat'l Managers Here

E. J. Tilton, First National manager at Des Moines, and A. Gorman, manager in Montreal, are here at the office studying distribution problems.

New Theaters

Midlothian, Tex.—Ernest and Willie Rockett have opened their new Crystal, with the former as manager.

Putnam, Tex.—W. H. Mayhew has opened an air-dome. It is reported that he will build a regular theater this winter on a lot adjoining the air-dome.

Van Nuys, Cal.—The new Strand is rapidly being pushed to completion. E. R. Shacklett is building the ventre. N. Scheinberg, of Los Angeles, will manage.

Portland, Ore.—Tourelette & Hummel will erect a new picture and vaudeville house at Myrtle Point, to cost $30,000 and seat 700.

Warrentown, Va.—The new Mid- dleburg on Main St., has been opened. It will show pictures twice a week, Wednesdays and Saturdays.

Massena, N. Y.—Work has been started on the new theater by the Pine Grove Amusement Co., Inc., which when completed will seat 750 and cost $20,000.


1st Nat'l Sells French Pathé First National has closed with Pathé in France for distribution in that country of twenty productions. The deal was closed by Robert Schless of theParis.

John Crovo Honored

Atlanta—Prominent theater men tendered John Crovo a luncheon upon his retirement from the Lyric.

Opera House Destroyed

Chilton, Wis.—The Opera House was destroyed here when a kerosene stove exploded. The loss was estimated at $25,000, with insurance at $21,000.

TO SUBLET—
PART OF SUMPTUOUS SUITE OF OFFICES
Apply Room 1605
220 W. 42 St., N. Y. C.

Walter Collins Promoted
(Special to THE FILM DAILY)
Detroit—Walter Collins, supervisor of bookings for First Nat'l in the local house, has been appointed manager and assistant to Fred North.

United Joins Film Board
(Special to THE FILM DAILY)
Detroit—United Artists has joined the Detroit Film Board of Trade. National exchanges in this territory are now fully represented.

Hope to Beat Music Tax
(Special to THE FILM DAILY)
Kansas City—Local exhibitors are optimistic with regard to the fight they are waging against the music tax.

"North of 36" Script Finished
Hollywood—James Hamilton has completed the adaptation of Emerson Haugh's "North of 36," which Irving Willat is to start soon for Paramount.

Popular Exchangesman Resigns
(Special to THE FILM DAILY)
Buffalo—Fred Zimmerman, former the past few years manager for F. B. O. and resigned.

Plans for New Munz House
(Special to THE FILM DAILY)
Detroit—A new theater will be built at Grand River and Joy Road by C. W. Munz. It will seat 4,000.

"Circe" Title Changed Again
Hollywood—The title of "Circe," which was changed to "The Tinsel Woman," has finally been decided on as "Circe, The Enchantress."

Art Title Service
Special Photography
Trailers—Announcements
H. E. R. STUDIOS, Inc.
150 W. 46th St. Bryant 7273

IF YOU WANT
Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
To make a trust fund now for yourself or another
Advice about your Will
Relief from your financial cares

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(In the heart of the Times Square District)

AARON JONES OF CHICAGO SAYS—
Paul C. Mooney,
Producers Distributing Corporation
469—5th Ave., New York
"Congratulations to you and Christie on 'HOLD YOUR BREATH'. Great thrill comedy. A solid knockout with ORPHEUM patrons. First three days business equals previous house records, and looks good for extended run. Advise me when next Christie Feature Comedy will be ready."

Aaron J. Jones

"RECKLESS ROMANCE" WILL BE READY IN NOVEMBER, MR. JONES

BALABAN & KATZ!
OUR inside partnership agreement is "FIFTY-FIFTY or FIGHT!"
To customers, "Fifty-Fifty."

IN HOLLYWOOD
From Cloaks to Suits to Filming "Beauties."
Theater Changes
Corsicana, Tex.—Rufus Armstrong has taken over the Isis, where he will show vaudeville and pictures.

Cleveland—Mack P. Carrig of the Majestic has purchased the interest of his partner, Charles Butenek.

Cleveland—Billy Gallagher, formerly manager of the Miles is now at the Majestic.

Cleveland—Mrs. Stastny, owner of the block on which the Rex stands, will personally manage the house.

Port Arthur, Tex.—J. E. Baker has purchased his partner’s interest in the Airdome.

Egg Harbor, N. J.—Herbert Hustler, for seven years manager of the Imperial in Philadelphia, is now looking after the Highland, the Audubon and the Colonial.

Philadelphia—the Grant has been closed down for the remainder of the summer for alterations.

Bemidji, Minn.—The Rex is now operating daily.

Rockville, Conn.—The Paramount will soon close its doors for repairs.

Among Exchanges
Calgary, Can.—Steve Ralston is here from St. Johns, where he sold Universal product, to join F. B. O.

Philadelphia—Ben Tolmas has left Independent to join Metro-Goldwyn.

Seattle—G. G. Maxey has joined Vitagraph, covering Washington.

Brooks Back In Detroit
(Special to THE FILM DAILY)
Detroit—Ollie Brooks is back in Detroit, following a two months’ stay at the home office of Fox.

Forbes To Handle Powers Product
(Special to THE FILM DAILY)
Detroit—Ernie Forbes has been appointed distributor of the products of the Powers Co. He has formed the Theater Equipment Co.

Coast Brevites
(Special to THE FILM DAILY)
Hollywood—King Vidor will direct “Wife of the Centaur” as his next.

William Beaudine will direct “The Narrow Street” as his next for the Warners.

Martha Mattox has completed her role in “Oh Doctor”.

Jack Mulhall, recently signed by Universal, will play with May McAvoy in “Here’s How”, under William A. Seiter’s direction. Others in the cast are Alec B. Francis, George Fawcett, Ward Crane and Myrtle Stedman.

GREENE
Howard Joins J. and H.
(Special to THE FILM DAILY)
Seattle—Jack Howard has become exploitation manager for Jensen & Von Herberg. He formerly managed the Casino and Class A, in Spokane, for Neil & Alender.

Norma Finishes “Sacrifice”
(Special to THE FILM DAILY)
Hollywood—Norma Talmadge has finished her latest, “Sacrifice.” Her next will be “The Lady”, work on which starts in two weeks.

Musicians Get Raise
Omaha—Coincident with an agreement between the musicians’ union and theater owners, players in first class houses here will receive a $2.50 raise each. This is returning to them a cut made a year ago when the musicians voluntarily made a cut, because of the hard times claimed by exhibitors.

Henne Made Gen’l Manager
Piqua, O.—Walter F. Henne of the Piqua Amusement Co., has been made general manager to succeed Harry W. Kress, who, because of other activities, has been unable to give sufficient attention to active management. He continues, however, as president.

Operators After Raise
Detroit—Union projectionists here threaten trouble unless they are given another raise by Sept. 1. Increases from $10 to $11 a man are being asked.

COMING SOON
PRODUCERS DISTRIBUTING CORPORATION
HUNTY STRONBERG & CHARLES R. ROGERS PRESENTS
Priscilla Dean
THE SIREN OF SEVILLE
SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

One of Universal’s first big 12 Jewels for 1924-25

No 10
Why everybody says
UNIVERSAL PICTURES
are the best buy in sight

Love and Glory
featuring
CHARLES DE ROCHE
WALACE MACDONALD
MADGE BELLAMY
With a great supporting cast including Gibson Gowland, Ford Sterling and Priscilla Moran.

A Rupert Julian Production

“Carl Laemmle, who won considerable deserved credit a year or so ago when he brought ‘The Hunchback of Notre Dame’ to town deserves some of the same sort of praise to-day for bringing ‘Love and Glory’ to the Lyric last night, probably for an extended run. It isn’t, you see, the sort of fare movie fans usually get; but it is to the fans that ‘Love and Glory’ will make its greatest appeal.”

The N. Y. Evening World

“Persons who contemplate a visit to the Lyric during its run should go well armed with handkerchiefs.

‘Here are thrills in the superlative.

‘The desert scenes are impressive.”

The N. Y. Morning Telegraph

“It is by all means a picture that should be seen. It is a gallant movie filled with fine gestures and brave deeds. It is a thing of romance. There are some splendid scenes and some delightful and human ones.”

The N. Y. Sun

“Rupert Julian has introduced stirring scenes.”

N. Y. Evening Journal

“There are interesting scenes beautifully photographed.”

The N. Y. Times

A drama for the whole human race

From the novel “We Are French,” by Robert H. Davis

Nationally Advertised in the Saturday Evening Post.

Presented by CARL LAEMMLE
Deal For Coast "Lab"  
Consolidated Reported About to Take Over Standard in Hollywood—  
H. J. Yates There

It is expected that Consolidated Film Industries, Inc., the $5,000,000 laboratory combination that includes the Craftsman, Republic and Erboyograph plants, will shortly take over the Standard Laboratories, Inc. of Hollywood.

L. J. San, general manager of Consolidated, admitted yesterday that the proposition was under consideration, but said there was nothing further to say.

Yates on Coast  
(Special to THE FILM DAILY)

Los Angeles—H. J. Yates, of Consolidated has been here for a number of weeks.

It is understood that a committee of three stockholders of Standard has been negotiating with Consolidated regarding the acquisition of their plant on Seward Ave. S. H. Tompkins resigned a few months ago and recently J. M. Nicolaus withdrew to take charge of the Metro-Goldwyn laboratories. The financial interests in back of Standard have relinquished their interest in the Hollywood studio to a group including David P. Howells and, it is said, are anxious to clean up all of their investments in the picture field.

"Beaucaire" for Third Week  
Monsieur Beaucaire" will remain at the Strand for a third week.

Loew's State Opens Tomorrow  
(Special to THE FILM DAILY)

St. Louis—Loew's State has its premiere tomorrow night. Marcus Loew and his party of stars from New York are expected here Thursday afternoon.

N. W. Perks Up  
Record Crop Stimulates Business There—More Money in Circulation  
(Special to THE FILM DAILY)

Minneapolis — "Greater Amusements" says:

"Official figures which revealed an even more favorable crop outlook than that of a month ago, have stimulated business greatly throughout the Northwest during the last ten days. Business in all lines is feeling the effect, with more money being spent generally and more merchandise going into the channels of distribution, preceding a period of great prosperity for this section.

Plan Works Out  
1st Nat'l Satisfied With Special Sales System on Its Five Specials for Fall

The sales plan developed by E. A. Exechmann for the disposal of specials is working out to complete satisfaction, it was declared at First National yesterday.


To all intents and purposes, this (Continued on Page 2)

Theater For Kiddies  
Chicago—The Kiddland Amusement Co. has purchased for $75,000 a 600 seat theater at 47th St. and Ashland Ave., for the use of children. No adult will be admitted unless accompanied by a child under twelve.

Franklin Returns  
Harold B. Franklin, director of the theater department at Famous returned last night from a European vacation on the Olympic which docked late.

First Picture Here  
(Special to THE FILM DAILY)

Los Angeles—Sidney Olcott is en route to New York to make "Three Black Penguins," his first picture for Paramount under the new contract. He will return here later to direct Pola Negri.

More From "Dick"  
First National Signs New Contract With Bartholomew for Additional Pictures

Following the signing of a new contract between Richard Bartholomew and Inspiration Pictures for two years, a revised agreement between the producing company and First National was closed yesterday.

Under the terms of it, Bartholomew will supply an added number of pictures to the First National schedule. He was committed to deliver three under the former contract but yesterday's negotiations take in those three and a number of others.

Investigation On  
The Committee on Stock Listings of the N. Y. Stock Exchange has decided to investigate the charges of misrepresentation made by Hiram Abrams against Famous Players. Definite action of some nature may be looked for in about a week.

Bettering Studios  
Coast Producers Agree to Make Conditions for Artists Happier and More Agreeable  
(Special to THE FILM DAILY)

Los Angeles—The relations between artists and producers from now on will be a good deal happier. While there has been little that can be characterized as a break of any nature, there have been some complaints from actors and actresses over long hours of work at night and failure on the part of the producer to start pictures on schedule.

It has now been agreed, however, that each actor or actress will be given work in a specified production within seventy-two hours either way of the prearranged starting date. This is considered an important decision because artists are often thrown out of work by an upset in schedule.

Insofar as night work is concerned, producers have promised to see that artists secure a period of time off within a week commensurate with the number of hours they spend at the studio at night.

At a meeting of the coast producers' association at which these decisions were announced, Joseph M. Schenek was re-elected president; Hal E. Roach, vice-president; Thomas H. Ince, second vice-president and Fred Beckett, secretary-treasurer.

It is thought here that the seventy-two hour "on or about" clause adopted on the coast became possible only because of the splendid system in force at Hollywood studios. It was pointed out that schedules are being maintained as a regular thing there and that most of the doubt and indecision that was prevalent in studio operation in past years has been eliminated. The producing association there is held largely responsible.

Pearl White Film for T. O. D. C.  
William A. True, president of the Theater Owners Dist. Corp., announced yesterday that he would distribute "Perils of Paris," starring Pearl White. The picture was distributed by Edward Joseph in Paris and was originally called "Terror."

East Washington Improves  
(Special to THE FILM DAILY)

Seattle—Exchange men report conditions improved in Eastern Washington, due to the high price of wheat. In and around the Wenatchee district improvements are expected with the harvesting of the apple crop, which is lighter than usual. Many are planning early Fall openings.
N. W. Perks Up

(Continued from Page 1)

"With the bountiful harvest under way, and prices holding fast, despite the arrival of grain shipments, business throughout the Northwest is on the upswing, with the spirit of optimism prevalent.

"Northwest crops this year, official figures show, will be worth from $2,000,000,000 to $2,000,000,000 more than last year. Confined reports of world shortage, indicated this week that prices would find new high levels as the harvesting progresses.

"Directly dependent upon the prosperity of the farmer, the Northwestern practically has discarded the pessimism which three years of financial reverses caused, and is instead viewing the immediate future as a period of assured prosperity, in which every line of business will participate."

Expect Boom in Fall

Increasing prosperity in the great agricultural territories of the Middle West and South have filled exhibitors with the expectation that this season is going to be the most prosperous in motion pictures, according to Eugene J. Zukor, assistant treasurer of Famous, who has returned after a trip of several weeks to exchanges in the West and South. In the agricultural states of the Middle West, he says, the farmers are in the prices of wheat and corn, together with the prospects of a very good harvest, is having its effect on general business conditions. In the cotton belt of the South, he said, business men expect that this year's cotton crop will not only be a big one, but will be sold at high levels.

Enthused Over Europe's Future

E. Shauer, of Famous cabling from Europe says:

"Never before have I felt so enthused over the prospects for the film industry and this enthusiasm is based on the business now being done by our many offices in this part of the world. The coming months are certain to be a continued and rapid improvement in film rentals.

Chicago Film Board Election

Chicago—At its annual election, the Film Board of Trade elected E. Silverman, president; J. J. Sampson, vice-president; C. E. Bond, correspondent; and I. M. Swartz, treasurer.

Three Brany Series

Bray Prod. Inc., will produce three series of short subjects for state rights distribution next season. These are:

The Screen Magazine to be released every other week.


"Romances of Science," each in one reel. Six are already completed.

Contracts for distribution have been closed to date with the following:

New York City and Northern Jersey: Ambassador Pictures, New York State; First Graphic Exchanges of Buffalo, Albany, New England, the American Film Washington Territory, Trio Print, Inc.; Northern Illinois and Indiana: Reelcraft, Chicago; Wisconsin: Warner A. Baker Film Co., Milwaukee; Cincinnati and Cleveland territory: Standard Film Service Co., Pittsburgh, Federated; Butte, Denver, Portland, Seattle and Salt Lake territory: Great Features, Inc.

A fourth series, known as Dinky Doodle, will be released through Standard Cinema at the rate of one a month. They are in cartoon form.

Fischier On His Own

(Special to THE FILM DAILY)

Cleveland—Meyer Fischier, former manager of Federated in Pittsburgh, has opened an exchange of his own here called the Fischier Film Exchange, for the distribution in Ohio.
3 headlines on 1 page of Variety tell the story

Chicago

Wednesday, August 13, 1924

VALENTINO STILL THERE; DID $28,865
WITH "BEAUCAIRE" AT ROOSEVELT

Philadelphia

"MANHANDLED" SHOWS CLASS;
$11,000 LAST WEEK—HELD OVER

Only Picture in Philly That Held Up Despite Intense
Heat—Around the Clock Throughout

Los Angeles

"GREATER MOVIE SEASON" SENDS
"OPEN ALL NIGHT" TO LEAD, $26,000

3 of the FAMOUS FORTY

Paramount Pictures
**Newspaper Opinions**

"Empty Hands"—F. P.-L.

**Rialto**

**AMERICAN**—**"Empty Hands"** is about as plausible as snow in August. The only thing I liked about "Empty Hands" was the scenery and I have to admit that there are some gorgeous stretches of roads, beautiful trees, and wilderness. Of course, I liked Norma Shearer.

**BULLETIN**—"Empty Hands" is not the best picture in the world, but it has redeeming features.

**DAILY MIRROR**—It's a combination society-western story, impossible yet romantic, developed in a beautiful setting, and having Jack Holt and Norma Shearer in the featured roles.

**DAILY NEWS**—Much of the action in "Empty Hands" is given over to the activities of the movie-rich, who are frightfully wild, according to all accounts. But the flappers are cut loose about the wilderness stuff, which presents the main and girl in much the same situation enjoyed by the principals in our late serial, "The Sick Pearl!"

**EVENING JOURNAL**—The Arthur Stringer story is well cast, amusing in even its more serious moments.

**EVENING WORLD**—Jack Holt and Norma Shearer head the cast and both do very well with the material given them. "Empty Hands" gives him about as good a chance as anything else he's done so far this year.

**MORNING TELEGRAPH**—Too much cannot be said about Norma Shearer. She is convincing in everything she does. Jack Holt plays his role as nobody else on the screen could do, and it is splendid. "Empty Hands" should prove a winner.

**MORNING STAR**—The people in it get into the most hopeless scrapes: there is a flash and we next see them safely out of them. How it's done is left to your overworked imagination. But, even so, it's a rather good picture. The scenes out in the Rockies are beautiful; the action is fast, if a little incoherent, and there is lovely Norma Shearer.

**SUN**—*"Empty Hands"* is far and away better than its title, which is only that thing that is particularly apparent to do with the picture. If one can get over the first part of it and out into the woods it becomes a thrilling and often charming picture—the charm being largely that of Miss Norma Shearer.*

There are some beautiful mountain shots.

**TELEGRAM**—The main profile of this featured hero of many movies is as many hares as ever. The great open spaces failure whistle through his springing nostrils. Miss Shearer is a shapely person who plays the part of a shapely person quite convincingly.

**TIMES**—This is a picture which is amusing both when it should be and when it shouldn't. It is difficult for me to explain about being bored when sitting through it.

**TRIBUNE**—Jack Holt is the noble hero and Norma Shearer is the girl. Because I am a fan of both of them I may forgive them, but there will be no forgiveness for Victor Fleming who made the picture. An individual complaint that he made a bad mistake. If Carey Wilson wrote the titles, he helped it out a little. Some of them were very good.

**World**—As soon as "Empty Hands" opened you could offer odds that they were going to pull a swimming pool out of their sleeve. **"Empty Hands" hero rather well played by Jack Holt.**

**Fools in the Dark**—F. B. O. Cameo

**AMERICAN**—*"Fools in the Dark" is a combination of all the thrillers ever concocted into hair raising serials.*

**BULLETIN**—This is an exciting picture, full of mystery and humor, with not a few spectacular thrills thrown in. Every device calculated to bring up the blood pressure is employed, from skeletons to submarine chasers.

**DAILY MIRROR**—This is a gay little melodrama directed by Al Sante. Despite many wild and improbable situations, it races along so merrily and with such speedy action that mere irrelevancies such as improbable situations can be overlooked.

**DAILY NEWS**—"Fools in the Dark" furnishes you with an hour of mild laughter. For this relief much thanks.

**EVENING JOURNAL**—The photoplay acted;

**EVENING WORLD**—*"Fools in the Dark"* just a picture.

This is the last day yesterday afternoon seemed to like Matt Moore and Patsy Ruth Miller. We'll venture that "Fools in the Dark" does a fine box-office business. The title deserves it.

**MORNING TELEGRAPH**—It is a melodramatic combination of spooky thrills, comedy and physical thrills.

**POST**—It is a mystery-comedy melodrama, with plenty of thrills, a good love story and a lot of first rate comedy.

**SUN**—If "Fools in the Dark" was intended as a burlesque it is sufficiently differentiated from the films it caricatures; if it is intended seriously it is the subject merely for very giggles. We doubt on the whole whether it is intended at all, strongly suspecting that it merely happened.

**TIMES**—*"Fools in the Dark"* is thoroughly entertaining, with really good subtitles and spirited acting. It would be very difficult for a man to sit **without cracking a smile once or twice, and the ordinary individual after a good luncheon or dinner will find that he can very nearly laugh through the whole business.

**TRIBUNE**—*"Fools in the Dark"* is a story which is strongly reminiscent of "One Exciting Night."

**MORNING STAR**—This is the last day yesterday afternoon seemed to like Matt Moore and Patsy Ruth Miller. We'll venture that "Fools in the Dark" does a fine box-office business. The title deserves it.

**WORLD**—Patsy Ruth Miller and Matt Moore are the heroes in this curious confusion of old screen tricks.

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**On Again; Off Again**

Pana, Ill.—Following the fight for a number of years between objectors and devotees of Sunday shows, the City Council finally repealed an ordinance which legalized showings on the Sabbath.

---

**A KING BAGGOT Production**

"So many good qualities it would take several columns to enumerate them all. A thing of photographic beauty. One of the most dramatic climaxes of the year. Tremendous suspense."

Motion Picture News

"Pretty and appealing romance. A first rate production."

Film Daily

"Filled with heart interest and sacrifice. Acting is flawless. An excellent attraction."

Exhibitors Trade Review

"An unusually picturesque production with beautiful backgrounds."

Moving Picture World

"Should go a long way toward increasing Mary Philbin's popularity."

Weekly Film Review

"Mary Philbin does some magnificent acting. You see this picture! Please!"

Liberty Magazine

Nationally Advertisement in The Saturday Evening Post.

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One of Universal's first big 12 Jewels for 1924-25
New Theaters
San Pedro, Cal.—The latest house to open here is the Barton, which cost over $60,000.

Muscatine, Ia.—Saturday, Aug. 30, is the date set for the opening of the new Grand. William Holliard will manage.

New Bedford, Mass.—Simon Beresky is having an architect draw plans for a theater to seat 1,500 and cost $150,000.

Columbia, S. C.—Plans for a new theater to be called the Piedmont have been filed.

Troy, O.—A new theater is being planned here.

Evanston, Ill.—Albert O'Rourke plans to erect a house which will seat 2,000.

Newport, Va.—A theater building, with space for eight stores, is being erected by Irving H. Burrows at a cost of $40,000.

Plymouth, Ia.—The Auditorium as it is working on plans for a new immity theater.

Clinton, Mass.—Finishing touches are being put on the new Phibbin which will cost $2,000 and seat about 250.

Newcastle, Pa.—Baltimore and its new theater, is scheduled to open about Sept. 15. The house will cost $100,000.

Paw Paw, Mich.—Edward Reeves has broken ground for a new theater which will seat 500. It will be ready Oct. 15.

Lacoochee, Fla.—H. C. Morgan is acting a new theater here.

Simcoe, Ont.—This town is to have a modern picture theater, the structure to be built shortly by Fred Pur¬provan, proprietor of the Lyric.

Connell Plans Seattle House
(Special to THE FILM DAILY)
Seattle—R. E. Connell, who sold in Aberdeen and Hoquiam, as well as Connell, about a year ago, the D. & R. Theaters Co., has been granted permits for a new house to be built from the new D. & R., which he purchased this summer.

New L. and T. House
Chicago—Lubliner and Trinz plan another theater to be built at $40,000. Work will start next year.

Milway Theater Co. Formed
Chicago—Nick Vuljonick, M. Mas¬chev, and Walter Miscевич have organized the Midway Theater Company, with offices at 1523 E. 55th St.

Talmadge Cast Announced
Los Angeles—The complete cast for Talmadge’s new film “The Lady”, includes Wallace MacDonald, Brandon Hurst, Alf Goulding, Dorris Lloyd and John Fox, Jr. Frank Bor¬zage is directing.

Julius Stern in Paris
Julius Stern of Century Comedies is in Paris, according to cables received here, looking over the musical comedy field for new material.

Rayart Gets “101 Ranch” Film
Rayart has closed a deal with K. Lee Williams for world rights on the Miller Brothers’ “101 Ranch” production, “Trail Dust”, directed by Gordon Hines. David Dunbar and Beth Yvins are in the cast.

New East Side House
A theater and stadium to cost $250,000 is to be erected at the southeast corner of First Ave. and 76th St., for the Rhinelander Theater, Inc. The site was acquired from the Sallysons Corp., and is at present covered by four story tenements.

MacLean Visits Seattle
(Special to THE FILM DAILY)
Seattle—Douglas MacLean, during a visit here called on leading exhibitors. He was seeking snow locations for a new picture, and visited Mount Rainier in his search.

Tacoma House for Films
(Tacoma THE FILM DAILY)
Tacoma—It is reported that the Tacoma’s legitimate theater, will go to pictures after extensive remodeling has been completed.

In The Courts
(Special to THE FILM DAILY)
St. Louis—Warrants charging that they had obtained $5,800 under false pretenses were issued by Prosecuting Attorney Schweitzer of St. Louis against Hyman and Sam Komn, on complaint of Abraham Mizes, who charged that the Komms had sold him one-sixth interest in the Majestic, 1022-24 Franklin Ave. and the Palace, 1310 Franklin Ave., for $12,500, claiming that the houses were earning $600 a week in profits. He further charged that the stock he bought had previously been pledged as collateral for certain losses and that he had not received dividends or salary promised. Sam Komn declined to make a statement.

Sentiment for Sunday Shows
Southbridge, Mass.—Business men are behind a petition for Sunday shows.

Paradise Amuse Co. Formed
Chicago— Capitalizing their organization at $10,000, Alex Cohen, Maurice Levin, John R. James have organized the Paradise Amusement Co.

SKOURAS BROTHERS!
OUR price is twice what you think it should be, But half what it should be.
How much is it?
We’ll take it.

IN HOLLYWOOD
From Cloaks and Suits to Filming “Beauty.”

AARON JONES OF CHICAGO SAYS—
Paul C. Mooney,
Producers Distributing Corporation
469—5th Ave., New York
“Congratulations to you and Christie on ‘HOLD YOUR BREATH’. Great thrill comedy. A solid knockout with ORPHEUM patrons. First three days business equals previous house records, and looks good for extended run. Advise me when next Christie Feature Comedy will be ready.”

Aaron J. Jones
“RECKLESS ROMANCE” WILL BE READY IN NOVEMBER, MR. JONES
"SCORES BIG AT WARFIELD"
said SAN FRANCISCO NEWS-

"-- pure entertainment from beginning to end"—said The Bulletin

"--audience accepted it with every indication of enjoyment"—said Call and Post

"--audience enjoyed it hugely and many exclama-
tions of praise were overheard"—said Daily Herald

"--highly interesting"—said Examiner

As California goes—so will go the country when they see

FIRST NATIONAL PICTURES Inc.
presentation

"FLIRTING with LOVE"
with
Colleen Moore and Conway Tearle
Adapted from LeRoy Scott’s great novel "COUNTERFEIT"
Directed by JOHN FRANCIS DILLON

Photographed by T. D. McCORD
Art Director—MILTON MENASCO
Film Editor—LeROY STONE
Scenario by JOSEPH POLAND
Editorial Direction—MARION FAIRFAX
Produced under the supervision of
EARL HUDSON

and this is only one of the many big hits that go with that FIRST NATIONAL Contract
COMING

By DANNY

A business revival. Heralded on all sides. Which is mighty good news. And is going to help a lot. To “pep” things up. Where they are needed. Nation wide travelers report healthy signs. Important publications—like the New York Times—see an era of trade revival.

In the West—in the wheat section—for the first time in months there seems hope of a better selling at the highest price. Since 1920. The cotton crop looks good. The European situation is most hopeful.

Newspaper money was called money cheaper. There is far too much money loose in Wall Street. Which shows a hesitancy on the part of keeping cutters to proceed. In view of what has been the unsatisfactory outlook. Keep a weather eye open. And look for tighter money.

The picture business has been very lucky. Many industries have felt the pinch. Of difficulties. During the past six months. Or more. But except in spots. Picture business in this country has been uniformly good. And with the “break” in sight. For better business. Even the spotty sections promise a development of interest. And this—coupled with the big pictures. In picture writing. What a fall business should develop!

Title writers please take notice. Kindly get to the level. Of common ordinary white folk. Keep your titles out of the Ritz atmosphere. Here is one. Worth noting. In a new release:

“I love him. I'd scrub for him—cook for him—die for him.”

Now since when was it a sacrifice for a woman to scrub or cook for a man? Millions of women, movie fans and others, are doing this uncomplainingly day after day. For their husbands and in their homes. And the sooner these title writers learn this the better off they may be.

Women like romance. That's natural. They like the idea of “dying” for a man—so long as they get him. But it would be a trying assignment to keep a house a long time and cooking three meals a day. How many women can do that in a big city?

(Continued on Page 2)

Ads In 4,000 Papers

Paramount Plans Greatest Campaign In History for Seventh Annual Week, Aug. 31-Sept. 6

Paramount has organized what it calls its greatest newspaper campaign to date for the seventh annual Paramount Week, Aug. 31-Sept. 6. A total of between 3,500 and 4,000 newspapers will carry the copy. This means a broadside of approximately 3,600,000 lines, or nearly 260,000 words, blanketing the country with a total reader circulation of around fifty million.

Supplementing this newspaper advertising will be the regular national advertising of the “Famous Forty,” led by a full page in the Ladies Home Journal, and including a four-color double-page spread in the Saturday Evening Post of Aug. 20, a two-color page two weeks later in the same periodical, a double page center spread in Liberty and full pages in all the current fan magazines.

Everyone who plays Paramount pictures for a minimum of five days during the week will have the assistance of the big advertising copy placed in his local newspaper. This special is to have full range from full pages in the key cities down through five sizes of copy, according to the space required by the listing of those theaters participating. The minimum space of the entire campaign, used in single theater towns where the exhibitor has booked the required minimum of five days, is 840 lines, six columns wide by 140 lines, or ten inches, deep.

Lytell Off for Coast

Bert Lytell, having completed work in "Sandra" leaves for the Coast today to appear opposite Anita Stewart in "Never the Twain Shall Meet."

Norma In Costume

To Star in "Madame Pompadour"—Follows "The Lady"—1st Nat'l "Producers Bureau" (Special to THE FILM DAILY)

Los Angeles—Norma Talmadge will make another costume picture, "Madame Pompadour." The story deals with the Napoleon court and is scheduled to be placed in work after "The Lady."

Contessa Talmadge, now half way through "Heart Trouble" is down for "The Man She Bought" and "Learning to Love."

A detailed production statement from First National indicates that the company, by saving units and producers under contract are busy on "Varieties."

Earle Plans "Faust"

Much Discussed Subject May Be Filmed Finally—Leon Bakst to Do Designs (Special to THE FILM DAILY)

Los Angeles—It is understood that Ferdinand Pinney Earle has definitely determined to produce "Faust," the famous Goethe opera and that Leon Bakst will design costumes.

The same system of painted backgrounds, used in the German production, will be followed. A special French studio is to be built to accommodate the Goré-Griffiths and the scenery and setting problems of the new picture were finally considered too weighty.

Madge Kennedy in Radio Film

Madge Kennedy will shortly star in a picture that has a radio theme. It will probably be a Spring release.

New Fox First-Run

Fox will turn the Strand, Denver into a first-run, John Zantis will handle detail on his present Western trip.

"Wagon" Held Over

"The Covered Wagon" will be held for a second week at the Rialto, Pola Negri in "Lily of the Dust" opens at the Rivoli Sunday.

Gothic to Star Evelyn Brent

Los Angeles—Evelyn Brent will star in a series of Gothic Prod., to be released through F. B. O. The first story is "The Prude."

Milwaukee Battle

Uihleins and Saxe Interests Seen in Fight for First-Run Control Here—More Than for "The Rubaiyat" (Special to THE FILM DAILY)

Milwaukee—It is practically certain that the Uihlein interests, which formerly controlled the Schlitz brewery will build a $2,500,000 theater on 5th St. near Grand Ave., across the street from Saxe's Strand and the new Wisconsin.

The house will seat from 3,000 to 4,000. It is considered that the erection of this new theater presages another step in the battle for theater supremacy here between the Uihleins and the Saxes. The Uihleins own the Garden and the Algiers.

Reports are again current that the Gar-

Director Deal Off?

Reported Coast Unit Will Not Make Pictures for Grand-Asher—No Confirmation

It was reported yesterday that the deal between M. P. Directors' Holding Co. and Grand-Asher for the production and distribution of a series of twenty pictures had fallen through. At the Grand-Asher offices, nothing could be learned. It was stated that Sam Grand was scheduled to arrive in New York from Boston late last night. After a several hour interview, Grand and Harry Asher at the offices of the American Feature Film Co., in Boston on the long distance telephone brought forth the reply that both were out-of-town.

Buffalo Meeting Sept. 9

(Special to THE FILM DAILY)

Buffalo—the Buffalo zone of the M. P. T. O. will meet Sept. 9.

Resumes Shipments To Brazil

In the past two weeks, First National has resumed shipment of films to Brazil, after a several weeks' interruption due to the revolt in Sao Paulo against the Brazilian government. This is considered a good indication that the revolutionary flurry is over.

Expect Move From Operators

It is understood that members of the T. O. C. C. will not concede any of the demands made by Operators' Universal Union that had threatened to affect the next move will come from union officials.

The M. P. T. O. of New Jersey has called a meeting of Essex County exhibitors at the Robert Treat Hotel, Newark this morning to discuss the operator situation there.

Expect Western Boom

Crops and Mining in Mountain States to Benefit Industry, 1st Nat'l M'gs Say

That business is looking up in the Mountain States is the report brought to First National by J. H. Ashby, Denver manager and J. H. Hall of Salt Lake City, who have been spending some time at the home office.

"There is a general feeling of prosperity in Colorado and the states around it," said Ashby, "due to the increased price being received for silver, lead and copper and the prospects for unusually good crops. This prosperity will naturally be reflected in the motion picture business."

(Continued on Page 5)
**Hearing Wednesday**

**Charges of larceny preferred against officials of the Selznick Dist. Corp. by Murray Garsson will be heard next Wednesday. The action concerns "Broadway Broke" which Garsson alleges was turned over to Selznick after false representations had been made regarding the distributing company.**

**W. C. J. Doolittle, president of Selznick, said yesterday he didn't know what Garsson was driving at unless it was to procure free publicity for his picture. Garsson claims he gave the Selznick company "Broadway Broke" for a flat sum of $65,000 with an arrangement on the gross. This occurred in July, 1923. Since that time, he added, he has asked for statements and money but has received no reply. He claims Doolittle said the new Selznick company was being formed without any acquiring either of the assets or liabilities of the old company and that it had plenty of money to back new deals.**

**O'Toolte to Visit Ohio**

Columbus, O.—Martin G. Smith, president of the M. P. T. O. A., has called an executive committee meeting to be held at the James theater tomorrow.

Niles on La Follette Staff

David K. Niles, of Boston, former chairman of the Joint Conference of Motion Picture Activities of the United States, has been appointed national director of the Division of Public Speakers and Motion Pictures of the La Follette Wheeler Campaign Committee.

Niles organized the non-theatrical division of Famous Players some years ago.

**Milwaukee Battle**

(Continued from Page 1)

Some may be disposed of with Universal a possible purchaser. The site for the new house is now occupied by a gasoline filling station. The Saxes will build a new house to cost $500,000 on the Northwest side of the city. It was recently announced that a $2,000,000 theater would replace the Butterfly but this deal has not developed. Fantages is reported interested.

**COMING S00N**

**PRODUCERS DISTRIBUTING CORPORATION**

HUNT STROMBERG & CHARLES R. ROGERS presents

**PRISCILLA DEAN OF SIREN OF SEVILLE**

Story by H. M. VAN LOAN
Directed by JOEY STROM and HUNT STROMBERG

New Production

**THEATERS**

**SYNOPSIS**

**THE Siren of Seville**

A perilous voyage by Hunt Stromberg

**PROGRESSIVE FINANCE CO.**

122 West 42nd Street
New York

**DURAFILM PROTECTO CO.**

220 West 42nd Street
New York

**PHONE**

CHICKERING

**TO SUBLET—PART OF SUMPTUOUS SUITE OF OFFICES**

Apply Room 1605
220 W. 42 St., N. Y. C.

**A COMPLETE LABORATORY AND TITLE SERVICE**

**MIRAGRA**

The Standard of the Industry
723 7th Ave., N.Y.C. Bryan 4540-1

**CORPORATIONS ORGANIZED & FINANCED**

Capital Raised Through The Sale of Your Stock
We Are Licensed Brokers

**PROGRESSIVE FINANCE CO.**

112-118 West 44th St.
New York

**PHONE**

BRYANT 9237

and still they come
This one is about
Cecil B. DeMille’s

CLASS OF SERVICE DESIRED
Telegram
Car Letter
Night Message
Night Letter

Send the following message, subject to the terms
on back hereof, which are hereby agreed to

INPA 250
A R LOS ANG Cal 940 A AUG 12 1924

CHAS E Mc CARY
PAKUS PLAYERS LASKY CORP.
465 Fifth Ave.
New York

I’VE JUST SEEN CECIL B. DEMILLE’S FEET OF CLAY IN ROUGH FORM WITH FOOTAGE.
STILL TO COME OUT BUT EVEN IN THIS SHAPE IT SENT ME AWAY WILDLY ENTHUSIASTIC
OVER THIS LATEST ACHIEVEMENT OF MASTER SHOWMAN AND PRODUCER WHO HAS GIVEN
SCREEN MANY OF ITS OUTSTANDING SUCCESSES STOP THERE IS NO QUESTION ABOUT THIS
ONE STOP AFTER GIVING MY ENTHUSIASM TIME TO COOL AND, WEIGHING MY WORDS I AM
TAGGING IT AS BIGGER BETTER AND GREATER THAN MANSLAUGHTER AND COMPAREABLE IN
POWER S Sweep And Vital Themes Only To The Ten Commandments Stop This One
POSITIVELY HAS WHAT SO MANY PICTURES ARE SUPPOSED TO HAVE BUT DON’T !AH!
EVERYTHING RASH IT HAS STORY ACTING TITLE BOX OFFICE NAMES SPARKLE JAZZ HUMOR
GORGEOUS COSTUMES BEAUTIFUL SETTINGS BEWITCHING GIRLS HEART INTEREST POWERFUL
DRAMA TERRIFIC CLIMAXES AND FINISH SO TREMENDOUS THAT I CANNOT FIND WORDS TO
DESCRIBE IT STOP THIS FINISH LIFTS FEET OF CLAY INTO CLASSIFICATION OF ITS
OWN JUST AS BIBLICAL PROLOGUE WITH ITS OPENING AND CLOSING OF RED SEA LIFTED
THE TEN COMMANDMENTS STOP CECIL DEMILLE PROMISED EXHIBITORS TWO DOLLAR PICTURE
IN FEET OF CLAY STOP HE HAS DELIVERED IT STOP WHEN AUDIENCES SEE OPENING SEQUENCE
OF GAIETY ON SANDS AND IN WATER ABOUT MAGIC ISLE OF CATALINA THEY’LL THINK THEY’VE
HAD THEIR MONEY’S WORTH RIGHT THERE BUT THAT’S ONLY A START WITH BEST TO COME STOP
GET BEHIND FEET OF CLAY WITH EVERYTHING YOU’VE GOT FOR IT WILL FULFILL EVERY
PROMISE

ARCH REEVES

WESTERN UNION
TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEO. W. ATKINS, FIRST VICE-PRESIDENT

“FEET OF CLAY”

Just one of the
Famous 40
Paramount
Pictures

WITH
Rod La Rocque
Vera Reynolds
Ricardo Cortez
Julia Faye
Theodore Kosloff
Robert Edeson
Victor Varconi

From the
Ladies Home Journal
Adapted by
Beulah Marie Dix
and
Bertram Millhauser
from
Margaretta Tuttle’s novel
Back from Saratoga
Billy Brandt and Herbert Ebenstein who ended an automobile tour with their families at the Saratoga races are back.

Sig Samuels Sails
Sig Samuels of Atlanta is aboard the Reliance, bound for Germany.

Show Leonard Films Tonight
Henry Gunberg will show the first three of the Benny Leonard two-reel fight pictures at Wellness Hall tonight. Sporting editors of the New York dailies will be among those present.

Boosts Week-End Prices
Port Angeles, Wash.—The Dream has revised prices to 10 cents week days, and 25 cents Saturday, Sunday, and Monday. It was formerly ten cents.

New Eastman Building
(Roeter Special to THE DAILY)
Rochester—Eastman Kodak is planning the erection of another large building. The building will be eight stories high and will cost $412,000. It will be used as a warehouse.

Coast Brevities
Approved Pictures has finished "Rough Ridin" and "Battling Bud-

Reginald Barker will direct "Fast Life in New York," following "The

Ben Alexander will soon appear in "Frivolous Sal," a Western comedy

Independent Pictures have started

Arthur Statter and Mary Alice Scully have been added to the scen-

William Desmond has completed

Colleen Moore has starter work yesterday on "So Big," with Charles

Jack Mulhall has been assigned to

John M. Stahl's picture to follow "Husbands and Lovers" will be "Fashion for Men." Lewis Stone will play the lead.

GENESEE FILM CORP.
ROCHESTER, N. Y.
A Distributing Organization formed for the purpose of handling the up-

Short Subjects is in the market for product for distribution theatrical and non-theatrical. For further informa-

L. D. WOLF
Hotel Astor New York City

MICHAEL J. O’TOOLE!
Our picture will make exhibitors wealthy,

and customers healthy and wise—

Your customers should worry!

IN HOLLYWOOD
From Cloaks and Suits to Filming "Beauts."

Somewhere there's a Producer
who is interested in what happens to his product after it leaves the studio—who appreciates that the creation of photoplays is one thing and their sale and distribution another—it is too busily engaged in the former to watch the latter.

He wants a capable, conscientious man to represent and protect his interests—one who really does know what every theatre in the land should and will pay for pictures and who will check contracts accordingly—who can diplomatically cooperate with his distributing agency on sales promotion—in short, a man who can super-

the sale, exploitation and distribution of his product "from studio to screen," and at a profitable investment, not an expense. If you are that producer, I’m that man.

Apply Box 217
 care of Film Daily, 71 W. 44th St., N. Y. C.
Expect Western Boom

(Continued from Page 1)

Money is easier as the banks are able to get much of the money which they have loaned to the farmers and business interests.

"The feeling that prosperity will continue and increase is due, in part, perhaps, to the progress being made in the Moffat tunnel which will put Denver on a transcontinental railway system and shorten the haul to Salt Lake and other cities to which it is destined.

There is but little building of new theaters in Colorado, Utah or any of the surrounding states, both Ashby and Hall reported in Ogden, the new Egyptian has been completed, In Salt Lake the new Victor, made over from the old State, is being used for opera. Pueblo will have a new house in connection with the office building which the Masonic Lodge will erect.

Hall and Ashby stated that the exhibitors in their territories want shorter feature pictures. Six reels is the length that the public, and hence the exhibitors, want. This is in the case of the big special which is shown at advanced admission prices. Even then, however, ten reels is the limit.

Foresees Business Revival

The Times says editorially yesterday:

"That we shall in due course witness tangible business revival there is no doubt. Even when debt-paying necessities are allowed for, the new purchasing power of the farming West is bound to be immensely enhanced the rise of 30 per cent or more in farm prices, and all experience teaches what this means to American domestic trade activity."

Norma In Costume

(Continued from Page 1)

fall and winter releases.

First National is making plans for several of its own pictures to include "Life of Christ," "Sailor's Wife," "The Interpreter's House," "Pandora La Croix," "The Boss of Little Arcady," "Viennese Medley"

Thomas H. Ince is making "Christine of the Hungry Heart" and "Tide Tongues," Sam Rork, "Inez" from Hollywood, will direct; Frank Lloyd will follow "The Silent Watcher" with "East of Suez" which will have another title; Edwin Carewe will follow "Maid of the Streets" with "One Year to Live" while John M. Stahl will direct "Fashions for Men" and "The War.originals.

Ben Alexander will appear in "Fruilton Sal" for J. K. McDon-

and Corinne Griffith in "Wilders-" and "Dessie." "Sandra" is near completion, starring Barbara la Marr; "Born Rich" is finished and Richard Barhamless is at work on "Classmates." "In Hollywood with Potash and Perlmutter" and "Trnesh" are in the cutting room; "The Lost World" and "So Big" are well under way; M. C. Levee is procuring "In Every Woman's Life." "Sundown" awaits release.

Settlement Near

Distributors Dickering with Charles Bindener on Omaha Conspiracy Litigation

Distributors involved in the conspiracy suit filed against them by Charles G. Bindener of Minden, Neb., first in the Omaha Circuit Court and later in the Supreme Court in Washington, are about to settle out of Court.

It will be recalled that the suit was for damages totaling $750,000 and that Bindener charged the Omaha Film Board of Trade conspired to prevent his theaters from securing a showing of "Elek Ludvig," chairman of the Hays law committee, no one knew just what the basis of the reported settlement would be. Variety published the fig-

are at $25,000 and credited that statement to C. T. Anderberry, Bindener's attorney. Those in New York with a position to know said the figure would be far less than that.

Kerman on Sales Trip

Herbert Kerman left for Chicago yesterday to sell territories on "Mazel Toy" (Good Luck) and "Eyes of Hollywood." From there, he will go to the west to meet the Westerners for release through Kerman Films.

1st Nat'l Drops Wilkes-Barre

First National has abolished its branch at Wilkes-Barre, Pa., and the branch at Butte, Mont, has been made a sub-office of Salt Lake City. E. L. Hall, manager at Salt Lake will handle the Butte territory with W. N. Hughe, former manager of Butte will remain at the sub-

branch as head salesman.

Arrow Activities

Arrow's foreign department announced that it has sold 62 Arrows in Lyons comedies, 13 Mirthquake comedies, and 13 Broadway-Billy West comedies to Max Glueckman for Argentina, Paraguay, Bolivia, Peru, Bolivia, and Ecuador.

Fleisher Under the Knife

Max Fleischer, producer of "Out of the Inkwell" caroons and inventor of the Fleischer Novograph is undergoing a minor operation today.

Quive with Associated Exhibitors

Boston, Mass.—Ralph Quive, for several years in San Francisco for Selznick, is now manager of the local exchange for Associated Exhibitors.

Mack Sennett Signs Dent

Los Angeles—Mack Sennett has signed Vernon Dent to a three year contract.

Outing for Exchanges

Detroit, Mich.—August 22 is the date set for the second outing of the Detroit exchange managers.

Fire Closes House

(Special to THE FILM DAILY)

St. Louis—Fire which resulted from the film breaking of the Gern to shut down several days until the house could be put in order.

Can't Picket Hamilton Houses

(Special to THE FILM DAILY)

Toronto—The operator's union at Hamilton has been restrained from picketing or interfering with the Hamilton Playhouse and the Kemilworth. In pressing the action the theater owners swore that they were paying their operators $2 more than the union scale.

Musicians Return to Work

(Special to THE FILM DAILY)

Ottawa—The musicians of the Re-

ent are back at work after a two

weeks' strike during which they did not gain any point in dispute. The musicians decided to accept the previous year's wage scale of $42 and the demand for an increase of $2 was dropped. The house is one of the Famous Players chain.

Plans More Phonofilms

Because of the success of the Pho-

nofilm of "The Covered Wagon" which is being run at the Rialto twice a day, Hugo Riesfeld plans to set the music of additional important pictures to the de Forest invention. At the Rialto when the Pho-

nofilm is shown, the orchestra does not play.

Injunction Against Crowl

Oxford, Pa.—Joseph Crowl has been restrained from running the Globe by a permanent injunction. It was granted in favor of Thos. K. Larkin, who purchased the Oxford from Crowl several months ago, with the proviso that Crowl would not en-

gage in any amusement enterprises in Oxford.

Rename Allen The Capitol

London, Ont.—The Allen has ceased to exist under that name. Arrangements are being made for it to reopen Aug. 30 as the Capitol under control of Famous Players with Thomas W. Logau continuing as manager.

Incorporations

Springfield, Ill.—Scown Film Corp, Chicago. Incorporators, Will J. Scown, George Gauger, and D. J. O' Donovan.

Springfield, Ill.—Producers Distributing Corp. Capital $10,000.

Among Exchangesen

Buffalo—George Canty salesman for F. B. O. has resigned. Jack Thomspen, of the Producers Distributing has also resigned.

Buffalo—H. E. Huges, formerly with Metro, is now a member Graphic sales staff.

Kansas City—Sid Haldeman, formerly manager for Metro has resigned to work as special salesman for Selznick.

Kansas City—C. E. Reynolds, formerly with Pathe, has resigned to cover Southern Missouri and Kansas territory for Educational.

Kansas City—C. M. Parkhurst, former office manager for Hodgkinson, has accepted a position with Metro-Goldwyn.

Kansas City—Jimmie Schorgl has been promoted from assistant to head booker in Pathe's local office.

Detroit—Harry Hendon has been appointed special manager of short subjects for Universal.

Rochester, N. Y.—Sherman Web-

ster is now covering Rochester for Bond Photoplay, out of Buffalo.

Cleveland—Joe Davidson has re-

signed as manager of the Lande exchange.

Rochester, N. Y.—A. N. Wolf has been engaged as manager of the Grand.

Rochester, N. Y.—Jim Carney, formerly assistant at the Olympic, has resigned to join the Strand in Detroit.

Medina, N. Y.—The Seine Theat-

rical Corp. of Groversville has taken over the Park.

Rochester, N. Y.—Shea's Court has opened, after having been dark for over a month while repairs were being made.

Carewe’s Next

(Special to THE FILM DAILY)

Los Angeles—Following "Madonna of the Streets," Edmund Carewe will direct "One Year to Live".

COMING SOON

* X *

PRODUCERS DISTRIBUTING CO. INC.

120 LEXINGTON AVE.

NEW YORK, N. Y.

BARBARA FRITZIEH

VIOLETWOOD

CHRISTINE HOBART

SANDY UNDERWOOD

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
and the clean-up tour continues~

GARDEN PIER AND BOARDWALK JAMMED WITH CROWDS TRYING TO GET INTO OPENING OF SEA HAWK AT THE GARDEN PIER THEATRE PICTURE IS OUTSTANDING TALK IN ATLANTIC CITY AND BELIEVE THAT IT WILL NOT ONLY BREAK ALL RECORDS HERE BUT BE ON PAR WITH YOUR NEW YORK CHICAGO AND LOS ANGELES OPENINGS STOP SILLS BENNETT AND BEERY RECEIVED HIGH PRAISE FOR THEIR WORK CONGRATULATIONS AND REGARDS STANLEY COMPANY OF AMERICA ABE SABLOWSKY

FRANK LLOYD PRODUCTIONS INC.
Presentation of RAFAEL SABATINI'S great story of adventure-
"The SEA HAWK"

with

MILTON SILLS and a supporting cast including ENID BENNETT LLOYD HUGHES and WALLACE BEERY Directed by FRANK LLOYD

Toot! Toot! Clear the track ~ Those FIRST NATIONAL specials are sure running fast!
June Mathis Quits
Resigns from Metro-Goldwyn—Will
Rest Before Launching Own
Plans
Brief announcement from Metro-
Goldwyn yesterday declared that June
Mathis had “terminated her services
with that organization” and that she
will rest for a short time before un-
taking “the execution of plans she
has had in mind for some time”.
Miss Mathis—who has been in New
York since her return from Rome
left yesterday for the coast.

11 in Ohio Chain
(Special TO THE FILM DAILY)
Cleveland—The Ohio Amusement
Co., operating a chain of ten neigh-
borhood theaters, has leased the Cap-
itol, Detroit Ave. and West 65th St.,
for ten years, beginning Sept. 1, at
a total rental of $115,000.

Gala Opening for State, St. Louis
(Special TO THE FILM DAILY)
St. Louis—The opening of the
State last night with “Revelation”
was an event for St. Louis. Marcus
Loew and E. A. Schiller were among
those present.

Kansas-Mo. M. P. T. O. Merger
Kansas City—The merger of the
Kansas City, Western Missouri, and
Kansas M. P. T.O. is completed.
All eyes are turned toward the joint
convention of these bodies, which
meets at Topeka Sept. 22, in con-
junction with Allied States Organiza-
tion.

“Forbidden Paradise” is “Czarina”
(Special TO THE FILM DAILY)
Los Angeles—“Forbidden Para-
dise,” the new Negri picture now in
work under Ernst Lubitsch’s direc-
tion is based on “The Czarina” in
which Doris Keene starred on the
stage.

“U” Cashes In
Turns Rum Cabaret Story to Decid-
ed Advantage as Publicity for Its
Jewel, “Wine”
Universal inserted advertisements in
the dailies yesterday, capitalizing
on the rum story published last
week in the Herald-Tribune, on be-
half of “Wine” a current Jewel.
The copy urged the public to “go to
the manager of your favorite motion pic-
ture theater and whisper ‘Show me
Wine’ if they wanted to see the
floating cabaret described in the Her-
ald-Tribune. When the cow reacted
the newspaper officers Wednesday
night, reporters immediately got in
contact with R. H. Cochran who very
(Continued on Page 2)

Lloyd With Famous?
Daily Mirror Says Contracts Are Yet
To Be Signed, But Deal
Is Set
The New York Daily Mirror yest-
eryday reported that Harold Lloyd
“has decided to sign up with Famous
Players-Lasky Corp.,” and that he
will not attach his signature to the
new contract before completing his
present one, under which he has one
more picture to complete.

Reports that Lloyd would be found
on the Famous Players list have been
in circulation some time. But Lloyd
and his associates have consistently
denied that Lloyd had signed with
any company for his future releases,
and it was stated authoritatively that
he would not sign while on his visit
to New York.

No Word on Director Deal
Sam Grand of Grand-Asher is at the
Astor but repeated efforts to reach
him there or at his office for a state-
ment on the reported dissolution of
the deal with the M. P. Directors
Holding Co. failed.

Nigh Getting Ready
It is understood that Bill Nigh who
posted plans to make “Tumble-
weed” for Universal to direct “Born
Rich,” for Garrick Pictures will start
work on his own picture next week.
Vitagraph may release.

Favor Ban on Daylight Saving
(Special to THE FILM DAILY)
Atlantic City—One of the final acts
of tri-state convention at the St.
Charles was the passage of a resolu-
tion, urging that daylight saving be
abolished in Eastern Pennsylvania,
Southern New Jersey and Delaware.
The meetings terminated with a dis-
nner at the Ambassador.

Seeger Elected
Again Heads Wisconsin M. P. T. O.
—Lampert Sure of Music Tax
Repeal
(Special to THE FILM DAILY)
Milwaukee—Despite a report that
up-state Wisconsin exhibitors would
attempt to put through a candidate
of their own, Fred Seeger was elected
president of the state M. P. T. O., at
the closing session of the two-day
convention.

Opposition failed to materialize and
Seeger’s election was carried unani-
mosously.

Block booking, music tax, central-
ized control of the screen and non-
theatrical competition are evils which
(Continued on Page 2)
Start "North of 36"

Famous to Make Hough Story on Scale Similar to "Covered Wagon"—

Lease Texas Ranch

(Special to THE FILM DAILY)

Los Angeles—The "North of 36" company is en route to the Bassett Ranch near Houston, Texas, to start production. The picture is expected to be made on the same scale of "The Covered Wagon." The ranch will serve as headquarters. Entire town has been constructed and arrangements made to use about 1,000 Indians and several hundred cows. A large herd will be used in the sequences showing the cattle drive from Texas to Kansas. Irvin Willat will direct. The cast, as noted, will include Jack Holt, Lois Wilson, Ernest Torrence and Noah Beery. Research work has been under way at the Lasky studio for months.

Plans More Free Concerts

Josiah Zuro, director of presentation at the Riesenfeld theaters plans another series of free concerts in the fall. A prize of $100 will be offered for the best original musical composition.

Rathner With Saxe

(Special to THE FILM DAILY)

Milwaukee—Harry Rathner, former special sales representative for Principal Pictures is now efficiency expert with the Saxe Amusement Enterprises. George H. Dumond, assigned to the Modjeska temporarily will remain as managing director.

Pictures While Dancing

(Special to THE FILM DAILY)

Milwaukee—A novel arrangement has been put into effect at the Wisconsin theater, a Saxe house. Comedies are being shown on the roof while dance music is supplied. There is a regular dance floor atop the building. The plan has worked out so successfully that it is being followed on a smaller scale at the new Modjeska.

Meeting in Saginaw

Saginaw, Mich.—This city has been selected for the annual convention of the Michigan exhibitors association. H. M. Ritchie is working out the plans for the meeting, which will take place in October.

Seegert Elected

(Continued from Page 1)

exhibitors must join hands to wipe out before the industry can flourish as it should. This was the warning sounded in addresses at the final session.

Plans for the fight on the music tax were outlined following addresses by Congressman Reid of Illinois and Florian Lampert of Wisconsin. "Indications point to early repeal of the music tax if exhibitors will only hammer away at their congressmen," declared Lampert who, as a member of the Congressional Patents Committee, is thoroughly familiar with the situation. Block booking and non-theatrical competition were attacked in lengthy reports submitted by Henry Stahb, executive secretary.

-Central American Buyer Here

B. Anker of Anker Bros., distributors in Central America, is in town and is making his headquarters with Alfred Hoffberg of John H. Taylor's office.

Run Extended to Six Weeks

(Continued from THE FILM DAILY)

Chicago—The run of "Monseur Beaureau" at the Roosevelt has been extended from four to six weeks.

Metro-Gold., Low Dividends

Metro-Goldwyn has declared an initial quarterly dividend of 3 1/4 per cent on the preferred stock, payable Sept. 14, to stockholders of record Aug. 30.

The N. Y. Inc., has declared a quarterly dividend of fifty cents per share on the capital stock of the company, payable Sept. 30, to stockholders of record Sept. 15.

It's "Judge" Price Now

Baltimore—Arthur B. Price, manager of the Wizard and Aurora has received an appointment as justice of the peace from Governor Ritchie.

120 NOVELTY REELS

First Run Specialties 1924-25

1600 B'way, N. Y. C.
-more echoes of the FAMOUS 40

NEW ORLEANS

KANSAS CITY

NEW YORK
RIALTO—"Manhandled" (Paramount). Second week at this house. Business: Excellent.

CHICAGO
ROOSEVELT—"Monsieur Beaucaire" (Paramount). What can you say of this except that it's the answer to the maid's prayers? Received a cooking press, and a line eight feet wide waits before the doors and continues throughout the day.

LOS ANGELES

MINNEAPOLIS
STATE—Gloria Swanson in "Manhandled" (Paramount). Well liked by crowds and received favorable press comments. The State is having the best business of the summer in years. Special presentations, including "The Kiddie's Revue," have helped. Lorraine Sisters ex-wanderluss feature.
STRAND—"Unguarded Women" (Paramount). With Bebe Daniels, Richard Dix and Mary Astor. Good business.

OMAHA
RIALTO—"The Enemy Sex" (Paramount). Exploitation: Regular newspaper and billposting. Business: Best ever this year.

SEATTLE
STRAND—"Monsieur Beaucaire" (Paramount). Exploitation: An excellent picture in every detail, Valentinou in a triumphant return to the screen, a picture to please everybody. Exploitation: Newspaper ads, posters, strong advance campaign, two styles of 24-sheets, window cards, one-sheets, lobby tracts, trailer, dance passes and interludes, six-sheets. Business: Very strong (practically capacity) for the first week of an extended engagement, with prices at 50 cents for all performances.

PITTSBURGH

NEWARK

Fortunate the exhibitor who has booked THE FAMOUS FORTY
New Yorkers Drink Sumptuously On 17,000-Ton Floating Cafe at Anchor 15 Miles Off Fire Island

On 17,000-Ton Floating Cafe at Anchor 15 Miles Off Fire Island

Universal - the best

Millions are talking! A great sensation! You are going to be shocked but helpless. At Sumptuous Floating Barroom Found on Line of Ocean Highways. Where Open Saloon Is Running on City's Ocean Highway. Wine, Women, Luxe, and Revelry Turn Night to Day on Mystery Ship Flying the British Flag. Cover Charge.

Movies Begin at Midnight; Friedrich der Krosse. Silverware and Linens. By Sonford. Copyright, 19—:
Picture Firm Uses Floating-Bar Story as Publicity for Film

An advertisement signed by the "Captain of the Twelve Mile Limit Cafe" which appears in the amusement columns of newspapers today, is publicity for a forthcoming picture of the Universal Pictures Corporation, an officer of that firm acknowledged last night, and said an advertisement for the floating cabaret discovered by Sanford Jarrell, of The New York Herald Tribune staff.

In fact, Robert H. Cockran, vice-president of the Universal Pictures Corporation, wished it to be understood distinctly that the Captain outside the twelve mile limit, has decided to offer everybody a chance to inspect it. If you want to see this ship, its rolling crew and its unusual equipment; if you would join the gay, jazz-mad crowds on the decks, see the joy-lit ferries taking noisy early morning parties to and from the manager of your favorite motion picture theater and whisper "Show me WINE." He will do the rest.

Captain of the Twelve Mile Limit Cafe.

featuring

CLARA BOW
FORREST STANLEY
ROBERT AONEW
MYRTLE STEDMAN
HUNTYL GORDON
WALTER LONG

LOUIS GASNIER
New Operator Deals
T. O. C. C. Signing Contracts with Reel Club—Circuits Still Dickerin'

The T. O. C. C. has begun to sign contracts with members of the Reel Club, an organization of operators functioning separately for the Warner Bros. Circuit and the Griffith Concession Co. for the purposes of the local No. 306, for the 1924-1925 season on the basis of last year's scale.

A statement issued yesterday declared that, inasmuch as many theaters have been using Reel Club men and others have been securing their operators independently, it is expected no great difficulty will result. In the meantime, circuits and Broadway theaters are still dickering with 306. Another meeting was held yesterday and one is scheduled for today at Pat Casey's office. Negotiations with stage hands will be taken up later.

Fisher Makes a Buy
(Special to THE FILM DAILY)

Cleveland—Meyer Fisher, of Fisher Film Exchange, has purchased from Aywon six Tom Mix 5-reelers and six Big Boy Williams 5-reelers for Ohio.

Stillman, Cleveland, Reopens
(Special to THE FILM DAILY)

Cleveland—The Stillman, closed during the past four weeks for redecorating, is open and is running "Mon-sieur Beauceaur. Everything has been done over, including new furni-ture in the lounges, new carpets and wall decorations.

Loew's Allen, closed during the hot weather period, opened last Sunday with "Manhandled."

Continuing Fostoria House
(Special to THE FILM DAILY)

Fostoria. O.—Mrs. H. E. Mickey is continuing the management of the Majestic, following the recent death of her husband, one of the prominent exhibitors in the state.

Franklin Back
(Continued from Page 1)

ager will be appointed, probably an Englishman. "The Plaza," said Franklin, "we hope will serve for British exhibitors as the same stimulus that leading American first run houses did for the business here. Such men as Roxy, Sid Grauman, Dr. Riesenfeld, have, through the operation of their houses, proven a great stimulus to the average exhibitor here. That is what we hope the Plaza will do in London."

He was most enthusiastic over the Tuschinsky Theatre in London. "Tuschinsky has never been in America," said Franklin, "but his house is up-to-date in every respect. He gives a brilliant show. The 2,800 seats were full, at a matinee, and he charged 75 cents for his night show. If Tuschinsky can make this success with the patronage of conservative Dutch folk it impresses me that the same can be done anywhere in Europe. He is far, far ahead of any showman in Europe. And the success of his house reflects this."

Cleveland—Sidney Rosenthal has joined Selznick, coming from the Kansas City Universal office.

Two Bad Spots
(Continued from Page 1)

opinion of many independents, where something should be done so far as distribution is concerned. These are Minneapolis and Seattle. The question of co-operative exchange operation has been on tap for some time. It is possible that a pro-rata system may be drawn up and the problem solved by opening exchanges, sponsored by the organization.

The theater problem is likewise a serious one. It does not concern booking combines primarily, but rather producer-owned theaters and the ever-present difficulty of state righters to break into first-runs.

Fire Confined to Booth
Detroit—An audience of 150 persons were ushered to safety when film caught fire in the Beechwood-Duplex. Fast re-adjustment of the machine was accomplished, another film substituted and the theater re-opened within 15 minutes.

Plans A Comedy-Serial
Los Angeles — Leland Stanford Randsell of Hollywood Photoplay Prod., plans a comedy-serial, which purports to be something entirely new in chapter melodrama. The serial is for Pathé release.

Five Million in Delaware Company
(Special to THE FILM DAILY)

Dover—Film City Enterprise Co., has been chartered here, listing a capital of $5,000,000.00.

Report Talmadge Robbery

The Daily Mirror reported from Hollywood yesterday that Norma Talmadge had been robbed of $9,000 in jewels.

Coast Brevities

Hollywood—Zasu Pitts and Hunt-ly Gordon have been cast for "The Great Divide."

Charles Puffy and Jack Curtis are new additions to "The Snob" cast.

H. M. Walker, title writer for Hal Roach is assisting in the titles for "Feet of Clay."

Independent Pictures has cast Robert Edison as support in William Desmond and Helen Holmes in the second of eight society stunt melodramas.

Additions to the cast of "The Snob," which Monte Bell is directing for M-G-M, include Phyllis Haver, Aileen Manning, and Margaret Seldon.

GREENE

Incorporations


Albany, N. Y.—White Prod., New York, Capital 1,000 shares preferred, $100 each; 500 common, no par value. Incorporators: I. Bohn, I. M. Michelman and R. Liebhoff, Attorney, Herman Goldman, 120 Broadway.

[newspaper clipping]
“Peter Pan” On Coast

Barrie Has Written Titles and Start of Production Awaits Return of Brenon

Los Angeles—“Peter Pan” will be made here, according to an announcement made yesterday by Jesse L. Lasky. Earlier plans called for making the picture in the Long Island studio. The production will start immediately after the return to Hollywood of Herbert Brenon who is booked to sail from Southampton on the Steamer “Mecklenburg” for September.

Lasky said every detail of filming has been worked out to the complete satisfaction of Sir James Matthew Barrie. All the titles were written by Barrie himself, Roy Pomeroy, who will aid in the direction is already at work on technical and artistic problems.

De Mille Article in Scribner’s “Bigoted and Better to Pictures” is the title of an article by William C. de Mille in Scribner’s for September.

Gareth Hughes in Town

Gareth Hughes is in town from the Coast. He may do a stage play or make a European trip.

Blumberg Back

Milton Blumberg of Rueben Samuel, Inc. is back from a trip to San Francisco and Los Angeles.

Buy Shipman Two-Reelers

Simmonds-Kann Enterprises have purchased foreign rights on 12 two-reelers Neil Shipman is making for domestic release through Selznick.

Merill, Milwaukee Cuts Price

Milwaukee—Ascher’s Merill has reduced admissions again, this time down to 35 cents for night shows, 25 cents for matinees and 10 cents for children all day long.

Loew-Metro Outing Tomorrow

The Loew-Metro Club, will hold its annual outing tomorrow. The steamer “Ontario,” which has been chartered to sail to Bear Mountain where athletic events of various kinds will be held.

New Exchange in Minneapolis

Minneapolis—H. C. Mugridge has opened an exchange here as a celebration of the exchange to specialize in short reels, although one feature a month is planned.

Eltarban Schedule Set

Atlanta—Elitarban’s fall schedule is pretty well set. It will include eight with Leo Maloney, four Tom Mix reissues, six Pete Morrison’s and ten stunt melodramas.

Theater Properties Leased

The Boston Crescent Corp. has leased property on Boston Road, near 167th St., to the Cultura Prod. Co. The Tremont Theaters Corp. has leased to Realtime, Inc., property at the southwest corner of Tremont and Belmont Aves.

“In the Courts

Supreme Court Justice Platteck has granted judgment for Edward A. Leopoldt against Jack Levy and William Alexander as officers of Alexander Film Corp. for $375 on the basis of the corporation given to the plaintiff in his suit on an assigned claim of the Ohio Transformer and lithographs purchased by Alexander. The plaintiff sued in 1922 and the defendants admitted the liability of their company and gave notes in payment, at the same time giving a check for $300 which was later returned unpaid.

J. S. Bernstein Co., Inc., has applied in the Supreme Court for an injunction restraining Michael S. Kommissaroff from negotiating for the presentation of the picture depicting knowledge of the former Russian Government, due to his position as an official under the late czar, unless the plaintiff receives 25% of his share of the profits.

Joseph S. Bernstein, secretary and treasurer of the plaintiff, states that he met Kommissaroff in Berlin last December and made a contract with him and one Barkowski under which the plaintiff advanced $5,620. Barkowski abandoned the contract and the plaintiff made a new one. Bernstein states he is now working on a contract with Commissaroff and hopes to close it, but that on August 1st the defendant notified him that he was “starting to work with other people and would not need him.”

In The Courts

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Grabs This Money—Maker Quick

I. E. Chadwick, just back from a sales trip to the Coast, described the “Chadwick Nine,” which has been sold for the entire country. The line-up follows:

Chadwick Series Sold

Commonwealth, New York City; First Graphic Exchanges Inc., Upper New York; Masterpiece, Philadelphia; Independent Films, Inc., Boston; Trio Prod., Washington, D. C.; Standard Film, Cleveland, Cincinnati, Detroit; Provident Co., Pittsburgh; Celebrated Players, Chicago; All Star Features, Los Angeles, San Francisco; Celebrated Players, Milwaukee; Mustand Pictures, San Francisco; Direct Exchange, States Film, Atlanta; Liberty Films Inc., Chicago; Column Pictures, St. Louis; Cosmopolitan Film Exchange, Seattle; Independent Films, Kansas City; and Premier Films, Ltd., Toronto.

Canada Distributing Deal


Ind. Pictures in New Deals

Jesse J. Goldberg, of Independent Pictures, while en route from the Coast closed the following deals:

- Second Franklyn series, Bill Cody series and eight society melodramas to Eastern Feature Film Co., Seattle for Northwest.
- Same series to Adventure Prod., Minnesota and Dakotas.
- Series to Ludwig Film Exchange, Milwaukee.
- Same series to Wisconsin; first Farnum series to Dominion Films, Ltd., for Canada.
- Second Farnum series to Bill Cody to American Feature Film, Philadelphia.
- Third Farnum series to Wisconsin and Jersey, Desmond-Holmes series and Bill Cody to Cooperative Film Exchange, San Francisco for California.
- First Farnum series to Rex of Detroit for Michigan.

Apollo Trading has acquired foreign rights for the Desmond-Holmes series.

Selling Novelty Reels

E. M. Hopcraft, sales manager here for Heppworth has left on a Mid-West sales trip to sell a series of novelty one-reelers.

Sax on Sales Trip

Sam Sax leaves today on a sales trip through the East. “Black Lightning,” second of the Gotham series is finished, except for cutting.

The adaptation of “The Golden Bed” is practically completed by Jeanie Mack.
Why I Paid Big Money for TARNISH!

Because the stage play struck George Fitzmaurice and myself as one of the greatest love stories of every woman — different and distinctive. Because its dramatic climaxes, vivid and intense, stirred, startled and surprised. Because its piercing panorama of life is like a spark to the feelings, a light to the mind. Because it took New York by storm and played to capacity for one solid year. Because every dramatic critic hailed it as "The Great American Love Drama."

Yes, I paid big money for "Tarnish" — because it was worth more than I paid for it. And the greatness of this George Fitzmaurice Production proves its value to you. I stake my reputation on "Tarnish!"

SAMUEL GOLDWYN presents

The George Fitzmaurice TRIUMPH

TARNISH

ADAPTED FOR THE SCREEN BY FRANCES MARION
FROM THE FAMOUS BROADWAY STAGE SUCCESS
BY GILBERT EMERY

WITH May McAvoy, Marie Prevost, Ronald Colman and Harry Myers

A First National Picture
RED FLAGS

By DANNY

Being waved. By the independent producers. And distributors. Particularly by Joe Brandt. And Ike Chadwick. Who don't like the look of Satchko. And don't hesitate to say so. In plain, unvarnished expressions. Which. When boiled down. Look something like this:

They find the exhibitor—the so-called independent (whatever that is) exhibitor isn't keen about "independent" product: is going in for block booking; won't pay a decent price for pictures made by independent producers and see trouble ahead. If this doesn't change.

That Chadwick and Brandt see this isn't new. That it should alarm them—as well as all other "independent" producers and distributors—is natural. And right. Because if you don't think they have something to worry about you think again. They have, much to worry about. And here isn't a sign of anything to encourage them except this:

It is reported from several sources. That exhibitors are holding back. On block booking. Giving the reason that there are too many good pictures in sight. To tie up with any company. For 30 or 50 pictures.

Why Brandt and his brethren should talk right out is easy to understand. Last Spring they had yours truly talk to the organization. With which they are affiliated. If memory serves it seems to yours truly truly told them practically what they are now saying. And my good friend Sydney E. Griffin criticized the remark and said they weren't constructive. They weren't intended to be either constructive or destructive. They were intended to be—true the truth.

We have yelled about keeping open time. Until the vocabulary is exhausted. We have yelled against block booking. And will keep on. Because it won't do. Even though we admit. And agree. That from the distributors' viewpoint. It has many decent, honest reasons. Large distributors cannot exist. Except by block booking. Individual sales of individual pictures cost far too much.

(continued on Page 2)

Texas Faces Trouble

Legislative Flood Hits Theater Owners—M. P. T. O. Preparing for Active Campaign (Special to THE FILM DAILY)

Dallas—Anticipating a number of adverse legislative bills, the M. P. T. O. is at work trying to meet the situation. The state has been divided into its legislative district and a local chairman for each appointed. A state-wide meeting of these chairmen will be held shortly.

The M. P. Journal says there is plenty of promise that action will be needed. This paper predicts that the most dangerous situation exists with respect to rentals, having its opinion on the fact that feeling exists over the large and increasing amount of money leaving the state without any great

Coast Won't Talk

No Statement on Grand-Asher Deal—First Picture Finished Saturday (Special to THE FILM DAILY)

Los Angeles—Officers of the M. P. Directors Holding Corp. state that no action has been taken by them on the Grand-Asher deal for distribution of their proposed twenty pictures.

The first picture was completed on Saturday, and so far as can be observed here, the production schedule will be carried out.

Efforts to again reach Sam Grand and Harry Asher in Boston on the long distance telephone failed Saturday. Both were reported out of their offices.

Inter-Ocean Closes Banner Product B. H. Shoninger of Inter-Ocean has closed a deal which disposes of four Banner Prod. for Cuba.

Michigan Meets Oct. 14 (Special to THE FILM DAILY)

Detroit—The Michigan exhibitor unit will meet at Saginaw Oct. 14-15, a definite date having been set.

Profits $1,350,801

Famous' Six Months Statement Shows Earnings of $4.32 on Each Share of Common Stock

Net operating profits of Famous Players for the six months period ending June 28, 1924, totaled $1,350,801, according to a financial statement issued on Saturday.

After making the usual deductions and making allowances for the preferred, the report shows earnings on the common stock outstanding of $4.32 per share.

Another for Stanley

(Stated to THE FILM DAILY)

Philadelphia—The Stanley Co., in conjunction with Marcus Benn has purchased the Orient theater. The house will reopen Labor Day, considerably altered.

Weingarten Plans Another

Herman Weingarten, owner of a number of theaters in Brooklyn, plans another house for Jamaica, L. I. It will be located on the south side of Jamaica Ave. between 175th and 176th Sts.

Butterfield Still Buying

Lansing, Mich.—W. S. Butterfield has purchased the Colonial from Claude Cady. This gives Butterfield two theaters here, the Regent and Colonial, while Cady still holds two, the Capitol and Gladein.

Schenck Out

(Stated to THE FILM DAILY)

Los Angeles—Joseph M. Schenck has resigned from the West Coast Theaters Inc., and has disposed of his stock to Adolph Ramesh. Presence of Schenck producing interests is the reason.

After Pictures

Theater Owners Productions Formed

—W. A. True Interested in It

Theater Owners Prod., a New York corporation, has been formed in Albany by T. F. McMahon, attorney, who handles legal matters for the Theater Owners Dist. Corp.

The new company, according to William A. True, who is president of the T. O. D. C., has been organized to acquire pictures. True said Saturday that it did not necessarily follow that product acquired by the new company would be distributed by the T. O. D. C. He intimated that there were several deals under way.
Germany Declines
Production There Wanes Steadily
Since 1921—Large Producers Hit
(Special to THE FILM DAILY)

Washington—Discussing the effect of the Dawes plan on Germany, Warren L. Hoagland, Chief of the Specialties Division of the Department of Commerce, declares that production now is declining steadily.

He blames this on the internal condition of the Reich and, in part, declares:

"In 1922 the total output was 1,221, 280 meters, or, roughly, thirty-five per cent of the 1921 output; in 1923, the situation had become even worse, production dwindling to but 275,783 meters. The early part of the current year showed symptoms of revival in production, but the tendency toward improvement was quickly checked by the general business depression that has since become apparent throughout the industry.

"The large producers suffered the greatest loss in output during 1923. This was partly due to a consistent effort to produce films of high quality but lack of funds was the main factor in keeping down production. The output of the film producers of this class, which includes firms with a production in excess of 10,000 meters, totaled but 157,991 meters in 1923, as against 259,760 meters in 1922, a loss of 371,783 meters, or seventy per cent.

"The medium sized producers, which means firms with an output between 5,000 and 10,000 meters annual, were more successful in maintaining production. Film produced by such concerns amounted to 207,669 meters in 1922 and to 180,589 meters in 1923—hence a decline in 1923 of seven per cent."

Operators Request Increase
(Special to THE FILM DAILY)

Terre Haute, Ind.—Operators in the smaller houses here are asking a wage increase of twenty-five per cent and working hours reduced to six and one-half hours, according to a declaration by Ben Van Borsum, of the Crescent, Majestic and Savoy. The present contract between the operators and the theater owners expires Sept. 1.

West Coast Plans Another
Los Angeles—An issue of $350,000 West Coast Theaters, Inc., first mortgage, seven per cent serial gold bonds has been announced by Banks, Huntley and Co., the money to build a larger theater in San Francisco and one in Los Angeles. The first will contain offices, stores and an auditorium seating 2000.

Chicago Concerns Seek Refund
Chicago—Twenty-one exchanges are seeking to recover $1,000,000 which they declare has been overpaid into the city treasury owing to a misinterpretation of an ordinance governing the issuance of permits for films. The demand was originally made last July, when T. C. Montgomery of Universal took up the matter with Police Chief Collins. The findings in the elimination of the excess fees resulted.

Texas Faces Troubl
(Continued from Page 1)

contribution being made to the support of the State Government. There is a feeling on the part of the Texan State Teachers' Association that students largely support theaters and that theaters, in turn, do little to excite and foster "Finding relatively taxable revenues leaving the State permanently is an appealing field for the Texas Legislature to exploit. It is in with the peculiar psychology of Texas legislation," says the Journal.

Censorship also offers difficulties. New demands have arisen from the interests of the K. K. K., while salacious advertising has created many advocates of censorship.

$300,000 House Opens
The new Luxor, at 17th St. at the Concord, and owned by the Consolidated Amusement Co., has opened. Lester Evans is manager of this house, which seats 1500.

New N. Carolina House
(Special to THE FILM DAILY)
Mount Cairy, N. C.—W. H. Marion, proprietor of Victory, has begun construction of a new theater. There will be accommodations for 300 colored people.

TO SUBLET
Attractive corner office, new building, Broadway front, 1400 sq. ft. Will divide.
1650 Broadway, N. Y. C. Suite 701.
Telephone Circle 9033

PRODUCERS ATTENTION
Foreign Film Distributors
'AKRA SALES CORPORATION
130 W. 46th St.
Phone Bryant 5272
N. Y. C.

Specify
GOERZ
Raw Stock for QUALITY
Sale Distributors:
FISH-SCHURMAN CORP.
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The Sale of Your Stock
We Are Licensed Brokers
PROGRESSIVE FINANCE CO.
112-118 West 46th St.
New York
Phone, Blyt. 0231

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

Cameo Exhibitor, Inc.
52 W. 48th St.
New York

ROEBLING (Continued from Page 1)

Do not hallucinate.
On Broadway

Astor—"The Sea Hawk"
Broadway—"Love and Glory"
Brooklyn Mark Strand—"Fools in the Dark"
Cameo—"Messalina"
Capitol—"Secrets"
Cosmopolitan—"Janice Meredith"
Criterion — "The Ten Commandments"
Liberty—"The Thief of Bagdad"
Loew's New York—Today—"Broken Barriers"

Tuesday—"Paying the Limit" and "Daring Chances"
Wednesday—"Bread"
Thursday—"Missing Daughters"
Friday—"The Border Woman" and "Unseen Hands"
Saturday—"One Night in Rome"
Sunday—"The Wine of Youth"
Lyric—"The Iron Horse", beginning Thursday
Rialto—"The Covered Wagon"
Rivoli—"Lily of the Dust"
Strand—"Monsieur Beaucaire"

Next Week

Astor—"The Sea Hawk"
Broadway—Not yet determined
Brooklyn Mark Strand—"Monsieur Beaucaire"
Capitol—"Little Robinson Crusoé"
Cosmopolitan—"Janice Meredith"
Central—"The Man Who Came Back"
Criterion — "The Ten Commandments"
Liberty—"The Thief of Bagdad"
Lyric—"The Iron Horse"
Rialto—"Lily of the Dust"
Strand—"Flirting with Love"

Decide Against Sunday Shows
(Special to THE FILM DAILY)

Ocean City, N. J.—A move was started by the managers here to open their theaters Sundays, despite the existing law against such an act. Three lawyers were telephoned from Atlantic City for advice and instructions on how they should proceed. The attorneys finally advised the move, declaring that only fine and imprisonment would be the result.

