## Paramount Press Book Collection

**Contents**

Volume 2: December 1917-January 1918

<table>
<thead>
<tr>
<th>Index Number</th>
<th>Film Title</th>
<th>Scheduled Book Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Eternal Temptress</td>
<td>3 Dec 1917</td>
</tr>
<tr>
<td>2.</td>
<td>The Secret Game</td>
<td>3 Dec 1917</td>
</tr>
<tr>
<td>3.</td>
<td>The Land of Promise</td>
<td>10 Dec 1917</td>
</tr>
<tr>
<td>4.</td>
<td>Tom Sawyer</td>
<td>10 Dec 1917</td>
</tr>
<tr>
<td>5.</td>
<td>The Devil-Stone</td>
<td>17 Dec 1917</td>
</tr>
<tr>
<td>6.</td>
<td>Nan of Music Mountain</td>
<td>17 Dec 1918</td>
</tr>
<tr>
<td>7.</td>
<td>The Fair Barbarian</td>
<td>17 Dec 1917</td>
</tr>
<tr>
<td>8.</td>
<td>Love Letters</td>
<td>24 Dec 1917</td>
</tr>
<tr>
<td>9.</td>
<td>His Mother's Boy</td>
<td>24 Dec 1917</td>
</tr>
<tr>
<td>10.</td>
<td>The Seven Swans</td>
<td>31 Dec 1917</td>
</tr>
<tr>
<td>11.</td>
<td>A Modern Musketeer</td>
<td>30 Dec 1917</td>
</tr>
<tr>
<td>12.</td>
<td>Mrs. Dane's Defense</td>
<td>7 Jan 1918</td>
</tr>
<tr>
<td>13.</td>
<td>Rose of the World</td>
<td>7 Jan 1918</td>
</tr>
<tr>
<td>14.</td>
<td>Wolves of the Rail</td>
<td>14 Jan 1918</td>
</tr>
<tr>
<td>15.</td>
<td>The Spirit of '17</td>
<td>26 Jan 1918</td>
</tr>
<tr>
<td>16.</td>
<td>Jules of the Strong Heart</td>
<td>14 Jan 1918</td>
</tr>
<tr>
<td>17.</td>
<td>Stella Maris</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Date</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>18.</td>
<td>Rimrock Jones</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>19.</td>
<td>The World for Sale</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>20.</td>
<td>The Widow’s Might</td>
<td>28 Jan 1918</td>
</tr>
<tr>
<td>21.</td>
<td>The Hired Man</td>
<td>28 Jan 1918</td>
</tr>
<tr>
<td>22.</td>
<td>The Guilty Man</td>
<td>18 Feb 1918</td>
</tr>
</tbody>
</table>
The Eternal Temptress

Scheduled Release Date: 3 Dec 1917
Press Book and Exhibitors' Aids

Adolph Zukor presents

Lina Cavalieri in
"The Eternal Temptress"

By Mme. Fred De Gresac
Scenario by Eve Unsell Directed by Emile Chautard

A Paramount Picture

Paramount Pictures Corporation
Four Eighty-Five Fifth Avenue and Forty-First St.
New York
Controlled by FAMOUS PLAYERS-LASKY CORPORATION
THINGS YOU NEED TO KNOW ABOUT

"THE ETERNAL TEMPTRESS"

Lina Cavalieri is known all over the world as "Europe's Most Beautiful Woman." Her debut in Paramount Pictures will make her known as "The Most Beautiful Woman in Pictures," for her beauty is of that rare, dark and exotic type that seems actually to stand out from the screen in its vividness.

The story was written especially for Cavalieri by Mme. Fred de Gresac, the noted French author, and deals with the situation in Italy at the outbreak of the present war in an entirely new and unusual manner, having throughout a love story of the most intense interest.

The cast is a notable one, including Elliott Dexter, prominent on the stage and screen, Allen Hale and many others equally well known.

EMILE CHAUTARD, THE DIRECTOR, IS INTERNATIONALLY FAMOUS. HE HAS DIRECTED, AMONG OTHERS, VIVIAN MARTIN, ALICE BRADY AND KITTY GORDON.

To secure the best possible results no pains or money was spared by Director Chautard who is famed for his wonderful effects. For instance, in the Roman and Venetian street scenes, actual Italian immigrants were secured for "atmosphere" and the whole great studio lot at Fort Lee, New York, was covered with elaborate and costly sets, copied with infinite care from photographs and models of streets and buildings in Rome.

Cavalieri, in many of the scenes, wore her famous pearls which are noted all over the world. Her gowns too, are especially beautiful.

SPECIAL MUSIC CUES AVAILABLE AT YOUR EXCHANGE

THE PLAYERS

Princess Cordelia Sanzio, Lina Cavalieri
Angela.................Milred Counselman
Harry Althrop...........Elliott Dexter
Count Rudolph Frizl........Allen Hale
Prince Estezeray........Edward Fielding
Colonel Althrop..........Hallen Mostyn
Ambassador Lawton.......James Laffey
Borgslov..............Pierre De Matties
Jeweller..............Pater Barbier

Director............Emile Chautard

CONTENTS

1. Cover—with Billing
2. "About the Pictures and Accessories"
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued
Back Cover—Exchange List

WRITE OUR EXHIBITORS' SERVICE DEPARTMENT TODAY AND THEY WILL TELL YOU HOW TO MAKE THIS PICTURE THE BIGGEST DRAWING CARD YOU'VE EVER SHOWN
ADVERTISING SUGGESTIONS FOR

"THE ETERNAL TEMPTRESS"

Post Card No. 1
To be sent 9 days before showing.

Dear Madam:

On . . . . Mme. Lina Cavalieri, Europe's most beautiful woman, will make her debut in Paramount Pictures in a photoplay entitled "THE ETERNAL TEMPTRESS" at the . . . . . . . . theatre, and we hope to see you there on that evening.

Manager.

Dear Madam:

THE ETERNAL TEMPTRESS," the thrilling photoplay in which Mme. Lina Cavalieri is the star, tells the story of Cordelia Sanzio, an Italian widow and Princess, who is living in Venice as a sort of modern siren.

The story opens with Cordelia trying to fascinate Harry Althrop, son of Commodore Althrop, a distinguished diplomat and an American. The boy finally falls deeply in love with her and is jealous of everyone to whom she speaks. The knowledge of this leads Prince Estazery, an Austrian Nobleman, to ask Rudolph, one of his aids, to start a rivalry with Harry so as to get the boy to enter into any scheme to win money, knowing that Cordelia has drained his purse empty. In order to purchase a pearl necklace for Cordelia he forges a check on his father. When the Austrian hears of this, he offers Harry a million to go to Rome and obtain a political document containing Italy's position as regards the war.

After Harry’s departure Cordelia hears of it, follows him to Rome and sends him a note, too late, however, to stop his carrying out the bargain. He hastens to her villa and showers gold upon her, but she is revolted by the insult and sends him away. She resolves to save him at any cost, however, and goes to Rudolph’s rooms. She leads him on to believe she actually cares for him until she gets possession of the paper.

Meantime Harry has been tried for his life, but just at this moment Cordelia rushes in and vows she is the real criminal and Harry is pardoned.

