

FUTURE FILMS WILL BE INTERNATIONAL

Huge Legal War Looms As Producers Join Drive On "Fictitious Patents"

Mary Pickford, Douglas Fairbanks, Jesse Lasky, Thomas H. Ince, Abraham Lehr, Joseph Engel, and Vitagraph Have Aligned Forces With Ferdinand Earle To Aid In Legal Fight Against Norman Dawn.

Mary Pickford, Douglas Fairbanks, Jesse Lasky, Thomas Ince, Joseph Engel, Abraham Lehr and Vitagraph have aligned legal forces with Irving Martin and Ferdinand Earle in a drive upon holders of alleged "fictitious patents" covering various processes in motion picture production.

Among processes which producers declare are too old and too common properties on which to hold patent rights are the use of painted or other artificial portions of sets by multiple exposure, the use of paintings on glass to obtain similar effects by single exposure, the use of flexible masks as props, the use of back-lighting in underwater photography.

First legal action will occur October 11, when Norman Dawn's petition for an injunction against Earle's film edition of "The Rubaiyat" will be heard in Federal Court.

Should Dawn be victorious in his suit, lawyers say he could immediately restrain the showing of all pictures using a double-exposed background, which would affect "Robin Hood."

Estelle Taylor Chosen For Important Role

Estelle Taylor who played the vampire in the new version of "A Fool There Was," has been chosen for the principal feminine role in "Thorns and Orange Blossoms," which is being made under direction of Gasnier.

Estelle Taylor, Enid Bennett, Kenneth Harlan, Arthur Stuart Hull, Evelyn Selbie and Carl Stockdale, compose the cast.

"Ching, Ching, Chinaman," which was a prize short story by Wilbur Daniel Steele, is now in production, under direction of Tom Moran, and is scheduled for release by Grand & North.

Strongheart Finishes Another

Strongheart, famous dog star of "The Silent Call," has finished work in another big feature picture, "Brawn of the North." Director Lawrence Trimble and Jane Murfin, the producers, are in New York to make releasing arrangements. They say "Brawn of the North" is even better than "The Silent Call," which is a current First National sensation. The cast includes Irene Rich, Lee Shumway, Roger J. Mammig, Joseph Barrell, Philip E. Hubbard and William Wales Winter Sprout.

Newest Pimento Derby



THEY'RE not being introduced over here for summer wear, but they're the last word in sartorial excellence in Spain, especially among bullfighters. The velvet-collared coat and narrow shoulders are all a part of the street make-up of a first class torreador.

The picture shows Rodolph Valentino wearing an authentic copy during the filming of his first starring picture for Paramount, "Blood and Sand."

Exquisite Mabel Ballin



MABEL BALLIN

Hodkinson star and one of the screen's most artistic personages

Luck Has Changed For Hope



HOPE HAMPTON

Luck has changed for Hope Hampton. Last winter she was being attacked and criticised by Miss Fanny Hurst for having mistreated Fanny's novel, "Stardust," in transmitting it to the screen. Now she is being praised, feted, and acclaimed by William Dudley Pelley for having "carried out with fine art and

meticulous fidelity" all the major and minor points of his famous story, "The Light in the Dark." Mr. Pelley says the picture is all he could have dreamed and more. Fanny Hurst said "Stardust" as a picture was nothing like the original, that it was a profanation of the novel's art. All of which means that

Miss Hampton is getting used to authors. With her in "The Light in the Dark," are Lon Chaney and E. K. Lincoln, and an all star cast. A novel feature is a reel in color depicting the quest of the Holy Grail. Miss Hampton is still looking for a suitable story for her next production.

FAIRBANKS TO AWARD TROPHY

National Archery Association Announces Robin Hood Tournament with Doug Giving Handsome Trophy

Announcement has just been made by the secretary-treasurer of the National Archery Association, that the 42d annual tournament and convention will be known as the "Robin Hood Tournament." The tournament is now being staged at Cooperstown, N. Y.

In making this announcement Mr. Smith, whose headquarters is at No. 613 Old South Building, Boston, tells of new trophies which are to be competed for this year by members of the association who come from all sections of the United States. Among these new trophies, which are in addition to those usually

(Continued on Page 16)

Marilyn May Co-Star With Her Husband Jack

That Marilyn Miller, bride of Jack Pickford, will in all likelihood co-star with Husband Jack in his next photoplay production is one of the significant features of a statement recently issued from the Pickford-Fairbanks studios. It is understood that Miss Miller's contract with Flo Ziegfeld runs only until next September, at which time she will be free to take that fling at films which she has said she wanted to attempt. Jack Pickford is now completing "Garrison's Finish," with Arthur Rosson directing and Elmer Harris supervising.

Our New Home

THE PICTUREPLAY NEWS takes pleasure in announcing that its Buffalo home has been changed from 464 Pearl St. to the new Federated Film Building at 265 Franklin Street.

New Talmadge Feature Has Been Completed

"East Is West," featuring Constance Talmadge, has been completed at the United Studios. Ten weeks were consumed in the making of this picture, said to be the greatest in which this First National star has yet appeared.

Mary Alden Through As Screen Mother

Famous Character Actress Announces Intention To Quit Maternal Roles.

Having completed "mothering" Richard Barthelmess in his latest First National attraction, Mary Alden, considered by reason of her work in "The Old Nest" to be the best "mother" on the screen, announces that she is through with maternal roles.

"Sometime ago I announced while on the coast that hereafter I was going to devote myself to character work exclusively," declared Miss Alden. "I had refused many offers to appear as "mother" and in making my declination announced that only the opportunity to play mother to Richard Barthelmess would cause me to abandon my determination. The offer to play this part to Mr. Barthelmess in "The Bondboy" came as a decided surprise and in fifteen minutes after I got the telegram I was on my way from Los Angeles to New York. I defy anyone else to show that anyone could become a mother in such a short time.

"I had trouped with many companies and had been on location with numerous

MARY ALDEN

(Continued on Page 16)

Years Hence, Successful Films Will Appeal To Broadway and Paris Alike

Artistic Motion Picture Must Be Built Like Sculptor's Work - Scenario Very Important - Closeups, Lighting, and Camera Effects Make for Art in Pictures - Closeups Take Place of Conversation.

By REX INGRAM.

Looking back at those examples of art and literature upon which time has put the stamp of greatness, we find that one of their merits is invariably, universality of appeal.

The insolence of office, and the spurns that patient merit of the unworthy takes."

Great art belongs to the ages, and to the Universe; in it, time and place are of secondary importance, for its mes-

(Continued on Page 16)

A NARROW ONE FOR WESLEY

Wesley Barry was almost torn to shreds by a big Dane dog called "Props," who guards the gates to the Warner Brothers studios on the west coast during the filming of "The Light in the Dark." He and every other creature with the studio, but when "Props" in a playful mood noticed a girl's face, a newspaper boy with cap pulled over his eyes, tried to get past the door the big Dane leaped at him. Only the timely shout of S. L. Warner to "Props" saved Wes from being a hospital case.

Soon to Visit America



HAVING taken Europe by storm as a screen actress, Pola Negri is coming to this country in September to appear in Paramount Pictures. The above is a new photograph of the famous Polish beauty, who is expected to be a New York sensation.

Here's Grandma's Boy



HAROLD LLOYD

This is the lad who is making such a hit in "Grandma's Boy." He — well, you've all met Harold.