Carroll Fights Tax Bill

Atlanta—When a ten per cent tax bill seemed imminent for the State of Georgia, W. H. Carroll of the Rivoli, rushed his personal attorney to argue against it at the hearing. The bill was reported adversely and now appreciative Georgia exhibitors are contributing to offset the expense incurred by Carroll.

Illinois Head Honored

Quad City, Ill.—The Quad City Theaters Owners Association, under Joseph Hopp, president of the Illinois M. P. T. O., a complimentary dinner, following which a business session was held, Demands of the stage hands and salary increases for musicians were discussed.

Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Puzzle Stunt

Charles Cohen of the Crescent in the Bronx, got his patrons interested in "Tornado" by offering free admissions to those who solved a "Tornado" puzzle which he had printed on a pink card and distributed at the theater, mailed out, and had piddled in the neighborhood.

The puzzle consisted of letters and figures arranged hit or miss from which the recipient of the card was to arrange a perfect sentence. Hundreds of answers were turned in and quite a number of free tickets were issued.

Guaranteed Laughs

Sunbury, Pa.—A guarantee that his patrons would get 250 laughs out of "Why Men Leave Home" and offering a new kind of money paid for the ticket at one cent for each laugh missed, was a stunt used by the manager of the Strand.

A card headed "Guarantee" was printed and circulated through the mails at the theater and from house to house. At the bottom of the card, after the refund offer of one cent for each laugh short of the total, was the note: "We reserve the right to send an exclamation to our medical expert for examination. The stunt raised a laugh and brought the picture forcibly to the attention of possible patrons.

Another stunt, small but amusing, was the distribution of a small envelope on the outside of which was printed, "One Reason Why Men Leave Home, Strand, Monday, Tuesday," with a single loose button in it.

Dan Cupid Exploited

St. Louis—A clever piece of circular material was devised and used by the Kings here to advertise the showing of James Kirkwood and Lila Lee in The Whispering Husband.

It was gotten up in the style of a doctor's prescription blank, size 3½" x 5½", on which was printed:

"Prescription for Women"
1. Make yourself pretty
2. Be a good listener
3. Never nag
4. Keep him well fed

These rules strictly followed, will positively cure all diseases of "Wandering Husbands,"
Dan Cupid, M.D.

These circulars were sent to a selected list of married women in St. Louis.

Drawing Contest Pulls

McKeesport, Pa.—A simple and inexpensive, yet effective exploitation stunt was put over by the Capitol showing of Baby Peggy.

The Capitol ran the following copy: Draw this picture of Baby Peggy and win a prize. Baby Peggy Drawing Contest. Seven prizes will be awarded for the best drawing of this picture of Baby Peggy. First prize, $5 in gold; second prize, $2.50 in gold; third prize, $1.00; fourth prize, 5 tickets to the Capitol to see Baby Peggy in "The Law Forbids"; fifth prize, 10 nickels; sixth prize, 5 nickels; seventh prize, 1 ticket. Contest is open to any child under 15 years of age.

"Newsmie" Extra

Lexington, Ky.—Earl Hall Payne, manager of the Kentucky, determined to get out big audiences for "The Woman on the Jury" in spite of the torrid days of mid-summer. To do it, he decided to issue a small newspaper rather than antagonize the editors of the local papers by redlining their editions.

The paper was but a half-page in size, with printed matter on but one side, but it was fitted out with glaring headlines, red ink, pictures and plants of "atmosphere." The "newsmie" ran through the streets yelling, "Extra! Extra! Grace Pierce acquitted by the woman on the jury," so that even those who did not take a copy of the paper heard at least the red headline, which was all that really mattered.

Marion Nixon will have the feminine lead opposite Hoot Gibson in "Let 'er Buck." Frank Campeau will be the heavy.

Auger Back With Vitagraph

Edward Auger has returned to Vitagraph as assistant manager. Before 1920 he was division manager for Vitagraph following which he operated exchanges and theaters of his own in Canada. He later became Continental representative for Fox in Paris.

Plan Censor Board

Seattle—Mayor Edwin J. Brown has taken steps for the reorganization of the present local Board of Censors, which he declares is a joke. It is proposed in the new draft to charge all distributors $1 a reel for inspection.

J. H. Hurschman With P. D. C.

Salt Lake City—J. H. Hurschman, formerly with Famous, now travels through Idaho for Producers Dist. Corp.

Sax House Near Ready

Janesville, Wis.—The theater being built for Saxe Bros., of Milwaukee, is rapidly nearing completion. This will make the fourth theater here.

Cost Brevities
(Special to THE FILM DAILY)

Hollywood—Victor Seastrom has finished work on "He Who Gets Slapped".

Robert G. Vignola is cutting and titling "Mrs. Paramore".

Chester M. Franklin has finished actual shooting on "The Silent Accuser" for Metro-Goldwyn.

CRANFIELD & CLARKE, Inc.
729 Seventh Ave., N. Y.
RELEASING Hepworth & Edwards Productions
Just released—
LILY OF THE ALLEY
starring Chrisse White and Henry Edwards
Releasing Sept. 1st
STRANGLING THREADS
starring Alva Taylor and James Carewe
TWENTY TWO NOVELTY SINGLE REELS
To be released at once

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION
HUNT STROMBERG & CHARLES R ROGERS presents

Priscilla Dean
THE SIREN OF SEVILLE

Story by H. W. Ryan
directed by J. C. RUGGLES

ORIGINAL PRODUCTION UNDER THE PRODUCERS DISTRIBUTING CORP.

HUNT STROMBERG

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
"Abraham Lincoln" - to lead is natural with picture. Abraham Lincoln, now on the third week, at the Temple, has the pole as far as the picture business is concerned in this city.

For this week, the First National, now on the third week, at the Temple, has the pole as far as the picture business is concerned in this city.

"Abraham Lincoln" - Boston's Leading Picture This Convention Week.
$540,246 Under '23

Famous Profits Slump for Six Months' Period—Look for Boom Last Half

Famous Players six months' earnings for 1924 published yesterday as $1,350,801.51 indicate a drop of $340,246.64 as compared with an identical period in 1923, when the profits reached the $1,691,048.15.

As noted, Paramount officials feel that their business is in for a tremendous spurt forward during the third and fourth quarters this year. They are so certain of the profits the company will roll up that peak business of 1920 is not considered outside the realm of possibility, despite the inauspicious showing of the first six months.

Comparison of the first six months' statements since 1921 show that profits have been declining steadily. The following table is interesting.

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<thead>
<tr>
<th>First Six Months' Profit</th>
<th>1921</th>
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Ford Plans More Films

Reginald Ford who produced "The Perils of Paris" starring Pearl White intends making more pictures. He has commissioned Edward Jose who directed the White picture to line up material and casts. The first picture will be made by Jose in Paris about Jan. 1.

M. P. T. O. Directors Meet

(Story to THE FILM DAILY)

New Haven—The board of directors of the M. P. T. O. are meeting at Louis M. Sagal's home at Brandywine, Conn. for a two day session.

Blue Won't Leave Warners

(Story to THE FILM DAILY)

Los Angeles—Reports around the studio state that Monte Blue would leave the Warners have been denied by both Blue and Harry M. Warner. Blue's contract runs for four more years.

Six For T. O. D. C.

Deal with Criterion Pictures—Dave Hartford to Direct "Little Pauper" The First

Coincident with the exclusive publication in THE FILM DAILY of the fact that W. A. True, of the Theater Owners Dist. Corp. had a number of deals under way for productions came announcement yesterday that the T. O. D. C. has closed a contract with Criterion Pictures, Inc. for a series of "Little Pauper" pictures.

Worthy

In Los Angeles County Hospital, mentally deranged, is a man formerly well known in the business. His wife is expecting a child very shortly. The family is destitute. A fund is very much needed. For the relief.

Checks may be forwarded either to Harry Rapf, care of the Metro-Goldwyn studio, Culver City, E. M. Krauss Mfg. Co., Candler Bldg., New York, or THE FILM DAILY.

"Lab" Deal Closed

Consolidated to Spend $250,000 on Improving Standard—Abrams in (Special to THE FILM DAILY)

Los Angeles—Consolidated Film Industries, Inc., of New York has closed for the Standard Laboratories, Inc. The deal was initiated in THE FILM DAILY several days ago.

Improvements to the extent of $250,000 will be made. Leonard Abrams will bring on from New York to take charge. He will be assisted by a staff composed of G. W. Yates, E. G. Patterson and Claude Balderidge.

Edward Erh will be director and chief technical advisor. When improvements are completed, the plant will have a capacity of 10,000,000 feet monthly. Herbert Yates closed the deal for Consolidated.

Cummings to Direct "Pandora" Los Angeles—Irving Cummings has been selected to direct "Pandora La Croix", which will be released under a different title. Milton Sills, Wallace Beery and a woman star will appear in the cast.

"Sea Hawk" Closes Sept. 7

"The Sea Hawk" will end its fourteen weeks' run at the Astor on Monday, Sept. 7, and next week will be transferred to the Strand.

Schencen On Releases

Coming East to Confer With First National—To Concentrate on Production (Special to THE FILM DAILY)

Los Angeles—Joseph M. Schencen will leave for the East in about ten days to confer with First National relative to future Norma and Car-

talame Milk releases.

His withdrawal from West Coast Theaters, Inc. promises a greater

Denial Registered

Kent of Famous Emphasis in Declaring Large Concerns Don't Inter-}

Change Data on Prices

A report was in circulation yesterday that Famous Players, First Na-

tional and Metro-Goldwyn were ex-

changing information as to prices paid by exhibitors in the Greater New York territory. This, in view of the situation which has developed because many exhibitors are holding back in their purchases for the coming season.

(Continued on Page 6)

Coast Arrivals Here

The Loew's party that attended the opening of the State, St. Louis last week arrived in New York yesterday. Mae Murray, Eleanor Board-

man, and Aileen Pringle came in for a few days.
All Set In N. W.

J. R. Grainger Places Metro-Goldwyn Output in Seattle and Portland Coming Home
(Special to THE FILM DAILY)

Seattle—James C. Grainger has placed the Metro-Goldwyn output for new season in Seattle and Portland first-runs. While here, Grainger closed a contract for a minimum of twenty-five pictures to play at a Jenkins and Von Herberg first-run and a second deal calling for twenty to play in Portland.

The deal with Jeness and Von Herberg also included an extended run for "Yolanda" here. With approximately half of the 1924-25 output in J. and H. theaters and the other half in the Blue Mouse theaters, Metro-Goldwyn is taken care of in two important Northwest cities.

Grainger has left for San Francisco and Los Angeles. From the latter city, he will return to New York.

Sawyer, Not Campbell Directing

Herbert Lubin of Associated Pictures Corp. denies that Webster Campbell is directing "Sandara." Arthur H. Sawyer is personally directing but Webster Campbell was engaged to assist on parts of the continuity.

Plans New Series

Jesse J. Goldburg is en route to Hollywood to select a male star to appear in a new series of Westerns which he declares, will be distributed by a prominent releasing unit.

Buys Washington, Pa. House

Sofferman's announced yesterday Al Gottesman, owner of the Strand at Sheanodon, Pa., and theaters in several other Pennsylvania towns has purchased the Capitol, Washington, Pa., a 1,700 seat theater.

Olcott Here

Sidney Olcott is in town from the Coast. Caryl Fleming and Fred Fleck, his two assistants came East with him.

"Captive Blood at Astor"

"Captive Blood," will open at the Astor theater Sept. 8 for a limited run.

Not Through Selznick

Despite an original announcement that the Rosemary Davies series would be distributed through Selznick, a statement from the producing company announcing the completion of the first, "Souls Adrift" declares no releasing arrangements have been made.

Inquiries at Selznick brought forth the statement that the company was "not interested."

New Policy at B & K House

Chicago—The Central Park, one of the suburban houses of Balaban and Katz, has been equipped with a new stage, allowing for vaudeville with the regular picture program. The house will run split-week bills.

$400,000 on Rebuilding

Chicago—Lubliner and Trinz are planning to spend $400,000 for reconstruction of their Pantomime and Senate theaters.

Jeffreys, "U" Division Chief

Cleveland—G. S. Jeffreys is here to make his headquarters as division manager for Universal, covering Cleveland, Columbus, Cincinnati, Indianapolis, Detroit, Charleston, West Virginia, and Canada.

Horor Reopens in Toledo

Toledo—H. C. Horon opened the Temple Saturday after being closed four weeks for repairs and re-decorating. The opening attraction was "Missing Daughters."

Carew in "Sandara"

Arthur Edmund Carew has postponed rehearsals for a stage production to appear in "Sandara."

Larry Semon has finished his first three reel comedy for Educational.

Schulberg Plans Eight More

Los Angeles—Eight productions are announced by B. P. Schulberg to follow "The Breath of Scandal." The first will be "The Triflers," the second will be "The Moongate;" the third a toss-up between "White Ma'i" and "When a Woman Reaches Forty." "Faint Perfume" will be fifth; "My Lady's Lips," sixth; "The Mansion of Aching Hearts," seventh and "Fruition," eighth.

THE SPATS IN HAL ROACH'S COMEDIES

"THEY DRAW BUSINESS"

Pathécomedie

Art Title Service

Special Photography

Trailers—Announcements

H. E. R. STUDIOS, Inc.

150 W. 46th St. Bryant 7273

Film Rights For Sale

"MELLOWING MONEY"

A five part serial in Everybody's Magazine GREAT part for young male star. Everything to make a first class picture.

JAY PACKARD

25 West 43rd Street Vanderbilt 1779

Bryant 7340

1540 Broadway, N. Y.

INSURANCE EXPERTS

TO THE THEATRICAL AND MOTION PICTURE INDUSTRY

GEVAERT RAW STOCK

DO YOU NEED

An expert Stenographer-Secretary, with knowledge of contract work and bookkeeping? Seven years motion picture experience. Reasonable salary. Box W. 401.

FILM DAILY

71 W. 44th St. New York
Fame! Sometimes it's built of rock and mortar. Sometimes it's woven of human substance, tears, laughter, sunshine, shadows. Jackie Coogan has become enshrined in the hearts of all audiences. He is as truly a National Institution as The Mint, The Statue of Liberty, The Woolworth Tower. Jackie's newest picture is one of the greatest works of entertainment ever offered to exhibitors.
MISSING as big as

SELCO Pictures Inc. Releasing
DAUGHTERS

it looks!

through

SELZNICK DISTRIBUTING CORPORATION
Denial Registered
(Continued from Page 1)
When questioned regarding the report S. R. Kent of Famous Players said:
"I have not heard this report previously. There is no such document to it. Not a grain, so far as Famous Players concerns us. We are not, and would not do such a thing. Nor would we be interested in this idea, even though others might be. As far as I know—and I think we should know any in the other concerns are doing it. When we reach a point where we can stand on our own, well that's another story."
Metro-Goldwyn likewise denied the report.

"Great Divide" Cast Picked
Los Angeles—The complete cast for "The Great Divide" which Regina Barker will direct includes Alice Terry, Conway Tearle, Wallace Beery, J. S. Pits, Huntly Gordon, Alan Forrest, George Cooper and William Orlandom.

Hollywood Theater Sold
(Special to THE FILM DAILY)
Hollywood—O. O. Hunley has sold the theater at 115 Hollywood Blvd. to W. W. Whetson, a former owner of a chain of theaters in San Diego, for $62,000.

Howard Joins Theater Circuit
Seattle—J. S. Howard, formerly with the Pickford-Fairbanks Studios, is now part of the Jensen-Von Herberg organization.

New One for Detroit
Detroit—A house constructed to seat 490 is being erected at Jefferson Ave. and Beechwood St. It is due to open in November under management of F. G. Allor.

"Sea Hawk" in Boston
Jack Pegler, handling the premiere of "The Sea Hawk" which opened at the Symphony theater in Boston last week, wired this publication that the advance sale at nine o'clock yesterday morning had reached $2,400. The theater seats 2,500. The sale ranges from fifty cents to $1.50.

Adams Will Reissue
Ferdinand H. Adams will reissue four features. Two, "Twin Paws" and "The A. B. C. of Love" star Mae Murray; the third, "The Million Dollar Doll," stars the Dolly Sisters and the fourth will be "The Thirteen Chair."

Six For T. O. D. C.
(Continued from Page 1)
six pictures.
The series will be released by the T. O. D. C. through Anderson Pictures, with physical distribution by F. E. O. The first picture will be directed by David M. Hartford and will be "The Little Pauper." Production is now in preparation and actual shooting will begin in two weeks. The series is expected to be a big one and profitable if the schedule is maintained, it will follow Pearl White in "The Perils of Paris" on the release list.

Foreign Advisors
E. E. Shauer Announces European Board To Facilitate Paramount Distribution
E. E. Shauer, director of the foreign department announces the formation of an advisory board to assist him in handling European distribution. This new board, the first session of which was held yesterday, has as members heads of the principal European Famous Players organizations.

Fox elevates Graham, managing director of the British organizations will act as chairman and Ike Blumenthal, special representative, is secretary. Other members who will assist Shauer to discuss trade conditions were Adolph Caso, general manager of the Berlin organization, Val C. Oes, Scandinavian representative. Others will be added as new distributing units are created. It was decided to make the advisory board a deliberative body in which decisions will be reached by vote.

It is expected that important additions will be made to Paramount's long list of European offices in the near future.

Policy Change in Des Moines
Des Moines—The Strand has changed from a recent split-week policy to that of a full-time picture program. Some of the new pictures will be held for ten-day runs. The first five of these will be "Monsieur Beaucaire.

Raymond at Rialto, Wash.
Washington.—Charles Raymond, assistant general manager of the Universal is now generation, manager of the Rialto, succeeding William Moore, who resigned to take up a new line of business.

"Commandments" in "Legit" House
(Special to THE FILM DAILY)
Cleveland—"The Ten Commandments" will have its local engagement at the Ohio which has always been a high class legitimate house. This will be its first picture.

Crandalles Offers Bargain
Washington—Crandalles' Central has inaugurated a bargain matinee each day except Saturdays, Sundays and holidays. The price of admission will be fifteen cents.

Join Cleveland Vitagraph
(Special to THE FILM DAILY)
Cleveland—L. D. Soletter, formerly with First National, and Dick Dentich, with Schneick, are both with Vitagraph.

Gayety Changes Policy
Milwaukee—The Gayety has closed its summer picture season and is back to a burlesque policy.

Cleveland Exhibitor Robbed
(Special to THE FILM DAILY)
Cleveland—Fred McEachen of the Storck, was held up the other night and relieved of his evening's profits.

Suit Over Tom Mix
For Seeks to Restrain Art Mix Prod. —Spent $350,000 Boosting Tom Is Claim
(Special to THE FILM DAILY)
Los Angeles—Fox Film has filed suit in the Superior Court seeking to restrain the Art Mix Prod., Arthur B. Schaefer, as Art Mix is doing, from trying to impersonate Tom Mix and attempting to confute the public with a series of Art Mix pictures.

Producers to have spent $350,000 in advertising Tom Mix and, tells what a strong drawing card he is.

Changes in Seattle Mart
Seattle—G. G. Maxey, former manager of First National has been made Washington sales representative for Vitagraph. A. R. Mac Mullen formerly with Metro is now representing Producers Dist. Corp. in the Portland and Oregon. K. C. Hill, former P. D. C. manager has joined L. K. Brin.

New Cleveland Theaters
Cleveland—The inception of the fall season here will be marked by the opening of several new theaters. The Ohio Amusement Co.'s Garden, on West 25th St., opens Thursday. The East 79th St. Hough Theater, built by M. B. Horowitz, head of the Washington circuit, is slated to open soon.

Schubert-Michigan Changes Policy
Detroit—By selling its lease to a burlesque circuit, the Schubert-Michigan is out of the first-run field and definitely ends reports that the theater would enter into first-run competition. The name of the house has been changed to the Cadillac.

McVicker's Gives Prize
Chicago—McVicker's has announced a prize of $100 in addition to that offered by the Photoplay Magazine for a title for "The Story Without a Name," which Paramount has produced.

Mac Mullen Leaves Milwaukee
Milwaukee—Manager Roy C. Mac Mullen of the Merrill has resigned to become manager of the Oakland Square in Chicago. Mac Mullen will be succeeded by A. J. Meiningar.

Schenck On Releases
(Continued from Page 1)
concentration on production on his part.

It is not believed here that Schenck's contemplated visit carries any special significance in view of the length of time involved to complete existing contracts.

Flour Negro House Report
Owensboro, Ky.—Manager Ralph Russell of the Strand Amusement Co.'s local theaters denies that the Grand will be used exclusively as a negro house.

Demands Threaten House Policy
Syracuse—An ultimatum reported to have been reached by Keith's vaudeville house here inlets that the house will remain closed or turned into a picture theater if the workers persist in their demands.

Harris Signs Niles Welch
Los Angeles—Elmer Harris will now make "The Girl on the Stairs," featuring Patsy Ruth Miller. Niles Welch has been engaged to play the lead. Prod. Dist. Corp. will release.

"The Thief" in Frisco
(Special to THE FILM DAILY)
San Francisco—"The Thief of Bagdad" is in its opening week at the Columbia. Douglas Fairbanks representatives state the advance sales totaled $4,000.

Coast Brevities
(Special to THE FILM DAILY)
Hollywood.—Jack De Yac has finished work in "Manhattan."

"Vanity's Price" is being cut under the supervision of B. P. Fineman, for F. B. O.

"Lefty" Flynn is suffering from water on the knee, holding up production on the first Flynn-Garson production for F. B. O.

Jacksonville, Fla.—W. R. Lehman, formerly booker for First National at Atlanta, is now booking for F. B. O. here.

Devil's Lake, N. D.—Smith and Tribble will open the State on Sept. 10.

IF YOU WANT
COME IN
AND TALK
IT OVER OR
WRITE US

EAST RIVER NATIONAL BANK
Broadway at Forty-first Street
(In the heart of the Times Square District)
Interests Dissolved
Cranfield and Clarke Acquire Hepworth's Share in American Distribution—12 Features Ready
W. F. Clarke of Cranfield and Clarke, Inc., who returned from England a short time ago closed a deal over there that compnay complete control over the sale of Hepworth product in this country and in Canada. Until now, the parent company which is incidentally in the English bankruptcy courts had a say in business dealings here.

Aside from the Hepworth pictures, of which there are twelve ready, Cranfield and Clarke will distribute several American pictures and a series of twenty-one one reels. The Hepworth series includes: "Lily of the Alley," "Strangling Threads," "A Soul's Awakening," "The Pipes of Pan," "Mist of the Valley," "John Forrest Finds Himself," "Mr. Justice Raffles," "The Amazing Quest," "The Crimson Circle," "Lunatic At Large," "Speak No Evil" and "Comin Thro The Rye." Distribution is via state rights. To date the following territories have been sold: Greater New York and Northern New Jersey; New England; Michigan and Northern Minnesota; Northern Illinois, Indiana and Southern Minnesota; Western Pennsylvania and West Virginia; and Eastern Pennsylvania and the District of Columbia.

Lopez to Give Dinner
Vincent Lopez will be host at a dinner on the Pennsylvania Roof Thursday night. Motion picture editors will be present to meet Lopez who is about to make his introduction into this industry as conductor of the "Famous." Robert Lissman will be toastmaster.

Ince May Direct
(Special to THE FILM DAILY)
Los Angeles—Thomas H. Ince may direct "The Last Frontier," if he decides to do so, it will be his first picture in some time.

Beery in "Mr. Wu"
(Special to THE FILM DAILY)
Los Angeles—Noah Beery may be cast in "Mr. Wu." Famous will reduce.

O'Toole Aids on Sunday Shows
(Special to THE FILM DAILY)
Columbus—M. J. O'Toole came here, following the Milwaukee convention to meet the executive committee of the Ohio M. P. O. for a conference on Sunday closing. O'Toole gave the committee a number of pointers on how to meet the situation.

Loew's Warwick Reopens
Loew's Warwick, Fulton and Jerome Sts., has been reopened yesterday with a straight picture policy. Matinee admissions are ten and fifteen cents with a quarter at night. The theater showed pictures and vaudeville last season.

Bristol Theater Sold
Bristol, Conn.—A transaction has been concluded whereby the building is owned by John M. Lilly and William A. Tracy, to Daniel A. Peters and Morris Stroh.

The Ballins Eastbound
(Special to THE FILM DAILY)
Los Angeles—Mabel and Hugo Ballin are en route to New York, where they will remain at the Algonquin for one week. They will then return to the Coast. Miss Ballin has just finished the lead in "The Great Chicago Fire."

Columbia Deal With Arrow
Columbia Film Service, Inc., Pittsburgh has contracted with Arrow for 26 "Great Westerns," consisting of eight Ben Wilson's, six Yakima Canutt's, and twelve Dick Hatton's. Columbia also secured four features with Ashton Dearholt.

Arrow has also sold "Days of '49" to Progress for Wisconsin and "Riders of the Plains" to Progress of St. Louis for that territory.

Not Whaling Film
(Special to THE FILM DAILY)
New Bedford, Mass.—Commenting on the report appearing in THE FILM DAILY that Whaling Film planned another picture to follow "Down to the Sea in Ships," the Morning Mercury states:

"A New Bedford corporation has been formed to produce pictures, but it has no relation with the Whaling Corp., that produced 'Down to the Sea.' That corporation was formed for the definite purpose of preserving the whaling adventure in pictures and it is not contemplated further activities.

Theater Changes
Sioux City, Ia.—Fred E. LeComte has been appointed manager of the Orpheum to succeed William J. Slattery.

Fort Collins, Colo.—Manager M. Kravez of the American reports that remodeling of his house is progressing rapidly.

Holdrege, Neb.—DeForrest Swanson, for many years manager of the Iris, has bought the house from Max Kravetz.

Cedar Rapids, Ia.—Mrs. Elvya C. Hudson has reopened the Garden.

St. Cloud, Minn.—Billy B. Watson has reopened the Sherman after remodeling.

Sananna, Ia.—John Leu has purchased the Fulrath O. H. from J. D. Fulrath.

Minneota, Minn.—George Benson has purchased the Community.

Storm Lake, Ia.—J. A. Liercke is the new owner of the Empire, which he purchased from E. M. Tracy and W. C. Skiff.

Appleton, Wis.—A new ventilation system has been installed at the Bijou.

Chicago—The Mohawk, on the North Side, has been purchased by a furniture house, which will remodel it for mercantile purposes.

Trinidad, Colo.—Hindered by ill health, B. B. Himan disposed of the Strand to Kohn and Fairchild.

Sharon, Pa.—The Colonial is dark while undergoing repairs. It will open about Sept. 1.

Elmira, N. Y.—After being dark while repairs were being made the Majestic opened with new carpets and orchestra pit.

Bay Shore, N. Y.—The Regent has re-opened after undergoing repairs.

St. Augustine, Fla.—M. F. Estes, has taken charge of the Jefferson, following resignation of Verne E. Johnson.

Portland, Ore.—G. S. Smith has announced the opening of his new theater, the Granada.

Tipper Lake, N. Y.—J. F. McGovern of the Ponds Theater Co., declares that his new theater will be ready Oct. 1.

Litchfield, Minn.—C. E. Schnee is taking over the operation of the Unique. E. V. Fried is the former operator.

WILL STRIKE ON THE INDEPENDENT MARKET SOON
"BLACK LIGHTNING" WITH "THUNDER"
THE MARVEL DOG
SUPPORTED BY CLARA BOW

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION
HUNT STROMBERG & CHARLES R. ROGERS presents
Priscilla Dean_ The Siren of Séville

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

GEORGE FITZMAURICE!
Your picture "Cytarea—Goddess of Love" had an all-star cast.
Our picture hasn't got a Plaster of Paris cast, neither, especially our vampire.
The war cry of the Specials!

HOUSE SOLD OUT!

"SECRETS" "ABRAHAM LINCOLN" "THE SEA HAWK"

They're shouting it now "SUNDOWN" and "THE LOST WORLD" will be doing it soon

For it's always Fair Weather for the exhibitor who has a FIRST NATIONAL CONTRACT
SERVICE
By DANNY
The big job. For every exhibitor. In towns large as well as small. Cannot do too much of it. And it pays the biggest of dividends. In good will. Mike O'Toole continues to hammer this home. To his state units. And he is right. The M. P. T. O. of A. will get a lot further. And accomplish much more for Mr. Exhibitor. By fighting this through. Than anything—almost—that can be tackled.

Once you "sell" your public on the house the rest is easy. Then if the picture isn't as good as it might be—and that is often the case—it makes little difference. Because the folks will think of your place as an institution. As part of their lives. And what you show is secondary. To how you show it. And the rest of things.

Once you get the folks at home behind you. Supporting you. The rest is easy. And you never can tell where it will stop. You can have their support. Their power. To fight all the things that are constantly needing fighting.

Just imagine what strength such support would give—and will give—when you want to fight taxation. Sunday closing or censorship? And right now. At this moment. There looms in a number of States a definite taxation program. You'll see it develop in fact. Between next January and March.

You'll have a lot of time to build that good will. By service. Between now and then. The quicker you get to it the better. The more quickly you make friends of your patrons, the better. You'll need all their help. And more. If the proposed taxation looms up. In your State. And don't forget it.

Just taking money away from picture fans isn't the answer. With some of the pictures you will have—or might have—that part of the program is a cinch. But what is more important is this: that you make your folks feel glad you are running a house. FOR THEM. In other words you are simply the custodian.

So get to this SERVICE idea. And stick to it. Like a fly on a gummed

(Continued on Page 2)

Old Tickets Good
Exhibitors Can Use Present Form Until Oct. 1—Extension Means Saving
(Special to THE FILM DAILY)
Washington—Thousands of exhibitors throughout the country will benefit by a decision announced yesterday afternoon by the Treasury Department to the effect that they may continue to use, until Oct. 1, the form of admission tickets which they have been using until now. The old form will be discarded, however.

This extension of time was secured by the Hays office and will mean a substantial saving for exhibitors, as millions of the old tickets remain unused.

Hays at A. M. P. A.
Will release talkies. Hays will address the A. M. P. A. Thursday at what is expected to be one of the largest and most important meetings yet held by that organization. Harold Lloyd will also be present.

Griffith Sails Sept. 6
D. W. Griffith has booked passage on the Sycamore sailing from Southampton for New York on Sept. 6. The company he took aboard may return a week earlier.

Russell Signs Wesley Barry
Russell Prod. of Chicago has signed Wesley Barry to appear in a series of twelve costly pictures next fall. The first has been started in Hollywood. They will be known as Royal Prod.

Lyons Cast for "So Big"
Ben Lyon left Monday for the Coast where he will play opposite Colleen Moore in her first stellar vehicle for First National, "So Big".

De Mille on Third Bank Board
Los Angeles—Cecil B. de Mille is now an executive of three banks. He has just been elected a director in the Bank of America, and is already vice-president of the Commercial National Bank of Los Angeles; in active charge of the Hollywood branch, and a director in the Bank of Italy.

War In Ottawa
(Special to THE FILM DAILY)
Ottawa—A merry little theater war is on as a result of the withdrawal of Marcus Loew and the decision of directors of little Otta Theatre, Ltd., to lease the house, seating 2,600 to B. P. Keath.

(Continued on Page 2)

Up To Operators
T. O. C. Won't Grant Increase—
Gives Union Until 2 P. M.
Today to Decide

A meeting was held at the T. O. C. C. Monday night between the Labor Committee of that organization, and the Wage Scale Committee of Local 306 under Col. Reegan, representing Commissioner of Labor Shientag, in a final effort to reach an understanding on the question of renewal of contracts.

At the request of the Committee, both sides were asked to present final propositions. The operators' committee refused to make any further proposition than their previous one of thirty per cent increase, and the reduction of a maximum of 36 hours per week.

(Continued on Page 10)

Boston Unsettled
(Special to THE FILM DAILY)

Boston—Another meeting of officials of the M. P. Operators' Union and local theater managers was held yesterday.

It is understood new agreements have been reached insofar as the mutu-

(Continued on Page 10)

New B'way Theater
May Be Part of 15 Storey Office Building Going Up Near the Palace Theater

A deal is expected to be closed tomorrow involving the inclusion of a 500 seat theater in the plans for a fifteen storey office building to be erected at 1558 Broadway, between 46th and 47th Sts.

The plan is to build a house something like the Cameo and on the same intimate style. The entrance will be through the office building, entering from the Broadway side.

Andrew J. Cobe, at present managing the Lyric is handling the detail for a syndicate, the personnel of which is keeping secret at the moment. It is certain that pictures will be shown, but whether it will be a popular-priced theater or one designed to cater to a higher-class patronage is a point yet to be determined.

The same group, interested with Cobe in this project will probably build a picture theater at Broadway and 69th St.

Finlayson Returns
Jim Finlayson, Roach comedian, has returned to New York en route to the Coast from Scotland to begin work on Labor Day.
5 Series Of Shorts

Felix, Comedies, "Memories" and Travel Films by Winkler
List

Margaret J. Winkler will release a total of eighty short subjects during 1924-1925. The line-up includes five series of short reels. There will be twenty-four of "Felix the Cat" cartoons, each one a reel length. The Alice Comedies, in one reel will comprise a second series of twelve; The Regular Kids" comedies are six in number, each in two reels; the "Music" series, twelve reel dramas, will total twenty-six; one reelers.

Net Levine, general sales manager leaves tonight on a five months' sales trip of the entire country. He will visit every key city before his return to New York.

Jernberg Heads Manitoba Ass'n
(Special to THE FILM DAILY)

Winnipeg—Helmer Jernberg, manager of the Province, was elected president of the Manitoba M. P. Exhibitors' Ass'n, succeeding Walter P. Wilson. W. Law, manager for Universal, continues as vice-president, representing exchanges and R. Kerns, secretary.

Condemn Pine Bluff House

Pine Bluff, Ark.—The Orpheo, has been condemned by the building inspectors and will be torn down in the near future.

Second Banner Series Sold

Banner Prod. has sold Simmonds-Kann Enterprises, Inc., entire foreign distribution on its second series of four, to be produced by Ben Verschlier on the Coast.

New Orleans,—Fred Martin, formerly manager of the Sudekum theater in Nashville, has joined Southern States Film Co., as manager of the local office.

Worthy

In Los Angeles County Hospital, mentally deranged, is a man formerly well known in the business. His wife is expecting a child very shortly. The family is destitute. A fund is very much needed. For the relief.

Checks may be forwarded either to Harry Rapf, care of the Metro-Goldwyn studio, Culver City, E. M. Krauss Mfg. Co., Candler Bldg., New York, or THE FILM DAILY.

War in Ottawa

(Continued from Page 1)

Following the announcement that Keith would operate the house with a combination policy, N. L. Nathan-son of Toronto, of Famous stated that Famous was proceeding with a new Capitol theater on a downtown site already acquired. This was interesting in view of the fact that there had been some negotiations for the Lowe theater for weeks past.

The Keith Canadian circuit also has the Frankline, here, secured from Harry Bureau, for another year. Famous has the Regent, the lease on which runs for two or three more years.

Zanft in Calgary

(Special to THE FILM DAILY)

Calgary—John Zanft of Fox, has arrived from New York. Credence is placed in the possibility that Fox will establish a permanent producing unit at Calgary or in the vicinity of Banff. A Fox cameraman has also been taking pictures of "locations" which are being sent back to New York City to assist in the deliberations.

INSURANCE

We have been handling Motion Picture and Theatrical Insurance for the past fifteen years and are in a position to handle any proposition—big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway.
N. Y. C.
Bryant 3049

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

HUNT STROMBERG & CHARLES R. ROGERS present

Priscilla Dean
The SIREN OF SEVILLE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

Rayart Get Reporter Series

W. Ray Johnston of Rayart has closed with Bob Horner Prod., of Los Angeles for a series of six stunt pictures based on newspaper reporter stories. The first has already been completed, is called "Midnight Secrets" and stars George Larkin. Edward Small's offices represented Horner in the negotiations.
PRESENT

JANE NOVAK
FAIRE BINNEY
DAVID POWELL
KENNETH HARLAN
BRADLEY BARKER

BANNER PRODUCTIONS INC.

IN

"THE MAN WITHOUT A HEART"

DIRECTED BY BURTON KING

BANNER PRODUCTIONS Inc.
1540 Broadway   New York

Foreign' Distributor: Inter-Ocean Film Corp. 18 West 42nd St., N. Y. City
PRISCILLA DEAN IN "THE SIREN OF SEVILLE" A SENSATIONAL SUCCESS AT PREMIER SHOWING CALIFORNIA THEATRE, SAN FRANCISCO

IT HAS TO BE GOOD TO MERIT THE FOLLOWING:

"Paul C. Mooney, Vice President,
Producers Distributing Corporation,
469—5th Ave., New York

"Priscilla Dean's first Hunt Stromberg production 'THE SIREN OF SEVILLE' opened here Saturday to smashing record breaking business. Sunday even greater in proportion, and a hold-out matinee at this moment on Monday. Everything points to a record breaking week. Consider this the best thing Miss Dean ever did and a production worthy of playing any theatre in this country. Newspaper critics gave this picture one of best send-offs that any picture has had in many months in San Francisco. The supporting cast is excellent and the production praiseworthy in every respect. We are looking forward to her next picture 'A CAFE IN CAIRO'. Hunt Stromberg is entitled to all credit possible for a real money getting production.

Herbert L. Rothchild Entertainments
CALIFORNIA THEATRE,
Nat Holt, Manager"

THE PROOF OF THE PICTURE IS IN THE SHOWING

NOW BOOKING

Released by
PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Newspaper Opinions

"Lily of the Dust"—F. P.-L. Rivoli

AMERICAN—Dimitri Buchowetzki has made a production of "Lily of the Dust," a little room for unfavorable criticism.

BULLETIN—it is one of an unappealing succession of pictures which goes for climax to climax and is marked by an unresolved ending.

DAILY NEWS—But Pola Negri deserves better things to make faces about, though I suppose that the habit of making the line and sinker, the gaudy and quite suitably, has something to do with it. And, yes, there are some good character parts among the incendiary and gorse-loving patriots and commoners amused at the sight.

EVENING WORLD—it is not, in our judgment, immediately clear, vaguely annoying, ranks well up in the force of those there has been in this country. The attractive style is given ample opportunity to run the whole gamut of emotions, and we must admit that it is one of the greatest entertainers in the screen.

TELEGRAPH—The picture failed to give her much opportunity to perform in what seems to have been so short.

POST—** * gives her plenty of opportunity to express the inner emotional nature of her character. ** * * * * *

Under the direction of Dimitri Buchowetzki it comes to the screen with a distinct Continental flavor in its details, but the dramatic moments and the values of the parts are not realized. The story, like the book, is yarn, but not quite as bad.

TELEGRAM—She acts it well. She looks the part, and Pola Negri, as Miss Lili Dumas, is marvellous. The story is an appeal to the heart.

The manuscript, "The Song of Songs," which is Lily's soul story, which furnishes the inner theme of the whole story, is never even mentioned.

TELEGRAPH—Although * * * * * a gem from the viewpoint of direction and the sincere acting of the three principal players, it is marvellous work by the inimitability of some of its sequences and its improbable ending. Pola Negri will have many admirers by her sincere performance as Lily in this partly-directed portion which is for the most part a stirring entertainment.

TRIBUNE—In fact, we think "Lily of the Dust" is a vastly interesting picture, beautiful to the eye and splendidly directed.

The story is not unlike "The Song of Songs." ** * *

WORLD—Most of the work which she has undertaken here is along the line of that which she has turned out in her preceding American picture plays. It is far more attractive and important than the things she is used to express. She needs a good play, and the need is quite urgent.

"Messalina"—F. B. Cameron

AMERICAN—Just between you and me and the gnat, the film production may be all right, but give me the good old American brand of drama and I'll take it all over these foreign importations when it comes to technique, good photography and unity of story.

HULLITEN—Not since "Cahill" has a film to the screen. F. K. Keeling, who ambigous play of "Messalina." ** * *

The film as a spectacle is remarkable, indeed. The story moves rapidly, something which most historic films do not do. The captions are important. ** * *

DAILY MIRROR—"Messalina" is an interesting drama. It deals with the story of "The Women's Hour," a fascinating and engaging little tear-jerker. In the film, the story of the little gatehouse in the Roman arena, ** * *

DAILY NEWS—Then in the work, the film is famous. There are few ripples that disturb the water gently and subtly, cues, and some good character parts are evident in the scenes, Ray Griffith and Jeanette Dumas.

EVENING WORLD—It is not, in our judgment, immediately clear, vaguely annoying, ranks well up in the force of those there has been in this country. The attractive style is given ample opportunity to run the whole gamut of emotions, and we must admit that it is one of the greatest entertainers in the screen.

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THE FILM DAILY

Ball to Close "Movie Season" (Special to THE FILM DAILY)

Los Angeles—A ball at the Ambassador will close "Great Movies Season" tonight.

Universal Changes Titles

Universal will release "The Husband of Edith" as "The Lightning Lover." "Honey's Howl" now in production will be released as "Jazz Parents."

Craver Plans Charlotte House

(Special to THE FILM DAILY)

Charlotte, N. C.—R. D. Craver, in association with W. M. (Bud) Moore, Felix Hayman and R. D. Craver, will build a modern theater here early in October, completion of which is expected by Christmas.

Three in Leonard Series

The main title of the Benny Leonard series which are being handled by Ginsberg and Willy is "Flying Fists," and each two-reel subject, will be shown to the public. The first number is "Breaking In." Bott number two, "Hitting Hard," and bott number three, "Soft Muscles."

Canadian Mfg's Transferred

(Special to THE FILM DAILY)

Edmonton, Alta.—Walter P. Wilson, former manager of the Winneg Island, has been appointed manager of the Capitol, succeeding J. Buchanan. Wilson is succeeded by A. Meade, who has leased the house. Bert Cramer, former manager of the Metropolitan, Winnipeg, has been appointed manager of the Strand, at Calgary.

Conklin Not in "Lab" Deal

Frank G. Conklin who has been in charge of the New York office of Standard Laboratories which have been taken over by Consolidated is not included in the merger. He intends handling distribution for independent producers. Conklin is receiver for Preferred Pictures Corp.

Blumenstock Succumbs Palmer

Morton B. Blumenstock has relinquished duties as editor of The Chicago Daily, the famous theater department house organ to handle trade paper publicity. He succeeds Sam D. Palmer, who has resigned after a number of years' service with Paramount. Jack Barry takes over Blumenstock's old duties.

Marmont in "Broken Laws"

Los Angeles—Percy Marmont has replaced Ramsey Wallace in "Broken Laws." The cast now includes Mrs. Wallace, Reid, Jacqueline Scientine, Virginia Lee, Corbin, Arthur Rankine and Joan Standing in support. R. William Neil will direct. Shooting starts in a few days.

Jennings will have a part in "The Lost Chord," a new Whitman Bennett Prod, Dagmar Godowsky is also in the cast.

New York Chicago Hollywood

Rothacker Laboratories

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ELMER PEARSON!

The News—"Sees All—Knows All!" But a partner in this moving picture vampire business "Sees Everything—Knows Nothing."

IN HOLLYWOOD

From Cloaks and Suits to Filming "Beasts."

COMMING SOON
RECEIVED AT 54 West 45th St., New York

NA574 55 2 EXTRA

HARRY SCOTT

LOSANGELES CALIF 2

PATHE 35 WEST 45 ST

WE HAVE JUST CLOSED WITH THOS H IN

OF CHARLES RAY IN DYNAMITE SMITH AT

WITH CHARLEY IN THE TYPE OF ROLE

A SENSATIONAL RUN REGARDS

CHARLES H WU
1924 AUG 22 PM 7 10

30P

YORK N.Y.

FOR WORLD PREMIERE SHOWING

THE CALIFORNIA THEATRE STOP

MADE HIM FAMOUS AND A

F A DEAD MANS HEART WE EXPECT

CALIFORNIA THEATRE.
You’ll see it in every theatre on every Main Street in the world
Orlando Edgar Miller presents

"The Bowery Bishop"

Produced by Rellimeo Film Syndicate
Directed by Colin Campbell
A SELCO PICTURE

Distributed by SELZNICK DISTRIBUTING CORPORATION
New N. W. Theaters
(Special to THE FILM DAILY)
Seattle—The Pacific Northwest is brushing up for the fall season. A number of new theaters have been opened with the local season scheduled for September. The new Everett, considered by many, the finest house in the entire territory, is scheduled to open Friday. Pilz & Swanson are the owners. D. G. Inverarity, will be manager. The Moore Amusement Co.'s new house at Olympia, Wash., will open Saturday.
The new Liberty, Puyallup, Wash., D. Constanti, owner, opened a week ago when he opened another similar house in Summer.
S. R. Stalup's new Community, 36th and M. Streets, Tacoma, is in its second week.
W. W. Armstrong has plans for a $50,000 house on the southeast corner of 24th ave. and East Lynn Stt., in the suburbs.
John Danz will call his remodeled Class A theater on Third Ave., just off Pike St., the new Danz. He will have a first run policy and charge 25 cents. Seating capacity will be increased by one hall giving almost 5,000 seats. Work is being pushed for an October opening.

Up To Operators
(Continued from Page 1)
The Labor Committee of the T. O. C. C. in a final effort to comply with the Commissioner's request, made the following proposition:
"To renew all their present contracts with Local 306 for a period of three years: the first year to be at the present scale of wages; the scale for the second and third years to be determined by arbitration."
This offer was confirmed at a meeting of the Chamber yesterday, and a preliminary acceptance was made upon same until two o'clock today.
In the meantime, the T. O. C. C. states that there will be no difficulty in filling the plans 306 eligible. He will and plans have been perfected so that there will be no interference with the running of the theaters.

Boston Unsettled
(Continued from Page 1)
Sicilians and stage hands are concerned. However, there is an understanding between the three Boston locals that no one organization shall sign the new contracts until all are satisfied and prepared to sign. In consequence one organization present is holding up all three from reaching agreements with the picture and burlesque houses.
It is understood that the hitch with the operators committee is over the refusal of the executives to grant their demands for $65 for a six-day week, with Sunday work at the rate of double time, instead of time and one-half, as at present, with $45 a week. The men's representatives are insisting on attaining their full demands.
Business Agent James F. Burke and Joseph Rosen, of Local 182's wage committee are back from New York where they sought to arrive at an amicable understanding with the owners of Boston theaters.

Theater Changes
Martinsville, Ill.—The Opera House has been purchased by John Snyder.
Mound, Ill.—S. E. Pertle has sold the Lyric to S. H. Elias of Cairo.
Mount Pleasant, Ia.—E. S. Perkins, who operated the Lyric in Casey, Ill., is now in charge of the New Temple here.
Edgewood, Ill.—Owning the general business depression that prevails here the Eagle is running on Saturday nights.
Carrier Mills, Ill.—The Knox has closed down temporarily. It is expected to re-open some time in September.

Bradentown, Fla.—The Palace is the latest theater to open.
Macomb, Ill.—Work has been started on the new theater being built for this town by Wilbur Wetzel. It will be completed by Jan. 1.

Trinidad, Colo.—The Strand has been closed, except Saturdays and Sundays, to allow for work on alterations.

Kingston, N. Y.—The Shadowland, owned by the Shurter Theater Co., has been sold to Charles Ougelot and John Spadero.

Price, Utah—The Eko has been sold by C. Moll Stringham to Salvanitis Bros., owners of the building.
LaGrange, Ga.—R. E. Golden has bought out the interest of his partner in the Golden.

Fort Payne, Ala.—D. V. Brock is operating the Belle, seating 365.

Union Springs, Ala.—Under the new regime of Mrs. L. H. Forsyth the Strand has had its name changed to the Grand.

"U" Renovating Bridgeport House
(Special to THE FILM DAILY)
Bridgeport, Conn.—The Davie's is being renovated by its new owners, Universal Pictures Corp., and will be known henceforth as the Cameo.

New Ten Cent House Planned
(Special to THE FILM DAILY)
St. Louis—It is also expected another house with a 10 and 25 cent admission will open in the Washington Ave., territory shortly. The closing of the Columbia at 6th and St. Charles makes ample room for another popular priced house down-town desirable.

Cowan Left $28,189
(Special to THE FILM DAILY)
Toronto—James W. Cowan, late manager of the Grand left an estate of $28,189, according to the probate of the property. Cowan had been associated for years with Ambrose J. Small.

Putting It Over
Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Party for "Twenty-Oners"
New Haven, Conn.—When the Olympia played "Twenty-One," the theater did the logical thing in giving a special matinee for young men and women of twenty-one years of age. The idea was originated by Manager Harry (Ted) Browning and its success was due to the diplomatic way in which he executed his plans.

Newspaper aid was essential and this time the New Haven Union was called into play. Its opening article, sponsoring the matinee, gave quite a resume of the picture. There was only one condition to the invitations. The Oklahoma had been pushed at the Union office for identification. It made up quite a nice mailing list for the paper and theater of the latest citizens and home owners. Birth certificates were asked for.

Vaugh Pulls a "Wow"
Memphis, Tenn.—An effective campaign was that carried out by Howard Vaugh, director of Loew's Palace, in connection with the showing of "Miami." The campaign was inaugurated with a liberal use of pictorial paper and advance newspaper publicity. A thousand special one-sheets, advertising Julia Dawn's bathing girl review, used as a prologue for the picture, were posted weeks ahead.

The lobby of the theater was transformed into a miniature bathing beach, which stopped traffic in front of the Palace. A tie-up was effected with one of the largest department stores in Memphis, which got a lot of additional newspaper space for the showing. The result of this comprehensive campaign was a record breaking box office receipts for the entire week.

Auto Tag Brings "Em In"
When it comes to getting into your theater, the auto tag stunt is still doing the trick and in a most efficacious manner at that, according to reports from Houston, where the stunt was used to exploit "The Reckless Age" at the Rialto.

The cards which were tied to the steering wheel of all autos were printed in black on a bright red background, and contained a list of ironic don'ts which ended with: Don't miss "The Signal Tower," let the other fellow do it. The paper was then stapled to the theater and dates of the showing.

The management reported that the stunt pulled well and it is understood that several people brought the tags to the box office with them. The cost is very little and distribution easily accomplished.

Dinner to Michael Friedman
Schencadity, N. Y.—Friends of Michael Friedman, manager of the Albany, tendered him a dinner to celebrate his entrance into the producing end of the business on the coast. His affiliation is announced.

AN INDEPENDENT THUNDER BOLT
"BLACK LIGHTNING"
WITH "THUNDER"
THE MARVEL DOG
SUPPORTED BY
CLARA BOW

CHROMOS TRADING COMPANY
1123 Broadway
Financing for
PRODUCERS
THEATRE OWNERS
FILM LABORATORIES
Personal, confidential service and convenient terms are the reasons for our success
Try Us Sometime

Suite 1207-8
Phone Watkins 4522
Last Week—McLean's Good Business at California, $15,200 with "Never Say Die"

Douglas McLean in "Never Say Die" at the California for two weeks, seems to be following in the footsteps of Harold Lloyd as far as the theatregoers here are concerned. The business at this house, due to an unusually large advertising and exploitation campaign, got off to a big start at the beginning, and held up throughout the initial week.

Estimates for last week:
California—"Never Say Die" (F. B. O.) (2,000; 25-85), Douglas McLean. Scored best strike and business first week most satisfactory at $15,200.

GREAT RACE IN L. A. LAST WEEK

Los Angeles, Aug. 19.

Estimates for last week:
California—"Never Say Die" (F. B. O.) (2,000; 25-85). Doing best business for second week of any attraction in this house during present season. $10,000.

"Never Say Die"—Asso. Exhibitors
California, Los Angeles
(Week Ending Aug. 9)

DAILY NEWS—*** contains all the thrills of Harold Lloyd's comedy, "Safety Last," and a breezy romance, that has tremendous heart appeal. *** is photographically done to the queen's taste.

HERALD—Yards and yards of laughs, if such a metaphor is permissible, permeate "Never Say Die." Willie Collier's well known stage play.

RECORD—Here is a consistently good farce, produced by a consistently good farcer and his gang of consistently merry men.

TIMES—To the person who is searching for a racy, spicy comedy, packed full of human interest and humorous situations, *** "Never Say Die," starring Douglas McLean, will be more than satisfactory.
LIST' to Mae Tinee
and what she shouted in the Chicago Tribune about

"FLIRTING with LOVE"
Colleen Moore and Conway Tearle
Adapted from LeRoy Scott's great novel "COUNTERFEIT"
Directed by JOHN FRANCIS DILLON

"She draws record crowds!
They're shaking hands
with themselves over at
the CHICAGO.
They brought them they tell me, the biggest days receipts they have ever had."

and that's the kind of pictures
you get with the FIRST NATIONAL CONTRACT for next season
Stability In Films

Industry Not "Spoiled Child" Any Longer, Says Nat'l Bank of Commerce

The National Bank of Commerce, one of the important financial institutions that has never, until this time, paid any particular attention to motion pictures has prepared a review of the financial structure of this business. Much of the review will be published in a subsequent issue, but among the highlights, appears the following:

"Until 1923 the motion-picture industry was the spoiled child among American industries, spending lavishly as it pleased on more and more costly productions. This condition was not permanent."

The bank says that "spectacular super-productions of the million-dollar class magnify the risk which the producer runs, and they will never be a finished print, the distributor of the industry. For a year or longer the producer must lose interest on his capital which is tied up in the pictures or pay interest on loans before profits begin."

Referring to the "lack of cost control" which brought the industry to a crisis in 1923, resulting in drastic retrenchment by several companies, the bank says:

"Only gradually is the motion picture business gaining recognition as a proper field for the placing of bank funds. Until the past year the two factors which were said to control loans. **At present this condition is changing. Bank officers have been invited to join the directorates of larger film companies, and the modifying of speculative features in the industry is resulting in a less distrustful attitude on the part of the banks."

Angling For Release

Feelers Out for Directors' Picture, "Her Own Money" Which Grand-Asher Was To Handle

It is understood from the Coast that the M. P. Directors' Holding Corp., which is scheduled to turn over twenty pictures to Grand-Asher for release has put out a number of feelers for distribution of "Her Own Money," which Paul Powell completed last week.

One company, generally placed in the "independent" class but having an excellent distribution system has been asked by wire if it is interested, but in view of the fact that no one has seen the picture, there is no word as to whether holding off is holding on a definite reply.

Agnes Ayres is starred in "Her Own Money."

Exxtls Service


In a detailed report issued yesterday of the ground covered at the summer meeting of the board of directors of the M. P. T. O., held in Brattleboro, Vt., on Monday and Tuesday, M. J. O'Toole told how the organization is extending its public service work.

O'Toole reads letters from President Coolidge, Secretary of War Weeks and others commending the actions of the M. P. T. O. in offering police protection to them. He told the directors of how he has been attending meetings of Rotary and Kiwanis clubs in order to spread the M. P. T. O. gospel.

Among the resolutions adopted was one attacking the extension of non-theatrical centers through the efforts and assistance of producer and distributor agencies, and another expressing opposition to the practice of "forcing upon exhibitors a more extended run of pictures than the

(Continued on Page 2)

Hearing Postponed

Garrison Charges Against Officials of Selznick Go Over A Week—Talk of Settlement

The hearing of the charges brought by Murray Garrison, producer, against W. C. J. Doolittle and other officers of the Selznick Dist. Corp., for alleged larceny in connection with "Broadway Broke," was postponed yesterday at the West Side Court, to try it in the 39th St. Court. The postponement was caused by the absence of Judge Levene who heard the original complaint, and who will not serve until next week. It was reported yesterday, following the postponement, that efforts were being made to bring about a settlement.

Acquires Four Kansas Houses

(Kansas City—Capitol Enterprises has been ordered by the Municipal Court of Kansas City to pay $6,000 to H. S. Peak, former employee of the Leopold and Peoples at Chanute, Kansas, and also the Wareham Theater at Manhattan, Kansas."

Tilden in Pictures?

Afternoon papers reported yesterday that William J. Tilden, the tennis champion may enter pictures.

Three New Ones in Montana

Butte, Mont.—Reports of new theaters in this part of the state show the following openings: Happy Hour, Bear Creek; Opera House at Lame Deer; and the Orpheum at Fairhaven.

250 "Peter Runs"

Major Cities to Show Picture Simultaneously Week of Dec. 28—Tie-ups Announced

Paramount will release "Peter Pan" the week of Dec. 28 simultaneously in 250 major cities throughout the country. Already plans are under way to carry this out.

In the Dec. 27 issue of The Saturday Evening Post, a two page spread in color will list the theaters. The exploitation force will be organized to reach a maximum of effort two weeks before the runs start. A tie-up has been arranged with the manufacturers of Peter Pan Children's Clothing, 26 W. 17th St. serving 5,000 dealers all over the country with and with the makers of Peter Pan Dresses. The Peter Pan Fountain Pen Co. has agreed to urge co-operation of its 30,000 dealers, including department stores, jewelers, (Continued on Page 2)

Deadlocked

Operators Fail to Answer T. O. C. Ultimatum—Circuits Still Dickering

Long past two o'clock yesterday, the time limit set by the T. O. C. for final dealings with the operators' union, no word had been received by the exhibitor body relative to the union's intentions.

Representatives of the Reel Club and the rival organizations for local No. 306 thronged the T. O. C. rooms all during the day, signing contracts for 1924-1925. It was reported that about seventy-five members of 306 had decided to abandon the old organization in favor of the Reel Club. In the meantime, efforts to bring about a settlement of some kind continued, although no apparent progress was made in that direction.

It is understood that one important circuit owner, who belongs to the T. O. C. has already signed with outside operators, and that, at the direction of the board, the candidate will be asked to close with the Reel Club. T. O. C. members are understood to resent the rejection of their last offer which called for a three year contract. No increases were to be granted the first year, but the second

Famous Common Drops Sharply

Common dropped sharply yesterday, closing at 79 7/8, a drop of 3 1/4 points over Tuesday's close. The Evening Post, in commenting on the trend in the stock said:

"Further pressure came into Famous Players, and it was Street opinion that earnings might be running a trifle too close to dividend requirements."

Prod. Dist. Signs Hoffman

(Special to THE FILM DAILY)

Los Angeles—Renaud Hoffman has been placed under contract by Prod. Dist. Corp, to direct a minimum of four features a year, according to report.

No one could be reached at Prod. Dist. Corp. late yesterday for verification of the above.

Goldwyn (British) Closing

(Special to THE FILM DAILY)


Signs Vera Reynolds

Los Angeles—Vera Reynolds has been signed to a long-term contract by Paramount, as a result of her work in "Feet of Clay."
40 Two Reelers
Planned by Artclass for State Rights
—Weiss Closes Deals on Trip

Los Angeles—Louis Weiss is expected here from Salt Lake City
day to confer with Lester F. Scott, Jr., producer of the Buffalo Bill, Jr., and
Buddy Roosevelt series which Artclass handles.

Weiss will make arrangements for two series of two-reelers, twenty
each in group for state rights release.

Louis Weiss has been on the road on an extensive sales trip. He has
sold the following territories on the Buffalo Bill and Buddy Roosevelt series

Plaque for Sydney Cohen
The board of directors of the M. P. T. O. A., have presented Sydney S. Cohen with a handsomely engraved gold plaque, set in a case of solid mahogany. The inscription is highly complimentary.

Another for Pasmezoglu
St. Louis—Hector M. E. Pasmezoglu, owner of the Criterion, Congress and Delmar has purchased the Yale
700 Minnesota Ave., with a seating capacity of 600. The acquisition was made in the name of the Super Theaters Corp., the holding company for Pasmezoglu's interests which have also acquired the Plaza theater building on Ettel Ave.

250 "Peter" Runs
(Continued from Page 1)
drug store and gift shops, Russell Moon, Chicago exploitation representa
tives has tied up with a new Peter Pan product, to be announced shortly.
This company intends spending $100,000 in association with the pro
posed Paramount picture.

Smoke, But No Fire
(Special to THE FILM DAILY)
St. Louis—Smoke caused by friction on a broken leather belt caught around a pulley in the engine room entered the auditorium of the new State and caused some uneasiness among patrons. However, the smoke was not dense and the show continued without interruption. There was no fire.

Fox to Make "Brass Bottle"
Los Angeles—Claire Adams has been signed to play a featured lead
opposite Edmund Love in "The Brass Bottle" for Fox. The story, an adaptation of the novel by Joseph Louis Vane will be directed by Jerone Storm.

Fire Razes Theater
Morton, Wash.—Fire that swept the business district here and caused damage to the extent of $5,000, utterly
destroyed the Arcade.

Garrick to Show Picture
San Francisco—A report emanating from theater row here intimates that the Garrick, on Ellis St., near Filmore, next door to the Princess, has been bought by a syndicate and will soon be opened to the public with pictures.

Christoffers Leaves Associated
Portland, Ore.—The entire office staff presented Leo H. Christoffers with a silver pen and pencil, when he severed connections with Associated Exhibitors.

New Home for Columbia
(Special to THE FILM DAILY)
St. Louis—Columbia Pictures Corp., is now functioning in new quarters in the Plaza Theater Bldg., Barney Rosenthal is manager.

Colman in Fitzmaurice Film
Los Angeles—Ronald Colman, one of the leads in "Tarnish" will appear in George Fitzmaurice's new picture.

Synchronized Chartered Here
(Special to THE FILM DAILY)
Allan—Synchronized Pictures, a Delaware company has been author
ized to transact business in this State.

"Iron Horse" Opens Tonight
The "Iron Horse", first of the Fox specials to reach Broadway opens ton
ight at the Lyric.

14 Companies at Fox
Los Angeles—Fourteen units are at work at the Fox plant. Tom Mix is making "Teeth" and "The Dead
wood Coach" at the same time.

Alice Lake will have the featured role in "The Lost Chord".

Quotations
High Low Close Sales
East. Kod. 112 110½ 110½ 1,400
F. P. L. 81 78½ 79½ 3,130
do. pid. 95½ 95½ 95½ 100
Gev. 115½ 115½ 115½ 100
Loew's 17 17 17 200
Warner's Not quoted

A Correction
Due to a typographical error in the advertisement of Banner Prod. ap
appearing in yesterday's issue, the ad

Exepts Service
(Continued from Page 1)

business requirements of the territory make necessary. In this connection, the
claim is advanced that enforced long runs compel the exhibitor to
carry pictures beyond the period where they possess a box-office value.
As possessors of foreign and representatives of other
Continental exhibitor bodies will be

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COME SOON
PRODUCERS DISTRIBUTING CORPORATION
HUNT STROMBERG & CHARLES R. RODGERS PRESENTS
Priscilla Dean, the SIREN OF SEVILLE
Paul M. de Vilmorin directed by JEROME STORM and HUNT STRONBER
produced by the FOLK ART PRODUCTIONS, INC. presented in regular Sunday, 7:30 P.M.
HUNT STROMBERG

As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way N. Y. C.
SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

CHARLEY CHASE
"KNOCKING 'EM DEAD" IN HAL ROACH'S 1 REEL Pantomedy
HATTIE DELARO
Playing the mother to MARION DAVIES in "JANICE MEREDITH"

The Standard of the Industry
2337 Head Office, 710 N. Y. C.
Bryant 6501-6502
CORPORATIONS ORGANIZED & FINANCED
Capital Raised Through The Sale of Your Stock
We Are Licensed Brokers PROGRESSIVE FINANCE CO. 220 WEST 42 ST NEW YORK Phone, Brt. 0231

DU RAY FILM PROTECTOR CO.
"DURAFILM" AUTHORIZED
220 WEST 42 ST. NEW YORK
PHONE "CHICKERELL" 2037
Held Over for a Second Week on Broadway

“LILY OF THE DUST,” Pola Negri’s latest, is sure knocking the bad weather for a goal at the Rivoli, New York, this week. Pouring rain on Monday and boiling hot the rest of the time, but it hasn’t cut into the mid-Winter business the Rivoli is getting. In fact the box office is doing so well that the picture is being held a second week. You know

It MUST Be Good

“LILY OF THE DUST” has already had tremendously successful runs at the California Theatre, San Francisco, and the Metropolitan, Los Angeles. It’s pretty generally agreed that nothing Pola Negri has ever done can touch it!

The Critics Agree:

“This is what I call acting! This is by far and away the best work Miss Negri has done in America.” (Chicago Post.)

“By far the best thing she has done.” (Los Angeles News)

“Pola Negri lives the story, giving a better account of herself than in any picture made in Hollywood.” (New York Times)

“A vastly interesting picture, beautiful to the eye and splendidly directed.” (New York Herald Tribune)

“She is the same sparkling, flashing actress that took this country by storm.” (New York Daily Mirror)

“Lily of the Dust’ has unusual power and force.” (New York Mirror)

Adolph Zukor
Jesse L. Lasky
present

POLA NEGRI
in
“LILY OF THE DUST”

One of the FAMOUS 40

Dimitri Buchowetzki Prod. From Sudermann’s novel and play by Edward Sheldon. Screenplay by Paul Bern.

A Paramount Picture
Deadlocked
(Continued from Page 1)
and third year scales were to be determined by arbitration. This was rejected by the union.

The large circuits who do not belong to the T. O. C. C. and who have been conducting separate negotiations in conjunction with Broadway theaters have not reached any decision. They are understood to be definitely opposed to any increase and insistent upon a board of arbitration.

St. Louis Unions Win
Operators, Musicians, Stage Hands Get Increases There—Some Admissions Up
(Special to THE FILM DAILY)
St. Louis—A victory for the unions here has resulted in wage increases for 1924-1925 being granted to operators, musicians and stage hands.

Operators will now secure increases ranging from $10 to $12.50 per week. Where former salaries were $50, they will now be $67.50, while those who formerly were paid on the $70 scale will get $85.

Musicians who were paid from $33 or $45 per week with an additional $12 for matinees were given increases of twenty-five per cent. The in large first-runs, the situation now exists where some musicians earn as much as $150 per week.

Insofar as stage hands, electricians and property men are concerned, increases of from $5 to $10 per week have been granted. The old wage scale ranged from $50 to $60 per week, but the new scale calls for a flat rate of $65 per week.

No Strike In Boston
Settlement with Operators Assures Uninterrupted Performances
In Hub City
(Special to THE FILM DAILY)
Boston—The Allied Theaters of Massachusetts and the Boston Managers' Ass'n have made peace with operators. There will therefore be no strike here.

After a conference at the Colonial theater, Robert G. Larsen president of both the Allied Theaters and the Boston Managers' Ass'n, in the presence of Judge J. Albert Brackett, counsel for these organizations, made this announcement:

"The Allied Theaters of Massachusetts and the Boston Managers' Ass'n have had several conferences with the musicians, stage employees and operators' unions, and have arrived at an adjustment entirely satisfactory to all parties concerned."

No amplification of the statement could be obtained, either from the managerial side or from the wage conference committee of the union. Just what the terms of settlement were among the three crafts will not be made known until after the special meetings of the respective organizations.

Similar agreements had been reached between the theater executives and the Boston Musicians Union, and the Boston Theatrical Stage Employees No. 11.

Fight Films
Leon Britton who has been making the specialty of filming fights in and around New York is returning from Europe on the Leviathan, bringing with him, it is understood, a new camera that he will use in making pictures of the Firpo-Wills fight at Boyle's Thirty Acres on Sept. 11.

The film cannot be placed in general release, but in order to handle New Jersey sales, Penner's Prod. Inc. Britton's distributors have opened an office at Jersey City.

Britton will also film the Villa-Genaro fight at Henderson's Bowl, Sept. 4. These pictures can only be shown in this State.

New Russell Titles
Russell Prod. declares the title of the second Sable Prod. is "The Courageous Coward" and the cast, Mary Mac Laren, Jackie Saunders, Jake Mower, Wilfred Lucas, Earl Metcalfe, Murdoch Mac Quarrie. The second of the Ermine Prod. is "His Own Law." Jack Meighan is starred.

15 Year Fight Ends
(Continued from Page 1)
the aldermen switched and by a vote of 7 to 3 the Sunday ordinance was repealed. It was this measure that the Mayor vetoed.

This Sunday will mark the second time theaters will open here in fifteen years. Pana is a town of about 6,000 population, south of Springfield and Decatur and about equally distant from both.

New Theater Unit for Rome, Ga.
Rome, Ga.—The Rome Enterprises has been organized to build and operate a new theater here that is calculated to cost $30,000. Plans are being drawn by C. K. Howell.

COMING SOON

ADOLPH ZUKOR!
Why is it in this business every time we have an argument, it costs for villains five dollars, for lights fifteen dollars and for vampires twenty dollars? Without reducing the arguments, how can we reduce the overhead?

IN HOLLYWOOD
From Cloaks and Suits to Filming "Beasts."

PRISCILLA DEAN IN "THE SIREN OF SEVILLE" A SENSATIONAL SUCCESS AT PREMIER SHOWING CALIFORNIA THEATRE, SAN FRANCISCO

"Paul C. Mooney, Vice President, Producers Distributing Corporation, 469—5th Ave., New York

"Priscilla Dean's first Hunt Stromberg production 'THE SIREN OF SEVILLE' opened here Saturday to smashing record breaking business. Sunday even greater in proportion, and a hold-out matinee at this moment on Monday. Everything points to a record breaking week. Consider this the best thing Miss Dean ever did and a production worthy of playing any theater in this country. Newspaper critics gave this picture one of best send-offs that any picture has had in many months in San Francisco. The supporting cast is excellent and the production praiseworthy in every respect. We are looking forward to her next picture 'A CAFE IN CAIRO'. Hunt Stromberg is entitled to all credit possible for a real money getting production."

Herbert L. Rothchild Entertainments
CALIFORNIA THEATRE, Nat Holt, Manager"

NOW BOOKING
Released by
PRODUCERS DISTRIBUTING CORPORATION
Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
THE JOE

By DANNY


Suggestive press sheets and publicity stunts pretty well shunned. By advertising men as a whole. Few individuals go off on a tangent. Once in a while. As a rule, and class, publicity men usually take care of things. As they should be.

Hays is right. In his desire. To get the advertising and publicity men to be more careful. He's right. When he says "some of these things (the publicity ideas suggested) would be funny (the gang laughed at lots of them) if they weren't suicidal." It isn't quite as bad as that. But giving the enemy ammunition isn't good business.

So there has been any slip-up. Any laxity. Check up. Boys. Get things right. Chief reason your houses have agreed with Hays. To get things right. And if you go wrong. Perhaps the gate. So reason a bit. When the temptation comes. As it does. With some of these.

Suit In 'Frisco

Strand Claims Right to Show "Yolanda"—Warfield Theater There Restrained

San Francisco—"Yolanda" is the bone of contention in a legal battle now being waged by the Strand and Warfield.

Both houses claim a prior right to exhibit the picture and the Strand has secured a restraining order against the Warfield opening with "Yolanda" tomorrow. In court yesterday, A. S. Newburgh represented Metro-Goldwyn and Henry Brandenstein appeared for the Strand. James R. Grainger, head of the Eastern sales division of Metro-Goldwyn and J. E. Flynn, district manager in the San Francisco territory, appeared as witnesses.

The Strand claims to have a contract for all Goldwyn-Cosmopolitan pictures and showed that output all of last year.

Hugo Ballin

Hugo Ballin is in town from the Coast, having completed "The Prairie Wife" for Metro-Goldwyn. His visit primarily concerns the publication of several novels he has written. They are "The Broken Toy" and "Woman at the Door." He has another in mind, "Night Lights." "Menjou in "The Swan"

Adolphe Menjou will come to New York when he concludes his role in "Forbidden Paradise," to play opposite Elsie Ferguson in "The Swan.

"Beaucaire" Closes Tomorrow

"Monsieur Beaucaire" closes its three weeks run at the Strand tomorrow night, and will be replaced by "Flirting With Love."

Still At Odds

Operators and T. O. C. C. Can't Get Together—Meet with V. M. P. A. Today

There were no developments in the operators' situation yesterday. From neither side were there any statements.

It is understood, however, that 306 operators had entered upon negotiations with individual members of the T. O. C. C. for individual settlements while at the T. O. C. C. negotiations were continued with Reel Club members.

Local 306 will hold a meeting with the VandeVille Managers' Protective Ass'n today. It is possible that a settlement involving the larger circuits and the Broadway theaters will then be reached.

Ingram Going Abroad

Leaves Shortly to Make New Picture for Metro-Goldwyn—May Be "World's Illusion"

Whatever differences, if any, that have existed between Rex Ingram and officials of Metro-Goldwyn have been settled. It is understood that the director will leave very shortly for Europe where he will make a picture for the organization.

It is believed that the production planned by Ingram will be "The World's Illusion." He will use the title of the novel by Jacob Wasserman.

Chaney in "The Monster"

Los Angeles—Chaney will play the title role in "The Monster," Roland West will direct.

Paramount Office in Holland

Paramount will open a new exchange at Amsterdam, Holland on Sept. 1. M. Pezzar, formerly with the Brussels office will be in charge.

Technicolor in Henley Film

Los Angeles—Mabel Julliet Scott, Edward Coonelly and Warner Oland have been assigned important parts in Technicolor's production of "So This Is Marriage," now being filmed at Metro-Goldwyn. The scenes will be photographed in natural colors by the Technicolor process.

Gothic Buys "Paris After Dark"

Los Angeles—Gothic Pictures has purchased "Paris After Dark," directed by Emil Forst, as the second starring vehicle for Evelyn Brent, for release through F. B. O. Casing on her first, "The Prude." Will commence in a few days.

14 In The Spring

Universal's New List Ready—First Half of 1924-1925 Product Sixty

Universal announced yesterday a group of fourteen Jewel's beginning Jan. 1 and running through the Spring. This series will follow the present group of twelve. They will include three with Reginald Denny, two with House Peters, two with Virginia Valli, two with Mary Philbin and five with all-star casts.

The first is "The Price of Pleasure," starring Virginia Valli and Norman Kerry, and directed by Edward Sjoman. The second is Reginald Denny in "The Lightning Lover," directed by William Sclater, "The Nightship," is third. It was directed by

(Continued on Page 2)

(Continued on Page 2)

(Continued on Page 2)

All In Accord

A. M. P. A. Resolution Supports Hays Move to Keep Publicity and Advertising Above Reproach

Two man-sized talks—from Will Hays and Arthur Brisbane—made notable yesterday's luncheon of the A. M. P. A., which, incidentally, served as the ninth anniversary of the formation of that organization.

At the conclusion a resolution was adopted pledging whole-hearted support of the movement inaugurated some months ago. Hays in regard to the prevalent type of story and play not becoming the prevalent type of picture, and with the attitude of the Western Advertisers on the subject of harmful type of publicity.

A tremendous crowd packed the grill room of the Boulevard to hear Hays. At the speakers table were Hays, Arthur Brisbane, Harold Lloyd (who incidentally received a great round of applause when he said Lloyd had never made, nor would ever make, a picture that everyone could not see with pleasure, and take all the little ones) Eugene Zukor, Harry Schwalbe, Eddie Eichmann of First National, Dave Berns and John Rock of Vitagraph; J. D. Williams, Ritz Carlton, and many other notables.

A. M. P. A. Resolution

That A. M. P. A. has developed from a meeting of 18 men nine years ago, of what had been accomplished by the organization and Hays followed. He pointed out that of 660 features released last season about 50 merited some criticism and six were "bad." "And with that proportion we should not be criticized," he said. "But the six contain the cynicide, the poison, from which trouble comes." He told of how ninety per cent of the world's supply of pictures came from America, and declared picture making an "essential industry" in this country.

"Messalina" Held Over

"Messalina," will be held for another week at the Cameo.

Inspiration Susie King

Inspiration Pictures, Inc., has filed suit against Susie King, seeking to make King live up to a contract which, it is claimed, calls for seven more pictures.

Monday, Sept. 1 being Labor Day and a legal holiday, there will be no issue of THE FILM DAILY published.
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Quotations

High Low Close Sales
East. Kod. 1105 1105 1105 100
F. P.—.... 804 784 794 6,800
do. p.... 95 94 94 300
Goldwyn ....... Not quoted
Lowney's .... 1407 1407
Warner's .... Not quoted

Quotations

THE JOB

(Continued from Page 1)

"baby-doll" pictures. And step on the thought.

Incidentally Harry Reichenbach's argument: that a film's "Life of Christ" is being syndicated in 16 newspapers. While "Flaming Youth" was syndicated in 1,100. Should mean something. If newspaper editors are supposed to—and do—guess what the public wants.

Woman Exhib. Champ Golfer

Grand Haven, Mich.—Mrs. Hunter Robbins, owner of the Robinhood, surprised spectators at the women's open golf tournament in the Grand Haven Country Club, by walking off with first prize.

Exclusive's Fall Plans

Detroit—Dave Mundstuk, proprietor of the Exclusive Film Co., announces that his pictures for the coming season include six Lester Connel features, three Eddie Polo features, four Franklyn Farnums, and four Stan Laurel comedies.

Barry in "Little Outcast"

Wesley Barry's first picture for Russell Prod. will be "A Little Outcast." Russell left yesterday for Hollywood.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1831

14 In The Spring

(Continued from Page 1)

Herbert Blache and features James Kirkwood and Madge Bellamy. The fourth just started on the Coast starts House Peters.

The fifth is "Moonlight Kisses," starring Mary Philipbin. Sevid Gade, is directing "Married Hypoeriors," the next release, was written especially for the use of Pauline Frederick and Laura La Plante. It is nearing completion under direction of Clarence Brown.

Virginia Valli in "Up the Ladder," is the next release, being made by Edward Sloman to be followed by "Jazz Parents." The tenth release is Reginald Denney in "Oh, Doctor," which Harry Pollard is directing. Clarence Buddington Kelland's story, "Miracle," which will be released as "The Stairway of Hope," is the tenth. Edward Lasken will direct.

Mary Philipbin will start next week on "An's An Idiot." "Head Winds," by A. M. Sinclair Will, the second House Peters production, is on the list. Reginald Denney in "California Straight Ahead," an original story by Byron Morgan is the thirteenth. It will be directed by Harry Pollard. An all-star production of Fannie Hurst's "Oats for the Woman," directed by Herbert Blache will be the fourteenth to be released the middle of July.

Gertrude Olmstead is the newest member of the ever growing list of Metro-Goldwyn-Mayer featured players.

IF YOU WANT

Your coupons cut and deposited
Your dividends received and deposited
Your securities safe-guarded
Your rents collected and repairs supervised
Your investments analyzed
To save some of your income
Your reinvestments made
To make a trust fund now for yourself or another
Advice about your Will
or
Relief from your financial cares

COMING SOON

WELCOME STRANGER

from the great Broadway play by
AARON HOFFMAN

with
JAMES JOYES
MILLARD MILLS

BELASCO PRODUCTION COMPANY

THE PRODUCESS DISTIRIBUTING CORPORATION

They have been coming together for a year and a half—now they're coming in full stride.

EVANS LABORATORIES, Inc.
Developing—Printing—Titles
1476—Broadway
Telephones Bryant 9330-33
Be the FIRST IN YOUR TOWN to show these pictures! Millions are now reading about the Prince of Wales and what he will do during his visit! Thousands will flock to see him in person on every possible occasion. And millions will be keen to see him on the screen!

C. Earl Wallen, Official Staff Photographer of the International News Reel is absolutely the only news reel man now on board the Berengaria which is bringing the Prince of Wales to this country. He will have the only news reel made of the voyage!

There will be a great feature showing of these exclusive pictures on Broadway on Saturday, August 30th, the day after the Prince lands. International News gives you the benefit of this big send off FREE, as part of its regular service.

Make a big feature showing of this Universal International News Reel in your town and cash in big on the vast amount of publicity which will center around the Prince of Wales as soon as he reaches this country. Wire or telephone your Universal Exchange now and make sure of a quick showing of this special attraction.
Purely a personal view

But-

"THE LOVER OF CAMILLE"

From the David Belasco Stage Success "DEBURAU" by Sacha Guitry

MONTE BLUE
MARIE PREVOST
WILLARD LOUIS
BRANDON HURST
PIERRE GENDRON
WINIFRED BRYSON

Directed by HARRY BEAUMONT

WESTERN TELEGRAPH

CLASS OF SERVICE | SYMBOL
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TELEGRAM | BLUE
DAY LETTER | NITE
NIGHT MESSAGE | N L
NIGHT LETTER |

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

The filing time is shown in the date line on full-rate telegrams and day letters, and the

Received at
5089 68 NL
HOLLYWOOD CALIF

ABE WARNER
1600 BWAY NEW YORK NY

SHOWED THE LOVER OF CAMILLE TO SPECIAL WOULDC BE A CRIME TO SEND THIS PICTURE PRODUCTION STOP WE SHOULD BY ALL MEANS AT LARGE WHAT IT REALLY IS STOP IT IS BEEN OUR GOOD FORTUNE TO POSSESS STOP GET BEHIND THIS PICTURE AND PUT IT PUT OVER STOP WIRE ALL EXCHANGES WH
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If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

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**AUG 24 1924**

DIENCE LAST NIGHT STOP HONESTLY IT TO EXCHANGES JUST AS A MERE SCREEN LET BEHIND THIS ONE AND TELL THE WORLD E OF THE GREATEST PICTURES IT HAS EVER FAR SURPASSES BEAU BRUMMEL SO LETS AS NO OTHER PICTURE COULD POSSIBLY BE HAVE SAID REGARDS

H M WARNER

---

we'll risk our reputation on your agreeing with "H.M."
Omaha Aroused

Boulevard Theater Bombed—Union Suspected But Officials Deny Probe On

(Special to THE FILM DAILY)

Omaha—The Film Board of Trade is expected to meet Monday to discuss the attempted destruction of the Boulevard, 3305 Leavenworth St., with a bomb or dynamite.