We hope you will come to the . . . . . . . . theatre on . . . . . . . . and learn what Cordelia’s sacrifice has meant to Harry and herself.

In this thrilling story Mme. Cavalieri will wear her pearls which are famous all over the world, and also some gorgeous gowns.

We hope you will come early as we anticipate capacity business.

Yours sincerely,

Manager.

Post Card No. 2
To be sent 6 days before showing.

Dear Madam:

"THE ETERNAL TEMPTRESS," which is coming to the . . . . . . . . theatre with Mme. Lina Cavalieri as the star, deals with a love story of intense interest.

The play was staged by Emile Chautard, a director of international fame and no money has been spared to secure most wonderful stage effects.

The date is . . . . . . . .

Manager.

SUGGESTED LETTER
To be sent 3 days before showing.

Dear Madam:

"THE ETERNAL TEMPTRESS," the thrilling photoplay in which Mme. Lina Cavalieri is the star, tells the story of Cordelia Sanzio, an Italian widow and Princess, who is living in Venice as a sort of modern siren.

The story opens with Cordelia trying to fascinate Harry Althrop, son of Commodore Althrop, a distinguished diplomat and an American. The boy finally falls deeply in love with her and is jealous of everyone to whom she speaks. The knowledge of this leads Prince Estazery, an Austrian Nobleman, to ask Rudolph, one of his aids, to start a rivalry with Harry so as to get the boy to enter into any scheme to win money, knowing that Cordelia has drained his purse empty. In order to purchase a pearl necklace for Cordelia he forges a check on his father. When the Austrian hears of this, he offers Harry a million to go to Rome and obtain a political document containing Italy’s position as regards the war.

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Meantime Harry has been tried for his life, but just at this moment Cordelia rushes in and vows she is the real criminal and Harry is pardoned.

We hope you will come to the . . . . . . . . theatre on . . . . . . . . and learn what Cordelia's sacrifice has meant to Harry and herself.

In this thrilling story Mme. Cavalieri will wear her pearls which are famous all over the world, and also some gorgeous gowns.

We hope you will come early as we anticipate capacity business.

Yours sincerely,

Manager.

Follow-up Post Card
To be sent on day of showing.

Dear Madam:

Did you receive our communications to you concerning "THE ETERNAL TEMPTRESS"? This thrilling photoplay is something that I feel sure you will want to see. It is running in the . . . . . . . . theatre today.

Manager.
THE ETERNAL TEMPTRESS

LOBBY
"THE ETERNAL TEMPTRESS" deals with Mme. Lina Cavalieri as a modern siren. It also has to do with a pearl necklace of fabulous worth. In this thrilling story Mme. Cavalieri will wear her pearls which are famous all the world over and also some gorgeous gowns.

With these ideas as a basis, it is possible for you either to have a display of pearl necklaces in your lobby, through arrangement with your local jeweler, or to have your lobby display artist get up a very entrancing siren scene based upon the paper which we issue on this subject.

The catch line—"If you were a modern siren and your sweetheart had stolen a State paper so as to earn money to shower you with jewels, would you have made the supreme sacrifice made by Lina Cavalieri in "THE ETERNAL TEMPTRESS"?

WINDOW
For gorgeous gowns and precious jewels, it is doubtful whether any photoplay display has ever attempted to surpass the display in "THE ETERNAL TEMPTRESS." This should give you plenty of opportunity to co-operate with your dry goods, dress goods and jewelry stores in advertising Mme. Cavalieri. A sign in the dress goods window in connection with the display of some noted beauty around town, if you can secure one, saying "this is not Lina Cavalieri, nor is it the gown she will wear in "THE ETERNAL TEMPTRESS," but it is a creation of ..........., directly imported from ..........., showing, as does Mme. Cavalieri, the very latest styles in evening gowns.

CAR CARD
Have a photograph made of the best window display in your town which relates to "THE ETERNAL TEMPTRESS" in your theatre. Reproduce this cut on your car card, with credit to the local merchant,—in addition to announcing the name of the photoplay and the date it will be shown in your theatre. Do not overlook the value to you of these car cards. The very fact that you advertise in the street cars of your town stamps your theatre as the progressive house of your district.

STREET DISPLAYS
A beautiful young woman dressed up to represent Lina Cavalieri in a magnificent evening gown driving through your streets in an automobile with a banner on both sides of the car stating that "THE ETERNAL TEMPTRESS" will be seen in your theatre will probably be as good an advertisement of the show as anything. We should be pleased to hear from you as to the street display you put on for "THE ETERNAL TEMPTRESS" so that we may help others through your ideas—and in turn help you through the ideas of others.

NEWSPAPER ADVERTISING
Utilize the same cut that you have worked in connection with your car card advertising to advertise the local merchant who has helped you with his lobby display, with a line of credit to him in your newspaper copy. You might alternate this advertising with a copy of the letters you are sending out to housewives in your locality, using a line something like this:

"To all of our patrons: Did you receive the letter on 'THE ETERNAL TEMPTRESS'? There was a misspelled word in that letter and the first one who can find out which word it was that was misspelled will be entitled to a prize at the manager's office. Bring the letter with you and see the manager as to the terms of the award."

FOR ADDITIONAL SUGGESTIONS WRITE TO THE EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York City
LINA CAVALIERI'S ROMANTIC LIFE STORY

Born in Rome, Italy, Lina Cavalieri for several years of her childhood romped among the barefooted peasant children of that city or played along its historic Vias. Her parents were humble Italians, poor but industrious and her earliest memories are of a flower-filled cottage where her mother used to sing at her work and her father would come home with his hands filled with goodies for "the bambina."

It is not true that Lina Cavalieri sold flowers in the Piazza Colonna, for there was no need with a stalwart father to stand off the wolf from the door. Not that she would mind admitting it if it were true, for Cavalieri is, in spite of all the tragic and romantic episodes of her eventful life, simple and kind at heart.

Lina used to sing at her work and play, inheriting the habit from her beautiful mother who possessed a charming although untrained voice. One day she attracted the attention of a maestro—conductor of a small music hall. As her father had died, leaving his little family penniless, Lina was glad to accept the maestro's offer of a position with a very small remuneration. They paid her about sixty cents a performance, which at the time she thought too much, but refrained from protesting for her mother's sake.

Later she got another position from a rival music hall at a dollar a night and from then on, step by step, she rose until she became a favorite at the Roman "Eden" near the Ponte Garibaldi. Here she was paid the princely sum of twenty dollars a week.

At last Lina, la bella, drifted to Paris, the Mecca of all music hall singers where she soon became a celebrity getting ten thousand francs (about two thousand dollars) a month at the Folies Bergere. Not yet satisfied, she went on a tour of Europe, during the course of which she met Tetrazzini and the tenor Marconi who told her that she ought to study for the opera.

For nine months or so she worked under the tuition of Mariani, making her operatic debut at Naples in "La Boheme." From there she toured all of Italy and later created the role of Thais at Milan, which some two years ago she sang (in French) at the Grand Opera House in Paris. That was just after her first season at the Metropolitan Opera House, New York, and the year after she took London by storm.

Madame Cavalieri has appeared in films occasionally, mostly for Italian companies, but her debut in Paramount pictures will be shown at the.......... Theatre on .........., when she will be seen in "THE ETERNAL TEMPTRESS."