THE PICTUREPLAY NEWS

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GEORGE EASTMAN

"For the Enrichment of Community Life."

Nothing more expressive of the becoming modesty of the great man whose name it bears and the unostentatiousness of his benefactions could have been chosen, than that simple legend carved in stone high above the entrance to the Eastman Theater.

In those six words lies the whole story of the unselfish motive and lofty purpose which impelled George Eastman in giving to Rochester an institution which will stand as a lasting monument to the fact that the accumulation of great wealth is not always and inseparably linked with greed for gold and selfish ambition that forgets fellow men.

True, George Eastman has his critics, and there are those who would have him distribute his wealth in different ways from those he has chosen, but time is the best test of the soundness of the course he is pursuing. And sufficient years have elapsed to have proven the wisdom of not one but many of Mr. Eastman's benefactions.

Just what the Eastman Theater will do for Rochester, what it will mean to the motion picture industry and to the screen entertained and instructed public everywhere, remains to be seen. It will take five years or more of experimentation with the project to show results. There is no way of measuring its influence beforehand or of foretelling its possibilities, but there can be little doubt in the minds of intelligent, thinking men and women that back of a money investment of more than \$5,000,000 that has produced a structure second to none in the world, is a well-formed vision and a more or less definite plan for its development for the greatest good of the greatest possible number of people.

Some years ago Mr. Eastman confided to a friend that it was his intention to end his career as he began it, a poor man. Moreover, it is related that he said he wished only to live long enough to personally direct the distribution of his vast wealth. He has seen too many rich men pass on, leaving great estates to be administered by well intentioned, perhaps, but misguided executors. Too often such fortunes have been used to promote selfish ends, once their original keeper is gone. More often they have served only to promote some foolish or silly endeavor on the part of would-be reformers whose schemes are neither wise nor practical, or to foster some pet charity, worthy enough in itself, but only remotely concerned with the great mass of humanity.

While Mr. Eastman's benefactions of the past have concerned themselves chiefly with the erection and equipment of institutions for the promotion of science and general education, these have been of a most diversified character and, of later years, have seen a generous allotment to projects for the development of community life, public welfare, civic good, and wholesome recreation.

Nor have Mr. Eastman's gifts been confined entirely to Rochester.

Comparatively few people know that the Massachusetts Institute of Technology, the greatest institution of its kind in America, owes its existence and recent expansion largely to George Eastman. In 1920 alone, he gave \$11,000,000 to this great Boston school.

Rochester has its magnificent Dental Dispensary, the finest of its kind in the world, built by Mr. Eastman and endowed with \$1,500,000. Then there are his many gifts to the University of Rochester, culminating in the \$9,000,000 bequest, made jointly with John D. Rockefeller, for the erection of a College of Medicine, Surgery and Dentistry and a clinical hospital to rival the famous Johns-Hopkins in Baltimore, and the furnishing of a magnificent site for the new University of Rochester proper. The Rochester Chamber of Commerce received its splendid new home at the hands of Mr. Eastman, and shortly will double its facilities as a result of his generosity. Durand-Eastman Park, the city's great playground on the lake shore, said to be one of the largest and finest parks in the country, is,

Many Distinctive Features Will Be Presented To Public With Opening of the Eastman Theater

The spacious auditorium of the Eastman Theatre is divided into three levels and has a total seating capacity of 3,358, as follows: Ground floor, 1,887; mezzanine gallery, 405; grand balcony, 1,116. This capacity is greater than that of most large theaters in the country, New York City having only two that exceed it—the Hippodrome and Capitol. In distinctive features designed to contribute to the comfort, convenience and enjoyment of all patrons, regardless of whether they occupy the highest or lowest priced seats, it is far in advance of any theater in the world.

Evidence of this thoughtful provision for the comfort of patrons is recognized even before entering the theater in the broad marquis which extends completely over the sidewalk along the entire front, affording ample protection against weather to those about or leaving or entering vehicles at the curb. It not only makes for orderly entrance in inclement weather when the tendency is to rush in to and congest the lobby and crowd the box office windows, but complements the arrangements provided for the easy entrance and exit of patrons at all performances without crossing paths. Under the protection of the marquis patrons enter the lobby, which is elliptical in shape, 36 feet wide and 72 feet long, through six pairs of doors to be used on concert nights, and for motion picture performances through two smaller doors on either side of the ticket booth which is located in the center line of the lobby. From the lobby they enter the main floor of the auditorium through four pairs of doors which open into a spacious foyer which is intersected by the four main aisles. Several other entrance doors open on the staircases leading to the mezzanine, grand balcony, public offices, information bureau and elevator. In leaving the theater, patrons traverse the foyer to the main exit vestibule on Gibbs Street. This vestibule is located south of the main entrance, a sufficient distance to prevent contact or jostling between those entering and those leaving the theater. In dimensions it is 12 feet wide and 90 feet in length and has nine pairs of doors opening into the street. There are several other exits from the main auditorium opening into the north and south exit courts.

A second feature of the new theater that is certain to find favor with motion picture and concert audiences is the adequate checking arrangements. These are not confined to the main floor, but are provided in adequate capacity on the three levels. Patrons occupying seats in the main auditorium will find a small checking room on this floor and larger ones in the basement, easy of access. For occupants of seats in the mezzanine gallery and grand balcony there are ample checking accommodations on both levels. Flanked with broad counters and in charge of numerous attendants, the checking arrangements throughout the theater preclude the necessity of standing in line and make the checking of hats, wraps and umbrellas a pleasant incident rather than an ordeal. Thus easily and happily unencumbered, the patron is in better mood to accept the freedom of the foyers and promenades and enjoy the artistic beauty and harmony of the decorations.

The generous, even lavish, provision

as its name indicates, another testimonial to Mr. Eastman's intelligent giving.

But all these represent only a small part of what Mr. Eastman already has accomplished with his money and his purpose.

And now comes the Eastman Theater and School of Music, to give to the public at a reasonable price all that is best in art, music, architecture and the great and, as yet, only partially explored field of motion pictures. It stands in majestic recognition of the fact that motion pictures must and will find their place alongside the worthiest and mightiest influences of modern civilization, that their shortcomings of the past have been the shortcomings of unbridled youth, and that a future linked with the highest culture, finest feelings and biggest achievements of mankind awaits them.

For this, a shrine has been prepared in Rochester. For this, George Eastman and all who follow in the direction he is pointing will write their names in letters of gold on the scroll of fame.

For what is fame

But the benign strength of one, transformed to joy of many.

—George Elliot.

made for the purely physical comfort and convenience of patrons constitutes another outstanding feature of the theater. This is seen in the numerous and luxuriously equipped rest and retiring rooms for women and smoking rooms for men, of which each level and the basement have a generous complement, varying only in size and not in richness and luxury of appointment. In general the retiring rooms for women are furnished with dressing tables, toilet conveniences and luxurious period furniture. The smoking rooms for men have tile floors and fireplaces. The walls are covered with wood panelling from floor to ceiling. They are provided with furniture especially designed for ease and comfort. But not alone has provision been made for the comfort of patrons. Conveniences in kind exist for all connected with the theater, from the manager and his staff down to the cleaning force. The service department in the basement contains separate rest and toilet rooms for girl ushers, cleaning women, male ushers and porters, the rest rooms having lockers and showers, and there are washrooms for the janitor, house electrician, carpenter and painter. In the rear of the basement are separate locker and toilet rooms, including showers, for the musicians and stage hands. In the dressing-room section of the stage are 17 dressing rooms, each completely equipped with dressing table, wardrobe, basin and electrical appliances for making up. Part of the dressing rooms are equipped with individual toilet and shower rooms.