The house is managed by J. F. Bredin and for the past two years has been operated as a non-union house. Bredin has offered a reward of $1,000 for arrest and conviction of the guilty persons. That destruction and perhaps intimidation was the purpose of the explosion rather than robbery is his belief.

Officials of unions interviewed by detectives declared they did not believe the explosion the work of a union man and declared positively it was not sanctioned by the union.

Cowan to Assist

William J. Cowen has arrived from the coast to assist Dimitri Buchevitzki in the direction of "The Swat." Alvin Wyckoff is en route to do the camera work.

Next Week On B'way

"Little Robinson Crusoe" comes to the Capitol Sunday.

"Lily of the Dust" will remain another week on Broadway. Moving from the Rivoli to the Rialto.

"The Female" goes into the Rivoli.

WARNER BROTHERS!

"Do you know what everyone says about our vampire in Hollywood?

"If you don't Warner, I warn.

From Cloaks and Suits in Stylish Mixtures
To Filming "Beauty" in Moving Pictures

PRISCILLA DEAN IN "THE SIREN OF SEVILLE" A SENSATIONAL SUCCESS AT PREMIER SHOWING CALIFORNIA THEATRE, SAN FRANCISCO

"Paul C. Mooney, Vice President

Producers Distributing Corporation,

469—5th Ave., New York

"Priscilla Dean's first Hunt Stromberg production 'THE SIREN OF SEVILLE' opened here Saturday to smashing record breaking business. Sunday even greater in proportion, and a hold-out matinee at this moment on Monday. Everything points to a record breaking week. Consider this the best thing Miss Dean ever did and a production worthy of playing any theatre in this country. Newspaper critics gave this picture one of best send-offs that any picture has had in many months in San Francisco. The supporting cast is excellent and the production praiseworthy in every respect. We are looking forward to her next picture 'A CAFE IN CAIRO'. Hunt Stromberg is entitled to all credit possible for a real money getting production.

Herbert L. Rothchild Entertainments

NAT HOLT, Manager"

NOW BOOKING

Released by

PRODUCERS DISTRIBUTING CORPORATION

Foreign Distributor: Wm. Vogel Distributing Corp.

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
A message from one happy man to others who would be happy

And a first class picture to first class business will make anyone happy

Murray W. Garsson presents
"THE SPITFIRE"
Adapted from the famous novel "Plaster Saints" by Frederic Arnold Kummer
with Betty Blythe Lowell Sherman
Elliott Dexter Pauline Garon
Robert Warwick

ASSOCIATED EXHIBITORS
Arthur S. Kane, President

Encore Pictures

Physical Distributor
Pathe Exchange, Inc.

Foreign Representative
Sidney Garrett
Why TARNISH will be one of the season's greatest pictures.

Because George Fitzmaurice has made it a greater picture than the great Broadway stage success.

It is every woman's love story, sparking with the electricity of youth, glowing with emotion, poignant with pathos and alive with laughter.

In dramatic sweep and power it is like Niagara. In cast, it is box-office, plus—

In effect, it will hold audiences spellbound, tingle them with thrills and exalt them with its revelation of life and love.

It is the most satisfying audience picture I have ever made.

I stake my reputation on "Tarnish," George Fitzmaurice's most distinguished accomplishment.

SAMUEL GOLDWYN presents
The George Fitzmaurice TRIUMPH
TARNISH
ADAPTED FOR THE SCREEN BY FRANCES MARION
FROM THE FAMOUS BROADWAY STAGE SUCCESS
BY GILBERT EMERY
With
May McAvoy, Marie Prevost, Ronald Colman, Norman Kerry and Harry Myers

A First National Picture
CLEANING

By DANNY

And cleaning up. What a record Famous has made. During this year. In wipping out bank loans! Something to make you appreciate. How it can be done. A year ago Famous owed banks nearly six million. Today the record is under two million outstanding. And a promise that it will be all cleared away. By the New Year.

By then Famous will have its only outstanding obligation. Its preferred stock. Which is being retired. At the rate of $300,000 a year. And of which—at present—there is about eight millions.

Any time any company. In this business. Can wipe out approximately six millions. In one year. Indicates what a wonderful. And wonderfully healthy business we have. If any banking crew halts. And hesitates. About your loan. Just remember this.

When the promise was made. Nearly six months ago. That those loans would be wiped off. Almost every one. But Zukor has made good the promise. And that is making good. With a vengeance.

**Warning**

They showed an old Biograph Monday night. "Classmates." After the showing of Barthelmess' new one. And it was very interesting. The cast included Mickey Neilan, Blanche Sweet, Henry Walthall and Lionel Barrymore. And Jim Kirkwood directed. (How the slate has changed since?) Now Kirkwood is acting, Neilan directing, And Sweet and Barrymore are stars.

Nearly everyone laughed. Nearly all the time. Because the production looked so amateurish. But this was chiefly due. To the costumes worn. By Blanche Sweet. They might have been the vogue—the mode—at that time. They looked silly Monday night. Producers showing pictures in foreign fields. Might well bear this in

(Continued on Page 2).

Allied Aroused

Reprisals Planned Against M. P. T. O. A. for Invading Former's Territory—Meet in Chicago

Reports from the Middle West indicate that the Allied States Organization is preparing a campaign of reprisals against the M. P. T. O. A. over the latter's alleged attempt to raid Allied's membership.

Allied leaders met in Chicago late last week. The meeting was held behind closed doors, those present refusing to state the nature of the business transacted, or reply to inquiries as to the reported action to be taken in line with the ultimatum dispatched recently to M. J. O'Toole, M. P. T. O. A., head, by W. A. Steffes, Allied chairman. In its ultimate, Steffes warned O'Toole that unless attempts to invade Allied territory were ceased, Allied would be forced into a campaign of reprisal.

(Continued on Page 4)

Jacqueline Logan, Ince Star

Los Angeles—Jacqueline Logan has signed a contract with Thomas H. Ince for more than five years. Ince has signed the following players under term contracts in recent months: Florence Vidor, Mary Astor, Barbara Bedford, Clive Brook, Ian Keith, "Buster" Collier and Warner Baxter.

Miss Logan is now appearing in "Playing With Souls," for First National release.

Van Dyke With Fox

(Special to THE FILM DAILY)

Los Angeles—S. Van Dyke has signed a contract with Fox to direct. He has already made "Winner Take All," starring Buck Jones and "Checkers" and is at present directing Buck Jones in "The Trail Riders." (Special to THE FILM DAILY)

Carey Renews with Stromberg

(Special to THE FILM DAILY)

Los Angeles—Harry Carey has signed a new contract with Hunt Stromberg for two years. Eight pictures a year will be made under its terms and all of them will be released through Prod. Dist. Corp. The first will be "When Smith Meets Smith," by Meredith Davis, editor of the Sunday Times. Scott Dunlap will direct.

3,000 Extras for "Phantom"

Los Angeles—Filming will shortly start at Universal City on the big opera scenes in "The Phantom of the Opera," more than 3,000 extras will appear in the huge reproduction of the Paris Opera, with a ballet of 200 on the big stage, and the box and auditorium crowded with Paris types.

"Greed" Opens Dec. 4

"Greed" opens at the Cosmopolitan on Dec. 4. The picture has been cut to 12 reels.

New Chaplin Unit

Company With Nominal Capital Formed in Delaware—Authorized from Coast

(Special to THE FILM DAILY)

Dover Del—The Charles Chaplin Film Corp., was formed here yesterday, listing a nominal capital of $50,000. The incorporation papers explain the purposes of the company to be "to acquire dramatic, musical and literary works."

The above company was formed by members of Nathan Burken's staff upon instructions from the Coast. It was impossible to secure any information which would indicate the reason for its coming into being.

Dunlap is expected from the Coast on Monday.

Exhibits "Denied"

Practically all of the hearing yesterday between Famous and the Federal Trade Commission was taken up by the efforts of respondent's counsel to introduce various exhibits, most of which were copies or circular letters purporting to have been sent out by Siegener officials in 1919. These were in the nature of propaganda, exhibiting the Hollywoodans against anonymous "Kaiser" methods, option grabbers, cheap film service, percentage plans, and other disparaging tactics. Government counsel objected to the introduction of these exhibits in evidence, and was sustained by the court.

Opposes Joint Contracts

Detroit—The Film Board of Trade has set up its house by house. More or less prevalent practice of making joint contracts for two. Or more theaters for film service. A resolution to this effect has been passed.

Prosperey

1923-1924 Business on Highest Level Since 1919—Hoover on Conditions Here and Abroad

Washington—Herbert Hoover, Secretary of Commerce, in a review of business conditions for the fiscal year, which ended on June 30, prepared a table of major economic indexes, based on the calendar year 1919 which shows that the general level of business activity was decidedly higher than even in that very prosperous year.

Commenting on the improvement in international exchange, Hoover stated: "European stabilization, which this nation may be expected to achieve, will bring about a revival in world trade.

"He" Draws $70,468

Remarkable High Record at the Capitol—Nearest Approach "Scaramouche" with $67,958

"He Who Gets Slapped" has established a new high record at the Capitol which played to $70,468 in the sevem days starting at 12:30 Sunday, Nov. 9 and terminating the night of Saturday, Nov. 15.

The picture has shattered every existing record at the Capitol both for a single day's business and for an entire week. It has been held over and on Sunday, the first day of the second week played to $15,130, or $5,200 more than the figure reached by "The Navigator" several weeks ago.

This remarkable record was rolled up by the usual number of shows. The theater opened every day at 12:30 when the picture was shown. There were two de luxe performances in the.

(Continued on Page 4)

"Lost World" Sequel

The Sunday Times published an interview with E. J. Hudson which quoted the latter, in part:

"Another interesting picture we intend to make is the sequel to "The Lost World." Of course, it will be utterly different from the Conan Doyle story.

Hudson is also credited with saying that First National will make eight other pictures in the East in the next six months.

"The Lesson of the Damned" scandal,

Stauffer's suit, etc. for the Law.

"Lost World" Sequel

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**He** Draws $70,468
(Continued from Page 1)

afternoon, two in the evening, with a support show around six. The only other film on the program was a special anniversary reel, red-light highlights in the history of the theater since its inception in 1919. The accompanying musical program was quite elaborate since it commemorated the 19th anniversary.

The closest approach to the unprecedented business done by "He" is "Scaramouche" which did $67,958 the week ending Feb. 2. In third place is "The Navigator" which did $65,477 the week ending Oct. 18. The following pictures have done $50,000 or over, since July, 1923:

(Numbers from "Variety's" box office reports.

<table>
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<td>Nov. 15</td>
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**Newman Robbed Again**

Kansas City—Six men kidnapped Gustav Eyssell, treasurer of the Frank L. Newman theaters on Monday, after receiving with $15,000 which was being conveyed to a bank. Newman was robbed of theater receipts only recently.

**Walker Sails Today**

Senator James J. Walker, accompanied by H. Gould Jennings, sails today on the Aquitania for London to confer with English producers who have advanced him an offer to head a co-operative association. Jennings has been discussing the plan here with Walker.

**Olga Printzlau Here**

Olga Printzlau, scenario writer, is at Algonquin. She is here from Hollywood in connection with "Window Panes," a new play she has written.

**Two Sales on "Flattery"**

Merit of New York, and First Graphic Exchanges, Inc., of Buffalo, have purchased "Flattery" for distribution in their territories.

**To Film Detective Yarns**

J. C. Livingston, president of Historical Pictures, Inc., purchased the entire rights for "Old and Young King Brady Detective Stories," which will be placed in production shortly. Harry E. Wolfe, publisher of the stories and J. Lawrence Gregory are associated with Livingston.

**Valentino Party Leaves**

Rudolph Valentino and J. D. Williams, together with players and members of the cast to appear in the U. S. F. fourth picture for Ritz left yesterday for Hollywood.

**To Make "The Enchanted Hill"**

"The Enchanted Hill," by Peter B. Kyne, will be Thomas H. Ince's next production for First National, following "Playing with Souls."

**West Back From Sales Trip**

George West, sales manager of Arrow, is back from an extended sales trip, during which he closed a number of deals.

**Colored Titles and Colored Inserts**

Cost very little more than black and white.

Ask us about it.

**Three Franchises Sold**

J. G. Bachmann, in charge of the distribution of Preferred-Schulberg Prod., has closed three contracts for distribution in St. Louis, Omaha and Canada. Skouras Bros. Enterprises are franchise holders in St. Louis. In Omaha, the franchise is held by Monksy Bros., of Liberty Film, and in Canada, George S. Jeffrey becomes the distributor.

**Metro-Goldwyn Signs Currier**

Frank Currier, who returned to New York last week from Rome after completing his role in "Ben Hur," has signed a long term contract with Metro-Goldwyn and will shortly leave for the Coast.
H. G. Ballance
Famous Players-Lasky Corp.

Poli has signed for the entire Second Famous Forty Paramount Pictures for all his theatres.

G. J. Schaefer

Poli played
THE FAMOUS 40,

Naturally Poli has booked
THE SECOND FAMOUS 40

Paramount Pictures
Prosperity
(Continued from Page 1)
and increased consumption of commodities, in which the United States is bound to have its share. This trade revival and increased consumption power should outweigh any increased competitive power which might be expected from the execution of the plan. It is not too much to say that the settlement of the vexed reparations problem, coming at the time it did, prevented another European collapse, with its inevitable repercussion on world trade and on the business of the United States. The Dawes plan is the first effort to solve the reparations question purely on a commercial and economic basis.

"The value of trade with Asia increased 244 per cent and that with Oceania and South America 192 and 95 per cent respectively. Although the actual value of trade with Europe is greater than prior to the war the gain is less than the increase in prices and the actual quantity of goods is smaller."

M. P. Arts Finishing Film
Motion Picture Arts, Inc., have completed their picture temporarily titled, "Out of the Rut." The Estee studio was used for interiors while the exteriors were shot in and around Hartford. John L. McCutcheon directed; Melville Shyer was assistant and Larry Williams, cameraman.

Paramount's Central Group Meets
(Special to THE FILM DAILY)
Columbus, O.—Central Division of Famous Players held a meeting in Columbus late last week, Harry Ross, division manager, presided. Following the conclusion of business, all attended the Ohio State-Michigan football game. Cleveland, Pittsburgh, Buffalo, Cincinnati, Detroit and Louisville were represented.

SECRETARY STENOGRAHER
Six years' experience. College education. Desires position as secretary to executive. Reference furnished. Write Box G-599, care Film Daily, 71 W. 44th St., N. Y. C.

FOR SUBLET
Any portion of floor of 2,500 sq. feet, good light, floors covered with linoleum. Window shades, electric fixtures, private offices.

SUPERINTENDENT
723 SEVENTH AVE.
Corner 48th St., N. Y. C.

LARRY SEMON in
"KID SPEED"
"sure is a knockout"

WESTERN UNION TELEGRAM
EX CLEVELAND OHIO 252P OCT 30 1924
102'1 FUR 54 BLUE
E W HAMMONS
PRES EDUCATIONAL FILM CO PENN TERMINAL BLDG
NEW YORK N Y OPENED MY TENTH THEATRE YESTERDAY
DAY XXXX "KID SPEED" FOR THE PREINAUGURAL OPENING STOP THIS SURE IS A KNOCKOUT IT HAS BEEN A LONG TIME SINCE I HEARD SUCH CONTINUOUS LAUGHTER THRU A COMEDY AS I HEARD LAST NIGHT LETS HAVE MORE OF THESE M B HORNITZ

Larry Semon
SPECIAL COMEDIES
Produced By
Chadwick Pictures Corp.
Presented By
E W HAMMONS

CHROMOS TRADING COMPANY
1123 Broadway
TO THE PRODUCER WHO WOULD WIDEN THE SCOPE OF HIS ACTIVITIES AND IS HANDICAPPED BECAUSE OF LIMITED FUNDS, WE OFFER A SOUND AND WORKABLE FINANCING PLAN.
See Us Sometime and We Will Explain With No Obligation On Your Part.
Suite 1207-8
"Phone Watkins 4522
The Last Word in Records

CAPITOL THEATRE
MOREDALL REALTY CORPORATION - OWNER
MESSMORE KENDALL, PRESIDENT  EDWARD J. BOWES, VICE-PRES. & MANAGING DIRECTOR
BROADWAY - 50TH - 51ST STREETS
NEW YORK

State of New York )  s.s.
County of New York )

Edward Bowes, being duly sworn, deposes and says that he is the Managing Director of the Capitol Theatre, New York; that HE WHO GETS SLAPPED, the Victor Seastrom Production, did a business of $70,468.06 in paid admissions at the Capitol Theatre, during the week commencing Sunday, November 9, 1924 and ending Saturday night, November 15, 1924; that the business done by HE WHO GETS SLAPPED therefore exceeds all figures of receipts and attendance hitherto known at the Capitol Theatre, and consequently stands on its books as the greatest record-breaking attraction it has ever shown.

Edward Bowes

Sworn to before me this 17th day of November, 1924.

[Signature]

NOTARY PUBLIC
Kings Co., Certificate No. 692, Eng. No. 5115
Certificate No. 2224 - New York County
N.Y. Co., Certificate No. 5012
Brooklyn Co., Certificate No. 1980

Metro Goldwyn
They're All Advertisers in the 1925 Film Year Book

"And This Doesn't Tell The Half Of It"
Current Releases

ALLIED PRODUCERS & DISTRIBUTORS

The Ill Billy (Jack Pickford) 3-23-24

ARROW

At Devil's Gorge
The Sting of the Scorpion
Gambling Wives

DAILY

8-24-24
8-28-24
9-1-24
9-5-24
9-21-24
9-25-24
10-1-24
10-15-24
10-19-24

ASSOCIATED

Unseen Hands
Never Say Die
The Price of a Life
In Love Everything

8-10-24
8-14-24
8-18-24

PAMOUS PLAYERS-LASIKY

The Enemy Sex
Wanderer of the Wasteland
Monsieur
The Side Show of Life
Monter Valencaire

8-6-24
7-12-24

MANHANDLED

The Man Who Fights Alone

8-12-24

FILM BOOKING OFFICES

Fools in the Dark
Neglected Wives
Messalina

7-20-24
7-24-24
8-1-24

American Manners
Lil's Greatest Game
Vanity's Price

8-31-24
9-10-24
10-12-24

FILM BOOKING OFFICES

The Millionaire's Cowboy
10-19-24

FIRST NATIONAL

Single Wives
Flirting With Love
In Hollywood With Potash & Perrier

8-3-24
8-6-24
8-17-24

Tarnish
The Siren Watcher
Christine of the Hungry Heart

9-21-24
10-5-24
10-9-24

The Unknown Woman
Madonna of the Streets

9-18-24
11-1-24

Worldly Goods

11-9-24

FOX

The Lone Chance
The Heart Biter
Against All Odds
That French Lady
The Man Who Came Back

7-6-24
7-10-24
7-14-24
7-18-24
7-22-24
7-26-24
7-30-24

The Last of the D'Urbervilles

8-9-24

WARNER BROTHERS

Babbitt
How to Educate A Wife

7-24-24
8-7-24

The Tenth Woman

8-11-24

TOBY

Battleship Potemkin

10-1-24

STATE RIGHTS' RELEASES

Love of the Yukon (Lee Bradford)

10-2-24

Yankee Speed (Sunset Prod.)

7-24-24

The Other Kind of Love (Goldstone)

7-24-24

Deilin' Joe (Artclass)

7-24-24

The Desert Shiek (Truart)

7-24-24

Western Vengence (Associated)

7-24-24

The Call of the Mate (Goldstone)

8-1-24

Hatch of the U. S. A. (Steiner)

8-10-24

Lend Me Your Husband (C. C. Burr)

8-17-24

Strangling Threads (Hepworth)

8-19-24

Russian Rangers (Steiner)

8-24-24

Paying the Limit (Gerson)

8-31-24

A Soul's Awakening (Hepworth)

9-7-24

Border Women (Goldstone)

10-1-24

Battling Buddy (Artclass)

9-14-24

Bill Bang Buddy (Artclass)

10-3-24

Coyote Fangs (F. & W.)

9-28-24

Poison (Wm. Steiner)

9-29-24

Sensation (Lee Bradford)

9-29-24

Fast and Fearless (Artclass)

10-12-24

For Woman's Sake (Lee Bradford)

10-19-24

Pride of Sunshine Alley (Sunset)

10-12-24

Dynamite Dan

10-5-24

Not Built for Running (Steiner)

10-5-24

Youth For Sale (Burr)

10-19-24

Melding Women (Chadwick)

10-12-24

Painted Flapper (Chadwick)

10-9-24

Hard Hitting Hamilton (Artclass)

10-24-24

Flattery (Chadwick)

10-26-24

The Virgin (Goldstone)

10-28-24

Turned Up (Steiner)

11-2-24

The Torrent (Goldstone)

11-9-24

Rodes of Sin (Russell)

11-9-24

POSITION WANTED

Young man seven years export executive office experience with present firm concerned seeks other connections.—Apply Box M-224

FILM DAILY

71 W. 44th St.
N. Y. C.
-remember what a money-maker Sam Rork produced in "Ponjola"?

-well he's got another

SAM E. RORK INC.
presents

"Inez From Hollywood"
Adapted from the story by Adela Rogers St. Johns
with
ANNA Q. NILSSON, LEWIS STONE
and MARY ASTOR
in
ALFRED E. GREEN
Production

and boys!—it's one of those things known as a clean-up!

That FIRST NATIONAL contract is a straight road to big profits

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
INCE
By DANNY
One of the Old Guard, Called home.
One of the few remaining survivors of the advance guard, Which, in time, developed in the Hollywood section. The home of picture making.
Always an interesting—and sometimes a picturesque figure—Thomas H. Ince played far from an unimportant part. In the development of the motion picture industry.

* * *

From his earliest association in pictures—Terry Ramsaye tells most interestingly how Tom Ince borrowed a big diamond ring to make his first flash—in the "Romantic History of Motion Pictures" in Photoplay Ince was always an outstanding figure. Slight of build, always immaculately groomed, always wearing one or more large old fashioned rings, and of nervous temperament, Ince was always noticeable in any gathering.

* * *

When he developed "Inceville" and later helped form Triangle he became a power in the industry. He remained an outstanding factor up to his end. Although an active producer, he was rarely seen at theaters where pictures were shown. He saw most of the contemporary output at his home. He had definite ideas of production, And production values. He held to these theories steadfastly. That he was a master of organization is undeniable. He built a spirit of loyalty which was constantly reflected. Right or wrong what Ince believed—and planned—his organization followed.

* * *

Of all the early leaders—Griffith, Sennett, Kessel, Spoor, Ince

(Continued on Page 2)

Sues Consolidated
F. C. Bonnet, Stockholder in Republic, Opposes Laboratory Merger—H. J. Yates Discounts Action

A stockholders' injunction action over the consolidation of a number of laboratories completed the name of Consolidated Film Industries, Inc., last Spring, has been filed in the Supreme Court by Fred C. Bonnet, owner of 3,140 shares of the Republic Laboratories, which he values at $47,100. The case was brought in Buffalo last week when Bonnet got an injunction restraining the voting trustees of the Consolidated from taking possession of stock alleged to be owned by him and given in exchange for his Republic shares.

The action was brought to New York County when the defendants applied to Supreme Court Justice Gavegan to vacate the Buffalo injunction granted by Justice Crosby. 

The defendants include the Consolidated Company, Herbert J. Yates, managing director, Louis J. Sans, president and treasurer, and Benjamin and Harry M. Goetz, vice-presidents. The voting trustees are exchanging stock in the new corporation for the shares in the Republic, Craftsmen, Erbohraph and Standard companies.

An affidavit by Yates states that the (Continued on Page 2)

Milwaukee Theater Deal
(Milwaukee—Fred Seeger, of the Regent, George Fisher of the Milwaukee and E. N. Van Norman of the Parkway have formed the Better Theater Corp.

Barthelmes Buys "Great Music"
Inspirational Pictures have purchased "Great Music," a stage play which recently completed a run in New York, for Richard Barthelmes. It will follow "New Toys."

Tax Free Music
Bureau in Operation—Expected to Cover Small Houses—First-Runs Get Service

What is regarded by a number of important exhibitors as the first tangible move to relieve them from paying tax to the Society of Composers and Authors for the use of copyrighted music has developed through the formation of the Tax Free Music Bureau.

The Bureau which has offices at 45 W. 45th St., and which is in charge of Harry Sigmond is a branch of the National Ass'n of Broadcasters, and

(Continued on Page 2)

Noted Producer Dead


May Not Film "Christ"
First National Experiencing Difficulty in Finding a Player for the Role of the Saviour

Production officials at First National are having trouble in finding an actor to portray the role of the Saviour in Paquin's "Life of Christ."
For that reason, it is possible that production plans may be abandoned completely. The picture was originally designed to be one of the company's important specials.

However, R. A. Rowland, now in Europe may discover a type to appear in the principal role. It is understood he is looking around with that idea in mind.

Brandt Rebuilding House
Billy Brandt will rebuild the Carlton theater, Flatbush and 7th Aves, Brooklyn. The store fronts will stand, but the theater will be rebuilt to seat 1,800 with an air-dome holding 1,500. The work starts in the Spring and the house will be ready Labor Day, 1925.

"Lost World" Opens in Jan.
"The Lost World," scheduled for a Broadway first-run at advanced prices will open in mid-January. A deal is said to be on for a theater.

Loew Leaves Sunday
(Continued on THE Film Daily)
Los Angeles—Marcus Loew leaves for the East Sunday. He may stay over in Chicago for a few days.

Thomas H. Ince Dead
Noted Producer Stricken with Indigestion—End Came at 5 A. M. Yesterday

(Special to THE FILM DAILY)

Los Angeles—Thomas H. Ince, one of the outstanding figures in production died at 5 A. M. yesterday morning at his home in Beverly Hills.
A heart attack brought on by acute indigestion was responsible for Ince's death. He was first taken ill at the Hearst ranch in the Northern part of the State and rushed to Los Angeles in a special car, surrounded by specialists and nurses. He regained consciousness early yesterday morning just before the end.

He was 42 years of age and is survived by his widow, Elinor Kershaw, Ince and three sons, William Thompson, 16; Thomas H., Jr., 13, and Richard, 10.

Thomas H. Ince's death came at a time when he had launched the most extensive production schedule in any one year of his activity as a producer.

Through Regal Pictures, Inc., a subsidiary to Thomas H. Ince Corp., the producer had contracted to make 12 pictures for Pfd. Dist. Corp. In addition to this, he had in

(Continued on Page 2)

Famous at New High Level

Famous Players touched a new, high level for the year yesterday. The common reached $1, and closed at 88 1/4 with a sale of 17,100 shares. The preferred reached a top peak of 80 5/8 and closed at 103.

Soriero Joins Universal

Thomas D. Soriero has resigned as general manager of the Whitehurst theaters, Baltimore to join Universal on Monday as a supervisor of theaters.

50 In Coast Chain

Golden State Theater and Realty Corp. Growing Rapidly—Five Building

(Special to THE FILM DAILY)

San Francisco—Robert A. McNeill, president of the Golden State Theater and Realty Corp., has taken over four theaters in the North Beach district—the Verdi, Washington Square, Crescent and Broadway. In the deal, are Harry Shack, William S. Godfrey, Jr., Maurice Klein and John S. Mayer, all of whom have other theatrical interests.

These houses are now linked with

(Continued on Page 3)
Thomas H. Ince Dead

(Continued from Page 1)

work three for First National released under an agreement that called for the delivery of five productions. A recent deal, consummated with William Randolph Hearst, provided for the production of many of the stories owned by Hearst.

In view of the shock attendant upon Ince's sudden death, it was impossible to learn yesterday about the future of the studios. The organization is a highly developed one. At the same time, Ince was the principal figure around which the organization functioned.

Ince A Pioneer

Thomas H. Ince, one of the pioneers in production in America, entered motion pictures as an actor for Biograph. Shortly after, he joined Universal as a director and later was signed by Keitel and Bauman. He was sent to Los Angeles and in 1911 built the first film colony, Inceville, in the hills back of Culver City. Then came the formation of Triangle, in association with Mack Sennett and D. W. Griffith and the construction of the studios in Culver City, that are now operated as Metro-Goldwyn-Mayer.

In 1916, when Triangle ceased to function, Ince made a contract with Famous Players, with which organization he remained for three years. In 1920, Associated Producers, Inc., were formed with Ince one of the principal figures. When A. P. was taken over by First National, Ince made a personal contract with the latter company. That was in 1921.

He has renewed yearly with First National since then and at the time of his demise he had five more pictures to deliver. Three of these are now at work in the studio on the Coast.

Ince developed many stars in his day. Among the more important who became popular were Charles Ray, William S. Hart, Louise Glaum, Dorothy Dalton, Enid Bennett, Sooz, Hayakawa, William Desmond and Douglas MacLean. He had a number of newer stars under contract at the time of his death, including Madge Bellamy, Clive Brook, Florence Vidor and Mary Astor.

Ince's chief forte, perhaps, as a producer, was his ability to develop a highly effective organization. This has been pointed to many times. More than once, examples have been cited of directors who did top-notch work under the Ince banner and then slumped upon joining other producers. He had an unusual ability as an editor of productions.

Willard to Seat 2,200; Opens Nov. 26

The Willard, Jamaica Ave. and 96th St., Woodhaven, opens Nov. 26. The house, the latest in the Loew chain, will seat 2,200. All seats will be reserved for this one performance, the theater adopting a regular policy of valuable seats. The house is situated on 96th St., east of Jamaica Ave., the upper part of which street is not yet finished. The house will be open for regular business on Thanksgiving Day. The house gives the Loew chain 39 in Greater New York.

Two New Homes for Maine Town

Rumford Falls, Me.—The Maine and New Hampshire Theater Company plans two new theaters in this town. One will be called the State and will be located on Congress St.; the other will be called the Majestic.

Shorty Hamilton

Is the Chap Who Will Appear In A Series Of Out Door Events—Every One Knows Him

A Few Territories Now Available

Write or Wire

WARD LASCELLE PRODUCTIONS

Beverly Hills California

Florence Vidor in

The Mirage

from Edgar Selwyn's successful Broadway play

George Archainbaud

SEASON 1924-2925 THIRTY FIRST-RUN FLIPTURES

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As Good As The Best

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CHARLEY CHASE

"KNOCKING 'EM DEAD" IN HAL ROACH'S
1 REEL PATHÉ-COMEDY

Doubt Over Censor and Successor

(Special to THE FILM DAILY)

BUFFALO—The Erie County Democratic organization has not yet endorsed anyone to replace Mrs. Eli T. Hosmer, Republican, on the M. P. Commission. Mrs. Hosmer's term expires the end of the year. The appointment, one of the first acts to be made by Governor Millar, may not go to Erie County.

Two Houses for Cleveland

(Special to THE FILM DAILY)

CLEVELAND—Henry H. Lustig and Sander Klinger will build two new neighborhood houses here. One will be on Superior Ave. and East 124th St. and the other on Saywell Ave. Each will have 1,000 seats. Both Lustig and Klinger own and operate other houses.

"Silent Accuser" at Capitol

"The Silent Accuser" opens at the Capitol Sunday.
At Broadway Theaters

Cameo

Kreisler's "Liebesleid," "Music Box," by Friul, and Paderewski's "Meseta," are in corperation in the program, with a Century concert, the feature, "K-the Unknown." John Price closes with an organ recital.

Marx Brothers

Selections from Friul's "Sandokan" are played as the overture. "The Adventures of Captain T. S. F.," a 19th Century farce, precedes the feature, "The Free Soul." The San Francisco Film Guild offers a program for a dollar, including a dance and a song number. The London News Weekly comes next. Arthur Lange's orchestra next plays several pieces in a prologue to the feature which is "The Fast Set." "Lumber Jacks," one of the Avest Fables is screened just before the exit march is played on the organ.

Piccadilly


Rialto


Rivoli


At Other Houses

The Capitol has held over "He Who Gets Slapped" for a second week. The feature, "The True Story of the Ring," remains at the Criterion. And the Lyric continues on with "The Iron Horse."

Duplex Expanding

The Duplex M. P. Industries, Inc., equipment manufacturers are making considerable changes at their plant in Long Island City, in line with an expansion program. A new and modern plant has been erected and shortly a large laboratory will be installed. Dr. A. B. Hitchins has been added to the staff. He will take care of technical problems.

Picture on Lapp Life

Washington—G. Clyde Fisher recently showed a picture depicting life among the Lapps before the National Geographic Society which featured it to be one of the most unusual films of its kind ever shown.

Mix Film May Go Into Central

"The Deadwood Coach," starring Tom Mix is scheduled for a Broadway showing and may follow. "Dante's Inferno," the Central.

Hildreth Joins Independent

Richard Hildreth, formerly with Fox and as a competent and able editor, is with Independent Pictures in a similar position.

Sues Consolidated

(Continued from Page 1)

Consolidated was organized last April with $6,200,000 capital. He states that Bonnet, who lives in Buffalo, is the only Republic stockholder who has made any trouble and that Bonnet himself consented to the consolidation plan and has a power of attorney in connection with his stock, but later insisted that a bank in which his stock is held for security for a loan should also agree to the plan. Yates claims that Bonnet indicated that he was attempting to force the creditors to buy his stock for $150 a share and said that the bank has stated that it is in agreement with the consolidation plan.

Bonnet alleges that as a result of the exchange of his Republic stock he is the owner of 2,224 shares of Consolidated and seeks to restrain the delivery of his stock to Yates and Ben and Harry Goetz as voting trustees. The defendants contend that Bonnet is not the owner of any stock in Consolidated because of his failure to comply with the agreement.

Blames Exchanges for Pirating

A statement from Arrow declares:

"There has been a lot of pirating of prints, not only in the U. S., but more especially in foreign countries. This piracy could not exist if crooked exchanges did not endeavor to encourage it by illegally selling their prints."

$100,000 House for Bronx

Plans have been filed for a two-story brick theater to be erected on the north side of Mt. Eden Ave., east of Walton Ave., by Leo Silver. It will cost $100,000.

(Below will be found the answers to the crossword puzzle which appeared in yesterday's issue.)

HORIZONTAL

1-Watch
2-War
3-Ash
4-Ham
5-Ide
6-Fur
7-Ano
8-Wo
9-Metro
10-Chic.
11-Chic.
12-Chic.
13-Chic.
14-Chic.
15-Chic.
16-Chic.

VERTICAL

1-Was
2-Arte
3-Chi.
4-Chi.
5-Chi.
6-Had
7-Chi.
8-Chi.
9-Chi.
10-Chi.
11-Chi.
12-Chi.
13-Chi.
14-Chi.
15-Chi.

The play has earned Three Million Dollars and played continuously for 34 years.

50 In Coast Chain

(Continued from Page 1)

a chain of 50 in Northern California, which will be further increased upon the completion of five theaters now being built—the Granada in Elmhurst, Oakland; houses in the Lake Merritt, Fruitvale and Diamond districts of Oakland, and one in the Sunset section of San Francisco, which will be started Jan. 1.

Prizes for Anti-Fire Slogans

Special to THE FILM DAILY

Pittsburgh—Picture fans are familiar with the caption "In case of fire, don't run, to the nearest exit." It is a good slogan, and no doubt has been of value, states the Mellon Institute of Industrial Research.

The Glenn Falls Fire Insurance Co. recently offered prizes in a contest for the best 100 fire prevention slogans, the first prize being $500, second $250, the third $100, with the lowest $5. The contest closed Oct. 11. The awards will be announced not later than Dec. 15.

Start Last of Series Soon

The ninth and final picture in the Banner "Big Four" series goes into production at the Whitman Bennett studio on Dec. 1. It has been changed from "Daughters Who Pay" to "Lady of the Night," George Ter- williger will direct.

Capitol Reopens as The State

Washington, D. C.—The Capitol, entirely redecorated, has reopened as the State, with Sam E. Blyer as the new manager. Blyer hails from New York. Picture and vaudeville will be the policy, with three changes weekly.

Tax Free Music

has been in operation some months. The Broadcasters' Association found itself in the same difficulty with regard to copyrighted music as theaters and consequently formed this Bureau to relieve the situation.

Almost immediately a number of publicists joined the movement, and then about 300 of the leading first run houses took up the matter. As a result of the operations it is understood that within a short time the service will be ready for smaller exhibitors.

M. J. O'Toole, president of the M. P. T. O., it is said, is pleased at the possibility of development of the Bureau, to offset the difficulties imposed by the Publishers Society tax—which the M. P. T. O. has been opposing for some years.

Hearing Uneventful

For the most part yesterday's hearing between Famous and the Federal Trade Commission was taken up by offers of proof by respondent's counsel to show that Southern Enterprises was operated independently of the Paramount Pictures Corp, up to Sept. 1, 1923, by S. A. Lynch and Y. Freeman. The various offers to introduce testimony that would adduce this fact were objected to by government counsel and sustained by the examiner.

Sail to Join Ingram

Ray Moyer, Gordon Avil and J. L. Courrier sailed on the Paris yesterday, to join Rex Ingram and the "Mare Nostrum" unit in Paris.

Back From Funeral

Harold B. Franklin returned from Pittsfield last night where he attended the funeral of Mrs. Franklin's mother.

Block Arrives at Lasky Studio

Los Angeles—Ralph Block, managing editor of Paramount's story department, is at the Lasky studio.

Georgette Delmar is cutting Atlas Film's new picture, "Weak Moments."

WITH

SYD CHAPLIN

AMERICAN DISTRIBUTOR TO BE ANNOUNCED

IDEAL FILMS LTD., DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.
—we'll wager this one will be one of the most popular he ever made!

RICHARD BARTHELMESS

in
Classmates

From the play by WILLIAM DeMILLE and MARGARET TURNBULL
Scenario by JOSEPHINE LOVETT

A John S. Robertson

PRODUCTION

Photographed by ROY OVERBAUGH and JOHN SEITZ

Just imagine WEST POINT and BARTHELMESS

Pacemakers is right—every picture you get on your FIRST NATIONAL contract

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
YEAR BOOK

By DANNY

The record of 365 days. Of picturesque achievement. Of dry statistics. Here and abroad. Of checking many lists. Innumerable. Get them right, or as nearly so as humanly possible. That is the job. Of preparation. For each successive Year Book.

* * *

No one is ever interested. In the troubles of the other fellow. But perhaps you may be interested. In some of the work necessary. To gather together, edit, and publish, this volume. Which, for 1925, promises to be some 700 pages or thereabouts.

* * *

Some of the forces called in. To help. Include the Bureau of Commerce. Of the U. S. Government. Editorial agents in every capital: of every nation, in England and Europe. Film Boards—to which we are indebted tremendously. For their splendid co-operation. Communicating with every Censor Board—you have no idea of how many small ones there are—for their standards and lists of rejections.

Almost every branch manager of almost every distributing company—as well as independent operators. Have been called upon. To help check lists of first runs and theater chains.

* * *

Over 5,000 theaters were polled. On a questionnaire. Important data. To appear as a new feature. A quartet of workers check lists for six months. Prior to publishing date. For accuracy. Every supply house; every manufacturer of accessories—all kinds—was written to. And countless other sources—including the critics of every important

(Continued on Page 2)

England In Throes
British Industry, Calm on Surface But Boiling Underneath, "The Film Renter" Reports (Special to THE FILM DAILY)
London—"Tatter," writing in "The Film Renter" says: "Never at any stage in the history of the industry have I known so much intrigue going on behind the scenes. Although apparently everything is placed on the surface I know of at least two matters, one in particular, which is likely to be a bombshell when it is exploded a few weeks hence. I am not allowed at this moment to divulge the news, but readers can rely upon seeing the full story in the pages of "The Film Renter" at a very early date. Meetings are being held every day just lately with certain exhibitors, and here again there is likely to be a big storm that will break at almost any moment. Do not be surprised to find a tie-up between exhibitors and certain firms of renters as a retaliatory measure on the part of the former against prices for super productions. A great deal of agitation is being stirred up currently as to what the prices asked for a recent big film. Before

(Continued on Page 5)

Griffith Film at Rivoli
"Isn't Life Wonderful," the new Griffith film will not have a special Broadway run, but has been booked into the Rivoli the week of Nov. 30. The Griffith office found it impossible to secure a legitimate theater before March.

Metro-Goldwyn Dividend
The board of directors of Metro-Goldwyn Pictures Corp., has declared a quarterly dividend of 1 1/2 per cent on the preferred, payable Dec. 15, to stockholders of record at the close of business Nov. 20.

No Report Submitted
The finance committee of Famous met yesterday, but the expected third quarter financial report was not submitted. It was held over until the next committee meeting.

"Country Stores" Out
Milwaukee—The "country store," for many years a weekly feature at numerous outlying houses which, in many cases, has proven a valuable business getter because of the prices, awarded patrons holding lucky tickets, must be discontinued.

The feature which has gone forth from the office of the district attorney, who holds that the "country store" idea is a form of lottery and is therefore illegal.

Chaplin's Plans (Special to THE FILM DAILY)
Hollywood—it is understood that Charlie Chaplin plans to go along with the new Schenck-United Artists deal to this extent: that he will make one production for the new line up and see what happens. If the result satisfies he will continue.

This report cannot be confirmed.

Coming East (Special to THE FILM DAILY)

No Decision
For "D. W."—Banzhaf Merely Oberved at Meeting—Paramount Contract Expected to Stand
Albert H. T. Banzhaf, attorney for D. W. Griffith returns to the Coast early next week where he attended the United Artists conference.

It is understood that there has been no decision reached by United Artists members relative to the status of Griffith and that Banzhaf did nothing of a definite nature while in Hollywood. Those familiar with the business ethics of Griffith feel certain that

(Continued on Page 5)

Loew Still Growing
Key Points in Westchester Sought—Cameo, Brooklyn Goes to Circuit on Monday

It is understood that Loew circuit is negotiating for several new theaters in Westchester County. If these deals go through, it is believed the first-run hold of the organization in important Westchester towns will be complete.

A. H. Schwarzs is building a theater in Mt. Vernon which, it is reported, the Loew circuit will take over. Proctor's, Mt. Vernon is said to have been doing a profitable business but those familiar with the situation believe another first-class house will find plenty of patronage upon which to draw. Another theater, now building, in Yonkers, is reported to have passed into the hands of Loew's.

These two, together with the Strand and State in White Plains and Loew's, New Rochelle, will vest in the circuit a powerful grip on the suburban situation.

Two meetings are scheduled for next week. The Cameo, Nostrand Ave. and Eastern Parkway, a picture house will be transferred to the circuit on Monday, while Wednesday, the Willard, in Woodhaven has its premiere.

Paramount Leases Paris House
(Continued to THE FILM DAILY)
Paris—Paramount has taken over the Mogador theater, built by Government for new year. "The Ten Commandments" will be presented first, to be followed by "Monseigneur Beaumarchais" and other pictures.

More Production at Vitagraph
(Continued to THE FILM DAILY)
Los Angeles—Vitagraph intends adding two production units as part of an expanded schedule. Plans for the first six months of 1926 call for an output of about $3,000,000.

Warrant's First for 1925-1926
Los Angeles—Warrant's "My Wife and I" will be the first of the new Warner pictures to be produced for the 1925-1926 program. Indian Josephson will adapt the script.

First Nat'l Over Quota
"The Eschmann Month" drive inaugurated by I. E. Eschmann's association at First National is over, with the standing of the country at 111.73 per cent of the assigned quota. The quota for each district and branch was the highest previous sales record, and in view of the fact that final results are 111.73 per cent over the national, enthusiasm at First National is marked.

(Continued on Page 5)
Quotations

High Low Close Sales
East. Kod. 111 111 111 1,300
F. P.-L. 881/4 873/4 883/4 8,800
do pdf. 101 1/2 101 1/2 20
Film Insp. Not quoted
Loew’s 19 18 3/4 700
Metro-Goldwyn-Mayer Not quoted
Pathé Not quoted
Warner Not quoted

YEAR BOOK

(Continued from Page 1)

ent newspaper of this country—were tapped for information.

The production work of the year, lists, work of stars, directors, cameramen—a list of art directors—and compiling over 7,000 titles of features was part of the job. And only a small part.

* * *

Over 50,000 pieces of mail matter used so far. At least 10,000 more. Will be sent out. To aid in checking up. And otherwise perfecting. What promises to be. The finest Year Book ever issued.

Fanny Ward, Arliss Returning

The Cunarder Berengaria, due in today, has aboard Fanny Ward, who appeared in the original version of "The Cheat" and George Arliss.

POWERS FILM

Survives the long run. Distributed exclusively by SENSITIZED FILMS, Inc.

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Atlanta Honors Burke

(Special to THE FILM DAILY)

Atlanta—All exchange managers and bookers in Atlanta met at 8 o’clock Monday night and marched in a body to the railroad terminal where they paid their last respects to the memory of “Jim” Burke, Metro-Goldwyn manager who died Sunday night. The remains was shipped to Richmond, Va., for burial.

Changes at Paramount

Frank Campeau has arrived from Hollywood to appear with Thomas Meighan in “Coming Through.” Having finished work in “The Swan,” Ricardo Cortez left yesterday for the Coast, where he will spend the holidays.

Famous (Canadian) Dividend

(Toronto—A dividend of $2 per share will be paid by Famous Players Canadian Corp., on first preference stock Dec. 11 for the quarter ending Nov. 1. The company has 1,700 shareholders, nearly all of whom are residents of the Dominion.

Jason Joy in Atlanta

Atlanta—Col. Jason Joy was the guest of honor at a luncheon tendered to him by the Better Films Committee at the Hotel Ansley. He is touring the South in the interests of the Hays organization.

To ‘Frisco for “Lincoln” Opening

(Special to THE FILM DAILY)

Los Angeles—Ray Rockett and Frances Marion have gone to San Francisco to attend the premiere there of “Abraham Lincoln” at the Imperial.

“Girl of Gold,” Vidor’s Next

Following “Barbara Frietchie” and The Mirage,” the third vehicle for Florence Vidor on the Prodigies Dist. Corp. program will be “The Girl of Gold.”

Offers “Denied”

Y. F. Freeman was on the stand all day in yesterday’s hearing between famous and the federal Laufe Commission. Counsel for the respondent made several offers to prove by this witness that Southern Enterprises were in the main unobstructive in their methods of operating theaters in the South and that they were often asked by specific organizations to interest themselves in local theaters. These offers were all denied by the examiner.

Ford Leases Paris Theaters

(Toronto—Reginald Ford has taken over long leases the Palace Palace on the Boulevard and the Artistic Cinema Palace, Clichy. These theaters are two of the most important in Paris.

Funeral in Los Angeles

(Toronto—It is reported here that the remains of William de Forest, assistant to Arthur Edeson, cameraman will be held here. Moore died in New York and the body was shipped here.

Resingers, Musical Conductor, Dead

(Special to THE FILM DAILY)

Atlanta—Buel B. Reisinger, musical director of the Howard and widely known throughout the Southeast, died yesterday morning.

Goulding Sails Wednesday

Edmund Goulding sails on the Berengaria Wednesday for London to spend the Christmas holidays with his mother, according to his usual custom.

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Vincent McCabe Resigns

Albany—Vincent McCabe, branch manager for Metro-Goldwyn, has resigned his position due to his desire to locate in Buffalo or Toronto, the latter his home.

No successor has been appointed as yet to Mr. McCabe’s position.


(Toronto—It is reported here that the new 4,000 Loew house will be built will start Jan. 1. E. A. Schiller who has been working on arrangements has gone to Atlanta.

New York Chicago Hollywood
Rothacker Laboratories
WILLIAM S. GILL, Eastern Sales Mgr.
542 Fifth Ave. Tel. Murray Hill 1891
"A Smashing Come-Back!"

Thomas H. Ince presents

Charles Ray in

"Dynamite Smith"

with Wallace Beery, Jacqueline Logan and Bessie Love

Story by C. Gardner Sullivan

Directed by Ralph Ince
Our Films Abroad
Felix Orman Analyzes Europe—
Thinks We Should Produce
Shorter Features

Felix Orman, who is in New York
on a vacation in describing the re-
ception accorded American-made pic-
tures abroad believes much of the
criticism given American pictures is
unfair and biased. Orman has been
abroad four years, much of which was
spent in London in association with
J. Stuart Blackton.

"The public likes our pictures," he says,
and the exhibitors find them good business
propositions. Most of my time was spent
in England, and there I found much propa-
ganda in the press and film producing indus-
try against American films.

"Speaking generally of the entire output
of films, the criticism most frequently heard
abroad (and the same criticism is often
voiced by Americans as well) may be sum-
med up in the much-used expression, 'mach-
ine-made.' They declare that a majority
of our films are manufactured, rather than
created; turned out, one after another, by
the same cut-and-dried formula, with the re-
sultant effect of sameness, of lack of con-
viction and sincerity.

"There is very wide appreciation abroad of
the technique of American films. Light-
ing, setting, acting, direction—all receive
great praise. It is the story and the handling
thereof that draw practically all the criticism.
It is a common comment in films we have
evered to follow that ponderously vital dic-
tion that 'the play's the thing.'

"After careful analysis of the American and
European fields, I believe that we must
place more importance on the five or six
film (even shorter ones) with a good
appealing story, produced in a simple, sin-
erve and careful manner, with the emphasis
more on drama than on spectacle.

"In England, production is in a bad way—
in a much worse way, in fact, than it was
when I went there four years ago. The rea-
sons are all too apparent, but they debars
us from changing their methods. Char-
pacteristically they insist that the English way
is the better way, reflecting a higher taste and
superior culture. The most erudite or toler-
ant observer could scarcely agree that
their productions bear out this theory.

"The English film people are obsessed with
the idea that we are thwarting their film ef-
forts and that we refuse to take their pro-
ductions in America because we are both
anti-British and opposed to their competition.
We know that a good British picture has the
same chance in America as a good American pic-
ture put out under similar conditions. It is
all a question of producing popular pictures
and creating a market for them by busi-
ness methods. But it is impossible to con-
vince the English of that.

"In France they show much more artistic
feeling, much more charm, humor, delicacy
and imagination than in England, and the
acting and direction are better; but most of
the French films that I have seen are clumsy,
badly put together, wrongly cast and oddly
conceived. But they are artistic; there is
much in them to admire, and I believe good
things are coming out of France. Italian
productions occasionally reveal a flash of
talent in spectacles of an historical type—but
only that.

"As for the Germans, they are certainly
consummate artists and technicians. I have
seen some exquisite films from Germany, but
always period and costume features. Their
modern pictures are hopeless, and I doubt
very much if they ever will produce popular
modern films."

F. & R Buy In Madison House

Madison, S. D.—Finkelson & Ruben have
acquired a half interest in Joe Ryan's Lyric. The agreement
becomes effective at once. F. & R
will handle booking.

Theater Owner Killed

Lethbridge, Alberta—George Hy.
33, operating a theater here was kill-
ed recently, when his car turned tu-
tle near Cranbrook, B. C.

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**SIREN OF SEVILLE—CROSS WORD PUZZLE**

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**SIREN OF SEVILLE—CROSS WORD PUZZLE**

**HORIZONTAL**

1. Those who think they know all about motion pictures
2. Masculine pronoun
3. A New England State
4. Member of Parliament (abbr.)
5. To be
6. To be
7. A vehicle
8. A direction of the compass
9. Greek letter used in geometry to denote ratio of diam. to cir.
10. Landscape
11. A vegetable
12. To get
13. To concentrate (old spelling)
14. Toward
15. Clumps of grass
16. Bachelor of Law (abbr.)
17. To force in
18. The familiar name of our President
19. A famous elevator
20. An island off the West coast of Scotland
21. Manuscripts (abbr.)
22. A vegetable
23. Personal pronoun
24. Field Marshal (abbr.)
25. Bachelor of Arts (abbr.)
26. One of the Great Lakes
27. Aucton
28. The track of a wheel
29. Ancient
30. A beverage
31. Great Britain (abbr.)
32. A measure of distance
33. An article
34. Gifts

**VERTICAL**

2. A measure of type
3. The call letters of the U. S. Naval Sta-
tion at Arlington
4. Single
5. Prefix or reference
6. To seek also the first name of the pro-
ducer of "Siren of Seville"
7. Before
8. Representation of the earth's surface
9. The heroine of the story of "The Court-
ship of Miles Standish"—also the star in "Siren of Seville"—(first name)
10. Not plentiful—meager
11. Belonging to Ireland
12. A large body of water
13. Listlessness
14. Revises, publishes
15. In addition; furthermore
16. The last name of the producer of "Siren of Seville"
17. Horse feed
18. Evil
19. A bad match
20. To struggle
21. Personal pronoun
22. Similarity
23. A college or church officer
24. To call or chafe
25. A grassy plain or meadow
26. To lubricate
27. A retreat
28. Mother
29. A read in a city, town or village (abbr.)

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Representative will call with samples
The last week of the drive marked the peak, about $1,400,000 in new business having been booked. Twenty-four exchanges exceeded quotas. The contest was intended to cover October only, but in order to create the proper momentum, it was launched two weeks earlier and extended through the first two weeks of November. The West District stands first with 129.65 per cent of its quota; the Central District is second with 123.20 per cent and the Mid-Western District third, with 116.68 per cent. Omaha leads all branches with 148.05 per cent of quota; Des Moines is second with 146.96 per cent; and Portland, Ore., third, with 146.17 per cent.

While credit is given for contracts written within the drive period, prizes will be awarded only upon the books. The exchange actually played between the start of the contest and Jan. 31, so that the standings of the three highest branches and districts do not mean that they won the prizes offered.

Finds Films Improving
St. Louis—While the more reputable producers have corrected some of the deficiencies which, he said, some time ago brought about widespread criticism, there is still "considerable room for improvement," Charles P. McMahon, of Washington, told the National Council of Catholic Women at their recent convention. McMahon is director of the picture bureau of the National Catholic Welfare Conference.

Another House for Hayward
San Francisco—Several local business men are financing a $250,000 picture and vaudeville theater, to be built on Castro St., near B St., Hayward. Charles Heyer, Alameda County Supervisor, is interested. A prominent theatrical firm has leased the house for 15 years.

Roy Miller Joins Smith
Los Angeles—Roy G. Miller, for many years publicity director for both the California and Miller's has resigned, to take the place in the publicity bureau of Pete Smith, left vacant by Harry Wilson.

To Film Pole Flight
Capt. Ronald Amundsen, explorer who plans another trip to the North Pole in the summer, will take pictures of his journey, which will be by airplane.

Columbia Buys from Arrow
Columbia Film Service, Pittsburgh, has purchased "Lost in a Big City" and "Gambling Wives" from Arrow for Western Pennsylvania and West Virginia.

When you want to win laughs from both kids and grown-ups...Show

Juvenile COMEDIES

"Oh Teacher" "Dirty Hands"

"The Junior Partner" "Barnum, Junior"
"About Face" "Over the Fence"
"Three Cheers" "Yankee Spirit"

PRODUCERS DISTRIBUTING CORPORATION

"The CHORUS LADY"
From the famous stage success by James F. Jones, with Margaret Livingston, A. H. Wallis, All That Jazz. A special Picture.

Coming Soon

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

THE Film DAILY

Friday, November 21, 1924

First Nat'l Over Quota

(Continued from Page 1)

Coast Power Shortage Ends

Los Angeles—Heavy rains in the Southern California districts have resulted in an order from Power Supervisor Butler of the State Railroad Commission requiring the restrictions curtailing the use of electrical power. The ban, which included studios, has been in force since June.

Adding Two More

(Special to THE FILM DAILY)
Chicago—Charles E. Zak, of Balaban-Katz Midwest Theaters, Inc., announced yesterday that two new houses will be added to the circuit shortly. One will be the combination $500,000 house nearing completion in the Loop district of Chicago. The other in Joliet, is now in course of construction. With its completion the circuit will receive three theaters in Joliet.

B. & K. Midwest Theaters Chartered

(Special to THE FILM DAILY)
Springfield, Ill.—Balaban & Katz Midwest Theaters, Inc., of Chicago, have been chartered, listing 400 shares of common stock, no par value. Sam Katz is president and W. D. Burford, secretary. The corporation formerly held Delaware papers.

Joint Dinner-Dance Tomorrow

The joint-dinner-dance of the Motion Pictures Salesmen, Inc., and the F. I. L. M. Club will be held tomorrow night at the Commodore. It is the annual function of these organizations.

"Ashes" for Corinne Griffith

Griffith's "Ashes," the stage play upon which Florence Reed appeared, has been purchased for Corinne Griffith.

No Decision

(Continued from Page 1)

he will carry out his contract with Paramount which calls for three pictures.

Whether or not the statement signed by Griffith last spring can be considered a contract legally binding him to United Artists is a question, but it is understood that, morally, Griffith feels he can carry out his agreement with Paramount.

Eddy Eckels on Coast

(Special to THE FILM DAILY)
Los Angeles—Eddy Eckels is permanently settled at the Metro-Goldwyn studio where he will handle exploitation.

Wallace Beery Here

Wallace Beery is here from the Coast to appear in "Red Rock," Tom Meighan's new picture for which exteriors will be shot in Birmingham.

Lance Joins Valentino Cast

Charles Lane leaves for the Coast Saturday to appear in Rudolph Valentino's first picture for Ritz.

Starr Reports Exceptional Business

Detroit—Harlan Starr, Educational manager, back from a week's trip through the state, reports a record number of contracts closed for a seven day period.

England In Throes

(Continued from Page 1)

the end of the year is out I think it will be found that a bitter war will be waged between the two sections of the trade. Things are not all they seem on the surface—there is a great deal going on underneath, and those who watch will see where it leads.

It was reported from London earlier in the week that an organization similar to First National in scope was being considered by important English exhibitors.
Constance in a role the fans will go wild about!

Joseph M. Schenck presents
CONSTANCE TALMADGE
in
"Her Night of Romance"

by Hans Kraty
Directed by SIDNEY A. FRANKLIN

Every variety of Audience Appeal—that's Another Beauty of a FIRST NATIONAL Contract!

Members of Motion Picture Producers and Distributors of America, Inc. ~ Will Hays, President
White Pictures

What Does This "White List" Mean?

There is a man in this industry who has but little to say and the little that he does utter means just what it says. This man is Mr. Robert Cochrane, Universal.

Recently, speaking of Universal's "White List," Mr. Cochrane said to the writer:

"It's on the level. We are really trying to set a new pace for the business by hiring 10 per cent on white pictures, while contracts and white treatment and white everything. It can't just merely a stunt. We are going through with it and we are pounding home to every man in the Universal organization, particularly our salespeople. It's good business and if it doesn't bring more than a good start for the general tone of the industry it has been well worth while."

With respect to "White List" was included in what was probably a great number who thought it simply meant a new list of pictures, and in fact the word was just an exploitation effort in dire Mr. Cochrane's word to different light and it makes it not as an indication of any real serious importance to the industry generally and particularly to owners.

White pictures, of course, might mean anything. But we are now satisfied that in this case, at least, it means that Universal is in order. A do- not offer pictures that have not been discussed or treated in any way.

There is no doubt about what white contracts and white treatment means. A white contract can only mean a lump-sum, legitimate and equitable agreement, without kickbacks, without subductions and without the multitude of other evasions and qualifications that result in keeping the exhibitor in a constant state of fear, suspicion and worry.

We can only congratulate and show Universal and Mr. Cochrane on this proposition and we know that our word of appliance will be swelled into a huge volume of certain by the entire owners who have been hanging for—and have a right to expect—"white treatment."

The goodwill of exhibitors toward Universal is a huge asset of that generation.

This new policy, which Mr. Cochrane has been thus far unable to accept it, is, we think, tremendously important. It is almost giving in to exhibitors of security of investment and promises which can only come those "white treatment" by the exhibitors they are trading.

White pictures, as we have already said, is a business proposition to the exhibitor in the industry. To the exhibitor, and we heartily endorse and support this proposition, it is a business proposition, and not only that, but it is a business proposition to the business as a whole. The whole picture business today is in the midst of a war. No more of the future success of the whole picture business than the future success of any other business can be predicted. This is an abstract statement, and the only one that can be made, but the whole world is in the midst of a war. No more of the future success of the whole picture business than the future success of any other business can be predicted. This is an abstract statement, and the only one that can be made, but the whole world is in the midst of a war. No more of the future success of the whole picture business than the future success of any other business can be predicted. This is an abstract statement, and the only one that can be made, but the whole world is in the midst of a war.
Coming!

"The CHORUS LADY" with Margaret Livingston and All Star Cast

Adapted by Bradley King

Released by Producers Distributing Corporation

Foreign Distributor: Wm. Vogel Distributing Corp.

Member of Motion Picture Producers and Distributors of America, Inc.

Will H. Hays, Pres.
"The White Sheep"

A Novelty Feature

All he had was a bleat!

His father had licked every man in the place, was cock of the walk, and ran things with an iron hand. (He was a blacksmith, so it came natural.)

His brothers begrudged the time spent in slumber, for then they couldn’t fight. They were called “the fighting Tylers,” but not to their faces. Oh, no! It wasn’t safe.

But he was like a pigeon in a hawk’s nest, a lamb in a lion’s cage, a gold fish in an aquarium with a bass. He couldn’t fight but he could talk,—some and then more.

What happened to make those tough eggs, his father and brothers, proud of him? Well, it will thrill you just as it did them!
Two Years of Unequalled Popularity!

In September of this year the Hal Roach Our Gang Comedies had their second anniversary.

It is doubtful if the business has ever seen such an amazing record of popularity, for certainly no pictures have played in such a large number of houses.

Star names did not do it, for the Our Gangs have no stars; the whole company of remarkable little kids stars.

Quality did it. Laughs did it. Human interest did it.

Are You Profiting Through Big Laughs From Little Kids?

Pathécomedy
When Sennett trots out a new one, it's time to stop, look and listen.

Which means that it's time to stop in at the nearest Pathe exchange, look at the new comedy brand, book it and then listen for the laughs,—if your ear drums will stand it.

Graves is a new one in the newest Sennett Comedy series, made the Sennett way with the Sennett casts and the Sennett gags. They're good,—your ears will tell you so when you show them.

To date, "East of the Water Plug," "Little Robinson Corkscrew," "Riders of the Purple Cow" and "Love's Sweet Piflle."
October 14, 1924.

Mr. R. Emfield
Manager, Pathé Exchange
San Francisco, Calif.

Dear Mr. Emfield:

At the time I bought the new Pathé Review
for the California Theatre, you requested me to notify you as
how they had been received after looking the first three
weeks. We are running the third one this week and
are happy to state that the reaction from our audience is
most favorable. I consider this one real subject matter.

Just as a matter of fact, it is in itself a feature in itself. We think
so much of it that we are advertising each issue of the review.
The back-colored, portrait showing your own American sitter is
most valuable and we have received many comments on this
particular item.

A great many theatres pay too little attention
in what goes on their screen in addition to the main feature
and it is my contention that every single unit of your show
is of equal importance.

Any exhibitor that hasn't reviewed the new
edition of the Pathé Review should start to do so immediately
and I feel that they will all be "call" as much as I am,

Yours truly,

Herbert L. Rothchild
Manager, Theatres
Herbert L. Rothchild Entertainment, Inc.

"A Feature in Itself"
We told you so!

PATHE REVIEW
One Reel Every Week
The Bradstreet
of Filmdom
DAILY

Sunday, November 23, 1924
Price 25 Cents

VOL. XXX  No. 46

Future Not Set

Shock at Thomas H. Ince's Sudden Death Eliminates Discussion of Company's Course
(Special to THE FILM DAILY)

Los Angeles—Funeral services for Thomas H. Ince were held Friday at 11 o'clock in Hollywood Chapel.

Natural conjecture over the future of the Ince organization must apparently remain unappreciated for the time being. The shock attendant upon Ince's death has been so great that discussion of the future has not even been thought of.

John Griffith Ray has been Ince's director-general for some time past. It seems logical to assume that he will carry out the immediate program. What will happen after productions in work or planned are completed, is problematical.

In work at the time that Ince died were three for Regal-Prod. Dist. Corp., "The Midwife," starring Florence Vidor which had been completed but was un delivered. Work on "The Girl of Gold," with Miss Vidor had just started. Jacqueline Logan in "Off the Highway" was also in production.

The First National unit had started upon pictures: "Enchantment" and "Playing with Souls.

The C. Gardner Sullivan company raising through F. B. O. had just started its second picture, "Mock Marriages."

Charles Ray was finishing "Perley," the third in his Pathé series.

Hunt Stromberg, who uses space at the Ince plant, was at work on a Harry Carey subject. The Dean unit is in between pictures.

Texas to Discuss Problems

Dallas—Tent show competition, the uniform contract, Sunday opening, taxes and finances are a few of the important topics to be discussed at the convention of the M. P. T. O. of Texas, according to H. A. Cole, president.

Milwaukee Deal for Bookings
(Special to THE FILM DAILY)

Milwaukee—It is understood that the Badger Theaters Corp., formed by Fred Seegert, George Fischer and E. W. Van Norman, has been organized for booking purposes.

Russell Signs Johnny Fox

Russell Prod. has signed Johnny Fox for a year, during which he will star in eight pictures. The brand will be Imperial Pictures.

Deals In Mid-West?

B. and K. Reported in "Agreement" with Lieber, Saxe and Ruben and Finkelstein

Robert E. Welsh, writing in the current issue of the Moving Picture World, states:

"Hardly off the train (in Chicago) before we were informed that Balaban and Katz had closed working agreements with Robert Lieber. And that it was only a matter of a few days before similar agreements would be settled with Tom Saxe in Milwaukee and Ruben and Finkelstein in Minneapolis. Nobody knows just what the agreements mean, but everybody knows that they are important enough to be talked about in whispers. And if you question Mid-West theaters to the average independent exchange manager, you have to be fortified with a fire extinguisher in your hip pocket."

Rapf Coming East
(Special to THE FILM DAILY)

Los Angeles—Harry Rapf will accompany Marcus Lee when the latter leaves for the East Sunday.

Laemmle En Route from Coast

Carl Laemmle is due in from Hollywood tomorrow (Sunday).

Don't Work In East

Report That Metro-Goldwyn Would Use Cosmopolitan Plant Here Is Denied

It was reported Friday that Metro-Goldwyn would establish several units in the East and that the Cosmopolitan studio in Harfen would be used.

This was denied at the company's offices, where it was indicated that production in the East was not a probability, especially in view of the extensive additions being made to the big plant at Culver City.

Offers Still "Denied"

Y. F. Freeman continued on the stand at yesterday's hearing between Famous and the Federal Trade Commission, which continued all day and into a night session. For the most part, attorney Bromley offered to introduce into the hearing, text of the witness' various conversations with other witnesses that have figured in the case. The offers were denied by the examiner.

Lichtman A State Righter?

It was reported from the Mid-West Friday that Al Lichtman would open state right exchanges in Cleveland, Cincinnati, Pittsburgh and Detroit.

Sail Wednesday

Ufa Group Leaving—"Siegfried" May Be Released Through United

Important officials of the Ufa who have been studying American production methods on the Coast sail for Germany Wednesday on the Deutschland.

Frederick Wyne-Jones, American representative who accompanied the group West returned late Thursday night. Dr. Felix Kallman, Ehrich Pommer and Fritz Lang, director of "Siegfried" are expected today (Saturday).

Reports from Los Angeles that "Siegfried" will be distributed through United Artists are believed to be accurate. Wyne-Jones would say nothing of a definite nature concerning the reports.

Negotiations will again be started for a feminine lead to appear in "Faust."

Berst With Macmyn Service

It is understood that J. A. Berst, president of Estherstone one year ago is now associated with the Macmyn Service, 727 7th Ave., producers of a reel known as "Local Lads," Berst is arranging contests with newspapers whereby accepted jokes are paid for by the newspapers and then made into a local special reel for showing at the local theaters.

Associated Gets Barry Film

James D. Barton, president of the Udla Co., representing Russell Prog., states he has sold the first Wesley Barry feature to Associated Exhibitors for world's rights. Second of the series, "A Nose for News," is now in work.

Costs

By DANNY

"The cost of a five reeler has been steadily advancing, particularly in the last two years," (the general manager of a large producing concern is quoted), "In that period it has advanced 30 per cent. At the same time, of course, the photoplay has advanced to a general better level of artistry and systematic handling. Do I think the limit in cost of production has been reached? Yes, I think the five reel feature has hit its maximum level. We foresee an advance in the cost of material, but a shrinkage in the cost of players."

Interesting? Timely? Perhaps. But this is a reprint of an article. From the Dramatic Mirror.

Of July 7, 1917. Signed by Frederick James Smith.

THE POINTER

West Point. Edited by the cadets. Of the Military Academy. Current issue gives a lot of space to Dick Barthelmess. And his company. And not only tells. Of how "classmates"-was produced—i part—on the Academy grounds. But shows some interesting photos. Of Dick. Madge Evans, and others.

BEARING THE BARBERS

You just can't beat that Reichenbach boy. Associated Press. And other news agencies. Carried a great yarn. Last week. On

(Continued on Page 9)

Features Reviewed

Oh, Doctor! Universal 10
Lover's Lane Warners 10
The Midnight Express C. B. C.—State Rights 10
The Greatest Love of All Reuban Prod. 10
Classmates First National 11
The East Set Paramount 11
That Wild West Goldstone—S. R. 11
Chalk Marks Prod. Dist. Corp. 11
Short Subjects 12
Cuts And Flashes

M. H. Hoffman has inaugurated a series of weekly bulletins to keep up-to-date exhibitors and those in the local territory posted on the Renown product.

Joe Hornstein, of Howell's Cine Equipment Corp., is enlarging his quarters, having taken over the third floor of 740 Seventh Ave.

Betsy Jewel has completed work in "Argentine Love." She will not return to Hollywood, but will remain in the East.

Jean Levy has been engaged by Consolidated M. P. Syndicate to make a concert tour of their theaters.

"Those Who Judge" and "Three Keys" are the next two Banner productions to be released by Dependable.

Seek Restrictions Against Children

Minneapolis—Barring school children from admission to theaters on school nights is asked in a resolution presented at the recent convention of Minnesota Parent-Teachers' Ass'n. The resolution provides for the selection of suitable pictures for school showings Friday evenings and Saturday afternoons.

Convicted on Tax Charge

Minneapolis—John W. Bergstrom, was sentenced to six months in jail and fined $2,000, charged with having withheld $702 in admission taxes taken in at his Nicolet theater, which he operated in 1920. Bergstrom is the first theater manager to be convicted in the Northwest of such a charge.

Dave Sohmer Has 27 Pictures

Dave Sohmer, of Biltmore Pictures, is offering 27 pictures in this territory. They include 13 Franklyn Farms, six Fred Thomson and eight with Bill Cody.

Edward Auger in Canada

Edward Auger, assistant general manager of Vitagraph is in Canada touring branches.

"Breaking In," the first of the Benny Leonard "Flying Fists" series opens at the Rivoli Sunday.

Incorporations


Dover, Del.—Film Distributing Co. Capital $25,000. Incorporators, J. Rainey, W. Milner and S. Foreman.


Albany—Ebenzer Mountain Co., Essex County. Capital $25,000.


Costumes for Hire

Productions Exploitation Presentations

Brooks

1437 B'way Tel. 5580 Pm

New Theaters

Cadiz, O.—Work on E. M. Long & Sons Hotel-Theater is progressing, following a set back because of the failure of the manufacturers to ship terra cotta bricks.

Pittsburgh, Pa. — Harry H. Petz will shortly reopen his theater at Youngwood, closed August. It will be known as the New Pearl.

Cleveland, O. — J. S. Davis has opened his new Westland at New Boston. It has 350 seats.

ATTENTION PRODUCERS!

Movie stills—4 cents each

B. & F. PHOTO CO.

552 Tenth Ave. N. Y. C.

Pennsylvania 7477

TRAILERS

NATIONAL SCREEN SERVICE INC.

West Coast

CHICAGO

NATIONAL SCREEN SERVICE INC.

East Coast

NATIONAL SCREEN SERVICE INC.

SOUTHWEST

NATIONAL SCREEN SERVICE INC.

ATTENTION PRODUCERS!

Movie stills—4 cents each

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552 Tenth Ave. N. Y. C.

Pennsylvania 7477

Colored Titles and Colored Inserts in your pictures

Cost very little more than black and white.

Asking about it. Prizma, Incorporated

3191 Blvd., Jersey City, N. J.

Montgomery 4211

GEVAERT

RAW STOCK

Negative — Positive

As Good As the Best

JOHN D. TIPPETT, Inc.

GEVAERT FILM

1540 B'way 6040 Sunset Blvd.

N. Y. C. Hollywood

COLOR ART-TITLES

TIPPETT'S SPECIALIZED, SIGNED DATED

12" A. FONT

Color, Art, letter and more admirable than double prints

Kelley-Color

TIPPETT'S SPECIALIZED SIGNED DATED

12" A. FONT

Color, Art, letter and more admirable than double prints

PALSADINE N. J.
Hamilton can almost draw more business for me than almost any feature I can get... H. Bettendorf, Opera House, Foley, Minn. in GREATER AMUSEMENTS

There are many laughs scattered throughout the scenes.... There are several subway scenes burlesquing the subways of New York. Well, in these Hamilton is superb.

The situations themselves are funny and anyone would shriek with laughter—but when a live duck, live and wilful, he is taking home for dinner, gets away from him and hides behind a lady’s petticoat, poor Hamilton shows ideal control. These scenes afford more laughs than any we have recently noted.

—EXHIBITORS TRADE REVIEW

New York’s subway is a national institution. Its milling mobs are a national byword. Out of the pushing, rushing crowd in the underground railway Hamilton gets some of the best laughs he has ever produced.

For foreign rights address
FAR EAST FILM CORPORATION
729 Seventh Avenue, New York City

Member, Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President
**After New Star**

Charles R. Rogers is conferring with Hunt Stromberg, his partner, relative to the acquisition of a star to be presented in a new series. Stromberg held a preview the other night, at which he screened "The Planning Folly," starring Harry Carey, and "A Cafe in Cairo," a Priscilla Dean Prod.

Preparations for the new series, "Fashions For Men," are well under way. A new stage 125 ft. by 200 ft., a new generator room, additions to the dressing-rooms and an annex to the mill and carpenter shops are under way.

**Borzage Starts**

Frank Borzage has started work on "A Man's World," his first production for Metro-Goldwyn. Although he signed a contract some time ago, his arrangements with other producers did not end until last week.

**Metro-Goldwyn Busy**

The Metro-Goldwyn plant is active. Robert Vignola is making "The Summons," Howard Henley is directing "The Square Peg," "Cheaper to Marry" is in work, under direction of Robert Z. Leonard, while Rupert Hughes is busy on "Excuse Me." The latter is about completed. "Dixie" is in the cutting room.

**Three Started At Fox**

Three new productions have been placed into work at Fox. They are "Children of the Purple Sage," with Tom Mix; "The Mad Rider," featuring Buce Jones, and "Van Biber and the Navy," a Van Biber comedy. Lynn Reynolds is directing Mix.

**Clara Bow in Two**

Clara Bow, now in "Capital Punishment" for Schulberg, will make another for Preferred, "The Boomerang." James P. Hogan will direct the former, with Elliot Dexter, George Hackathorne, Mary Carr, Margaret Livingston, Robert Ellis, Aler Francis, Ethel Yorke, Joseph Kilgour, Dewitt Jennings, Eddie Phillips and George Nichols in the cast.

**Walter Rivers Enters Pictures**

Walter Rivers, dramatic editor of "The Bulletin," San Francisco, has left for Hollywood to enter the business. He will become an assistant to John McCormick, First National's Western representative.

**St. Clair Starts "Thin Ice"**

Warners have placed "Thin Ice," in production with Al St. Clair directing, Edith Roberts, Tom Moore, Will Russell, Theodore Von Eltz and Willard North are in the cast.

**B. F. O. Buys From Van Loan**

B. F. O. has closed with H. H. Van Loan for three original stories, all scheduled for early production. The deal was arranged by Louis Baum.

**Fox Unit At Sonora**

Buck Jones and Lucy Fox and a company of 50 are on location at Sonora.

**Coast Brevities**

Kcu Maynard, cowboy performer, has completed his first picture, "$50-000 Reward." He will start at once on the second, "Fighting Courage." Royal Pictures are making the series for Elfeet.

Eduardo Gheller is handling camera work on "A Gypsy Romance," being directed by Helge Sture-Vasa for Valkyrie Pictures Co.

Tom Geraghty is preparing "I'll Show You the Town," Reginald Denly's next. Eric Kenton will direct.

Francis Ford has turned to character work and is appearing in "Soft Shoes," starring Harry Carey.

Edward Suman has completed "Up the Ladder" for Universal, Virginia Valli starred.

Bull Montana is appearing in Tom Mix's current picture, "Dick Turpin."

Will M. Ritchie, in conjunction with Melville Brown, is preparing the screen version of Percy Mark's novel, "The Plastic Age," for Universal.

Rob L. Lee did the adaptation of the James Oliver Curwood novel, "The Hunted Woman," which Jack Conway is now shooting at Fox.

Albert J. Smith has completed "Under Fire," the first of a series of eight Bill Patson's for Elfeet Prod.

Herbert Blache is preparing Laura La Plante's next, to follow "Dangerous Innocence."

Oliver Marsh will do the camera work on Stromhein's "The Merry Widow."

An original by Fred Myton, will be the third Evelyn Brent vehicle for F. B. O.

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"PETER PAN" - the MONEY Picture!

Paramount has arranged the greatest group of tie-ups ever seen.

Specimen newspaper tie-up page showing ads of six big national manufacturers who have hooked in with "Peter Pan." Manufacturers are sending copies to thousands of dealers and supplying cuts. Paramount is mailing to every newspaper in America.

Twenty four-sheet and a few others of the extra high class posters on "Peter Pan."
Hook Up with Your Merchants

The Peter Pan Co.—Manufacturers of Peter Pan Kid Clothes

Here's How!

1. Let Your SING
2. Your store!

Here Are Ways to Advertise Your Store

- Use the Peter Pan Co.'s 4-page broadside
- Display the Peter Pan Co.'s 4-column ad
- Use the Peter Pan Co.'s window card
- Use the Peter Pan Co.'s announcement to dealers
- Use the Peter Pan Co.'s colored slide
- Use the Peter Pan Co.'s rotogravure window card

In addition: Souvenir whistles and Peter Pan suits as prizes.

"PETER PAN"
Kid Clothes Tie-up

Paramount has arranged big nation-wide tie-up with manufacturers of Peter Pan Kid Clothes. Here is sample material. Going to 20,000 dealers.

(Upper left) 4-page broadside showing all tie-up material.

(Upper right) 1, 2, 3, and 4-column ads provided all dealers. Also window card in six colors.

(Left) Announcement to dealers.

(Right) Colored slide.

(Below) Rotogravure window card.

This Is The Book

from which the Feature Photoplay was made

Read It! Now 75¢

Illustrated

and Clean Up with "PETER PAN"

Betty Bronson, star of "Peter Pan," wearing Peter Pan Dress. Dealers will receive cards showing Betty in three different styles of dresses.

(Upper right) Announcement sent to 10,000 Dealers.

"PETER PAN"
Dress Tie-up

Another nation-wide "Peter Pan" tie-up has been arranged with manufacturers of the famous Peter Pan Dress. Four-page broadsides similar to that on Kid Clothes will be sent to dealers. Other material for this tie-up:

(Left) 2, 3, and 4-column ad mats.
(Right) Rotogravure window card.

In addition: Colored slide of Betty Bronson. Peter Pan Dress as prize in any contest you arrange with local dealer.

Song Tie-up

Popular song, "Peter Pan." Sheet music published by Robbins-Engel, Inc. Piano word rolls by Standard Co. Tie up with local music stores. Play at your theatre prior to and during showing.
Dig in the "PETER PAN" Gold Mine!

"PETER PAN" Cravat Tie-up
Manufacturers of Peter Pan Cravat, with 12,000 dealers, are boosting "PETER PAN" with material shown on this page:

(Right) Announcement sent to dealers and colored window card.

(Lower right) 1 and 2-column ad mats.

In addition: Photos of "PETER PAN" players wearing Peter Pan Cravats. Counter display cards. Two neckties as prizes in any theatre-dealer contest.

The dealers will get 4-page broadside similar to one on Kid Clothes.

"PETER PAN" Cravat Tie-up

If Peter Pan were a well-dressed man
Instead of a mythical lad
Today he'd be wearing a Peter Pan Tie
Like savory brother and dad

$100

Peter Pan Cravats
18 Exclusive Color Combinations

See the Paramount Picture "PETER PAN"

Wear the Tie of the Hour

Peter Pan Cravats

Sally Brothers

LET'S TOOT THE SULLY STREET
gae Friends

Here's an opportunity for you to sell Peter Pan Ties faster than ever before!

Right now, the distributors of Paramount Pictures will sponsor PETER PAN Cravats throughout the country. The public is asking for them and you are sure to be successful with them on any kind of advertising campaign. This is a sure opportunity to increase your Cravat business without expending any effort on your part.

The Cravats will be shipped to you in the same large 18 color boxes of PETER PAN Cravats that you are now carrying in your store. The Cravats are of the same quality as the other PETER PAN Cravats and will be sold at the same prices. What more could you ask for in a Cravat campaign than to earn 18 exclusive color combinations in one Cravat? Now you can have them all at once.

As usual, we are going to give you a chance to try this campaign with a small investment. You need only order 24 Cravats for your store. If you enjoy the Cravats and want to increase your Cravat business, you may order additional Cravats at any time.

Sally Brothers

Sally Brothers, Inc.

220 West 39th Street
New York, N. Y.

We guarantee the Cravats will be shipped to you within 48 hours.

"PETER PAN"

Fountain Pen Tie-up

Another big national manufacturer helping you boost "PETER PAN." Special material:

(Above) Colored window card.
(Left) 2-column ad mat.
(Extreme left) Announcement to 30,000 dealers.

In addition: Slides of Betty Bronson.

Read the announcements on the following pages of manufacturers tying up with "PETER PAN." It's a clean-up, boys.
Valentino. And how the Master Barbers banned him. And
condemned him. For that sheik beard.