* * *

THIS NEW BIOGRAPHY OF LINA CAVALIERI WITH ONE OF THE MANY BEAUTIFUL STAR CUTS OF HER WILL CREATE A GREAT DEAL OF INTEREST IN YOUR LARGEST LOCAL PAPER.
ILLUSTRATION is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
Music Cues!
Ask Your Exchange For Them

Adolf Zukor presents
Lina Cavalieri in
“The Eternal Temptress”
By Mme. Fred de Gresac
Scenario by Eve Unsell Directed by Emile Chautard

Hundreds of thousands of people pay fancy prices every year at the Metropolitan Opera House to see this world famous beauty. You can see her at this theatre at 1-50th the price it would cost you in New York. And you can see her in something better than she has ever done before. All week—but come early.

Other Attractions, Musical Program, Etc.

Admission Prices

Exhibitors’ Theatre

See world famous Lina Cavalieri this week at this theatre. See one of the most talked about operatic stars in the world. Her glorious beauty, her powerful dramatic power, and her gripping personality will enthrall you in this tremendous drama.

Other Attractions, Next Feature, Musical Program, Etc.

Admission Prices

“The theatre that the Saturday Evening Post tells of” is bound to get the business. Do they know that yours is it?
See This World Famous Prima Donna

Wherever language is spoken the fame of Lina Cavalieri is known. You would have to pay $5 or $10 to see her at the Metropolitan Opera House. We have made it possible for you to see her right here at home for about 1/50th of that price. You can't afford to miss her in this, one of the most powerful dramas of the year.

Other Attractions, Next Feature, Musical Program, etc.

Admission Prices

Name of Exhibitors' Theatre

Do you show "movies" or do you show "the pictures that are advertised in the big magazines?"

How do they know? The trade marks tell.
Adolph Zukor presents

LINA CAVALIERI
in "The Eternal Temptress"

By Mme. Fred de Gresac  Scenario by Eve Unsell  Directed by Emile Chautard

A Powerful, Emotional Story
Reinforced by the glorious beauty, the vibrant personality, and the gripping art of this world famous prima donna, "The Eternal Temptress" becomes one of the greatest motion picture sensations of the year.

Other Attractions, Next Feature, Musical Program, Etc.

Admission Prices

Name of Exhibitors' Theatre

One Paramount trade mark in the papers is worth a hundred on the shelf
Ad Cuts and Mats for Bigger Business—You NEED Them

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade getters; the three column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. Unless you are positive that your printer uses good ink and paper and is exceptionally conscientious in his work hesitate before you use a half-tone. A line cut will print well under almost any conditions.

ADOLPH ZUKOR presents
Lina Cavalieri
in "The Eternal Temptress"
By Mme. Fred De Gresac
Scenario by EVE UNSELL
Directed by Emile Chautard

You don’t have to go to New York’s famous Metropolitan Opera House to see this world famous beauty. Mme. Cavalieri’s glorious beauty, her dynamic personality, and her marvelous dramatic ability never showed to better advantage than in this powerful story.

Other Attractions, Musical Program, etc.

Admission Prices
Exhibitors’ Theatre

We are running a million dollar advertising main through your town. Are you benefiting by tapping it?
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

SLIDE
STOCK PRODUCTION CUTS AND MATS

Lina Cavalieri in "The Eternal Temptress"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
Press stories to be sent out a week or ten days in advance of the showing of "THE ETERNAL TEMPTRESS"

Lina Cavalieri, known as one of the five most beautiful women in the world, and famous as an opera star as well, has entered the field of motion pictures, having signed up with Paramount. Her first screen vehicle will be "The Eternal Temptress." This was written by Mme. Fred de Gresac, the popular French author, and will be shown at the ......... Theatre on ........

"THE ETERNAL TEMPTRESS" A STORY OF MODERN VENICE

As Cordelia Sanzio, a wealthy widow of modern Venice, who lures young Harry Althrop to his ruin, Lina Cavalieri, the opera singer, makes her debut in Paramount Pictures with "The Eternal Temptress." The story deals with the ruse of an Austrian diplomat to secure papers involving Italy's position in the world war. "The Eternal Temptress," a Paramount picture, will appear on ........ at the ......... Theatre.

PICTURES HER FAD, DECLARES LINA CAVALIERI NOW A CINEMA ACTRESS.

In "The Eternal Temptress" beautiful Lina Cavalieri makes her screen debut under the management of Paramount Pictures Corporation. The famous diva is tremendously enthusiastic about the motion picture work and declares she greatly prefers it to singing. With her quaint French accent she protested the other day that pictures are her "what ees it you say—fad." "The Eternal Temptress" is to appear at the ......... Theatre on ......... of ......... week.

The choice of a suitable screen vehicle for Lina Cavalieri, the noted opera singer, who makes her cinema debut in this city at the ......... Theatre on ......... was a long and difficult one. After thousands of manuscripts had been rejected, however, "The Eternal Temptress," by Mme. Fred de Gresac, was decided upon. This is a story of a beautiful woman of modern Venice and is not only a thrilling, gripping description of affairs in Italy at the outbreak of the present war, but casts a strong light on the methods used by the wily Prussian diplomats in gaining their purposes. As Cordelia Sanzio, Cavalieri becomes a tool in their hands until she comes into her better self through her love for Harry Althrop, a young American, and saves his life as well as many thousands of Italy's brave soldiers.
At last! Lina Cavalieri on the screen. For several years patrons of the high class photoplay have hoped that the famous diva would follow the example of several others and use the screen as a vehicle for her wonderful ability as an actress. Lina Cavalieri, long known as "the most beautiful woman of Europe," has at last taken her rightful position as one of the most beautiful women of the films. "The Eternal Temptress," an elaborate Paramount production, the scenes of which are laid in modern Venice and Rome, and which was directed by Emile Chautard, will be the featured attraction at the Theatre.

Conceded to be "the most beautiful woman of Europe," Lina Cavalieri, the famous opera singer, has entered the lists for the title of "the most beautiful woman of the screen." "The Eternal Temptress," her first picture, made for Paramount under the expert direction of Monsieur Emile Chautard, will be shown at the Theatre.

A story of love and intrigue and of a gripping international situation saved by a woman's wiles, is Lina Cavalieri's first Paramount photoplay, "The Eternal Temptress." Opening at the commencement of the present international war, the scenes lead to a climax of thrilling intensity. "The Eternal Temptress" is scheduled to be shown at the Theatre.

CAVALIERI'S FIRST PARAMOUNT PICTURE A DRAMA OF MODERN VENICE AND ROME

As Cordelia Sanzio, a modern siren, luring men to their ruin, but reforming and in the end proving herself a heroine, in "The Eternal Temptress," Lina Cavalieri is a delight to the eyes and the mind. Young Harry Althrop, son of an American diplomat, is in love with her, and maddened by jealousy and hatred of his rival, an Austrian Count, commits the heinous crime of betraying his own country and Italy.