A notable feature of the theater is the heating and ventilating system, a combination of direct radiation and fan, supplying air that has been washed, humidified and heated or cooled to the desired temperature to all parts of the immense structure. Through mushroom ventilators, one under each seat on main floor mezzanine gallery and grand balcony, this air is supplied in volume of 35 cubic feet per minute for each occupant and is changed every eight minutes by exhaust fans. Auxiliary supply fans keep the heated air under constant pressure in lobby and exit vestibules, preventing the inflow of cold air from the outside through entrance and exit doors, thus eliminating the discomfort of draughts and preserving an even temperature. The ventilating and heating system is under thermostatic control.

An outstanding feature of the theater and one that is likely to have far-reaching effect in increasing the popularity and enjoyment of the silent drama, is the lighting system, perfected and installed as the result of months of experimentation and investigation in the research laboratory of the Eastman Kodak Company. The installation of this system marks the end of picture presentation in the dark and the attendant inconveniences, discomforts and hazards. It is an application and improvement of indirect lighting which makes it possible to supply sufficient light in all parts of the theater to find seats without halting or groping, see the faces of those near them and all objects in the auditorium, to read the ordinary print of newspaper and programme and to find articles dropped on the floor without the aid of a flash-light. A magnificent crystal chandelier suspended from a sunburst in the ceiling fur-

nishes the greatest amount of illumination. This is reflected and diffused without glare by the sunburst and surfaces of the ceiling. This illumination is supplemented by cove lighting under the mezzanine gallery and grand balcony. The lights are concealed in the cornices, and reflectors throw the illumination on the undersurfaces which are architecturally designed and painted to diffuse it even into remote corners, filling the entire auditorium with a soft, subdued light, restful to the eye. What has been accomplished is a degree of illumination for motion picture presentation greater than heretofore was believed to be possible without lessening the visibility of the image on the screen or destroying the efficiency of projection.

JOE ROCK'S FIRST COMEDY COMPLETED

The most alluring of all Arabian Night stories, "Al Baba," has just been completed by Joe Rock. This inimitable actor and ever fascinating Billie Rhodes are the principals. The Oriental atmosphere, grotesque situations and the spirited action in the story, coupled with the brilliancy of the two stars should make this release one of the finest comedy sensations of the fall season, to be offered by Grand and North Federated Film Exchanges.



Helen Lynch is playing an important role in John M. Stahl's production of "The Dangerous Age." Recent additions to the all-star cast assembled for this powerful modern day drama are James Morrison and Lincoln Stedman.

Knowles & Peck Co., Inc.

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Eastman Theater Organ Is Largest of Its Kind in the World and Cost Over \$100,000

Pearl Resumes "Serial Queen" Crown



George B. Seitz, producer of Pathe-series, and the New York newspapers report Pearl White's arrival from the scene of her Paris stage triumphs, to carry out her Pathe contract. Miss White had previously cabled to Mr. Seitz her approval of the story submitted to her, in which she is to star, and the producer has already begun filming minor scenes. All of the Paris newspapers describe the ovations given to Miss White by

Was Built By Austin Organ Company of Hartford, Conn. To Specifications Designed by Mr. Harold Gleason

The organ in the Eastman Theatre, costing more than \$100,000, is the largest of its kind in the world.

It was built by the Austin Organ Company of Hartford, Conn., to specifications designed by Mr. Harold Gleason in consultation with the above company. Nothing has been omitted to make this instrument capable of producing all possible musical results. In fact, it was desired to anticipate for many years to come any improvement or facility that could be supplied either in tone or mechanism. Consequently, this instrument possesses many new features in appointment and control which are little short of marvelous.

The main organ is located in expression chambers on the right hand side of the stage, with the echo organ above the auditorium ceiling. The organ has the

audiences at the Paris Casino, where she had been the adored "Hesolliner" for months, with her forthcoming departure for America to "resume her Serial Queen crown" was announced. The papers declare the Pearl White serials—all made for Pathe—are as popular throughout France as in the star's own country.

DIDN'T SAVVY HUGO'S "ENGLEESH."

Hugo Ballin is famous for a great many things, among others his ability as a linguist not being the least of them. At one time the director-producer attempted to master Chinese.

He really felt quite impressed with his own progress until he tried his new accomplishment on the Chinese cook of a friend of his.

The Oriental looked at him impassively. "Me don't savvy Engleesh," said he. Hugo Ballin has since stopped all further conversation in the original Chinese.

following distinct sections, viz—Great, Swell, Choir, Solo, Echo, Orchestral, String, Percussion and Pedal, also Grand Piano. The orchestral and string organs are playable at will from any manual or pedal.

An organ of fifty speaking stops is considered a large organ, yet this instrument has two hundred and twenty-nine.

The console is placed on an elevator at the left of the stage so that it can be raised to the stage level or dropped out of sight as needed.

In the console every possible facility is provided for controlling the instrument.

Besides an unusually large number of adjustable combination pistons which operate the stop-keys, other pistons are supplied on the "blind system" affecting the entire organ, these are also adjustable.

Counting stops, couplers, combination pistons and combination pedals and other controls, makes a total of four hundred and thirty-five, aside from the four rows of keys and the pedal board. Yet this console is comparatively small in size, with everything in easy reach; in fact, it is safe to say that there never has been such a large instrument controlled from such a compact and accessible console.

It is almost needless to say that this instrument is provided with a wealth of orchestral tone in Strings, Reeds and Flutes of various characters, as well as all the true diapason tone. Further more, all percussions are provided, such as Harps, Chimes, Xylophones, Piano and the usual orchestral traps. In short, under the hands of a master musician, this organ is capable of producing all types of music in any desired tonal coloring.

Duplicate electrical blowing plants with generators are provided. Special designs of motors and blowers were required on account of the unusual large volume of wind, at various pressures, being needed.

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The Eastman Theatre Pipe Organ

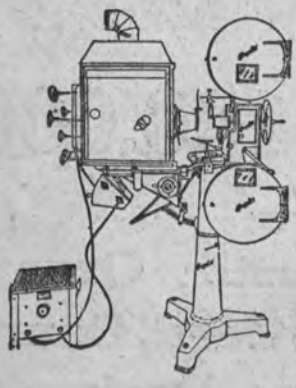
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There will be located three motor driven Simplex projectors, each of them equipped with powerful Simplex-Sun-Light High Intensity Lamps, while two Simplex Spotlights very fittingly complete the projection equipment in this section of the Eastman.

In Kilbourn Hall will be found two Simplex Projectors embodying the very latest Mazda Type of illuminant, while in both special reviewing rooms the Kilbourn Hall equipment will be duplicated.

Thus, one finds nine battleship gray and nickel finish Simplex Projectors selected only because of their merit.

Each of these machines embody all that is best in the line of projector construction, representing the latest ideals evolved by the creators of the famous Simplex, thus giving assurance that at all times will the screen of the Eastman reflect in the most faithful manner the endeavors of the world's film masters.