Now it leaks out. That Reichenbach attended the barbers'
convention. Posed as a master barber. And put the resolutions
through.

EDITORS EDIT

This here Sydney Olcott is no slouch. When it comes to
getting his pictures right. He gets authorities. To point out his
errors. So a day or so ago. He got all the trade press editors.
Over to the Long Island studio. To inspect his East Side Yiddish
print shop. Where a newspaper was being printed. For
"Salome of the Tenements." The editors edited (Martin Quig-
ley and Bill Johnston being experts. About Yiddish papers.) As
for us: we fuzzed around the old press. And tried to make Jutta
Goudal think. We knew all about it. Aided by Freddie Schader of
Variety. Who knows just as much (?)

SMART BOY

"Q. E. D." Of the Evening Sun, Baltimore. Preparing his list of
"Ten Best" for the Film Year Book, 1925. Picks nine. And then
asks his thousands of readers. To pick the tenth. For his list.

When you get thousands working for you. You're smart.
We're anxious to see what happens.

STATISTICS

Issued by the experts. Of Loew's New York houses. Show-
ing that in a year 1,820 features are needed. Or 35 each week.
Then they figure. That averaging five reels to a feature, they
use up nine million feet of film annually. Not counting news
reels and comedies.

Get those figures. They need 1,820 features
a year. Where do they come from?

ABOUT FACE!

And come on into the military. Of the well known M. P.
industry. Which may some day be formed. By Lieut. Colonel
Jasper Ewing Brady. Of Metro-Goldwyn. Received his com-
mission in the Officers Reserve Corps of the U. S. A. On Armis-
tstice Day.

"TIM" AN EDITOR

Better glance at the Kearse Theater News. Issued by Tim
Kearse. At Charleston, W. Va. And see what can be done. To
enliven what, in reality, is nothing more nor less. Than a pro-
gram. And house organ. Better get one.

MORE GIFTS

George Eastman has given $2,500,000 to the University of
Rochester. Which leads to the thought: wonder how much—
in millions—Eastman has endowed to various institutions, and
civic organizations. In his home town?

THE UPKEEP WORRIES

Hal Hodes of Educational. Never wears a hat. Some of his
friends insisted he have one. To check a possible cold. Hodes
objected. But finally—reluctantly—accepted. Now he is consider-
ing throwing it way. The 20 cents a day upkeep. For tips,
Annoys him.

DEVOUT AND SINCERE

Bill Raynor, house manager of Reade's Hippodrome, Cleve-
dland. Sent his boss this wire: "Go to the same synagogue that
William Fox does and pray with him that he should never lose
Tom Mix."

All because bargain prices, vaudeville and a Mix picture hit
close to $20,000 for the week. Which is some business for this house.

**(Continued from Page 1)**

FREDDIE'S WIT

Ernest Fredman. Of the Film Renter, of London. Has a
nice, quick wit. At lunch with film folk. Discussion arose rela-
tive to Walter Irwin's distribution ideas. At which a British
producer said to Fredman—"Distribution! that is not the trouble
—the trouble is in production."

Freddie quickly answered: "At last England has solved the
production question. It has stopped producing."

THE ARMY BUREAU AND GOOD WILL

Thomas H. Martell writing. (He is in charge of the U. S.
Army M. P. Service.)

"I read with special interest your article under the caption
"Good Will". * * * You are assured that I can attest to the value
of this plan as a good will builder for we have been doing this
same thing in the Army for the past two years and the
results achieved have been well worth the effort.

"The United States Army Motion Picture Service, oper-
ating 100 War Department theaters at Army stations, on its
inception, realizing the value of that intangible but highly val-
able asset good will, adopted the policy of creating a demand
for and selling the service direct to the men in the Army
by personal contact. Advantage has been taken of every oppor-
tunity to talk to the officer and enlisted personnel along the
lines suggested in your article. The result is motion pictures
have made a permanent niche for themselves in the regular
Army organization and routine. They have assisted in its
small measure in helping to carry out the slogan: The Army
Builds Men by keeping up their morale and through the
educational value of news reels and other subjects that offer
instructional value. Motion picture entertainments are today
considered one of the principal amusement activities at prac-
tically all camps, posts and stations in the continental limits of
the United States and in the Canal Zone.

"It was thought that you might be interested to know the
practical operation of your suggestion has brought results. We
heartily concur in and indorse this suggestion to the motion
picture world."

REVELATIONS

Jackie Coogan. Back from Europe. Where he fed a lot
of starved kids. Quoted in the N. Y. American:

"I get 50 cents for every egg I suggest, and 75 cents for
play suggestions, or picking out the right people for an act.
It all counts up you know, and I save it. Besides, I get $18
a week salary from Dad when I am not working in pictures,
and $25 to $40 a week when I do. It depends on how hard I
work."

"Asked whether that contract with his father was a written
or oral contract, Jackie answered:

"It's a gentlemen's agreement."

WHAT WOMEN WANT

Writes Harry Carr. Cleverly in the Los Angeles Times:

* * * In the circumstances, you can't blame the producers.

"With an almost pathetic hopefulness, they put on the
best pictures that the public will accept.

"Even the best people will not support the best pictures.

"When the National Federation of Women's Clubs was in
session in Los Angeles, the local committee were anxious
that the movie houses should put on something worthy of the movie
industry.

"The manager of Loew's State Theater selected 'Boy of Mine,'
which is unquestionably the finest picture of the kind
ever made."

"The Women's Federation indorsed it in glowing terms.

"And it turned out to be the worst flop in the history of
that theater.

"The Women's Federation delegates ignored 'Boy of Mine,'
but stood in line at the box office to see Gloria Swanson in
'Manhandled,' which was a rival attraction.

"In this picture, Gloria narrowly escaped being raped in
every reel; in one especially peppy reel, she escaped being
raped three times."
“Lovers’ Lane”
Warner Bros.

As a Whole...DRAMA OF SMALL TOWN LIFE TAINS GOOD HEART INTEREST AND A PLEASING ROMANCE. ADAPTATION OF CLYDE FITCH PLAY MAKES INTERESTING PICTURE.

Cast...Robert Ellis well suited and gives a sincere portrayal of the young country doctor who cherishes love for the small town people who depend upon him. Gertrude Olmstead a pretty heroine. Others in a well balanced cast include Crawford Kent, Kate Toner, George Periolot, Noval McGregor. Fratons of Ethel Wales, Mr. Hicks, Charles A. Seling and little Bruce Guerin.

Type of Story...Drama; from the office the life and station of a small town. "Lovers' Lane" is one of those sort of pictures that probably will always find a suitable market. It is not a story of rich people, but of say, a small town district where they see their own type of living pictured, whether they happen to agree with the author or not. Clyde Fitch's play makes a good screen story and director Phil Rosen has visualized it very nicely. His atmosphere is dim and ill and mode of living offers interesting detail. His production and cast are also well chosen. The story contains the usual and popular elements of audience appeal such as romance, heart interest, bits of comedy and adventure, the prejudices and again the kindness of small town folks. The people of this particular small town have little faith in the young surgeon and little feeling for the little boy whose limbs he tries to straighten as the child's mother received by them because she is a divorcée. At the same time the doctor's sweetheart leaves him for another, and the recipes comes right in time to save the child's mother. The story is well stage and gives the audience leading up to it. In fact, it's all entirely satisfying.

Box Office Angle...Sort of picture that usually does a pretty nice business. They usually like the combination of entertainment elements contained in it.

Box Office Angle...Should be an excellent bet for the majority of exhibitors. There's more real action and logic and less hokum than in most films of its type.

Exploitation...The crowd that knows how to shop for titles will readily pick this one. Get in back of it and attend to the well in advance and select bits that will give the idea of the thrill, the romance, and the comedy bits. Promote the production for localities. Even those who like to think that they prefer the more artistic endings will find a thrill in this. Local trainmen will be willing to cooperate.

 Direction...George W. Hill; very good.

Author...Phil Rosen; capable.

Cameraman...Clyde Fitch.

Scenario...Dorothy Farum.

Art Director...Lewis Gib—East Harter.

Photography...Good.

Length...5,146 feet.

As a Whole...AMUSING GOOD BOX OFFICE NUMBER THAT WILL BRING THEM IN AND SEND THEM OUT SATISFIED has to be a good picture and a good box office number to have an audience appeal.
"Classmates"  
Producer: Inspiration Pictures, Inc.  
Distributor: First National

As a Whole... ONLY THE DRAWING OF EMILY'S GROWN-UP BARTHELMES WILL MAKE THIS STAND UP AT THE BOX OFFICE. TOO LONG AND TOO TERRIBLE. THE STAR GIVES A MIGHTY FINE PERFORMANCE ONE OF THE BEST OF HIS CAREER.

Cast... The part of Emily has grown up and at times looks appealingly like Mae Marsh; very sweet. Looks like she will repeat as an ingenue her early success as a child star. Beach Cooke, excellent; Reginald Sheffield, splendid heavy; Claude Bains, life-like; other unimportant.

Type of Story... A mixture of West Point life and melodrama. Briefly the scenario tells of the appointment of a poor Southern white boy to West Point; the ill feeling which a Southern aristocrat has for him; and the love he has for a girl who is accepted at West Point as the result of which the hero is court-martialed and dismissed. In the jungle the hero rescues the girl and proves to her the cause for the fight against which he led her.

In the end, virtue triumphs and hero gets the girl.

Far too much detail of West Point life is presented. Once they get into the real action in the jungle, there is mighty fine material. It runs with a certain polish and control and edited to advantage which would allow the opportunity to show what should be the big scene of the production the meeting between the heroine, the heavy and the hero. Nothing of this is, however, titles being used to indicate this most important part which ends in a West Point marriage.

It would appear that so much effectiveness in the West Point sequence attractive that the rest of the story and incident was forgotten. This is particularly unfortunate inasmuch as weekly news sheets of West Point crowd the screen very often.

Box Office Angle... Where they like Barthes this may be easy to put over... If your crowd doesn't, better figure on this before showing.

Explotion... By all means stick to Barthes this may be easy to put over... If your crowd doesn't, better figure on this before showing.

Explotion... By all means stick to Barthes this may be easy to put over... If your crowd doesn't, better figure on this before showing.

Explotion... By all means stick to Barthes this may be easy to put over... If your crowd doesn't, better figure on this before showing.

Explotion... By all means stick to Barthes this may be easy to put over... If your crowd doesn't, better figure on this before showing.

"The Fast Set"  
Paramount

As a Whole... SCREEN VERSION OF NAUGHTY STAGE PLAY COULD NOT WORK THROUGH LIGHTFUL ENTERTAINMENT. HAS A GOOD SEQUEL OF "KICK" BUT IT COULDN'T BE A COMPLETELY SATISFYING, GOOD ENTERTAINMENT.

Cast... Adolph Menjou really shines in the role of "The Fast Set." Of course, Betty Compson is pretty, does good work, and wears some eye-catching gowns which is de cently the performance of Menjou that holds the attention. There isn't anyone here who can put over this man in a suitable way.

Suits very good in small bit.

"That Wild West"  
Phil Goldstone—State Rights

As a Whole... SHORT, SNAPPY WESTERN WITH GOOD VARIETY AND ACTION. SHOULD APPEAL TO LOVE COWBOY LOVERS AND THE PLOT'S JUST A BIT OUT OF THE ORDINARY, WHICH HELPS AL so.

Cast... William Fairbanks is a first rate hero who has a busy time of it helping the female ranch owner run her place. Dorothy Revell pleasing as the lady boss and Jack Richards suitable as the regulation bad man. Others Milton Ross, Margaret Cullington, Andrew Waid, the latter contributing some laughs in one of those "hick" sheriff sorts of roles.

Type of Story... Western drama, from a story by "The Bar T Mystery," by J. F. Nettelford. The usual western amusing comedy with a thoroughly pleasant "That Wild West." It's a good, short, snappy entertainment—no a whirwind in either the story or the acting. It is a fairly good plot that has some slighty new twists, a smooth, and not a tedious, development and a lively hero who presents thrills. Added to this there's a bit of mystery business to give a touch of suspense. The story goes: Society girl is decoyed to go with her and manage the ranch and she, according to the plot, is to be killed by her boss. All the things. Marguerite Snow interprets the part with fine feeling and sincerity.

Jack Woods' plot in its entirety, however, is not as strong as his leading lady heroine. It isn't always convincing although it cannot be called as ridiculous. It is not seen that the automobile maker was popular in 1912. His real personality is really confined to the last five or six years at the most. But on the other hand, director Adolphi has injected plenty of realistic scenes to give the picture atmosphere and his development holds the interest.

The plot: Angela, the teacher, remained chary of her stepfather Thompson who carries her rival. Years later Angelina is the means of preventing disgrace in Herbert's household by keeping his son from appearing to the world. She then was committed in protection of her sister. Later her son is the means of saving Angelina when he is ejected and loses her because of her age. Eventually the people come to realize the worthiness of the heroine.

Box Office Angle... A pity the road house scene had to be brought in. Would have made a ideal family trade picture if it had been omitted. Will likely satisfy a majority as it is.

Explotion... Get them interested by playing up the school story and the heroine and you might easily be able to enlist aid of your local teachers' organization in putting the picture. Like most pictures of some few years ago, may be remembered and you might use her name.
Says Industry Points The Way
Milwaukee—Judge Moses Grossman, president of the National Arbitration Society, in an address before a group of Milwaukee exhibitors and exchange men, declared "the time is not far distant when other branches of the industry will follow the example of the picture men and submit their differences to arbitration." He said this industry is pointing the way for a tremendous saving in money and time for other businesses.

Must Furnish Particulars

Hollywood—Mary Murillo, scenario writer, who left for the C-Pictures Corp., with a bill of particulars, in her $23,200 suit for damages. Miss Murillo wants $13,200 as back salary, due her, it is claimed, at $300 weekly for an unexpired portion of a contract dated June 15, 1921. She also seeks an additional $10,000, which she alleges was guaranteed her as a bonus, outside of salary.

Educate Farmers

Gainesville, Fla.—The Alachua County Board has installed a modern new projector in its headquarters to instruct farmers in the care of their stock and farms, etc. It is expected, however, that the machine will be carted around the county, visiting the various towns.

Combines Stock and Films

(Special to THE FILM DAILY)

Florence, S. C.—The O'Dowd theater has inaugurated a musical stock company for the winter months, to be used in conjunction with pictures.

Contest for New Title

Gobel & Erb, producers of "On the Stroke of Twelve," will, in conjunction with F. B. O., conduct a nationwide contest for a new title.

Buys Eddie Lyons Series

Arrow has disposed of the Eddie Lyons series to Film Distributing of Pittsburgh, for West Pennsylvania and West Virginia.

Seymour on Sales Tour Up-State

W. F. Seymour, division manager for Prod. Dist. Corp., is on a swing around the up-state exchanges, Albany, Buffalo and Boston.

Cody on New Contract

Independent Films have signed Bill Cody to appear in a new series of Westerns, upon completion of his present group of eight.

No Preparing a New One

W. F. Seymour, division manager for Prod. Dist. Corp., who directed "The Lost Chord" for Whitman Bennett, will begin work shortly on a new picture.

Plans New Series

Liberty Film Co. will feature Helene Hauger, a Southern prize beauty, in a series of 12 two-reel Cameos.

Howells Acquires Acme Projector

Howells Cine Equipment has contracted for exclusive sales of the Acme projector, a portable affair.

Short Subjects

"All Wet"—Hal Roach—Pathe
Sure-Fire For Laughs
Type of production...1 reel comedy
This looks like a sure-fire laugh getter. Charlie Chase gets a wire telling him to meet a train for some paper. He hasn't much time when the wire arrives. He rushes. Everything happens, of course, to stop him. He kindly tows a friend's car out of some mud, and in so doing gets stuck himself. Getting out to push the car he falls slap bang into the mud himself. He pushes the car and it slaps back into a deep pool of muddy water. There is much incident along the same lines—all funny. A bit sloppy to be sure, but very laughable.

"Masquerade"—Max Fleischer—Red Seal
A Novel Idea
Type of production...1 reel cartoon comedy.
There's a novel idea in this one—which is that there almost always is in the "Out of the Inkwell" cartoons. The artist plans to go to a masquerade dressed as the inkwell clown, but the cartoonist CLIN9S his lines by plunging into cartoon land after it, the artist shrinks until he is just the size of the cartoon. He goes through many adventures in cartoonland, is pursued by a band of cartoon clowns and finally plunges through the drawing paper back into his own office where the clowns tagging at his leg in an effort to hold him back. Parts of this do not run as smoothly as they might as to animation but the reel is enjoyable.

"Up the River with Mollie"—Cranfield & Clarke—Red Seal
Satisfactory Scene
Type of production...1 reel scenic comedy
This reel is composed of some very pretty shots of placid English rivers upon which the spectator feels that he is being paddled along. Blue tints have been employed with good effect. The titles which are rather numerous all make mention of an unseen "Mollie" who in the last shot is introduced to the audience and on the back of the Canal dog. A satisfactory reel of its type.

St. Regis First Completed

The first St. Regis Picture, made under direction of E. H. Griffith from "The Ultimate Good," for Associated Exhibitors in New York, cut and edited. Arthur Hoerl is writing the titles.

Dunlevy of Akron Recovers

Akron—James Dunlevy, Strand, Akron, paid his first visit to the theater, not more than a week after being struck down with illness. Arthur Hoerl is writing the titles.

"A Fat Chance"—Christie—Educ'l
Good For Hier's Fans
Type of production...2 reel comedy
Those who like Walter Hiers and his type of comedy will probably enjoy this. So will those who "can't help" and whose waistlines are ample as a consequence. For Walter is too fat to win his girl for the first half of the film, and not fat enough in the second half, when her plump uncle promises his money to the suitor who weighs the most. Probably the funniest hit in the film is that in which Hiers goes to a party at his girl's home attired in corsets under his dress suit. He se- tonders waitline but cannot sit down or bend. Corset steel keeps sliding in undesirably and unexpected places. But when he finally manages to get the lady drop her fan in front of him. He tries to pick it up with a fire shovel but fails and finally has to bend, whereat his coat splits down the back and he exits—on a run.

"The Cannon Ball Express"—Sennett—Pathe
Slapstick, But Funny
Type of production...2 reel comedy
This is typical Sennett slapstick comedy with a cast that includes pret- ty Florence Foster, Billy Be- Smid Smith, Andy Clyde and others. Much of it is funny. All of it will entertain. A railroad is involved with a crooked transaction and real excitement. Some trick photography is employed with good effect also. One train seeming to jump right over another as another one to avoid collision. Del Lord directed from a story by Felix Adler.

Pathé Review No. 48
Interesting, As Usual
Type of production...1 reel magazine
This issue of Pathé's Review contains the third installment of the "history of fashion" series and deals in interesting (especially to the ladies) manner with the gowns in vogue from 1840 to 1900. Many smiles will be forthcoming at the quaint gowns which are seen on living models. The other subjects dealt with in the magazine are "Bashful Lumberjacks" showing how the Malays can deal with hardwood timber, and some Path-colo- views of Phoenix, Arizona.

Rayart Deals

W. Ray Johnston announces the following sale. To Capital Film Exchange, of Phila., the six "Metropolitan Melodramas," for Eastern Penn., Southern New Jersey and Delaware Universal bought the same Steelers, "Battling Brewer" short reels for Argentina, Uruguay, Paraguay, Chile, Brazil, Ecuador, Colombia, Guat- emala, the Philippines and the Far East. Also the 24 Rayart-Richmont fea- tures for the Far East.

Says Pictures Are Improving

Cincinnati, O.—W. A. Kaiser, local distributor, in an address before the Woman's City Club, at their recent regular civic luncheon, told the audience that "motion pictures have improved remarkably in wholesom- eness in the last few years. Only those in the industry know of the tremen- dous strides that have been taken to clean up the movies. And the work is still going on."

To Open Sunday for First Time

Decatur, Ind.—The Adams will open on Sundays. Other local houses operate on the Sabbath, but the Adams has only been open six days a week.

Rosenthal's Palace Reopens

Orange, N. J.—Lous Rosenthal has reopened the Palace after consider- able renovations. The policy is now Keith vaudeville and pictures.
Announcing - The Season's Greatest Independent Attraction

A picture so big that no exhibitor or chain of theatres can afford to overlook it!

"FOR ANOTHER WOMAN"

sensational -- gripping story -- elaborate setting -- pulls the heart strings

THE STORY OF A WOMAN'S SACRIFICE -- CARRYING THE BURDEN OF ANOTHER'S SIN - OF A MODERN MADONNA AND A SON OF WEALTH WHO LEARNS THAT LOVE AND SACRIFICE ARE MORE VALUABLE THAN GOLD - TEEMS WITH HEART-THROBS AND TEARS

RAYART PICTURES
W. Ray Johnston
presents
A FRANK TALBOT PRODUCTION
"FOR ANOTHER WOMAN"

A TREMENDOUS BOX-OFFICE SENSATION THAT WILL CREATE BOX-OFFICE RECORDS EVERYWHERE.

With one of the finest casts ever assembled in a single picture – including the world famous dancing "Tiller Girls" from Ziegfeld's Follies

Story by
PEARL DOLES BELL
Scenario by
AGNES CHRISTINE JOHNSTON & FRANK DAZEY
Directed by
DAVID KIRKLAND

RAYART PICTURES CORPORATION
W. Ray Johnston, Pres.
723 SEVENTH AVENUE - - - - - NEW YORK
The Film Daily

Newspaper Opinions New York

"The Fast Set"—Paramount

AMERICAN—As a stage play, "Spring Cleaning" was as light as a tussle-down. An amusing comedy kept a laugh going. As a picture it was necessary to pad it.

I have an idea that those who have never seen the stage version of "The Fast Set," and those who have will unscientifically compare the two. Here the comparison will not be favorable. BULLION—Coming to the screen it looks still lighter than its charming stage personality, with its very high quality in which the play depended on the brilliant, satirical lines. It makes, however, an interesting moving picture, for Mr. de Mille has made a mirthful piece of work.

DAILY NEWS—"A picture you'll like, even though you quarrel with it.

DAILY MIRROR—DeMille has made a mirthful, though entertaining picture. It is "The Fast Set." * * * * * * * * * * * * * * * * *

BETTY COMPSON, who would have been splendor of the stage actor, does the best she can as the rather unsympathetic heroine. Miss Ingrid Bergman is good in her sympathetic, emotional, and effective self, and Elliott Dexter is doggedly convincing.

EVENING JOURNAL—* * * "Spring Cleaning" is a picture in which a class of first-rate, patently the elastic standards of modern comedy.

EVENING WORLD—And the result is delightful entertainment.

This is the sort of picture that Adolphe Menjou really makes nothing else do.

GRAPHIC—"The Fast Set and you won't be sorry you're funny—if you are.

HERALD-TRIBUNE—* "Spring Cleaning," the new film, is a laugh all the way through, and a made picture, driving home its moral with a laugh. William de Mille deserves a lot of credit for his fine direction.

HOLLYWOOD REPORTER—William de Mille has made a better picture out of "Spring Cleaning" than one would have thought possible.

TELEGRAM—... the titles in "The Fast Set," too, are deliberate.

This is a distinct disappointment to those who enjoyed the play, as it will also be first-class entertainment to any who didn't see it but there you are.

* * * * * * * * * * * * * * * * *

HOLLYWOOD REPORTER—Miss Ingrid Bergman has undergone the treatment that is accorded all good plays nowadays and has become a silent drama. A pretty good motion picture.

TELEGRAM—Enough that this version holds the brains of the audience--and that one wonders to commendable tenacity, and that the celebrated dinner scenes, that have been pushed out of the region of talk into that of pantomime.

WORLD—"Spring Cleaning" in film form seems just about as good as the stage play. It is a lark.

One thing that impressed me is the comedy. It is not mere comedy with a deftness that is nothing short of marvelous.

BILLETTE—* * * Pola Negri's acting should miss seeing her in the part of the great Czarina. She is delightful, very subtle, human of every situation.

The story has been modernized in one or two rather incongruous situations.

An excellent cast supports Miss Negri. Adolphe Menjou plays the part of the suave cartoon, in a delightful spirit of comedy. Rod La Rocque makes an attractive hero. The DAILY MIRROR—The picture maintains a splendid Continental atmosphere throughout. The settings are fine; many of them suggest the pictures of Lubitsch's German days. The photography is quite perfect and the scenario, which Agnes Christie Johnston and Hans Kraly provided, seem perfect, too.

POST—A chapter of ultra-refinement designed for those whose interests, whether the audience, now center upon the incongruities of the story, the cynical romances of a helter-skelter who dignified the title of queen—is this the unsecular theme of "Forbidden Paradise."

And yet... the film has been adapted and directed and acted so delicately—one can almost say so superbly—that despite its oblivious qualities, which are many, it is interesting amusements and presents delightful entertainment.

* * * * * * * * * * * * * * * * *

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AMERICAN—"* One of those Mary Roberts Rinehart's famous doctor and nurse stories. A love-tale with interest, suspense, and plot. Universal has made a fine picture.

It is in the programme list, without anything exceptional to distinguish it.

FILM NEWS—* * * "The Czarina" has been made into a very amusing and sophisticated picture.

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SUN—"The Czarina"... has been made into a very amusing and sophisticated picture.

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Phone Fitzy 4832

Cable "Jamesdebe"
DAILY MIRROR—Percy Marmont is wistful and interestingly sad, with his un-expected but well-nigh inevitable, and de- licate appeal Mrs. Rinehart imparted to this character is lacking in the picture. It is a sad story, in which the story has been worked out.

MORNING TELEGRAPH—* Miss Vallette, as the Mace-town girl, * Mr. Marmont, in the title role, is in available, a pic is in the role the proper touches of mystery and sadness and makes it altogether attractive. No John Roche and Margaret Fisher fill the remaining roles adequately. Miss Fisher gives a performance, the emotional value of which is considerable. The picture is tastefully set and the photography is highly commendable.

EVENING JOURNAL—* Miss Bush and Miss Frederick are well cast in the photo-

POST—If you are looking for something outstanding, you won't find it in any de- partment of the film. The story is merely ordi-

Sunday, November 23, 1924

"Butterfly"—Universal Coliseum, San Francisco

(Week Ending Nov. 15)

BULLETIN—This is one of the most ele-

Circe the Enchantress—Metro-

Gold—Lyceum, Minneapolis

"The City That Never Sleeps"—Paramount

"Classmates,"—1st Natl.

"The Covered Wagon"—F. P. L.

"Dante's Inferno"—Fox

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THE FILM DAILY

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POST—If you are looking for something outstanding, you won't find it in any de- partment of the film. The story is merely ordi-
CHRONICLE—* * * Henry Otto, who directed the picture, has managed to put much hard work into the picture, and the result is a film that is entertaining and vivid.

EXPRESS—* * * Frankly, we were not much moved by the modern story nor delighted by the handsome young man who is the hero of the picture.

THE MANGA—* * * As a technical achievement, much of the picture is extraordinary, and evokes admiration.

"Dynamite Smith"—Pate's review of the film.

"Easy Money"—Madison, Detroit.

FREE PRESS—* * * A fire scene and a thrilling escape are particularly well handled, and there are scenes evidently taken in Italy that are usually performed on the London stage. And given of London and Paris, and of beautiful Italian scenery, the picture is seldom surpassed in scenic beauty.

"Feet of Clay"—F. P. L.

FERRY FIELD, Boston.

FREE PRESS—* * * The picture is Miss deMille's latest colorful and bizarre screen production.

GAME—* * * Another attempt of Cesar Romero to achieve his＂sensation" as a star. It looks as if the pictures are tiring to most of the people in the cast. It is a fine cast with some very good fighting and shooting.

"Garden of the Gods"—Boston.

JOURNAL—* * * An interesting story with a number of people in the cast. It is a fine cast with some very good fighting and shooting.


Herald—* * * A film that is second only to "The Man Who Fights Alone." It is a fine cast with some very good fighting and shooting.

"Husbands and Lovers"—1st Natl. Wisconsin, Milwaukee.

SENTINEL—* * * Light and lowly tale of one of the oldest problems that has ever been solved. The film is the "ever after" period and done in John M. Stahl's style.

Stanley, Philadelphia.

INQUIRER—Domestic stories are strangely lacking in this picture. "Husbands and Lovers" is the story of a woman who has a particular interest in solving a problem of one of the hundreds of others of a similar nature, using the "other man" as the go-between, a pleasant entertainment.

"I Am the Man"—Chadwick, Cameo, La Angeles.

(Week Ending Nov. 15)

EXAMINER—While there is a rather interesting story of the exciting performance of Barrymore, the actors are called upon to do things which have absolutely no bearing on the picture at all. And there is a cale raud which might have been acted in a Christmas comedy, had it been amusing.

EXCEPT—* * * Abramson, who directed the picture, has assembled his characters of drama pretty well, but the play just doesn't work out.

TINLEY—* * * We find little flora Leclos, whose quaint beauty graces just about stealing the show. An ingenue, she is a little too young without being stiff, and full of life, and the joy of living.

"The Lover of Camille"—warners Metropolitan, Baltimore.

SUN—* * * Warner Brothers have mounted the picture with the proper opulent外表. The supporting cast is large and given to sympathetic roles.

State, Cleveland.

NEWS—* * * The sincerity with which Mrs. Marion Keeper portrays her part is convincing. The picture gives the picture a realistic touch that forms a part of the story when the notes of pathos are sounded.

PLAIN DEALER—* * * Monte Blue, as the week's film hero, shines with his usual high performance. He carries off his part successfully, and his performance is that of a character's life.

"Greater Than Marriage"—Vitagraph Mission, Los Angeles.

EXAMINER—* * * Marjorie Daw is cast as Joan Thursday, a girl who dreams of a social career and works hard for her name's sake. She is a lovely character and is particularly successful with Miss. Neptune.

DAILY NEWS—* * * It is a fine cast with some very good fighting and shooting.

"The Green Road"—New York.

Herald—* * * The direction is excellent and taken care of by Victor Hugo Halperin, too, and they are fine. The film is a fine cast with some very good fighting and shooting.


TINLEY—* * * An excellent story of a romance and love that is a love story. There are moments of glorious happiness and touching tragedy. There is a touch of refinement and romance above the common run of film dramas.


SENIOR—* * * A fine cast with some very good fighting and shooting. The picture is an excellent casting of Milton Sills as the minister.

Palace, Montreal.

STAR—* * * Nazimova and Milton Sills both exceed their usual standards of performance in this production, and the supporting cast is exceptionally good.

WORLD, San Francisco.

EXPRESS—* * * The picture is the same story as the one of the same title. It is a fine cast with some very good fighting and shooting.


CLYDE—* * * This director has given Miss deMille a picture that would make her name's sake. The picture is a fine cast with some very good fighting and shooting.

"Married Flirts"—Metro-Gold, Park, Cleveland.

NEWS—* * * The role title tells you the story, but the movie beyond that is the story of a woman who owned a dress shop.

PLAIN DEALER—* * * The director has given Miss deMille a picture that would make her name's sake. The picture is a fine cast with some very good fighting and shooting.

"The Man with the Iron Door"—Principal, Criterion, Los Angeles.

EXAMINER—* * * It is an interesting theme, surrounded with some of the most beautiful photographs that the silver sheet has known. There is a mountain with its problems.

EXPRESS—* * * The settings lend themselves to good camera effects. The photograpics are good, well directed, and will sell accordingly. The silent but eloquent picture is shown in silhouette from the desert trail contrasts with the rugged mountains and cliffs and shadows that are always impressive to the viewer.


RECORD—* * * An appeal for an injustice story in which a good man gets a bad deal. The picture is good, but not too good.

TINLEY—* * * Nothing more could be done to improve the picture. The Millionaire's Daughter has need for improvement.


AMERICAN—* * * This department suspects that you will laugh right out loud repeatedly.

JOURNAL—* * * In this grin, unchanging face one perceives the quiescence of the audience.

NEWS—* * * Keaton extracts all the human value and the comic possibilities of the human being and reaches what many Kennedies, Keatons and other people are for the most part wishfully.

"The Only Woman"—1st Natl. Walnut, Cincinnati.

POST—* * * The photos is like getting a glimpse into a thrilling story of a picnic at sea and a spaceship.

DAILY NEWS—* * * The picture is a fine cast with some very good fighting and shooting. The picture is modern, and in general it is left to the imagination of the audience that is usual in the films.


INQUIRER—* * * Some excellent scenes were used with too much of the old-fashioned material and methods.

PUBLIC LEDGER—* * * There is little or no plot. The setting is spirited throughout.
The Weeks' Headlines

Mon: "The Painted Lady"—Fox Monroe, Chicago


Wed: "Tell Me That You Love Me, Junie Moon"—Fox

Thurs: "The Landgirl"—Metro-Goldwyn

Fri: "I'm No Angel"—MGM

Sat: "Life of the Party"—MGM

Sun: "The Painted Lady"—Fox

1923-24 business on highest level since 1919, has Herbert Hoover, Secretary of Commerce.

Thursday

Thomas H. Ince passes away on Coast. End for one of the great independents.

F. C. Bonnef, stockholder in Republic Lab.

oratories, signs Consolidated. Opposes theory merger. First National may not film "Life of the Party" if Chaplin refuses to secure play for role of the Saviour.

Tax Free, Public Dist. Corp.

Tues: "The Landgirl"—MGM

Golden State Theater Corp. in San Francisco now has 5 in chain. Five houses building.

Next week Circuit nominations for theaters in Westchester County area.

Rumblings of important trade changes in England reach New York.

Future relations with United Artists undial.

D. W. Griffith is expected to carry out Paramount contract.

Charlie Chaplin expected to make one picture for reorganized United Artists.

Saturday

United Artists will probably release "Siegfried" Metro-Goldwyn not to produce the East.

Tax Free, Public Dist. Corp.

Bader and Kats reported in "agreement" with important exhibitors in Mid-West.

Sunday, November 23, 1924

"Welcome Stranger"—Prod. Dist. Corp.

Rialto, Washington

"Yolanda"—Metro-Goldwyn

Eastman, Rochester

D emocra
c has a dazzling array of beautiful costumes, attention to correct historical details in both of these essentials as well as in the customs of the period. These symbolic incidents are given in a way that the prominent and most commendable features of the production will appear.

"Yolanda"—is another of those tremendously expensive pictures, beautifully costumed, delightfully photographed and with a story that is staged, dramatic in quality, but with little action. Sausage of a film like "Hedda Gabber," the film of the King of France, Miss Olszewski as Queen Margaret, and Leon Errol as the Innsheeker.

JOURNAL—"....is one of the pictures that researchers must be seen by all lovers of the best in the cinematic art. Amazing that may be said about it will give you only a faint idea of its beauty and great sweep.

TUES—"...From the point of spectacular effectiveness, the film could hardly be surpassed."

Staab Becomes Legislato (Special to THE DAILY"

Milwaukee—Henry Staab, secretary of the Wisconsin Film Council, has been elected to fill a seat at the capital. He will handle these duties in addition to those with the M. P. T. O.

New Government Film (Special to THE DAILY"

Washington—The Department of Agriculture recently appointed "Green Barrier," a picture dealing with livestock production and reforestation in the South.

Dickinson Quits Creole Ent. (Special to THE DAILY"

Atlanta—Arthur Dickinson, manager for the Creole Amusement Corp., has resigned, effective today (Saturday). No successor has been named.

Sells Out to Opposition (Special to THE DAILY"

Winston-Salem, N. C.—The Amu.

Perry Quits Aayworn (Special to THE DAILY"

Dick Perry has resigned from the Aaywon sales staff to become a special representative for Service Film Corp.

In The Courts

Elizabeth A. Reilly has applied in the Supreme Court for permission to drop a suit against Rudolph Valentino in which a summons was served some months ago through his attorney, O'Brien, Malevinsky and Driscoll. She said she is willing to drop the suit if necessary in order to get the case discontinued.

Nothing has been filed to indicate the nature of the suit. The only other news in the case is that the application made in July in behalf of Valentino to have the complaint dismissed on the ground that it did not name a cause of action, this application was not pressed.
From studio to screen—

EASTMAN FILM

Just as in the studio where Eastman Negative Film makes the most of the cameraman's skill, so in the theatre Eastman Positive Film carries quality through to the screen.

Look for the identification "Eastman" "Kodak" in the film margin.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
1000% Audience Appeal!

He's never had such a fascinating role! And that's saying a mouthful.

Inspiration Pictures Inc. presents RICHARD BARTHELEMESS in Classmates

From the play by WILLIAM DeMILLE and MARGARET TURNBULL
Scenario by JOSEPHINE LOVETT

A John S. Robertson production
Photographed by ROY OVERBAUGH and JOHN SEITZ

You can throw out your chest—when you have a FIRST NATIONAL Contract!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
Denials from Mid-West

Important Theater Interests, Mentioned in Tie-up With Balaban and Katz, Discount Reports

Telegrams registering denial of any "agreements" with Balaban and Katz were received yesterday, in response to queries sent out by THE FILM DAILY to important Mid-West theatrical organizations which were linked with the Chicago firm.

The Moving Picture World reported from Chicago that last week Tom Saxe, of Milwaukee, the Circle theater, Indianapolis and Ruben and Finkelstein had entered upon a deal with B. and K., the nature of which was not defined. Inquiries were made showing little particular reference to booking alliances.

Tom Saxe wired: "I wish to make a denial of the report that I have joined or made any arrangement or with any organization with reference to any booking combination or otherwise."

A. L. Block, president of the Circle Theater Co. wired: "There is no truth in M. P. World report. There is no tie-up of any kind signed by the Circle Theater Co."

Max Balaban telegraphed: "Reports of any agreement are untrue."

Mayer Sails Dec. 3

(Special to THE FILM DAILY)


Patton Starts Pathé Serial


Gets "Charley's Aunt"

The distribution of "Charley's Aunt" was determined over the weekend when F. C. Munroe, Paul C. Mooney and John C. Fink of Prod. Dist. Corp. consummated a contract with Charles Christie in Chicago for American release.

Foreign distribution will be handled by Ideal of London. The picture is now in production on the Coast, with a cast headed by Syd Chaplin. It will be released as a special next year.

John C. Fink attended the Chicago conference, en route East from the Coast. He returned here yesterday and declared his company would release 15 pictures between February and August.

Ince Corp. Intact

John G. Wray, Production Chief, in Charge—No Changes in Present Program

(Special to THE FILM DAILY)

Los Angeles—John Griffith Wray for some time past chief of production at the Ince studios, will be in charge of the future work. Wray, together with E. de B. Newman, business manager will act as operating heads.

Existing contracts will be carried out to the letter, it is declared. Mrs. Ince will assume a place on the directorate.

Distributors who are handling product emanating from the Ince organization or allied companies anticipate no change in plans, in view of the producer's death. The C. Gardner Sullivan series, handled by F. B. O., will continue as in the past. Charles Ray is making "The Desert Fiddler" for Pathé on schedule.

Regal Pictures, Inc., which supply a good portion of the Prod. Dist. Corp. line-up has practically completed releases scheduled for distribution between February and August. While this does not conclude the contracts, it is a long step forward.

(Continued on Page 4)

Meetings in N. Y.

United Artists Conferences Switch to East to Finally Dispose of Griffith Situation

Important factors in United Artists' future are heading Eastward from Los Angeles. It is understood that next week when all interested parties are assembled in New York a final disposition of the Griffith situation will be made. Griffith is busy whipping up a "Isn't Life Wonderful" into shape for its premiere at the Rivoli Sunday and won't bother with anything else until that showing is disposed of.

There have been several arrivals from Hollywood. Hiran Abrams and Albert H. T. Banzhaf, business manager for the Warburg organization, have arrived, but neither will talk. Dennis F. O'Brien and Robert Fairbanks are due here Thursday. Joe Schenck, Norma Talmadge, Marcus and David Loew and Harry Rapf left Sunday, and will reach town Thanksgiving Day. Nathan Burkan is due back on Monday. Arthur Kelly, Charlie Chaplin's representative in the East, has been in town for several days.

"Romola" in Coast House

Los Angeles—"Romola" will open at Grauman's Egyptian theater Dec. 8 for an indefinite run. It follows "The Thief of Bagdad."

Hicks Plans London House

The Times reports from London that Iren Hicks will build a Carlton theater on a site adjacent to the Hotel bearing that name, in Haymarket. The Plaza is under construction.

Busy Times at United Studios

Los Angeles—Seventeen pictures will be made at the United Studios in the next few months. Studios officials declare over $10,000,000 is involved.

Announce Series from Engel

Metro-Goldwyn announced yesterday it would distribute a series of pictures to be made by Joseph W. Engel.

This was exclusively forecast in THE FILM DAILY of April 17.

No Paper Thursday

Thursday, November 27 being Thanksgiving Day and a legal holiday, there will be no issue of THE FILM DAILY, published.
Metro-Goldwyn Buys "Nocturne"  
Metro-Goldwyn has purchased film rights to "Nocturne," by Frank Swinerton.

Willard Mack Recovery  
Willard Mack, ill with pneumonia, has passed the crisis and is reported on the road to recovery. He is at the Mt. Vernon hospital.

Lease Cedarhurst (L. L.) House  
Jacobs and Pollack have leased the Playhouse, Cedarhurst, L. I., for ten years and will reopen it Dec. 3 with "Welcome Stranger." The house has been renovated and seats 599.

Marjorie Daw in Cast  
Marjorie Daw, who has been doing much work recently in Eastern-made pictures, has been added to the cast of "One Way Street," now under way at the Biograph studios for First National. She has an important role.

Jans on Trip  
H. E. Jans is on a sales trip, closing up unsold territory on "Playthings of Desire."

Brady to Produce  
William A. Brady declares he intends going ahead with production, despite the fact that his original deal with Prod. Dist. Corp. did not materialize. The first picture will be "Simon Called Peter," to be produced at Fort Lee, with members of the stage play in the film version.

Stars at Willard Premiere  
Nils Granlund will pilot an assemblage of stars to the opening of the new Willard theater, Woodhaven, tomorrow night. The Loew officials en masse will attend.

Roy Chandler Back  
Roy Chandler, president of Chipman Pictures, Corp., is back from an extensive tour of the West Indies and South America.

Order Christmas Cards  
NOW

TODAY STATIONERY CO.
1476 BROADWAY at 42nd St.
Phone Bryant 1-8-74

GEVAERT RAW STOCK  
Negative — Positive  
As Good As The Best  
JOHN D. TIPPETT, INC.
GEVAERT FILM 1540 B'way 6040 Sunset Blvd. N. Y. C. Hollywood

COMING SOON

THE SPATS IN HAL ROACH'S COMEDIES  
WIT WITH A WALLOP  
Pathécomedy

ARTISTIC TITLES  
Quality — Service — Speed  
H. E. R. STUDIOS, INC. 150 W. 46th St. Bryant 7273

STOCK SHOTS  
SCENES OF EVERY DESCRIPTION NEGATIVE OR POSITIVE PRINTS  
STONE FILM LIBRARY 220 W. 42nd St. N. Y. C.

TRAILERS BUILD BUSINESS  
NATIONAL SCREEN SERVICE, INC.
NEW YORK CHICAGO LOS ANGELES

MAURICE WORKSTEIN  
Lettering — Designing  
ART TITLES  
Where the best in hand lettering can be obtained
**THE LITTLE FRENCH GIRL**

is one of the 2nd Famous 40 Paramount Pictures

---

**Why THE LITTLE FRENCH GIRL is in its 115th thousand two months after Publication**

**Look at these Figures!**

This is the way our customers are buying

"The Little French Girl"

(Twelve retail customers selected)

at random from our records

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\[\text{Compare this with your own record of orders}\]

\[\text{We do not wish to seem insistent but if you desire to have ample stock for Christmas, provide for it now. Editions 25,000 copies cannot be made in a few days.}\]

\[\text{Don't wait until December to order.}\]

\[\text{January dating on quantity orders if requested.}\]

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**Houghton Mifflin Company**
Wins Against Unions
Court Orders End to Campaign of Publicity Against Grand O. H., 23rd St. and 8th Ave.

The Harrison Amusement Co., which leases the Grand O. H. at 8th Avenue and 23rd St., has terminated an injunction from Supreme Court Justice Lydon against Harry Mackler, President of the M. P. Operators' Protective Union, Local 308, William F. Canavan, President of the Intern'l Alliance of Stage Employees and M. P. Operators, and Edward Canavan, President of Local 802, American Federation of Musicians.

The Harrison company through their attorney, Lee Harrison, stated that the lease on the Grand O. H. is worth $100,000 and that the net profits have been $50,000 a year. He said that the theater has been operated as a non-union house, but members of the union have at times been engaged and when negotiations were broken off because of the alleged attitude of the union representatives, the defendants began distributing advertising material throughout the neighborhood deeming that the house was "unfair" to union members.

Justice Lydon's order restrains the defendants from circulating banners, signs, blotters, and placards containing the word "unfair" in relation to the plaintiff's business.

Ince Corp. Intact
(Continued from Page 1)
tract, it cleans up the major portion of the story.

The local Ince Corp. offices issued a statement yesterday which said, in part:

"The Thomas H. Ince Corp. will go forward with the activities of Thomas H. Ince.

"Production activities had been planned for months in the future. Several important pictures were in the course of production at the time of Mr. Ince's death. Others had been planned. Contracts call for the delivery of others.

"As a matter of fact, Mr. Ince was planning to go abroad the first of the year for an extended vacation and the plans of the studio had been made with an expectation that he would be absent for some time.

"It was Mr. Ince's oft repeated desire to arrange his business so that it would function without his immediate presence and to that end he had contemplated a reduction in the number of personally supervised productions in the immediate future."

John Ince Assigned Film
Los Angeles—John Ince has been assigned direction of "The Girl of Gold," starring Florence Vidor. It is one of the Regal series for Prod-Dist. Corp.

New Prod. Dist. Corp. Mg't.
Paul C. Mooney of Prod. Dist. Corp. has made N. G. Shafer manager at Cincinnati, succeeding H. H. Hurn.

Films Erka and Goldwyn
Arthur Loew pointed out yesterday that Films Erka of Paris have purchased the 1924 Goldwyn output and not the Metro series, as stated in a special despatch from Paris.

Tops Sunday "Beaucaire" Record
Sunday business at the Strand with "A Painted Devil" topped the opening Sunday gross for "Monsieur Beaucaire" at the same theater.

Mathews Joins Savini
(Special to THE FILM DAILY)
Atlanta—C. A. Mathews has been appointed North Carolina representative for Savini Films, Inc., with headquarters in Charlotte.

Hogan Signs For Two Years
Los Angeles—James P. Hogan has signed a two year contract with B. P. Schulberg's P. O. P. "He is now directing "Capital Punishment."

Release Jan. 1.

"Capital Punishment" will be released Jan. 1. The picture has been completely sold, but separate from the other Schulberg pictures. Renown has it for New York State and Northern Jersey.

Gloria Swanson Ill in Paris
Paris—Gloria Swanson, now in Paris is ill, suffering from a bad cold. Specialists have been summoned.

Paramount was advised by cable yesterday that Miss Swanson's illness had practically spent itself and that she would return to work today.

Hepworth on the Majestic
Cecil M. Hepworth is abroad the Majestic, due in today or tomorrow. He is bringing over "Coming Through the Rye," to place in the American market.
Incorporations


Albany—Motion Picture Improvements, New York, Capital $25,000. Incorporators, C. McLaughlin and F. Spaulding.


Trenton, N. J.—Soldner & Donath, Inc., Irvington. Capital $1,250,000.

Trenton, N. J.—Oceanic Film Corp., Newark. Capital $125,000.

Trenton, N. J.—Sten Amusement Co., Newark. Capital $125,000.

Dover, Del.—Belmont Film Co., Wilmington. Capital $25,000.

Dover, Del.—Edward Small Play Co., Dover. Capital $100,000.


Albany—Perseverance Social Club, Buffalo. Capital $10,000.

"Roughneck" at Central

"The Roughneck" will replace "Dante's Inferno" at the Central, beginning Monday.

Meyers Back in Pittsburgh

Pittsburgh, Pa.—Harry Meyers has returned from a trip to California. He was previously identified with Universal and Metro-Goldwyn, and is now manager of Pete Antonopoulos rececntly acquired Strand.

To Distribute Emergency Lights

Pittsburgh, Pa.—The Hollis-Smith-Morton Co., has secured for distribution in Pennsylvania, the emergency lighting unit manufactured by the Pennsylvania Lighting Co., of Greensburg.

Jack Young Celebrates

Detroit—Jack Young is celebrating his fourth year as manager of the Vitagraph exchange. He is one of the oldest exchange managers in Detroit in point of service with one company.

Mundstuk Makes A Buy

Detroit—Dave Mundstuk has purchased for his Exclusive Film Exchange, "Why Women Re-Marry." The deal was made with Joe Brandt, of C. B. C., on his visit here.

Schradel Assumes New Duties

Pittsburgh, Pa.—Joe Schradel, former editor of "The Film Forecast," the Rowland & Clark house organ, is advertising and publicity director of the Capital, for Ben Burke.

Moore With Levee

Los Angeles—Antonio Moreno will play the male lead in "One Year to Live" for M. C. Levee and will then join the Rex Ingram unit abroad to appear in "Mare Nostrum."

Scarlet Fever Closes Theater

(Special to THE FILM DAILY)

St. Louis—The Lyric, at Cave-In Rock, Illinois, has been closed temporarily, on account of a scarlet fever epidemic in that town.

Detroit Theater Robbed

Detroit—Another theater has been robbed. This time it is the Central. Bandits made away with $200 on this visit, the second to the same house within two months.

Alex. Cameron in Edmonton

(Exclusive to THE FILM DAILY)

Edmonton, Alta.—The new manager of the Regent, one of the larger theaters of Edmonton, is Alex. Cameron, former manager of the Rialto. Cameron is installing a large new orchestra.

T. & D. Theater Burns

San Francisco—the T. & D. at Watsonville has burned to the ground. The blaze caused $50,000 damage and was the result of defective wiring.

WHAT ARE PLAYTHINGS OF DESIRE

ASK JANS HE KNOWS

COMING

the laughing success of the world for 34 years

"CHARLEY'S AUNT"

WITH SYD CHAPLIN

TO BE RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.

Studio and Laboratory

FOR RENT OR SALE

Modern Equipped Studio and Laboratory adjoining—In fine condition—30 minutes from Times Square—For rent or will sell on convenient terms.

Apply Box M223 Film Daily, 71 W. 44th St., N. Y. C.

Newspaper Opinions

"Daring Love"—Truart Keith's, Cleveland

NEWS—** is just a picture, but it will serve to occupy and idle hour.

PLAIN DEALER—** ** Excellence of cast is the chief "talking point" of "Daring Love," the new film attraction at Keith's 10th Street. If the story is not always attractive or convincing, there is a capable cast of players to even things up. ** * *

"The Good Bad Boy"—Principal State-Lake, Chicago

TRIBUNE—** I think you'll like "The Good Bad Boy" as a whole—a lot ** *
"best picture she has had in years"

From SAN FRANCISCO Critics

BULLETIN—There is more of the highly melodramatic than anything Miss Talmadge has appeared in for some years and the film gives definite proof that the actress does not hesitate to sacrifice comfort to secure a desired effect.

CALL AND POST—There is a shipwreck preparation even if they had not another thing to recommend them. **

It is a storm and a shipwreck worth seeing—a well executed thrill that provides the denouement to what before was a more or less conventional story, more or less conventionally presented.

CHRONICLE—Norma Talmadge in the best picture she has had in years, "The Only Woman," which leaves her fine work in "Secrets" far behind, and in which she is doing the best acting she has given the screen, fiery, veristic, powerful.

EXAMINER—The acting by Norma Talmadge, a high society wedding scene of unusual magnificence and the crash of a sailing ship into a palatial yacht during a terrible storm at sea—these are the things that make "The Only Woman" a film drama of extraordinary interest.

The only Guarantee for good pictures all the time—is a FIRST NATIONAL contract.
Rush For Play Dates

Associated Exhibitors Acts to Secure Funds for Employees and Producers of Defunct Selznick

The Associated Exhibitors' sales force is under orders to obtain play dates on Selznick product wherever possible, in order to help producers and former Selznick employees recoup some of the losses entailed by their companies when the company went bankrupt. John W. Wurtenbury, president of Associated Exhibitors, explains the relations between Associated and the Selznick pictures. He said:

"In behalf of the receiver, it will be our duty to give service on existing contracts and to collect rent therefore. In behalf of the producers, it will be our duty to continue the sale of the Selznick product."

(Continued on Page 7)

Behan Film Through Associated

"The Greatest Love of All," starring George Behan, will be distributed through Associated Exhibitors following the road shows in each territory. New York, New England, Pennsylvania and Illinois are among the territories. An exclusive distribution agreement was reached in Columbus, O., this week, on a schedule that will take him to the Coast.

"Arabella" Here

A print of "Arabella, a Story of a Horse," is here. The picture was produced in Germany with Max Marsh heading the cast of human players. Sam Rachman is handling the picture here. He can reach the market at Export and Import.

Six Lloyd Reissues

Associated Exhibitors Preparing "Popular Demand Series"—"Now or Never" First

Six Harold Lloyd comedies, originally distributed through Associated Exhibitors and Pathé will be released by Associated one in three months, beginning Jan. 1. The group will be known as the "Popular Demand Series" and will consist of "Now or Never" (three reels); "A Moment of Glory"; "Those Precious Hours"; "In the Doghouse" (three reels); "I Do" (two reels); "Never Weaken"; "Grandma's Boy" (six reels). Each will be slightly re-edited and new advertising matter and accessories issued for each.

Lloyd has one more picture to deliver to Pathé. It is well on toward completion.

$1,000,000 House for Milwaukee

Milwaukee—Reports in circulation link Sherman Brown, of the Davidson up with the erection of a new $1,000,000 theater and hotel building on 6th St. between Wells and Grand Ave. Brown's lease on the Davidson expires in about a year. The Davidson has been the only local house showing road shows.

Neibuhler Busy in London

(London) Walter Neibuhler, former president of the American Cinema Corp. of New York is now engaged in production in Europe. He is making "The City of Temptation" and plans to shoot exteriors in Constantinople. Jindulian Johnston, who appeared in "The Thief of Bagdad" will have the leading role.

Price Forms Parthenon Pictures

(Exclusive to THE FILM DAILY)

Albany—Oscar A. Price has formed Parthenon Pictures Corp., here, listing 100 shares of common stock, no par value.

Parthenon Pictures will state right a number of productions which Oscar Price has acquired.

16 From Schulberg

B. P. Schulberg will make 16 pictures this year. The local office is moving into larger quarters at 1630 Madison and on the coast additional studio facilities have been secured. The original program involved nine pictures.

Warner in Real Estate Unit

(Exclusive to THE FILM DAILY)

Albany—D. W. Realty Co. of Hempstead, formed yesterday with a capital of $30,000 lists Harry M. Warner among the incorporators. The others are T. H. Danch and C. W. Walker.

Moses on Special Mission

Vivian Moses, director of publicity and advertising for Fox, flies Saturday to London to launch a special advertising campaign in England on the 1924-1925 product.

Ist Nat'l Buys Beaumont Story


Two More From Stahl

John M. Stahl has two more pictures to make for First National release.

Famous Profits Drop

Nine Months' Earnings $2,021,842, or $199,458 Under Last Year's

The consolidated financial statement of Famous Players and subsidiaries entirely owned was made public yesterday. It shows net operating profits for the third quarter ending Sept. 27, 1924 of $1,571,040.62. Profits for the nine months of 1924 ending Sept. 27 were $2,021,842.65. After deducting all charges, allowing for Federal, income and other taxes, and for dividends on the preferred, this figure indicates earnings of $10.33 per share on the common outstanding, while the three months' total shows earnings of $6.01 per share on the common outstanding.

However, as compared with the nine months ending Sept. 29, 1923, the current statement indicates that there has been a drop in net profits of $199,458, since the 1923 total was $3,121,300.

De Mille to Do Corelli Story

(Exclusive to THE FILM DAILY)


It was reported some weeks ago that this Corelli story would be D. W. Griffith's first for Paramount.

Won't Move Lasky Plant

(Exclusive to THE FILM DAILY)

Los Angeles—Charles Eyton denies that the Lasky plant will be moved to Culver City. It was said that Jesse L. Lasky had been negotiating for a tract on Washington Blvd., near the Metro studio.

Erie Waging Fight

Only City in Pennsylvania to Keep Open Sunday—Reform Element Active

(Exclusive to THE FILM DAILY)

Erie, Pa.—While the rest of the State has been observing the blue laws in regard to Sunday shows, this city has kept its motion picture houses open on the Sabbath and until recently escaped prosecution.

However, 12 managers have been arrested and fined $4 and costs and the case is now going to the highest court with their case.

Sunday shows in Erie are being bitterly fought by Rev. H. C. Shaw, pastor of a local Methodist church and President of the Law Enforcement League. He has stated he plans to make a finish fight.
After 250 Theaters

For Exhibitor-Owned Exchange in Michigan—Already Distributing Pictures Throughout State
(Special to THE FILM DAILY)

Detroit—Because of inaccuracies that have crept into articles concerning Wolverine Exhibitors, Inc., Lloyd C. Menjou, general manager of the organization, has prepared a complete statement concerning its plans and operations. He says:

"We have been under way for some time, working quietly in hopes of completing our organization without any publicity. In other words, a sort of 'secret' enterprise, as in the case of the Consolidated Exhibitors, Inc., and the Michigan exhibitors. Now that the cat is out of the bag, let's get it straight.


"2. Instead of tying in 150 theaters in this, the number is 250.

"3. And in place of the small exhibitors paying $100 for a franchise, he pays $200 the same as the large exhibitors and has the same voice. There are only 100 franchises instead of 150.

"4. The sub-franchises are sold at $50 and not $100. There are 150 sub-franchises and these are held by both large and small theaters.

"5. An exhibitor can hold but one franchise. If he has more than one theater, he comes under a sub-franchise which has no voting power and participates in no profits, making the man with one theater equal to the man with several.

"6. This is a movement to save the independent exhibitors as well as the independent producer. There is a movement on now in New York City to spread this through every State in the Union. If this ever comes to pass the public will profit by receiving better pictures, as the exhibitor is in a position to know what is wanted, be it the man who comes in contact with the public, and knows what pleases them most.

"There is altogether too much money spent on pictures. The producers seem to be unable to control this condition as everybody from the stars down dictate to them and practically set their own salaries. This is true all along the line and by the time the picture reaches the theater, the cost runs up into unbelievable figures. The quota the exhibitors must pay is a burden that is almost breaking their back. Of course, it comes down to the public in some cases.

"An exhibitor dislikes to increase his admission and must depend on an increase in patronage to get by. If the weather or a dozen other things are against him or the public does not respond to his extra advertising, he must take a loss that takes his profits for a number of days, and in most cases weeks.

"We are sure we have the key to the situation. However, it is work enough, at least we think so.

"It has been stated we will not buy any pictures until our organization is complete. That is not so. We are now operating an exchange and our pictures are being shown daily on the Michigan screens. Also, the actual number of theaters tied in with us now is 51 and not 68."

Pathé News

Sees All Knows All

Pathe News

NO. 98

THE EGYPTIAN CRISIS—Assassination of Sir Lee Stack brings on crisis in relations between Egypt and Great Britain; Gen. Allenby; Premier Zaghloul; King Fuad, etc.

DE PALMA WINS 100 MILE AUTO RACE—Veteran driver goes 100 miles in 1 hour, 24 minutes, in California.

YALE CONQUERS HARVARD—Ancient rivals battle in the mud at New Haven before 75,000.

Other news as usual.

Colored Titles and Colored Inserts in your pictures Cost very little more than black and white. Ask us about it.

Prizma, Incorporated

3191 Blvd., Jersey City, N. J.

Montgomery 4211

Vol. XXX No. 49 Wednesday, Nov. 26, 1924 Price 25c

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Quotations
High Low Close Sales
East. Kodak 1114 1113 1112 1110 1100
F. P. L. 884 87 884 1700
Do pdf 103 102 103 700
Film Insp. Not quoted
Loew's 194 187 187 4100
Metro-Gold. Not quoted
Pathé Not quoted
Warners Not quoted

Paramount Players Move

Bebe Daniels leaves for the Coast next week to spend the holidays in California. She will return here to make "The Crowded Hour," with R. A. Walsh directing.

Adolphe Menjou has gone West for Thanksgiving. His next picture to be made here will be "A Kiss in the Dark," which Frank Tuttle and not Dimitri Buchowetzki will direct.

Let George do it!

George E. Kann
Corporation

220 West 42nd St.
New York, Chick, 4052
Foreign Cables—Geokann, N. Y. C.

INSURANCE

We have been handling Motion Picture and Theatrolical Insurance for the past fifteen years and are in a position to handle any proposition big or little.

Arthur W. Stebbins & Co., Inc.
1540 Broadway
New York, N. Y.

COMING SOON

Florence Vidor in "The Mirage"

from Gillett Schuyler's successful Broadway play

Produced by

George Archainbaud

season 1924-1925 thirty first-run pictures

THE

FILM

DAILY

Wednesday, November 26, 1924
Read Every Word Out Loud!

Usually I'm telling you something. Now I'm going to ask you to tell yourself something. You've been such good listeners—that I'm sure you'll make a great audience for what you yourself will say.

This is no game: the making and selling of pictures is a serious business today. You and I and every other exhibitor and producer stopped calling the picture business "a game" when we threw off our dawdling infants' clothes. I want you to turn to the two pages following.

And—now get this right:

Read Every Word Out Loud!

This is no cross-word puzzle.

I'm almost tempted to call every word on those two pages "glad words" for that's what each syllable and phrase should mean to you.

And twenty-one times—think of it—say it out loud—21 times in a row—crack!—bang!!—boom!!!—you will get a white picture. Corking stories—splendid stars and casts—beautifully staged and produced. And to quote the Motion Picture World of November 29th in its review of "Oh Doctor":

"Every bit of it is absolutely clean and wholesome with not a single situation that the whole family cannot enjoy."

That's typical of "The White List" all the way from number one to twenty-one. It's clean—white—right! You see, "The White List" is a FACT—a universally accepted and established fact. It's the finest...

But I'm keeping you from hearing yourself say a good thing. You ought to be great in this role—Surely the material—the "lines" are "all there"—on the following two pages.

Turn this page quickly—right now!

And Read Every Word Out Loud!
The White List

Smoldering Fires
The Hurricane Kid
Oh Doctor!
Secrets of the Night
The Mad Whirl
Ridin' Thunder

The Price of Pleasure
The Saddle Hawk
House Peters in Raffles
The Amateur Cracksman

The Clash
I'll Show You the Town
Fifth Avenue Models
The Meddler
The Man in Blue
Taming the West

HOUSE PETERS
IN OVERBOARD!

Don Dare-Devil
Let 'er Buck
Dangerous Innocence
Red Clay
Up the Ladder

Universal has the Pictures


Starring Jack Hoxie with Katharine Grant and Francis Ford. Directed by Clifton Smith. A Universal Western.

Starring Virginia Valli and Norman Kerry, with Louise Fazenda, T. Roy Barnes, George Fawcett, Kate Lester and Ward Crane, From the novel by Marion Orth and Elizabeth Holding. Directed by Edward Sloman. Universal Sloman.


Herbert Rawlinson and Madge Bellamy, with Cesare Gravina, Martha Mattox, Dorothy Brock, Jackie Morgan, Harry Mann and Nick DeRui, From the Red Book Magazine Story "The Flower of Napoli" by Gerald Beaumont. Directed by Edward Laemmle. A Universal Jewel.


Starring Virginia Valli, with Forrest Stanley, Holmes Herbert, Margaret Livingston, George Fawcett and Frances Moran. Owen Davis' Big Broadway Stage Hit. Directed by Edward Sloman. Universal Jewel.
Incorporations


Sacramento, Cal.—Cayuse Playhouse, Inc., Los Angeles, Capital $275,000. Incorporators, G. Davis, A. Browne, F. Gunter, L. Lvorlet and D. Henderson.


Buffalo Concert Lyceum Bureau and Booking Exchange, Buffalo. Incorporators, J. Quinn, R. Mahaney and J. Dickens.


Albany—Buffalo Concert Lyceum Bureau and Booking Exchange, Buffalo. Incorporators, J. Quinn, R. Mahaney and J. Dickens.


Austin, Tex.—Theater Garage, Dallas. Capital $25,000. Incorporators, W. Carter, L. Casier and D. Harris.


Dover, Del.—Franklin Amusement Co., Philadelphia. Capital $10,000.


Oklahoma City—Arrowhead Film Co., Pawhuska.

Deny English Affiliation

(Special to THE FILM DAILY)

London—Cosmopolitan Prod., Ltd., has been formed here, with H. A. Peake as managing director. He is said to have been director of exploitation for European M. P. Corp. The company has no connection with Cosmopolitan Prod. of New York, according to George F. Allison, English representative for W. R. Hearst.

Censors Seek $18,925 More

(Special to THE FILM DAILY)

Albany—The Motion Picture Commission has filed requests to increase its appropriation $18,925 to meet expenses. Last year the appropriation was $96,770.

Many legislative leaders are in favor of a repeal of the censorship law.

Accessories Sales At Peak

A side issue of importance of First National's "Eschmann Month" contest, which closed with the country having an average standing of 111.78 per cent of the quota, was the sales of accessories which surpassed the record set by the wave of last winter by 21.67 per cent.

Wolff Sees McCabe

(Special to THE FILM DAILY)

Albany—M. N. Wolff of Boston has succeeded Vincent McCabe as manager for Metro-Goldwyn. The closing of the Selznick office reduces the number of exchanges to twelve.

Connecticut Exhibitor Bankrupt

(Special to THE FILM DAILY)

New Haven, Conn.—Jesse C. Lund, theater owner, Bridgeport, has filed a bankruptcy petition here giving liabilities of $14,360.42 and no assets. Unsecured claims are given as $34,575.

Houses Near St. Louis Close

(Special to THE FILM DAILY)

St. Louis—A number of theaters in this territory have closed. In the group are Essex, Mo.; Whiteway, Peach Orchard, Ark.; J. and J. Hume, Ill., and the Alton, Alton, Mo.

Gaumont Signs Fay Compton

(Special to THE FILM DAILY)

London—Gaumont has signed Fay Compton on a long-term contract. She is very popular in England.

McConnell Back Today

Fred McConnell, Universal short subject sales manager, returns today from Pittsburgh where he held one of his week-end sales meetings.

Marion Orth to Adapt "Chickie"

Marion Orth has been selected by Earl Hudson to adapt "Chickie," which will be produced under the title "Here Is Love." She is from Hollywood.

Levy on Trip

Jules Levy, Eastern division sales manager of Universal is away on a week's sales trip.

Marcus on Sales Trip

Nathan Marcus is traveling up-state on a sales tour in the interests of Red Seal.

Jimmie's Journey

Kansas City, Mo.—At any downtown corner here, one can catch one of those ex-lunch wagons, done in cracked white, now doing duty as usses and marked K. C. Mo. to K. C. Kan., and before you've had time to growl at the transportation system you'll land in front of the Moo-Vee-Silo.

The manager of the house and one of the unions must have been making faces at one another for back and forth in front of that emporium stands a picket, for all the world like a male chorister in an Italian Opera company, and in disorganized English he sing-songs: "Thi' souse is unfair to organiz' labor! Thi' souse is unfair to organiz' labor!"

Here is a paragraph from copy sent out by the N. W. Ayer Co. of Phila- delphia that is worthy of being done in letters a foot high and kept in constant view of every person who writes advertising as well as every person who buys it. In the case of the motion picture business it could be profitably used as a regular morn- ing recreation by all concerned with the last two words repeated until their significance sinks in: "And ad- vertising, like any other form of cre- ative energy, works best and produces most when under experienced direc- tion and intelligent restraint."

I have no doubt that you will appreciate, as I did, this sage observation I encountered at a downtown cross-roads in Little Rock: "Travel broadens one but flattens the purse."

And talking of Arkansas—have you ever seen the Weaver Bros.? Well, they're true.

In the local branch of a national chain of sandwich shops hangs a placard which proclaims: "Tipping is not American. Don't embarrass us."

Now, there's a painless way to prac- tice hundred per cent Americanism.

Barry in "Battling Bunyan"

"Battling Bunyan" is the title of the Wesely Barry picture, produced by W. D. Russell and scheduled for release through Associated Exhibitors.

Gilda Gray at Alhambra, Milwaukee

WILLIAM S. GILL, Eastern Sales Mgr.

Milwaukee—Leo A. Landau has booked Gilda Gray and company for the Alhambra for next week.

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.

542 Fifth Ave. Tel. Murray Hill 1831

Christie Comedies

Your audience will have to hurry to keep up with the laughs.

JIMMIE ADAMS in

"Why Hurry?"

Directed by Harold Beaudine

"A laugh a minute. . . EXH. TRADE REVIEW

"An exceptionally good comic..." CLEVELAND PRESS

Educational Pictures

The Story of the Teddy Bear
One Must Be An Optimist
on the
Motion Picture Industry

IT IS GROWING CONSTANTLY
MILLIONS IN NEW PRODUCTIONS
MILLIONS IN NEW THEATERS
THOUSANDS HAPPILY EMPLOYED
THE WHOLE COUNTRY PROSPEROUS
NEVER A BRIGHTER FUTURE

PREPARE FOR NEW BUSINESS
BY ADVERTISING IN THE

1925 FILM YEAR BOOK

“You’ll Find
One Everywhere’’
Rush For Play Dates
(Continued from Page 1)

in addition to giving service and collecting rent. The latter work has also been carried out under direct contracts between the producers and the receiver, and not by virtue of, or in connection with the receivership.

"The first work to be undertaken, of course, will be the salvaging of rentals. We are giving this the right of way because thus an immediate source of revenue will be provided both for the receivers and for the producer. The contracts which have been written prior to Nov. 16 are one of the principal assets and an obligation to give service to exhibitors shall be most carefully observed and that the expectations of the U. S. District Court for the Southern District of New York respecting the collection of rentals shall be fully realized.

"Our letter of instructions to managers has laid emphasis on the fact that we have been specially appointed by the court as the receiver's agent and that the creditors of Selznick, including many of his former employees, are practically dependent upon the returns from existing contracts for recoupment of money owed them. Obtaining immediate funds is without doubt very urgent with some of the employees; and we, therefore, have instructed all managers to go over the Selznick contracts carefully, and to demand that the returns be set in, and to proceed otherwise for as prompt realization as possible on all of the contracted business.

"It is our purpose, in the meantime, to prepare a list of previous selling-agencies, to handle the acquired product, or we may possibly sell it nearly as possible like new product. There will be no bargain counter, or group selling and no sacrificing of values to which the producer is entitled."

Coast Lectures on Films

Los Angeles—Every letter under "The Evening Express" gives a lecture in the Express Bldg. and arranges with some person, prominent in his particular field to talk. The last one was by Edward Langley, art director with Doug Fairbanks.

Taylor Back in Milwaukee
(Special to THE FILM DAILY)

Milwaukee—Henry Taylor, formerly with the Garden and Butterfly, has returned from the Coast and again joined the Butterfly as manager.

Sharon, Pa. House Wrecked

Sharon, Pa.—The entire front of the Grand was torn away when a heavy truck, owned by the Keystone Bldg. Co., ran over a sidewalk and into the theater.

Fleming Plans New Series

J. J. Fleming Prod. Inc., will make a series of features in which F. Schumann-Heink will be featured. The first will be released Feb. 15.

Charles Penser will return from Europe about Dec. 15, where he is producing a Jewish picture.

Brown Heads Trianon Co.
(Special to THE FILM DAILY)

London—Col. H. A. Brown, former managing director of Wurdautord and D. Schroeder have formed Trianon Co., Ltd., in association with the German organization of that name. The first picture will be "The Daughter of the Harem" and the second will be directed by Maurice Stillier, Swedish director. English distribution has been split up among five renters.

The company was supposed to have had a distributing arrangement with Selznick for America.

Banks in New Company

Albany—Monty Banks Pictures Corp. has been formed here, listing 200 shares of common stock no par. Incorporators are Monty Banks and Howard Estabrook.

Banks will deliver three more pictures to Associated Exhibitors under a contract calling for four productions. The first was "Racing Luck," he leaves for the Coast in about a week to resume work.

The pictures will be made by Howard Estabrook, who also has two more to deliver under his own contract. These may be made on the Coast.

"Gill" Tryout in Montclair

D. W. Griffith went over to the Berkeley Art Theater, Montclair, very quickly Monday night for a tryout performance of "Isn't Life Wonderful?" Comment, in the main, was highly commendable.

Geoffrey Moss, author of the story around which the picture was made, arrives from London Friday to see it at the Rivoli.

A. & H. Lease New Theater

Hayward, Cal.—Ackerman & Harris have leased the proposed new theater to be erected by Charles W. Heyer, and associates, on the site adjoining the Villa Hotel, owned by Heyer. The structure will cost $100,000. The lease of 20 years' duration, involves total rental of $228,000.

Hearing Adjourned

The hearing of Famous Players before the Federal Trade Commission on the charge of restraint of trade has been adjourned for a week. Proceedings will be resumed Monday, Dec. 1

May Admit Non-Members

The A. M. P. A. is considering admitting a non-resident membership list. The matter has been turned over to the advisory council for consideration.

Inter-Ocean Closes Deal

Inter-Ocean has sold four Banner Prods. and the "Fighting Painters" series of Screen Distributors, for the United Kingdom.

Win. Klein, Woods Return

William Klein, attorney and Al H. Woods, returned from Europe yesterday on the Majestic.

Reports to Check Up Pictures

Harry Rowson, of Ideal Films, Ltd., London, who is in New York on a business visit has some interesting facts regarding the manner in which pictures are exploited in England. One of the important factors in arriving at the type desired by British exhibitors, is the use of a reporting blank with every picture. This report is sent with the film and the theater manager fills in the report listing the manner in which the picture went over, the business it did and the exhibitors' opinion.

Hosts of Coast Women's Clubs

Los Angeles—Fred Beetsom, representing the A. M. P. F., and Mrs. Wallace Reid, addressed the California Federation of Women's Clubs, at its monthly meeting. Its film committee has adopted a slogan: "Make the Best Pictures Pay Best," and has outlined a definite plan of construction to aid the exhibitor. Instead of censoring, films without merit will be completely ignored.

To Decide Sunday Question

La Verne, Ta.—Next week, citizens will be asked to decide whether or not they want pictures on Sunday. The situation has reached the point where a vote is the only solution. The town has been "blue" although there is no existing ordinance prohibiting showings on the Sabbath.

Theater Changes

Winsted, Conn.—Panora Bros. have purchased the Southington theater of Albert Anders for $25,000. J. E. Pictorial, one of the brothers, controls the Opera House site.

Columbus, Miss.—The Princess has been reopened by E. L. Kuykendall, who also owns the New Princess, will run the former house two days a week.

Clay Center, Neb.—A. G. Miller, is here from Central City to assume the ownership of the Lyric, formerly owned by Jack Koch.

Albany, N. Y.—About $6,000 will be spent by Oscar Perrin to remodel the interior of the Leland.

Libson Buys Dayton House

Dayton, O.—Ike Libson has purchased the Colonial and will operate it under an extended run policy. The first picture booked is "The Sea Hawk."
Sure! It's her best!

and every new report proves it!

Joseph M. Schenck presents

CONSTANCE TALMADGE

"Her Night of Romance"

by Hans Kraly

Directed by SIDNEY A. FRANKLIN

Make your Xmas present to yourself last the year round — get that FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc. — Will Hays President
Mighty interesting. To note that the Ince organization, will continue. And that existing contracts will be carried out. That will save a possibly awkward situation. Because many Ince pictures—and product from the studio—have been only partially released and buyers have not been in a bad spot. Had the determination been not reached. To carry on.

But the decision will mean considerably more. And that is as to its possible effect. On the industry, this will be the first opportunity. To gauge the workings of a large producing organization. Without the former operating head.

Production is largely individual. Has probably always will be. Organization can—and does function largely. In an important way. And an organization properly built. Can accomplish much.

Whether it can function as in the past. Remains to be seen. There are many. Well posted on production. Who declare the Ince studio output will be satisfactory. That it will work—missing Tom Ince, of course. But still work—and work well. But there are others who are not optimistic. And they live way back in Missouri. And will have to be shown. Meanwhile it will be well worthwhile. To wait. And see.

Universal is all set. In new offices. On Fifth Avenue. Away from the film section. And what offices! They may not be the last word. But they are so close to it that they take away your breath. Carl Laemmle’s office is nothing short of gorgeous. Yet, Laemmle, pleased as a proud papa, thinks his lovely desk isn’t big enough. That Saturday, Evening Post correspondence needs a lot of room. For attention. In striking contrast. Is the simplicity of Bob Cochrane’s office. And Phil Cochrane’s. They are dignified and beautifully furnished. But their simplicity is the kind. That costs a fortune to produce.

One of the fine ideas they have. Is that the entire office is closed at noon.

(Continued on Page 2)
Meighan Unit Arrives in Birmingham

Birmingham—The Thomas Meighan unit making “Coming Through,” is expected shortly from New York to film exteriors. Edward Sutherland, director, Richard Harlan, assistant, Faxon Dean, cameraman, and technical staff are here, while Meighan, Lila Lee, John Miltern and Wallace Beery, will arrive in a day or so.

Rayart Head on Tour

W. Ray Johnston, president of the Rayart, leaves Monday for a tour of the key cities, as far west as the Coast. While in Los Angeles, Johnston will complete details for the 1926 line-up. He will also cast “The Beloved Pawn,” to be made by Harry J. Brown, and also a serial to be produced by Dell Henderson.

Holiday Services at Eastman

(Remal from THE FILM DAILY)

Rochester—Community Thanksgiving services were held at the Eastman yesterday morning for the general public. Dr. Franklin E. Fry delivered an address, Harold Osborn Smith played the organ while the music was supplied by the Chamber of Commerce Glee Club.

In From Coast

(Continued from Page 1)

shortly be filming “Women and Wives,” Monta Bell and Reginald Barker are also preparing for their next productions. Erich von Stroheim when I left was ready to start shooting “The Merry Widow” with Mae Murray starred. We also have additional units that will shortly be working, including Rupert Hughes’ next production.

Joseph M. Schenck stated he thought that the next Krentz comedy, “Seven Chances,” which is nearing completion, will meet with greater popularity than “The Navigator.”

Harry Rapf, who will remain in New York until the return from Europe of Louis B. Mayer, will look for new material.

GOING ON

(Continued from Page 1)

Everyone gets away. Then the place is flooded with fresh air. And made invigorating and pleasant. For later working hours. Up on the roof is a projection room. On a lower floor more space. For the accounting department. Everything new. Everything fine. Splendid working conditions. Excellent light. Really an ideal place. In which good work should be turned out. And they can—and probably will—be proud. Of their new workshop. Well, they may be. It’s worth seeing.

Two Dick Holts Ready

Prints of the first two of the Richard Holt productions, which are being directed by Duke Worne for Gerson Pictures Corp., are here from the Coast. They are “Ten Days” by Arthur Hoerl and “Too Much Youth.” The next two pictures will be “It Can Be Done” and “The Canvas Kissier.”

Buys Hill’s Contract

(Special to THE FILM DAILY)

Los Angeles—It is reported William R. Hearst has purchased George F. Hill’s contract with Columbia Pictures. Hill had three more to make under the agreement.

SCENE FROM

LARRY SEMON in “THE WIZARD OF OZ”

Applications for pre-release engagements will be considered.

CHADWICK PICTURES CORPORATION

729 Seventh Avenue New York City

Foreign rights controlled by Export & Import Film Co., Inc. 729-7th Ave., New York.

COMING SOON

(Continued from Page 1)

“THE CHORUS LADY” from the famous Vaudeville stage success by JAMES FORGES with Margaret Livingston and June All Star Cast produced by RAY JUKES — A REGAL PICTURE

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Watch it sweep New York off its feet!

Carl Laemmle presents

HOUSE PETERS
with a tremendous cast in

The TORNADO

A sensational picturisation of LINCOLN J. CARTER'S Famous stage play

A KING BAGGOT PRODUCTION

UNIVERSAL has the pictures!!

(TORNADO—Testimonials)

“Should have a one hundred per cent appeal! Incomparable thrills!”
—Harrison's Reports

“Destined to make box-office history as a genuine cyclonic hit!”
—Motion Picture News

“Plenty of thrills! Should send them out thoroughly satisfied.”
—The Film Daily

“Should literally sweep 'em off their feet. It is sure to please.”
—Exhibitors Trade Review

“There is a smashing big climax that will have them clenching their seats!”
—Moving Picture World

‘Tornado' opened to biggest Thursday house has ever had! Topped Lloyd which held the record! A great picture!”
—Palace Theatre, Norwich, Conn.
The Money Stars are

GLORIA SWANSON
THOMAS MEIGHAN
POLA NEGRÍ

BETTY COMPSON
RICHARD DIX
BEBE DANIELS

JACK HOLT
LEATRICE JOY
AGNES AYRES
LOIS WILSON

Produced by

FAMOUS PLAYERS-LASKY CORPORATION

Paramount
THINK of the money reaped from Gloria Swanson in "Manhandled" and "Wages of Virtue", from Thomas Meighan in Curwood’s "The Alaskan", from Pola Negri in Lubitsch's "Forbidden Paradise" (the sensation of the hour!), from Richard Dix in "Manhattan", from Bebe Daniels in "Dangerous Money", from the other Paramount pippins in The Famous Forty. Then think of these great gold-bearing favorites in even better pictures in The Second Famous Forty! A mighty pleasant thought, isn’t it? Here’s what’s coming:

GLORIA SWANSON in “Madame Sans Gene” and “The Coast of Folly”

THOMAS MEIGHAN in “Old Home Week” and “Man and the Law”

POLA NEGREI in “The Charmer”

BETTY COMPSON in “New Lives for Old”, “Eve’s Secret” and “Grounds for Divorce”

RICHARD DIX in “None But the Brave”, “I’ll Tell the World’, and “The Early Bird’”

BEBE DANIELS in “The Crowded Hour” and “The Gate Opens”

JACK HOLT in “The Thundering Herd”, “Men and Women”, and “The Light of Western Stars”

LOIS WILSON in “Contraband”, “The Thundering Herd” and “Marry Me!”
Newspaper Opinions

"A Sainted Devil"—Paramount Strand

AMERICAN—** * * * is produced with such loving care and brilliance that I say I like "Monstre Beaucaire" better. "Monstre Beaucaire" is one of the best ten pictures of the year. "A Sainted Devil" is one of the best of the bunch you see. It is by no means a mediocre effort.