How she finds this out, and having come to realize for the first time in her life the meaning of love and honor, Cordelia saves him and her country together, makes a photoplay of far more than usual interest. The production was directed by the noted French director, Emile Chautard, and is said to contain some exceptionally effective photography. It is to appear for the first time in this city at the Theatre.
Press stories to be sent out two or three days in advance or during the showing of “THE ETERNAL TEMPTRESS”

Visitors to the huge Paramount studios at Fort Lee, New York, where Lina Cavalieri was preparing her first photoplay recently, thought they had accidentally wandered into a room in a public library when they entered Director Emile Chautard's office. Foreign books, magazines, papers and folders lay scattered in every direction, while huge volumes of maps, photographs and the like were lying on every chair and table. These were used by M. Chautard in the preparation of "The Eternal Temptress," the scenes of which are laid in modern Venice and Rome. Director Chautard is nothing if not thorough and is noted as a stickler for detail. "The Eternal Temptress," which is to be shown at the ........ Theatre on ........ is one of the most notable productions of the year, marking the great singer's debut in the field of the cinema.

Lina Cavalieri, noted singer and renowned as "the most beautiful woman of Europe," has at last consented to appear in motion pictures, thereby following the example of several of her fellow artistes, including Geraldine Farrar and others.

Her first Paramount production, "The Eternal Temptress," is a story of love and political intrigue of the most fascinating sort. It was written by Mme. Fred de Grasac and directed by Emile Chautard. "The Eternal Temptress" will be shown at the ........ Theatre on ........

LINA CAVALIERI AS ITALIAN SIREN APPEARS IN FIRST PICTURE AT ........

As beautiful Cordelia Sanzio, Cavalieri wins the instant sympathy and interest of her audiences for her almost supernatural beauty, which is of the sort that films well, seeming almost to make its possessor stand out from the screen and become a living, breathing character. In her love affair with Harry Althrop, last of a long line of lovers, she comes into her best self and makes the supremest sacrifice a human being can make for another—and her country. Elliott Dexter as Harry Althrop has created one of the best roles of his successful career. "The Eternal Temptress" will be shown on the screen of the ........ Theatre beginning on........
At the first private showing of "The Eternal Temptress," which is Lina Cavalieri's first photoplay, made for Paramount under the direction of Emile Chautard, Adolph Zukor, President of the Famous Players-Lasky Film Corporation, said: "It is seldom that a face so beautiful as that of Cavalieri is found, and still more seldom that it can be caught in all its exquisite loveliness by the camera, which performs queer tricks of vision and has been known to lie outright about a beautiful face.

"Cavalieri is of the rare type of dark, exotic beauty which seems to photograph brilliantly and to make the possessor stand out from the screen and become almost a living, breathing character. I think it is safe to say that 'The Eternal Temptress' will be one of the most successful pictures ever put out by Paramount."

Manager ............... of the ............. Theatre has arranged to show Madame Cavalieri in her first Paramount picture at this Theatre beginning on ........

Lina Cavalieri, renowned prima donna and famed as a beauty, has at last rejoined the ranks of film actresses and her first production, made for Paramount under the expert direction of Emile Chautard will be shown at the ............. Theatre on ........

This is "The Eternal Temptress" by Mme. Fred de Gresac. The story deals with beautiful Cordelia Sanzio (Cavalieri), at the opening of the story a widow and princess living in modern Venice and playing with the affections of men as a cat plays idly with its victims. One of her most fervent lovers was young Harry Althrop, son of a distinguished American diplomat.

An Austrian nobleman, desiring to obtain possession of an important document which would give him knowledge of Italy's position in the present war (before Italy had joined forces with the Allies), plays upon Harry's love by making him insanely jealous of a young Austrian Aid, Count Rudolph.

The way they take advantage of his mad affection for Cordelia and force him to steal the documents they desire, and the manner in which Cordelia, at last really in love, saves both Harry and her country's honor, makes a photoplay of throbbing vital interest.
REAL ITALIAN ACTORS IN EXTRA RANKS OF PARAMOUNT CAVALIERI PICTURE

In spite of the fact that art of makeup will deceive even the searching lens of the motion picture camera. Director Emile Chautard is determined that local color in the first Paramount picture with Lina Cavalieri as the star shall be absolutely perfect, and for that reason has engaged a large number of Italian people to interpret the extra roles.

The scenes of "The Eternal Temptress," which will bring Mme. Cavalieri to the screen, and which was written expressly for the beautiful operatic favorite by Mme. Fred de Gresac, and adapted by Eve Unsell, are all laid in Italy.

Besides the familiar Grand Canal of Venice, the Bridge of Sighs and the quays of Rome, the Famous Church of San Marco has been reproduced at Fort Lee with startling fidelity. In several scenes the star is seen entering or leaving the doors of this picturesque old house of worship, and the populous neighborhood, with churchgoers, beggar hordes, and so on, required the use of large numbers of extra people. Not satisfied with using the ordinary types employed in "mob" scenes, made up for the occasion, Director Chautard sent out a call for real Italians.

The studio lot has been crowded ever since with picturesque figures, some in the very garb they wore as immigrants from the sunny lands of their own country. There is much voluble and expressive discourse in the Latin tongue which, of course, Mme. Cavalieri understands perfectly, but which might as well be Greek so far as some of the actors in the picture are concerned. It is absolutely certain, however, that when "The Eternal Temptress" is seen upon the screen of the Theatre on it will mirror faithfully the picturesque Old World cities with their densely crowded streets.

Emile Chautard is a persistent seeker for "atmosphere" in pictures, because he realizes that a large part of the charm and the convincing quality of a photoplay depends upon this elusive quality.
For exhibitors' information and house organ: The Players and the Story of "THE ETERNAL TEMPTRESS"

THE PLAYERS

Princess Cordelia Sanzio............Lina Cavalieri
Angela....................................Mildred Conselman
Harry Althrop.........................Elliott Dexter
Count Rudolph Frizl....................Allen Hale
Prince Estezary........................Edward Fielding
Colonel Althrop..........................Hallen Mostyn
Ambassador Lawton.....................James Laffey
Borgslov................................Pierre De Matteis
Jeweller..................................Peter Barbier

Director......................Emile Chautard

THE STORY

Cordelia Sanzio, an Italian widow and princess living in Venice, is a sort of modern siren and at the opening of the story is plying her wiles on young Harry Althrop, an American and son of Commodore Althrop, a distinguished diplomat.

The boy is deeply in love with her and jealous of everyone she speaks to. The knowledge of this fact leads Prince Estazery, an Austrian nobleman, to ask one of his young aids—Count Rudolph—to enter into a rivalry with Harry, all expenses to be paid by the Austrian government. The object is to reduce the boy to such abject jealousy and discouragement that he will be ripe for any scheme to win money, for Cordelia has drained his purse nearly empty already and Estazery is well aware of this fact.

When they are ready they will demand that he procure a certain political document for them—a statement of Italy's position as regards the war, which they know is to be turned over to Harry's father. An episode of a necklace which Cordelia had induced Harry to buy her and which he could not pay for, giving Rudolph a chance to pay for it in his stead, did a great deal to further their plans.

Harry is furious that his iral should do this and forges a check on his father's account to cover the amount. This is just the last bit of evidence the Austrians had hoped for and Estazery believes the time is ripe to tell Harry what they want of him. He offers him a million to obtain the paper. Harry, desperate, promises to do what they ask, and Estazery himself puts him on the train for Rome, where he will find it.
Cordelia, who now actually cares for Harry, upon learning of his departure for Rome form his servant, has Rosita, her devoted maid, who is as fond of Harry as of herself, pack their belongings, and they also leave for Rome. In the meantime, Harry has carried out his evil bargain and obtained the million reward.