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Many Accessories For Big Film

For "Rich Men's Wives," the initial Preferred Picture release of the Grand and North Exchange, an exceptional list of accessories has been made up.

The posters include one 24-sheet, two 3-sheets, two 1-sheets, one 6-sheet and a window card.

A complete press book of 20 pages, with newspaper cuts, stories and exploitation suggestions, is being supplied.

A butterfly cutout herald, symbolic of the rich man's wife as a social butterfly, is provided, as well as a complete lobby display in colors, with two styles of 22x28 cards.

There also are supplied for lobby display oil paintings of stars and scenes from the picture, 8x10 photos for newspaper reproduction, two styles of slide, trailers and music cues. The latter are gratis to exhibitors.



LON CHANEY
IN GOLDWYN PICTURES

Assistant Director Is "Shave-tail" of Films; Has to Do Everything

When a motion picture company arrives on location, about the first thing the members do is to rush in and out of the hotel fifty times as though seeking to kill a hoodoo hanging over the door jamb. The real reason is, of course, that they're tremendously busy getting settled.

The unit making Lon Chaney's starring vehicle, "Bitter Sweet," went to Fallbrook, California. They piled in on the hotel like a human avalanche. They numbered about twenty, but the way they all darted in and out made the hotel clerk think there were five hundred of them.

"I can't keep track of 'em, mister. I'm all balled up," said the clerk to William Rau, Lambert Hillier's assistant in direction. "I don't know how many there are and I don't care. You've leased the whole hotel. Register 'em yourself."

As it happened, Rau once lifted a heavy pen over a hotel desk himself, and the sneaky task of registering people was no labor for him. The hotel clerk watched him in awe when he wasn't looking at the famous players, Lon Chaney, Virginia Valli, Jack Mower and others.

'Frisco Underworld To Be "Destroyed" —in Photoplay

Giant Chinatown Setting to Be Demolished in Film Version of 1906 Earthquake.

The underworld of San Francisco lives in dazzling light and lurking shadows in a Chinese cafe set built on a large scale



AVICE CALHOUN
VITAGRAPH

on the von Stroheim stage at Universal City for the production in which Lon Chaney is starring, "Bitter Sweet."

Lambert Hillier spent weeks before starting the picture in studying the designs for the Chinatown set. The story is William Dudley Pelley's analysis of the soul of a crippled underworld king, and the sets for it are lavish enough to make the real underground Frisco live on the screen. The biggest feat in connection with the production will be the saving in of this set. It is supposed to

Climbing Out Of the Mob

Helen Lynch Tells How She Was Discovered.

"Have belief in yourself and you are bound to succeed! You may not succeed in the first thing you do, but that is merely because you are bombarding some place that is not for you."

Such is the philosophy of Helen Lynch, the most recent discovery of Marshall Neilan, who scored a hit in her first role, which was a character part in "Fools-First," a First National picture.



"Just as soon as I had won the Beauty Competition at Billings, Mont., and experts declared that I had a face that was suitable for motion pictures, I decided to become a motion picture star. "Of course," continued Miss Lynch in her serious way, "it wasn't exactly easy sailing. First, I had to persuade mother to come with me to Los Angeles, and then when we arrived there, we weren't met with any brass band, I can assure you."

"While awaiting my opportunity I studied the actresses who were working and used to practice at home with mother and my dog Tootsie for an audience. They were so encouraging! Then Marshall Neilan picked me out, and how I did work on that little part. He recognized my frenzied efforts, and signed me up."

be destroyed by the earthquake of 1906, and the staging of it promises to be an achievement in realism. Every precaution is being taken to guard against dangers to the players, and technical men prophecy that it will be a difficult undertaking.

Virginia Valli is the leading woman opposite Chaney, and Jack Mower has the second masculine role.

BOTH ARTISTS.

Everybody knows that Hugo Ballin was a famous artist before he became a motion picture director, but very few have heard that his wife, Mabel, who is the featured player in his productions once thought seriously of art as a career for herself.

It was just about the time when she met her husband, that she was studying at the Art Students' League, where everybody was predicting big things for her.

Mabel Ballin's interest in art now is more that of the appreciative spectator, except such times when her talent comes to the fore in the matter of designing her own costumes, many of which are used in her screen impersonations.



"DURING the current season," says the Moving Picture World, "there have been presented to the trade some 700 feature productions. Of these, the generous estimate for absolute big successes is 35 productions. Of the remaining 665 productions, some 365 could be called failures. The remaining 300 can be termed average pictures—not good enough to set the great public in a frame of mind to care whether they saw more of them or not."

It is worth recording in this connection that the National Committee for Better Films in its "Year's Best List," awarded Hodkinson Pictures 10% of the finest product of the past year. This, in the face of the fact that Hodkinson Exchanges distributed only about 2% of the year's productions.

The selective principle exercised by this corporation, as applied both to pictures and sales personnel, comes as near as is humanly possible to assuring the Exhibitor a steady supply of failure-proof product.

The Theatre Owner who can say, "I play Hodkinson 100%," automatically reduces his percentage of poor pictures—a fact that is borne out by the impartial judgment of the best critical bodies of the industry.

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Patsy Ruth Miller in "WATCH YOUR STEP" GOLDWYN PICTURE

POST ON COSTUME PICTURES.

The fact that Guy Bates Post's second screen vehicle is a picturization of his famous success, "Omar the Tent-maker," is especially noteworthy in view of the present day interest in costume photodramas. For many years film producers have regarded the costume picture as a bugaboo; the public had expressed its disapproval in almost every instance. It is only very recently that the costume film has come into its own, and Guy Bates Post explains its return to popularity.

"The former days costume film was unpopular because it deserved to be. Many of our actors had become so imbued with the natural school of expression that when they were cast in a highly romantic story where the scenes and costumes helped to carry out the romantic idea, they felt lost. Under these circumstances their work naturally had none of the authority or certainty which are such necessary attributes for the successful portrayal of a character, either on the screen or on the stage."

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JUST KIDS—Work Before Pleasure.

By Ad Carter



Paramount Paragraphs

Colored title backgrounds will be a feature of the most recent Cecil B. De Mille production, "Manslaughter."

Art Director Paul Irlbe has been at work since the completion of the actual production work on a series of paintings that are to be reproduced in color for this purpose. A striking main title is one of the most beautiful of this group.

The reproduction in natural color will be done by the exclusive process in use at the Paramount studios.

Thomas Meighan starts the latter part of this month on his new Paramount picture over which he is extremely enthusiastic. This will be "The Man Who Saw Tomorrow." Alfred Green will direct. Peerley Poore Sheehan and Frank Condon wrote the story. Leatrice Joy is to play the leading woman's role and in the cast will be found Theodore Roberts, Eva Novak, John Milner, Albert Rococo, Alec Francis, June Elvidge, Lawrence Wheat, Robert Brower and Edward Patrick. Work will be started on an island off the coast of Southern California. The adaptation is by Frank Condon and Will M. Ritchey.

Lois Wilson, member of the Paramount Stock Company, writes: "Sitting in a common kitchen chair I saw a dissolute king who informed me that he had been playing kings for a long time, off and on. No—it was not a poker game to which he referred. His name is Raymond Hatton and he was just then interpreting King James I of England for a George Fitzmaurice picture called "To Have and To Hold." In his time he has been King Charles, Montezuma and a couple of mythical monarchs.