** * * * the sentimentality of the picture is made with romance and love, and it has been turned into a beautiful picture. The Argentine that we see is scenically perfect. Madrid is stuffed with all the sets * * * and Joseph Henabery, the director, has materialized Valentine in presenting a most excellent piece of workmanship.—BULLETIN

** * * * is a romantic trifling. But it is at times a delight. Probably Valentine scenes at the end are more picturesque and appearance of costumes is little less than thrilling.—DAILY NEWS—Rudolph Valentino tangling in a jam near Hollywood, with his Cthulian bride.

** * * * has more to recommend it than just the presence of Valentino. It is thrilling sometimes. The real problem is to find a way to end the film, by Rex Beach. It has been cunningly directed, knowingly staged and above all, well acted. * * * Helen D'Algy does startling good work. And there are Nita Naldi, Dagmar Godowsky and Pyewacket, all bright shiningly in their particular corners.—EVENING JOURNAL

** * * * Nita Naldi and Dagmar Godowsky are excellent vamps, and the others are very well cast. The whole thing is deal of action and high-powered romance in the photoplay, built all after, all of it, that looks like the attraction. And he is.—EVENING WORLD

** * * * The picture is a very good one, but we had expected a higher classification than very good. Of course, any picture which is directed by Valentino, Nita Naldi, Helen D'Algy and Dagmar Godowsky which is directed by Joseph Henabery could not possibly be an indifferent one. This one certainly is far from indifferent, but, in our humble opinion, fails to touch the heights that one would expect from an expert in the line. There isn't the faintest doubt, though, that "A Sainted Devil" will register all kinds of records in the Mark Strand. It is a great box-office picture. * * * GRAPHIC

** * * * * * * * * * * * * "Valentino" * * * does excellent work. He tangoes, he appears in the romantic costumes that executive who directed "The Four Horsemen." * * * Yes, Valentino, the shock, the drama, the excitement, the story * * * moves rather slowly. * * * HERALD TRIBUNE

** * * * Rex Beach has had his story in South America, and it is gorgeously picturesque. * * * Probably Valentino gives the best performance he ever has, with that dazzling personality, it is difficult to tell whether he is a good actor or not. Helen D'Algy * * * is both beautiful and a good dancer. * * * Nita Naldi is just about as perfect as Carletto, the hellcat, and to her falls the latest part. Dagmar Godowsky is beautiful, exotic. * * * MORNING TELEGRAPH

** * * * * * * "The Four Horsemen" * * * "Valentino" * * * "A Sainted Devil" * * * "The Price of a Party" * * * "Is Love Everything?" all the funniest farce in forty years

What is the question in every woman's heart?

"Is Love Everything?"

An Associated Exhibitors Release

Frown on Fake Exploitation

The A. M. P. A. on Wednesday passed resolutions denouncing the placing of a fake bomb and fake dynamite drives in the plant of the San Diego (Cal.) Union as an exploitation stunt for a picture, booked at the Plaza in that city. Investigations revealed that no such suggested stunt appeared in any literature prepared by the distributor.

Negro House for Macon, Ga.

Macon, Ga.—Willis Braswell will open his new theater, the Wolverine, Dec. 10. It will seat 410 and will cater to negro patrons.

GEVAERT RAW STOCK

Negative—Positive

As Good As The Best

JOHN D. TIPPETT, Inc.

GEVAERT FILM

1540 B'way 6040 Sunset Blvd.

Hollywood

What is the question in every woman’s heart?

"Is Love Everything?"

An Associated Exhibitors Release
Incorporations


Dover, Del.— Universal News Service, Capital $100,000. Incorporators, F. McDermott, E. Sheenan and R. Harris.


Dover, Del.— McCollum Geological Explorations, Wilmington. Capital $10,000.

Dover, Del.— Charles Chaplin Film Corp., Wilmington. Capital $50,000.

Springfield, Ill.— Balaban & Katz Midwest Theaters, Inc., Chicago.

At Broadway Theaters
Cameo
"Musical Cameo" is the title of the overture, consisting of "False Belief," "To a Wild Rose," and "Galop." The Cameo Festival, following "The Phantom," which is "Paradise," and an assorted fare are screened. The former is one of the Granland Rice Sportights. Miss Edith Swett sings "Dream Melody." A "Spat Family" comedy, "Deaf, Dumb and Daft," and a feature number precede the feature: "Price of a Party." John Priest closes the performance with an organ selection.

Capitol
"Caprice Italiano" opens the Capitol Thanksgiving Day program. "Farewell," a Bruce, "Wildness Take" follows. An elaborate tabloid musical-dance offering is presented at a holiday offering. William Robyn sings "Ah, Moon of My Delight." Then comes "The Silent Acrobat," in which Peter the Great, the dog, is featured. An organ solo concludes.

Piccadilly
Miche Guteron and the orchestra open up with "Second Hungarian Rhapsody." The Pictorial News weekly and two organ selections by John Hammond appear second and third, respectively. Cello solos, by Mr. Dinger, of the orchestra, are played as the fourth unit. A Lyman Howe "Hodge Podge" is fifth. Next appears Joseph Fatur, tenor, who sings "Le Donna e Mobile." Thalia Zavar, danseuse, interprets "The Dark Swan" in a dance, "The Dark Swan" is the feature.

"Caprice Espagnol" is the overture, followed by "Picture News." A song number, titled "Neapolitan Twilight," appears third. In it are Miriam Lax, soprano, August Werner, baritone and the Rivoli dancers. Gloria Swanson is starred in "Wages of Virtue." The Rivoli syncopators are fifth. They play "Adoring You" and "If I Can't Get the One I Want." Benny Leonard appears in the first of the "Flying Elites" series, "Breaking out of the Picture Book." A series of comic and dance numbers follows.

Strand
The program opens up with a musical prelude. The Topical News weekly comes immediately after. A prologue to the feature, "A Sainted Devil," with Rudolph Valentino, is next. It is an elaborate musical and dance offering and is highly entertaining. The feature is fifth. "The Hunting of the Unicorn Animals of India." and an organ solo are the last two units on the bill.

At Other Houses
The list of current holdovers on Broadway remains practically the same, except at the Rivoli, where "Forbidden Paradise" follows a week's run at the Rivoli. "Dante's Inferno" is completing a run at the Central; "The Ten Commandments" continues at the Criterion, and "The Iron Horse" at the Lyric.

Tom Furniss, Exhibitor, Dead
St. Paul, Minn.—Tom Furniss, a veteran exhibitor in the Mid-West, is dead from a heart attack.

New Theaters
Sycamore, Ill.—A new theater is planned for Harvard. Euge Saunders, who operates the Saunders, will erect a new house on property recently purchased from C. A. Haffner, to be known as the Saunders, while the old house will be called the Palace.

East. Radford, Va.—W. H. Painted, owner of the Colonial theater property, has disposed of his holdings to B. Jewell. H. F. Sembler is operating the theater on a lease.

Charleston, W. Va.—The Capitol has been opened, having been completely rebuilt. W. Broker, formerly with the Gordon chain in New England, is in charge.

Derby, Conn.—New York architects are here making plans for the new theater to be erected on the former DeForest property on Elizabeth St.

Birmingham, Ala.—C. B. Grimes has opened his new "Bama theater, a $100,000 house built by the Merchants Bank & Trust Co.

Belvedere Gardens, Cal.—"Reckless Romance" will open the new Link theater on Dec. 18.

Gowanda, N. Y.—J. W. Schatt has opened his new Gowanda Gardens.

Cuts And Flashes
George B. Seitz and a company of Pathé players have returned from Ausable Chasm, N. Y., where they filmed exteriors for "Galloping Hoofs.

William Noel, who has been assisting John Adolphi and Henry Otto on the Coast, is in New York.

WAS SHE A PLAYTHING OF DESIRE?
ASK JAN'S HE KNOWS

SHORTY HAMILTON
Is The Chap Who Will Appear In A Series Of Out Door Features—Every One Knows Him
A Few Territories Now Available
Write or Wire
WARD LASCELLE PRODUCTIONS
Beverly Hills, California
My! Oh! My! what a corker this one is

Joseph M. Schenck presents

CONSTANCE TALMADGE

"Her Night of Romance"

by Hans Kraly

Directed by SIDNEY A. FRANKLIN

And every night is your night of Big Business — if you have a —

FIRST NATIONAL CONTRACT
Whether we win it to hold it, or only win it to lose it, or never win it at all, the greatest thing in all the world is — LOVE!

CARL LAEMMLE presents

Smouldering Fires

PAULINE FREDERICK
LAURA LA PLANTE

TULLY MARSHALL-WANDA HAWLEY-MALCOLM MC GREGOR AND BERT ROACH
A CLARENCE BROWN PRODUCTION
Coming!

HARRY CAREY

in "The FLAMING FORTIES"

Based upon "Tennessee's Pardner"
by Bret Harte

Adapted by Harvey Gates

Directed by Tom Forman

Produced by Stellar Productions, Inc.
Charles R. Rogers, Vice-Pres.

Entire production under the personal supervision of HUNT STROMBERG

NOW BOOKING

Foreign Distributor: Wm. Vogel Distributing Corp.

Member of Motion Picture Producers and Distributors of America

Will H. Hays, Pres.
ARThUR F. BECK presents

Barriers Burned Away

From the famous novel by E. P. Roe

with

Frank Mayo    Mabel Ballin    Harry T. Morey    Wanda Hawley
Thomas Santschi   Arline Pretty    Lawson Butt    William V. Mong

A Vivid, Big Dramatization of the Great Chicago Fire

You'll need superlatives.
It's really big.
The novel has been a best seller not for ONE year
but for FIFTY.
A marvelous picturization of

Little Old Chicago

Marshall Field, Potter Palmer and other famous
Chicagoites are in the story. A young man, tracing
the theft of a masterpiece of art from his mother,
finds it in the store of the father of the girl he loves.
Obstacles to his love are burned away in the mam-
ton fire which sweeps Chicago.

Big Scenes of the Fire! Extraordinarily real-
listic Panic! Great Cast! Story That Holds
you all the time! Thousands in the Cast! Old
Chicago Brought to Life!

Associated Exhibitors

Arthur S. Kane, President

Physical Distributor
Pathe Exchange, Inc.

Encore Pictures

Foreign Representative
Sidney Garrett
Howard Estabrook presents

"THE PRICE OF A PARTY"

with Hope Hampton, Mary Astor, Harrison Ford,
Arthur Edmund Carew and Dagmar Godowsky

She was too young to know;
She thought jazz meant joy,—
the bright lights of Broadway,
happiness!

What a difference it makes when it's YOUR sister who is the price of a party!

A strongly dramatic picture, sumptuously produced, with a real star cast. Highly praised by every reviewer.

Directed by Charles Giblyn
Story by Wm. MacHarg

Associated Exhibitors

Arthur S. Kane, President
Pathé Exchange, Inc
Physical Distributor

Foreign Representative
Sidney Garrett
Four Units Here

At Nat'l to Add Eastern Companies—Starts "United States Flavor" About Jan. 1.

First National intends producing in East in a very definite manner about a month, two more units will be added on at the Biograph plant, making a total of four.

Plans are being set for all of them to be kept busy permanently. It is probable that Colleen Moore, now at work in "Sally," will be brought here to make pictures. The floor space at the Biograph plant is sufficient to accommodate the additions.

Advance work on "United States Flavor," the special dealing with steel under way. Actual work will be rushed about Jan. 1. No director has been assigned as yet.

Lasky on Hurried Trip West

To supervise final editing of "Peter Pan," Jesse L. Lasky will leave New York Tuesday for Hollywood. Lasky expects to have the finished picture ready for showing, December 26.

Pathé Declares Dividends

Pathé Exchange, Inc., has declared dividend of five per cent on Class A common stocks. Dividends will be paid Jan. 20 to stockholders of record Dec. 15.

Sailings

Departures on the Majestic today (Saturday) include John D. Tippett of Vivian M. Moses.

Features Reviewed

A Sainted Devil

Paramount

Page 12

The House of Youth

Prod. Dist. Corp.

Page 12

The Law and the Lady

Auron—State Rights

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Trigger Fingers

F. O.

Page 12

Paradise Possesses

Paramount

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Her Night Romance

First National

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The Siren of Seville

Prod. Dist. Corp.

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Wages of Virtue

Greggory

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Daughters of the Night

F. O.

Page 15

The Mad Whirl

Universal

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White Sheep

Pathe

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Short Subjects

Page 16

United

By DANNY

Well, it's all over. And United Artists continues. Reorganized— as anticipated— but with its own distribution. The chief point of reorganization being the presence of Joe Schenck. In the business questions. Of United. As to sales policy, distribution, and other matters.

Dead and buried is the idea. Of distribution. Through one of the old line companies. "We aim to keep the independent market open," says Schenck. And that is fine. The closing— in idea—receives a check.

Probably the most wholesome. Of the many happenings. And statements. Is this of Schenck's: "that he wants every exhibitor who plays United product. To make money. So that United can make money. That is plain, simple good business. And it is up to you, Mr. Exhibitor, to see that this works.

Exhibitors have had many complaints. Of prices paid for United product. There have been a terrible lot of yelps. The holler has been widespread. Perhaps it has been justified. According to Schenck this will be remedied. It should be.

The stars of United Artists represent tremendous values. To the screen. To the industry. To millions of fans. To thousands of exhibitors. They include some of the very best drawing cards. It should be their policy. To live and let live. And not to take every possible penny. Just because they have an opportunity.

Schenck's plans; his policies; his method of operation. Will (Continued on Page 5)

Plans For United

Twelve a Year Beginning Next Season—Hope Exhibitors Will Make Money on Each Release

Future plans for United Artists were disclosed Friday by Joseph M. Schenck, Chairman of the Board, Mary, Doug and Charlie Chaplin have agreed—with default penalties— to produce as follows: The first year: Doug and Charlie three each in two years. Griffith's plans will be determined later.

Schenck's pledge enters United at the expiration of her First National contract next November, and will thereafter produce two a year. Plans under development will call for perhaps two more units which will assure United of 12 releases a year. To which Hiram Abrams says "That will be fine—that will be enough."

Schenck again reiterated Friday the desire of the stars of United to retain their independence. The W. G. were offered propositions from practically every important distributing concern in the business," he said, "but we believed that for the independence of the market, for the better expression of our ideals that maintaining our own distribution would be the best thing to do.

"And let me add that this plan is for permanence. I would never have entered into this arrangement otherwise. We want every exhibitor who does business with us to make money. We want to make money. Neither of us can remain in business otherwise.

"No productions of United Artists will hereafter be road shown. The "Secret of the Bagdad" being included.

"We want stars and directors of importance to feel that the market is being held open for them. Independence should mean something besides a word."

Hiram Abrams will have charge of distribution although Schenck will study distribution problems and acquaint himself with many matters of the business. At present, he is posted but triflingly.

Henley Here From Coast

Hobart Henley has arrived here from Hollywood. At the Ritz.

State Right Releases

Planned by Sam Bischoff—Takes Over Grand-Asher Studio Per Productions

(Special to THE FILM DAILY)

Los Angeles—Samuel Bischoff, former production manager for Grand-Asher has just returned from the East where he arranged with the (Continued on Page 2)
Will Organize Albany Zone
Charles L. O'Reilly, Rudy Sanders, Billy Brandt, Sam Moross and John Manheimer will meet in Albany on Wednesday to organize a zone of the state exhibitor unit with headquarters there. Charles Haylen and Jules Michaels will represent Buffalo.

On Tuesday, at the regular T. O. C. C. meeting, there will be a discussion on arbitration. Guests will include Judge Moses Grossman, Ordn Mills and State Senator James J. Higgins.

7 Theaters Close In One Section
St. Louis.—Seven theaters in this territory have closed during the past few days. V. R. Anderson has closed his houses at McKittrick and Warren, Mo. Poor business has resulted in the Brooklyn theater, Brooklyn, Ill., being shut down. The same reason has forced the Victory, Farmerville, to shut down for an indefinite period. The Star, Lake City, Ark.; the Meyers, Siletz, Mo., are others that are dark.

Dual Vacations for Veterans
Upon his return Sunday from the Coast, Carl Laemmle announced that all those who had been in his employ ten years or more would be given a winter vacation in addition to the regular summer vacation. Of the 3600 employees on the payroll, $3 will be benefited. Laemmle is seriously thinking of inviting all employees to participate in the fund for the sick and injured.

Crowded Out of Own Studio
Los Angeles—Production schedules at United are so heavy that M. C. Levey, president of the studio company, has been compelled to lease the Clune plant to start a One Year to Live for First National.

Mrs. Ince Large Stockholder
Los Angeles—It is understood that Mrs. Ince is the largest individual stockholder in the Thomas H. Ince Corp.

State Right Releases
(Continued from Page 2)
mortgages of Grand-Asher to take over the Grand studio property and make his own pictures.
The plant will be known as the California studios after Monday. Bishop declares that he will produce for state right release and some for national distribution.

Late Coast News
(Special to THE FILM DAILY)
Hollywood—Herbert Rawlinson is back from New York where he appeared in "The Adventurous Sex" for Howard Estabrook.
Pat O'Malley has signed with Crown Prod. Inc. to play the lead in "The Fighting Cub."
Lloyd Ingraham has completed work on "Midnight Polly," starring Evelyn Brent, for F. B. O.
F. B. O. intends making a new series of two-reelers to follow "The Go Getters."
Erle Kenton will direct the last three of this series.
The "Zander the Great" company is up at Victorville, shooting exteriors. Marion Davies joins the troupe next week. George F. Hill is directing.

Sam Wood on His Own
Hollywood—Sam Wood intends producing on his own.

Berenson Here From Coast
Gordon Berenson has returned from Los Angeles. He has started on a picture of his own, "The Princess Dumbdora," a six reel comedy.

Harry Morey Here
Harry Morey "Harry" in "The Rough Neck," is in from Los Angeles to attend the opening of this picture at the Central Monday.

COSTUMES FOR HIRE
PRODUCTIONS OF SPECIAL EFFECTS PRESENTATIONS
BROOKS
1437 B'way Tel. 5580 Fm.

COMING SOON
PRODUCERS DISTRIBUTING CORPORATION

REFLEXION Vidor in "The Mirage"

Florence Vidor in "The Mirage"

George Archainbaud

Season 1924-1925 Thirty First-Run Pictures

Robert E. Kann

When you think of INSURANCE you are thinking of STEBBINS

Specialists in Motion Picture and Theatrical insurance for the past fifteen years.
Arthur W. Stebbins & Co., Inc.
1540 Broadway N. Y. C.
Bryant 3640

GEVAERT RAW STOCK

Negative — Positive
As Good As The Best
JOHN D. TIPPETT, Inc.
GEVAERT FILM
1540 B'way 6040 Sunset Blvd.
N. Y. C. Hollywood

COLOR ART-TITLES Single Colors
Double Colors
Cigarette lighter and match covers with Your Own Logo
KELLEY-COLOR
Duffy Cliffs 1925. PALISADE N. J.
You must have good Comedy

Most of the leading theatres select all or part of their comedy entertainment from Educational Pictures.

If your favorite theatre is not showing Educational Pictures, you are missing much of the screen's best fun. Ask the manager why. And we would be glad to have you write to us, giving the name of the theatre.

LARRY SEMON
SPECIAL COMEDIES

HAMILTON COMEDIES

BOBBY VERNON COMEDIES

WALTER HIERS COMEDIES

MERMAID COMEDIES

CHRISTIE COMEDIES

JUVENILE COMEDIES

TUXEDO COMEDIES

CAMEO COMEDIES

LYMAN H. HOWE'S HODGE-PODGE

EARL HURT

KINOGRAMS

The NEWS REEL

Built Like a Newspaper

Real Showmen have long recognized that to build programs which will ENTERTAIN ALL THEIR PATRONS, they

MUST HAVE GOOD COMEDY

They now recognize also that to APPEAL TO ALL THEIR PATRONS, they

MUST ADVERTISE THEIR COMEDY

When you book Educational Pictures and Advertise Them, you create an advertising tie-up that can be obtained on no other comedies, for

Educational Pictures

are the only Nationally Advertised Short Subjects

This advertisement appears in the December 6th issue of The Saturday Evening Post
The Weeks' Headlines

Monday
First National will release 23 pictures between Feb. 1 and Aug. 31, twenty-eight in "Leader Group" and five specials. New England circuit won't lift entertainment tax. "Lals" hope for McKenna duties again.

Montreal to censor posters. Special bureau organized.

Tuesday
United Artists' meetings on Coast shifted to Here with Griffith matter will be disposed of.
Important Mid-West theaters wire demands to be reported by Balaban & Katz.
Ince Corp. to continue. John E. Wray, production head in charge, Mrs. Ince on di rectorate.
Pro. Dist. Corp. to distribute "Charley's Aunt." Foreign distribution through Ideal of London County.
Hyman Karp, believed to be acting for outside interests, makes bid for Steinick assets.

Wednesday
Association to sell, to rush to secure play dates on major's release to raise funds for employees and producers of defunct company.
Erie, Pa., having trouble with Sunday closing ordinance. Reform element active to get rid of all Sunday closing.
Associated Exhibitors preparing "Popular Demand Series" of new locally released reissues.

Thanksgiving Day
Friday
Joseph M. Schenck announces United Artists will continue in business, all outside distributing deals having been rejected.
Jane Mathis and Mrs. Valentine disagree over "Redy," new story and therefore break.
Margaret and David Loew, Joseph M. Schenck, Norma Talmadge, Harold Rap, Dennis O'Brien and other players in New York from Coast. Loew found business in New York good for the Mid-West.
I. E. Chadwick lining up star series for 1925. Lionel Barrymore to continue. George Walsh in series.
Reported United Kingdom rights on new Lloyd pictures to go to Paramount.

Saturday
Sam Bischoff, formerly with Grand-Asher, to enter production.
De Forest Phonofilms in Canada. Exhibitors interested in new company.
First National to maintain four companies in the East.
Future plans for United Artists disclosed by Joseph M. Schenck. To produce twelve a year, beginning next season.

Changes In And About St. Louis
St. Louis—Ruben Spivak has taken over the Channel, Jefferson Ave. at Chouteau. He also operates the Famous on Franklin Ave.
The Star, Paris, Mo., is now being conducted by L. C. Crow who bought it from J. E. Hurley.
W. J. Etherton has taken over the Edinburg, Ill., theater and changed its name to the Grand.

Fight for Sunday Shows
Corning, Ia.—Following the announcement of Sunday show by Cal Kelley, 22 C. N. Haig, all pastors of the town denounced it and 500 residents signed a petition of re monstration. The pastors were restored, but on removing the vaudeville from their show and taking up a collection instead of charging admission, prosecution was stopped.

Parker Sells Sanborn
Sheeldon, Ia.—A. W. Parker, who has operated the Princess for years, has sold the house to W. P. Green of Wagner, S. D.

De Forest In Canada
Montreal Exhibitors Interested in New Company—Famous Using the Invitation
(Special to THE FILM DAILY)
Toronto—DeForest Phonofilm of Canada, Ltd., has been formed by a Canadian Federal company charter with a capital stock of 100,000 shares, no par value. The president is Dr. Lee DeForest of New York, but all other directors are Canadians, a number being prominent theater men of Montreal, including Ernest A. Cousins, president of the United and Independent Amusement Co., operating 10 theaters in Montreal; Isidore Creepoe of Montreal, vice-president of these two companies; George Charles Gnatokatos of Montreal, managing director of the United Amusement Co., Ltd., in Montreal; J. W. C. Taylor of Montreal, International vice-president of Kewanee, Arno Merkle and C. Taylor, the latter representing patent attorneys.
The company owns Canadian patents of the DeForest Phonofilm, together with the rights to future patents. It is said contracts have been secured from 250 theaters and these will be in operation as the equipment is installed. Phonofilms are presented in the Famous Players chain.

From "Legit" to Films
Pittsburgh—The Schenley, opposite the Schenley Hotel and adjoining Forbes Field, has been taken under a long lease by the Enterprises Theaters Co., a subsidiary of the Harry Davis Enterprises Co., as a picture theater.

Pictures Show Sheep Raising
Atlanta—Richard C. Moore, field agent of agricultural standard of the State Agricultural College, at Lexington, Ky., is here assisting in the cutting and editing of pictures that were made by Graphic Films Corp. for the College.

Animal Life in Virginia Filmed
Norfolk, Va.—At the recent meeting of Virginia sportmen, the State Department of Game and Inland Fisheries screened pictures of wild animal life in Virginia.

Films Destroyed in Fire
Washington, Pa.—Several hundred dollars worth of films were destroyed in a recent fire that started in the booth of the Court on West Chestnut St.

Censors Seek 6 Assistants
(Special to THE FILM DAILY)
Albany—The State Motion Picture Commission has asked for the appointment of six additional reviewers.

Olympic Sports New Clothes
Buffalo—The Olympic presents an enhanced appearance of attractiveness with a new and striking electric sign bearing the theater's name.

New One For Silverburg
Greenville, Pa.—Walter Silverberg will erect a house across from the present Mercer, to seat 1000.
United

(Continued from Page 1)

ALIVE

When "The Siren of Seville" went into the Piccadilly, Jack Fuld of Producers Distributing got busy. And worked out a cross word puzzle. It was a crackerjack. And the idea is being syndicated. To newspapers. Featuring the latest indoor sport. For newspaper readers. Reported to be going good.

Incidentally for "The Fast Worker" (Universal) they used a cross word puzzle stunt. At the Rialto, Washington, and this proved a smart publicity trick.

ANOTHER OPPORTUNITY GONE

Eddie Sutherland, who is directing Tommy Meighan in his forthcoming picture "Coming Through," needed a competent typist for a bit of office business. He wanted someone who could pound the keys like a regular stenographer.

Approaching a group of young women already selected for the scene, he called briskly to one of them.

"Type?" he asked.

"Flapper!" the girl answered readily.

She didn't get the "bit."

PLEASANT READING

That book about the Talma guild girls. Written by their mother. Tells a lot about the girls. That most of you never knew. And gives an interesting slant. On the personal lives of important picture folk. You might read "The Three Talma-"gues to advantage.

PLAIN FOLK


MARCUS LOEW BETTER

Looking a lot better physically, Marcus Loew returned from the Coast Thanksgiving Day. The trip gave him a lot of rest. And he needed it.

THE "CONTINGENT"

Bert Adler. Much upset over European news. Especially that which refers to the "contingent" situation in Germany. Writes Bert (relative to the German loan, etc.):

"While they are 'limiting the footage' (how innocent it sounds) of our pictures, they expect to have our money to put into films that are frankly intended for our market via Yankee casts, direction, etc. The intention of the big German producers to make American-talent films is well known. They know too is the fact that the big industrialists who are back of the big German producers are the backbone of the Nationalist Party, that has made the Daves agreement possible. So the Berlin item in the British paper is worth more. Than your passing at- tention. While they are blocking us out. Is the 'lion's share' of this loan to be made available to influential Nationalist chami-ants?"

SOME RULES


Go for a ride on the horse of your imagination from time to time.

Be ready, be fully prepared, but be patient, hide your time, and know how to wait.

Consider as one of the essential requisites of your diet a supply of the milk of human kindness.

Work hard, don't spare yourself, don't be an eight-hour-a-day man, but don't permit yourself to become a machine.
"QUALITY FIRST"

CROWN PRODUCTIONS, INC.
A series of four pictures starring
WESLEY BARRY
First Production
"BATTLING BUNYAN"
From Leslie Franklin Goldman's Saturday Evening Post Story.
All star cast including Frank Campeau, Molly Malone, Landers Stevens, Al Kaufman, Johnny Relasco, and a thousand others. Release Dec. 28, by Associated Exhibitors.

In active preparation
"The Fighting Cub"

WILLIAM D. RUSSELL, INC.
A Series of Six High Class Dramas
First Production Now Ready
"THE ROBES OF SIN"
With Sylvia Breamer, Jack Mower, Gertrude Astor, Bruce Gordon, Lassie Lou Ahern and a splendid supporting cast.
Second Picture Ready in January.

A Series of 8 Melodramas featuring
"JOHNNY FOX"
The Famous Banjo Kid of "The Covered Wagon" Renown
First Release January 15, 1925

SABLE PRODUCTIONS, Inc.
A Series of 6 High Class Society and Melodramas
"THE VALLEY OF HATE"
and
"THE COURAGEOUS COWARD"
Now Ready
Third Release in December

ERMINE PRODUCTIONS, Inc.
A Series of 6 Westerns "That Are Different From the Rest"
"HIS OWN LAW"
"THE PASSING OF WOLF MACLEAN"
"THE RATTLER"
Are Now Ready and Will Be Followed By
"The Broken Law"
"The Son of Sontag"
"Hurricane Hal"

MR. EXHIBITOR!
If your exchange does not handle
Russell Productions write to us and
we will tell you where you can get the
only sure-fire successes that will keep
your ticket sellers "jumping hurdles" to
take care of the line at the box office window.

THE USA COMPANY

THE FILM DAILY
Sunday, November 30, 1924
Local Opinions

Additional newspaper opinions of Pictures at Broadway. Free runs will be found on page 20.

Newspaper Opinions

"Abraham Lincoln"—1st Nat'l Adams, Detroit
FREE PRESS—A motion picture fit to take its place among the classics. • • • splendiferous photoplay. • • •
NEWS—• • • If there ever was a time when that portion of the movie-going public that has been crying out for more intelligent pictures should show itself at the box office that time is at hand. • • •

"America"—United Artists Circle, Indianapolis
STAR—• • • is not only equal to his first efforts of the kind but surpasses even the best of them in some ways. It weaves fact and fiction so cleverly that the audience is once treated to an absorbing love story and love and loading, whether or not, with the history of the foundation of American independence. • • •

"The Arab"—Metro-Gold. Sun, Omaha
BEE—• • • provides entertainment that builds the interest until the final flicker of the film.
WORLD-HERALD—• • • There are many gorgeous scenic effects, some of which are breath-taking in their exquisite beauty. You see a mosque; you know it is not studio made. You see desert vistas with Arabs in white robes seated on the hot sand and you know they are the real thing.

"Behold This Woman"—Vitagraph World, Omaha
WORLD-HERALD—• • • there is a story that has heart appeal, vigorous action, a fine thread of adventure and a novel plot.

"The Beloved Brute"—Vitagraph Mission, Los Angeles
(Wweek Ending Nov. 22)
EXAMINER—• • • is not a picture to please the sophisticated, but it is one with punch and thrills enough to gratify those many millions who delight in romance laid in the old world of twenty-five years ago. • • • TIMES—• • • there is enough good stuff all through "The Beloved Brute" to cause it to be a popular attraction for those who like vigorous outdoor drama. The acting is very acceptable.

"Broken Barriers"—Metro-Gold. La Salle Garden, Detroit
FREE PRESS—• • • unusual drama with thrills and emotional pace and the splendid stars • • • are seen in clarifications which display their talents to the full.
Detroit has seen few better plays.

"Captain Blood"—Vitagraph California, San Francisco
(Wweek Ending Nov. 22)
BULLETIN—• • • there is every in generous tribute to the making of perfect movie entertainment and it is one of those pictures that you will want to see more than one. • • •

ATTENTION PRODUCERS!
Movie stills—4 cents each
B. & F. PHOTO CO. 552 Tenth Ave. N. Y. C. Pennsylvania 7477

CALL AND POST—• • • emphasis has been laid in the direction on a "stunt" that keeps the audience on its seat edges as the film flashes on the screen.
CHRONICLE—• • • a flaming romance, drenched with love, ablaze with reckless adventure, and is drawing great interest from the thrill delightfully. • • •
DAILY NEWS—• • • Whoever cannot thrill to his heroism, become excited as his picaresque, rejoice in his victories over enemies and rivals in love, may count himself just made the man and well on the way to the time when nothing will arouse him again.
EXAMINER—• • • if you want to observe marine warfare in its most picturesque glory, "Captain Blood." A more thrilling showing of it could hardly be made.

"Circe, the Enchantress"—Metro-Gold. Palace, Montreal
GAZETTE—• • • Perhaps it is sufficient to say that in this entertaining, immaculate and wholesome romance, featuring a star whose beauty cannot be questioned any more than his popularity. Richard Barthes is in a representative capacity for America's youth. • • •
TRIBUNE—• • • The picture gives an insight into the discipline maintained at West Point. Many of the exterior scenes were taken at the Citadelle and gives a pleasing portrayal as the girl in the picture.

State, Cleveland
NEWS—• • • is an unusual photoplay. • • •
PLAIN DEALER—• • • There is much to make this picture a recommended one, but I can't help feeling that at times Dick has spread his tale a little thin and at other times a little thick.
PRESS—• • • The movie is interesting in parts.

Capitol, Detroit
FREE PRESS—• • • West Point is one of the most beautiful spots in America and the story moves made the most of his opportunities. "Classmates" will go down in history as one of Barthes's finest pictures.

NEWS—• • • it has been brought up to date and has a real sentimental value for Barthes.

Rialto, Omaha
BEE—• • • the most varied story in which this young actor has ever been seen on the screen. • • •

"Stanley, Philadelphia"
INQUIRER—• • • Richard Barthes in some superlative acting and gives a fine impression of a West Point Cadet. His scenes in the jungle are very dramatic and well done.

EXCHANGES AND TERRITORIES

WEISS BROTHERS' ARTCLASS PICTURES CORPORATION'S BUFFALO BILL, JR. 1924 SERIES

PATRONIZED BY:
Ga., Fla., Ala., Tenn., No. and So. Carolina Enterprise Distributing Company 87 Walton St., Atlanta, Ga. 335 So. Church St., Charlotte, N. C.
Mississippi, Louisiana Enterprise Distributing Company 1000 Perdido St., 20th Street, New Orleans, La.
Dist. Columbia, Md., Del., Va. Federal Film Service Co. 916 o 2d St., N. W., Washington, D. C.
Iowa, Nebraska Fontenelle Film Co. 1336 Davenport St., Omaha, Neb.
Western Pa., West Va., R. G. H. Enterprises, Inc. 1010 Forbes St., Pittsburgh, Pa.
Michigan R. G. H. Enterprises, Inc. 204 Film Bldg., Cleveland, Ohio
Minn. and So. Dakota, Upper Peninsula of Michigan Independent Film Company Look Arcade Bldg., Minneapolis, Minn.
Indiana, Wisc., No. Illinois Progress Pictures Corp. 808 So. Wabash Ave., Chicago, 1144 W. Vermont St., Indiana, Ind.
Ohio, Washington, D. C. 711 Wells St., Milwaukee, Wis.
Eastern Pa., So. Ill., Progres Pictures Co. 3405 Olive St., St. Louis, Mo.

Colo., Utah, N. Mks., Wy., S. Idaho Western Film Exchanges 2040 Broadway, Denver, Colo.
Ohio, Kentucky 5th St., Cleveland, O. Broadway Film Bldg., Cincinnati, O.
Texas, Okla., Ark. Specialty Film Co. 1914 Main St., Dallas, Texas 1122 Markham St., Little Rock, Ark.
106 W. Reno St., Oklahoma City, Okla.
Kans., West. Mo. Standard Films 111 West 18th St., Kansas City, Mo.
Greater N. Y., No. 8th St., 729 Seventh Avenue, New York, N. Y.
Wash., Oregon, Idaho, Mont., Western Film Corp. 2014 Third Ave., Seattle, Wash.
Upper N. Y. State Renown Pictures, Inc. 729 Seventh Avenue, N. Y. City 505 Pearl Street, Buffalo, N. Y.
National Distributors Weiss Brothers' Artclass Pictures Corp. 1540 Broadway, New York, N. Y.

Sincerely, 
Buffalo Bill Jr.
"The Fast Set"—F. P. L.
New, Baltimore

The SUN.—"It is really admirable performances and everything looks very solid and comfortable. We hardly think it will be possible to have consumed eight reels of gelatin. See if you can get any more.

Wisconsin, Milwaukee

NEWS.—Denny stage thriller galore from a hit Moscow but highly effective. A real screen feast hotel to a breathing automobile escape for a honey moon. There is also a sensational dash to a yuletide when Miss LaFontaine and Denny in the leading roles, but there is to be arrested as an imposter.

Rialto, Washington

TIMES.—Denny plays his usual heavy man, red blooded American ship round about time, but stage act made a hit in the Willoughbys would make a wooden in

laugh.

"The Garden of Weeds"—F. P. L.

TRAVELER.—As a story it isn't much. But Cruze has directed it so well, made of this in picture form in presenting and entertaining, that you do not have to be a complete reader. The story may be distasteful to you, but it won't be here.

"Gerald Cranston's Lady"—Fox
Monroe, Chicago

JOURNAL.—What a splendid spec-
tact of matrimonial lure without love with the recent giving of the highly

PS.—"It is the marvellous spec-
tact of matrimonial lure without love with the recent giving of the highly

"He Who Gets Slapped"—Metro-
Warfel, San Francisco

BULLETIN.—It is a picture of a different sort. It is not a picture of anything brought in longer for a long while. The man in play, Cruze is even better. It is Cruze that brings the film to its required finish for the big moments. Cruze gives the film an unusual and acts with a magnificent performance.

CHRONICL.

"His Hour"—Metro-Gold.
New York

DAILY NEWS.—"To those unfamiliar with the play, the film is exceedingly effective, truly frightening. It must have a profound effect on the character of the man. It has been in a fine turn spirit of acting and direction.

ILLUS. DAILY HERALD.—From every standpoint—acting, direction, contin-

"K—The Unknown"—Universal
Merrill, Milwaukee

NEWS—A strangely assorted quartet of leading American players, a simple, appealing morose.

"The Lover of Camelie"—Warners
Revent, Rochester

DEMOCRAT.—The spectator will be deeply moved by the portrayal of Mount-
Blue in the title role; there are moments when the screen actor rises to unrecorded histrionic heights.

HERALD.—Rather long, drawn out and tiresome.

"Manhattan"—F. P. L.
Schenectady, Cincinnati

TRIBUNE.—A melodrama, nothing more, but芝麻大 for the first time, by Paramount, this picture makes the best of the role in which he is cast.

Park Mall, Cleveland

NEWS.—In Richard Dye's first star-
ring vehicle for the stage, giving him good it you'll never believe the change into a real film. This has the stuff of which stars are made and it deserves to be put on the screen.

PLAIN DEALER.—One of the best.

Metropolitan, Los Angeles

EXAMINER.—The story is pure melodrama and one that way, it moves with characteristics, a nice absence of routine and quite the best assortment of clever titles seen recently are not so recent, all elements to the effectiveness of "Manhattan."
again speak the Leaders

FIRST NATIONAL
—and again do they place before the exhibitors of the world the most powerful group of pictures that have ever been scheduled for a season's distribution.

That FIRST NATIONAL is making good on every promise made for 1924 is evidenced daily in the manner in which their releases are making big profits for exhibitors.

The phenomenal consistency of big box office pictures such as FIRST NATIONAL have and are releasing to exhibitors right now—

“Secrets”  “The Sea Hawk”  “Abraham Lincoln”  “Sundown”
“In Every Woman’s Life”  “Madonna of the Streets”  “Christine of the Hungry Heart”  “So Big”
“Classmates”  “Husbands & Lovers”  “Her Night of Romance”  “Love’s Wilderness”

and others, places FIRST NATIONAL FIRST in the minds of all exhibitors when planning their next season’s programs.
It's the backbone service of the country's finest showman.

FIRST NATIONAL promised to give big moneymakers in 1924—and FIRST NATIONAL gave them.

Now FIRST NATIONAL promises for next season—February to August—a series of releases so strong in profit-making possibilities that they stand supreme as the most powerful group of box-office pictures the industry has ever seen. These FIRST NATIONAL presents as the leading money making attractions of the coming season under the befitting title of
3 from THOS. H. INCE

Thomas H. Ince presents

'Enticement'
From the novel by CLIVE ARDEN
Adapted by BRADLEY KING
Directed by GEORGE ARCHAINBAUD
with MARY ASTOR, CLIVE BROOK
and IAN KEITH
Under personal supervision of THOMAS H. INCE

Thomas H. Ince presents

'The Enchanted Hill'
PETER B. KYNE's
great story published in Cosmopolitan Magazine and now a sensation in book form

Book the Leader Group
2 from FRANK LLOYD

Frank Lloyd Productions Inc presents
"Judgment"

From the Saturday Evening Post story by May Edington
Scenario by J.G. Hawks
Directed by Frank Lloyd

A modern love story as human and as real as The Silent Watcher

with
Antonio Moreno
Patsy Ruth Miller
David Torrence
Walter McGrail
Phyllis Haver
and others

2ND Title to be announced later.

Book the Leader Group
Samuel Goldwyn presents

A George Fitzmaurice Production

"A Thief in Paradise"

Adapted from LEONARD MERRICK'S
"The World's Edge" by FRANCES MARION

c/ a vital drama with
a locale shifting from
the South Seas to
San Francisco Society.
with DORIS KENYON
and RONALD COLMAN
and AILEEN FRINGLE

Samuel Goldwyn presents

A George Fitzmaurice Production

"World without End"

From MAY EDINGTON'S
famous novel
adapted by
FRANCES MARION

c/ a triangle love drama
of two women and a man

Book the Leader Group
Louis B. Mayer presents
"Fashions for Men"
A John M. Stahl Production

From the Broadway stage play by Franz Molnar.
An unusual domestic comedy drama today as only Stahl can do.
2 from EDWIN CAREWE

"My Son" an Edwin Carewe production with Nazimova and a featured cast in a current Broadway stage success, with a theme of universal appeal. By Martha Stanley.

"Heirs Apparent" An Edwin Carewe Production A lively searching drama of the younger generation by Sir Philip Gibbs.

Book the Leader Group
As one reads on through this announcement it is not difficult to understand why exhibitors wait for FIRST NATIONAL'S program and why FIRST NATIONAL is releasing next season's product under the title of "The Leader Group".

Producers, stars, popular featured artists, all have been provided with the most powerful big box office appeal product possible to secure.

That FIRST NATIONAL "common sense" policy of administration that has always brought them undisputed Leadership is also responsible for this extraordinary array of money making pictures.

And continuing we find the schedule consists of —

**Book the Leader Group**
2 from NORMA TALMADGE

Joseph M. Schenck presents "The Lady"
by Martin Brown
adapted by Frances Marion
Directed by Frank Borzage
Screen version of Mary Nash's stage success of last season

Joseph M. Schenck presents "Madame Pompadour"
by Rudolph Shanger and Ernest Welisch
Directed by Victor Heerman
The outstanding musical comedy success of Europe of the past two seasons. Now playing on Broadway. A story of an irresistible courtesan—the favorite of Louis XV of France.

Book the Leader Group
2 from CONSTANCE TALMADGE

Joseph M. Schenck presents

"The Man She Bought"
by Pearl Doles Bell
Scenario by
HANS KRALY and
SIDNEY FRANKLIN
Directed by
Sidney Franklin

A modern comedy
of a spoiled rich
girl whose daring
startles society.

Joseph M. Schenck presents

"Learning To Love"
by
JOHN EMERSON
and ANITA LOOS
Directed by
SIDNEY FRANKLIN

Miss Talmadge in a
comedy of a heartless flirt with
ANTONIO MORENO
in the leading masculine role

Book the Leader Group
2 from COLLEEN MOORE

"Sally"
Adapted from New York's most popular musical play of the past decade
Adapted by JUNE MATHIS
Directed by AL GREEN
with LLOYD HUGHES and LEON ERROL (creator of the stage role) in support of Miss MOORE

Book the Leader Group
2ND-
Title to be announced later.
2 from CORINNE GRIFFITH

ASHER, SMALL and ROGERS present

"DECLASSE"
from the ETHEL BARRYMORE stage success by ZOE AKINS
Directed by ROBERT VIGNOLA
Miss GRIFFITH has one of her most fascinating roles in this lively drama of to day

ASHER, SMALL and ROGERS present

"THE NATIONAL ANTHEM"
from LAURETTE TAYLOR'S stage success by HARTLEY MANNERS
MISS GRIFFITH sparkles through the most vivid indictment of jazz ever screened

Book the Leader Group
2 from BARBARA LAMARR

Associated Pictures Corporation presents

"Hail and Farewell"

SAWYER-LUBIN PRODUCTION

From the Florence Reed stage success by
WILLIAM HULBURT

A modern story of Paris and the play places of Europe.

Book the Leader Group

2ND-
Title to be announced later.
DORIS KENYON

With audience personality surpassed by none, with exceptional ability in both light and heavy roles, with her popularity mounting with each new release;

Doris Kenyon's first appearances in the First National Leader Group will be in "A Thief in Paradise" and "The Interpreter's House."

A young artist whose clear-cut, attractive personality is filling a box office demand, who has proved his exceptional ability in "The White Moth" and "So Big."

Ben Lyon will first be seen in the First National Leader Group in "One Way Street."

BOOK THE LEADER GROUP
Inspiration Pictures presents

"New Toys"

A JOHN S. ROBERTSON Production

A comedy of domestic life by OSCAR HAMMERSTEIN and MILTON HEDRICK'S GRIPPER. A Broadway stage success. With MARY HAY (Mrs. Barthelmess) in the leading feminine role.

Inspiration Pictures presents

"The Song and Dance Man"

A JOHN S. ROBERTSON Production

George M. Cohan's sensational comedy success of last season.

Book the Leader Group
With

MILTON SILLS

Because no screen actor today holds him in dramatic ability, because of his tremendous triumphs in THE SEA HAWK, MADONNA of the STREETS, and other great FIRST NATIONAL successes, because of his vast array of admirers who swell box-office returns everywhere.

Milton Sills will appear in many of

First Nationals Leader Group

"The Interpreter's House"

Book the Leader Group
First National Pictures, Inc. presents

"The Far Cry"

A story of the idle rich American colony in Paris and a flapper who plays with fire. From the Broadway stage success by

Arthur Richman

First National Pictures, Inc. presents

"One Way Street"

by BEALE DAVIS
Directed by JOHN FRANCIS DILLON

A love drama with London, Monte Carlo and Madrid backgrounds

with BEN LYON and ANNA Q. NILSSON

First National Pictures, Inc. presents

"The Interpreter's House"

From STEWART BURT'S best selling novel

Directed by LAMBERT HILLYER

A story of New York society life with

MILTON SILLS and DORIS KENYON
First National Pictures presents

Chickie

A syndicated newspaper serial that has had tremendous publicity throughout the country. A story of a poor girl and her search for love.

by

ELENORE MEHERIN

First National Pictures Inc.

"The Eternal Lamps"

A fast-moving dramatic story of New York night life by Ferdinand Reyher

First National Pictures, Inc.

"The Boss of Little Arcady"

Harry Leon Wilson

A rip-roaring comedy of small town life

First National Pictures Inc.

"Uriah's Son"

From the Red Book magazine story by STEVEN VINCENT BENET

A strong modern drama with a big surprise twist

First National Pictures Inc.

Book the Leader Group!
Here is indeed a most unusual display of money making pictures—the greatest in the history of FIRST NATIONAL and the industry.

The FIRST NATIONAL keen showmanship judgment and proven knowledge of what the box office requires is brought home once again very forcibly in this announcement.

Now permit us to call particular attention to those pro-
ductions to be classified as

"FIRST NATIONAL SPECIALS"—

pictures so tremendous in their money making values they bid fair to outstrip the earning power for exhibitors of those FIRST NATIONAL sensational "specials" of the current season! namely: "The Sea Hawk"—"Secrets"—"Abraham Lincoln"—and "Sundown."

Just another very good reason for FIRST NATIONAL LEADERSHIP
Joseph M. Schenck presents

NORMA TALMADGE

in

"The Lady"

by Martin Brown - Screen version by Frances Marion - Based on A.W. Wood's play "The Lady".

A Frank Borzage Production -
A FIRST NATIONAL Special
First National Pictures Inc.
presents

Sir Arthur Conan Doyle's stupendous story -

The LOST WORLD

By arrangement with Watterson R. Rothacker -

with

Bessie Love, Lewis Stone, Wallace Beery, Lloyd Hughes -

Research and Technical Director Willis H. O'Brien

Arthur Edeson - Director of Photography - Marion Fairfax - Scenario and
Milton Menasco - Director of Settings - Editorial Direction -
George M. Cuire - Film Editor - Fred Jackson - Chief Technician -

Under the supervision of Earl Hudson

Harry Hoyt - Dramatic Direction -
A FIRST NATIONAL Special
First National Pictures Inc.
presents

"SALLY"

The Nation's most sensational Musical Comedy Success since "The Merry Widow" brought to the screen

Starring

COLLEEN MOORE

Adapted by JUNE MATHIS
Directed by AL GREEN
Supported by LLOYD HUGHES and LEON ERROL (creator of the stage role)
Joseph M. Schenck presents

NORMA TALMADGE
in "Madame Pompadour"

The stage success of two continents filmed

Under the direction of Victor Heerman -
A fascinating never-to-be-forgotten period drama
by Rudolph Shanger and Ernest Welisch

NOW REPEATING ITS EUROPEAN SUCCESS ON BROADWAY
at a glance —

The BIGGEST

2 from FRANK LLOYD
"Judgment"
2nd title announced later

7 big money makers
presented by
FIRST NATIONAL PRODUCTIONS
"One Way Street"
"Interpreters House"
"Uriah's Son"
"The Far Cry"
"The Eternal Lamps"
"The Boss of Little Arcady"
"Chickie"

Under supervision of
EARL HUDSON

1 from JOHN M. STAHL
"Fashions for Men"

1 from M.C. LEVEE
"One Year to Live"

1 from J.K. McDONALD
Title to be announced later

Book the
the INDUSTRY offers!

2 from CONSTANCE TALMADGE
"Learning to Love"
"The Man She Bought"

1 from COLLEEN MOORE
Title to be announced later

2 from BARBARA LA MARR
"Hail and Farewell"
2nd title to be announced later

2 from CORINNE GRIFFITH
"Declasse"
"The National Anthem"

2 from RICHARD BARTHELMES
"New Toys"
"The Song and Dance Man"

An examination of the above titles will reveal the fact that six of the forthcoming Leader Group are adaptations of outstanding stage successes and seventeen have appeared as novels and serialized stories. Each has been selected because of its richness in those audience qualities which mean pictures that draw at the box office.

Because of their story strength as well as their stars and directors, the pictures of the Leader Group will be the greatest audience releases of the season.

Leader Group
Book the LEADER GROUP
and these 5 great specials
"The Lost World", "The Lady"
"Madame Pompadour", "Sally"
"United States Flavor"

Book the Leader Group
“Compare the Product”

The only kind of pictures that are “best” are those which make the most money for you.

First National Pictures made more money, than any others for exhibitors this year, because they were better than any others.

At the beginning of the year we stated our case and rested, awaiting the box office verdict.

We’ve got that and are happy with the knowledge that the results proved we did not overestimate or underestimate.

But big as we made them in 1924—we’re making them bigger for 1925.

“ON PERFORMANCE WE STAND”

We’ll stay the best because we’ve got the best so—“COMPARE THE PRODUCT”—for your biggest year, before you commit yourself and set dates for your backbone service.
"The BACKBONE of the EXHIBITION FIELD"

1—A. H. Blank
Des Moines, la.

2—Tom Boland
Oklahoma City, Okla.

3—J. B. Clark
Pittsburgh, Pa.

4—Harry M. Crandall
Washington, D. C.

5—R. C. Craver
Charlotte, N. C.

6—W. P. Dewees
Vancouver, B. C.

7—Jacob Fabian
Paterson, N. J.

8—Frank Ferrandini
Richmond, Va.

9—M. L. Finkelstein
Minneapolis, Minn.

10—Nathan H. Gordon
Boston, Mass.

11—Samuel Katz
Chicago, Ill.

12—J. H. Kunsky
Detroit, Mich.

13—Sol Lesser
Los Angeles, Cal.

14—Col. Fred Levy
Louisville, Ky.

15—John J. McGuirk

16—Robert Lieber
Indianapolis, Ind.

17—E. Mandelbaum
Cleveland, Ohio

18—Moe Mark
White Plains, N. Y.

19—H. T. Nolan
Denver, Colo.

20—E. V. Richards, Jr.
New Orleans, La.

21—J. H. Ruben
Minneapolis, Minn.

22—Thomas Saxe
Milwaukee, Wis.

23—Spyrous Skouras
St. Louis, Mo.

—Jensen and
Von Herberg
Seattle, Wash.
FIRST NATIONAL KEEPS FIRST

in all exhibitors booking time because they know the box-office value of every picture they release.

They know because through these great showmen and their theatres, the finest in the country, every picture is given the opportunity of demonstrating its public appeal strength — making it's market value a proved fact and not one of guesswork.
As always—

FIRST
NATIONAL
FIRST
MARJORIE DAW

to appear in First National's

"ONE WAY STREET"

Completed and not yet released

"FEARBOUND"  "THE PASSIONATE ADVENTURE"
"PARIS LIFE"  "GREATER THAN MARRIAGE"
Warners Speed Up

The Warners are making a special effort to finish their twenty pictures by Feb. 1. Increased activity marks the first step in the “speed up” program. Eve’s Lover” will be directed by William Beaudine, “My Wife and I,” by Mil- lard Webb, and “Recompense” by Harry Beaumont. All go into production at once.

Goldburg Returns

Jesse J. Goldburg, of Independent Pictures Corp., is back at the Hollywood studios where he has four units busy on the 1924-1925 program. He will remain here for eight weeks during which time he will complete plans for the coming year’s program.

Louise Fazenda Signed

Metro-Goldwyn has signed Louise Fazenda for a part in “Cheaper To Marry,” which Robert Leonard is now making. Conrad Nagel, Margaret De La Motte, Lewis Stone, Claude Gillingwater and Dale Fuller complete the cast.

Join “A Man’s World” Cast

Helen D’Algy will make her first appearance for Metro-Goldwyn in “A Man’s World” Ford Sterling has also been engaged for the picture, which features Alice Joyce and Percy Marmont.

Asks Exhibitors To Select Lead

Fox has been unable to select a lead for “Lightnin’” and is urging exhibitors to send in their selections for the role made famous by Frank Bacon.

7th Roosevelt Completed

“Gold and Grit,” seventh of the Buddy Roosevelt series, distributed by Artclass Pictures, has just been completed. Lester W. Scott, the producer, is coming East on Dec. 15.

“The Parasite” Cast Rounded Out

Gansier started work on “The Parasites” Wednesday. The cast includes Owen Moore, Madge Bellamy, Bryan Warren, Mary Carr and Bruce Gernon.

Rosen Completes Another

Phil Rosen has finished direction of “The Bridge of Sighs” and the picture is in the cutting room.

Sign Josephson for Year

The Warners have signed Julian Josephson, who has adapted several “Screen Classics,” for another year.

New Columbia Finished

“One, Glorious Night,” the fourth of the Columbia series has been completed. Elaine Hammerstein heads the cast.

Coast Brevities

Bryant Washburn, Josph Swickard and Virginia Pearson have been added to the cast of “Wizard of Oz.”

E. T. Love, Jr., is doing the scenario of “Head Winds,” which will star House Peters for Universal.

Helen Dunbar is playing with William Louis in “A Man Without a Leg.” William is under the direction of James Flood, one of the company’s new directors.

Fred Jackman, making a feature starring Rex, the horse, has returned from Nevada where he filmed locations. Marie Mosquini will have the lead.

Kirkland With C. B. C.

C. B. C. has signed David Kirkland to direct “Who Cares.” The last of the Perfect series, now in work under direction of Scott Dunlap, is “The Fearless Lover.” Cast includes William Fawcett, Tom Kennedy, Lydia Knott, Arthur Rankin, Ruby Lafayette and Frankie Darro.

Producers, Directors In Picture

Producers, directors and their wives appeared in a production made by the Hilecrest Club which was screened at a private affair at the club house. The title of the reel was “Where’s My Wandering Daddy Tonight?”

Buys “Speed”

Ben Verscheider has purchased rights to “Speed,” and will start production early this week. Edmund Lewis will direct. Lois Zellner is finishing the continuity.

Travels To Location By Plane

Al Wilson, stunt actor, and his director, Bruce Mitchell, are on location at Keen’s Camp, 300 miles up the coast, filming exteriors for “White Cloud Rider.” The trip was made in an airplane.

Titing “White Fang”

Jane Murfin has engaged Louis Weadock to title “White Fang” the new Strongheart picture from the story by Jack London.

Editing New Ray Picture

Charles Ray’s newest production, “The Desert Fiddler,” for Pathrelease, is now being cut and edited. R. William Neill directed.

Hoffman Engages McCarthy

Renio Hoffman has engaged Henry McCarthy to direct the fourth of his series for Gotham.

Paton Starts Dec. 1

Stuart Paton, head of Stuart Paton Prod., will commence shooting “My Lord of the Double B,” his first picture, on Dec. 1. The story is an original by Norton N. Parker. Dick L. Estrange is production manager, and Tony Korman is in charge of camera work.

Tom J. Geraghty Better

Tom J. Geraghty, confined to his home for the last two months with a shattered leg, is on the road to recovery. He has been writing the script, making Show You the Town, which will be filmed by Universal. Reginald Denny will be starred. Erle Kenton will direct.

Denny Unit Back

The Reginald Denny unit, under Harry Pollard’s direction, has returned from location at Victoria, where exteriors for “California Straight Ahead” were shot. The cast includes Gertrude Olmstead, Rolfe Sedan, Tom Wilson, Charles Girard, Leslie Lake, Ward, John Stepleton and Leon Noms.

Madge Bellamy Signed

Madge Bellamy, who has been free since the expiration of her Ince contract, has signed with B. P. Schulberg to appear in “The Parasite,” being made at B. O. W.

Carmel, Santa Monica Opens

The new Carmel theater has opened at Santa Monica with “Classmates.” It is located at Santa Monica and Crescent Heights Blvd. It seats 1,400.

Irvine Added to Cast

George Irvine has been added to the cast of “The Goose Hangs High.” Constance Bennett, Myrtle Stedman, Esther Ralston and Edward Peil, Jr. and Crescent Hights Blvd. are the other night.

“Wasps” Meet

The Women’s Asn of Screen Publicists held a dinner business ses-

Talmadge Starts on His Fourth

Richard Talmadge has commenced production on “The Clean Up,” his fourth production for F. O. Jimenez is directing.

Erb Plans Trip East

Ludwig Erb, head of Associated Arts, is making pictures for F. O. Erb is planning a trip to New York up on the completion of his second picture.

Mildred Harris Opposite Howes

Mildred Harris is playing the leading role opposite Reed Howes in “Speed,” for Harry J. Brown Prod.
We Always Use

Thematic Music Cue Sheet

M.J. MINTZ (PATENT)
JULY 31, 1923.

For Our Productions

Can be obtained at all exchanges free of charge.

FIRST NATIONAL PICTURES, Inc.
As a Whole... 

**VALENTINO IN ANOTHER FOREIGN SETTING.** The story is a real pageant for viewers who have never seen anything like it before. It is a spectacle of fashion, of style, of music, and of the grandeur of the Roman Empire. 

**STILL AT A GREAT CROWD. TOO LONG GETTING THROUGH THE CLI-FIXED.** 

**CAST.** Len Leo a new stum performer, agile and unafraid. A good actor for his part, true for his acting. Alice Lake pleasing. Henry Seldwy the conventional mustached villain. 

**TYPE OF STORY.** Melodrama. "The Law and the Lady," made cheaply to do it, has for its good points a cast with several well-known names and an unknown but athletic young player. 

**Type of Story.** Society drama. There's an atmosphere of scandal about "The House of Youth" that will hold interest. The story is about a good number for the female picture patrons. They're likely to get a good thrill out of the situation which presents a pretty girl enmeshed in a roadhouse and her name linked with that of a married man. 

**CAST.** Malcolm McGregor a suitable hero. Vernon Steele far better looking in the part than he appears without his Spanish "sideboards," others Richard Tavers and Gloria Grahame. 


As a Whole... 

**PRETTY GOOD CAST AND PLAYER SELLING POINTS.** 

**STORY.** A HISTORY OF A HELPER-SKELTER STORY. A STORY OF VARIOUS PEOPLE CONSTRUCTED AND QUITE FAR-FETCHED. 

**Cast.** Len Leo a new stum performer, agile and unafraid. A good actor for his part, true for his acting. Alice Lake pleasing. Henry Seldwy the conventional mustached villain. Others Richard Tavers and Gloria Grahame. 

**Type of Story.** Melodrama. "The Law and the Lady," made cheaply to do it, has for its good points a cast with several well-known names and an unknown but athletic young player. 


As a Whole... 

**WESTERN MYSTERY DRAMA THAT FURNISHES SOME GOOD TENSION.** 

**STAR.** A comedy. Will suit the average crowd especially when they like this type of picture. 

**CAST.** George Fields the mysterious villain who isn't suspected for the best part of the film. Margaret Landis a pleasing heroine. Others Bill Cooper, Jack Asher, Joe Bennett, Fontaine La Rue. 

**TYPE OF STORY.** Western mystery drama. "Trigger Fingers" is the first of a series of westerns which F. B. O. will issue as the Texas Rangers series. The story, while not a bit surprising, has an added touch of mystery and well-formed suspense that gives it an added interest. 

**Director** Reeves Eason has the very cleverly disguised villain and it is until the climax is well under way that even the most suspicious of the apparent kindly doctor is really the notorious Black Hawk. 

**CAST.** George Fields the mysterious villain who isn't suspected for the best part of the film. Margaret Landis a pleasing heroine. Others Bill Cooper, Jack Asher, Joe Bennett, Fontaine La Rue. 

**REVIEW.** Reeves Eason has the very cleverly disguised villain and it is until the climax is well under way that even the most suspicious of the apparent kindly doctor is really the notorious Black Hawk. 

**CAST.** George Fields the mysterious villain who isn't suspected for the best part of the film. Margaret Landis a pleasing heroine. Others Bill Cooper, Jack Asher, Joe Bennett, Fontaine La Rue.
Polka Negri
"Forbidden Paradise"
Paramount

As a Whole... MOST DELIGHTFUL CONTRIBUTION POLEA NEGRI HAS GIVEN US... SHE CAME TO THIS COUNTRY, WHAT A COMBINACTION--NEGRI-LUTTSCH. A REAL BOX OFFICE ATTRACTION.

...Polka Negri was a delight. She came to us in a "Passion." She's a lovely girl, and she's a good actress. She's made a number of pictures, and they haven't all been good, but in her pictures, she's very good. She's come into her own again and she's done her best work since "Passion."

...Outside of Adolphe Menjou, there's not much for any one to do, and if Adolphe Menjou is a delight, Polka Negri is a delight too. She has the role of the Chancer of Queen Catherine (Negri) and while she has the same opportunities as have been given to him in his starring vehicles, she has the right and the joy. Rod La Rocque, in his role of Pauline Stark and Fred Malatesa satisfactory; others not important.

Type of Story... They have based the whole entertainment on "The Czarina," a play which ran in New York last year, but they have changed it considerably and made it better. Queen Catherine of Russia falls in love with a young soldier, whom she appoints Captain of her Guard. She is the fruit of this type and steals the young soldier away from his sweetheart, one of her Ladies-in-Waiting. This does not disturb her the least, but when the young soldier discovers that he is only one of many who are held in the Queen's favor, he rebels. The Queen's father, the King of France, has him executed but in the end, he goes back to his Lady-in-Waiting sweetheart.

The analysis of the story is to include that which is important—the handling in such a way that the audience will understand that Ernst Lubitsch lives the story; his treatment is different. There are so many charming situations handled in a masterful way that it is difficult to enumerate any of them, but if you want a finely made, magnificent picture with tremendous box office value, don't pass this by.

Office Angle... This should go big. The combination of Lugosi and Negri should prove a fire fire.

Photography... You can make all the promises for the world for this and it will live. Dwelling upon the reassociation of Negri-Lubitsch is the limit as to the splendid work that Remi has done, 'Passion' and tell them the same in the next picture.

...Sidney A. Franklin. Can't tell a bit closes together.

Author... Hans Kracl.
Scenario... Not credited.
Cameraman... Ray Binger.

Photography... English.

Location: Algiers.

Length: 2,171 feet.

Constance Talmadge in
"Her Night of Romance"
Producer: Jos. Schenck.
Distributor: First National.

As a Whole... CONSTANCE TALMADGE IN ONE OF HER BEST ROLES OF THE PERIOD. Rich and Colorful Character, some of which are unimportant. Many opportunities to demonstrate her scrappy energetic personality.

Cast... Allen Forrest good. Stewart Holmes, good.

Type of Story... Romantic drama. This is a story of those where the heroine does all the fighting. First she talks the man's heart, and when she's not going to hold him when she loses him. In the end, of course, everything is sweet and pretty. The story is one of the well-known situations, but Priscilla gets by because of the vivacious manner in which she goes to things. She has a fight with the leading man of Russia almost at the beginning of the picture and to encourage there is a great rough and tumble scrap in which she mauls a dandy—a tool of the heavy to get possession of the key which is in his pocket and then she fights a man, the husband of the man she loves, over the plot framed against him.

The treatment of the story is good but at times is somewhat slow and tedious, and the picture could be cut to advantage. The bull fight sequence is probably the best that has ever been shown in pictures, certainly a vast improvement over the bull fight which was presented in "All God and Sand"—Valentinio's picture.

It will doubtless please, however, even in its present somewhat lengthy form. It has many singing and dancing numbers and the fire ingredients that will attract at the box office.

Box Office Angle... Should be a winner, especially with a drawing power of this star.

Exploitation... Promise your folks that they are going to see the best bull fight ever put on the screen. Get a trailer showing the bull fight sequence and it should bring them back. Talk a lot upon the star. Tell your folks that she does the same kind of rough fighting, agile work, that has made her famous. "The Matador in the World's Night" in connection with the showing and this proves very successful. Take it home and make it just the same, doing up your house aids in Spanish uniforms and arranging a program to match the theater.

Direction... Hunt Stromberg and Joseph Schenck. Excellent work.

Author... H. H. Van Loan.
Scenario... H. H. Van Loan.

Photography... Sol Polito.

Location: Spain.

Length: 6,172 feet.

Priscilla Dean in
"The Siren of Seville"
Producer: Hunt Stromberg.
Distributor: Prod. Dist. Corp.

As a Whole... ONCE AGAIN PRISCILLA DEAN AS THAT VITAL ESCORT OF THE SLAM BANG GO-GET-EM CHARACTER WHICH HAS GIVEN HER THE NAME OF A DEFINITE PLACE WITH MANY PICTURE FANS.

Cast... Allan Forrest good. Stewart Holmes, good.

Type of Story... Bull fight drama. This is one of those stories where the heroine does all the fighting. First she talks the man's heart, and when she's not going to hold him when she loses him. In the end, of course, everything is sweet and pretty. The story is one of the well-known situations, but Priscilla gets by because of the vivacious manner in which she goes to things. She has a fight with the leading man of Russia almost at the beginning of the picture and to encourage there is a great rough and tumble scrap in which she mauls a dandy—a tool of the heavy to get possession of the key which is in his pocket and then she fights a man, the husband of the man she loves, over the plot framed against him.

The treatment of the story is good but at times is somewhat slow and tedious, and the picture could be cut to advantage. The bull fight sequence is probably the best that has ever been shown in pictures, certainly a vast improvement over the bull fight which was presented in "All God and Sand"—Valentinio's picture.

It will doubtless please, however, even in its present somewhat lengthy form. It has many singing and dancing numbers and the fire ingredients that will attract at the box office.

Box Office Angle... Should be a winner, especially with a drawing power of this star.

Exploitation... Promise your folks that they are going to see the best bull fight ever put on the screen. Get a trailer showing the bull fight sequence and it should bring them back. Talk a lot upon the star. Tell your folks that she does the same kind of rough fighting, agile work, that has made her famous. "The Matador in the World's Night" in connection with the showing and this proves very successful. Take it home and make it just the same, doing up your house aids in Spanish uniforms and arranging a program to match the theater.

Direction... Hunt Stromberg and Joseph Schenck. Excellent work.

Author... H. H. Van Loan.
Scenario... H. H. Van Loan.

Photography... Sol Polito.

Location: Spain.

Length: 6,172 feet.

Gloria Swanson in
"Wages of Virtue"
Producer: Allan Dwane.

As a Whole... STAR APPEALING AND PLEASING. ROLE SUITS HER NICELY BUT DOESN'T CALL FOR A GREAT DEAL OF THINGS TO DO. NOT QUITE AS GOOD A PICTURE AS HER LAST TWO.

Cast... Will undoubtedly prove excellent. Always pleasing and there are any number of really beautiful clowns up her.

Box Office Angle... A good looking and likeable leading man. Ivan Linow, a convincingly terrifying soldier who holds Gloria's devotion much more dearly than the story. Norman Trevor, Paul Panzer, Joe Moore in less important parts.

Type of Story... Romantic drama. Gloria as a very pretty little cafe proprietress whose peculiar devotion for Luigi, the homely brute of a soldier, is hard to understand. She has had so many soldiers wanted to repay the kind deed by being faithful to him even when she falls in love with an American legionary. Luigi, jealous of the soldier, tries various ways of getting him out of the way.

...The story is close, love with the soldier and compelled by conscience to be true to Luigi, is torn between love and duty. Eventually Luigi is the loser for Carmelita steals him away when she attacks the soldier. Allan Dwane gives the story plenty of fine colorful atmosphere and he's made the most of having Gloria Swanson to help make up what the story lacked.

It certainly didn't need seven reels to tell it and even the star's first rate performance and Dwane's good production doesn't keep this from slowing up at times. There are some interesting bits of comedy that are highly amusing. Much of this comes from giving the story to the sub-plot effect of the soldier and enticing jail officials or trying to wrangle a favor from some unsuspecting male.

Box Office Angle... Just another case of what a star's name will do for you. If it's Gloria Swanson they like, you won't have to do much more than make up the story.

Exploitation... Gloria Swanson and the title "Wages of Virtue" ought to make some promises to your patrons. You can say that the story is that of the love of a pretty Italian canteen girl for an American soldier in the Algiers Foreign Legion. Talk about colorful atmosphere, appealing romantic flavor and show them stills of the good looking Ben Lyon along with pictures of Gloria.

Direction... Allan Dwane, good.
Author... Percival Wren.
Scenario... Forrest Halsey.
Cameraman... Geo. Weir.
Photography... Good.

Location: Algiers.

Length: 7,493 feet.
Get these three Great Johnny Hines features at the best independent exchanges!

**The Speed Spook**

**The Early Bird**

**The Cracker Jack**

Produced & Distributed by

C. C. BARREY MANUFACTURING CO.

135 West 4th St., N.Y., N.Y.
Daughters Of The Night

As a whole—PRETTY CONVENTIONAL "MOVIE" MELLEL THAT FURNISHEES SOME GOOD THOUGH OLD HAT STUFF. AND IT'S OWNED TO LOOK A GOOD DEAL LIKE A BAN OF TELEPHONE COMPANY PAPERS.

Cast—Orville Caldwell a suitable hero who has a touch of time with a girl's heart and a lot of telephone lines to keep in order. Alyce Mills is pleasing as the "hello" girl. Phelp Decker makes a satisfactory crook. Others Henry Sands, Alice Chapin. Warner Richmond, Bobbie Perkens, Charlc Vance.

Type of Story—Melodrama. It is seen that at this stage it's afforded good material for a melodrama but there is so much prominence given to the telephone company itself and the other duties and events, that "Daughters of the Night" turns out to be more of a propaganda for the telephone company than a melodrama.

It is that the girl exploits the service rendered by the telephone and is pictorially shown. There are a lot of changes in operation, linemen at work, etc. On the other hand there is an actual plot woven in with the story and an opener of the central figures. The story is fast and most of the thrills are of the old fashioned "mystery" variety. The production is one of Elmer Clifton efforts doesn't compare very favorably with other pictures of his such as "Down to the Sea in Ships". Bill and Jim Roberts, sons of a rich man, leave home after a row with their father. Jim falls in with crook while Bill takes employment as a telephone lineman. Betty Blair a night operator, is in love with Bill but her grandmother insists that she marry the local lawyer whom she thinks has more money. Bill captures a band of crooks who rob the bank. Meanwhile Betty's life is in danger as the exchange catches fire. Bill rescues her, they marry and return to Bill's home.

Box Office Angle—There's certainly a fine opportunity for tie-ups with this picture if you don't figure it as free advertising for the telephone company.

Exploitation— If you decide to run this there's no question but what you can secure almost unlimited support from your local telephone company. The picture exploits the value of the telephone to the extent. Tie-ups and stunt advertising are readily suggested by the association and can be used to spindle advertising and bring in considerable business.

There are no names of players that are familiar to your patrons.

Director—Elmer Clifton; has done better things.

Author—Willard Robertson
Scenario—Not credited
Cameraman—Not credited
Photography—Fair Quality
Length—About 6,000 feet

"The Mad Whirl"

Universal

As a whole—ANOTHER JAZZ ENTERTAINMENT—ONLY A LITTLE MORE SO. IT'S A DULL PIECE BUT NOT THIS ONE. QUITE A BIT TOO LONG AND DRAGS IN THE CAST.

Cast—May McAvoy sweet and pretty as one of those "just out of the boarding school" girls who would marry him but who should love him. In this, "The Mad Whirl" is a "stepper". Jack Mulhall is the boy and Alice Francis and Myrtle Stedman are his parents. Mary Astor is pretty and cute too. Others Barbara Bedford, Ward Crane, George Pauwett.

Type of Story—Modern jazz story from Richard Washburn Child's novel "Here's How." Still they come to , the period, and for jazz entertainment must equal the supply. They seem to keep coming. Universal's latest contribution "The Mad Whirl" is the crease of the great number that probably had their inception in "Flaming Youth." How do they stop in this line. And it's not only because of the flappers and their cake-eater boy friends. This time the boy's father and mother go in for it but just to be companionable. Director William Selig has given Child's conception of the present day fast company, though he's missed the mark. He hadn't omitted a thing, from the noon day brome seltzer to the daybreak disbanding. And then the story starts over again.

Young Harrington's folks really staged lounging parties and their guests draped themselves around the furniture, stairs, the tree, outside the house, etc.

You'll have to give somebody credit for taking "The Mad Whirl" just a trifle "madder" than some of the others. But young Harrington himself is interesting. At least he looks like a man's daughter, a plain, pretty girl who hasn't fallen for silly jazz. Eventually, after he has been wearing down the experience, he convinces him that his sort of living is all wrong and even his parents decide to settle down to simple life.

Box Office Angle—You know what this type of picture brings in. If your crowd likes them and they do the business for you, you can count on "The Mad Whirl" getting by with a whizz.

Exploitation— Just a trailer of any of the jazz parties will be sufficient to bring back an interested crowd. You can go the limit on nomenclature of a perky entertainment. It has thrills galore when it comes to showing how the fast set indulges in its favorite pastime. There are no names of players that are familiar to your patrons.

Director—Wm. A. Seiter: is splendidly made up.

Author—Richard Washburn Child
Scenario—Frederick and Fanny Tovs.
Cameraman—Merritt Gerstad
Photography—Good Picture
Local—Good Screen
Length—6,184 feet

The White Sheep

Producer: Hal Roach
Distributor: Pathé

As a whole—GOOD CHARACTERS AND STUDYING ACTIVITY BUT THE PLOT AND EXCESS FOOTAGE KEEP THE WHITE SHEEP FROM GETTING FREE Fare.

Cast—Glenn Tryon good as the white sheep of the Tyler family. Stone, a fighting family of a western town. The plot is interesting and makes up most of the picture with Jack Gavin, Bob Kortman and Leo Willis three very convincing bad men. If you're avoiding them and getting what he wants by various ruses affords some interesting bits and there's also a scattering of laughs. But he's gone through enough of the fighting Tylers, is shown struggling to survive the buffets of his father and the street. Toby's trouble is to get his way in the schemes and the resultant freedom of his father wins him the coveted title of "a fighting Tyler." With more action in the early reels, less detail and padding, more real fights and less knocking about "The White Sheep" would have made a better picture. As it is now, they are apt to get impatient viewer for something to happen.

Box Office Angle—If there's a chance of cutting down this reel or two "White Sheep" might get by nicely. It has a corcig climax but you have to wait too long for it. 

Exploitation—Use catchlines that will indicate the type of story. Let them know about the hero who wanted to be a "fighting Tyler" but was afraid of his brothers. A trailer showing one of hero's stunts to hold off his brothers when they try to beat him, may bring them back.

Direction—Hal Roach; good atmosphere and production but development too slow.

Author—Hal Roach
Scenario—Hal Roach
Cameraman—Geo. Stevens
Photography—Good Picture
Local—Western town
Length—6,800 feet

Quebec Censors Active

Slash Tom Mix Picture—Exchanges in Montreal Sour Over Board's Attitude

(Special to THE FILM DAILY)

Montreal—Tom Mix production "The Last of the Plainsmen" had all of its cocktails removed, literally speaking, by the Quebec Board of Censors. The picture was shown in the Province, judging by the comments for the first run at the Loew Theater. It was made into a harmless melodrama with George B. Williams, according to the comments by the Quebec Board, all gun play having been deleted in the film, although there is plenty of it in the book. "There seems little doubt that the censor has insisted on cutting the gunplay," declared the Montreal Star, and gunplay in a Western film is as necessary as alcohol in a cocktail. The paper also says that "the hand of the censor seems to have fallen heavily this time.

The Quebec board has aroused the ire of exchanges and exhibitors on a number of occasions and a recent one has been taken up by the Canadian Division of the M.P. T. O. A.

Woods Changes Title

The picture Frank E. Woods is making for Prod. Dist. Corp. as "On the Shelf" has been retitled "Let Women Alone."

Additions to Cast

Catherine Wilson, Clifton Webb, Frances Conlon and Bijou Fernandez have been added to the cast supporting Richard Bartha nella in "New Toys."

St. Regis Preparing Second

The adaptation of the second St. Regis picture, to be made from "The Million Dollar Doll," a novel by Mrs. A. M. Williamson, has been completed by Arthur Hoel.

Elrathian Film In Deal

Elrathian pictures, who have bought the Cody and Franklin Farming series from Independent, for Georgia, Alabama and the Carolinas, have acquired the Desmonds pictures to be made by Luther O. Tryon's company. The film will be made in Germany by Paul Krauss. The Rev. Samuel Tredler, of New York, brought it over.

Dundum Back in Cleveland

(Special to THE FILM DAILY)

Milwaukee—George H. Dundum, former manager of the Modjeska, is again at the helm of the Grand, according to word received by Stan Brown, his brother in law, who manages the Strand.

Greenway with Saxx Enterprises

(Special to THE FILM DAILY)

Milwaukee—Harry Greenway is the new publicity director for Saxx houses. Greenway who hails from Chicago will fill the position left vacant by Jack Cuddy.
WHY EVERY EXHIBIT SHOULD READ

- It brings accurate news to you hot every morning
- Its independent reviews are the recognized standard
- Its correspondents cover the entire country
- It is independent—asks no favors and grants none
- The film year books are used by everyone
- A 1925 film year book free to all subscribers
- Its directors number every spring is invaluable
- Its short subject quarterlies help every exhibitor
- It prints news, all news and nothing but news
- It has subscribers in every large city in the world
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- It has the confidence and good will of its readers
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Name ............................ Theater ..........................
Street .......................... City .......................... State ..........................
Texas Ready
For Forthcoming Annual Convention—Exchanges to Give Exhibitors A Dinner
(Special to THE FILM DAILY)

Dallas,—The committee in charge of preparing the program for the annual convention at M. P. T. O. has completed its plans. Many functions are scheduled. Several discussions will take place.

The meeting will open on the morning of Dec. 9 and close the following night. Business session will take place in the Thirteenth Street Hotel.

The program follows:

**Tuesday**

10:00 A. M. Convention called to order by
By Address by H. C. Cole.
Appointment of committees.
Report of the President.
Report of the Secretary-Treasurer E. L. Byars.
Appointment of Business Manager H. G. Mc
Business session.
Appointment of Registration Committee.
12:00 A. M. Luncheon.
12:15 P. M. Automobile tour of the city.
2:00 P. M. Address by Col. Jason Joy, of the Hays organization.
2:30 P. M. Address by Hon. J. J. Strickland, Secretary of Commerce.
2:45 P. M. Address by Hon. Frank Wo
3:00 P. M. Business session starts. Legislative prospects: taxation, tax show bill, censorship and Sunday local option.
7:00 P. M. Informal dinner and dance.

**Wednesday**

10:00 A. M. Address by W. G. Underwood on "Buying Pictures."
11:30 A. M. Address by Charles C. Pettjohn.
11:45 A. M. General discussion of the music tax.
12:30 A. M. Address by S. G. Howell on "Merchandising the Theater."
12:45 P. M. Luncheon.
2:00 P. M. Address by C. D. Hill on "Theater Architectures."
2:30 P. M. Address by General Tax Commissioner, on "Taxes."
4:00 P. M. Address by Mr. Cannon on "Financing the Theater."
5:15 P. M. Address by James J. Simpson on "Theater Advertising."
5:30 P. M. Session—Statistics, Charging election system, Resolutions committee report. Discussion of exhibitors' claims before the Board of Appeals.
7:00 P. M. Announcement of committee to draft code of ethics.
7:00 P. M. Dinner given by exhibitors.