He receives a note from Cordelia saying she is in Rome and hastens to her villa, where, tormented by remorse and fear, he throws the money upon her in showers of gold and bills. Cordelia, at last sincerely in love, is revolted by this insult and sends Harry away—but not before he has told her the crime he has committed for her sake.

She resolves to save him at any cost and goes to Rudolph's rooms to get the document he has stolen. Rudolph believes her incapable of real affection—either for her country or anyone else, and in a spirit of bragging, tells her all about the paper and what it means. "Are you the only person knowing the contents of this paper?" she asks, apparently in idle curiosity. Upon his affirmative she seems to smile, but there is a deeper purpose in her question.

Leading him on, making him believe she is the butterfly he has always thought her, Cordelia makes the supreme sacrifice of her life for her country—and Harry. She manages to get possession of the paper, but is caught by Rudolph and is obliged to kill him to prevent his calling for aid. A little jeweled dagger that she has worn more for effect than anything else does its work and she is able to leave the room without anyone having heard the struggle. Unfortunately, she leaves her gold bag.

During these hours, Harry has been tried for his life at a private hearing, and at the last is given the choice, for his father's sake, of either suffering the punishment of the law for his crime or to mete out justice to himself. Choosing the latter course, Harry bows his head, takes a revolver his father gives him, and leaves the room.

Just at that moment Cordelia rushes into the room and tells the whole truth,—how she had been the real criminal—the motive for the crime—and pleads for mercy for Harry. She wins her point, and as the ambassador learns that no one but herself knows or ever will know the contents of the paper, Harry is pardoned. He has lost his love for Cordelia, however, and she hears him telling his father that he will join an Italian regiment. Broken-hearted, she returns to her home, where, before a little oratory, she prays fervently for forgiveness—afterwards taking her own life, for she knows that her crime will be discovered. Harry arrives for a last farewell just in time to hold her in his arms as she dies.
**List of Paramount Exchanges**

**DISTRIBUTING**

**“THE ETERNAL TEMPTRESS”**

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston, Mass.</td>
<td>10 Shawmut St., Famous Players Film Co. of N. E.</td>
<td></td>
</tr>
<tr>
<td>New Haven, Conn.</td>
<td>131 Meadow St., Famous Players Film Co. of N. E.</td>
<td></td>
</tr>
<tr>
<td>Portland, Me.</td>
<td>85 Market St., Famous Players Film Co. of N. E.</td>
<td></td>
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<tr>
<td>Sherry, 729 7th Ave.</td>
<td>Wm. L. Sherry Feature Film Co.</td>
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<tr>
<td>Buffalo, N. Y.</td>
<td>145 Franklin St., Wm. L. Sherry Feature Film Co.</td>
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<tr>
<td>23rd St.</td>
<td>71 West 23d St., Famous Players Exchange.</td>
<td></td>
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<tr>
<td>Pittsburgh, Pa.</td>
<td>Penn Ave. and 12th St., Famous Players Film Serv., Inc.</td>
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<tr>
<td>Cleveland, Ohio</td>
<td>Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.</td>
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<tr>
<td>Chicago, Ill.</td>
<td>220 So. State St., Famous Players Film Serv., Inc.</td>
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<tr>
<td>Cincinnati, Ohio</td>
<td>107 West 3d St., Famous Players Film Serv., Inc.</td>
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<tr>
<td>Detroit, Mich.</td>
<td>278 Jefferson Ave., E., Famous Players Film Serv., Inc.</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>2024 Broadway, Kansas City Feature Film Co.</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>3929 Olive St., Kansas City Feature Film Co.</td>
<td></td>
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<tr>
<td>Minneapolis, Minn.</td>
<td>Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.</td>
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<tr>
<td>Salt Lake City, Utah</td>
<td>1337 East 2d South St., Notable Feature Film Co.</td>
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<tr>
<td>Denver, Colo.</td>
<td>1749 Welton St., Notable Feature Film Co.</td>
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<tr>
<td>San Francisco, Cal.</td>
<td>645 Pacific Bldg., Progressive Motion Picture Co.</td>
<td></td>
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<tr>
<td>Seattle, Wash.</td>
<td>Central Bldg., Progressive Motion Picture Co.</td>
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<tr>
<td>Los Angeles, Cal.</td>
<td>Marsh Strong Bldg., Progressive Motion Picture Co.</td>
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<tr>
<td>Portland, Ore.</td>
<td>9th and Burnside Sts., Progressive Motion Picture Co.</td>
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<tr>
<td>Atlanta, Ga.</td>
<td>51 Luckie St., Southern Paramount Picture Co.</td>
<td></td>
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<tr>
<td>New Orleans, La.</td>
<td>814 Perdido St., Southern Paramount Picture Co.</td>
<td></td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>1902 Commerce St., Texas Paramount Picture Co.</td>
<td></td>
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</tbody>
</table>
Jesse L. Lasky presents

Sessue Hayakawa in

"The Secret Game"

By Marion Fairfax

Directed by Wm. C. De Mille

A Paramount Picture
THINGS YOU'LL LIKE TO KNOW ABOUT

"THE SECRET GAME"

"THE SECRET GAME" IS A BIG, TIMELY PRODUCTION ABOUT THE PRESENT INTERNATIONAL CRISIS. AT THE SAME TIME IT IS NOT AN ORDINARY "WAR PICTURE."


THE DIRECTOR—is William C. De Mille, one of the most talented directors of the screen, and who has worked with Geraldine Farrar, Marie Doro, and many others. Mr. De Mille is also noted as an author.

THE AUTHOR—of "The Secret Game," however, is a woman—Marion Fairfax, who wrote among others, "On the Level," which was one of Fannie Ward's most popular pictures. In "The Secret Game" Marion Fairfax has struck an entirely new note and brought out an idea that is unique, original and yet—entirely within the limits of possibility.

WHY COULDN'T THE UNITED STATES, IF SHE HAD THE CO-OPERATION OF HER GREAT ALLY, JAPAN, SHIP A COUPLE OF MILLION MEN ACROSS THE PACIFIC, SURPRISING THE GERMANS ON THE RUSSIAN FRONT?? This is the foundation of the story,—and Hayakawa, as Nara-Nara, the great Japanese detective, has painted a character of the very heart and soul of a Japanese that should serve to bind us the more closely to our Western neighbors.

AT FIRST HAYAKAWA WOULDN'T PLAY THE PART OF A SPY. But when he learned that it was a spy for the United States, and not against us, he consented.

Cameraman Charles Rosher has included some marvelous photographic effects and the music which was added by Charles Bradford, director of the great orchestra of the Broadway Theatre, New York City, will go far towards adding to the effect you wish to produce. Don’t hesitate to feature "The Secret Game" as a big attraction. It is a picture that will make 'em think—and talk—which is better—and come again—which is best of all.

Here is a list of the accessories to be obtained at your Exchange. Order TODAY and if there's anything the Exhibitors' Service Department can do to help you—let us know.