FILM SMILES—and so forth By Hi Speed



New York producer of musical comedy called "Strut, Miss Lizzie," has dedicated it to Henry Ford.

Cable report says Russia needs somebody to stop them from fighting. Jack Kearns, Dempsey's manager, is the man for that job.

Speaking of Jack Dempsey, maybe he's trying to make a liar out of some fortune teller who told him a dark man was coming into his life.

Movie people living in Beverly Hills section of Hollywood are all worked up because real estate men insist upon calling the rest of the town "Hollywood proper."

Selznick Company has signed contracts with both Theda Bara and Elinor Glyn. All they need now is a good supply of inflammable film.

"Don't scold the boy," said Ma as a stumbling step was heard upon the stairs, "he's got a lot of good stuff in him."

"I'll say he has," growled Pa, "it cost me \$25 a quart."

"Keep your old shoes," said the slip flapper to the fresh clerk, "I'll buy some shoe trees and grow my own."

Englishman says dangerous age of women is between fifteen and fifty. He must be a movie censor.

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In the near future the Paramount company making "The Cowboy and the Lady," with Mary Miles Minter and Tom Moore heading the cast, under the direction of Charles Maigne, is expected to return to the Lasky studio at Hollywood from Wyoming for interior scenes. Clyde Fitch's famous play, adapted by Julia Josephson, abounds in comedy and high dramatic scenes.

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Jack Holt and Bebe Daniels in a Scene from the Paramount Picture "North of the Rio Grande"

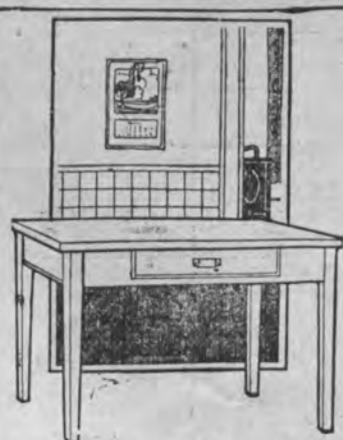


Raymond Hitchcock and one of the Fairbanks twins (Guess which!) in the Paramount Picture "The Beauty Shop" A Cosmopolitan Production

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Pictureplay Queries

Mary Kagel—Mary Pickford's next picture will be "Tess of the Storm Country."

Virginia Lee—Yes, it was House Peters you saw in "The Storm." That's a pretty good idea of yours about Richard Barthelmess. Send it along to him direct at Inspiration Pictures, Inc., 585 Fifth Avenue, New York.

Henry Bild—I haven't seen the Lee Kiddies in pictures for a long time. Last I heard of them they were touring in Vaudeville.

Wondering—Hugo Ballin's latest picture is "Married People." Yes, "Jane

Eyre" is considered one of the best pictures of the year. Mabel Ballin is Hugo's wife. You guessed right.

Joey—So glad you like "Smilin' Through." So did I. Wait 'till you see Norma in "The Eternal Flame." It is better than "Smilin' Through," I think.

Vall Vee—Eugene O'Brien will next be seen opposite Norma Talmadge in "The Voice From the Minaret."

Betty Stuart—Nita Naldi was the young lady you saw with Rodolph Valentino in "Blood and Sand." She will soon be starred in feature productions.

Bashful—Edwin Carewe's next picture will be "Mighty Lak a Rose."

Lee Sherwin—The Talmadge sisters are in New York at present. They will soon sail for the Continent. Constance's next release will be "East Is West."

James O'Neil—The most beautiful woman on the screen is Katherine MacDonald. Recently she was voted this honor as a result of a contest which ran in the New York Daily News and the Chicago Tribune. Her next picture is "Heroes and Husbands" and the one to follow that will be "The Woman Conquers." Yes, Miss MacDonald uses some make-up when acting before the camera but uses none at all away from the studio.



ETHEL CLAYTON and VERNON STEELE in a Scene from the PARAMOUNT PICTURE "FOR THE DEFENSE"

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NEWS OF THE WEEK IN ROCHESTER THEATERS

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Beyond THE ROCKS

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STRAND

FRIDAY & SATURDAY SEPTEMBER 1 and 2

Also WANDA HAWLEY in "Too Much Wife"

Jefferson

SUNDAY METRO SPECIAL "THE GREAT REDEAMER" Comedy Topics

MONDAY DUSTIN FARNUM in "IRON TO GOLD" Comedy

TUESDAY "TALE OF TWO WORLDS" Comedy

WEDNESDAY "THE GREAT DAY" Comedy News

THURSDAY MARGUERITE CLARK in "SCRAMBLED WIVES" Comedy

FRIDAY MISS DU PONT in "FALSE KISSES" Comedy

SATURDAY "THE RETURN OF TARZAN" Comedy Serial

SUNDAY GLORIA SWANSON and RODOLPH VALENTINO in "BEYOND THE ROCKS" Comedy Topics

GRAND

TODAY William Russell in "Money to Burn"; Ninth Episode of "Perils of the Yukon."

SUNDAY James Oliver Curwood's "Flower of the North"; Pathe News; Rolin Comedy.

MONDAY Pola Negri in "Vendetta"; Ruth Roland in "The Timber Queen"

TUESDAY and WEDNESDAY TUESDAY and WEDNESDAY H. B. Warner in "The Sheik of Araby"; Sunshine Comedy.

THUR-FRI-SAT. Owen Moore in "Reported Missing."



HOUSE PETERS UNIVERSAL. Grigs-The doctor said I must throw up everything and take a sea voyage. Brigs-Got the cart before the horse, didn't he? Mammy Knows 'Em. Booth Tarkington met a negro woman with her youthful family. "So this is the little girl, eh?" Tarkington said to her, as she displayed her children. "And this sturdy little urchin in the bib belongs, I judge, to the contrary sex?" "Yassah," the woman replied, "yassah, dat's a girl, too."

The title for the next Jackie Coogan production will be "Fiddle and Me." The story for the youthful star is from the pen of Jack Coogan, Sr.

FAMILY THEATRE SOUTH AVE. NEAR MAIN

MONDAY, TUESDAY, WEDNESDAY, AUG. 28, 29, 30 'UP IN THE AIR ABOUT MARY' Touch-em-in-the-heart romance. Knock-em-down thrills. MERMAIDS and MIRTH.

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THURSDAY, FRIDAY, SATURDAY, AUG. 31, SEPT. 1-2 Inness and Ryan Aerial-Bartlett's Thrilling Aerialists Elsie Cliff Songs and Laughter Dainty Soubrette

Coming Mon., Sept. 4th, Marie Prevost in "A MARRIED FLAPPER" ANY SEAT 10c To Ladies Before 6 P. M. Continuous from noon. Vaudeville begins 2-4:30-7:30 P. M.

Hobart Bosworth Star of Film Coming to Rialto

That the young man is coming into his own is evidenced by the phenomenal rise of Rowland V. Lee—once one of the silver sheet's most promising leading men. But Lee was destined for another place in the photoplay world. Producer J. Parker Read, Jr. and Hobart Bosworth saw wherein the brilliant young man would make a splendid director—and they did not miss their guess as is evidenced in Hobart Bosworth's initial Associated Producers release, "A Thousand To One," which comes to the Rialto Theater on Sunday, as the feature for the first half of the week. This is Mr. Lee's first directorial effort and his ingenious work under Mr. Read's personal supervision has been acclaimed by the critics.