**Renown Starts Drive**

Jack Bell's has inaugurated an advertising campaign for Renown to acquaint the public with its trademark. Current releases include "Scandal," "Playthings of Desire," "Women and Gold," "Off the Beaten Path" and "The Night Ship."

**Hi-Mark in Deal with Jupiter**

Hi-Mark Film Sales Co. has acquired world's rights for "One Hour Past Midnight," produced by Jupiter Film, now being state rights.

**Elliott Leases Iris, Pittsburgh**

Pittsburgh, Pa. — The Borough Council of Vandergrift has leased the Iris, in that town, to W. M. Elliott, who announced negotiations on Thanksgiving Day. The house has been closed for repairs.

**Roach Subjects in Book Form**

Hal Roach's "Our Gang" and "Dipsey Dog Days" stories have been put in book form by the Kenmore Publishing Co., of Los Angeles.

**Foots of Mud**—Sennett—Pathe

_Langdon Extremely Funny_

Type of production— .2 reel comedy

Harry Langdon is extremely funny in the opening sequences of this picture which shows the in- truder player who has to play but hopes he doesn't. The baggy uniform, the misbehaving eyes, the facial expression, too, Harry Edw

**Little People of the Garden**—Educ't

_Absorbing Educational_

Type of production— Microscopic reel.

Lou Tolhurst has been successful in filming microscopic views of insects that bring a sparkle to the eye and easily absorbable knowledge of these often seen but little known creatures. He has presented the information in a humorous and interesting manner. Among other "little people of the garden" that are introduced in this reel is the ordinary or common variety of flea. Just how it is born, where it lives to live, how it may be exterminated is dealt with in detail. Very amusing is the idea used of "how the flea feels to the gardener" and "how the gardener feels to the flea." Mr. Tolhurst has reconstructed a most tiny machine which the microscope shows being run by a captive flea. The titles are humorous and very good.

**Meet the Missus**—Roach—Pathe

_Entertaining and Amusing_

Type of production— .2 reel comedy

This should be real entertainment for all house. Glenn Tryon is the star and pretty Blanche Maffey is the girl. If you've played "The Bachelor's Overcoat," you folks will know and love them without any talk. Whether they do or not, they'll enjoy seeing what happens when a young married couple try to "pin on the dog" when the husband's employer comes to the house for dinner. The mishaps are extremely natural and funny. The hired negro cook finds a bottle of gin, goes tipsy, can't walk straight and fills the gin bottle with kerosene with which the young husband mixes cocktails for the company, with panic as a result. Entertaining and amusing.

**Low Tide**—Mermaid—Educ't

_Has Fun with Gags_

Type of production— .2 reel comedy

This is a well cast comedy and one that has some really funny gags. The action takes place in and about a houseboat and a juror has taken his family to escape the wrath of an evicted tenant whom he "sent up." The only means of approach to the house is a very picturesque suspended boat walk leading from the boat-lading to the porch of the house. When mother-in-law comes to visit, bringing poor henpecked father she has one peach of a laugh-getting scene. She slips and sprawls and finally gets there unscathed on her hands and knees. Many of the laughs are occasioned by the players diving off the house into the river, sometimes in the mud, sometimes after bathing girls.

**The Poor Fish**—Roach—Pathe

_Good One-Reeler_

Type of production— .1 reel comedy

The idea is not particularly new but it's one that will always go well as long as wives and husbands disagree on the subject of whose job is the more tiresome, housework or the office. Charlie changes places with his wife for a day. There are some amusing bits in the reel—the difficulties he has with his children and the doorbell. A good one-reeler. Leo McCoy directed.

**Pathé Review No. 49**

_Up to Standard_

Type of production— .1 reel screen magazine.

Another installment of the film story of the Marsh Expedition into the Amazonia where the peculiar "White Indians" have been discovered. An Indian boy and girl are studied in particular. It is an extremely interesting series of pictures. The second subject is also interesting particularly to golfers. It shows the manufacture of golf clubs, of all kinds. The Pathécolor subject is "Visiting Our America."

**Building Paterson House**

Paterson, N. J.—The Bilmore Amusement Co. has erected a new Rivoli theater on Main St. It seats 1,600 and will cost $75,000.

**Peekskill House Closes**

Peekskill, N. Y.—The Colonial, on Park St., has been closed by the Ripple Realty Corp., who also operate the Peckskill Poor business is the reason.

**Censors' Plaint**

Pictures Worst in History, Social Worker Tells Hygiene Conference in Cincinnati

(Special to THE FILM DAILY)

Cincinnati—"Worse pictures have been presented for censorship in the last six months than ever before, according to a motion picture picture shown in Chicago," Miss Jessie Binford, director of the Juvenile Protective Ass'n of Chicago, declared at the National Social Hygiene Conference at the Cincinnati Women's Club.

"The youth of today is so over-stimulated that the usual pleasure becomes become, there must be at least one murder in the picture or it is not good. The posters in one district are more damaging than a vice district.

Miss Binford also spoke against the small magazine with suggestive and vulgar stories and pictures. She said it is up to public opinion to get them off the news stands and stop their publication.

Of the jazz music has an evil influence on the moral of youth. A musician in Chicago eliminated 90 percent of the most popular jazz songs as unfit for publication. The effect of jazz music is worse that of liquor on the emotions of young.

Evelyn Brent's Next Selected

"Midnight Molly" will be Evelyn Brent's third starring production. It is an original by Frederick K. Myers.

Ben Schwartz Better

Ben Schwartz, of the Elvin Exchange, who is recuperating at Lake Detroit, following a long illness, will return to his duties about Dec. 1.

**Receiver Reopens Victoria, Altona**

Altoona. — Following a shutdown of the Victoria Co., on Ninth Ave., has reopened since a receiver has been appointed to take charge of the affairs of the Victoria Thea Corp. The receiver appointed is H. C. Chirouche and Steve Chingos. They operate the Lyric Hallidaysburg.

**New Canadian Company**

(Special to THE FILM DAILY)

Toronto — The Canadian Projection Co., Ltd, have been organized here to "show pictures that will be of educational value to the working class." The first release is "Polkowich," which had its premiere at the Standard at 50 cents top. It has also been shown in Hamilton and London.

**Northwest Theater Notes**

(Special to THE FILM DAILY)

Newport, Wash.—W. I. Casey of Broadway, 1da., is building a new house here.

Pasco, Wash.—E. J. Reynolds in completed construction of a new theater beneath a Liberty theater.

Spokane—With the annexation of Hillyard by the city, C. W. Newton house becomes the only suburban theater in the city.
FOR EVERY EXHIBITOR --

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**Local Opinions**

Newspaper opinions of pictures playing at Broadway theaters the week ending Nov. 29 follow:

**“The Dark Swan”—Warners**

**AMERICAN.—** Helene Chadwick was given the difficult role of Cornelia, the dark swan so far as financial concerns are concerned, and skillful make-up, she looks the part of the lovely and disfiguring creature that she is.

**DAILY MIRROR.—** The best dog picture of the season, "The Dark Swan" plays quite poorly. The acting is not up to the required level, and the photography is not all that it might have been.

**DAILY NEWS.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**DAILY TELEGRAPH.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**Herald-Tribune.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**MORNING TELEGRAPH.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**POST.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**Sun.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**Telegraph.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**Times.—** "The Dark Swan" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**The Wages of Virtue”—Paramount Pictures**

**AMERICAN.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**DAILY MIRROR.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**DAILY NEWS.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**HERALD-TRIBUNE.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**MORNING TELEGRAPH.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

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**Times.—** "The Wages of Virtue" is a poor dog picture. The acting is not good, and the photography is not all that it might have been.

**The Film Daily**

Sunday, November 30, 1924

**M. P. Day in Wisconsin** (Special to THE Film Daily)

Milwaukee—Observance of Motion Picture Day in the Badger State was left to the discretion of each exhibitor interested. Mr. P. T. O. The Wisconsin organization has at various times urged a National Motion Picture Week, taking the stand that little good can be accomplished in a day.

**St. Louis Managers Switched** (Special to THE Film Daily)

St. Louis—Sam Norman has succeeded Maurice Stahl as manager of the Tivoli and Klondyke, both Amusement Co.'s. This change necessitated other switches. John Wawer succeeds Norman at the New Lindy while Harry O'Brien moves over to the Gravois from the Maffit.

**Enterprises Buys 9 Features**

St. Louis—W. K. Jenkins of Atlanta, district manager for Enterprise Dist. Corp., while in town an Enterprise has taken on nine features for the distribution of December. The old Triangle contract expires December 1, and will not be renewed.

**Plans a Finish Fight**

Manson, Ia.—R. I. Stewart, of the Cee Bee plans to close everything in the town, as a result of the lid being clamped tight on Sunday week. Mr. Stewart declares he will fight to the finish in order to close other stores and business enterprises on the Sabbath.

**Two St. Louis Houses Sold** (Special to THE Film Daily)

St. Louis—The Easton Amusement Co. is now operating the Easton at Aubert Ave. and the Chippewa, Broadway near Chippewa, both formerly owned by A. Ketchum.

**On Copyright Committee**

J. Boyce Smith, Jr., vice-president of Inspiration and a member of the American Motion Picture Ass'n Board of Managers, has been appointed a member of the Special Committee on Copyrights of the House of Representatives of the Ear of the City of New York.

**Mid-West Fires** (Special to THE Film Daily)

St. Louis—In a recent fire the O. H. I. III, was destroyed. One of the Gould theaters in Lawrenceville, Ill., also burned.

**Theater in Big Sunbury Fire**

Sunbury, Pa.—The recent fire at the Montgomery destroyed the Lyceum Theatre. The fire-damaged structures also burned the $50,000 fire.

**Munter Managing Arcadia, Philadelphia** (Special to THE Film Daily)

Philadelphia—S. Munter, former manager of the Princess is now managing the Arcadia, a Stanley house that caters to indefinite runs.
More French Houses
Charles Pathé's Plan Would Put Films in Every Town of 5,000
By arrangement with "LA CINÉMATOGRAPHIE FRANÇAISE"

France—Considerable interest is being shown in the scheme of the Pathé, to bring films within touch of country people who, in many places, have no entertainment, except travel- ers and circuses.

The Pathé scheme will, of course, benefit that organization, as well as the nation. In all France there are only about 2,000 theaters, and many of these only give two a week. Some comparatively big country towns have no cinema houses; and in some districts not even a travelling picture has ever been seen.

There is room for immense development, and Pathé's scheme is to install a projection machine in every town of 5,000 inhabitants and over, where, at present, there is none. The organization will, therefore, find a host of small schools, institutions, social clubs, etc., which would not compete with existing theaters.

A special Pathé projector is being designed. It does not resemble either the Pathé-Kok, or the Pathé-Baby, but has some differences and some improvements. The lens is a 4-inch one. The film, which will be about 11.61 of an inch wide and unflammable, will be processed by Pathé. The theaters will be equipped with projection machines and 165,000 feet of film, which will allow a certain percentage of the profits of exhibition to producers.

Films from all countries will be used; and the scheme will therefore be quite an international one, including America.

The new Pathé projector will give 40 or 50, or 50,000 feet, according to the use of the film business here. Pathe estimates that when the rural scheme is in full swing the figure will reach 300,000,000 per annum.

In about six months, the plan will be working. Taking as a basis, an annual turnover of 500 million francs in the film business here, Pathe estimates that when the rural scheme is in full swing the figure will reach 300,000,000 francs per annum.

A 1st Nat'l Forming
Reported British Plan Developing—
Major Gale, Former C. E. A. President, Busy
(By Special to THE FILM DAILY)

London—"The Film Renter" publishes the following:

"As we announced in our 'By the Way' notes last week a big movement is being organized among exhibitors in this country which has for its purpose an attempt to create a co-operative purchasing scheme whereby exhibitors will purchase their own films.

"Headed by Major Gale, the late President of the C. E. A., many meetings have taken place recently between exhibitors to see whether a tie-up can be arranged between certain renting houses whereby these exhibitors will be supplied with a brand of product and will be independent of the big pictures which they allege are being exploited in this country at exceedingly high prices. Such program has taken place and plans are going ahead with the movement, which, if it is successful, will mean a considerable change in the industry. There has been a new First National being floated in this country.

"Major Gale, it is known, is determined to bring about a booking among exhibitors and certain renting houses, and he himself favors organizing a group in the favor of presenting good programs pictures and refuses to be exploited by having to pay high prices for the big superstars.

"The trouble has been caused apparently by the price that has been asked for a recent big picture, although there has been a great deal of talk of floating a combination of exhibitors and renters for some considerable time. Those who have followed the progress of this movement with very considerable interest."

2,500 Seat House for Rome
By Special to THE FILM DAILY
Rome—A new 2,500 seat theater will shortly be opened. No name has been selected for it.

Aubert Films "Salammbô"
(Special to THE FILM DAILY)
Paris—Aubert Films have completed a picture based on Flaubert's "Salammbô."
James A. FitzPatrick’s

**Famous Music Masters Series**

Schubert  Mendelssohn  Foster  Beethoven  Liszt  Chopin

Photographed by Bert Dawley

**One Reel Films**

Based on

**WORLD FAMED MUSIC**

and

**COMPOSERS**

Issued with complete orchestrations - Compiled by Hugo Riesenfeld

**FEATURING YOUR ORCHESTRA!**

Produced and Distributed by

FitzPatrick Pictures Inc., 729 Seventh Ave., N.Y.C.

Foreign Representative

R. Reubenson, 12 Little Denmark St., London
**Putting it Over**

**Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.**

**Girls Hand Out Life Saver Mints**

Pittsburgh, Pa.—When “The Navi
gator” was in the picture, distrusted small envelopes about the size of pay envelopes, to pedestrians on the principal streets. Printed matter on the envelope told of the showing, reading: “A Life Saver. To drive away those blues, see Buster Keaton in ‘The Navigator.’”

An elaborate prologue was staged, and part of the campaign. A jazz band on the deck of a replica of the “Navigator” played while sailor girls lanced.

**Quick People Help “Speed Spook”**

Denver—When “The Speed Spook” was shown, the management took advantage of the nation-wide tie-up with the Buick Motor Car Co. They had three Buick “speed cars” used in the picture, by ranging for a parade in which 12 automobile clubs, with a band in the front car, advertised the showing.

Aside from this, the local Buick agency distributed 1,000 pictorial window strips featuring the spook car. These strips featured the fact that the weird car was of Buick make and gave proper credit to John Hines and C. C. Burr.

**Driver-less Car” Excites**

Providence, R. I.—The actual use of the “driver-less” car used in the show, by the management of the Albee theater.

A week previous to the opening, the theater inaugurated a newspaper survey campaign, offering prizes to those who could guess the makes of seven automobiles, one of which was always run through. For the first six days, the guessing which included such cars as the Ford, Franklin, Packard, Pierce Arrow, Dodge and Buick, was comparatively easy but on the sixth day, the speed spook car was published, the guessing proved a much more puzzling matter. Announcement was then made that this weird car would appear on the streets, and prizes were offered to those who could guess the name of the car and the manner in which it was driven. At the appointed time, the speed spook car, with its driver seated under the hood, caused the audience and registered immediately. The “driver-less” car succeeded in obtaining front page space in the local papers.

**How Topkea Exploited “America”**

Topkea, Kans.—A wide spread campaign was put on by the Hooper & Jenckes interests for the first run of the picture at the New.

The country was billed for 15 miles surrounding the capital and an intensive billing inside the city. The model obtained featured space in the window of the biggest department store. The model had been contracted from plans and specifications provided by United Artists.

A feature of the theater decorations was a cut out of “America” letters six feet high in blue against a specially lighted background. A pre-electric billing was the distribution of 2,000 circulars addressed to voters, containing “America” propaganda. A special circularization of schools was also undertaken.

**Novel Trailers to Aid Exhibitors**

As part of the exploitation service, the Buffalo Bill Jr., and Teddy Roosevelt series, Weiss Bros. preparing novel 300 foot trailers. These trailers will show: “How to saddle a horse properly.” “How to ride a horse.” “How to handle and throw a lariat.”

Buddy Roosevelt and Buffalo Bill Jr., will demonstrate before the camera, the methods used by them in performing these different stunts and it is believed that the trailers will be a valuable exploitation aid to the exhibitors showing the series.

**Original stunt for “The Navigator”**

Greensboro, N. C.—When Buster Keaton appeared in “The Navigator” at the National, two tickets were given to every lodge and club in the South, the request of the officers of each organization to give the tickets to the best looking man in the club. This fun came from the members of the various organizations and resulted in much free newspaper space for the showing.

Another stunt was the use of an 8 horse team. The men dressed in sailor costumes gave out envelopes containing mints. The outside of the envelope telling about the showing. The boat was laid up for night display.

**Incorporations**

- **Dover, Del.**—Slide Advertising Co. Capital $100,000.
- **Dover, Del.**—Belmont Film Co. Capital $25,000.
- **Dover, Del.**—Canadian Electric Screens, Inc. Capital $200,000.
- **Dover, Del.**—Film Finance Co. Capital $30,000.
- **Dover, Del.**—Publicity Bureau, Inc. Capital $150,000.
- **Albany**—Argosy Amusement Corp., New York. Capital $60,000.
- **Trenton, N. J.**—Audubon Theatrical Enterprises, Inc., Newark. Capital $10,000.
- **Austin, Tex.**—Motion Picture Advertising Co., Houston. Capital $5,000. Incorporators, W. Johnson, R. Franklin and T. Blankenbecker.

**Stratford, Ont.**—House Opened

Stratford, Ont.—The New Majestic has opened with a picture and vaudeville policy. The house was built by the newly formed Majestic Theatre Ltd., of which Tom Brown, Mayor of Stratford, is head. C. J. Moody is manager.

F. & R. Acquire Another

Minneapolis — The Finkelman & Ruben theater chain has been augmented by one more. The Minneapolis, Chicago Ave., which seats 650, has been turned over by George Carise, who has operated the house for several years. B. J. McEllicott remains as manager.
Current Releases

**UNITED ARTISTS**

- Dorothy Vernon of Haddon Hall 5:25 P.M. 
- *Youth Ideas* 7:15 P.M. 
- *The Fighting Fury* 7:30 P.M. 
- *Hit and Run* 8:30 P.M. 
- *Ridin' Kid From Powder River* 10:15 P.M. 
- *Jewel Prod*. Love and Glory 8:10 P.M. 
- *Warner Brothers* 

**UNIVERSAL**

- *How to Educate A Wife* 8:17 P.M. 
- *The Ten Commandments* 10:15 P.M. 
- *Warner Brothers* 

**FOX**

- *Babbitt* 7:20 P.M. 
- *The Lost Tribe* 8:15 P.M. 
- *The Lost Tribe* 9:15 P.M. 
- *Disciple* 11:15 P.M. 
- *The Millionaire* 9:30 P.M. 
- *The Millionaire* 11:15 P.M. 

**MORO-GOLDWYN**

- *The Red Lily* 6:30 P.M. 
- *Broken Barriers* 6:45 P.M. 
- *The Man Who Speaks* 7:00 P.M. 
- *The Sinner* 7:15 P.M. 
- *The Isle of the Dead* 7:30 P.M. 
- *He Who Gets Slapped* 8:00 P.M. 
- *The Gold triangular* 8:15 P.M. 
- *The Silent Accuser* 8:30 P.M. 

**PATHE, EXCHANGE, INC.**

- *The Fortieth Door* 8:24 P.M. 
- *Hot Water* 10:24 P.M. 
- *The Battling Orin* 10:30 P.M. 

**PRINCIPAL**

- *Captain January* 7:11 A.M. 
- *Ride with the Black Hand* 11:22 A.M. 

**PRODUCERS DISTRIBUTING CORP.**

- *Another Scandal* 9:21 A.M. 
- *Her Own Free Will* 9:14 A.M. 
- *Welcome Stranger* 10:19 A.M. 
- *Chalk Marks* 11:23 A.M. 

**CURRENT NEWSPAPER HEADLINES**

- *New Rivers* 5:23 P.M. 
- *New Fish* 6:30 P.M. 
- *New Houses* 7:24 P.M. 

**THE MIDDLETOWN EXPRESS**

- *The Night Ship* (Gotham) 7:12 A.M. 
- *The Overland King* (Goldstone) 7:20 A.M. 
- *The Tell Tale Wife* (Rayart) 8:24 P.M. 

**THE GREENWICH UNION**

- *The Speed Spook* (Burr) 9:15 A.M. 
- *The Street of Sharks* (Rayart) 10:15 A.M. 
- *The Love God* (Goldstone) 10:24 A.M. 

**THE JANSFORD UNION**

- *The Drummer* (Ind.) 9:30 A.M. 
- *The Speed Spook* (Burr) 10:00 A.M. 
- *The Street of Sharks* (Rayart) 11:00 A.M. 

**THE WEST KNOX**

- *The Love God* (Goldstone) 11:15 A.M. 
- *The Street of Sharks* (Rayart) 11:30 A.M. 

**THE NEWARK COURANT**

- *The Speed Spook* (Burr) 11:45 A.M. 
- *The Street of Sharks* (Rayart) 12:00 A.M. 

**THE NEWARK DAILY NEWS**

- *The Love God* (Goldstone) 12:15 A.M. 
- *The Street of Sharks* (Rayart) 12:30 A.M. 

**THE WEST KNOX UNION**

- *The Love God* (Goldstone) 12:45 A.M. 
- *The Street of Sharks* (Rayart) 1:00 A.M. 

**THE POST**

- *The Love God* (Goldstone) 1:15 A.M. 
- *The Street of Sharks* (Rayart) 1:30 A.M. 

**THE NEWARK DAILY NEWS**

- *The Love God* (Goldstone) 1:45 A.M. 
- *The Street of Sharks* (Rayart) 2:00 A.M. 

**THE TIMES**

- *The Love God* (Goldstone) 2:15 A.M. 
- *The Street of Sharks* (Rayart) 2:30 A.M. 

**THE TIMES**

- *The Love God* (Goldstone) 2:45 A.M. 
- *The Street of Sharks* (Rayart) 3:00 A.M. 

**THE WEST KNOX UNION**

- *The Love God* (Goldstone) 3:15 A.M. 
- *The Street of Sharks* (Rayart) 3:30 A.M.
From studio to screen—

EASTMAN FILM

Just as in the studio where Eastman Negative Film makes the most of the cameraman's skill, so in the theatre Eastman Positive Film carries quality through to the screen.

Look for the identification "Eastman" "Kodak" in the film margin.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
Lead with the Leaders!

FIRST NATIONAL'S LEADER GROUP
February to August

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
D. W.'s.

By DANNY

"Isn't Life Wonderful."

Naturally a big, fine picture. Full of splendid scenes and excellent characterization. Tears and laughter. Well mixed—as the Old Master can do it. A tale of frightful starvation and suffering, hunger and want, backwash of the Great War. In a small town in Germany, filled with Polish refugees. Made in Germany.

How will it work at the box office? Well, it's a Griffith. And there are thousands who go to see his work, regardless. Because they know what he usually does. But exhibitors—especially those who do not have limousine trade—had better see this first.

For the first five reels or so the Old Master piles the want ad and suffering stuff on heavily. Many of the sequences seem overcrowded with detail—this will probably be corrected in the final editing. There is a superabundance of titles. But then the story swings into its natural tempo and the movement from thereon is fine; absorbing, full of interest and runs so until the end.

The story tells of the plight of a band of war-ravaged folk, who, living in that age of hunger during 1922 in Germany, went through the trials that awoke the world. Of people starving. Of riots on food shops. Of living on potatoes and turnips. And when beef sold for millions of marks a pound. Because the mark had no stabilization. And so the hero and his sweetheart who want to marry cannot. At least until he can show they can live. But plants a little patch with potatoes. Just as they are gathered a hungry mob swoops down, overwhels them and take the potatoes. Then they realize that they have each other; they overcome the disaster in each other arms. And the theosing title is "Isn't Life Wonderful."

Of course D. W. builds a suspenseful series of incidents, and closes with one of these, where the boy and girl, to evade the rioters, haul the wagon of potatoes through the woods. The suspense here, is fine.

An excellent cast appears. Carol Dempster does easily the best work.

(Continued on Page 2)

The most sensational picture event of the year. B. P. Schulberg presents his dramatic conception of "Capital Punishment." Released by the biggest independent exchanges.—Advt.

Ince Shutdown

Plant to Close to Affect Reorganization—Only Temporary, Says Colvin Brown

The Daily News on Saturday published the following Hollywood dispatch:

"The big motion picture studio in Culver City erected by the late Thomas H. Ince, pioneer producer, will be closed Dec. 11 for an indefinite period, it was learned today. Plans for the reopening of the studio will hinge on the decision of officers of the holding company."

"The recent death of Ince nipped plans for another big film merger, it was also learned."

"One more picture will be completed at the Ince studio before it closes. Two productions for which (Continued on Page 3)

Bernstein on Directorate

(Special to THE FILM DAILY)

Los Angeles—Arthur Bernstein, production manager of Jackie Coogan Prod., has been made a director of West Coast Theaters, Inc. This will not interfere with his duties with Coogan.

Big Paris House

American-French Project Will Probably Seat 5,000—Wm. Klein Interested

William Klein, well known in picture circles and general counsel for the Shuberts, just back from abroad, is actively interested in a syndicate which plans to erect a magnificent modern picture theater in the heart of Paris.

An option has been secured on a site within a block of the Grand Hotel (which is located on the most important boulevard or avenue) of Paris, corresponding to the location of Broadway and 42d St.). Klein anticipates again sailing to Paris within the next 60 days to complete negotiations. French and American capital will be interested and the house will have about 5,000 seats. The theater will be operated on American

(Continued on Page 3)

Buys "Stop Flirting"

(Special to THE FILM DAILY)

Los Angeles—When Charles Christie was in New York, he purchased the rights to "Stop Flirting," which has been playing London for two years. It will be the next feature to be made by Christie.

Aluminum Film

Metro Secures Option on Patent Which May Revolutionize Industry

(Special to THE FILM DAILY)

Paris—Metro-Goldwyn has secured an option for a large interest in an invention which may revolutionize the raw stock market. The patent, held by Michael Werthein, calls for raw stock to be made on an aluminum base which is said to possess certain unusual qualities, such as being impervious to wear.

It is said that the patent needs development and that it may be some time before it is ready for practical use. But tests of formations on the aluminum base have proven very successful, and the inventor is most optimistic as to the final result.

An official of Metro-Goldwyn admitted on Saturday that the company had an option on a half interest in the invention.

Smith in Los Angeles

(Special to THE FILM DAILY)

Los Angeles—Albert E. Smith is here from New York to remain until Jan. 1, during which time he will make plans for the production of "The Garden of Charity" and "Baree, Son of Kazan." J. Stuart Blackton will direct the former and David Smith, the latter.

Big Theater for Jamaica

Harry Sirk has purchased from the De Grav Holding Co., property on the northeast corner of Jamaica Ave. and Sutphin Blvd., on which he intends negotiating for the construction of a large vaudeville and picture theater. The site is in the heart of Jamaica.

Timnett Puts Off Sailing

John D. Timnett did not sail on the Majestic Saturday as scheduled, because his son, Jean, is in a local hospital with typhoid fever.

To Replace Walsh

New President for New York M. P. T. O. National—Selection Expected Shortly

Important factors in the M. P. T. O. of New York are expected to take action shortly to replace M. J. Walsh as president. Walsh's physical condition is such that he might be able to head the organization is slim.

In all likelihood, there will be a successor named to fill the unexpired portion of the term. Following the Buffalo convention where he was elected, Walsh did not assume an ac-
D. W.'s

(Continued from Page 1)

of her career. It is a fine piece of acting. Often Griffith has outdone himself in the handling of Miss Dempster. Neil Hamilton is again on Lupino Lane, in a comedy hit almost steals the picture when he is on the screen. He is exceedingly funny. Erville Alderson is fine as the old Professor, and Helen Lowell splendid as the Grandmother.

As usual the music is excellent. Don't play this without the original score. The photography, by Frank Diem, is superb; the locations fine. One of the grandest bits of photography ever shown on the screen is presented when Neil Hamilton holds Carol Dempster in his arms, and the pair are bathed in the moonlight. It is gorgeous.

M. P. T. O. of Texas Organizes

Austin, Tex.—Articles of incorporation for the M. P. T. O. of Texas headquarters at Dallas, were filed Thursday.

Hirsch on Trip

Melvin Hirsch of Ayvon is leaving New York in a few days for a trip to Western exchanges.

To Replace Walsh

(Continued from Page 1)

ative part in state exhibitor matters. When Charles L. O'Reilly, Rudy Sanders, Billy Brandt, Sam Moross and John Manheimer meet Charlie Haymon and Jules Michaels in Albany on Wednesday to discuss the formation of a zone territory, it is quite likely that the Walsh matter will be going into.

Here's A TIP

Red-Hot and sure-fire

ask — — Samuel Coldwyn

JOHN SLOBEY

ART TITLES
MINIATURE SETTINGS
For Productions
CLAY MODELLING, ETC.
1550 B'way, N. Y. C.
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IRIS NOVELTY EXCHANGE
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New York, Ch. and E.
Foreign Cables—Geokann, N. Y.
Distribution

“Feed The Masses”

That's the Way to Regain Lost Pa-
tronage, E. W. Hammons Thinks, and Tells Why

Commenting on “In Touch,” an editorial by Danny who pointedly asked what producers were doing to keep in touch with the wants and desires of their public, Earl W. Hammons on Saturday forwarded a letter to this publication in which he urged more catering to the masses. He said:

“My reasoning is as follows: the motion picture business is essentially for the masses instead of the classes and its success to date has been due to the patronage of the masses. The great pictures secured the interest and patronage of a certain amount of the classes and for a while these great pictures were able not only to hold their old clientele, the masses, but their new clientele, the classes.

“However, the masses began to drift off and these pictures could not continue to hold the classes—not that the classes were not as much interested in them as formerly but on account of their diversified interest elsewhere and their ability to spend from $2 to $10 for legitimate theater tickets, the classes were not the steady patronage as were the masses.

“Now the masses are interested in having real entertainment of a diversified class. That is why vaudeville is so successful. The masses of course at first were interested in the big pictures but finally they became tired and perhaps in some cases the big pictures were “over the head” of the masses; therefore the masses began to patronize the picture theaters less and looked elsewhere for their entertainment—on the same theory that the classes support the great novels that are written but it is the masses that support the millions of copies of magazines that are distributed.

“Therefore, it is my humble opinion that unless the theaters go back and cater to the masses, that they are bound to suffer lost patronage and if they wait too long it will be just that much more difficult to win back the masses.”

Hollywood, Milwaukee Opens

(Special to THE FILM DAILY)

Milwaukee—The Hollywood, a 1,000 seat theater on the North Side, opened Thanksgiving Day. The theater is part of a two-story building which also contains stores and apartments. It is operated by the Keystone Investment Co., in which Sam E. Fyles, O. L. Gellerup and A. E. Haas are interested.

HOLLYWOOD, MARCH 19—

“Hunt Stromberg and Charles R. Rogers Present Priscilla Dean in Cairo. A Cafe in Cairo, 1924-1925 Thirty First-Run Pictures”

“THEY DRAW BUSINESS”
HAL ROACH’S RASCALS IN “OUR GANG” 2 REEL
Pathécomedy

COMING SOON

Thanks

This came over the phone on Saturday:

“I have just called Famous Players to ascertain who is the studio manager of Famous Players’ Hollywood plant.

They told me to call THE FILM DAILY. Will you please give me the information?”

The information was given.
Hear! Hear!

Speaking of Douglas MacLean:

"The best comedy of the year, by far. Remember, the picture was at the Majestic at the same time that Harold Lloyd was appearing at the Colonial. It was an excellent chance to compare the two comedians and, to our mind Douglas walked away with the contest."

—Playgoer "Picking the Ten Best" in the Columbus (O) Star-Journal

"It's a 100% laugh producer that abounds in thrills. "MacLean on the strength of 'Never Say Die' takes his place side by side with Lloyd."

—Variety, Sept. 24

And, read what Exhibitors say:

The fellow who plays a picture has reason to know its audience value. Exhibitors everywhere agree with the unanimous opinion of the critics.

"Never Say Die"
"Excellent comedy. We held it over a second week and it certainly did draw the crowds."

(Middle West)
— from M. P. News

"This is the first picture we have held over since April."
— Charles H. Wuerz, Mgr. Dir. Metro-Goldwyn's California Los Angeles

"Yankee Consul"
"A splendid picture that will delight any audience. Drew good business."

— C. B. Hartwig Antler's Theatre, Helena, Mont.

"Going Up"
"One of the most successful artistic and financial weeks in the Granada history."

— Jack Partington, Mgr. Granada Theatre San Francisco

"Packed theatre all day. Congratulations on another MacLean comedy knockout."

— Charles Raymond, Dir. Paramount Fenway Theatre Boston

"'Going Up' will make any box-office receipts go up."
— Sid Grauman Paramount's Metropolitan, Los Angeles

Douglas MacLean is willing to stand on the exhibitors' verdict!

ASSOCIATED EXHIBITORS, INC.
Arthur S. Kane, President

Physical Distributors Pathe Exchange

Foreign Representative Sidney Garrett
IN SAN FRANCISCO

A TRIBUTE
FROM A
BIG NEWSPAPER
TO A
LITTLE ONE
REGARDING THE 1924 FILM YEAR BOOK

THE 1925 FILM YEAR BOOK
WILL BE BIGGER AND BETTER IN EVERY WAY

MORE DEPARTMENTS
MORE ADVERTISERS
MORE CIRCULATION

"YOU'LL FIND ONE EVERYWHERE"
On Broadway

Broadway—"Manhattan"
Cameo—"Hot Water"
Capitol—"Janice Meredith"
Central—"The Roughneck"
Cohan—"Romola"
Cosmopolitan—"Greed" (opens Thursday)

Criterion — "The Ten Commandments"

Loew's New York—Today—"The Silent Watcher"
Tuesday—"The Fast Worker"
Wednesday—"The Red Lily"
Thursday—"He Who Gets Slapped"
Friday—"Barbara Frietchie"
Saturday—"The Midnight Express"
Lyric—"The Iron Horse"

Mark Strand—"A Sainted Devil"
Piccadilly—"Sundown"
Rialto—"Wages of Virtue"
Rivoli—"Isn't Life Wonderful?"
Brooklyn Mark Strand—"The Fast Set"

Next Week

Broadway—Not yet determined
Cameo—"Hot Water"
Capitol—Not yet determined
Central—"Dante's Inferno"
Cohan—"Romola"
Cosmopolitan—"Greed"

Criterion — "The Ten Commandments"

Lyric—"The Iron Horse"

Mark Strand—Not yet determined
Piccadilly—"Sundown" (tentative)
Rialto—"Isn't Life Wonderful?"
Rivoli—"North of 36"
Brooklyn Mark Strand—"A Sainted Devil"

Prepares Special Children's Programs

Educ! (Canada) Adds Features
(Special to THE FILM DAILY)
Toronto—Canadian Educational has secured rights of the Ideal production, "Old Bill Through the Ages," and also "I am the Man," starring Lionel Barrymore.

YeGgs Blow Safe
Syracuse—Search is being made for robbers who cracked the safe of the Happy Hour and got away with $350.

Eddy Appointed to Iris
Indianola, Ia.—W. H. Eddy has taken over the management of the Iris.

HELP WANTED
Two girls familiar with registering contracts and played bookings. Apply Box M. 222, care of Film Daily, 71 W. 44th St., N. Y. C.

Left $1,100,437

John A. Black's Estate Appraised—Died At South Orange on Dec. 14 Last.

An appraisal of the estate of John A. Black, who died at South Orange, N. J. on Dec 14, last and was a partner with his brother, Alfred S. Black, in the Black New England Theaters, Inc., shows that he left a total estate of $1,100,437. The report states that under a contract made in 1920 he and his brother sold 3,750 shares of the theater stock, in which they were equally interested, to Famous Players for $66,706 and the stock was deliverable Feb. 1 last.

The appraisal also shows that under a contract made June 17, 1922 the brothers sold 26,250 shares of the theater stock to Famous Players and the amount due the estate on Feb 1, 1925 will be $53,411. Black left $30,000 to his brother, Alfred and gave $10,000 each to his secretary and chauffeur. He owned 150 shares of Powers Film Products appraised at $350.

Fire At The Crescent, Dalton, Ga.

Fire that started in the projection room of the Crescent, threatened the whole house. Several reels of "Lilies of the Field" and the projection booth were destroyed. The operator was badly burned.

Hartman Gets Promotion
Chicago—Fred Hartman, for the past few years in charge of Ascher's Forest Park, has been appointed house manager of the Chateau. Charles Mensing has been given the Forest Park post.

Morgan Back From Tour
Atlanta—Oscar Morgan, newly appointed Southern division manager for Pathe, who has been on his first tour of the exchanges, has returned.

Ince Shutdown
(Continued from Page 1)
casts had been engaged have been abandoned."

Colvin W. Brown, Eastern representative for the Ince organization declared the shutdown had been planned in order to discuss reorganization plans but that it was in no wise a permanent move.

Big Paris House
(Continued from Page 1)

lines of presentation, exploitation and showmanship.

"When I read what 'Danny' wrote from Paris last Summer, of the possibilities of a big modern theater in Paris," said Klein on Saturday, "I thought he magnified the situation. As a matter of fact he understated it. The opportunity is tremendous. I have the utmost confidence that the project will be very successful."

In THE FILM DAILY, July 20, writing from Paris, Danny said:

"There isn't a sign of real reason why there should not be a string of big houses all over Central Europe. They need them more than anyone will admit. * * *"

"Any smart American assured of his supply of pictures who can't make money over here (in building theaters) don't know he's awake. You need a lot of patience, a lot of understanding and a lot of other things. But it can be done. And Americans are the logical ones to do it. For there isn't a showman on earth who can touch an American. The world knows that. With some few exceptions, of course."

William Powell has been signed by Famous.

SAM RACHMANN
161 WEST 51ST STREET
NEW YORK CITY
CIRCLE 5284

CONSOLIDATED CERTIFIED PRINTS

SCREEN BEST

The 'Best That Can Be Made'

The CONSOLIDATED FILM INDUSTRIES, Inc.
729 Seventh Avenue
NEW YORK

THE FILM DAILY
"A picture to write home about"

Chicago Evening Journal

Inspiration Pictures Inc. presents

RICHARD BARTHELMESS
in
Classmates

From the play by WILLIAM DE MILLE
and MARGARET TURHULL
Scenario by JOSEPHINE LOVETT

A John S. Robertson
PRODUCTION
Photographed by
ROY OVERBAUGH
and JOHN SELTZ

Give your opposition real competition. Get yourself that FIRST NATIONAL CONTRACT
**OH, BOY!**

By DANNY

There are great pictures. Fine pictures. Artistic pictures.

And then there are the great box office successes.

And the fine, artistic pictures. Are not necessarily the great box office successes.

Which prefaces this:

That "Broken Laws" (F. B. O.) should be one of the great box office successes. Of 1925. Because it will be released far too late. To make much of a dent. Of what is left of 1924. But watch it go. Even with the few days left of the year.

Here's a woman's picture. Built for women. Mothers, particularly. And if it isn't a clean up. If it doesn't set women talking their heads off. Then this is a bad day for predictions.

Mrs. Wally Reid produced it. You know what "Human Wreckage" did. Well this one looks to beat that. All hollow. The story is far more interesting. Not so morbid. And tells of how a pampering mother spoiled her son. Until he kills an old woman with his car—is sentenced to manslaughter, and the mother then tries to take the blame on herself.

If you think the courtroom scene of "Madame X" was a wallop—with the son defending his mother—you'll get another greater kick. When you see the mother in this one. Pleading to take the punishment meted to her son. Boy, what a kick!

They finish this with a dream ending. Sort of lets you down. Think it would have been better otherwise. But that's just a trifling matter of individual opinion. Because no matter what they do with it. This one registers sure fire.

"Broken Laws" may not get a listing. By the critics. As one of the best pictures for 1925. But unless all signs fail, it will make a real record. At the box office. I'd rather have box office records. For mine. Than the likes—or dislikes—of critics.

---

**Favors French Probe**

Sydney Kent Invites Group to Investigate American Field—More Production Abroad Planned

Paramount was advised from Paris yesterday that Sydney R. Kent has told representatives of the French press, that he would like to take a committee of French distributors, theater owners and journalists to America, to study the needs of the American market, with a view to adapting French films to American tastes.

"We realize the very natural wish of the French producers to protect their interests in their own market as well as in ours," said Kent, "but we are of the opinion that this problem cannot be intelligently solved until French producers and artists have personally studied the American field."

"Although this is not an invitation (Continued on Page 2)

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**Coolidge Streeter Dies**

Coolidge Streeter of the production department of Prod. Dist. Corp., died at his home here after an illness that developed into pneumonia. He is survived by a widow and two children, one of four and one of a half.

Funeral services will be held at The Transfiguration Chapel tomorrow at two o'clock.

---

**Newman Acquires The American**

Spokane, Wash.—M. H. ("Mike") Newman formerly Universal theater supervisor, has acquired the American, a legitimate theater which he will remodel extensively for pictures and Orpheum, Jr., vaudeville.

---

**Two Showings Last Night**

"Romola" had its premiere at the George M. Cohan theater last night. Following it, Famous put on a special midnight showing of "North of 36", which opens at the Rivoli on Sunday.

---

**Texas Meets Today**

Dallas—The M. P. T. O. of Texas will hold a two day convention here today and tomorrow.

---

**Buys "Strange Bedfellows"**

"Strange Bedfellows," has been bought by Metro-Goldwyn-Mayer.
Johnston on Trip

W. Ray Johnston, of Rayart Pictures, returned from Washington and Atlanta yesterday and left at once for Pittsburgh, Cleveland and Chicago, where he will be joined by Dwight C. Leeper, of Richmount Pictures, Inc., and who is also associated in the Harry J. Brown Prod. of Los Angeles. They will then go on to Los Angeles.

Favors French Probe

(Continued from Page 1) made by Paramount alone, our company is willing to carry out any plan of this kind, properly organized, at our expense.

Following "Madame Sans Gene" and "The Coast of Folly," Kent said Paramount will produce seven or eight other films in France at a cost of about forty million francs. He added in conclusion: "We had decided to produce a film about Napoleon when 'Madame Sans Gene' was finished, but when we learnt that Abel Gance had the same intention, we immediately stopped everything, in spite of the expenses which had already been incurred."

Secures Southern Rights

Atlanta—Bob Savini has secured the Southeastern rights to 'The Lure of the Yukon' from Lee-Bradford.

Quotations

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Old Seattle Rule

(Continued from Page 1) price, and be so defined, according to Jensen and Von Herberg's protest, even though not printed in actual type in the contract.

There was doubt expressed yesterday that the Seattle ruling could refer to anything else but the charge incurred at screenings.

Kann Managing the Willard

George Kann has been appointed manager of Loew's Willard, the new Woodhaven house that opened last week. Kann was in charge of the Alhambra, a Loew's, and one that was with Ward and Gynn in Astoria.

Berman Sells Star

Lake City, Ill.—R. M. Berman, for some time operator of the Star, has sold the house to Larson and Peterson.
These instructions appear on every Universal contract and every salesman has a copy.

Straight Talk To Universal Salesmen

Universal’s “White List” means exactly what it says. It means white pictures, white contracts, white treatment. It means a complete absence of trickery, deceit or any other evil influence.

One single salesman out of the entire staff employed by Universal can damage this policy by departing from it. One single salesman, trying to outwit an exhibitor, can mar a perfect record.

If any man working on the Universal sales staff has any doubt as to what I mean by white contracts, let him read the following extract from an editorial by Mr. Martin Quigley of the Exhibitors’ Herald:

“There is no doubt about what white contracts and white treatment mean. A white contract can only mean a thoroughly fair legitimate and equitable agreement without trick clauses, without substitution and without the multitude of evasions and qualifications that result in keeping the exhibitor in a constant state of fear, suspicion and worry.”

I don’t want any contract that is not equitable. I don’t want any contract that has any trick clauses in it.

I don’t want any business transaction between any exhibitor and any Universal salesman which can possibly bring worry, fear or suspicion into the exhibitor’s mind.

There is not a single exhibitor in the world who will fail to give you white treatment for white treatment. There is not one who will take undue advantage of the fact that I have instructed you to keep our record white.

For twelve wonderful years, we have fought day and night to keep a white record. Now and then a Universal employee has slipped up. Such employees are no longer with us. They have no part in our scheme of things.

By following my instructions about white contracts and white treatment, you will accomplish several things. First, you will make yourself happy and more contented. Second, you will be able to look every exhibitor squarely in the eye and call him “friend.” Third, you will add to that glorious good will which is one of Universal’s greatest assets—a good will never equalled by any company in the history of the business.

Universal Film Exchanges, Inc.

President
Newspaper Opinions

"Abraham Lincoln"—1st Nat'l
Adams, Detroit
FREE PRESS—One of the cleanest, most wholesome and inspiring pictures the screen has ever produced.

"The City That Never Sleeps"—F. P.-L.
Strand, Minneapolis
STAR—A picture with plenty of good photography and by no means lacking in melodramatic situations.

"Classmates"—1st Nat'l
Rivoli, Baltimore
SUN—** Take our advice and go to the Rivoli.

"The Clean Heart"—Vitagraph
New Lyric, Minneapolis
STAR—** The story told is of unusual interest and filled with touching pathos, and yet sandwiched in between the tense dramatic moments is some very amusing comedy.

"Dynamite Smith"—Pathe
Delmonte, St. Louis
POST-DISPATCH—** The film was directed by the late Thomas H. Ince, who employed to good effect the natural scenic beauty of the North.

"The Fast Worker"—Universal
Kings, St. Louis
POST-DISPATCH—** have a farce so crowded with laughs that after an hour's playing the audience are almost in a state of collapse.

"Forbidden Paradise"—Pathé
State, Boston
TRAVERLY—** It is a dramatic story and Lubitsch has made it rich entertainment, full of comedy and aly, satirical twists and turns.

"The Silent Accuser"—Metro-Gold.
State, St. Louis
POST-DISPATCH—** Actually Peter the Great's acting is a marvel. He registers fear and hate and joy and surprise in dog-facial expressions which should serve as a model for some of the human film folk to follow.

"Star"—** is a dog picture. Peter the Great, the canine star, is good. The story is tragic.

"The Times"—** without Peter the Great, a clever police dog that is going to give Rin Tin Tin and Strongheart a close run for honors, there wouldn't be much of a picture.

Sam Rachmann

161 West 51st Street
New York City
Circle 5284

Ten Years of Progress

At the close of its tenth year in the Motion Picture Industry, Greater Amusements will publish, under the date of December 20, its Tenth Anniversary edition. Special articles, and features, and an elaborate pictorial section, will mark this as the greatest edition of a Motion Picture Regional Trade Journal ever published, fittingly commemorating Greater Amusements' ten years of progress as the dominating trade medium of the Minneapolis, Milwaukee, Des Moines, Omaha and Sioux Falls Territories.

Producers, players, distributors and exhibitors will join in making the Tenth Birthday edition of America's first and foremost Motion Picture Regional Trade Publication, the greatest issue of its kind ever printed.

Space Now Being Reserved
(Forms close December 16)

Lumber Exchange - Minneapolis, Minn.
Tommy Gray Dead

Funeral services for Tommy Gray who died Sunday at the age of 36 will be held tomorrow at St. Raphael’s Church, W. 47th St. Gray was one of the best known figures along Broadway, and had, of late, written titles and gags for many coast comedians. His last work was the titles for “Hot Water.”

Krim Again an Exhibitor

Detroit—Leon Krim, owner of the Riverside Hotel, Mt. Clemens, has taken over the Lyric, Mt. Clemens, on a ten year lease. Leon, for a number of years operated the Circle, Hastings St., Detroit.

Lon Young Freelancing

Lon Young is doing freelance publicity work, including Marjorie Daw among his clients. He is also interested in a commercial photographic business at 131 W. 45th St.

Kent Rejoins Film Classics

Detroit — William (“Bill”) Kent, former city salesman for Film Classics, is back at the same job. George Ranshaw has been transferred to the up-state territory.

George Hyt Dead

(Special to THE FILM DAILY)

Lethbridge, Alta.—George Hyt was killed in a recent automobile accident at Cranbrook, B. C. He was 33.

Sparks Back from Long Trip

Jacksonville, Fla.—E. J. Sparks, controlling a chain in Florida, has returned from a six months’ trip to Alaska and the Coast.

Levine on Trip

Nat Levine, sales manager for M. J. Winkler is in the Middle West on a three weeks’ sales trip.

“Michigan Review” in 9th Year

Detroit—“The Michigan Film Review” of Detroit, starts its ninth year next week.

Ward Now Owns Pattee

Mommouth, Ill.—C. W. Ward has taken over the Pattee here.

Putting It Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

“Potash” in Indianapolis

Indianapolis—This is what was done to put over “In Hollywood with Potash and Perlmutter” at the Circle. In the lobby display and in the newspaper ads a refund was guaranteed to every person seeing the picture who could not laugh at it. The slogan: “Laugh week—laugh until you’re weak,” was used in all of the advertising and a vampire contest was staged.

In addition there was a special newspaper ad campaign. This started with a “Ha! Ha! Ha! Next Week Laugh Week,” ad in three papers, followed by one-paper ads on “Our Vampire,” “Our Hee-Hee-Ho,” “Our Villain.” Next came a three-paper display ad on “Why you will like our vampire picture,” and “Laugh! Or your money back.” On Sunday came the big display ads, followed by after-opening ads on “Thousands laughed their heads off,” and “The most deafening explosion of Hee-hee’s, Ho-ho’s and Haw-haw’s that ever struck town.”

Victor M. Shapiro came on from New York to arrange the stunts.

Jack Heagney Back in Detroit

Detroit — Jack Heagney, at one time local manager for American Releasing, has returned from New York. He has become associated with Standard Film, covering Michigan.

New Toronto House Opens

(Special to THE FILM DAILY)

Toronto—A new suburban theater has been opened by M. A. Polakoff. It is the Kingswood and is situated at 922 Kingston Road.

I’m Gambling My Last Dollar On This Ad.

I Need a Job

I Am An Exploitation And Publicity Man

Not The Best

But Not The Worst

If you Can Use A Man

Just Give Me A Chance

To Talk To You

I’ll Gamble

On My Ability To Sell You

“OH LADY LUCK”

Here’s Hoping

ADDRESS

Box M 214 FILM DAILY

Studio and Laboratory

FOR RENT OR SALE

Modern Equipped Studio and Laboratory adjoining — In fine condition — 30 minutes from Times Square — For rent or will sell on convenient terms.

Apply Box M223 Film Daily, 71 W. 44th St., N. Y. C.

COMING

A laughing sensation

“BARLEY’S AUNT”

WITH

SYD CHAPLIN

TO BE RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.
BANNER PRODUCTIONS, INC.
PRESENTS
3 KEYS
WITH
EDITH ROBERTS
JACK MULHALL
VIRGINIA LEE CORBIN
STUART HOLMES
GASTON GLASS
MISS DUPONT
CHAS. CLARY
DISTRIBUTED BY BANNER PRODUCTIONS, Inc.
DIRECTED BY
ED LE SAINT
A BEN
VERSCHLEISER PRODUCTION
ANOTHER

By DANNY

"North of 36" is a whale of a picture. Give Famous another credit mark.

If "The Covered Wagon"—also by Emerson Hough—had not been made ahead of it, this one would cop the same business. And there you are. Following "The Covered Wagon" may be different. But it will be a clean-up at that. It means joy at the box office.

Of course it's a glorified Western. Bu: no matter how often they come. And where they go. They seem in great demand.

Cast, story, production—all fine. And hit the bell. Big, lovable Ernest Torrance walks away with this. Pretty much as he did with "The Wagon." Lois Wilson is sweet. Noah Beery, fine. And Riesensfeld has scored this so that the music helps a lot. Better get the score when you play it. Not if you play it. Because you should. Unless they want to take your house and loot for it.

The Ince Shutdown

Distributors of various pictures. Contracted to be made at the Ince plant feel saddle. Optimistic. That all pictures contracted for, Will be delivered. Which is fine. And it is to be hoped that the shutdown is. Whatever the Ince forces claim: simply temporary.

There is one great difficulty about a production plant. So much usually enters about one individual. And when that individual passes away a problem usually develops. It is to be hoped that some way is developed. By which the Ince plant will carry on.

Broadway business is worrying the first run operators. Practically all the houses have felt the slump. All week. Incidentally the opening of "The Sacred Devil," at the Strand, is fine. Well worth seeing. A triumph for Joe Plunkett.

Don't forget. To send those you know. Who are over in Rome. Making "Ben Hur." A word for Christians. Everyone of them. Will be more than delighted.

Short Subject Jury

Notable Exhibitors Agree to Serve to Determine Gold Medal Offered by Hugo Riesenfeld

Dr. Hugo Riesenfeld of the Rialto and Rivoli Theaters, will, as noted, offer a gold medal for the best short subject release during the coming season. And the yard under which Dr. Riesenfeld suggests the awarding of the medal were made public a few weeks ago.

The jurors who will determine the award will include:

Joseph Plunkett, Strand, New York.

J. A. Partington, Rothchild Theaters, San Francisco.

Fred Meyer, Palace, Hamilton Ohio.

Frank L. Newman, Kansas City.

Harold B. Franklin, Famous Players Theaters.

C. McArthur, Jr., West Theaters, Los Angeles.

Inasmuch as the medal will not be awarded until the end of the current season.

Chicago Health Chief Active

(Special to THE FILM DAILY)

Chicago—Health Commissioner Bandes is checking up on all plays, announcements, in order to assure property valuation. Of the 300 theaters surveyed, only 18 were violators.

Noy at Jackson Plant

Wilfred Noy is directing "The Fast Pace" at the Jackson studio. His cast includes Alice Lake, Niles, Mary Thurman, J. Barwcy Sherry and Maurice Costello. J. Roy Hunt is the cameraman.

Stanley Promotes Delmar

(Philadelphia)—Jack Delmar, for ten years in charge of the booking for Stanley Co. of America, has been promoted to field director of all the Stanley Theaters.

Good-Will Impaired

Doubt Over What "Exclusive" Showings Mean Causing Confusion

Advertising Leaders Say

Public good-will toward exhibitors has been impaired through misinterpretation of the term "exclusive showing in this city for 1924," according to Lou E. Holland, President of the Associated Advertising Clubs of the World.

Holland's statement was occasioned by the issuance of a bulletin by the Better Business Bureaus and Advertising Clubs throughout the country.

New Capitalization

What is believed to be the first comprehensive survey of new capitalization in the industry will appear in Sunday's edition of THE FILM DAILY.

The compilation covers the United States and the more important countries of Europe. Accompanying charts will trace the trend of corporate activity by states, with aggregate capital for each geographical division and by each month of 1924 as well.

Sunday Show Check

Censorship and Regulatory Sabbaths to Be Included in Indiana Bill

(Special to THE FILM DAILY)

Indianapolis—More rigid restrictions on Sunday shows will be sought in a bill to be introduced at the coming session of the Indiana General Assembly by Earl W. Payne, of Bloomington, recently elected as state senator from Monroe, Greene and Brown counties.

The exact nature of the bill has not been divulged but it is expected to contain some sort of censorship provision and at the same time provide for some kind of regulation for Sunday shows.

Payne has been in conference with Roscoe Carpenter, of Lyons, who, is.

Ezell With Associated

C. C. Ezell, with Selznick since its organization, has joined Associated Exhibitors as special representative. His duties will keep him in the field.

New Pathe Serial

Garrett Fort has been signed by Pathe to do a serial, the working title of which is "The Record Breaker." It will be made on the coast.

Ufa Showing at Criterion

Ufa Films will give a private screening of "The Last Man," starring Emil Jannings at the Criterion at 11:30 tomorrow night.

T. O. C. C. Ball Jan. 17

The annual T. O. C. C. ball, usually one of the most brilliant functions in the industry, will be held at the Astor on Jan. 17.

Burkan Back

Nathan Burkan returned from the Coast yesterday.

Large Harlem Plant

New Hearth Studio, Ready by Spring To Be One of Biggest in East

Work is progressing at a satisfactory rate on the enlarged Cosmopolitan studio in Harlem. It is expected to be completed by the end of the week.

The old stage, originally walloped out by fire some time ago was 100 by 225 ft. in size. It is being rebuilt and a second stage, 200 by 200 ft. also installed.

The entire city block, bounded by 126th and 127th Sts., 1st and 2nd Avs., is controlled by William Randolph Hearst and is being converted for studio usage.

Thirty-eight thousand amperes of current will be available at all times, with a reserve on hand of 12,000 amperes. The importance of the new plant may be realized when it is stated that the largest power plant in Long Island City has only 12,000 amperes of current at its disposal.

The floor space will be so extensive that a quarter of an acre will be set aside for prop houses.

(Continued on Page 2)

Bru En Route From London

(Special to THE FILM DAILY)

London—Ernest Bru, managing director of Unity Films which handles the Richard Talmadge Prod., in England this summer, is aboard the Paris, due in New York Saturday. He will stop at the Astor.

Loew Dividend Declared

The Board of Directors of Loew's Inc., has declared a quarterly dividend of fifty cents per share on the capital stock, payable Dec. 30, 1924, to stockholders of record at the close of business Dec. 13, 1924.

Abe Warner Returns

Abe Warner returned from the Coast yesterday for a short visit. He leaves for California again in ten days. Warner said the Hollywood studios are busy.

Hays Succeeds Walsh

Now State M. P. T. O. President—State-Wide Legislative Committee Planned

(Continued on Page 2)
Good-Will Impaired

(Continued from Page 1)

requesting them to bring the matter to the attention of their local exhibitors.

The public assumes, Holland said that "1924," or the "entire season of 1924" means the calendar year 1924. The trade, he declares, assumes that the season, instead of ending in December, ends in May, and that August or September inaugurates the new year. This situation, he added, has caused the public to wonder why a picture shown at one theater as an "exclusive showing for the year" in May should be shown in another theater of the same city two or three months later, and at greatly reduced prices.

"The number of complaints received," the bulletin of the Committee said, "indicates that the confusion and annoyance resulting from this ambiguous advertising is widespread. It is a simple matter for the motion picture exhibitor to describe this "protection" to the public in terms of the calendar year. In so doing he will tend to make friends instead of los-

Sax Buys Selznick Assets

Sam Sax yesterday purchased the remaining assets of Selznick Distributing Corp., for $66,500.00. The sale was made before Judge Winslow in the Federal Court.

Reader Interest Plus

That's the secret of Greater Amusements' ten years of success in the Minneapolis, Milwaukee, Des Moines, Omaha and Sioux Falls territories.

Tenth Birthday Edition Out December 20

Hays Succeeds Walsh

(Continued from Page 1)
day, while Uly S. Hill of the Mark Strand here was named treasurer. These two and the following will comprise the board of directors: Louis B. Becttner, Cohoes; W. W. Farley, Albany and Schenectady; B. Apple, Troy; William Benton, Saranac Springs and Ray Candee, Syracuse. One of the important duties of this zone will be to iron out some difficulties over arbitration that have developed with the Film Board of Trade here.

Hays received a wire from the Rochester organization to the effect that it had decided to re-enter the state body after an absence of some time. Farley of Albany, Michaels of Buffalo and John Manheimer of New York City were appointed a permanent legislative committee, one of the first duties of which will be to draw up a bill for the repeal of censorship.

A state-wide legislative committee will be formed, embracing one exhibitor from each assembly district.

Reichenbach on Stand

Harry Reichenbach was the first witness called in the hearing of Famous before the Federal Trade Commission, which was resumed yesterday afternoon. Reichenbach was questioned about the status of various films in their relation to Broadway first-run standards. The hearing will be continued this morning at ten.

Large Harlem Plant

(Continued from Page 1)

that, under ordinary circumstances four or five companies could avail themselves of it. However, Joseph Urban's systolic building sets is such that, in all likelihood, only two companies will be able to work there at the same time. It is the usual thing for Urban to use forty or fifty Sunlight homes to light each one of his sets.

Chester Becroft is in charge of the reconstruction work. The plant will be one of the largest in the East.

Coolidge Streetcar Buried

Funeral services for Coolidge Streetcar were held yesterday at the Little Church Around the Corner. Pall bearers numbered many of Streeter's associates in Prod. Dist. Corp., including George Harvey, H. O. Duke, G. M. Davidson, Joseph O'Sullivan, George Deahan and Charles Geigerst. Streeter was production manager for the company over a period of four years.

GEVAERT

RAW STOCK

Negative — Positive
As Good As The Best
JOHN D. TIPPELT, Inc.
GEVAERT FILM
1534 B'way 6040 Sunset Blvd.
N. Y. C. Hollywood

COMING SOON

PRODUCERS DISTRIBUTING CORPORATION

Priscilla Dean

'A Cafe in Cairo'

Directed by CHET WITHEY
Produced by PRISCILLA DEAN
for the Jigot Film Company

HUNT STROMBERG
PRODUCTION

PRESENTED BY HUNT STROMBERG AND CHARLES B. ROGERS
SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

CHARLEY CHASE

"KNOCKING 'EM DEAD" IN HAL ROACH'S 1 REEL
Pathécomedy

Tell the ladies
Here's
ATIP
it's a pip!
Stolen sweets
from honeyed
lips and lives
most precious
jewel — ask
Frances Marion

TRAILERS BUILD BUSINESS
NATIONAL SCREEN SERVICE, INC.

A COMPLETE LABORATORY AND TITLE SERVICE
BURLAGRAFF

The Standard of the Industry
723 7th Ave., N. Y. C. 5450-1
Newspaper Opinions

"Isn't Life Wonderful"—United Art. Rivoli

AMERICAN—* * * * Carol Dempster, as always, is so wonderful, I sat rooted to my chair unable to believe this girl, who was just a little above fair in the past, had given a performance that will be mentioned among the fine things as long as motion pictures endure.

BULLETIN—* * * * He (Griffith) has a gift for filming tragedy that is unequalled. It is more poignant to see the tears of a person who has been unloved than it is to have a grown child in a failed mother's arms. The tears have an uneasy feeling that this nation is partly responsible for the torture of the people who find themselves on our mercy.

DAILY MIRROR—* * * This new Griffith picture is a gem of realism. There is no recurrence to camera trickery for effects. It develops smoothly, grippingly, beautifully. Carol Dempster, as the girl, and Neil Hamilton, as the boy, do the best work of their careers, which ranks with the outstanding performances given on the screen.

DAILY NEWS—* * * * Griffith * * * has done a remarkable thing by presenting an entirely new treatment of a screen drama. It is the very best picture that has come from the hands of people who we've said about everything.

EVENING JOURNAL—* * * It's a compelling picture, so beautifully done that it is fragile, and in its fragility lies its strength.

EVENING WORLD—* * * Here is a picture that is nothing short of a glorified poem—a poem with an electric touch. It has poignant in the extreme, and it shocked us. It develop smoothly, grippingly, beautifully. We who own that peasy lump in our throat.

GRAPHIC—* * * In wonderful picture, one from any angle. Whether or not the production will become popular is another question. As a masterpiece of a master producer, it is bound to create a sensation, but as a story with a popular appeal—possibly not. And yet, if it be true that "one truth of Nature makes the whole world within you," this picture will be found in this simple story of human life and suffering the touch that will arouse the sympathy and compassion of people everywhere.

The picture ought to run for years—or as long as it may take to arouse humanity to the state of mind where they shall Be No More.

HERALD TRIBUNE—* * * The story is simple, and stays thrillingly and excitingly.

MORNING TELEGRAPH—* * * The picture is distinctly for the few, in its finer phases. The masses, particularly the masses in the Teutonic extraction or extrasures, will not like the Professor's comedy, but, with the great public will approve Mr. Griffith's more effort is a question for time to know.

POST—* * * This is one of the most useful, most moving and interesting movies we have ever seen. And it is about nothing at all—except life. There is no plot. He and she nonsense, villain (the generally accepted sense of the word).

SUN—* * * * * is acted as well as any of the current season, and its individual scenes Mr. Griffith shows that he is the only American director who can compare with Lubitsch and Sexton. But still, taken a whole, this biography at the Rivoli is a fatal tinge of dulness.

TELEGRAM—* * * * D. W. Griffith again casts his wizardry by putting dramas into realism of pictures. It seems almost incredible magic that this photograph * * * could draw sorrow from sans. Yet out of nothing but raw material Griffith evoked such marvellous, heart-plumbing effects that the very potatoes must have cried their eyes out.

TIES—* * * Through countless deft and effective touches in this simple yet deeply moving narrative, Mr. Griffith again proves himself a brilliant director.

WORLD—* * * * It seemed to me that Miss Dempster and Mr. Hamilton were superb at all times. Let me repeat that the young woman's emotional acting here is the most effective which I have seen. And I have witnessed considerable emotional acting.

"Sundown"—1st Nat'l

Piccadilly

AMERICAN—* * * * is in nine reels and the fact that we sit perfectly still in our seats expecting more shows that it is not without interest.

BULLETIN—* * * It is a great picture. There is a marvelous fire and a terrifying crash and a beautiful stampede. And they don't look like double exposures. Every bull, cow, and calf carries his part not only efficiently but cleverly.

DAILY MIRROR—The story reminiscent of "The Covered Wagon," but only ten minutes. The country is gorgeous.

EVENING JOURNAL—* * * There are prairie fires, a railroad obstruction and a harrowingly photographed stampede, while the comedy element is introduced by Charlie Murray.

EVENING WORLD—* * * It opens with a realization that we still own that peasy lump in our throat.

GRAPHIC—* * * If you liked "The Covered Wagon" and "The Iron Horse" and of us did not—yes, you'll like this gripping spectacle of the old West—"Sundown." Don't miss it. Remember, we warned you.

TELEGRAM—* * * * This unique and appealing picture, which paints the way the cattleman of the West is being crowded over the prairie by the railroad, a great hero, a huge herd of moving film stars.

TIES—* * * As soon as one gets back into the story in the production it becomes the whole human, especially when his work for the gods is allowed to continue for the whole of the story. The film is "The Covered Wagon" and "The Iron Horse."

WORLD—* * * The producer attempted to make a great memorial photograph of the deserted era. He believed that the endless shots of the great mankind hero would route some sort of irresistible emotion as did the memorable parade of covered wagons. The attempt failed us in dull mediocrity.

Short Subject Jury

(Continued from Page 1)

season, the juror will have ample time to consider any changes in the suggestions under which the donor of the medal hopes that it will be rewarded. Except to carry out his ideas on broad lines, Dr. Riesenfeld has no desire to interfere in the slightest degree with the wishes of the jurors and naturally will have nothing whatever to do with the decision.

It is his hope that the awarding of the medal will prove a stimulant to producers of short subjects. That is his sole interest in reaching a decision in order to award the medal which will be of original design. In all probability Dr. Riesenfeld will conduct a contest to determine the design.

Charles Ray's new picture, "The Desert Fiddler," has been changed to "Percy."

Sunday Show Check

(Continued from Page 1)

interested in the bill and is planning to perfect an organization in both the House and Senate to crystallize sentiment in favor of the censorship and Sunday closing question has come up at practically every session of the legislature for several years, and in each instance has precipitated a warm fight. A censorship bill was introduced in 1923 by Senator Claude Stephen of Knox and was overwhelmingly defeated.

CHROMOS TRADING COMPANY

1123 Broadway

FINANCES AVAILABLE FOR THE AMBITIOUS PRODUCER WHO DESIRES TO ENLARGE HIS PROGRAM. CONVENIENT TERMS AND MODERATE RATES ARE SPECIAL FEATURES OF OUR PLAN.

Consult with us in Confidence

Suite 1207-8

"Plenty of Thrills!"

Scans Film Daily

"House Peters in the Tornado"

A Universal Jewel

New York Chicago Hollywood

Rothacker Laboratories

WILLIAM S. GILL, Eastern Sales Mgr.

542 Fifth Ave. Tel. Murray Hill 1881

COMING

The funniest farce in forty years

"MADLEY'S AUNT"

TO BE RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

IDEAL FILMS, LTD.—DISTRIBUTORS FOR UNITED KINGDOM

PRODUCED BY

CHRISTIE FILM COMPANY, INC.

TOOL CORPORATION

THE FILM DAILY

Thursday, December 4, 1924

3
The best of the very best!

Selected from the biggest of the year to open new theatre

WESTERN UNION TELEGRAM

Received at 41 East 46th St., New York

6M K 45 BLUE

SUDBURY ONT NOV 22

R A ROWLAND NY

AFTER VIEWING OVER 50 OF THE VERY BEST PICTURES HAVE SELECTED SILENT WATCHER AS OPENING PICTURE FOR MY NEW THEATRE DECEMBER 1ST AND BELIEVE IT IS THE MOST HUMAN DOCUMENT SINCE OVER THE HILL. CONGRATULATIONS BOTH TO FIRST NATIONAL AND MR LLOYD.

REGARDS

R T STEVENS

FRANK LLOYD PRODUCTIONS INC.

The SILENT WATCHER

with

GLENN HUNTER BESSIE LOVE HOBART BOSWORTH

adapted from MARY ROBERTS RIEHART'S "THE ALTER ON THE HILL"

Directed by FRANK LLOYD

What's the argument? Your box-office tells you—FIRST NATIONAL LEADS

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays President
**West Coast Deals**
Criteron, State, Miller's, California
Under Joint Control of West Coast Theaters and Loew
(Special to THE FILM DAILY)
Los Angeles—Combined Theaters, Inc., a subsidiary company of Loew's, Inc., and West Coast Theaters, Inc., is now in control of four downtown theaters, under the terms of a new deal. They are Miller's, the California, the State, and the Criterion.

Combined Theaters, Inc., is in active charge of the operation of these houses, under supervision of the Loew circuit. Miller's and the California went over to Metro, under the merger with Goldwyn and has been operated by the combined companies until this arrangement with West Coast was perfected. The deal gives West Coast Theaters three first-runs: the State, the Criterion and the California and three second-runs; the Alhambra, Miller's and Tally's.

The Criterion will house long runs, drawing from First National and Metro.

(Continued on Page 2)

**Dickering for Another String**
Olympia, Wash.—It is understood that having secured a half interest in the D. & R. chain in Aberdeen and Hoquiam, Jensen & Von Herberg are angling for the Zable & Wilson houses in Olympia. The two concerns recently erected new houses in Olympia, breaking ground on the same day.

Opposes Sunday Bill
Rev. E. W. Johnson, secretary of the New Jersey Lord's Day Alliance is lining up Northern Jersey to oppose the Sunday opening bill which, if passed, member of the Assembly will offer at Trenton when he Legislature convenes next month.

**Two Novels Sold**

**Sunday Shows Again**
Problem Comes to Fore—Ashtabula Opens—Pana, Ill. Wins After Fifteen Year's Fight
Reports from the Middle West indicate that the Sunday opening problem is again assuming large proportions. In one important instance, a liberal element has won out, therefore, the city of Ashtabula, (Continued on Page 10)

**May Build Theaters**
Joseph M. Schenck Contemplates First-Runs, As Outlined First in Coast "Protective Alliance"
Joseph M. Schenck is considering the construction of a chain of first-run theaters in key cities. While there have been no definite steps taken along these lines, if the plan develops it will be carrying out the letter what was decided upon several years ago.

At that time, important stars, including all of those now associated with United Artists and several who

(Continued on Page 2)

"Friendly Enemies" Roadshows
Prod. Dist. Corp., stated yesterday "Friendly Enemies" in which Weber and Fields will appear for Belasco Prod. will be set out as a road show. The premiere will take place at a legitimate house in New York in March. The team will make personal appearances with the picture.

Ralph Block Returns
Ralph Block, managing editor of the story department at Famous, is back from a four weeks' trip to the Coast. He reports studios are very busy.

F. and R. Growing
Expansion to Include Minnesota
Towns—Austin, Minn., Theater
Taked Over
(Special to THE FILM DAILY)
Minneapolis—Finkelstein and Rubin are generally believed to have an important theater expansion plan under way. Several houses have been annexed recently. They are thought to be the forerunners of considerable activity along those lines.

Presaging the initial invasion of Southern Minnesota is the purchase of the State at Austin. The house

(Continued on Page 2)

Loew's Boston Dividend
(Special to THE FILM DAILY)
Boston—Loew's Boston Theaters Co. has declared a quarterly dividend of 15% on the common stock ($25 par), payable Feb. 1 to stock of record Jan. 20. This places the stock on a $1.25 annual basis, against $1 previously.

"U" Buys "The Goose Woman"
Universal has purchased "The Goose Woman," a Rex Beach story that appeared recently in Hearts' International through the Edward Small Play Co.

**Assets Go To "U"**
Sam Sax Intermediary in Selznick Action—Leases Negatives, Stories Included
Universal has purchased the assets of the Selznick Dist. Corp., it developed yesterday. Sam Sax who made the successful bid in the Federal Court on Tuesday acted for Universal, and not on his own behalf.

The exact purchase price was $66,- 000. Universal becomes the owner of a number of leased exchanges, the negatives of the Norma and Constance Talmadge and Clara Kimball Young productions originally made by Selznick and distributed through Select, and about 194 stories that were never produced.

The leaseholds will be gone over carefully and wherever the former Selznick exchanges occupied quarters that are considered more advantageous than the existing Universal exchanges a change will be made. It is understood that some of the Talmadge pictures revert back to Joseph

(Continued on Page 2)

The Griffith Photography
Considerable annoyance has resulted through the error of an employee of the Griffith offices in giving the name of Frank Dien as the photographer of "Life was Beautiful." While Dien did some work on the picture and handled the lights, the staff photographers were Hendrick Sartov and Hal Sintzenich, both of whom have been with Griffith on several productions.

Sartov received a number of honors as a photographer at the films of the Griffith staff and has devoted years of study to lenses. He made lenses for some time before becoming known as a photographer. Sintzenich also has quite a standing as a cameraman.

Medina Backing $70,000 House
Medina, N. Y.—Sidney C. Allen, of this city, is planning the erection of a $70,000 community theater. It will be community financed, issuance of seven per cent non-assessable shares of $100 par value.

$14,000 To Run Rivoli
Hugo Riesenfeld, as Witness, Gives Figures on Weekly Operating Costs of B'way House
Hugo Riesenfeld took the stand at yesterday's hearing of Famous before the Federal Trade Commission and was quizzed by Bruce Bromley, on the matter of various pictures in their relation to first-run standards.

(Continued on Page 10)
Assets Go To "U"  
(Continued from Page 1)  

M. Schenck after a period of years, but in other instances, it is believed re-production rights pass into Universal's hands.

The assets also included Selznick's Australian business.

Among the stories are "The Easy Way" and "Cheating Cheaters," "Justice," "Proof of the Padding," "Shirley, Kaye" and "Catch of the Season." Universal also gets several electric signs along Broadway. The Selznick store-house in West 27th St and the base on the Selznick home offices in 729 7th Ave, which has 14 months to run.

Plans a Fordham Theater  
Nathan Wilson, builder, has purchased the northwestern corner of Fordham Rd. and Jerome Ave., from the Tee Haw Holding Corp., comprising a part and a half city blocks. On part of this site, a theater will be built.

"Greed" Opens  
The premiere of "Greed" was held last night at the Cosmopolitan theater.

Scene from the world's greatest fantasy feature company  
LARRY SEMON in "THE WIZARD OF OZ"  
Applications for pre-release engagements will be considered.

CHADWICK PICTURES CORPORATION  
729 Seventh Avenue New York City

COMING SOON  
PRODUCERS DISTRIBUTING CORPORATION

Florence Vidor in "The Mirage"  
From Edgar Selznick's successful Broadway play  
GEORGE ARKAINBAND  
Quotations

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May Build Theaters  
(Continued from Page 1)  

have made distributing deals elsewhere, decided that it might become necessary for them to build or take over their own houses in large cities, in order to secure sufficient revenue from their pictures. The matter has been held in abeyance since the suggestion was first made.

Should the plan become a reality it is probable that Sid Grauman will have actual charge of the theaters and that they will be operated along the lines of the Egyptian in Hollywood.

Buy "The Pleasure Buyers"  
The Warners have purchased "The Pleasure Buyers," a novel by Arthur Somers Roche, now appearing in Cosmopolitan.

Lieber Here  
Robert Lieber is here from Indianapolis on First National business.

Ask M. H. Hoffman of Renown Pictures  
HE KNOWS PLAYTHINGS OF DESIRE  
Will make money for you

THE FIlM DAILY  
Friday, December 5, 1924

F. and R. Growing  
(Continued from Page 1)  

was opened in March of this year and will be taken over by F. and R. on Jan. 5. W. D. Onsley was the former owner.  

M. L. Finkelstein is in town from Minneapolis.
Strong Links in the 1924-25 Chain of WARNER BROS. Classics of the Screen

"THE DARK SWAN"
From ERNEST PASCAL's Daringly Truthful Novel of Modern Social Conditions
Directed by Millard Webb
Has a Woman the Right to Steal the Intimate Things the World Denies Her?

"THE AGE of INNOCENCE"
From EDITH WHARTON'S Pulitzer Prize-Winning Novel of Growing America
Directed by Wesley Ruggles
A Beautiful Woman Running Amuck While All Society Suffers!

"THE LOVER of CAMILLE"
From DAVID BELASCO'S Superb Stage Production of Sacha Guitry's "DEBRAU"
Directed by Harry Beaumont
Home, Career, Honor—All Bartered for a Beautiful Siren's Passing Smile!

Casts Include:
MARIE PREVOST
MONTE BLUE
WILLARD LOUIS
BEVERLY BAYNE
JOHN PATRICK
ELLIOTT DEXTER
HELENE CHADWICK
EDITH ROBERTS
LILYAN TASHMAN
PIERRE GENDRON
ROSE DIONE
STUART HOLMES
VERA LEWIS
and Other Screen Artists of Equally Well Established Box Office Value.
Enters By The Front Door
Goes Direct To Executive Office
And Stays There for 365 Days

Loyal, Trustworthy, Intelligent
Friends Have The Film Year Books
Proven Themselves To All Filmdom

THE

1925 FILM YEAR BOOK

will be BIGGER and BETTER than ever

"You'll Find One Everywhere"
The National Committee for Better Films, affiliated with the National Board of Review, yesterday made public an interesting report, containing an analysis of what constitutes a superior picture. In this connection, compiled, after considerable preparation, on what it terms "Principles of Selection." These principles endeavor to qualify what the committee means by a superior film and is designed to be of permanent value. This set of standards is as follows:

1. Entertainment value
2. Theme or idea
3. Plot and story
4. Acting
5. Costuming and costuming
6. Subtitles
7. Instructional value
8. Moral effect

Entertainment Value. This quality is fundamental importance. Whether or not a spectator is personally interesting can be judged by the spectator only with reference to how he regards the film, whether it is a novel melodramatic thrill, mysterious, or interesting, effective character portrayal or beauty, imagination, or ingenuity, and treatment are factors which, in agreement, are likely to make a picture interesting.

Theme or Idea. No restriction should be placed on the theme of plays or pictures. It is the right to draw from life itself that, generally speaking, when it is the theme itself is the trend of the story. The purpose of this type the effect of 1, should be such as to serve everyone, namely, entertainment, education or moral.

Connection with the above it should be kept in mind that the American people, reared from the standpoint of their traditions, prefer the portrayal of the whole side of life rather than the pitiful, side of life rather than the pitiful.

Lease Mission, L. A.

Warners to Occupy House Until Demolition Takes Place for New Orpheum Theater

(Special to THE FILM DAILY)

Los Angeles—Warner Bros. have taken over the Mission theater for an indefinite period. Their occupancy will end when the new owners decide to demolish the existing structure to make way for the large theater the Orpheum Circuit plans.

The Warners owned land on either side of the Mission, but have closed a deal with the Orpheum interests, so that the area available for the new house can be increased to suitable dimensions.

"Find Your Man" is now playing a second week at the Mission. It will probably remain there for several weeks longer.

Fire Damages Liberty, Cornning, N. Y.

(Special to THE FILM DAILY)

Cornning, N. Y.—The Liberty, operated by the Schine Theatrical Co., was badly damaged by fire which broke out shortly after 8 o'clock Tuesday morning. The loss is estimated at $75,000. The theater was one of the group operated by Associated Theaters, Inc., which were recently taken over by Schine.

Hearn Recovering

(Special to THE FILM DAILY)

Atlanta—Hank Hearn, manager of the local Southern States office, is recovering from an operation. He expects to be back on the job next week.
Consolidated Film Industries, Inc.,
723 Seventh Ave.,
New York City.

Gentlemen:

Permit us to congratulate you upon the excellence of
the work of ROMOLA which you furnished for the Premier showing
at the George M. Cohan Theatre last evening. We feel that
it brings out to the fullest degree the rich qualities of the
negative.

In our estimation your print adequately reflects the painting
staging, actors and skill which we have observed. We feel that
your efforts to have the show prints of this picture fully worthy of the efforts
of the great director, stars and cast who produced it in Italy,
with such high artistic zeal. Your work is in itself an achievement
which has materially assisted us in our endeavor to make
ROMOLA in every way an exceptional picture.

Yours very truly,

INSPIRATION PICTURES, INC.

NEW YORK TIMES
THE SCREEN
THE FILM DAILY
HERALD TRIBUNE: On the Screen

ROMOLA
By DANNY
A picture of sheer, clean, delightful and feisty. The
One shot more beautiful
For those with an unsatisfied eye.

The New York Times
The Screen
The Film Daily
The Herald Tribune: On the Screen

"Romola," with Gable, represents the great art of motion pictures
in its highest form.
ROMOLA
with
LILLIAN GISH
and
DOROTHY GISH
Directed by
HENRY KING
Photographed by
ROY OVERBAUGH
Produced by
Inspiration Pictures, Inc.
Distributed by
METRO-GOLDWYN

The CONSOLIDATED FILM INDUSTRIES, Inc.
NEW YORK
LOS ANGELES
"Universal is delivering excellent entertainment, would give Universal every edge in art."