ACCESSIONS
(To be had at Your Exchange)

PAPER
Two one-sheets
Two three-sheets
Two six-sheets

PHOTOS
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatine
Two 22 x 29 colored gelatine
8 x 10 photos of star

CUTS AND MATS ON PRODUCTION
Five one-column
Three two-column
Two three-column

STOCK CUTS AND MATS OF STAR
Five one-column
Three two-column
Two three-column

ROTOGRAVURE
SERIES OF ADVERTISING LAYOUTS: MATS
PRESS BOOK with sales talk, card and letter announcements, suggestions for lobby and other displays.

SLIDES
MUSIC CUES

NOW THAT WE’VE TOLD YOU ABOUT "THE SECRET GAME"—HOW ARE YOU GOING TO TELL YOUR PATRON???

Start your Newspaper Publicity and Advertising Campaign

NOW!

THE PLAYERS

Nara-Nara... Sessue Hayakawa
Major Northfield.....Jack Holt
Kitty Little......Florence Vidor
Miss Loring.........Mayme Kelso
Dr. Ebell Smith.....Charles Ogle
Mrs. Harris.......Raymond Hatton

Director, Wm. C. De Mille

CONTENTS

1. Cover—with Billing.
2. About the picture and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Music Cues
7. Stock Star Cuts and Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Ad Layouts with Mats
12. Lithographs
13. Production Cuts and Mats
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Advance Publicity
19. Cast and Synopsis
20. Synopsis Continued
ADVERTISING SUGGESTIONS FOR

"THE SECRET GAME"

Post Card No. 1

Dear Madam:

"THE SECRET GAME," which is coming to the theatre on is a big timely production about the present international crisis.

The star is Sessue Hayakawa, the noted Japanese actor, who has made so many successes in photoplays such as "THE CHEAT" and "THE CALL OF THE EAST."

We trust we will have the pleasure of seeing you at the theatre on that date.

Manager.

Post Card No. 2

Dear Madam:

This card is just a reminder that the photoplay entitled "THE SECRET GAME" about which we wrote you several days ago will be shown for the benefit of the people of our town.

It was directed by William C. De Mille, one of the most talented directors of the screen, and was written by Marion Fairfax, the noted writer.

The idea of the play is original and unique. Don't forget the date .

Manager.

SUGGESTED LETTER

Dear Madam:

The foundation of the story of "THE SECRET GAME," the photoplay in which the Japanese actor, Sessue Hayakawa, will appear is: "Why couldn't the United States if she had the co-operation of her great ally, Japan, ship a couple of million men across the Pacific, surprising the Germans on the Russian front?" The star portrays the character of a great Japanese detective and has painted a picture of the very heart and soul of a Japanese.

The cast chosen is an exceptionally notable one, and the play itself shows the two great countries—America and Japan—to be the strongest of allies and friends. An old Japanese man, bent and withered was secured to furnish "atmosphere" to this picture. Needing a few dollars for the purchase of food, the old man consented to appear. All went well until it was run off at the studio for the members of the cast to view. On seeing himself moving, smiling and walking across the strange white screen, the old Jap nearly fainted, but on being revived, made a mad rush for a Japanese idol which had been one of the "props", prostrated himself at its feet and mumbled prayers that had probably not crossed his lips for several years.

"THE SECRET GAME" is a romance of the Secret Service. It has become known that there is a leak somewhere in official circles, and the leak has been traced to the stenographer in the office of Major Northfield, the Quartermaster of the Pacific Coast. She is a girl of German parentage and is working under the direction of the so-called Dr. Smith (Schmidt in German) who, under the cloak of being a physician, sees his agents as patients. He invites the stenographer and the Quartermaster's private secretary to a little dinner, drugs the secretary and the stenographer is placed in the position of private secretary, where she has access to all the important documents. Northfield finally falls in love with her when he learns to his horror, that the girl is a spy.

We know you will be interested in seeing the finale of this thrilling photoplay and hope to see you at the theatre on .

Cordially yours,

Manager.
ADVERTISING SUGGESTIONS FOR

"THE SECRET GAME"

LOBBY DISPLAY This production is particularly timely inasmuch as it deals with troop movements, and transports, and a very effective Lobby Display can be made if you will have a cardboard replica of a big transport or troop ship made and placed in your lobby with figures to represent soldiers standing on the decks. This, of course, should be painted gray which is at present the official color for all U. S. naval vessels.

To further strengthen the lobby it can be decorated with crossed flags of America and Japan and we would suggest that a photographic enlargement of the star be framed and prominently displayed in the lobby with a Japanese flag over one corner and an American flag over the other. Beneath the portrait you can use a card reading: “Sessue Hayakawa, Japanese star of ‘The Secret Game,’ a photoplay dealing with the present international crisis.”

STREET DISPLAY A very effective street float can be made by taking along, narrow wagon or a hay wagon, draping the sides in gray cloth to represent the sides of a transport or troop ship, and by building a deck over this on which can be painted figures of soldiers or real persons dressed up in proper uniform you will be able to obtain effective street advertising for “The Secret Game.” If it is not desired to build such a big float, a smaller one can be built around a motor cycle or even a Ford automobile, following the same idea, but in a smaller degree.

WINDOW DISPLAY If you can get pictures of some of the transport troop ships from one of the current news services you can undoubtedly co-operate with one of your local stores to make a window display of these troop ships and have made up for them a card announcing that “THE SECRET GAME,” in which Sessue Hayakawa is the star, deals with the movement of troop ships in the present World War, and also give the date of the showing at your theatre.

CAR CARDS, THROWAWAYS AND NEWSPAPER ADVERTISING

GERMAN SPY SYSTEM EXPOSED

Many have been the ramifications of the German spy system in America, but when a leak, presumably through the War Department, could not be stopped, Nara Nara, a Japanese detective, takes up the trail. In the guise of a Japanese importer, Sessue Hayakawa, the noted film star, finally exposes the plot and sacrifices himself to save the girl he loves.

Further details of this interesting story are revealed in “THE SECRET GAME” which is coming to the .......... theatre next week.

A LEAK IN THE WAR DEPARTMENT

It sounds startling, doesn’t it? It was startling and it worried the Secret Service men for a long time until Nara Nara, the well-known Japanese detective, took it upon himself to find out where the leak originated and stopped it. How he does it and incidentally bares a German plot is best told by Sessue Hayakawa himself in “THE SECRET GAME” which appears at the .......... theatre commencing .................

TO GERMANY VIA RUSSIA

That is the plan which the War College had mapped out and the troops were ready to sail when a leak was discovered somewhere in the Service. The source of the leak could not be ascertained and the secret service men were baffled. A Major in the Army was suspected and yet his record was absolutely spotless. A Japanese detective, fearing that suspicion might be cast on his own country, unravelled the mystery. How he does it is shown by Sessue Hayakawa, as Nara Nara in “THE SECRET GAME” which comes to the .......... theatre beginning ............

Dear Ed:—

Your letter, dated sometime in summertime, received on my desk. In reply to same wish to be saying. I was born in Tokio, Japanese, quite many years ago. There my family wish me to become Japanese sailor—I not. I wish to become actor. I have uncle who have theatre. I visit theatre and there become a actor. There also I first meet my wife—Tsuru Aoki who are also honorable actor in Paramount fillums.