HOUSE PETERS UNIVERSAL.

Grigs-The doctor said I must throw up everything and take a sea voyage. Brigs-Got the cart before the horse, didn't he? Mammy Knows 'Em. Booth Tarkington met a negro woman with her youthful family. "So this is the little girl, eh?" Tarkington said to her, as she displayed her children. "And this sturdy little urchin in the bib belongs, I judge, to the contrary sex?" "Yassah," the woman replied, "yassah, dat's a girl, too."

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PICCADILLY

Sunday to Wednesday VIOLA DANA in "They Like 'Em Rough"

THURS. FRI. SAT. BERT LYTELL in The Face Between

EMPIRE

SUNDAY Neal Hart in "The Gtaway"; "Star Boarder," Larry Semon comedy; "Perils of the Yukon"; Pathe Review.

MONDAY "Shattered Dreams," with Miss DuPont; "Live Wires," comedy; "Fanny and Her Cat," fable; "False Rumors," Western.

TUESDAY Corinne Griffith in "The Garter Girl"; "Cain and Abel," second series of Bible Story; "We Should Worry," comedy.

WEDNESDAY Mae Murray in "On With the Dance"; Torchy comedy; "Bride to Be"; Prisma.

THURSDAY William Russell in "Roof Tree"; "A Charmed Life"; "Zero Love"; Movie Chat.

FRIDAY "Ghost of Rancho," with Bryant Washburn; "Step Farther"; Pathe News.

SATURDAY "Forbidden Fruit"; "The Timber Queen," with Ruth Roland; "Before Breakfast"; "Ice To-day."

STRAND

Sunday Conrad Nagel and Rosemary Theby in "Unseen Forces" FRANK MAYO in "Out of the Silent North"

Monday-Tuesday ALL-STAR CAST in "QUEEN OF THE TURF" MARION DAVIES in "BEAUTY'S WORTH"

Wednesday-Thursday VIOLA DANA in "THE MATCH BREAKER" DOROTHY DALTON in "The Crimson Challenge"

Friday-Saturday Gloria Swanson and Rodolph Valentino in "BEYOND THE ROCKS" WANDA HAWLEY in "TOO MUCH WIFE"

Rochester Theatrical and Amusement Time-Table

Table with columns for days of the week (Sunday to Saturday) and rows for various theaters (American, Aster, Clinton, Empire, Family, Fays, Gayety, Grand, Jefferson, Lyndhurst, Lyric, Palace, Piccadilly, Plaza, Princess, Regent, Rialto, Strand, Temple, Victoria). Each cell contains the name of the play or performer for that day and theater.

HARRY CAREY TO ENTERTAIN FAYS PATRONS

"Beyond the Rocks," With Two Big Stars, Booked For Strand

WALLY REID ON PRINCESS PROGRAMME

South Ave. Photoplay House Will Show "Across the Continent" and Other Fine Features Next Week

Folks up in the neighborhood of South Ave. and Gregory Street will receive the surprise of their lives this (Saturday) afternoon when the Princess Theater will reopen its doors.

The new management has booked a fine

feature and other subjects for the opening offering. The feature will be Wallace Reid in "Across the Continent." On Sunday and Monday the programme will consist of "Just Around the Corner" and Harold Lloyd in "I Do." Tuesday will bring Douglas MacLean in "The Home

Stretch" and other short subjects. On Thursday, Betty Compson will appear in "The Law and the Woman," followed on Friday by Agnes Ayres in "The Lane That Had No Turning." Next Saturday's offering will be William S. Hart in "Three Word Brand."

Bathing Beauty Comedy Will Be Presented At the Family Theater

A new star will make her appearance at the Family Theater on Monday when "Up In the Air About Mary," heralded as "a bathing beauty comedy," comes to the South Avenue variety house for a three days engagements. Louise Lor-

raine is the young lady whom the producers have elevated to stardom in this production, and she is supported by Joe Moore, brother of Tom, Owen and Matt.

Miss Lorraine appears as a roguish little miss whose mother wishes her to marry a rich society man. Mary doesn't like him and so runs away on her wedding day. On the farm where she hides, she becomes acquainted with and falls in love with Joe Thorney, apparently only a country boy, but really a millionaire who expects the bracing air of the country to bring him back to perfect health.

This is said to cause a really laughable situation in which the interest and humor is held until the final fadeout.

Three acts of vaudeville will also be included on the programme which opens on Monday. They include the Manning Sisters in a song and dance revue, Rawls and Gilmore in a comedy skit, and Raymond and Stern in a clever novelty act.

"Garter Girl" Will Be Empire Theater Feature

Corinne Griffith will return to the Empire Theater next Tuesday. Her new vehicle is entitled, "The Garter Girl." Manager Jules Greenstone is of the opinion that all admirers of the famous Vitaphone star will be well pleased with her latest photodrama.

On a "studio street" constructed to be filmed in "The Old Homestead," a Paramount version of the famous old drama, there was a restaurant which flaunted the big sign: "Cooking such as mother used to do." Just across the street James Cruze, the director, was superintending the setting up of another store which bore the sign: "Undertaker." These studios are gay dogs!

Screen Followers Will Have Difficult Time Selecting From Host of Fine Films

By ELMER A. LOHMAIER

Local motion picture fans are going to have a difficult time of it this coming week to choose their protoplay entertainment.

And it isn't because of the lack of good pictures. Just the opposite. For the film offerings for the coming week are many of the very best of the summer season.

Screen followers will be glad to become reacquainted with Constance Talmadge next week at the Regent. Connie has been absent so long that everyone will just pile in to see her latest comedy, "The Primitive Lover." And appearing with his sister-in-law, on the same programme, will be Buster Keaton in his new two-reel comedy, "The Blacksmith."

Theatergoers will also be delighted to welcome back Hobbart Bosworth, he of noted sea characters, at the Rialto the first half of the week. In this case, however, he appears in the interesting role of a lumberjack. The motion picture world is eagerly awaiting the arrival of Pola Negri who will star in "The Last Payment," at the Rialto the last half of the week.

Harry Carey has many notable performances to his credit, but it is said, the western star has outdone his best previous efforts in "The Kick-Back," in which he will be seen at Fay's all of next week. By the way, Carey also wrote the story himself.

Those who have bewailed the absence of the bathing girl comedies from the screen will rejoice when they hear that the attraction at the Family Theater the first half of next week will be "Up In the Air About Mary," a picture featuring a bevy of pulchritudinous beauties.

The Strand Theater has a really fine list of interesting features for the coming week. On Sunday, "Unseen Forces" with Conrad Nagel, and Frank Mayo in "Out of the Silent North," will be presented, followed on Monday by "Queen of the Turf" and Marion Davies in "Beauty's Worth." Wednesday and Thursday will bring Viola Dana in "The Match Breaker" and Dorothy Daiton in "The Crimson Challenge," while the programme for Friday and Saturday will include Gloria Swanson in "Beyond the Rocks" and Wanda Hawley in "Too Much Wife."

Lovers of comedy will flock to the Piccadilly the first four days of the week to see Viola Dana in "They Like 'Em Rough." This feature will be followed on Thursday, Friday and Saturday by Bert Lytell in "The Face Between."