Carl Laemmle's

**The White**

**Smouldering Fires**
- Pauline Frederick
- Laura La Plante
- Tully Marshall
- Wanda Hawley
- Malcolm McGregor

**Hoot Gibson in The Hurricane Kid**
- with Marian Nixon, Wm. Steele, Arthur Mackley, Harry Todd, Fred Humes, and Violet La Plante

**Secrets of the Night**
- James Kirkwood and Madge Bellamy
- with Zasu Pilts, Rosemary Thelby, Tom Wilson, and Edward Cecil

**The Mad Whirl**
- May McAvoy and Jack Mulhall
- Barbara Bedford Myrtle Stedman and Cec Fawcett

**Oh, Doctor!**
- Mary Astor, Otis Harlan, Wm. V. Mong, Mike Donlin, Lucille Ward, and Tom Ricketts

**Reginald Denny in Ridin' Thunder**
- with Katharine Grant and Francis Ford

**Jack Hoxie in The Saddle Hawk**
- with Marion Nixon, C. Raymond Nye, Josie Sedwick, Charles K. French, Frank Campeau, and others

**Virginia Valli and Norman Kerry in The Price of Pleasure**
- with Louise Fazenda, T. Ray Barnes, George and Fawcett, Kate Lester, and Ward Crane

**Hoot Gibson in Raffles**
- with Miss Du Pont-Walter Long, Hedda Hopper, Winter Hall, Fred Winter, and others

**House Peters in The Clash**
- Alma Rubens and Percy Marmont

**White Contracts White Treatment**
Sunday Shows Again
(Continued from Page 1)

O, is permitted to operate on Sunday.

The reports follow:
Ashubula, O.—Ashubula has re-
turned operation of theaters on Sun-
day, following the lifting of the ordi-
nance prohibiting such shows.

Pana, Ill.—Mayor Johnson has re-
tended the operation of the Rialto on Sun-
day, following a letter of 15 years by ani-
mal retainers. Johnson took this step upon the re-
quests of important business inter-
ests.

Denison, Tex.—Many business men and railroad officials have ap-
proved. L. M. Ridout, operating the
Rialto, with a plan to back the latter in the opera-
tion of the Rialto on Sun-
day. Although there are no existing ordi-
nance prohibiting shows on the Sab-
bath, public sentiment has had much to do with the closing of the the-
aters on Sunday. The group offers
a chance Ridout in case trouble arises.

Des Moines—The Sunday show problem is creating a stir at Corning.
Recently Kelly and Haught, managers of the Opera House, put on a show but the vaudeville acts had to be aban-
doned because of the opposition that developed.

Omaha—By 29 votes, Sunday clos-
ing advocates were successful in keep-
ing theaters at Nelson, Neb. dark.
Fred J. Jones, manager of the Rialto
engaged an active campaign to no avail.

Brooklyn, Mass.—Manager Luddy of the Empire has filed an application with the selectmen to permit Sunday shows.

Fire Damages Grand, Huntsville
(Special to THE FILM DAILY)

Atlanta—The Grand at Huntsville, Ala., was damaged by fire Tuesday evening. The house will be closed thirty days for repairs.

Keable Coming Here
Robert Keable, author of "Recom-
pense" arrives from England during the week. He will go to the Coast to watch the Warners produce his novel.

Cooperating With Post Office
The M. P. T. O. A. is cooperating with the Post Office Department in facili-
tating the handling of holiday mail.

Showing for "Lost Chord"
Arrow will give a showing of "The Lost Chord" at Wurlitzer Hall Mon-
day evening at 8:30 o'clock.

Connolly Back
Mike Connolly of the Metropolitan
 Casting Office, has returned from a
business trip to the Coast.

Mae Murray at Capitol
Mae Murray in "Circe, the En-
chantress" will be the feature at the
Capitol next week.

Show Films After Years' Lapse
(Special to THE FILM DAILY)

Mineral Springs, Tex.—Pictures are being shown here for the first
time in years. A theater is now open
in the afternoon, although no shows are given after six o'clock, in defer-
cence to the church people who are responsible, largely, for the lid being clamped on picture houses.

Extended Runs For "Hot Water"
(Special to THE FILM DAILY)

Cleveland—"Hot Water" is being booked for extended runs in most of the
key points in this territory, includ-
ing the Stilman, Cleveland: pas-
ced, Akron; Temple, Toledo, and
Lyric, Lima.

Allison Added To Cast
May Allison is the latest addition to the cast of "The Interpreter's
House," in which Milton Sills and
Doris Kenyon are featured. Others
are Kate Bruce, Paul Nicholson,
Charles Lane, George Howard, Fraz-
er Coulter and Mrs. T. M. Conover.

Change in Managerships
Chicago—Edward Havercamp has been made manager of the Julian,
succeeding Max Slot, who has been
transferred to the Shakespeare. Both
houses belong to the Chicago The-
aters Corp.

W-B Exchange Quits
(Special to THE FILM DAILY)

Albany—The W-B Film Exchange, a
New York corporation, has been
granted dissolution papers by the Sec-
retary of State.

Vict Amuse. Co. Organized
Chicago—P. R. Cain, D. W. Ka-
bane and F. T. Poults have or-
ganized the Vic Amusement Co., at
22 West Monroe St., to operate a
picture house.

Bromberg Back From Trip
Atlanta—Arthur C. Bromberg, head of Progress Pictures, is back from an
extended tour of the country which took him as far West as the Coast.

New One for Blair, Neb.
Blair, Neb.—Manager Robinson,
who operates the Home here, has
let a contract for the erection of a
new $25,000 theater.

Sun Changes Hands
Madison, Ill.—Jesse W. Saunders
has leased the Sun from Jesse Hol-
wager, the house to be used exclu-
sively for pictures.

Blechel Rebuys Isis
Cedar Rapids, Ia.—Herbert Blech-
el has bought back the Isis after
having sold it almost a year ago to
P. M. Honey.

Expect to Open for Holidays
Gary, Ill.—Wolf and Young, who are erecting a new 2,500 seat house
here, expect to be open for holiday
business.

Theodore Fleischbein Dead
Belleville, Ill.—Theodore Fleisch-
bein, owner of the New Strand here,
passed away after an extended ill-
ness.

Kelso Theaters Merge
(Special to THE FILM DAILY)

Kelso, Wash.—A consolidation has been completed that includes the Lib-
erty, Auditorium and Vogue in Kel-
so, and the Blue Mouse in Kalama.
The Vogue will shortly be replaced
by a new modern house. Opposition
is also planning the erection of a new theater here.

Perry Quits Warners
(Special to THE FILM DAILY)

Cleveland—Charles W. Perry has
resigned as sales manager of Warner
Brothers, covering the Cleveland, Cin-
cinnati, Detroit and Pittsburgh offices.
He and Mrs. Perry are taking a vail
in Florida.

M. P. Apparatus Co., Inc., Changes
The Motion Picture Apparatus Co.,
Inc., has abandoned its still camera
department. The company has moved
to 110 West 32nd St., where it will
be associated with the Camera House of
Willoughby's. The latter will han-
dl the still camera branch.

Violet Virginia Back With Blackton
Violet Virginia, who worked in J.
Stuart Blackton pictures in England,
has rejoined the producer on the
Coast. She will appear in "The Re-
deeming Sin," in which Lou Tellegen
and Nazimova are featured.

To Make "The Purple Trail"
Priest Lake, Ida.—Nell Shipman,
now making "Little Dramas of the Big Places," will make "The Purple
Sage" as her next. Production will
start in March.

$14,000 To Run Rivoli
(Continued from Page 1)

When Bromley was finished, Fuller, for the government, asked the wit-
ness what the operating expenses were for the Rivoli, the Rialto and the
Criterion. Dr. Riesenfeld an-
swered:
"Apart from film rentals it costs
us about $14,000 weekly to run the
Rivoli, and about $1,000 less a week
for the Rialto. As for the Criterion,
the operating expense fluctuates so
keenly that it would be impossible
for me at this moment to say, even
approximately, what the cost is."

Further questioning concerning
the purchase of rental prices brought the reply that the costs range flexibly from $2,000
to $7,000 a week.

The hearing came to a slight dead-
lock when Fuller objected to Brom-
ley's qualifying the witness to state
that he had used only the best pic-
tures available between 1920 and
1923. Government counsel averred
that it was impossible for the witness
to state precisely that he had used the best pictures on the market unless he
had actually seen practically all pic-
tures in the market. Previous to this
Riesenfeld stated he had seen from
600 to 700 pictures a year, the infer-
ence being that when he had used
Paramount pictures at the Rivoli
the Rialto and the Criterion, the pic-
tures had been the best in point of
erit of all those available at the
time.

Alyce Mills will appear in the cas-
supporting Richard Dix in his new
picture for Famous.
**Romola**—Metro-Goldwyn-Mayer.

**Cohan**

**AMERICAN**—Just to be able to see Lillian Gish in the quaint costume of Romola is a treat. She looks in the old Italian settings as if she had stepped out of an illustrated history of the colorful Dei Regni regia, de la Vinci painting. And what an actress!

**BULLETIN**—George Eliot's old story makes a moving picture of great interest and tremendous pictorial charm. The photography is the last word in an art which has advanced, in the last fifty years, from a bare daguerreotype to a remote second place of importance.

**Romola** is an artistic triumph, architecturally and technically. No foreign scenes are ever so photogenic as the beautiful galleys cutting through the water, or so majestic as the later scenes in the city of Florence.

**DAILY MIRROR**—Lillian Gish makes a legitimate against the magical background of the Florence of 1498. "Romola" is a touching story, though we doubt scarcely if it call a powerful one, and therein lies its final defect. Lillian Gish, who directed, has produced a lovely work of art, but the only flaw in it is the one with which she signed Savaranada, the martyr monk.

**SUN**—Unfortunately, "Romola" isn't good. Indeed, it is not even good as the book, and if you have read through that classic you may appreciate the reproduction. But, while the photography is as lovely as an old print, the film does lack one occasionally that is one viewing something that is only a little more dramatic than "a travel picture".

However, if only for the lovely views of Florence, "Romola" is worth seeing.

**TELEGRAM**—"Romola" is a touching story, though we doubt scarcely if it call a powerful one, and therein lies its final defect. Lillian Gish, who directed, has produced a lovely work of art, but the only flaw in it is the one with which she signed Savaranada, the martyr monk.

**Miss Gish needs a powerful contrast to offset her own grace and beauty which is much-needed lunch at entirely too infrequent intervals.

**DAILY NEWS**—Stupendous drama of the Florence of the Medicis is all right in their place, but when they overshadow the earnest work of two small artists they are not good.

The Mixes Gish—Lillian and Dorothy—were completely lost last night in a welter of medieval tapestries, hulking stone prisons, and sumptuous daggers. Not once were they given a chance.

In other words "Romola" boasts the rich settings by George Eliot, super photographs by Lewis, the direction, noteworthy backgrounds, but very little chance for a star.

**EVENING JOURNAL**—Georgeous settings of historical backgrounds preponderate. In "Romola" the director, and the two Gishes, were all well, and the Gishes were revealed as mere rats for his stellar permanence in the picture.

Everything done in costume, of course, and Lillian Gish's make-up was marvelous.

**GRAPHIC**—"Romola" is one of the greatest examples of literature that has been translated to the screen. The truth in it is more impressive than its drama. The massive settings, as complete a reconstruction of the ancient city of Florence of the fifteenth century, are marvels to behold.

Lillian Gish's Romola is a beautiful portrait, but the story brings her the opportunity to place it among the best performances of her career.

Henry King's direction of "Romola" is a success in faithfulness to detail. He has handled mobs well. He has handled his principals well.

**POST**—A delicate, beautifully shaded pad

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Features and Short Subjects. Will consider both Foreign and American made pictures. Will deal only with owners or authorized representatives.

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Lumber Exchange

Minneapolis, Minn.

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"A fine mixture of Pathos—Humor—and Drama"—

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FIRST NATIONAL CONTRACT

Members of Motion Picture Producers and Distributors of America Inc. — Will Hays President
WHY NOT?

By DANNY

We have been talking a long time. About "reciprocity." Regarding good, fine, box office pictures made by good people. In this business. Have declared time and again. That a good picture—no matter where made—is desired in these United States. Producers, distributors, exhibitors, editors—including myself—have asserted this year in and out. Especially abroad, to men of importance, and foreign press agents.

It does seem a pity, therefore. Especially in view of the many statements made—that so little is actually done. With good, fine, foreign pictures. Which are offered here. And which from the record, are rarely accepted. A very pertinent question might be put. To important distributors. Why are these pictures not accepted. And released?

We are now talking. Of only those pictures. Which do succeed, up to the market standard. All others—and there are many—are discarded. It would seem that some of these better, fine pictures should be taken on. If for no other reason beyond a desire to show a reciprocal spirit. American distributors—and producers—take millions from foreign markets. Would it not seem natural. That they should desire to retain this market. And not allow their attitude. To be misconstrued. Which, in turn, might affect their revenue. For because America is making about 97 per cent. Of the best pictures in the world? Is no reason why the trifling remainder. Should not be welcomed heartily here. As a matter of good business these few foreign productions of merit. Should be accepted eagerly. And not be in a hasty spirit.

In the past few months two mighty fine examples of foreign pictures have been offered here: "Decameron Nights" made by Wilcox Prod. of London. And "The Last Man" by UFA of Berlin. The former could not miss being a release. The latter is "under consideration."

Both of these pictures deserve a first class release in this country. It will be interesting to note what happens.
Zuro Plans Concerts

The Sunday Symphonie Society, Inc., will resume its free bi-monthly concerts under the baton of Josiah Zuro, its founder, the first program to be presented at the Cohani Theater, Sunday at 1:30 P. M. Zuro plans to continue his concerts through the winter and spring.

Niles In The Hospital

Mitchell, S. D.—Ray Niles, associated with William Fraser in the Metropolitan and Unique, has left for Rochester, Minn., where he will undergo an operation.

“Salvation Hunters” for Strand

The Salvation Hunters” has been booked by the Strand for a week’s run in January. The picture is expected to be distributed by United Artists.

New L. and T. Company

(Special to THE FILM DAILY)

Chicago—Lubliner and Triniz have formed the Tower Theater Co., at Springfield, listing capital of $50,000.

Fox Buys “Lazybones”

Fox has purchased picture rights to “Lazybones.” Alma Rubens has been placed under a long-term contract.

Mike Glynne in Hospital

Mike Glynne, owner of the Patchogue theater, Patchogue, L. I., is in the Prospect Heights Hospital, Brooklyn, undergoing a minor operation.

Shalit Now A Salesman

(Special to THE FILM DAILY)

St. Louis—Bill Shalit has been named city sales manager for United Artists at Chicago. He formerly had charge of the local United Artists exchange.

“The Snob” at the Capitol

“The Snob” has been selected as the feature at the Capitol next week.

Reader Interest Plus

That’s the secret of Greater Amusements’ ten years of success in the Minneapolis, Milwaukee, Des Moines, Omaha and Sioux Falls territories.

Tenth Birthday Edition Out December 20

Office
Lumber Exchange
Minneapolis

COMING SOON

Produced by Hunt Stromberg

Priscilla Dean
“A Café in Cairo”

Directed by Chester Withey
Produced by Hunt Stromberg

Presented by Hunt Stromberg and Charles K. Rogers
Season 1924-1925 Thirty First Run Pictures
Paramount’s greetings to the 250 and more exhibitors who are playing the record-breaking PETER PAN WEEK Dec. 28, 1924 – Jan. 3, 1925 – and to the thousands who will play this wonder-picture later.

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

J.M. BARRIE’S
“PETER PAN”
A HERBERT BRENON PRODUCTION
Assisted by Roy Pomeroy – Screen play by Willis Goldbeck
A Paramount Picture
**New York**

"Christine of the Hungry Heart"—First National Piccadilly

**AMERICAN**—... nicely, under the supervision of Mr. Ince, "Christine of the Hungry Heart" has not suffered. I do like those who regard written words in either Ince's International Magazine or in the film form will find this picture. Ince has been friends with P.-L. and thinks more than one actor and actress were impressively impersonated by Warner Baxter, Clive Brook and Ian Keith.

**DAILY MIRROR**—... It is a powerful story, sure to find response in every heart. Florence Vidor does the best work of her career in the title role. Clive Brook, an English actor, is good. Florence Vidor shares the favor of an adoring actress, Dorothy Brook, who plays the part of her little boy.

**DAILY NEWS**—... The Kathleen Norris story that sounded so promising in print becomes just another lodge-robe on the screen. Vidor and Warren Baxter are well handled, but not to the point that the picture, for the cost of its kind seen in a long time. It is beautifully produced and the direction is just right.

**OUT-OF-TOWN**

"Manhattan"—F. P. L. Apollo, Indianapolis

**STAR**—... the first starring picture for the dynamic Richard Dix. It is a half-taken advantage of his opportunity with the result that the picture is not one of the best films of its kind seen in so long a time. He is attractively handled, but not to the end that the picture, for the cost of its kind seen in a long time. It is beautifully produced and the direction is just right.

**The Man Who Came Back**—Fox Delmonico, St. Louis

**POST-DISPATCH**—... The picture follows more closely than most films the original novel and carries this to the point of its appeal on the screen version.

**TIMES**—... The strong dramatic elements of the theme have been carefully retained, and nicely developed toward a logical, though a trifl e arbitrary conclusion. One good part that considerable detail is omitted.

**Married Flirts**—Metro-Goldwyn-Mayer, Philadelphia

**LEGEND**—... is little less remarkable, other society drama films that seem to be popular with movie fans. It has much in common with other "problem" films shown here recently.

**NORTH AMERICAN**—... well-acted, well-directed, entertaining film with an obvious moral that may be seen to in its direct form, but a few sincere admirers may be seen to in its indirect form. It is seen to in its direct form, but a few sincere admirers may be seen to in its indirect form. It is seen to in its direct form, but a few sincere admirers may be seen to in its indirect form. It has much in common with other "problem" films shown here recently.

**Never Say Die**—Asso. Exhib., Karlton, Philadelphia

**LEGEND**—... Douglas MacLean is not at his best in this musical treatment. The "story" is obviously absurd and some strange quality even to the uninitiated. In all the story is of the ordinary run with the usual skycapher stunt and runway episode as thrills.

"North of 60"—F. P. L. Lyric, Cincinnati

**ENQUIRER**—... is a stimulating story of the days immediately following the Boer War, when the war weary North and South both looked westward for new strength and fresh hope. **POST**... well filmed and well acted, but not to the point to the standard set by the "Covered Wagon." It lacks the pathos that helped make the original a great picture.

Unknown in Kane's Film

According to a wire from Robert T. Kane who is producing "Sackcloth and Scarlet" for Paramount, he has cast a completely unknown girl in the name of Dorothy Sebastian in the second feminine lead.

Special Matinees for "Green"

"Green" is said to have aroused some discussion in professional circles that special matinees for actors and actresses have been arranged.

Big West Side Deal

(Continued from Page 1)

be some mystery about the identity of the leasing parties, it is a fact that the prime owners are already interested in local theater operations.

The deal involves long-term leases and is said to represent an aggregate sum of $2,000,000. Saul E. Rogers at Fox said he was not ready to talk about the matter. Harry Soferman the broker, who is said to have arranged the deal, was reported out of town by his office while efforts to reach Hursh proved unavailing.

Poland on New York Staff

Joseph Franklin Poland, scenario writer, is here from the Coast, having been transferred to the First National's New York units. He wrote the continuity of "The Interpreter's House" and is now preparing the script for "The Half Way Girl," which will feature Doris Kenyon.

Plans End to Petty Jealousy

Seattle—John Hamrick, new president of the M. P. T. O., has pledged himself to work toward the "elimination of petty jealousy and the building of a higher standard of moving picture entertainment."

Accept Honorary Posts

Sydney S. Cohen and M. J. O'Toole have accepted honorary vice-presidents of the International Film Congress to be held in London in the latter part of January.

**Invade Iowa Town**

(Continued from Page 1)


For the operation of the houses, a Capitol Muscattine Theater Corp., is to be formed, capitalized at $50,000. Possession of the Grand was taken Dec. 1, while the A-Muse-U and Palace are to be taken over Jan. 1. The company has ten year leases on the three theaters. Holliday is to continue as manager of the Grand, with Bosten retaining management of the Palace and A-Muse-U. The latter two theaters are picture houses, and the Grand a roadshow theater.

The Grand is to undergo complete remodeling to cost $35,000. Captive is building a $50,000 theater in Lincoln, Neb, scheduled to open in spring.

Skouras Plans Skydrome

(Special to THE FILM DAILY)

St. Louis—What is believed will be one of the most elaborate airrooms in the Mid-West is about to be started by the Skouras Bros. It will be completed early next May and will cost $200,000.

Betty Jewel has just completed a part in "Little Miss Bluebeard" for Famous.
numbers of theaters today have fewer, while States which had but few theaters now have many. An outstanding example from the former is California, which the commissioner reported in 1922 had 1,031 establishments paying capacity taxes and in 1924 only 725, a loss of 306. On the other hand, Idaho reported 153 amusement places in 1922 and in 1924 had 456; yet Idaho is largely a migratory state, and the agricultural States in the past two years, until the making of the 1924 crop, were complaining of bad economic conditions. Still another example of the rapidity with which the theatrical business (for these figures, as stated, include all classes) is shifting from the State of Pennsylvania, where, in 1922, the Commissioner reported 1,539 amusement places and in 1923, 1,384; in his 1924 report he shows but 1,356.

New York State also has suffered a considerable decrease in the number of its places of amusement, which in 1922 totaled 1,095, and in 1924 but 1,631. Louisiana, however, show just the reverse, the number having increased from 263 to 461. Illinois dropped from 2,464 to 1,570, the greatest drop recorded in any State.

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Carl Laemmle presents

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and his golden mare, "Pal"—
the greatest of all rough-riding photoplay stars and an untamed four-footed beauty that the audiences are going to love

The HURRICANE KID

From the thrilling novel by WILL LAMBERT

Directed by Edward Sedgwick

A UNIVERSAL-GIBSON PRODUCTION
BOX-OFFICE BAIT - -

**LET WOMEN ALONE**

with
Pat O'Malley and Wanda Hawley
supported by Wallace Beery, Ethel Wales and
J. Farrell MacDonald

A comedy-drama of unusual situations. From the
brilliant Saturday Evening Post story "On The
Shelf" by Viola Brothers Shore.

A Frank Woods Special Production
Directed by Paul Powell

Foreign Distributor:
Wm. Vogel Distributing
Corporation

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America, Inc.
Will Hays, Pres.

Produced by
Producers Distributing
Corporation

A picture for every member of the family—
Now Booking
54 From F. B. O.

Fourteen Specials and Forty Program Features on Schedule—Many Shorts, Too

At a luncheon at the Roosevelt given by F. B. O. Friday, Major H. C. S. Thompson, president of the corporation announced that F. B. O. would release 54 features in 1925 and a program of short reels.

The feature program will be divided as follows:

Two super-specials, which F. B. O. will produce or acquire for F. B. O. distribution.

Twelve specials, including two from Emory Johnson, one of them to be made in Sweden, and another in Finland. There will be four from Associated Arts Corp. (Goebel & Eri unit). "Drusilla With A Million, now being shot, will be included. There will be four from Gothic "Parisian Nights" tops the list, with a cast including Elaine Hammerstein, Leni Elssler, and R. T. v. Byrd. 

Negotiations are pending between F. B. O. and the estate of the late Gene Stratton-Porter for two or more novels, to be made by F. B. O. on its own lot in Hollywood. There will be 40 specials to be divided into five series of eight each. These will include the Evelyn Brent-Gothic pictures, the Harry Garson-"Lefty" Flynn westerns, the Fred Wainwright (Continued on Page 2)

Wainwright to Produce

J. G. Wainwright sails today on the Aquitania for London. He has disposed of "Human Desires," an Anglia Film production featuring Marjorie Daw and Clive Brooke to F. B. O. and intends making two more pictures when he returns to England.

Features Reviewed

- Love's Wilderness
- First National
- Discouraged Virgin
- C. B. C.-S. R.
- Secrets of the Night
- Universal
- Idle Tongues
- First National
- Women First
- C. B. C.-S. R.
- The Troubles of a Bride
- Hepworth Prod.-Release Undetermined
- Fox
- Associated Exhibitors
- On Probation
- Wm. Steiner-S. R.
- On the Stroke of Three
- F. B. O.
- Short Subjects
- 0

"Phantom" In Feb.

Universal's Big Special Expected to Outdistance "The Hunchback"

Some Data

Universal officials expect a print of "The Phantom of the Opera" in New York about the first of February. It is not believed the picture will be road-showed, but that a number of city runs will be arranged in keeping with the importance of the production. Advance reports from the Coast indicate that the picture will outdistance "The Hunchback" in production magnitude. Lon Chaney (Continued on Page 2)

Lester Scott In New York

Lester Scott, Jr., chief of production for Approved Pictures Corp. and Action Pictures, Inc., which makes the buddy Roosevelt and Buf-talo Bill, jr. series respectively, arrives in New York, Sunday. He will stop at the Astor.

Bobby Agnew Sails


Lillian Rich Coming East


Report Business Relations Between Cecil B. DeMille and Famous End

Neian May Direct Pickford

(Special TO THE FILM DAILY)

Los Angeles-Marshall Neilan will probably direct Mary Pickford in one picture. Negotiations are now under way.

La Roque Going to Paris

Rod La Roque leaves for Paris next week to appear opposite Gloria Swanson in "The Coast of Folly."

Will Make "Romeo"

Goldwyn To Make It in the Fall—Ronald Colman to Play Lead

Samuel Goldwyn will produce "Romeo and Juliet" on a large scale in the fall. Ronald Colman who is under contract with Goldwyn for five years will play Romeo, and a femin-ine star of first magnitude will enact Juliet.

At the present time Goldwyn will not divulge the name of the feminine lead. Upon his return from Europe in January, he will know definitely if he has been successful in consum-mating arrangements for a Juliet. He did not state whether George Fitz-maurice would direct. Frances Marion will adapt the classic.

A Cinch

By DANNY

Down in Wall Street. They say that an important picture man, who thought he had a lead pipe cinch, on U. S. Cast Iron Common. Got mixed up with Wm. C. Durant's steam roller. And that as a result. He was "cinched" and incidentally burned. To a big figure. A very big figure.

They never will stop monkeying with the Wall Street buzz saw.

FIRST AND 400TH

Sidney Olcott working on his 401st picture. At Famous Long Island studio. And reminds of when he started his first. On a Sunday afternoon, something near 20 years ago. Nobody knew much about movies then. They were not referred to as the "silent drama," the "celluloid art" or the "fifth industry." They were not even popular enough to be called a novelty. Penny arcades were the only places in which they found exhibition. Today those penny arcades are the Capitols and the Strands and the Rialtos of the United States. Today, too, Sidney Olcott, fresh from his recent triumphs is a figure of real strength in the art of picture production.

But the arcades of 20 years ago were funny. And Olcott (Continued on Page 10)

"C. B." to Produce Pictures on His Own—Zukor Non-Committal

(Special to THE FILM DAILY)

Los Angeles-It is understood that business relations between Cecil B. De Mille and Famous Players-Lasky are to be termi-nated shortly and that De Mille will make his own productions.

It is said his plan is to per-sonally make two super features a year and supervise the making of about half a dozen more. During the last year, he has been working toward this and has supervised the pictures directed by his assistants, Paul Irike and Frank Urson with successful re-sults.

Adolph Zukor, when asked for a statement, said:

"I know nothing about the matter at all."

One Way to Increase Rentals

Minneapolis—"CREATR AMUSEMENTS," in its current issue, shows a sure way to "jack up rentals." The editorial follows:

"One sure way to boost film rentals is decreasing the life of prints. Running prints month after month date is jacking up prices, and if the present tendency to throw caution to the winds, so far as care of prints is concerned, is continued, the inevitable increase in the cost of service will follow."

"Right now, print scrubbing is the pop-u-lar diversion. Not that we would say it is done purposely, but casual negligence is raising havoc with prints and the difficulty is that the guilty ones continue their dif-ficulty because they are not convincingly and painfully aware of the facts that they are to blame."

Christmas Suggestions

Christmas suggestions for theaters are discussed by Josiah Zuro, director of presentation at the El Rito, Riv-o-li and Criterion in "The Close-Up," of Famous Players thea-ter house organ. It is reprinted on page 4.
P. D. C. Meeting On

The Prod. Dist. Corp. is conducting a sales meeting at the Commodore. The entire Eastern section of the country is represented. From the home office are:


Others are:


Seeking Transfer in License

Minneapolis,—City Council has before it three requests for transfer of licenses of three suburban homes. B. Dickerman wants the license of the Alhambra, Penn Ave., transferred to him from N. Kahm; Toreador and Shore petition the license of the Oak Park, Plymouth Ave., be transferred to parties; and Orndorff is seeking the transfer of the license of the Royal.

Delay Suit Against Stroheim

(Special to the FILM DAILY)

Los Angeles—The trial of the suit of Gladys and Selma Lewis against Erich Van Stroheim over the publication of a novel founded on "Merry-Go-Round" has been put off until Jan. 15. The continuance was granted on request of the director who is now making "The Merry Widow."

Start New Banner Prod. Soon

The title of the next Banner Prod. to be made, is "Daughters Who Pay," not "Lady of the Night" as announced. John Bowers and Marguerite De La Motte are coming on from the Coast to play the leads. Work starts Christmas week.

"Phantom" In Feb.

(Continued from Page 1)

is the Phantom who, because of a hideous face, keeps it covered with a mask. His make-up is said to be extraordinary and is being kept a secret for the time being.

Highlights in Color

(Special to THE FILM DAILY)

Los Angeles—Rupert Julian, has practically completed the bulk of the stage scenes in "The Phantom of the Opera." The climax occurs when the "Phantom" cuts loose a gigantic chandelier in the opera house during a performance of "Faust."

Universal built the complete interior and exterior of the Opera House for the picture, including the grand staircase which is used for a ball scene. The third act of "Faust" was staged with genuine opera singers and a big ballet. This, and the masked ball episodes are being made in color.

In one portion of the picture, there appears a cross-section of five stories of the theater and the underground passages. Action takes place on all floors at the same time. When the crash of the chandelier was filmed, there were about 6,000 people used in the set. It is said around the studios that there wasn't an extra in Hollywood who didn't get a job on those days.

One of the unusual scenes depicts a torture chamber, made entirely of mirrors in which are reflected scenes of lions, rivers, mountains, crowds and the like, the purpose of which is to drive the victim mad. The camera problems for this sequence are many and involve painstaking detail to insure proper results.

Buys Ten Originals

Harry Rapf, during his short stay here, has purchased ten original cartoons for Metro-Goldwyn. He said two of them were from the pens of unknowns.

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COMING SOON

FLORENCE Vidor in "The Mirage"

Produced and distributed by the Famous Players Louis B. Mayer Organization

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES

(Continued from Page 1)

John Kerl, head of the Family Connection,

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Holiday Dressings

Interesting Suggestions for Exhibitors—How to Catch the Yuletide Furor

Josiah Zuro, director of presentation at the Rafael, Rivoli and Criterion, writing in the current issue of Exhibitors Herald, the house organ distributed among Famous Players theater managers, has prepared a number of suggestions on Christmas decorations and effects for the Yuletide season. His article follows:

"Every theater should be converted into a veritable Santa Claus land for the Christmas holidays. Patrons should be seen without accomplishing a minute their are near the theater and visits to it should be one of the most pleasant events of the holidays. The front of the house, foyer, interior and stage should each show a touch of Christmas. Most theaters can have in a lobby a monolith Christmas tree brilliantly lighted and decorated.

The Lobby

"The marquee, box office and lobby should be decorated with strings of Christmas greens entwined with varicolored incandescent bulbs. Holly wreaths and red poinsettia can be used without accompanying taste. Using with his familiar bag of presents could stand in the lobby and greet the children. Some theaters could have carol programs. Special care should be taken to have a carefully phrased holiday greeting in the theater programs."

Stage Settings

"Christmas stage settings offer the most varied opportunities for pleasing effects. Some can be used as a background for dance, solo or pantomime number. Other settings with the help of changing light effects, can be used as a play background. Christmas cards can be visualized in great proportions—for instance, the card showing Santa Claus dipping into his bag for presents while treading above him is a great Christmas tree with countless lights, while flying over the tree are cherubim.

"Home scenes with lights through the windows revealing family scenes are effective. Some can be used as a background for dance, solo or pantomime number. Other settings with the help of changing light effects, can be used as a play background. Christmas cards can be visualized in great proportions—for instance, the card showing Santa Claus dipping into his bag for presents while treading above him is a great Christmas tree with countless lights, while flying over the tree are cherubim.

Overtures

"For Christmas overture, directors can make a medley of selections with a Christmas swing. Among overtures which suggest themselves because of lively, colorful spirit are "The Merry Wives of Windsor" by Nicholas, the Lustspiel Overture by Kelagian, and selections from the opel "Hansel and Gretel," by Humperdink. Although Christmas in the theater is not as much a church holding as the celebration of good cheer and friendliness, some religious music with a dramatic quality is appropriate. A group of songs of the Messiah period's "Ave Maria" and "O Sanctissima" and the French 'Noel.' The "Innamouras from Rossini's "Stabat Mater" also suitable for a concert solo. A grand chnise with the orchestra playing a magnum rendement of "Carmen" is also effective. "Mignon" by Thomas, "Hallelujah Chorus" from "The Messiah," "Silent Night," "Toy Soldiers" and the songs, as well as "Ours in Tabbyland" of Victor Herbert, are old favorites which audiences always appreciate. A popular long number that can be left is "Christmas" by Harry Rowle, which can be sung by a number of voices."

Description of Settings

The Zuro article was illustrated with a number of settings. In all of them the lettering in "Merry Christmas" and "Happy New Year" can be used on the back drop and made visible when lit up from the rear by a part of the finale. In the settings and costumes as much color as possible should be used. The first setting, a busy scene, could be handled by a group of strolling singers number, using Christmas carols for various quartettes. A small page boy can hold a lighted lantern for the singers to read their notes. After they sing a song like "God Rest You, Merry Gentlemen," the girls would walk through with or from the doorway a lighter song, or do a variation of the Morris Dance to appropriate music. The collection of "Little Men of Merry Christmas" will suggest appropriate pieces.

A second setting is appropriate for a number of a religious nature. It represents the altar of a church. The third setting represents a place, with ceiling beams strung with holiday and colored streamers, would suit for an act grouping children around a fireplace. The children would be called out "Tannenbaum" while they wait for Santa Claus to fill the stockings. The lights grow dim and there will be a lull as they come to life and do a grotesque dance. The fourth setting, showing a child's bedroom, has a Christmas tree and her toys scattered around her bed, suitable for a similar number. The girl would fall asleep over her toys as the dance of the girls, and "The Parade of the Wooden Soldiers" could be sung. The last two settings described are suitable for a tour of fantastic number. An old shopkeeper for display his wares in addition to the dolls painted on the drop. He could bring forth stuffed animals, figurines of different nationalities, and as each doll does an appropriate dance the orchestra could play about ten bars of music. Music for the toy numbers could be "In the Child Store" by Charles J. Orth, "Dancing Dolls" by Poldini, "March of the Wooden Soldiers," "Dance Chorinos," and "Dance des Militious" from "The Nutcracker Suite" by Tchaikowsky, the "Funeral March of a Marionette." Another scene could be represented by a painted drop showing townsmen with windows at which characters appear and sing lively dancing songs across to each other. The setting would be a humorous one and no attempt should be made for realism. These ideas can be applied literally, but their chief value lies in what they suggest.

In Two Iowa Towns

(Special to THE FILM DAILY)

Kansas City—The acquisition of the Palace, Grand and Amuses-U-theaters in Muscatine, Iowa, marked the entrance of Capitol Enterprises into its second Iowa town. Council Bluffs was the first.

Celebrated Players Wins

(Special to THE FILM DAILY)

Chicago—The Municipal Court in the City of Chicago has decided for Celebrated Players, in a claim for $265 brought by the Quigley Publishing Co., publishers of the Exhibitors Herald.

Releasing 26 Shorts

The Film Exchange, Inc., 1650 Broadway has acquired world's rights in 26 novelty reels, as known as "New Era Pictures." A. B. Carrick will handle distribution details.

Artists to See "Romola"

Charles Albin, who did the "still" photography on "Romola," in arranging artists and authors' night at the Chicago, where "Romola" is being shown.

Warners Buy Two Stories

The Warners have purchased "The Pleasure Bather" by Adrianne Roche and "The Prince of Sinners," by E. Phillips Oppenheim.

Texas Elects in May

(Special to THE FILM DAILY)

Dallas—The next—election of officers of the M. P. T. O. of Texas will be held in May.

Evelyn Sails

Charles Evelyn sails on the Aquitania today for a vacation in Europe and the Orient.

The Weeks' Headlines

Monday, 1923-1924 business was the year's previous, admission tax survey shows. Total for fiscal years, $78,013,006. Fewer theaters operating.

Paramount's new home on the side of the Capitol was to be started June. Theater will be ready by Sept., 1926. Exhibitors held a Midwest discussion. Exhilaration of interest in the organization. Union of independent renters in all coming conventions will be dis continued. The National Film Congress, to be held in Janu ary, at London.

Henry D. MacLellan, French director, to produce a picture in New York for Associated Exhibitors.

Tuesday


Disintegration of Selznick has resulted in the Fox's " happer" on the question. Women clashing for post of Mrs. El Hos dicke as result of "fighter." Marcus Loew sees 1925 a peak year. Declaration there'll be no slump.

The Wednesdays, prominent English exhibitors, may build 500 seat house alongside Marble Arch, according to the board. Canadian distributors and exhibitors to be united in one group to work with the Hays Office.

Charles Bryant, husband of Nazimova, to produce. Plays series of six.

Thursday

Analysis of annual report of Columbia's International show there are much less theaters in 1924 than in 1922. Lewis Selznick leaves Fox from Europe, worries about film. "Ben Hur" will be completed in Spring. Urges America to watch Europe. "The Advantages" left deal reported. Syndicate leases Fox's Washington and the Gerhard. Capitol Enterprises invade Iowa, buying three houses in Muscatine. Loe's to be in excellent condition for Wall Street. Business largest in company's history. Will earn between $650 and $7 a share this year.

Friday

Independent may combine producing and distributing in one central studio. Ownership of major picture companies.


Saturday

Famous and Cecil B. De Mille reported near the setting of the ways. F. B. O. will release 4 features during 1925. 14 Specials and 40 program pictures. Sam Goldwyn decides for "Romans and Jazz." Josiah Zuro, director of presentation at the Rivoli and Criterion, sets forth a number of interesting suggestions on Christmas dressings and stages for theaters. Universal expects "The Phantom of the Opera" to be completed about Feb. 1.

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Sunday, December 14, 1924
HOLLYWOOD HAPPENINGS

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Sunday, December 14, 1924

4641 Hollywood Blvd.

By Harvey E. Gausman

“U” Signs Brabin

Universal has signed Charles J. Brabin, who has just finished a picture for First National, to direct “The Prince.” The story is an original by Howard Huggett and based on Mary Philbin and Norman Kerry.

Laemmle Buys Property

Carl Laemmle has purchased as an investment, property on the northwest corner of Hollywood Blvd. and Vine St., worth $400,000. The land has a frontage of 118 feet on Hollywood Blvd. and of 150 feet on Vine St.

Valli in “The Siege”

“The Siege” will be Virginia Valli’s sixth starring vehicle for Universal. It will be directed by Svende Gade and photographed by Charles Stumar. Eugene O’Brien is to have the leading male role.

Signed for “Declase”

Corinne Griffith Prod., Inc., has engaged Lloyd Hughes and Rock Fellows for roles with Corinne Griffith in “Declase.” Hedda Hopper and Liliyan Tashman are also in the cast.

Bertram Bracken Producing

Burt R. Tuttle, having completed continuity for “The Son of Cain,” which Bertram Bracken is directing, has started on his second original story for Bracken Prod.

Scheafer Forms Export Agency

Jack Scheafer, a former exchange manager, has organized the International Agencies, an export and import organization, with offices at 1906 Stanford Ave.

Myton Joins F. B. O.

Edward J. Montagne, scenario editor for F. B. O. has added Frederick Kennedy Myton to his staff. Myton was last associated with Maurice Tournier.

“Parisian Nights” Started

Rene Adore has been added to the cast of “Parisian Nights,” the second Gothic Picture now in production for F. B. O. At Santell is directing.

Schayer to Adapt Kyne Story

E. Richard Schayer has been engaged by the Peninsula Studios to adapt and work westward for “Cornflower Cassie’s Concert,” the next Frank Woods Prod.

Fox Plant Busy

Shirley Mason’s next picture for Fox will be “The Scareer Honeymoon,” Alan Hale directing. Barbara Bedford will play the leading opposite Edmund Lowe in his next picture “The Rider of the Purple Sage,” with Tom Mix are completed. “The Hunted Woman” company is in Yosemite, shooting exteriors.

Roosevelt, Buffalo Bill, Jr., to Tour

During the holidays, Buddy Roosevelt and Buffalo Bill, Jr., will make personal appearances. Roosevelt will visit will visit “The Wild West” to westward Buffalo Bill Jr., will also come East but will return before January to fill dates at theaters in California and Nevada.

Blackton Finishes “Re redeeming Sin”

J. Stuart Blackton has finished his work on “The Redeeming Sin,” for Vitagraph, just 24 days after he started. In the cast are Nazimova Lou Tellegen, Carl Miller, Otis Harlan, Rosetta Marstini, William Dunn and Rose Tapeley.

Bradley King Switches

Bradley King, for years on the Fox scenario staff, will adapt future stories for Corinne Griffith.

Cast Completed for “Cloud Rider”

Ernest Van Pelt, producer of the Walton airplane melodramas for F. B. O., has completed the cast for “The Cloud Rider.” It includes Virginia Lee Corbin, Brinsley Shaw, Melbourne MacDowell, Harry von Meffer, Frank Tomick, Frank Clark and Boyd Montelth. Bruce Mitchell will direct.

Eyen Sails for Orient

Charles Eyton, studio manager for Famous, is now in New York, en route to the Orient. He will meet Kathryn Williams (Mrs. Eyton) at Colombo. They will arrive January 1 and together they will return to America. He is due back at the Lasky plant in March.

Hercules, New Coast Unit

Hercules Film Prod., has elected Peter Kanellos, president; Marcus Charles, vice-president; William Waldheim, treasurer and Peter Anderson as a director. J. L. Barsky will state right six pictures for the company.

Cody Starts His Sixth

Work has begun on “Riding Grit,” the sixth of the series Bill Cody is making for Independent Pictures.

Coast Brevities

Sada Cowan and Howard Higgins are now working on individual stories. Higgins is working on an original for Universal, in which Mary Philbin and Norman Kerry will co-star, while Miss Cowan is adapting “Mariposa,” to be filmed as “The Charmer” by Famous, starring Pola Negri.

Mary Alden and Marc McDermott have been added to the cast of “Siege,” the Universal production featuring Virginia Valli and Eugene O’Brien.

A. J. Xydas, of Sunset Prod., has left for a ten days business trip to exchanges west of the Mississippi.

The first completed work of Benjamin de Caviaras is the titles for “The Clash.”

Keith Weeks, who recently came from New York has just finished a part in “Neptune’s Romance.”

David Winter will be seen in Charles Ray’s next feature, “Percy.”

Harmon Weight has begun work on “Drama With a Million,” for Associated Arts, at F. B. O. Mary Carr, Kenneth Harlan, Priscilla Bonner and Claire DuBrey are in the cast.

Victor Seastrom has signed Joseph Dowling and Frances Hatton for “Kings in Exile.” Alice Terry, Lewis Stone and John Bowes head the cast and Percy Hilburn is chief photographer.

“The Son of Cain,” Naldo Morelli’s initial starring picture for Bertram Bracken Prod., has just been commenced at the Grand Asher studios where the series will be produced.

The latest addition to the cast of Cecil B. De Mille’s “The Golden Bed” is Charles Clary.

Weed Dickinson has finished titles for “The No-Gun Man,” Lefty Flynn’s second western for F. B. O.

Virginia Pearson has been added to the cast of “The Phantom Opera.”

Stampede, Highlight

“The Thundering Herd” has gone into production at Calabasas, Cal. It will be directed by William K. Howard, with a cast including Jack Holt, Lois Wilson, Noah Beery, Raymond Hatton and Charles Ogle.

The highlight of the picture is a stampede of cattle and it is from this sequence that the picture will get its name. Howard has made several Zane Grey stories for Famous.

Shoots Football Classic

By arrangement with the University of California, Harold Lloyd placed eight cameras in various parts of the stadium and shot scenes of the California-Stanford football game for his new picture.

Leonard Borrows Warner Players

Warner Bros. have loaned Louise Fazenda to Robert Leonard, for “Cheaper to Marry,” and to David Kirkman for “Who Cares?” Dorothy Devore and Beverly Bayne have also been loaned for the later picture.

Sign Three for Feature

Columbia Pictures, in addition to Jack Haines, have signed Dorothy Devore, Wanda Hawley and Beverly Bayne to play in their forthcoming production of “Who Cares?”

David Kirkland will direct.

Two New Sennett Comedies

Ben Turpin has started on a new comedy at Sennett Studios. Lloyd Bacon will direct. The “All-Star” group, under direction of Del Lord, has begun a second reel.

New Rex Feature in Work

Fred Jackman and Co., from the Roach Studios, are now at work on a “Fashions for Men.” Lewis Stone, Percy Marmont and Norma Shearer will play the leads.

Stahl Starts “Fashions for Men”

John Stahl is ready to start on “Fashions for Men.” Lewis Stone, Percy Marmont and Norma Shearer will play the leads.

Compson Cast Selected

The cast to support Betty Compson in “New Lives for Old” includes Wallace MacDonald, Theodore Kosloff and Sheldon Lewis. Clarence Badger will direct.

Juvenile Awarded $2,050

A court decision has granted Johnnie Jones $2,050 in back salary from J. K. McDonald Prod.
**Corinne Griffith in “Love’s Wilderness”**

*First National*

As a Whole....INCLUDES THE USUAL CORINNE GRIFFITH ACTING. SURELY NOT BADLY GET IT OVER NICELY. STORY INTERESTING IN ITS DRAMATIC TURNS.

Scene One manages to be thoroughly appealing even in a story that doesn’t give her the customary atmosphere of luxury. Her emotional touch with the part is gainfully used.

Cast....Jan Keith gives a good performance and Holmes E. Herbert is the usual devoted lover. He is very convincing at this Emily Fitzroy good.

**Type of Story.....Romantic drama; from the story by Evelyn Campbell. Corinne goes out into another rain storm and gets all wet. It seems to be almost everyone of her picture is somewhat characteristically in just this fashion. But then there were few other opportunities to capitalize on the star’s lovely form so this one was put out.**

**Seriously, this sequence does contain the story’s best dramatic situation and it has been very well handled. Linda-Lou, told that her worthless husband is dead, is presently happy with her childhood sweetheart who takes her to a jungle land where he is engaged in reconstruction work. One stormy night, haunted by the sound of the crying of the construction road workers she has seen is Paul, her former husband. Linda-Lou gets lost in the jungle. She is found unconscious by one of the road workers and when he brings her back to the cabin she is found dead.**

**There is a forest fire climax that lacks punch almost entirely.**

**Box Office Angle....With Corinne Griffith’s name on a guarantee, you won’t have much difficulty in bringing them in and they’re likely to go out satisfied.**

**Explanation....Play up the star’s name together with the title of her new release and regarding the story let them know it is a highly romantic one with some good dramatic situations. Let them know the star plays the part of a loveable girl who in the clutches of her maiden aunts refuse to believe that she has grown to womanhood, of her elopement with a no-account, of her meeting with him when she has become the wife of her childhood sweetheart. A trailer and stills will take care of further advertising advices.**

**Direction....Robert Z. Leonard; satisfactory.**

**Author....Evelyn Campbell**

**Scenario....Helen Klumph and Evelyn Campbell**

**Art Director....Milton Menasco**

**Cameraman....Oliver Marsh**

**Photography....Fair**

**Localities....South-Jungle-Canada Length.....6,900 feet**

**“The Foolish Virgin”**

C. B. C. —State Rights

As a Whole.....FAIRLY INTERESTING STORY WITH A PLOT THAT’S RATHER UNUSUAL. CAST IS NOT USED TO THE BEST ADVANTAGE. DRAMATIC MOMENTS ARE NOT AND OVER CONVINCING.

Star....Please and pretty but her close-ups are very poor.

Cast....Robert Frazer a thoroughly satisfying hero and Lilah Whitmore is pretty much the typical villain who would like the girl for himself. Gladys Brockwell poorly suited when she plays the part of a girl that is a bit of a scamp. Philis Haver has a small part in the opening sequence.

**Type of Story.....Melodrama. They had a fairly new plot in “The Foolish Virgin” but they didn’t get very far with it.**

**reasons is a cast not altogether well suited. Elaine Hammerstein is quite all right but her support has not been effectively handled. This was partly with the exception, however, of Robert Frazer, who makes a thoroughly good hero. There are many parts that might have had a lot to make the story more interesting had they been in more appropriate hands. Director Hill hasn’t gotten the most out of the situations, the dramatic moments particularly. They come and go rather unexpectedly.**

**There is a forest fire climax that lacks punch almost entirely.**

**Box Office Angle....Will satisfy if they are not critical about direction and acting. This could have made a much better showing with better direction and acting.**

**Explanation....It is more than likely in this case that they picked the title to sell the picture. But it really isn’t pertinent and they’re likely to be disappointed if they expect sex story fans. If some of the forest fire shots will bring them back with a promise of an exciting film, although there have been so many during the past years. Some of the film fire stories that they may get another disappointment. Elaine Hammerstein’s loyal following may act for her work if nothing else.**

**Direction....Geo. W. Hill; poor.**

**Author....**

**Scenario....Lois Zellner**

**Cameraman....Norbert Brodin**

**Photo....Fair**

**Localities....City-Mountains Length.....5,931 feet**

**“Secrets of the Night”**

Universal-Jewel

As a Whole.....MYSTERY DRAMA THAT FURNISHES A QUANTITY OF EXCITING MOMENTS BUT TOO MUCH HETTER-SKELTER ACTION THAT ISN’T ESSENTIAL AND SEEMS TO BE STUCK IN TOO MUCH FOOTAGE.

Cast....Includes some good drawing names such as James Kirkwood, Madge Bellamy, Zazu Pitts, Rosemary DeCamp, Tom Wilson, Edward Cecil. All more or less well suited.

**Type of Story.....Mystery drama. “Secrets of the Night,” adapted from Max Marcini’s stage play, holds a somewhat novel situation in the idea of a man offering his life insurance to a bank as a bank for a bank deficit for which he is responsible. But the picture’s novelty ends about there. Perhaps it is the author’s way of direction. At any rate the story succeeds in confusing rather than mystifying and the comedy injections, though everything seems an amusing, become tedious and drag the picture to too great proportions. Blair Comstock does generally well too much time in building a complex and, while there is a fairly good surprise twist in the denouement, it seems to fall flat after the detail with which he precedes it.**

**There’s considerably too much hither-skelter action with the dialogue between the colored luster Zazu Pitts continuing until it ceases to be funny.**

**The plot concerns the misappropriation of the bank’s money by Andrews, an employee, and his subsequent offer to allow someone to catch him. The bank may collect his life insurance and thereby cancel the debt. Andrews stages a week-end party to provide an alibi for the other. Complications pile on. Andrews appears mysteriously murdered. Vanishes leave some questions; and the investigation staged in a comedy vein, is quite extensive. It finally develops that Andrews wasn’t murdered and that the debt has been squared.**

**Box Office Angle.....Where they like complications they will probably be pleased with the bafflement in “Secrets of the Night.”**

**Explanation....You might make this a particular point of the angle of the story which concerns the attempt of the bank to get its money back offering its life insurance. You might get this over with catchlines such as: “Here’s a new way to clear a debt. Word of mouth is sufficient.” You want to know how, see ‘Secrets of the Night’ at the blanket.**

**Here are the names of James Kirkwood, Madge Bellamy and Zazu Pitts to use.**

**Direction....Herbert Blache; fair.**

**Author....Max Marcini**

**Cameraman....Gilbert Warrenton**

**Photography....Fair**

**Localities....All right Length.....6,138 feet**

**“Idle Tongues”**

Producer: Thos. H. Ince

Distributor: First National

As a Whole....VERY WELL DIRECTED. STORY ESPECIALLY INTERESTING AT THE OUTSET...TOWARDS THE END RUNS INTO UNCONVINCING SMALL TOWN-SELF SACRIFICING-HERO BUSINESS.

Cast....Laurie Gordon sounds in making-Dr. Nye a thoroughly forlorn creature. He gains your sympathy at first but later you’d like to knock some sense into him. Claude Gillingwater a very good type but allowed to overact. Doris Kenyon pleasing. Vivia Ogden splendid as the town girl you can’t get back to find Duk. Her story is fascinating . She’s interestingly presented, the atmosphere is real, the cast notably bad. It’s a well directed picture and the opening scenes are the best. Instead of concerning himself with the injustice done him he spends his time trying to convince Judge Copeland, the man who sent him to jail, that he should not prevent his daughter from marrying the fellow who killed his son. He promises to bring the fellow to trial but his daughter assists in the escape. The latter’s father happens to be the Judge’s enemy. It seems illogical and unconvincing, this new turn of events. Instead of carrying out the story, it offers the insults, the gossip, the abuse of the townspeople. Eventually, and much too late to win your complete sympathy, he realizes that receiving the name of his (the judge’s sister) who had stolen church funds. Then the town is ready to beg Dr. Nye’s forgiveness.

**Box Office Angle.....Certain to get good interest for a mystery story but they may not go out little disappointed. However, there is much of interest in “Idle Tongues” and it should get by.**

**Explanation.....Here’s a title that ought to be self-explanatory. “Idle Tongues” really suggests small talk and indeed much of the play on this idea. The popular craze for cross word puzzles might work out nicely for an ad campaign. You arrange your headlines with synonyms for words like gossip, slander, scandal monger, etc. You have this much: “May Perci Marmont solve in—”

**Direction....Thos. H. Ince; good.**

**Author....Jos. C. Lincoln**

**Scenario....Helen Klumph**

**Cameraman....Karl Struss**

**Photography....Fair**

**Localities....Small town Length.....5,300 feet**
Yale University Press presents

"The Chronicles of America"

A Dramatic, Thrilling, Truthful, Patriotic and Inspiring Picturization of the Great Events of Our History

A Surprising Fact That You Should Know

Up to the time that the Chronicles of America were released, it was a fact without exception that the longer a picture was released, the less its business value.

It is a surprising fact that not only is each Chronicle of America released today doing a bigger business than any of its predecessors, but that THE FIRST PICTURES IN THE SERIES ARE DOING A BIGGER BUSINESS TODAY THAN WHEN THEY WERE FIRST RELEASED.

This furnishes definite proof of the quality and audience value of every picture in the series. AND THE PICTURES ARE GETTING BETTER ALL THE TIME.
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Truth is More Than Fiction

You'll find every ingredient of the greatest of drama in the events which went to make our country as we know it.

Heroism and thrills? See the untrained farmers at Lexington (The Eve of the Revolution); the pioneers on the frontier (The Frontier Woman, Vincennes, Daniel Boone); the fight for Canada (Wolfe and Montcalm); the guardians of the settlements (The Gateway of the West); etc., etc.

Romance? See how young George Washington first proved his greatness (The Gateway of the West); the struggles of Columbus to gain
Dramatic

support for his great idea, and his dare-devil leap into the darkness of the unknown seas (Columbus); the perils that surrounded the first white settlers (Jamestown); the amazing achievement of George Rogers Clark and his backwoodsmen (Vincennes); the tremendous task of Wolfe (Wolfe and Montcalm); the terrific sacrifices of the South in the Civil War (Dixie); etc., etc.

Everything you and your audiences seek in big features is in these short dramas; and no pictures are better produced, more finely staged or better acted!
"The Chronicles of America"

Patriotism inspired these pictures, which were made to entertain and instruct everyone on the sacrifices, unselfishness, wisdom, heroism and devotion that have united to make our country the greatest in the world!

Now Available

**Dixie:** the sacrifice and heroism of the South in the Civil War

*The Eve of the Revolution:* the embattled farmers of Massachusetts fire the shots heard around the world.

*Alexander Hamilton:* the romance of the greatest financial genius this country has ever known

*Yorktown:* George Washington causes the surrender of Cornwallis; the finish of the Revolution

*The Declaration of Independence:* a small band of patriots defy the world’s greatest power, and the United States is born

*The Gateway of the West:* how young George Washington set his feet on the path of fame

*Wolfe and Montcalm:* a frail, young invalid accomplishes the impossible and wins an empire from France

---

**The Frontier Woman:** how the heroic wives of the settlers carried on while their men were away on the battle line

**Vincennes:** the heroic and romantic victory of George Rogers Clark and his frontiersmen

**Daniel Boone:** the great pioneer wins Kentucky for the whites

**Columbus:** how the great discoverer won at last by persistence and courage

**Jamestown:** the battle against heavy odds by the first English settlers

**The Puritans:** the first Puritans in Massachusetts not only had enemies here but in England

**The Pilgrims:** the romance of the Mayflower

**Peter Stuyvesant:** how Holland lost her American empire

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If you think history is not drama, what about those epic topics "The Covered Wagon," "The Iron Horse," "The Last Frontier," "America," "Abraham Lincoln," etc. etc.?
“Women First”
Columbia Prod.—State Rights

As a Whole.... THE OLD HORSE RACE PLOT AGAIN BUT A LITTLE More CREDIBLE DUE TO THE ADDITION OF TWO DARLIES BEING THEMSELVES MAKES THIS A PLEASING NUMBER.

Cast.... William Fairbanks the usual crock-downed horse hero and manages to outwit the villain at the last moment. Lloyd Whitlock a mild enough double-crosser. Eva Novak a pleasing heroine. Others: Lydia Knott, Jack Richard and two players who do the black face roles especially well.

Type of Story.... Race track melodrama. But the old race track formula comes off the shelf again and appears as “Women First.” But even the age of the plot doesn’t keep the picture from being a good number. It has a fine sprinkling of comedy that helps not a little to make up for those familiar twists and situations and provide added interest. There is a dainty mamma and her gambling husband who furnishes punch in the plot. Some attempt to beifty on the big race without mamma knowing of it, her discovery and capture of the fifty and Rasmus’ second effort to retrieve it from mamma’s sock, are some of the amusing bits. The villain is of the usual order. There’s a Southern girl who wants to enter her dead father’s favorite horse in the big race. Boyd, the villain, tries to persuade the girl to sell him the horse and when she refuses he plans various means of keeping Moonbeam out of the running. But old Rasmus’ second effort to retrieve it from mamma’s sock and set fire to it. They escape but the jockey can’t ride a horse. There’s the old twist again where the girl rides with the jockey, a vice versa. She gets his just deserts and hero wins the hand of the fair rider.

Box Office Angle..... Good average picture that will please the majors. The conventional plot is nicely covered by the good comedy business with the laughs coming along in good succession.

Exploitation.... When you’re telling them about this one make a special point of the comedy business and tell them that there’s a colored mamma and her no good husband who sharply laughs in “Women First.” The title isn’t especially pertinent so you might make sufficient explanation, particularly to the more sentimental element. You can use the names of Eva Novak and William Fairbanks in your local trailers and the local trailer will take care of it.

Direction.... Henry McRae; good. Author.... Wilfred Lucas. Scenario.... Not credited. Cameraman.... Allen Thompson. Photography.... All right. Locale.... The South. Length.... About 5,000 feet.

“Comin’ Through the Rye”
Hepworth Prod.—Release Under- 

As a Whole.... MOST CRUDE IN DIRECTION AND PRODUCTION. A PRETTY FAIR STORY AND SOME RATHER CATCHY ATMOSPHERE BUT THERE’S LITTLE IN THE FILM THAT WILL SATISFY AN AMERICAN AUDIENCE.

Cast.... Alma Taylor, the usual crock-downed heroine who does the best she can with the impossible situation; Mildred Jibbs a bewildered sort of heroine and Robert Agnew a fair enough hero. Ollie Doheller Rousse, Charles Conklin, Lou Harvey, But Ham- 

Type of Story.... Romance of old England. “Comin’ Through the Rye,” an English production in rather good style for a story even though it isn’t a brand new one, and there’s been an apparent effort to make it work with atmosphere and effective setting but it doesn’t come through. The production is average, the direction is occasionally nice, but the picture is badly constructed on the whole. The subtitles are particularly poor and likely to cause confusion for those unfamiliar with English names and it retained for American audiences. Decidedly some should come out before the picture is shown.

The story deals with the love of an English girl, Sylvia, for Paul Asher. Paul casts her off when he learns of her past and becomes engaged to Helen Adair. The jealous Sylvia concocts a scheme whereby she leads Helen to believe that Paul is married to her and Helen, not Paul, that Helen has married a childhood sweetheart. Immediately Helen tells Paul the truth. Helen insists that he continue as Sylvia’s husband. Later she finds solace in mothering Paul’s son who develops into a varlet. Sylvia is away. Sylvia never ceases to make life miserable for Helen and eventually you find Helen reading a letter from Sylvia. A most interesting story, well told. Helen Asher is particularly good. It’s a story that will make the audience stick to the picture and work out the whole plot to their satisfaction.

Box Office Angle.... Fair, and may be used without kicks if you know your folks like these sort of melodramas.

Exploitation.... The title may give promise of a different sort of story but there is little more than that likely to appear on the screen. Of course, the usual trailer showing the runaway train will serve to keep the audience watching. There are no particularly well known names in the cast so you have to resort to catchlines, the title and trains. You might try: “An exciting story, well told” press sheet suggests using the line “At what age should a girl marry?” but the picture is so confused, it raises the question, so it isn’t very pertinent.


“Troubles of A Bride”
Fox

As a Whole.... NOTHING IN THIS FILM WILL SATISFY THE FAR COMMONPLACE BIT OF HOKUM.

Cast.... Alan Hale a gentleman crook who does the best he can with the impossible situation; Mildred Jibbs a bewildered sort of heroine and Robert Agnew a fair enough hero. Ollie Doheller Rousse, Charles Conklin, Lou Harvey, But Ham- 

Type of Story.... Melodrama. “Troubles of a Bride” takes a stab at stunts, yes, but it doesn’t make much of any of them. It’s a poor bit of hokum, farfetched and unconvincing. Of course, it could have been made a first rate entertainment, and director Paul Hurst, young Barry and the original cast could have worked nicely together to get it over. Goldstein’s story gave them something to work on, to be sure. It’s an original yarn and agreeably worked out. And above all Hurst deserves no little credit for using just enough footage to tell the story as it should be told. “Picture in five reels is a rare treat these days. The plot concerns the affairs of a lad of 17 who, after being consider- ably knocked about, secures a job in a garage with a promise of partnership providing he can raise $1,000. In a private fight he becomes a champion, all because he wants to make the $1,000, and how he finally knocks out the champion in a private fight because he outmatch- ed Wes’s sweetheart—offers a series of interesting, amusing and convinc- ing situations.

Box Office Angle.... First rate choice for you. Your patrons will like Wes Barry and his latest release. IT’s a mighty good effort and worthy of your consideration.

Exploitation.... Ask your folks if they can name any better than Wesley Barry as a lightweight prize fighter. That ought to stimulate some interest. Tell them he can’t be beaten. He doesn’t have to be. He doesn’t need the money. You can have some fun by using catchlines such as: “Wes Barry is a lightweight who won’t carry the weight—funny.” See Wesley Barry in “Batting Bunyan,” his latest release.


Weley Barry in “Batting Bunyan”
EVERY DAY
EVERY WEEK
EVERY MONTH
THRU ALL OF 1925

Will constantly be referred to by practically everyone of importance in the Motion Picture Industry—It’s the best advertising buy of the year—First forms now closing—Act Quickly.

1925 FILM YEAR BOOK

“You’ll Find One Everywhere”
Edith Thornton in
"On Probation"
Wm. Steiner—State Rights

As a Whole.... FAIRLY PLEASING PICTURE WITH STORY THAT HAS A MORAL FOR THE MODERN YOUNG GIRL WITH JAZZ SET AND GOOD NAMES IN THE CAST.

Star.... Pretty and pleasing. Well suited in the role of society girl who in the end saves the community because of her reckless driving and wild parties.

Cast.... Robert Ellis good but not given much prominence in the hero role. Wilfred Lucas suitable as Reilly, the detective, who has a grudge for the society girl. Others Joseph Kilgour, Helen Lynch, Edie Phillips, Betty Francisco, Lincol Steadman.

Type of Story.... Modern girl story with jazz atmosphere. There isn't very much story surrounding the title story "On Probation" but it has a good cast and a rather interesting moral theme that could have been made to it a satisfying number. It has some good jazz atmosphere that will appeal to the group that likes to see how the modern girl society girl, with more money than brains, enjoys herself. There are some gay parties, wild midnight auto rides, masquerade affairs, and the like. Director Hutchison develops his story nicely and it moves along without dragging. The features a short five reels, a particularly good bit of judgment.

The plot deals with the escapades of Mary Winter, son of a judge, in love with her but fearful of what her daring will lead to. Bruce's father threatens to send Mary to jail the next time she is brought before him. After a midnight raid on a roadhouse, Mary, in a mad effort to escape, drives off with Reilly, the detective, who is always on her trail, proves that Mary was guilty of reckless driving. The judge convicts her on probation but no one will vouch for her. Mary learns her lesson, the judge relents, signs the probation paper, and agrees to have his son marry her.

Box Office Angle.... Satisfactory average picture. You can please the general trend of audiences with this and if you cater to a young clientele they ought to be well satisfied.

Exploitation.... You can play with this title rather effectively by distributing throwaways in the form of preparation papers and asking that the recipient attend the showing of "On Probation" at your theater and see who vouched for Mary Forrest's recommendation. Edith Thornton is a pleasant girl who could be interested in the name of a new star, although she is not new on the screen.

Direction.... Charles Hutchinson ample.

Author... J. F. Natteford.

Scenario.... J. F. Natteford.

Cameraman.... Ernest Miller.

Photography.... Fair.

Locale.... Any city.

Length.... About 5,000 feet.

On the Stroke of Three
Prod.: Associated Arts Corp.
Distributor: F. B. O.

As a Whole.... AVERAGE ENTERTAINMENT THAT CONTAINS TO PLEASING ROLE, GOOD CAST AND IS INTERESTING ENOUGH TO SATISFY THE MAJORITY.

Cast.... Kenneth Harlan a suitable hero who can't be baffled by a villain or an angel. Madge Bellamy a pleasing heroine. Mary Carr unimportant as story's.

Type of Story.... Romantic drama, from a story, "The Man from Asha-luna," by Henry Payson Dowst. "On the Stroke of Three" is an average picture that will likely satisfy most people. It contains the recognized ingredients of audience appeal and while they are not evinced in any particularly noteworthy way, there is enough romance, adventure, and suspense to keep the story moving. Kenneth Harlan is the true hero type who doesn't fail to come out on top at the close. He not only overcomes all of villain's obstacles but wins the hand of the pretty, rich heroine and the admiration of her father. The climax has a familiar brand of suspense but hero's dash to pay off the mortgage before the clock strikes three does manage to get excitement and brings the story to a good finish.

The story concerns the efforts of hero to save his mother's property where a magnate wants purchase by hook or crook. When hero mortgages the home in order to secure money to further an invention, villain decides to buy over the mortgage and foreclose. Previous to his having attempted to ruin hero by the destruction of his experiment, inferior ovens, hero's invention. Hero succeeds in raising money to pay the note. Then he discovers that villain is the step-father of the man who tried to ruin him but it develops that the man's attorney had written the deal without his sanction. There's the usual happy ending.

Box Office Angle.... Satisfactory average entertainment. There's enough good business in this pleasing and pleasing romance to send them out satisfied. A good climax helps also.

Exploitation.... You might arrange a tie-up in connection with hero's oven invention. If there is such a thing as an oven, the trays of which come from the oven when opened, you might readily arrange tie-ups with stove stores. You have the names of Kenneth Harlan and Madge Bellamy to interest your dealers. Victor Miller—Paul Perry.

Photography.... Good.

Locale.... Small town—N. Y.

Length.... 6,707 feet.

The Red Ace—Universal
Intersting Short Drama
Type of production.... 2 reel drama

Featuring Billy Sullivan, this two reel romantic drama includes Violet La Planche and several good looking young men. The story is interestingly told and deals with an attempt to robbery in a string of pearls and the very bad temper of an otherwise well-behaved young man, who has inherited the "red rage," the curse of the Regan family. All ends well however, and no permanent harm comes from the shooting of a friend and this picture is well balanced for the young audiences. It has been nicely mounted—better than usual in a short reel of this type, and the direction is good with the exception of the sequence which can be remedied by cutting. This occurs directly before the scene which the pearls are stolen. Sullivan does good work and so does the rest of the cast.

Monsieur Don't Care—Joe Rock—F. B. O.

Burlesque on "Beaucaire"
Type of production.... 2 reel comedy

Stan Laurel is seen as Rubar Vaselino in this burlesque on "Monsieur Beaucaire." A large company of good-looking sets, costumes, etc., help considerably in putting this over. They have tried to reproduce the most saucy scenes of the original burlesque with the result that they are sometimes funny, sometimes a bit broad as to humor and sometimes rather flat. If you have played the original, they will probably enjoy this much more than if you have not.

Prehistoric Man—Universal
A Really Good Comedy
Type of production.... 1 reel comedy

This is the best of the Hysterical History comedies seen to date. It deals with life in a caveman era and, in particular, with the doings of the helper in a primitive barber shop. Both barbers love the manicure but the latter soon gets tired of it. The other consults a beautician who shows him how he will act in another life. And the action up to date, fading back at the finish to the original caveman status. The titles in this are particularly worthy of commendation.

Nature's Rouge—Sportlights—Pathé
Interesting and "Different"
Type of production.... 1 reel sport film

That the modern flapper can do more than simply "flap" is convincingly shown by this Graniteland Sportlight which shows the scenes of the Sarpent School Camp at Petersboro, N. H., engaged in all manner of outdoor activities. The girls are interesting and presented in a pleasing manner with appropriate music. The girls are pretty and young as well as vigorous and well-trained athletes. An interesting and "different" short reel.

French Pastry—Christie—Educ'l

Well Done; Enjoyable
Type of production.... 2 reel comedy

War comedies have been left severely alone by most producers for quite a while, so this Christie starring Bobby Vernon should prove good entertainment. It has quite a few things to recommend it. In fact, one is that it is first in importance in any comedy, good. Furthermore, they are put over with pep. Bobby is very likable as the American doughboy who gets separated from his company, and starts back from the fighting sector with the little French town where he sweats lives. He takes a company of German prisoners on his way back and marches into the town only to find that the Germans have taken it over. There is quite a bit of funny skirishing with Vernon getting into a German uniform and fooling them for a while, and a pleasant finish with the American winning, of course. This is very well done and enjoyable on the whole.

Heebie Jeebies—Jimmy Aubrey—F. B. O.

A Fair Comedy
Type of production.... 2 reel comedy

Jimmy Aubrey with his derby hat and Chaplinesque mannerisms, a can- tional tussle with the girls in his life, a lot of running around, and much throwing of people through walls and pouncing windows into the soup kettle and you have a fair idea of "Heebie Jeebies." Those who enjoy Aubrey's type of humor will probably find this satisfactory. There is a rather good parachute sequence in the early portion of the film, and the final fade-out is a laugh, showing Aubrey and his fair lady in their maiden suits in derby hats and grass skirts, taking a walk.

Broadcasting—Earl Hurd—Educ'l
Fine with Proper Music
Type of production.... 1 reel animated cartoon

Earl Hurd's Pen and Ink Vaudeville reds are always entertaining and novel as to idea. This one is no exception. It deals with the trials of a janitor of a broadcast station when they try to tell a group of select artists that please them both. Fat singers, dancers and numerous others are allowed to perform to the dissatisfaction of the audience of two. Proper musical effects by your organist are necessary to make this stuff more amusing. Handled in the right manner this should go over great in size.

Parents Oppose Sunday Shows
Ralph W., N. J.—Opposition to Sunday shows was voiced recently when the Lincoln School Parent-Teachers Ass'n met and passed a resolution condemning shows on the Sabbath because of the moral effect on the boys and girls.
admits he was pretty funny grinding out "Ben Hur" at Sheepshank Bay with the aid of Pain's Fireworks, three chariot drivers and scenery used by Pain in his display at Coney Island.

IN CONGRESS

Arguing about the appropriation for the Bureau of Mines. Which makes and releases a large number of films. Congressman Blanton (Texas) said in part:

“When, **I will ask you, did the Bureau of Mines ever spend any of the money of the people making films that advertise the private businesses of corporation and individuals? The gentleman from Michigan (Mr. Cramton) can not tell of one. He will find throughout this bill that of this $238,000,000 which is turned over to the Secretary of the Interior, private businesses are using millions of it for conducting research work that they themselves ought to conduct. I have no objection to the Government making such researches as will benefit the whole people alike. I have no objection to the Government giving the results of its investigations to the public as general knowledge. But it has no business spending the people’s money along selfish lines that benefit only one corporation or two, or that benefit only one individual or a few of them at best.”

HOLLYWOOD

Benjamin de Casseres writing to Jay Kaulman. In the Telegraph. Says in part:

“This country out here is a revelation. It is a veritable Garden of the Gods. After New York, it is like going from an insane asylum to the summer land that the Theosophists tell us about. And I have found out that there is nothing stupider or farrish than those tales that the East eats up about ‘wild Hollywood nights.’ The motion picture people here are the hardest working people in the world, up at six, on the sets at nine, including sometimes Sundays and holidays. Almost all of Hollywood is in bed at ten o’clock. Some few stay up and tune in on the radio or go to a motion picture. There is less drinking on the streets than you will find in any family gathering on Washington Heights. Sunday is ‘outing day.’ The girls are the most beautiful I have seen anywhere—real red cheeks, eyes that snap without drug store help. I am not a moralist, but merely state what I see.”

GETTING SET

Out in Chicago they are talking. Of how clever Carl Laemmle was. To name J. L. McCurdy (“Mac”), as manager of the Randoph. Who has not only studied the exhibition game. But has been in all branches of the business as well. They say he is one of the most popular youngsters in the Mid-West. And the Mid-West likes her popular boys.

LASKY JOYOUS

Over “Peter Pan.” And raves. To the extent of over 500 telegraphed words. To the home office. Well, well! It better be good.

STANDING CORRECTED

Recently. Writing of “North of 36,” we said. To exhibitors to get it. “Unless they (Famous) want to take your house and lot for it.”

Which causes several executives of Famous. To become excited. And demand that we note. Just as publicly. That “North of 36” is “thrown in” with the Famous 40. So that exhibitors could take advantage of the situation.

Well, well, isn’t that nice?

DOING BUSINESS

They do say. That records at the Cosmopolitan. Are being smashed. By business done by “Greed.” Which only shows. That they will either like it a lot. Or otherwise.

Incidentally, some of the advertising is unusual. The American can carried almost a quarter page. In splashy black type. With $1,000 reward offered. For the location of John “Doc” McTeague.

Good copy.

BLANK BUSY

Abe. Of Des Moines. So busy, indeed, that when a bank official phoned him. To come over. He didn’t do it. And so was out $1,000. When the bank closed doors the next morning. Abe isn’t going to be so busy hereafter. At least when the banks phone.

MAH JONG’S START

Take this home to friend wife. She probably plays Mah Jong.

And will doubtless enjoy it:

“The first international match of Mah Jongg was played between Sholom Alechin, Chief Schecter of Ten Sent and his wife Becky, against Confu Shus and a Mandarin of Pn-Chow named Fong-Shun-On. Sholom won the game and since then it has been very profitable.

“The games had many variations which were played by the Hebrews of that day, and are being adopted even now. Such were the games of Mah Hulah, Mah Zummah, Mah Suggah, Metzius and Mah Sussah.

“In Mah Hulah as in the original Mah Jongg, the seasons are of prime importance, and the process of ‘going to the Wall’ is much the same. Mah Hulah is considered the most scientific of all Hebrew games and is the most popular.

“In Mah Zummah there are also three sets of titles called Schnorrer, Nebbich and Hutspah. The counters are different in shape and are known as Diamonds, Pearls, Mink and Sables. The four sets of winds also have different names but are similar in meaning. They are Furs and Hides for North Winds, Cloaks and Suits for East Winds, Stocks and Bonds for South Winds, and Moving Pictures for West Winds, 30, 20, and 10 per cent are deducted from the total score.

“Metzius is a cheap imitation of Mah Jongg.”

THE IRREPRESSIBLE MICKEY


COMMENT

Hotel Astor wit. Commenting on a certain release. Said:

“It’s the only picture ever made which will have this distinction: it will never have a second run.”

No; the name of that production is a secret.

MORE COMMENT

This from Landvoight’s column. In the Washington “Star.”

“What is a ‘best’ picture? What elements comprise its merits and who is there competent to discriminate between the flood of annual productions and authoritatively select and name the five or ten ‘best’ pictures of the year?”

LAST CALL

Forms for the Tenth Birthday Edition of Greater Amusements close December 16. You can make deadline if you mail your copy today.
**Newsprint Opinions**

**New York**

*Husbands and Lovers*—First National

Mark Strand

**AMERICAN**—**like a thousand other movies. It has if any redeeming feature it is the excellent job of acting. Lewis Stone portrays the husband and the lover Lewis Cudy portrays the wife, and Florence Vidor looks like Norma Talmadge with her hair down. There is no question in my mind it is a fine compliment both ways. **

**WORLD**—**one of the very best of all screen comedy-drama.**

**SUN**—**North of 36** is an excellent romantic picture. **

**TELEGRAM**—**It is a picturesque and fairly plausible story of lesser stature than "The Covered Wagon" if only to the degree that "The Covered Wagon" was best in the Western cinema. The production is not nearly as good as "The Covered Wagon," it is not so intimate, and it would not afford much entertainment to those who see it. **

**WORLD**—**It is fine, clear, difficult photography which follows, showing the animals on the go. **

**New York**

**The City That Never Sleeps**—F. P. L. Allen, Cleveland

**NEWS**—**The picture is quite human in places and is finally acted by Bebe Dresser as Mother O'Day. The work of Ricardo Cortez is excellent but Virginia Lee Corbin is not very impressive. **

**PLAIN DEALER**—**This is the story of James Cruz's weakest production since "The Dinner at Eight." It is not a story wholly suited to his particular style. He needs no way to toy with and "The City That Never Sleeps" not without enthralling values, however, is vitally serious entertainment and it made to take itself a little too seriously. **

**Wisconsin, Milwaukee**

**INQUIER**—**It really is not such a terrible picture.**

**PUBLIC LENSE**—**is not a picture of the gay wicked night life of New York, as its singuiliing name indicates, but it is rather an interesting study of a mother for her daughter's future in which the emotional acting future is not to become. The acting of Louise Dresser stands out foremost from a cast of capable stars. **

**Regent, Rochester**

**DEMOCRAT**—**The play is new in concept and has the added advantage of Miss Dresser. It is not more than ordinarily interesting. **

**HERALD TRIBUNE**—**The play begins with a finish, a restraint and an echo which begins to lose its natural talent about ten years of training. **

**THE FEATURE PLAY**—**The featured players Lewis S. Stone, Florence Vidor, Jack Holt, even play their parts as well as possible. **

**Dante's Inferno**—Fox Strand, Milwaukee

**NEWS**—**William Fox had the right idea when he decided to preserve photographically the immortal poem, Dante's Inferno. But Otto's version of this well known but place is not at all relishable, and to try it, and all revealing as the author could possibly have wished it, had he lived. **

**Munhall Penna, High School**

C. R. STONE, Supt.

Nov. 21, 1924

Dear Miss Boggs:

Your outdoor activity speaker with films of far places was superior to attractions paid $200 & $200 and addressed a packed house. We want more of this service.

For such service apply, Bureau

of Commercial Economics

1108-116th Street, Washington, D. C.

**Schools, Churches and Clubs**

using Motion Pictures

Should Subscribe for

**The Educational Screen**

and keep up-to-date with the new films and new equipment

"1001 FILMS"

booklet, listing nearly 3000 educational films

given free with each subscription

$1.50 per year - 55 Wabash Ave., Chicago, Ill.
Jimquin’s Journeyings

Los Angeles—This is not strictly a picture business but it has been heard that at least some picture people are interested in such things. Your recent reference to the Venice Act focused the interest of one follower of yours. It was the first man I met just what good in his opinion was the Act doing. He said it was a rather grim fight for his business. It curtailed open competition, he said. I later found out that he is a bootlegger. So I guess it’s a sick world when the bootlegger can convince him that the bootlegging fraternity has adopted as a national slogan—"Where do you get that stuff?"

On the outside of a theater in a city in Kansas is a letter addressed to the general public and covering an entire three-sheet board. By the manager of the theater it recites that the house is being boycotted by the Union because there is not a manager on the staff.

"Can a barber work in his own barber-shop," it queries, "A baker in his own bake-shop, a printer in his own printing shop? etc. Then if business will not warrant the hiring of outside help, why can’t a manager on the staff be spared elsewhere?"

I suppose that question will be answered the same time as "How old is Anna?"

I wondered how much the music cost in these towns, so I asked the maiden lady, who was playing at the place where I was wondering, what she had to pay for her musical numbers. She was set-back to the management, financially, occasioned by her efforts at the music-box. And I assure you there are a few mistakes there. Box "O, I don’t have any in the finishing line," she eulogized with animation, that is, I guessed it was animation.

"The Garden of Weeds"—F. P. L. Walnut, Cincinnati

TIME-STAR—* * * Under the skillful direction of Cruze this rather melodramatic theme is admirably and uniformly presented with many effective touches well calculated to sustain the interest.

Ohio, Indianapolis

STAR—* * * An old story with some new touches, quite interesting and highly entertaining.