Nextly I go to America for studies which I chase at the Chicago University. There I learn perfect English and also perfect drama, for which see my newer than any picture—"The Secret Game." This are some fillum. Resumably: It were in Chicago again that I meet Tsuru Aoki and this time we marry. From then we go to California in stock company which were small but compact and then to the fillums. I have work in photosfillums since five years.


Director William C. De Mille, who have directed us in "The Secret Game," are more famous than any as to directing fillums and Marion Fairfax who have penned it are also well talked of. The story tells of Nara Nara, my countryman, who is spying—but his is spying for the honor of the honorable United States as well as the reverend Japan. Resumably, Mr. Ed., this are all I can tell of my most uninteresting life which tho short, has been busy. Friend Honorable wife says to remind Mister Ed. that she thinks of him again. She is very well feeling and laughing. Hoping you are the same,

I rest friendshiply yours,

SESSUE HAYAKAWA.
### MUSICAL SYNOPSIS FOR "THE SECRET GAME"

By Louis F. Gottschalk

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>At Screening</td>
<td>4/4</td>
<td>2/4 Marcia, American Volunteers—Tobani</td>
</tr>
<tr>
<td>2</td>
<td>1-T</td>
<td>Dr. Ebell Smith</td>
<td>3/4</td>
<td>Valse, Kirmess—II. See</td>
</tr>
<tr>
<td>3</td>
<td>1 1/2-T</td>
<td>Kitty Little</td>
<td>4/4</td>
<td>Andante reli, Eine Feste Burg, German Choral—Luther</td>
</tr>
<tr>
<td>4</td>
<td>1 1/4-T</td>
<td>Sessue Hayakawa</td>
<td>2/4</td>
<td>Marcia, Japanese Patrol—Tobani</td>
</tr>
<tr>
<td>5</td>
<td>3-T</td>
<td>In Los Angeles</td>
<td>3/4</td>
<td>Andantino, Chanson Indone*—Bemberg</td>
</tr>
<tr>
<td>6</td>
<td>1 1/2-T</td>
<td>I have sent for you</td>
<td>4/4</td>
<td>Allegretto vivace, Arabian Dance—Grieg (2d Peer Gynt Suite)</td>
</tr>
<tr>
<td>7</td>
<td>3-T</td>
<td>Find the traitor</td>
<td>3/4</td>
<td>Moderato, Entr'acte (The Atonement of Pan) Hadley</td>
</tr>
<tr>
<td>8</td>
<td>2-T</td>
<td>The following week</td>
<td>2/4</td>
<td>Moderato grazioso Intermezzo—Huerter</td>
</tr>
<tr>
<td>9</td>
<td>1 1/4-T</td>
<td>Miss Loring must dine with us</td>
<td>3/4</td>
<td>Andante, Poem—Fibich</td>
</tr>
<tr>
<td>10</td>
<td>3-D</td>
<td>Nara-Nara in his office</td>
<td>4/4</td>
<td>Moderato, Japanese Love Song*—Thomas</td>
</tr>
<tr>
<td>11</td>
<td>2-D</td>
<td>On the golf links</td>
<td>3/4</td>
<td>Andante cantabile, An Indian Legend—Baron</td>
</tr>
<tr>
<td>12</td>
<td>4 1/2-D</td>
<td>Nara-Nara in Dr. Smith's office</td>
<td>3/4</td>
<td>Moderato, Entr'acte*—Hadley</td>
</tr>
<tr>
<td>13</td>
<td>2 1/4-D</td>
<td>Dining in restaurant</td>
<td>4/4</td>
<td>Moderato, Kashimiri Song—Finden</td>
</tr>
<tr>
<td>14</td>
<td>2 1/2-T</td>
<td>Prepare a room for her</td>
<td>2/4</td>
<td>Allegro, Farandale—Bizet</td>
</tr>
<tr>
<td>15</td>
<td>2 1/4-D</td>
<td>Nara-Nara meets Kitty on stairs</td>
<td>3/4</td>
<td>Allegretto, Japanese Serenade—Bartlett</td>
</tr>
<tr>
<td>16</td>
<td>3 1/2-D</td>
<td>Nara-Nara applies the code</td>
<td>2/4</td>
<td>3/4 Molto rubato, Under the Elms*—Herbert</td>
</tr>
<tr>
<td>17</td>
<td>2 3/4-T</td>
<td>The Jap may have found your</td>
<td>4/4</td>
<td>envelope, Japanese Love Song*—Thomas</td>
</tr>
<tr>
<td>18</td>
<td>1-D</td>
<td>Dr. Smith at Miss Loring's bedside</td>
<td>4/4</td>
<td>Moderato, Misterioso No. 2*—Minot</td>
</tr>
<tr>
<td>19</td>
<td>1 1/4-D</td>
<td>In Maj. Northfield's office</td>
<td>3/4</td>
<td>Valse Intermezzo, Springtime—Drumm</td>
</tr>
<tr>
<td>20</td>
<td>2-D</td>
<td>Kitty in Nara-Nara's office</td>
<td>4/4</td>
<td>Modto, Fon-so-ka (Jap. National Air*)</td>
</tr>
<tr>
<td>21</td>
<td>1 1/4-T</td>
<td>The postmaster says</td>
<td>4/4</td>
<td>Moderato, Misterioso No. 2*—Minot</td>
</tr>
<tr>
<td>22</td>
<td>2 1/4-D</td>
<td>In Dr. Smith's office</td>
<td>3/4</td>
<td>Appassionata, Appassionata No. 40—Borch</td>
</tr>
<tr>
<td>23</td>
<td>4-D</td>
<td>Kitty at Maj. Northfield's desk</td>
<td>2/4</td>
<td>3/4 Molto rubato, Under the Elms*—Herbert</td>
</tr>
<tr>
<td>24</td>
<td>2-T</td>
<td>Preparing for the getaway</td>
<td>3/4</td>
<td>Andantino, Chanson Indone*—Bemberg</td>
</tr>
<tr>
<td>25</td>
<td>1 1/2-T</td>
<td>How about Miss Loring</td>
<td>2/4</td>
<td>Allegro, Allegro Agitato—Kiefert</td>
</tr>
<tr>
<td>26</td>
<td>2 1/4-T</td>
<td>You traitor</td>
<td>4/4</td>
<td>Allegro energico, Dance of the Demons (from Prince Ador)—Rubner</td>
</tr>
<tr>
<td>27</td>
<td>2 1/4-T</td>
<td>The man on the balcony</td>
<td>3/4</td>
<td>Andante, Andante Dramatic No. 15—Herbert</td>
</tr>
<tr>
<td>28</td>
<td>3 1/2-T</td>
<td>As a member of the secret service</td>
<td>4/4</td>
<td>Andante modto, Dramatic Andante No. 24—Borch</td>
</tr>
<tr>
<td>29</td>
<td>3 1/2-D</td>
<td>Kitty and Maj. Northfield near stairs</td>
<td>2/4</td>
<td>3/4 Molto rubato, Under the Elms*—Herbert</td>
</tr>
<tr>
<td>30</td>
<td>1 1/2-T</td>
<td>Miss Little was helping to catch</td>
<td>4/4</td>
<td>Grave, Dramatic Tension No. 9—Andino</td>
</tr>
<tr>
<td>31</td>
<td>1-D</td>
<td>Vision of Japan and Nara-Nara</td>
<td>4/4</td>
<td>Modto, Fon-so-ka (Jap. National Air*)</td>
</tr>
<tr>
<td>32</td>
<td>1-D</td>
<td>Kitty and Maj. at seashore</td>
<td></td>
<td>Columbia, the gem of the Ocean.</td>
</tr>
</tbody>
</table>

* Repeated Selections.
Illustration is a reduction of sizes listed below

Issued in Sets of Ten, Consisting Of

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
Ad-Cuts and Mats that can and Will fill Your House

All of these cuts were chosen for their selling power from a large lot of stills. The one and two-column cuts are appealing, economical trade getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the halftones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

Jesse L. Lasky presents
Sessue
Hayakawa
in
“The Secret Game”
By Marion Fairfax. Directed by Wm. C. DeMille

International Secret Service

Diplomacy means more than a soft job at any time but right now—well, see for yourself.