Feature Comedy at Jefferson

Marguerite Clark in her newest comedy, "Scrambled Wives," will make her appearance on Thursday next at the Jef-

erson Theater. This is Miss Clark's first picture since her recent retirement two years ago.

Harrey Carey, Noted Western Star, Coming To Fays Next Week In "The Kick-Back"

HARRY CAREY

Harry Carey has outdone his best previous efforts, both as star and author, it is said, in his newest film melodrama, entitled, "The Kick-Back." This feature picture will come to the screen of Fay's Theater on Sunday for a week's run, and it is expected that the noted star's popularity in this house will be as marked as ever. "The Kick-Back" story was written by Carey himself, and is, therefore, especially adapted to his needs and ability. It is a story of Western ad-

venture and romance, and some humor, and it shows the big star in the thick of danger and conflict, fighting hand-to-hand and doing prodigious feats, it is declared. Of course, there is a girl of much importance. The picture is a Universal-Jewel feature production and it has many picturesque scenes of big scope, it is said. Carey has the support of a big cast of prominent players. New short films and six new vaudeville acts will be on the bill.



BILLIE DOVE

At the head of a distinguished cast she has begun work on "Country Love," a screen comedy drama based on a story by Hulbert Footner.

Shocking

"The Electric House" is Buster Keaton's next title.

Jack Holt, who recently completed work in "While Satin Sleeps," will start from Hollywood for New York where he will begin work in a new Paramount picture, "Making a Man." Part of it will be made at the Long Island City studios and the remainder on the West Coast.

PRINCESS

South Avenue at Gregory

The New Management

Takes Great Pleasure in Announcing the Following Unequalled Programme for the Coming Week

Today—Grand Re-Opening Day

SATURDAY, AUGUST 26

WALLACE REID in "Across the Continent"

Larry Semon Comedy—Pathe News

SUNDAY and MONDAY

Fannie Hurst's Big Super-Feature, "JUST AROUND THE CORNER"

HAROLD LLOYD in "I DO"

TUESDAY ONLY

DOUGLAS MacLEAN in "THE HOME STRETCH"

International News—Torchy Comedy

WEDNESDAY'S GREAT PROGRAM

BEBE DANIELS in "THE SPEED GIRL"

Two-Reel Comedy—Movie Chat

THURSDAY'S BIG BILL

BETTY COMPSON in "THE LAW AND THE WOMAN"

Two-Reel Comedy—Pathe Review

FRIDAY'S BIG FEATURE

THE LANE THAT HAD NO TURNING With AGNES AYRES

Two-Reel Comedy

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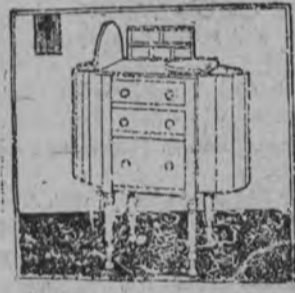
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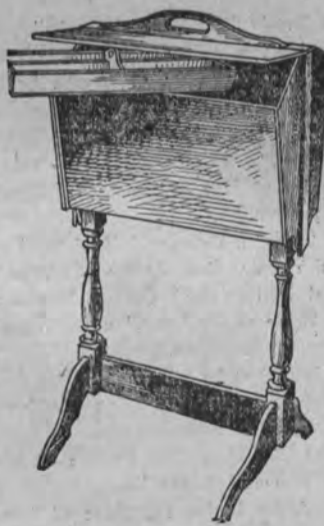
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"BUFFALO BILL" SERIAL IS NOW READY

Big Universal Chapter Drama to be Given Pre-Views For Exhibitors

The opening chapters of "In the Days of Buffalo Bill" have been received in all Universal Exchanges, and preparations are being made to hold pre-views for exhibitors in each territory. Universal considers this serial the ultimate in chaptered pictures, and plans to go further in putting it across than ever has been done for any serial in the history of the industry.

The picture, made by Edward Laemle with Art Acord in the starring role, is filled with historical incidents and events. Scenes of such national interest as Lincoln's assassination, the meeting of Grand and Lee at Appomattox, the ab-

inet fights of Andrew Johnson, the opening of the first transcontinental railroad, and numerous actual Indian encounters are faithfully depicted during the course of serial.

"In the Days of Buffalo Bill" will be released in a few weeks. It is expected to prove the greatest box-office bet in the serial field. Many advance bookings already have been made in first run houses which never before would touch a serial. In almost all communities where excerpts of the serial have been shown, complete and enthusiastic cooperation has been obtained from the school authorities.

Famous Players-Lasky Has Accomplished the Impossible For the Coming Six Months

After Much Hard Work, Consultation and Arrangement, Paramount Organization Has Been Enabled To Announce Bookings for Coming Season—Forty-one in All.

The Famous Players-Lasky Corporation, producers and distributors of the Paramount pictures which will be shown to the people of Rochester and vicinity in the Eastman Theatre, has this year accomplished what has hitherto been considered the impossible in the motion picture industry. It has made a complete announcement of its new feature pictures for the next six months and they are all—forty-one of them—completed and ready for showing in the order of their scheduled release. The accomplishment of this Herculean task can hardly be appreciated by the average patron of the picture theater but in the minds of those directly connected with the picture business it is regarded as an unparalleled achievement.

Early last Spring, Adolph Zukor, president of the Paramount company, with the foresight which has characterized his entire career in motion pictures, declared that the coming season was going to be different from any season the industry had passed through, in that exhibitors would be faced with an immense curtailment of the supply of pictures and at the same time, owing to popular demand, they would be obliged to show bigger pictures than ever before. The situation called for immediate and courageous action.

There followed several conferences with Jesse L. Lasky and Sidney R. Kent, in charge, respectively, of the company's production and distribution. Continental sessions in New York were followed by

further conferences at the big Lasky studio in Hollywood, Cal. Their final decision entailed the most sweeping, comprehensive production plan ever adopted by any organization in the history of motion pictures. In brief, it was this:

That the complete schedule of pictures for the six months beginning Aug. 1 should be laid out at once, with titles, authors, stars, directors, casts and release dates fixed in their entirety before the annual meeting of the district sales managers in New York, May 2.

Despite the magnitude of the task Mr. Lasky accepted the responsibility and began at once to gear up his producing organization for its fulfillment.

"I have been producing pictures since 1912," said Mr. Lasky, "but never did I face a job as big as that one. And I want to tell you that it was the proudest moment of my life, when I returned to New York and was able to walk into Mr. Zukor's office and say, 'We've put it over. The job is done.'"

What Mr. Lasky failed to tell, however, was the story of the days and nights of labor, the handling of people, the constant switching of his personnel on the immense chessboard of pictures, on which he moved stars, directors, leading people and stories into a mosaic which finally dovetailed together into a fixed six-months production schedule. A few of the pictures on the schedule had already been completed. The rest of the forty-

SIMPLE ONE-PIECE FROCK



GERTRUDE OLMSTEAD Universal

One-piece frock of black crepe-satin, tight fitting bodice, full skirt; white lace ruffling at throat and wrists; black silk hose, with black strap sandals of satin and patent leather. Posed by Gertrude Olmstead, Universal Star.

one have since been made and here is the full list:

- Wallace Reid in "The Dictator."
- Marion Davies in "The Young Diana."
- Thomas Meighan in "If You Believe It, It's So."
- Betty Compson in "The Bonded Woman."
- May McAvoy in "The Top of New York."