California, San Francisco

BULLETIN—* * * The realistic atmosphere of "back stage" and a series of spectacular shots promise another good picture to the screen. * * *

If you like red-blooded stuff without too fine a point on it, you will like "The Garden of Weeds." It contains all the elaborate fight scenes of a knockdown fight at Jaco’s Restaurant on Jerry second Street at 3 a.m. in the day when there was a Jack’s.

KRAMER—* * * James Cruze, the director provided a beautiful atmosphere of domestic felicity, and flattery, the star, plays a wearable that hardly got out even the one she wore while occupying her rather position in the "Garden of Weeds."

"The Girl on the Stairs"—Prods. Dist. Corp.—Forum, Los Angeles

(Week ending Dec. 6).

EXPRESS—* * * Elmer Harris has successfully portrayed two men under fire—men of mystery, an accomplishment seldom if ever attempted with the same degree of familiarity. * * *

MISS MILLER—* * * Miss Miller put her thing into the part and comes out victorious. There is a fine little actress. Niles Welch is the jealous hero.

"Greater Than Marriage"—Vitagraph

Randolph, Chicago

AMERICAN—* * * The photography and sets are most good and much may be said for the cast. Marjorie Dow is an attractive wife, not only for her looks, having been quite widely chosen to portray a "true woman."
EASTMAN POSITIVE FILM

More and more are your audiences coming to appreciate photographic quality on the screen. It is one of the factors that count in making your bookings box office successes.

Eastman Positive Film takes care of this requisite—it carries quality through to the screen.

Look in the transparent film margin for the identification “EASTMAN” “KODAK” in black letters.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
Coming Soon!

Get on your toes

You'll have to be fast to be the first!

Think before you act—and then you'll act quick and get a FIRST NATIONAL CONTRACT
PRICES

By DANNY

Circuit buying in and around New York. Not the UBO, Fox or Loew circuits. But the others. Against which for some time. There has been much howling. As to the way they operate. And especially as to prices.

* * *

Several exchangemen talking yesterday. Said one: "A year or so ago we got $1,250 for one picture from one house on the lower East Side. Today we get $500. And instead of this covering the house indicated it includes all the others. In the chain. Because that house has been taken over.

"The East Side isn't the only section. This applies broadly. All over the city. And it is growing worse. The deal being set on the Heights will make for the same condition up there. It is easy for the exhibitors. They buy the opposition out but they pay for the house through their saving on film rentals."  * * *

"How long?" asked another exchangeman, "can this continue? Do the exhibitors realize that if they operate this way they will force the business into the hands of but a few large companies? And don't they realize that once this happens they will either pay a lot? Or get no product? Can't they see how foolish such a policy is? How suicidal?"

* * *

And another exchangeman replied: "They don't want to see. They only need to operate a chain a few years. Then they can sell out. And retire. And let the incoming buyer worry. All they are interested in at the moment is this: clean up. No matter how. Or who gets hurt. That's all there is to it."

(Continued on Page 2)
At Broadway Theaters

Capitol

Von Suppé’s “Polka, and Peasant,” is the overture, followed by the Capitol Ballet Corps in “Waltz” and the New Waxhio. Fourth on the program is “Impressions of Mikado,” in two scenes. “The Snow” is the feature. An orig song close.s.

Mark Strand


Piccadilly


Rivoli

Jacques Offenbach’s “Orpheus In The Lower World” is the overture. The Pictorial New Year’s comes next, preceded by a song, “Pale Moon,” rendered by Miriam Lax, soprano, and Auguste, tenor. Thomas McQuinn is next presented in “Tones of Flame.” Lyle Reifinger, Zena Kira, and Marguerite Low entertain in “Dance Divertissements.” Lloyd Hamilton closes the program with “Crushed.”

At Other Houses

The Cowan company has a “Hot Water,” “Romedy,” and “Green” at the Coborn. The Carnegie Company’s “Condemnations” is still playing at the Criterion. The Lyric continues with “The Iron of the North of 36.” Pattie... .

Additions To “One Way Street” East

Mona Kingsley and George Howard have been engaged by First National for parts in “One Way Street.” John Dillon is directing at the Biograph plant.

Maliot Shifted To Winnipeg

Winnipeg, Man.—Edward Malioti, formerly manager of the Calgary branch of Canadian National Film Corp, is now in charge of the local office.

In The Courts

The Appellate Term has affirmed a judgment for $1,064 against Murray W. Garsson, Inc., in favor of Edith L. Ransom, and has denied a motion for a new trial. Miss Ransom sued for $1,000 salary due under an agreement to play in “Garden of Gold,” Garsson asked for a new trial on the ground that she had been employed at the Tec-Art and Metro studios during the period when she demanded pay from his company.

Pictures At Schools During Lunch (Special to THE FILM DAILY)

Cleveland—Films will be shown at Cleveland High Schools after Jan. 1 during the lunch hour. A charge of two cents per person will be made. The programs are under direction of the Superintendent of Schools. Only historical, educational and industrial films will be approved.

New Ohio Theater Unit (Special to THE FILM DAILY)

Columbus, O.—The East Ohio Theaters Co. of Cambridge, has been incorporated for $100,000 by John F. Smith, Frank J. O’Hara, George Bawmer, Kathleen Sheaf and Howard Heed.

Harry David Here

Harry David, special personal representative for Mack Sennett, is here. He leaves for the Coast shortly after Christmas, via Southern key cities. On a sales trip.

Arrow Sales for England

Arrow has sold six Jack Hoxies, six “Wild West” pictures and six Benison features to John H. Taylor, of Screen Art, Ltd., London, for the British Isles.

Merit Buys Third Series

Arrow has disposed of the third series of Broadway-Billy West comedies and also the “Mirthquake” series for Greater New York to Merit.

Sam Grand Buys Six

Boston, Mass.—Sam Grand of Federation, has purchased six pictures starring Yakima Canutt from Arrow, for New England.

Butterfield To Tour Europe

Detroit—W. S. Butterfield, with Mrs. Butterfield, will leave for an extended tour of Europe in January.

Distributing Mail Folders

The Herbert R. Ebenstein Co., which handles insurance for many producers and theaters in Greater New York, is distributing a handsome leather mail folder, inscribed in gold letters with the name of the recipient, by way of holiday greetings.

CHARLEY CHASE

"Knocking ‘em Dead" in HAL ROACH’S 1 REEL Pathé Comedy

WANTED by F.B.O. (immediately)

Sure Fire, High Pressure Exploitation Max

see NAT ROTHSTEIN at Room 903 — 723 7th Ave. NEW YORK CITY

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N. Y. C. Hollywood

Prepared by

Producers Distributing Corporation

Florence Vidor in "The Mirage"

The story of Sigrid Sorel’s successful Broadway play

ARTISTS

Produced by

GEORGE ARCHIBAND

SEASON 1924-1925 THIRTY FIRST-RUN PICTURES
Children To Run Goldman's Kings
(Special to THE FILM DAILY)
St. Louis—William Goldman, owner of the Kings, has dedicated the week of Dec. 20 to the youth of St. Louis, and during that period the Kings will be conducted by boys and girls selected by popular vote of patrons. Goldman will permit the children to select the pictures to be used, manage the house, sell tickets and conduct the orchestra. The boys and girls will be paid the same salaries as the men who usually fill the positions.

St. Louis is watching his experiment with interest.

New C. B. C. Sales
Joe Brandt closed the following sales while on his recent trip:

Suckno Left About $168,000
(Special to THE FILM DAILY)
Albany—The entire estate of Samuel Suckno, owner of the Albany and Regent who died in New York, is left to his widow and five children by his will admitted to probate. The estate consists of $118,000 in real estate property subject to $47,000 incumbrances, and about $50,000 in personal property.

Woodhull Opens New Baker Theater
(Special to THE FILM DAILY)
Dover, N. J.—R. F. Woodhull, chairman of the board of directors of the M. P. T. O., and Henry O. Baker, have opened the new Baker theater.

Theaters For School Children
(Special to THE FILM DAILY)
Cleveland—The Board of Education is considering a proposal to establish picture centers for school children, to operate on Saturday afternoons. The plan is meant to create a desire for good pictures by providing shows for youngsters at a nominal rate. Other nearby cities are handling schemes of this kind successfully.

House for Milwaukee Suburb?
(Special to THE FILM DAILY)
Milwaukee—Henry and Joe Goldman, of Green Bay, are going ahead with plans to build a 1,500 seat theater in Shorewood, the exclusive Milwaukee suburb. The house will cost $300,000 and the structure will include apartments and stores.

There has been strong opposition to theater projects in Shorewood.

Theater Strife in St. Cloud
St. Cloud, Minn.—The three-cornered theater fight here has been narrowed to a struggle between opposing factions with the acquisition of the Sherman by Finkelstein & Ruben. This gives F. and R. two houses in St. Cloud, the Peoples, having been acquired some weeks ago. The Miner, operated by George Miner, is the opposition house.

Buchowitzki to Direct Norma
Joseph M. Schenck has engaged Dimitri Buchowitzki, to direct Norma Talmadge on her return trip from Europe. "Obligations." by Elizabeth Yorke Miller, has been bought for Norma.

Miss Talmadge, Schenck, Sidney Franklin and Lola Bara, Theda Bara's sister, sailed on the Majestic yesterday.

New House For Lorain, O.
(Special to THE FILM DAILY)
Lorain, O.—August 11g, proprietor of the Wonderland until it was condemned following the cyclone last fall, is building a new $100,000 house on Broadway. It will seat 700.

Made Advertising "Fellow"
Chicago—At the annual meeting of the Society of Advertising Engineers, Jacques Kopfstein, author of the Society's slogan—"A Chair of Advertising in Every College"—was honored with a Fellowship.

WANTED!
in every city—
A THIEF who stole life's priceless pearl from a beauty's trusting heart.

His picture will be placed on view in the
VOGUE'S GALLERY
of finest picture theatres, to aid in capture of

"A THIEF IN PARADISE"
Even after capture he will give a surprise thrill to the feminine seekers, and a thrilling surprise to the males.

Valuable Reward for Capture
Apply
Samuel Goldwyn-George Fitzmaurice
First National Pictures
Prints Available Now!
Happiness in

No. 417—Straight from the Shoulder Talk by Carl Lae

SOMETIMES WE BECOME SO ACCUSTOMED TO A good thing that we do not fully appreciate its goodness. We allow the keen edge of our enthusiasm to become dulled when we shouldn’t.

TAKE THE CENTURY COMEDIES, AS AN EXAMPLE.

YEAR AFTER YEAR FOR FIFTY-TWO WEEKS OUT OF each and every year, the Century Company has produced its two-reel comedies. During the first few weeks of its existence—years ago—it slipped a little, as most comedies do. Then suddenly it took a brace and began to turn out a product which has broken all long distance records for consistent goodness.

COMEDIES OF THE CENTURY’S HIGH QUALITY ARE the very hardest thing to make in the picture producing business. Ask any comedy producer and he will tell you it is more difficult to find new ideas and new material for short comedies than it is for long features, whether comic or dramatic.

YET THE CENTURY PEOPLE HAVE PLUGGED ALONG all these years, fifty-two weeks each and every year, digging up new talent, new gags and new laugh-making stuff.

IT HAS NOW REACHED THAT GREATLY DESIRED point where millions of movie fans begin to grin or applaud the instant the Century name is flashed upon the screen. That’s a great tribute.
AS FAR BACK AS I CAN REMEMBER IN THIS BUSINESS, there was only one comedy trade-mark which made the audience begin to laugh even before the picture began to run. That was the old Keystone. It turned out some great stuff. But even the Keystone, as well established as it was in the public heart, did not keep hitting the bullseye with the remarkable consistency of the Century.

IT’S A FINE THING TO HAVE A BRAND OF PICTURES like this at your command. It’s a satisfying thing to know that you can place a blanket order for a Century every week without taking the slightest chance of disappointment!

ONE IN A GREAT WHILE YOU MAY RUN ACROSS one that won’t strike you just right, but your audience will like it—and that’s all you need worry about.

CENTURY PICTURES ARE MADE BY SHOWMEN. They know what is “audience stuff” and what is not. There is no attempt at high-browism in Century Comedies. The great mass of fans do not want it in their comedies. They want to laugh. That’s all we attempt to deliver to you in Century Comedies—just laughs and as many as we can pack in.

A RECORD LIKE THAT OF CENTURY COMEDIES IS a mighty good thing for you to use as a guide in your comedy booking. Why take a chance on a hit or miss, when you can slap down an order for fifty-two Century Comedies every year and know from the bottom of your heart that you’ll get the kind of comedies you need the most!
1925 FILM YEAR BOOK

It will be ready for distribution
About Jan. 15th.

It will contain about 700 Pages-225 Departments.

It will be sold at
$5.00 a Copy.

It will be given free to Film Daily Subscribers.

It is not too late to reserve Advertising Space.

“You’ll Find One Everywhere”
Ohio M. P. T. O. Meets
(Continued from Page 2)
executive secretary of the Wiscon-
sin M. P. T. O. and others.
At the dinner Tuesday night, M. J
O'Toole was toastmaster. Short ad-
dresses were delivered by Hon.
Charles C. Crabbe, Attorney-General;
Bertrille M. Lyttle, Cincinnati Con-
cert Club; Hon. James J. Thomas, Mayor
of Columbus, Hon. Vernon M.
Riegel, Director of Education, C. A.
Dyer, Columbus, Overseer, Ohio
State Grange and Rev. Samuel J.
Swain, Columbus, Pastor, Inter-de-
nominal Church.

United Plans New House
(Continued to THE FILM DAILY)
Montreal—The United Amusement
Corp., Ltd., recently incorporated, as
a $3,000,000 company, has completed
another new theater to be added to
its chain of 10 houses. It is the
Rialto on Park Ave.,, the opening
date being set for Christmas. George
Nicholas is the managing director.
The Rialto cost $400,000.

Two Series for Arrow
Coincident with the departure of
Charles R. Seeing for the Coast
comes the announcement that Arrow
is to distribute a series of produc-
tions starring Big Boy Williams
and the police dog, Wolfheart. The first
three are "Wolfheart's Revenge,"
"Fangs of Wolfheart" and "Bad Man
from Bodie."

19 Houses Close
(Continued from Page 1)
City, Mo.; Majestic, at Mammoth
Springs, Ark.; and S. & B. at Mar-
quette, Ill.; the Rex, at Okawville,
III., will close soon but is running
vaderville for the time being.
The Whiteway at Peach Orchard
Ark., Missouri, at West Plains, Mo.;
Turk Hall at Williamsville, Mo.; Star
at Holly Rock, Tenn.; Kozy, at Po-
cabunta, Ark.; Opera House, at
Coffen, Ill., Rex at Virden, Ill., which
will run half time after Jan. 1, the
Majestic at Bowling Green, Mo.; and
the Opera House, Portageville, Mo.
are in the list.

Here Seeking a Release
F. D. Hutter, president of the D'
Alesandro Prod., of Los Angeles is
at the Yates Hotel to arrange distrib-
tion of a series of 12 live reel west-
eras and a series of 12 reel semi-
westerns. He will leave for the Coast
Jan. 1 to start work on the fourth
feature.

Lesser Off For Coast
Irvine M. Lesser accompanied by
Mrs. Lesser left for Los Angeles yest-
eryday to spend the holidays with his
brother, Sol.

BOOKER WANTED
We need a good Booker familiar with
New York territory. All answers kept
confidential.
Apply Box M 236
FILM DAILY
71 W. 44th St., N. Y. C.

Greetings to You!
Greeting Cards for You
for Your Friends

Steel Engraved Cards with Envelopes to
match in beautiful designs and color com-
binations at a price pleasing to your purse.

Come in to-day—NOW!
Make your selections early

EIGHTH FLOOR
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BRYANT 1871
1476 BROADWAY
Cor. 42nd Street

ROOM 824
Let this stick in your memory!

So big your opening night will look like a riot —
You'll be talking return engagements —
So big it will build and build —

First National Pictures Inc. presents

COLLEEN MOORE

in

"SO BIG"

by

EDNA FERBER
Adapted and supervised by
EARL HUDSON
Directed by
CHARLES BRABIN

Scenario by: ADELAIDE HEILBRON
Editorial direction: MARION FAIRFAX
Art Director: MILTON MENASO
Photography: ... T. D. McCORD
Film Editor: ARTHUR TRAVIS

So big that it will melt away all opposition —
So big that it will be talked about for days —
So big for where it will clean-up exhibitors every —

Feed your bank roll vitamins with a FIRST NATIONAL CONTRACT —

Members of Motion Picture Producers and Distributors of America Inc. — Will Hays, President
BIG ONES

By DANNY

For the Spring season. That is—from January to June. Which is of real interest. To the first run boys. Especially those with long run houses. And all the others. Because the big ones will be needed muchly. To freshen up the average programs. And where are they?

An important first run operator. Talking this matter over. Pointed out that so far during this season. A number of the anticipated “big ones” had been flops. Yes; that’s the word he used. And he exploded a few pro-fane adjectives. To help emphasize his disappointment.

“Not only are our long run houses suffering from want of product,” said he, “but what is there in sight after the New Year? I get sick when I think about it.”

So, we got busy. And had a list of January to June “big” releases located. From various distributors. (You’ll find them elsewhere.) On paper it looks as if there are some mighty good pictures in sight. Of course you never can tell. These papers lists sometimes fail to work out. Some “big ones” promised for this season haven’t lived up. The Hearst pictures for instance. And there are others. Quite a few. Which looked very interesting on paper. But which have frozen at the box office.

Dick Rowland returns from Europe all excited. That is as excited as he ever gets. Over “Quo Vadis”—the new one says it is full of box office stuff. Including ragin lions and the burning of Rome.

Well, it will be mighty good to see a fine box office made abroad—and released here.

Syd Kent says Syd Cohen urged him (Syd Kent) to let him (Syd Cohen) have pictures seven or eight times during four years over and above his usual allotment of Famous Pictures. And then Syd Cohen says Syd Kent—well, you read it.

The Syds seem to be differing.

Awaiting the Turn

Business Off In Central West Due to Economic Depression—Exhibitors Look to the New Year

A shrewd observer who holds the confidence of perhaps more exhibitors than many others in the industry, just back from a trip in the Central West reports that exhibitors generally are much depressed over existing business conditions. Business, they reported to him, was way off, and unless a turn for the better develops after the New Year a serious situation will confront many of them.

“This condition exists in Western Pennsylvania, including Pittsburgh, because of conditions in the coal mines. (Continued on Page 2)

New $1,000,000 House For Florida

(Special to THE FILM DAILY)

St. Petersburg, Fla.—This city will have a $1,000,000 theater, if plans of Gus McGuire, of New York, materialize. Following the theater here, work will start on a $1,000,000 house in Tampa. (Continued on Page 5)

Sunday Shows in Seneca Falls

(Special to THE FILM DAILY)

Seneca Falls, N. Y., Dec. 19.—The Board of Trustees has adopted an ordinance permitting Sunday shows between 2 and 11 p.m., effective Jan. 1. The ordinance was adopted as the result of a referendum last week.

Endorse Film Congress

(Special to THE FILM DAILY)

London.—The Cinematograph Exhibitors’ Ass’n has passed a resolution endorsing the International Film Congress.

Specials for Spring

Initial Survey of Big Pictures Reveals Some Interesting Data on Future Releases

A preliminary survey of releases for the first six months of 1925 brings to light the fact that more than a dozen pictures, from advance information and the past performances of the stars designed to appear in them, stack up as special productions.

The compilation, which at best cannot be considered as complete follows:

The Thief of Bagdad
The Iron Horse
The Lost World
The Phantom of the Opera
Peter Pan
Madame Sans Gene
Romola
Siegfried
Isn’t Life Wonderful
Chaplin’s Latest—perhaps
Another from Doug
One from Mary Pickford promised

L. and T. Get Loans

(Special to THE FILM DAILY)

Chicago—Lubliner & Trinz have received a loan of $350,000 for ten years from the State Bank of Chicago for construction of the Madison and Mayfield, the first of a group of three to be erected. The next will be the Belmont and Lincoln, for which a loan of $1,500,000 has been made by S. W. Straus & Co. Excavation will start this month on the tower to be erected on Wabash St. and Blackstone Blvd. on which a loan of $1,500,000 has been made by Greenbaum Sons Investment Co.

De Mille Here Jan. 1

Cecil B. De Mille will arrive here from the Coast, en route to Europe about Jan. 1. He will remain for about a week before sailing.

Enters Second Year

“Ten Commandments” Opened Dec. 21, 1923—Will Probably Pass “Covered Wagon’s” Record

“The Ten Commandments” entered its second year on Broadway yesterday. Though a second opening will be celebrated at the Criterion where Richard Dix will appear in person and suitable souvenirs distributed to the audience.

The picture opened Dec. 21, 1923 at the George M. Cohan theater where it remained until about Aug. 20. At that time, “Dorothy Vernon of Haddon Hall” had completed its run at the Criterion and “The Ten Commandments” was therefore trans- (Continued on Page 2)
Awaiting the Turn

(Continued from Page 1)

ing sections; Cleveland, Detroit, West Virginia towns, and Illinois, the coal mining sections and Northern Illinois around Chicago as well. Industrial depression is the whole cause.

"Despite that this is a buyer's market; and that exhibitors can buy at their price almost anything on the market many maintain that they cannot do business at a profit. No propaganda in this, either, because they knew I had nothing to sell them."

As an indication that this condition exists it became known Saturday that the big State (Locew's) in Cleveland, will change to vaudeville and pictures from straight pictures on Dec. 28.

Locew's State, Cleveland Broadcasting

SPECIAL TO THE FILM DAILY

Cleveland—Locew's State is broadcasting weekly programs. A newly constructed studio on the mezzanine floor of the State broadcasts the programs, which are in charge of M. A. Malaney, publicity manager. They are divided into three units: Orchestral, vocal and instrumental, and an organ recital with C. Sharp Minor at the console. The program is being broadcasted over WJAX, the Union Trust Co.

"The Movie Gossip" Appears

Pittsburgh—Charles E. Smith, publicity director of theaters in New Kensington and Braddock, is about to launch a new fan paper, "The Weekly Movie Gossip."

Releases

Statistics gathered for The
FILM YEAR BOOK, 1925,
show the following:

<table>
<thead>
<tr>
<th>Year</th>
<th>Feature Releases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920</td>
<td>658</td>
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<tr>
<td>1921</td>
<td>786</td>
</tr>
<tr>
<td>1922</td>
<td>815</td>
</tr>
<tr>
<td>1923</td>
<td>549</td>
</tr>
<tr>
<td>1924</td>
<td>884</td>
</tr>
</tbody>
</table>

Rivoli Festival, Dec. 25-31

The Annual Children's Christmas Festival will be held at the Rivoli from Dec. 25 to Dec. 31, excluding Sunday the 28th. Hugo Riesenfeld has prepared a special holiday program for the youngsters and the many grown-ups who accompany them to these yearly festivals. Performances will begin at 10 A. M. and tickets will include the privilege of remaining for the regular Rivoli program. Among the numbers there will be an "Inkwell" Dance by Paul Osdard; a Lloyd Hamilton comedy "Crushed;" an elaborate "Christmas Fantasy;" an Educational "Kid Comedy;" Fleischner's "Out-of-the-Inkwell" Cartoon Vacation; a De Forrest Phonofilm especially prepared for the holidays called "The Gloria Trumpeters." And to finish the entertainment, there is Charlie Chaplin in "The Immigrant."

Miriam Battista will make personal appearances.

Enters Second Year

(Continued from Page 1)

ferred. It is probable that the De Mille picture will better the achieve-
ments of "The Covered Wagon" which holds a record of 59 weeks of con-
tinuous showing on Broadway.

In San Francisco and in Cleveland the picture played for eight weeks; in Detroit, Washington and Cincin-
nati, five weeks and in Kansas City and St. Louis, four weeks.

The London run was 16 weeks; Melbourne, ten weeks; Sydney, six and Berlin, six.

West End Working In London

(Special to THE FILM DAILY)

London—Alexander Volkoff, the Russian director who made "Kean," is here to collect suitable material for a number of West End productions to be made at the Paris studios of the Ciné-
France. Various members of one of the units have also arrived to shoot exteriors for a story of English thea-
trical life.

Yours
for
more
Romance
R. H.

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Something new and worth your serious consideration.

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"PETER PAN"

Herbert Brenon Production

The very first preview in the world (outside the studio) gets this

WIRE FROM THE KANSAS CITY STAR

ADOLPH ZUKOR

PRES FAMOUS PLAYERS LASKY NEW YORK N Y

MR. RALPH STOUT, MANAGING EDITOR OF OUR PAPER;
GEORGE B. LONGAN, NEWS EDITOR; HENRY HASKELL, HEAD
OF OUR EDITORIAL DEPARTMENT, AND CATHERINE S. PROS-
SER, MOTION PICTURE EDITOR, HAVE JUST SEEN "PETER PAN"
FILM AND ARE DELIGHTED WITH IT. MR. LASKY HAS NOT
GONE A BIT TOO STRONG IN RECOMMENDING IT OR EXQUISITE
WORK OF BETTY BRONSON, ITS HEROINE. MOREOVER, IT
PRESERVES AND PRESENTS IN ARTISTIC WAY THE BARRIE
ATMOSPHERE SO DEAR TO MILLIONS. CONGRATULATIONS
TO MR. BRENNON AND OTHERS WHO HAD PART IN IT. IT IS
GREAT.

THE KANSAS CITY STAR

The Star is the kind of a paper that doesn’t say what it doesn’t mean

P.S. Yes, sir, One of the Famous 40 Paramount Pictures
Hollywood Happenings

By Harvey E. Gausman

Ford in Gibson Picture


Svend Gade Starts "Sieve"

Svend Gade, Danish director, has commenced work at Universal on "Sieve." Virginia Valli and Eugene O'Brien are co-starred, supported by Marc McDermott and Mary Alden.

Scotto Returns From Rome

Audrey Scotto has returned from Rome, Italy, where he was working with the "Ben Hur" company. Scotto has been made editor for Eliau Glyn.

"Frisco Operators Plan Ball"

The M. P. Operators Union of San Francisco will stage a monster exposition and ball on New Year's Eve at the Exposition Auditorium.

Buckingham To Direct Brent

"Lawless Blood," Evelyn Brent's next for Gothic, will be directed by Tom Buckingham. Production has started.

Dorothy Dwan Opposite Flynn

Dorothy Dwan will appear opposite Lefty Flynn in "Breed of the Border," now in production.

Fineman Engages Ruggles

B. F. Fineman has engaged Wesley Ruggles to direct a new series of two-reelers for F. B. O.

Another C. B. C. Finished


Ena Gregory Promoted

Ena Gregory, who has been appearing in comedies for three years, has been signed by J. J. Goldberg, of Independent Pictures, to play the lead in "Cold Nerve."

Developing Unknowns

Harry Beaumont, now making "Recompense" for Warners, is seeking new faces for parts in the picture. Several in the cast are unknown.

Laemmle Starts His Third

Ernst Laemmle has begun work on the third of a series of two reel Westerns for Universal. The title is "The Wild West Wallop."

Casson Ferguson In "Cobra"

Casson Ferguson, who has been out of pictures for a year, will return in support of Rudolph Valentino in "Cobra."

"Restless Wives"—C. B. C.

Strand, Washington

TIMES—* * * Having a remarkable cast headed by Doris Kenyon and Jamesennie and excellently produced, "Restless Wives" has all the earmarks of a real movie-drama, and suits both sexes under its share of the Strand program.

"Romola"—Metro-Goldwyn-Mayer, Los Angeles

(First week ending Dec. 13.)

EXAMINER—* * As to the acting of the Misses Gish, Lillian achieves the finest results in her acting career. She has always demonstrated intelligence in the interpretation of a part, and in this instance she has brought out by repressive expression what, formerly, she might have over-emphasized.

HERALD—* * * Laid in the nineteenth century, it naturally is a costume play. It may seem strange to comment that it is interesting does one become in the film that he scarcely notices the exits of the costumes, yet were there not something to be made amusing in this remarkable piece of production, is more than enough to make him, at least, to find out what a wonderful actress she is.

"Sandra"—1st Nat'l

Olympia, Boston

TRAVELER—* * * Of course, when it comes to playing gilded aires... &c. and Bert Lys handle the part of the husband and wife, with a deftness thoroughly up to their station. The story is chiefly an old story of adventures on the part of the straying wife in the brilliant playgrounds of Europe.

It Gets The Word of Mouth Advertising

Hal Roach's "The White Sheep"

Pathépicture
Nick Schenck Heard

(Continued from Page 1)

that his system of buying pictures for the Loew Circuit consisted of his staff seeing practically all the pictures released by the various companies, following which his assistants would cull those that were unquestionably not of first class, first run Business, and that Swaine Schenck would personally pass on the rest. Following this, Swaine read off a list of pictures released by Hodkinson before the end of 1923, which according to Hodkinson's personal testimony were entitled to first run showings. About 30 pictures were on this list. Schenck's testimony tended to show that the pictures were not of first run caliber.

Then followed lists of pictures issued by the AI, Vitagraph, and Vitaphone, all of which had been testified to by Government witnesses as being of a merit entitled to showings at houses such as the Capitol and the Strand. Schenck refuted this contention, stating that in his opinion none of the 60 pictures or so mentioned came within such a class.

Asked whether F. B. O. pictures on the whole were comparable in quality to "Paramount," Schenck replied, "No." "What companies' pictures are comparable to the Paramount product, Mr. Schenck?" asked. "I refer to the Metro-Goldwyn company. Their product is not comparable to that of Paramount," replied Schenck. The witness also stated that he had never believed the Metro-Goldwyn company did not prevent him from competing for all other good pictures on the market. The meeting will be resumed this morning at ten.

Cohen Denies

Says He Hasn't Sought Paramount Pictures, as Testified by Richard N. Bong

Sydney S. Cohen issued a long statement on Saturday refuting testimony made by S. R. Kent at the hearing of the Federal Trade Commission on Thursday when Kent charged Cohen with having persistently sought to secure a greater split of Famous Players product in the past four years. Cohen said:

"My attention is called to the testimony of Sydney R. Kent, General Manager of the Famous Players Lasky Corp., on Thursday, Dec. 18, before the Federal Trade Commissioner.

"Mr. Kent in discussing the testimony I had given at a previous hearing as to the 'hardship to exhibitors engendered by block booking selling' made the following statement:"

"During the past four years Mr. Cohen has occasion to phone about 8 or 9 times, on each occasion trying to get a bigger split of the Famous Players product. In every instance the refusal was getting. Judging by his requests we did let him have more pictures than we would have thanked God for the opportunity.

"This statement is a cross word puzzle of two words of seven letters meaning unqualifiedly false with the initial letters of 'd' and 't'. I haven't phoned Mr. Kent 8 or 9 times in four years to secure a 'greater split' of the Famous Players 'product' for my theaters than I was getting, because I was never getting the Famous Players product in my first run house, which has Loew and U. B. O. opposition. These two circuits get the Famous pictures, and if I didn't get him once relative to the possibility of securing a film there on a split with Loew so they might have an opportunity of proving their sincerity in their claim that they were selling on an open market basis, Mr. Kent arranged an appointment between us, at which time he told me my regret at being unable to give me any of the films at this theater, because Loew would withhold Famous Players film for his Cleveland and Washington theaters and elsewhere, to say nothing of other sections of New York. I told him it was manifestly unfair to permit a whip of this kind to be used and he replied he was helpless in the situation under the circumstances.

"Prior to the season of September 1924, sales representatives of the New York Exchange of Famous Players Lasky Corp., called at my office at their particular request and personally offered me an 'exclusive' split of the first forty pictures of the current season with Loew, claiming that Loew wanted to buy the entire forty pictures for his theaters, but they would take half away from him to give the independent theater owners in the New York territory a chance.

"Forty-eight hours previous to that visit, Mr. J. Hazard Lasky personally told me and others, he would only sell half of the Famous Players first forty, and he had to leave room in his theaters for the playing of the pictures of his own producing company (Metro-Goldwyn). Without disputing the purpose of the call and the propaganda they were disseminating between the Famous Players and Loew, Mr. Cohen told them that the statement was untrue and the ridiculous prices they quoted me proved the absolute insincerity of their visit.

"I told them the object of the call and the propaganda they were disseminating between the Famous Players and Loew, Mr. Cohen told them that the statement was untrue and the ridiculous prices they quoted me proved the absolute insincerity of their visit.

"I told them they were taking half the pictures away from the Loew theaters to give the independent theater owners, only for the purpose of securing better prices from the U. B. O. theaters in the negotiations then being had with the Famous Players and U. B. O. for the balance of the product that Loew did not want. This statement was subsequently confirmed by the closing of contracts between Famous Players and U. B. O. and Famous Players for the balance of the pictures that Loew refused to buy."

"One run theater is one of the models neighborhood houses in the city. It has been in operation for perhaps the past four years. I have played 11 Famous Players pictures there in all that time.

"I have another theater playing second run pictures, a few years ago (despite my better judgment) I consented to take over a split of several Famous Players pictures with another second run house in the territory, and the prices charged me were for pictures by Famous Players with the severe losses entailed, forced me to change the house from pictures into stock at the end of the season.

"The only business consideration I could get from Sydney Kent would be if Famous Players Lasky Corp. would secure some more masterpieces of the same ilk as the 'Mistress of the World' or other such color ful 'super fops,' which might only be put on the personal appearance of hands, some Sydney Kent, for at least would screen well.

"Relative to Cohen's statement, Sydney R. Kent said on Saturday: "I stand on my statement and am perfectly satisfied that those who know Mr. Cohen and those who know me shall be the judges.'"

Cohen Back From Ohio

Sydney S. Cohen returned on Saturday from Columbus, where he attended the Ohio M. P. T. O. convention. He declared the meetings were very constructive and that the attendance in point of numbers reached a high peak.

In The Courts

The Appellate Division has reversed a decision of the lower court and decided that Arnold A. Kline and the Arnold Pictures Co., cannot prosecute a suit against Myriad Pictures Corp., and Morris and Phillips Schiller. The complaint alleged that Rose C. Gropper made fourteen notes for $9,000 to the plaintiff which were assumed by Myriad Pictures and the Schillers, and that in order to induce the plaintiff to release the obligation the defendants mis-representations. In their answer the defendants alleged that the plaintiffs sued Rose Gropper and Morris Schiller on the same obligations and got a judgment. The court holds that the plaintiff's reply to this defense is not sufficient, and that the present action on the notes cannot be maintained.

The Christie Film Co. has applied in the Supreme Court for the dismissal of a suit by John Carlson last February for $20,000 because no complaint has been filed.

On Broadway

Broadway—"A Sainted Devil" Cameo—"Hot Water" Capitol—"So This Is Marriage?" Central—"The Last Man On Earth" Cohen—"Romola" Cosmopolitan—"Greed" Criterion—"The Ten Commandments" Loew's New York—"Today—Empty Hearts" Tuesday—"The Slanderers" and "K-The Unknown" Wednesday—"Wages of Virtue" Thursday—"Teeth" Friday—"Winner Take All" and "The Beloved Brute" Saturday—"The Beauty Prize" Sunday—"Gerald Cranston's Lady" Lyric—"The Iron Horse" Mark Strand—"Love's Wilderness Piccadilly—"Sandra" Rialto—"Tongues of Flame" Rivoli—"Argentine Love" Brooklyn Mark Strand—"Husbands and Lovers"

Next Week

Broadway—Not yet determined Cameo—"Hot Water" Capitol—Not yet determined Cегral—"The Last Man On Earth" Cohen—"Romola" Cosmopolitan—"Greed" Criterion—"The Ten Commandments" Lyric—"The Iron Horse" Mark Strand—"Classmates" Picadilly—"The Lighthouse By The Sea" Rialto—"Peter Pan" Rivoli—"Peter Pan" Brooklyn Mark Strand—"Love's Wilderness"

St. Louis Row Over Theater

(Special to THE FILM DAILY)

St. Louis—The controversy still wages between the Metropolitan Theater Corp., which is building the new St. Louis and the owners of the property just to the east of the new house. The latest development was the filing of an injunction suit by the Sarama Investment Co., the owners of the adjoining property, to restrain them from erecting the steel work of the new house.

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Look what's coming!

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First National Pictures Inc. presents

COLLEEN MOORE "SO BIG"

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Adapted and supervised by EARL HUDSON
Directed by CHARLES BRABIN

Scenario by ADELAIDE HEILBRON
Editorial direction MARION FAIRFAX
Art Director MILTON MENASCO
Photography T. D. McCORD
Film Editor ARTHUR TAVARES

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
XMAS
By DANNY
The day of cheer. The season of good feeling. Sort of "good will to men." And all that goes with it. You see it everywhere. From the Salvation Army coin box to the Yuletide trees. In the theater lobbies.
And so; while the spirit lasts. And before it ebbs. Suppose you practice it a bit. And send a wire. Or a cable. Or both. To your friends and acquaintances. Who, for various reasons, are working across the water.
It need not be long. Nor an expensive wire. But for a few dollars you can reach almost anyone. And at this time. When they are so far away from home. They will appreciate it a thousand times more. Than saying nice things to them. Face to face. Those of you who haven't been abroad. May not understand. But the sight of a reddish two cent stamp. On a postmarked American letter, will reach the recipient any where you are a few thousand miles away.
So all of you who can—and who know some folk across seas—shoot them a line in a day or two. This Xmas. If you think that's enough. But they'll not forget it in a long time.
Frederick Gilman Swanson and those of her company can reach her care of Paramount, Paris; of Rex Ingram and his company, care of Ortefilm, Paris; of the BEN Hur organization, care Cines studio, Rome. Richard Garrick and his company are in the Sahara Desert. Don't know how to reach them.
Surprises keep coming. Hobart Henley has proven he can handle comedy situations mightily well. Always was known as a dramatic director. But his So This Is Marriage shows still another side. Some delightful sequences. Looks like a box office hit.
You know all about those New Year's resolutions. They usually last two or three days. But Mr. Exhibitor here is one you might try to practice For everyday hereafter: So treat your patrons that they think your house—next to their own home—is the most comfortable; most "homey" place they know. You'll find it pays dividends. As well as making friends.

Seeking Way Out
Exhibitor Controlled Production Advanced to Succor British Industry—Two Plans Suggested
(Special to THE FILM DAILY)
London—The serious plight in which British production finds itself is Ellenhotly spoken of by thoughtful members of the trade here. The general slump in studio activity occasions long articles in all of the British trade papers.
Resultant discussions of what should be done to bring back production here have developed at least two plans. One is concerned with exhibitor-controlled production. A. George Smith, former managing director of Goldwyn, Ltd., is the author of one, published in the "Kine." He bases his plans on a production, backed by ample finance. He advocates the use of American-made reputations in directoring and starring efforts in order to assure the
(Continued on Page 4)

23 Members in Hays Ass'n
The M. P. P. A.—the Hays organization—held a regular quarterly meeting yesterday at which In- spiration Pictures, Inc. and the Kinogram Publishing Co. were elected to membership. There are now 25 organizations enrolled.

New Stories Bought
Metro-Goldwyn has purchased "The Hairpin Duchess," by Alice Woods and "Coney Island," by Austin Parker.

Rights Not Sold
Valentinos Not Placed, Says William Vogel, Back from Europe—Groundwork Laid
William M. Vogel returned from another of his frequent trips to Europe late Sunday. It will be recalled he left here some weeks ago, on the same boat with John C. Ragland, William R. Fraser and S. R. Kent.
He stated yesterday that no deals had been made for foreign distribution of the Valentino-Ritz series and that nothing would be done until Ragland and Fraser returned about Jan. 20. He said the present trip was for the purpose of laying the
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(Continued on Page 4)

Will 1925 End Waste?
Michigan M. P. T. O. Hopeful New Year Will Bring Economy and Merger of Companies
(Special to THE FILM DAILY)
Detroit—What does 1925 hold in store for exhibitors? The Michigan M. P. T. O. is broadcasting a message to all its members which, while it carries the usual holiday greetings, also delves into the future and asks some pointed queries.
The organization speculates whether or not the new year promises an elimination of waste and whether or not the small exhibitor will secure a greater measure of business happiness. The statement reads, in part:
"Does the industry need so much someone who will give them (exhibitors) something for nothing or someone who will give them a plan
(Continued on Page 4)

Hearing Ends
Paul Raiborne, of Famous, Last Witness to Be Called in Federal Trade Hearing
With twenty minutes to go to the time limit stipulated by the Examiner as marking the end of the proceedings between Famous and the Federal Trade Commission, Bruce Bromley, attorney for Famous, yesterday offered to introduce into the minutes a tabulation prepared by Mr. Raiborne showing the amount paid by exhibitors to all producers and distributors of films, for Famous, between 1919, 1922, 1923 and 1924. On this tabulation was a separate account showing what was paid to Famous.

Old Records Stand
Capitol Only House Reaching New Box-Office Gross in 1924, FILM YEAR BOOK SHOWS
The Capitol is the only Broadway first-run to reach a new high mark for a week's business in 1924, when it grossed $70,468 for the week ending Nov. 22, 1924, with "He Who Gets Slapped." This interesting situation was due in part to the fact that data on box-office records was prepared
(Continued on Page 2)
Old Records Stand
(Continued from Page 1)
for the forthcoming FILM YEAR BOOK.
In all other cases, the records for previous years stand. In the case of the Strand, no picture which has played that house since "The Kid" in 1921, has surpassed the record established by the Chaplin feature. It is interesting to note that Rudolph Valentino holds both the Rivoli and Rialto records; the former with his "Blood and Sand," which grossed $37,006 the week ending Aug. 12, 1922, and the latter with "The Sheik," which grossed $37,195 the week ending Nov. 12, 1921.
The house records of the Broadway theaters follow:
Strand—"The Kid," week ending Feb. 12, 1921. No figures available.

Bryant Washburn
as the Prince in Larry Semon's
"The Wizard of Oz"
plays the most delightful role of his career. His dashing manner, his brilliant acting as the kind and gentle prince who saves Dorothy from the clutches of the wicked Prime Minister is further reason why Larry Semon's picture of this famous book and play is a great, great picture.

Applications for pre-release engagements will be considered.

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THOMAS MEIGHAN

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Merry Christmas

and a

Prosperous New Year

Recent Thomas Meighan Paramount Pictures

"The Alaskan"

"Tongues of Flame"  "Coming Through"

Coming:

"Old Home Week"

By George Ade
Seeking Way Out
(Continued from Page 1)

proper results. The financing would be based on preliminary studies by the begin-
ing.

Smith sees no vast sums of money involved. In the event of failure, he declares the exhibitor would face no serious loss, as the movers would simply place one picture in order to play another. He thinks a circuit, welded together in such a manner, could benefit the exchanges from bankers.

By way of benefits, Smith foresees the death of all talk of truncation; a dependable supply of first-class films is the criterion of an organization that could buy direct from produc-
ers all over the world, America included.

The second plan, advanced by S. Rowson, managing director of Ideal Films, Ltd., also deals with exhibitor-controlled production. Rowson's remark is each producer member to be an ex-

cellent one. During the war, he oc-
curred an important post with the Government. He disagrees with Smith that the exhibitor's a minimum of £200 each to finance production. His idea eliminates any monetary advances to exhibitors and gives an interest in exploiting the picture.

He explains his idea in the following brief, appearing in the Film Renter:

CO-OPERATIVE PRODUCTION

SCHEME

General Outline.

Pictures to be made under an arrangement with exhibitors who guarantee a considera-
tive at least 50 per cent of the value based on the cost of production.

The scheme should be submitted to the exhibitors for their approval.

The pictures to be produced and under the scheme be decided on by the pro-
ducer, subject to the general assur-
ance of exhibition.

The pictures can be produced and under the scheme be decided on by the pro-
ducer, subject to the general assur-
ance of exhibition.

Details of Scheme:

1. Membership: (a) Exhibitors each pay-
ing, say, £1 a year.
(b) Producers each paying £25 a year.
(c) All rentals at £5 5s. a year.

2. A sub-committee to be appointed by ex-
hibitors to look after all interests of ex-
hibitors under this scheme.

3. Each producer member to be entitled to suggest subjects for pictures to exhibit-
ors' committee who may, as a condition for production, give their assent to the exhibitors and undertakings to principal players general locations, and other the exhibitors and undertakings to principal players general locations, and other

4. Each producer member if not a re-

renter may nominate renter to handle his pictures.

5. The guarantee of each exhibitor-member to be fixed at a figure representing a whatsoever figure of the value, determined by adding to the production cost the corresponding percentage for covering overheads, prints and special expenses.

6. Each exhibitor's quota to be fixed by a corresponding percentage of the cost of production, and the agreement between exhibitors and members to exhibit pictures to those cooperating with the exhibitors and members to exhibit pictures to those cooperating with the exhibitors.

7. All the pictures made by any producer- member to be offered under the scheme;

8. Any exhibitor-member to be entitled to transfer his contract for any picture to another exhibitor or another territory;

9. The allowance to the member of the exhibitor for his services in handling the picture should be paid on the cost received from his ex-

10. If producer should withdraw his estimated income from any picture for the benefit of the exhibitors.

11. A share of the producers' net earnings in any foreign market will be benefit of the guarantying exhibitors.

Some of the advantages claimed for the foregoing scheme are as follows:

To the Producer:

1. At least one-half of the cost of produ-

2. The individuality and initiative of the production of the exhibitor, the character of the subject fixed and qualified by the exhibitors.

3. The producer is assured of a distribution in the foreign market and income from it in his success so that other ex-

hibit pictures may be kept for later showing.

4. If the exhibitor pictures have a direct interest in their success so that other ex-
hibit pictures may be kept for later showing.

5. The fact that exhibitors have a direct interest in foreign markets will help in the exploitation of pictures.

6. In the case of favor of reciprocity with American firms.

To the Exhibitor:

1. The subjects of pictures made are those demanded by them or have been approved by production.

2. They participate in the profits of explo-

3. They are assured of a supply of films of high entertainment value.

To the Industry generally:

1. All parties have an interest in the suc-

2. The producer gets a large share of the proceeds of the films.

3. An enormous step will be taken in the di-

4. It introduces the following industry.

Merry Xmas—

Some Title Changes

The titles of three Metro-Goldwyns have been changed. The Square Peg, directed by Robert Herl, is now "The Denial;" "Kings in Exile," directed by Victor Seastrom is now "Confessions of a Queen," and "The Summons," directed by Robert Vib-
nola is now "The Way of a Girl."

Merry Xmas—

Lester Scott Here

Lester F. Scott, producer of the Buffalo Bill, Jr., and Buddy Roose-
velt series, distributed through Art-
film, is in from the Coast. He is at present looking for a story material for Scott will have a third series for 1925.

Merry Xmas—

Stromberg to Supervise

Jacqueline Logan will next be seen of "Old Pro." In 1925, under Hunt Stromberg's supervision, he has already started the supervi-

Merry Xmas—

John Bowers Here

John Bowers, who finished work in "Confessions of a Queen" before leaving the Coast for New York, is here.
Newspaper Opinions

"Married Flirts"—Metro-Gold. Sun, Omaha

BEE—** * will provide good entertainment for the majority of motion picture patrons. ** *

Warfield, San Francisco

BULLETIN—** * Pauline Frederick and Max Busch give "Married Flirts" by their excellent delineation of their respective roles an interest that the picture otherwise would not have. The efforts of the women principals are ably supported by Conrad Nagel and Hamly Gordon. ** *

CHRONICLE—** * Vignola has told the story well, and Miss Frederick is gloriously beautiful throughout, and acts with the finesse and power which are hers in so la ge a measure. Miss Busch is good as the designing girl. ** *

ILLUS. DAILY HERALD—** * may be best characterized by the term intelligent entertainment. The picture is not sensational but it tells an interesting and believable story in thoroughly human terms, is well acted and directed, and leaves you at the end with the feeling that you have seen something worth while. ** *

—Jerry Xmas—

"Roaring Rails"—Prod. Dist. Corp. Rialto, Milwaukee

SENTINEL—** * is red blood melodrama at its brightest. ** *

—Jerry Xmas—

"The Snob"—Metro-Gold. The Chicago, Chicago

AMERICAN—** * Yes, "The Snob" is an interesting picture, a fine addition to "Broadway After Dark," and "How to Educate a Wife," the other two pictures by this director.

HERALD—** * It does present one full-bodied characterization acting for all, if not more than, it is worth. And its last line, uttered over the telephone by the sung, but by no means stupid protagonist, is the keenest and finest movie line that my eyes have heard, or hope to hear this whole long year. ** *

"Tarnish"—1st Nat'l Capitol & West End, St. Louis

GLOBE-DEMOGRAT—** * is intelligently told for a capable cast under George Fitzmaurice's uncommonly good direction.

PARK-DISPATCH—** * the picture lacks the best of what might be objectionable, and boys and girls may take their parents to see it without fear of causing them to blush with shame.

TIMES—** * It has a daring theme, but it has been filmed in an exceedingly skill full manner. ** 

—Jerry Xmas—

"Tongues of Flame"—F. P.L. Fenway, Boston

TRAVELER—** * Meighan now seems content to rest on his laurels. Why, would appear to be his reasoning, should he extend himself from his public which likes him in anything? Consequently heroes are neatly stolen from him in this picture by Little Caesar Love. ** *

Walnut, Cincinnati

ENQUIRER—** * This photograph seems like a shrewd compromise between the demands of art and the demands of the box office. It is sufficiently well made to battle the critic and restrain his use of inventive and it is sufficiently full of thrills, heart interest and other "hokum" to make the movie fan feel that he is getting his money's worth. Hence "a good time will be had by all." ** *

Ohio, Indianapolis

STAR—** * The picture is thoroughly entertaining and shows Mr. Meighan at his best. The fact that it is highly improbable and only is the box office. It is sufficiently well made to battle the critic and restrain his use of inventive and it is sufficiently full of thrills, heart interest and other "hokum" to make the movie fan feel that he is getting his money's worth. Hence "a good time will be had by all." ** *

Wisconsin, Milwaukee

SENTINEL—** * The tale has its weakness, but the film is very interesting and well directed by John Ford. It is one of the best of the year. ** *

Stanley, Philadelphia

NORTH AMERICAN—** * With a climax of thrilling ending in a fire that well- eighs the story of a whole town, the picture leaves the audience bewildered in the manner.

"The Truth About Women"—Lee Bradford

Piccadilly, Rochester

HERALD—** * Hope Hampton, never an unusual actress, is in the lead. She is called upon to dance, supposedly well enough to bring down a house with applause. Well she doesn't. She is not only still but should never have been allowed to attempt a step if the picture is to be at all telling. David Powell makes the birth of a none too good and Lowell Sherman as the artist is smug. ** *

JOURNAL—** * Not only do the feminine characters in it act as no rational woman would, but Hope Hampton and Mary Thurman, who have the only feminine roles of any consequence, fail to give even a surface of truth to the women they represent. ** *

TIMES—** * As a matter of fact, there is very little approach to truth anywhere in the play, and it is impossible to imagine characters conducting themselves as do persons who move through its scenes. ** *

—Jerry Xmas—

"The Wife of the Centaur"—Metro-Gold.

State, Los Angeles

(Final week ending Dec. 13.)

EXAMINER—** * It's not a "pretty" story. In fact there are moments when the life-like presentation which Jack Gilbey gives to the part of the husband becomes almost unendurable. But if you just the average sort, you will recognize the reality of the theme.

EXPRESS—** * If of more than passing interest; indeed, it is a notable production. ** *

HERALD—** * The denouement, right to the final scene, proves refreshingly unexpected. The photography gives evidences of superior skill throughout, under masterly direction. ** *

RECORD—** * With all the seriousness of love and life, the film is rich with humor, and those who crave passionate love scenes will have their wishes fulfilled. ** *

—Jerry Xmas—

Cuts And Flashes

Alvin Wyckoff will photograph "A Kiss in the Dark," exteriors for which will be taken in Havana. Wyckoff recently completed camerawork on "The Swan.

—Jerry Xmas—

Nelly Savage, who recently finished a part in "The Swan," will appear in "The Mad Dancer," which will be directed by Burton King for Jans Prod.

—Jerry Xmas—

Edwin Franko Goldman, noted composer and bandmaster, will be guest conductor of the Colony on the opening day.

—Jerry Xmas—

Frank Zukor and Charles Davis are photographing "The Mad Dancer," at the Tec-Art 44th St. studio.

—Jerry Xmas—

The release title for "The Ultimate Good" will be "Bad Company.

—Jerry Xmas—

Rowland With Bert Levey

Detroit—Art Rowland has joined the Bert Levey Vaudville Circuit, which is featuring the "Juvenile Fol- lies," which have been booked into many Detroit picture - vaudeville houses. **

—Jerry Xmas—

Charlie Carlisle Recovering

(Special to THE FILM DAILY)

Detroit—Charles Q. Carlisle, owner of the Mecca at Saginaw, who has been threatened with pneumonia has passed the crisis.

THE PLACE WHERE

‘LAEMMLE LUCK’

WAS BORN

IS FOR RENT

The entire third floor at sixteen hundred Broadway—the floor and the street number made famous by Universal’s remarkable career—is for rent. Projection rooms, vaults, cutting room, executive offices and departmental offices are all just as Universal left them when it got high-hat and moved to Fifth avenue at Fifty Seventh street. If you want a handy business unit at a bargain rental—locate at the very heart of the heart of the theatre district—communicate at once with

UNIVERSAL PICTURES CORP.

730 Fifth Avenue

Telephone: Circle 7100
As a producer, I have naturally been enthusiastic about my past pictures.

But the latest George Fitzmaurice picture "A Thief in Paradise" warrants all the superlatives I can lavish upon it.

Any director who can make a picture like "Tarnish" and follow it with "A Thief in Paradise" is a genius of a high order, artistically and commercially.

Mr. Fitzmaurice justifies all my faith and all my claims.

He has made a production that is beautiful, dramatic and sensational.

I enter "A Thief of Paradise" as THE box-office picture of 1925.

I urge all showmen of Broadway and Main Street to see it. After seeing it I know they will play it.

"J enter
"A THIEF IN PARADISE"
as THE box officepicture of 1925 -"
"Perfect mass and class appeal!"

Rich people, poor people, fat people, thin people, tall people, short people, will all rave about "A Thief in Paradise."

It has that perfect mass and class appeal so essential to box office satisfaction.

"Sure fire all the way!"

Here's a box office. Here's a mop. "A Thief in Paradise." Probably the best box office clean-up. Ever made by Sam Goldwyn. If this one doesn't make the S. R. O. sign work overtime then we're cock-eyed.

A big kick every 600 or 700 feet. A lot of real hokum. A lot of magnificent sets. And a real cast. And the result is a sure fire box-office entertainment. That will clean up.

You can't get away from this type of entertainment. It rings the bell all the way.

The thrills include an undersea battle with a shark hovering near by; a polo match between a lot of girls in bathing suits; a runaway chase that's a peach, and Aileen Pringle dressed in pearls—and her conscience—plus little else.
The Biggest Sensation
B. P. Schulberg Presents His
'CAP PUNIS'

Adapted by
John Goodrich

One Hundred Million People are Talking about it
of ANY Year
Dramatic Conception of

ITAL
HMENT

Directed by James P. Hogan

WITH

Clara Bow
Elliott Dexter
Mary Carr
Alec B. Francis
Edith Yorke
Eddie Phillips

George Hackathorne
Margaret Livingston
Robert Ellis
Joseph Kilgour
Wade Boteler
George Nichols

Preferred Pictures - Distributed by B.P. Schulberg Productions, Inc.
1650 Broadway, New York
J.G. Bachmann, Vice-Pres.

FOREIGN DISTRIBUTORS: EXPORT AND IMPORT FILM CO.
Incorporations


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—

Milwaukee, Wis.—Diana Amuse- ment Co., Milwaukee. Capital $10,000. Incorporators, A. Wetzal, E. Etnye and E. Bootz.

—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—

Kansas City, Kan.—Phillipsburg Amusement Co., Phillipsburg. Capital $10,000.

—Merry Xmas—

Dover, Del.—Adams Theaters, Inc., Wilmington. Capital $110,000.

—Merry Xmas—


Putting it Over

Here is how a brother exhibitor puts his show over. Send along your ideas. Let the other fellow know how you cleaned up.

Big Campaign for “Meredith”

Sandusky, O.—Janice Meredith was recently given a private showing before the Superintendent of Schools, the principals and the teachers of all grades, shortly before the film was shown at the Schade.

So delighted were the educational authorities with this showing, which was arranged for by C. C. Deardourff, Metro-Goldwyn exploiter, that all present were instructed by the Superintendent to announce the run in their class-rooms. Deardourff also succeeded in tying-up the Public Library with the run. Thousands of book-marks were distributed in books borrowed from the Library during the week preceding the run, and stills were featured on all Public Library bulletin boards, together with photographs of Miss Davies in costume.

Two book dealers were induced to contribute window displays. These exhibits featured copies of the Ford novel, and also displayed stills and photographs of the star.

Special pupils’ tickets, admitting students at a special rate, were distributed through all the public schools. Increased newspaper space supported this campaign, which wound up with a special lobby display.

—Merry Xmas—

Asks Patrons “What Is a Sheep?”

Ashthorpe, O.—A four-day contest on “What is a Sheep?” was held in connection with the showing of The Arab, at the Palace. The contest was conducted by C. C. Deardourff, Metro-Goldwyn exploiter, in the Star-Beacon.

Limericks, rhymes, paragrapnas and essays were received by the dozen in reply, cash prizes and free tickets being awarded on the day of the opening.

A special lobby display wound up the showing.

How Hooton Exploited “His Hour”

Kansas City—A novel “Radio Wagon,” consisting of a Ford truck neatly re-constructed and equipped with Westinghouse public address system and super-hetrodyne radio, bearing banners advertising the showing of His Hour,” at the Liberty, stopped traffic on the streets.

Crowds gathered about the vehicle wherever it appeared. Enormous pub- licity for the showing resulted. Buddy Hooton, Metro-Goldwyn exploiter designed the “Radio Wagon” and directed its use throughout the campaign. Six window displays helped exploit the run, while eight other tie-ups resulted in the exhibition of special cards advertising the picture by eight merchants. A clock contest also aroused interest in this show- ing.

In addition, the Yellow Cabs carried signs on their rear spare tires exploiting the run.

—Merry Xmas—

Good Story for “Merton”

Hamilton, Ohio.—Fred Meyer used an effective stunt in connection with “Merton of the Movies” at the Palace.

The Lion’s Club held a dinner-dance at the time the picture was playing. Harry Silver, manager of the theater, is a member of the Lion’s. Meyer took advantage of this and dis- tributed unique dance programs, on the back of which was printed the following:

“Boozing Lions, Lion-esses and Invited Guests: ‘I am sorry that I can’t be here with you tonight. I had fully planned on eating your chicken, drinking Warren’s Imperial and dancing with all the charming ladies; but I was made to go to bed in tonight and help with the dishes. Since I can’t be with you, I want you to come and see me tomorrow at the Palace theater; of course, Wortonblyke’s meals will be there too, and I’ll try my best to show you as good a time tomorrow as I know you’ll have here tonight. Sincerely, Glenn Hunter, alias ‘Merton of the Movies’.”

Theater Changes

Sanborn, Ia.—W. P. Green is the new owner of the Princess, having bought out A. W. Parker, who has operated the house for the past ten years. Green formerly owned the Cozy, at Tyndall, S. D.

—Merry Xmas—

San Jose, Cal.—The site of the old Garden has been transferred to W. A. Shenk and Thos. Doyle, by the Horticultural Hall Ass’n, for $20,000. The theater burned down sometime ago.

—Merry Xmas—

Ennis, Tex.—E. P. Connolly suc- ceeds Rube Platt as manager of the R. & R., operated by the R. & R. Theater Enterprises. Platt has moved to Dallas.

—Merry Xmas—

Missouri Valley, Ia.—A. E. Priest has taken over the management of the Rialto and Strand from Vern Brown.

—Merry Xmas—

Quincy, Ill.—Billy Sohn has pur- chased the interest of H. Nelson and John Singer in the Belasco theater.

—Merry Xmas—

Mongolia, Ark.—C. T. Toland and Joe Lewis have reopened the New which has been closed for some time.

—Merry Xmas—

Oxford, Pa.—It is reported that a West Chester man has leased the Globe from Joseph G. Crowley.

—Merry Xmas—

Ozark, Okla.—D. Moore and L. Jewel have leased the New and will change its name to the Lyric.

—Merry Xmas—

Temple, Texas.—W. F. Sonneman is the new owner of the Temple, hav- ing acquired it on a lease.

—Merry Xmas—

Covington, Ky.—The Palace is now under the management of L. L. Lewis, of Walnut Ridge, Ark.

—Merry Xmas—

Enid, Okla.—Fred Savage, of Kansas City, has taken over the American on a lease.

—Merry Xmas—

Haskell, Tex.—M. M. McNees is the new owner of the Haskell.

“enough to make a cat laugh”
With the sun setting on 1924 and a new year just over the hill, we take this opportunity to wish everyone a most cheerful Yuletide and a happy and prosperous three hundred and sixty-five days throughout nineteen hundred and twenty-five. We are happy to play our modest part in the progress of the motion picture industry. Our heart has always been with it. Our friends, hundreds of them, in all parts of the world, are in it. There is much in store for him who takes his work seriously. The future of the entire film world was never brighter. It has brought happy hours to millions. Enlightenment to a like number. The greatest force for moral and mental progress the world has ever known. With the holiday spirit about us we should be doubly happy, cheerful in the thought of being a part, no matter how small of this important industry. The coming year will see tremendous progress in every department. Do your bit and smile.

Again Merry Xmas and Happy New Year to all.
and beauty!

One look at some of the shots—and blooey away goes the breath—honestly—this one is sure a go-getter.

J. K. McDonald presents his original story

"FRIVOLOUS SAL"

featuring

EUGENE O'BRIEN
MAE BUSCH
BEN ALEXANDER
MILDRED HARRIS
MORRIS LEWIS
TOM SANTSCHI

directed by

Victor Schertzinger

1924 proved it—a FIRST NATIONAL CONTRACT is your best bet.

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President
TO YOU
By DANNY

The brightest, merriest Christmas that you have ever had.

The best of wishes: All that you wish yourself. To you and all of yours.

The hope that you will meet the coming year aglow with confidence. That you will place all your worries behind you. And resolve to make 1925 the very best year of your existence.

* * *

For 1924 has been a great, and wondrous year. To many in this tremendous industry, it has brought some heartaches. That’s true. But, broadly speaking, it has been probably one of the finest periods in the history of motion pictures. And 1925 appears fraught with as much of value, and profit. One needs not be an optimist. But to simply face the facts. To appreciate this.

* * *

Several hundred beautiful, unique and unusual cards have been received. From friends located all over the world. One came from Richard Garrick. Way off in the Sahara Desert. Will those who remembered us. Please accept this. As an appreciation. And thanks. For the remembrance. Until we can catch up. And forward the proper acknowledgement.

* * *

And so, once again: Merry Christmas. And a Happy New Year.

Merry Christmas

Tomorrow, being Christmas Day and a legal holiday. The Film Daily will not be published.

Big Cleveland House
Walter Reade to Build a 5,000 Seater on Euclid Ave., for Vaudeville and Pictures
(Special to THE FILM DAILY)

Cleveland—Walter Reade is going to build a first class combination vaudeville and picture house on Euclid Ave., somewhere between East 9th St. and East 17th St.

An option on a site in this location has been taken, and further announcements as to the details will soon be made public. William Raynor, manager of Reade’s Hippodrome received word about the new theatre from Reade yesterday. This announcement is the answer to a persistent report that Reade had purchased the State from Loew’s Ohio Theatres Inc.; that the present Hippodrome would be torn down to make way for an arcade, and that the present Hippodrome bills would be presented at the State.

The State goes into its combination vaudeville and picture policy on Sunday. The program will consist of six acts of Loew’s vaudeville, one headliner, and a first-run picture. Prices will remain as they are: 35 cents for the evening, and 30 cents for matinees.

—Merry Xmas—

Two Novels for Frank Lloyd
First National has acquired two stories for Frank Lloyd. One is “The Rose of Monterey,” by Minna Smith and Eugene Woodward, a story dealing with the annexation of California. The other production will be “The Seldrid Road,” by Virgie E. Roe, This is a gold rush story of 1849.

—Merry Xmas—

Ideal-Associated Deal
Ideal Films, Ltd., of London, has acquired nine Associated Exhibitors releases for the United Kingdom and “Introduce Me,” the latest Douglas Fairbanks, Marie Jean picture under a separate deal. The contract was closed through Inter-Globe Export.

—Merry Xmas—

Self Censorship
Theater Commission in Cleveland to Check Up on All Amusements—Move a Friendly One
(Special to THE FILM DAILY)

Cleveland—A theater commission has been organized here. This is the outgrowth of a study of the local amusement situation by the civic committee of the Synod of Churches, of which Charles H. Hoffrichter is chairman.

The object of the commission is to keep informed as to the general character of the new plays, and to take

(Continued on Page 2)

The Year’s Best
The six best performances of every month in 1924 and the six best pictures of every month in the year, as selected by “Photoplay Magazine,” constitute one of the new features of the forthcoming FILM YEAR BOOK.

Richard Bennett in “The Eternal City,” leads the January list; Mickey Bennett in “Big Brother,” leads February; George Billings in “Abraham Lincoln,” March; Gloria Swanson in “The Humming Bird,” April; Douglas Fairbanks in “The Thief of Bagdad,” May; Jackie Coogan in “A Boy of Flanders,” June and so on down through the lists.

Heading the list of the best pictures for January one finds “The Eternal City,” “The Ten Commandments” is the leader for February; “Abraham Lincoln” for March; “Secrets” for April; “The Thief of Bagdad” for May and “A Boy of Flanders” for June.

—Merry Xmas—

Medal For Acting
Valentino Establishes Yearly Award for Open Competition in Stellar Performances
(Special to THE FILM DAILY)

Los Angeles—Rudolph Valentino announced yesterday that he would introduce a new series of medals to the motion picture actor or actress who gives the best performance of the year.

The decision will be made by the heads of the leading newspapers, fan magazines and trade papers. They will be asked to vote for the first three performances in order of preference.

—Merry Xmas—

Olcott Leaves Friday
Sidney Olcott leaves for the Coast Friday to direct Pola Negri in “The Charmer.”

—Merry Xmas—

After Theaters?
(Special to THE FILM DAILY)
Los Angeles—It is reported here that one of the reasons for Joseph M. Schenck’s trip abroad is to secure an interest in a chain of German theaters, either on his own behalf or as an outlet for United Artists pictures in Central Europe.

John Considine is making preparations.

(Continued on Page 2)

Hints At Coast Deal
Loew’s, Inc. Reported About to Lease Theaters There—Earnings On Up-Grade

“The Wall Street Journal” stated yesterday that it was expected that some arrangement may be made to sell or lease certain of the Pacific Coast theatrical properties of Loew’s Inc. on a basis which would allow the company to take out of the property a substantial part of its cash investment at the same time retaining control of the deal.

This statement was part of a long article dealing with the general financial condition of Loew’s, Inc. It read in part:

“Since the close of its fiscal year on Aug. 21 last, there has been a notable improvement of earnings of Loew’s, Inc. Profits in recent months have been running as high as two or three times the earnings in corresponding periods last year. Now it is dill early to estimate this year’s total earnings, management hopes to be able to show at least $5 a share on the 1,060,780 shares no par capital stock against $2.78 a share earned in 1924.

Reason for the larger earnings is partly due to the extraordinary success

(Continued on Page 2)

—Merry Xmas—

Koeppel Gets English Post
J. A. Koeppel, former Mid-Western district manager for Goldwyn, sails on the Aquitania Jan. 3, to become “contract” man for First National in England. Koeppel will pay no attention to anything outside of England, but it is quite probable that later he will continue his work in branches on the Continent.

—Merry Xmas—

Johnson, Brock to Cuba
E. Bruce Johnson, manager of the foreign department and Louis Brock, foreign sales manager for First National will leave for Havana in a few days relative to future distribution there.

—Merry Xmas—

Doug And Mary Busy
Expected to Start New Pictures Shortly After New Year’s
Previewing Now
(Special to THE FILM DAILY)

Los Angeles—Douglas Fairbanks and Mary Pickford are practically ready to start work on new pictures. Actual production will not begin until after the first of the year.

As noted, Doug is expected to make a story with a Spanish atmosphere, along the lines of “The Mark of Zorro.” Plans for this have been under way for weeks.

(Continued on Page 2)
Hints At Coast Deal

(Continued from Page 1)

cess made by six or eight recent film productions, partly to improvement in theatrical attendance and to increased income from the Goldwyn properties recently taken over.

"Purchase of Goldwyn was made on a basis exceedingly advantageous both to Loew's and the Goldwyn stockholders. Goldwyn under the old management had not been showing a consistent profit mainly because it did not have proper outlet for its films. This Loew has been able to supply with its large chain of theaters all over the country. Loew gave in exchange for the Goldwyn properties $5,000,000 Metro-Goldwyn 7% preferred. Income from Capitol theater slowly controlled by Goldwyn, is nearly sufficient to pay $350,000 dividend required for this stock.

"One of Loew's strongest assets is 27 modern theaters and combined theater and business buildings erected soon after the war at prices considerably below those now prevailing in the building trades. * * * It was the construction of these properties that tied up working capital and necessitated the passing of the dividend two years ago. The $4,000,000 saved since that time, however, by discontinuing payments sufficed to put the company on its feet.

"Like other moving picture companies Loew's-Lasky in the magnitude and quality of its real estate holdings, most of which show handsome profits on the original investment.

"Balance sheet as of Aug. 31, 1924 shows cash $2,139,896 against $808,732, larger than in several years, and since close of fiscal year bank loans have been cut to a low figure."

—Mercury Xmas—

Self Censorship

(Continued from Page 1)

steps to abate as a public nuisance any place of amusement that persists in violating the moral conscience of the community.

The first meeting was held at the Statler Hotel. It was then announced that the method of operating would be to bring about frequent conferences among the religious interest, the theater interests and the city authorities for a better mutual understanding, and for closer co-operation. Representatives of these three groups have commended the plan. Members of the commission are Mrs. Elmer G. Derr, George A. Bellamy, George Zahn, Rabbi Louis Wolsey, Professor Arthur White, Miss Sara K. Smith, Miss Sabina Marshall, Superintendent of public schools Robinson G. Jones, Rev. Phillip C. Jones, Rev. Thomas Hughes, Chas. H. Hofrichter, Rev. J. G. Hindley, Rev. William C. Hicks and Carl D. Frieboehn.

—Glady's Xmas—

After Theaters?

(Continued from Page 1)

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Hiram Abrams declared yesterday he knew nothing about the plan to secure German theaters, for the reason outlined above.

Abrams leaves tomorrow on a twelve days' sales trip, touching all important theaters in the Northeast and ending in Los Angeles.

HINTS AT COAST DEAL

Hiram Loew's purchase of Samuel Goldwyn, the business made by six or eight recent film productions, partly to improvement in theatrical attendance and to increased income from the Goldwyn properties recently taken over.

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Facts about Paramount's Second Famous Forty

THE TOP OF THE WORLD
by Ethel M. Dell

This picture is finished and ready for pre-release showings. It is a big, gripping drama produced by George Melford from a book that has sold hundreds of thousands of copies. Nothing Melford has ever done before approaches the height of entertainment-perfection he has reached in this picture, except "Behold My Wife." This is the absolute truth.

Anna Q. Nilsson has the role of an English society girl who flees from home to escape marrying a bounder and goes alone to South Africa to seek the man she was engaged to a year previous (James Kirkwood), finds him, but he has become a bum. His cousin (also Kirkwood) and physical double takes her into his house to protect her. They fight scandal and floods successfully, but they cannot fight love.

THE SWAN

New York's most sensational comedy success of 1923-4, "The Swan," makes excellent screen entertainment. Buchowitzki has produced this picture from the hit by Ferenc Molnar, and Adolphe Menjou, Ricardo Cortez and Frances Howard (stage star of "The Best People") play the leading roles. This picture also is finished. We can honestly say that here is not only a dazzlingly beautiful production, but also one that has dynamic audience appeal from the first foot to the last.

"The Swan" is a marriage-comedy of society life, in which an heiress pretends to fall in love with a poor man to make her rich suitor jealous and then finds her pretended love is real. The performances of the three principals are sheer joy.

By far the best buy in sight!

Other 2nd Famous 40 Pictures for February

Zane Grey's
THE THUNDERING HERD with Jack Holt, Lois Wilson, Noah Beery. Directed by William Howard

Alan Crosland production
CONTRABAND with Lois Wilson, Noah Beery, Raymond Hatton, Raymond McKee

Sidney Olcott production
SALOME OF THE TENEMENTS with Jetta Goudal, Godfrey Tearle, Jose Ruben

Victor Fleming production
THE DEVIL'S CARGO with Pauline Starrer, Wallace Beery, Claire Adams, William Collier, Jr.

Irbe-Ursen production
FORTY WINKS with Viola Dana
RAYMOND GRIFFITH
Theodore Roberts

Member Motion Picture Producers & Distributors of America. Will H. Hays, President.
ONE OF THE MOST INTERESTING MEN I EVER listened to is Rev. Dr. S. Parkes Cadman whose talk to the men and boys of the Bedford Branch of the Brooklyn Y.M.C.A. is broadcast every Sunday afternoon through station WEAF. Dr. Cadman has the happy faculty of saying exactly what he thinks, fearlessly, forcefully and lucidly.

RECENTLY SOMEONE ASKED HIM THE QUESTION, "Is the golden rule applicable to modern business?"

"YES, WHY NOT?" WAS HIS INSTANT RESPONSE, continuing, "I know of no greater assurance of success than that which will come from clean-handed business methods. In that respect I know many great modern business institutions are applying the golden rule to their affairs."

THERE'S A SERMON! "CLEAN-HANDED BUSINESS methods." That phrase has been running through my mind ever since I heard it. That is exactly the thought I was trying to express when I began to advertise Universal's "WHITE LIST."

I'VE ALWAYS TRIED TO KEEP THE UNIVERSAL clean-handed. I've never wanted it to make the kind of money that comes from schemes, tricks, over-smartness or gypping. I know of no greater thing I could leave to my children than to have people say of me, "He was clean-handed."
THAT’S THE SPIRIT I HAVE TRIED TO INJECT INTO the world-wide Universal organization. I have always felt that no matter what kind of a man I had to deal with, he would return kind for kind. If I tried to give him the worst of it, I would pay for it. If I tried to treat him as I wanted him to treat me, the result could never be anything but good in the long run.

SO, WHETHER YOU CALL IT APPLYING THE GOLDEN rule to modern business or not, I’m trying to keep the Universal clean-handed. Many business men are afraid to mention the golden rule in business hours, thinking it will be considered an evidence of weakness or mushiness. Some of them feel that if they use the golden rule on Sunday and then pack it away for the following six days they have given it all the consideration it deserves.

I DON’T AGREE WITH THEM. IF THE GOLDEN RULE is good enough for Sunday, it’s good for the other days. So I place it first and foremost in the list of Universal assets.

EVERY WORD OF THIS APPLIES TO THE UNIVERSAL’S “WHITE LIST.” Every word is a guaranty to you that users of the “WHITE LIST” will get white treatment, white contracts, white everything. You may not see the golden rule printed on Universal contracts, but it’s there just the same. It’s your armor and it’s mine. So long as we wear it honorably nothing can pierce it!

THIS IS MY CHRISTMAS SERMON AND—INCIDENTALLY—I wish you the merriest Christmas you ever had in all your life!
Dinner for Betty Bronson
Jesse L. Lasky and Betty Bronson arrived from Hollywood yesterday. Last night, Miss Bronson was the guest of honor at a dinner-dance given by Famous at the Plaza. One of the delightful touches was a large Christmas tree, bearing presents for all the guests. Miss Bronson will make personal appearances at the Rivoli and Rialto next week when "Peter Pan" runs at those houses simultaneously.

—Merry Xmas—

Poster as Xmas Card
One of the most novel of the many Christmas cards reaching New York in the holiday rush is a display poster printed in green ink and bearing the following inscription:
"The Capitol Theater, Pittsfield Mass.-The Same to You!—Xmas, 1924—Claude Frederick."

—Merry Xmas—

Novel Favor from Ochs
Lee A. Ochs of the Piccadilly is sending to a limited list, a leather folder in which is included a series of passes covering the 1925 season. The recipient's name is embossed in gold letters.

—Merry Xmas—

Note-books from Pathe
Pathe's 1925 holiday gifts are handsome three-fold memorandum books, with the name of the recipient in gold. Folders for each month of the year and a silver pencil are part of the gift.

Experience!
Nothing can take its place in producing quality

It takes more than one picture to make a Griffith.
It takes more than a few cameramen and a title to make a news reel.

Pathe invented the news reel. Pathe has been producing the Pathe News for thirteen years. For thirteen years the work of developing the world wide Pathe News news-getting force has been going on.

The editor of the Pathe News has been its editor for ten years. His assistant has been serving the News for twelve. Records of eight, nine, ten and eleven years of service among its cameramen are common.

A novice cannot make a watch. Neither can green men secure great news pictures. The Pathe News staff is made up of specialists, men whose fitness has made them survive a hard game. There is no substitute for the

Pathe News
Incorporations


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—

Austin, Tex.—Motion Picture Theater Owners of Texas, Dallas. Incorporators, H. Cole, J. Holton and H. Koke.

—Merry Xmas—

Columbus, O.—Movie Co-Operative Supply Co. Incorporators, A. Hettesheimer, J. Ackerman and J. Weinig.

—Merry Xmas—


—Merry Xmas—


—Merry Xmas—


—Merry Xmas—

Dover, Del.—Oakland Amusement Corp. Capital $10,000. Incorporators, M. Heiman, S. Rogers and F. Vincent.

—Merry Xmas—

Dover, Del.—Enterprise Theaters Co. Capital $25,000.

—Merry Xmas—

Dover, Del.—Adams Theaters. Capital $110,000.

Famous Buys Toronto Club

(Special to THE FILM DAILY)

Toronto—The Famous Players Canadian Corp. has entered the field of sports in a promoting capacity, arrangements having been completed for the purchase of the Toronto franchise in the National Professional Hockey League for $60,000. Connected with the transaction is Charles L. Querrie, manager of the Palace.

—Merry Xmas—

New French Spectacle

(Special to THE FILM DAILY)

London—"L’Inhumaine," a spectacle, has arrived here from Paris. It was made by Marcel l’Herbier, the French director, and features Georgette Leblanc and Jacques Catelain. The picture is said to have been disposed of for America and the majority of European countries.

—Merry Xmas—

Breitbart Goes To Washington

(Special to THE FILM DAILY)

Cleveland—Leroy Breitbart, assistant manager of the Pathé exchange has had his request granted to be transferred to Washington. He will be succeeded by C. H. Parker.

—Merry Xmas—

Brill Acquires Fourth In Akron

(Special to THE FILM DAILY)

Akron, O.—Charles Brill, who operates the Norka, Empress and Miles Royal, has taken over the Winter’s theater, and renamed it the Rex.

—Merry Xmas—

Urbansky Sells Out

(Special to THE FILM DAILY)

Cleveland—John Urbansky has sold the Review theater, Lorain Ave., to S. Fine, who also operates the Fairlady.

—Merry Xmas—

Picture Shows School Progress

Hoboken, N. J.—"Our Schools," a six-reeler, depicting the progress of the schools of Hoboken has been completed.

—Merry Xmas—

New Hotel-Theater Nearly Finished

Pottsville, Pa.—The new $625,000 hotel-theater, being erected at Tamaqua, is about finished.

 Medal For Acting

(Continued from Page 1)

ference. Every player will be eligible with the exception of Valentino.

Rupert Hughes, the novelist, and Rob Wagner, President of the Writers Club, have consented to serve on a committee with Valentino in taking the poll. They will express no opinion themselves, but will merely seek the nation’s best critical opinion.

The poll for the best performance of 1924 will be taken as soon as the last reel of the old year has been run off. The reward will be known as the Rudolph Valentino Medal for Screen Acting.

Other annual awards in the industry include the gold medal for the best photoplay of the year, introduced and sponsored by "Photoplay Magazine" and a gold medal for the most meritorious short subject, conceived by Hugo Riesenfeld of the Rialto and Rivoli theaters. This latter competition is now in its first year.

—Merry Xmas—

New Theater For Bronx

E. Osborne Smith, Inc., has negotiated a sale of property at the northwest corner of Marmion St. and East Tremont Ave., for the former owners, Adolph Block and Mrs. Eberhardt. Samuel Vogel and Morris Halperin, Bronx builders, are the owners, who have retained Margen & Glaser, architects, to prepare plans for a 2,500 seat theater.

George Spaeath Expanding

Grand Rapids, Mich.—George Spaeath has acquired the Lincoln, on the West Side, from George Nichols, on a lease. Spaeath also operates the Temple.

—Merry Xmas—

Retitle 1st Nat’l Release

First National has selected "I Want My Man," as the release title for "The Interpreter’s Home," now being made in the East.

—Merry Xmas—

"Lost World" in Boston

Boston—"The Lost World," will open at the Tremont Temple on Feb. 2, at $1 top, with two shows a day.

TRAILERS BUILD BUSINESS

NATIONAL SCREEN SERVICE, INC.

The Standard of the Industry

173 7th Ave., N.Y.C. Bryant 5401

CHROMOS TRADING COMPANY

1123 Broadway

takes this opportunity to wish their friends in the motion picture industry A Merry Christmas

and

A Prosperous New Year

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729 SEVENTH AVENUE

NEW YORK

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LOS ANGELES

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KELLEY-COLOR

THE CONSOLIDATED FILM INDUSTRIES, INC.

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LOS ANGELES
Yessir!

It's box office tested — and proved

"A very good picture doing big business"

Exhibitor report in Motion Picture News

Your New Year's Resolution—Get your FIRST NATIONAL CONTRACT and give up worrying

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President