"The Loves of Pharaoh."

Gloria Swanson in "Her Gilded Cage."

"Nice People," a William De Mille production, with Wallace Reid, Bebe Daniels, Conrad Nagel and Julia Faye.

"Blood and Sand," a Fred Niblo production, starring Rodolph Valentino.

"The Valley of Silent Men," with Alma Rubens.

Dorothy Dalton in "The Siren Call."

Jack Holt in "While Satan Sleeps."

Cecil B. De Mille's production, "Manslaughter," with Thomas Meighan, Leatrice Joy and Lois Wilson.

"Above All Law," a special production.

"Pink Gods," a Penhryn Stanlows production, with Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Adolphe Menjou.

"The Old Homestead," with Theodore Roberts.

"The Face in the Fog," a Cosmopolitan special production.

"Burning Sands," a George Melford production, with Wanda Hawley and Milton Sills.

Wallace Reid in "The Ghost Breaker," supported by Lila Lee.

"The Cowboy and the Lady," with Mary Miles Minter and Tom Moore.

"To Have and to Hold," a George Fitzmaurice production, with Betty Compson and Bert Lytell.

Thomas Meighan in "The Man Who Saw Tomorrow."

"On the High Seas," with Dorothy Dalton and Jack Holt.

Rodolph Valentino in "The Young Rajah."

Alice Brady in "Anna Ascends."

"Clarence," a William De Mille production, with Wallace Reid, Agnes Ayres and May McAvoy.

Gloria Swanson in "The Impossible Mrs. Bellew."

"Enemies of Women," a Cosmopolitan special production.

"Ebb Tide," a George Melford production, with Lila Lee, James Kirkwood, Raymond Hatton and George Fawcett.

"The Pride of Palomar," a Cosmopolitan special production.

Elsie Ferguson in "Outcast."

"Singed Wings," a Penhryn Stanlows production, with Bebe Daniels.

Thomas Meighan in George Ade's "Back Home and Broke."

Agnes Ayres in "A Daughter of Luxury."

"Kick In," a George Fitzmaurice production, with Betty Compson, Bert Lytell and May McAvoy.

Wallace Reid in "Thirty Days."

Marion Davies in "Little Old New York."

Rodolph Valentino in "The Spanish Cavalier."

Jack Holt in "Making a Man."

Alice Brady in "Missing Millions."

"Notoriety," a William De Mille production, with Bebe Daniels.

To the Eastman Theatre and its management, to the great public benefactor whose vision and generosity made the handsome new edifice a possibility, to Pictureplay News and to the people of Rochester and vicinity, the Paramount company extends its congratulations and best wishes on this momentous occasion.

Wow! A Love Boat!

That's the title of our latest movie song hit. It's not copyrighted in any language, including the Scandinavian, and it's incidental to Constance Talmadge's next picture, "East Is West."

Ready, professor; start the melting music:

Just a love boat
In the small hours!
(Up above float
Lanterns and flowers)
Moored at midnight on the river at
Shanghai
While the mystic, magic, maiden
moon rides high!

There waits Ming Toy,
A Sing-Song maid,
Tries to bring joy,
Strangely afraid—
And in such a naughty crew (here's
a surprise!)
Constance Talmadge thrills with
Ming Toy's wistful eyes.



Ernest Torrence one of the best known "villains" of the screen, who has an important role in the prize-winning scenario, "Broken Chains", which Goldwyn is filming.

MONEY

Katherine MacDonald has completed her latest First National picture, "Money, Money, Money," a Larry Evans story written directly for the screen. A stage version of this story will be produced by George C. Tyler shortly after the release of the picture.

Industry On Up-Swing Says Arrow Film Chief

"I have every reason to believe—in fact I know definitely—that the motion picture industry has long since passed its lowest ebb and has now started on the up-swing."

Thus began Dr. W. E. Shallenberger, president of Arrow Film Corporation, in speaking with a representative of one of the trade publications upon his return from a flying trip to the West Coast on Friday, August fourth.

"I sense a new feeling of optimism which was lacking before," said the Doctor. "Everyone with whom I spoke or come in contact during my trip seemed to be looking forward to the coming season securely confident that it is going to be the beginning of one of the most successful periods that the motion picture industry has ever enjoyed."

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Rochester's \$5,000,000 photo-play temple has chosen the screen's most entertaining single reel

OUT OF THE INKWELL COMEDIES

for presentation on its opening week programme, and will show this entire series of cartoon animations—now playing Criterion, Rivoli and Rialto in New York, Grauman's Million Dollar Theater in Los Angeles, and the Loew, Fox, Bim and Rialto-Farragut Circuits.

"In the field of animated cartoons there has been NOTHING BETTER than 'OUT OF THE INKWELL' drawings."—New York Times.

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FIRST RELEASE —COMING—

MORE TO BE PITIED THAN SCORNE

Starring ROSEMARY THEBY and ALICE LAKE

MELODRAMAS That Pull Crowds

"Temptation"
"Forgive and Forget"
"Lure of Broadway"
"Pal of Mine"
"Only a Shop Girl!"

A READY-MADE SUCCESS

This first release on the Al Lichtman list has taken New York by storm. It finished its premiere at the CAPITOL in a blaze of glory and is booked to play the LOEW CIRCUIT next. There are 11 more Al Lichtman Productions to follow.

RICH MEN'S WIVES
The things to be pitied, scorned or envied?

READ THIS CAST:

HOUSE PETERS, CLAIRE WINDSOR, Baby RICHARD HEADRICK, ROSEMARY THEBY, GASTON GLASS, MYRTLE STEDMAN and MILDRED JUNE

"THE CURSE OF DRINK"

Cast includes: Edmund Brees, Miriam Battista, Marguerite Clayton, Harry Morey, George Fawcett, and others.

"NOTORIETY"

First in series of WILLIAM NIGH productions.—By the producer of "School Days."

THESE ARE BUT A FEW OF OUR NEW SEASON RELEASES

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FEDERATED FILM EXCHANGE
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NEW PRODUCT READY FOR RELEASE

REGINALD DENNY
in N. W. Mounted Police Dramas (2 reels)

ART ACORD
in a Series of Lumberjack Adventures (2 reels)

HARRY CAREY
in Virile Western Thrillers (2 reels)

JACK LONDON'S
famous "Fish Patrol" Stories (2 reels)

CENTURY COMEDIES
with Brownie, Johnny Fox, Lee Moran and Queenie (2 reels).

UNIVERSAL COMEDIES
with Neely Edwards, Lewis Sargent and Molina with his trained Bull (1 reel).

BABY PEGGY
in a Series of Century Special Comedies (2 reels).

INTERNATIONAL NEWS

Always the Best—Twice Weekly

SIX NEW "LEATHER PUSHERS" COMING

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"PERILS OF THE YUKON"—"THE RADIO KING"

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Appreciation from BUFFALO

RECOGNIZING the tremendous importance to the film industry generally, of the magnificent structure and institution now about to open in Rochester, N. Y.,—THE EASTMAN THEATRE—which is destined to become the greatest single factor to the advancement of all that is best in motion pictures and music.

WE take this occasion to make public record of our utmost appreciation of this wonderful institution and all that it represents, the generosity and far-sighted vision of its unselfish and public-spirited founder, and to join with Rochester and the rest of the world in accepting this gift for the good of mankind.

A. Moore

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