You ought to see this picture. It’s just full of big moments, and they’re the kind that satisfy your craving for “creeps,” too.

Here’s Room to Boost Your Other Attractions

Your Theatre

Exhibitor’s Theatre

Get along without advertising? Certainly! But why walk to Chicago when the 20th Century is waiting?
Can You Imagine Your Best Girl a Spy?

What would you do? Give her up? Or forgive and forget?

Come down to the theatre any night this week, but come early, and get an idea of what it means. Then answer for yourself—"What would you do?"

You can run these ads down the page as far as you want. We send only the line cut.

Name of Exhibitor's Theatre

Do you launch your shows by getting behind and pushing them down the ways, or do you grease the ways with the salve of advertising and let them slide over?
Jesse L. Lasky presents

Sessue Hayakawa in

"The Secret Game"

By Marion Fairfax

Directed by Wm. C. DeMille

The Most Vivid Mystery Story in Years

You simply can't afford to miss Sessue Hayakawa in this thrilling story of baffling mystery and sinister intrigue.

This is as good as "The Jaguar's Claws", "The Bottle Imp", "Hashimura Togo", and "The Cheat". That ought to mean something, oughtn't it?

Boost your other attractions here

Name of Exhibitors' Theatre

Advertising is the heart, not the vermiform appendix of your business. It's the latter view that causes so many cramps in the business world.
Music Cues!

Turn to Page Six

Jesse L. Lasky presents

Sessue Hayakawa

in

"The Secret Game"

By Marion Fairfax  Directed by Wm. G. De Mille


We knew you'd say "Yes"!

Then you'll like "The Secret Game" too. One reason you'll like it is because Sessue Hayakawa is in it; the other is because it's the best mystery story you'll see in years.

Don't Miss It!

A Great Mystery Story

The kind that'll give you that "creepy" feeling and make you grip your seat good and tight.


Well, take our word for it, this is the best yet.

Don't Miss It!

Have you a good Moore or Arbuckle on? Say so here. It may turn the scales in your favor.

Your Theatre

Exhibitor's Theatre

Show the Paramount trade mark. It identifies you with the $1,000,000 advertising campaign.
Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your Exchange
STOCK PRODUCTION CUTS AND MATS

Sessue Hayakawa in “The Secret Game”

ISSUED IN SETS OF TEN, CONSISTING OF
Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above
Always Obtainable at Your Exchange
Press stories to be sent out a week or ten days in advance of the showing of "THE SECRET GAME"

The cast which has been chosen for Sessue Hayakawa's newest Paramount picture "The Secret Game" is an exceptionally notable one including: Jack Holt, Florence Vidor, Mayme Kelso, Charles Ogle and Raymond Hatton. The latter who has made several notable hits, once with Mary Pickford in "The Little American" and once with Geraldine Farrar in "The Woman God Forgot," takes the difficult role of a spy disguised as a woman. "The Secret Game" is one of the most up-to-date photoplays of the year and deals with the Japanese-American situation in a new and unexpected manner, showing the two great countries to be, the strongest of allies and friends. The photoplay will appear at the .......... Theatre commencing on ..........

HAYAKAWA HURT IN FALL AT STUDIO

Paramount's Japanese actor unromantically slips and falls downstairs from dressing room–hurts back.

Sessue Hayakawa, the Japanese actor, who has appeared in many Paramount productions and whose latest picture, "The Secret Game," is to be shown at the .......... beginning on .......... is thoroughly disgusted.

During his lengthy period of work with the Paramount Corporation, Hayakawa has been obliged to go through all sorts of risky escapades, through all of which he has come unscathed. He has been hung, shot, stabbed and engaged in fistic and jiu jitsu encounter with all sorts of individuals and mobs; has made flights in all sorts of vehicles; been dumped into rivers and lakes and braved enough dangers to satisfy the most adventurous directors.

And it remained for him to slip on a small piece of wood while going downstairs from his dressing room at the Lasky studios at Hollywood, California and to fall and so severely injure his back that he had to be taken home in an ambulance. While the injury is not serious, it is painful and confined the star to his bed for several days, thereby delaying the work on "The Secret Game".
Sessue Hayakawa, the famous Paramount star who is appearing at the Theatre this week in "The Secret Game", has made four false starts on his six weeks vacation and each time has been called back for a retake. Finally he began to think he was being " kidded" and announced that before he would do another retake, he would have to see the bad place in the film.

SESSUE HAYAKAWA REHEARSES BIG JAPANESE ACT FOR VAUDEVILLE

Sessue Hayakawa, the noted Japanese film actor, is a recognized authority, both in this country and his own as an authority on matters dramatic. He has had a thorough grounding in dramatic technique, both in school in Japan, at the University of Chicago in this country and in his long years of experience as an actor. A company of Japanese actors, composed of some of the most famous members of the profession in Japan, came to America with the material for a dramatic sketch that is said to be extremely powerful. The original request to Hayakawa was that he whip the thing into shape, but in this he was so successful that they have demanded that he rehearse them as well. The great star is doing this in the intervals between filming his Paramount photoplays, the latest of which, "The Secret Game", by Marion Fairfax, will be shown on .......... at the Theatre.

Florence Vidor, who is appearing with Sessus Hayakawa, the noted Japanese screen actor at the Theatre on in the Paramount photoplay entitled "The Secret Game", has had an interesting career. Although she is still very young, Miss Vidor has worked in motion pictures for more than ten years, having worked with many of the oldest companies taking all sorts of roles from bits to leads.

Born in Tokio, Japan, Sessue Hayakawa, the noted Japanese screen actor, still considers the Land of the Cherry Blossoms as his home, but has lived for many years in the United States, having attended college at the University of Chicago where he met and married demure little Tsuru Aoki, his actress-wife. Mr. Tayakawa's latest photoplay, "The Secret Game," which is coming to the Theatre on is a story of a great Japanese Secret Service agent who was able to render to the United States a great service as well as saving the honor of his country, America's greatest ally.
THE UNITED STATES AND JAPAN NATURAL ALLIES, SAYS HAYAKAWA

Although a native of Japan and still a loyal citizen, Sessue Hayakawa, the noted Japanese actor, has lived so long in the United States that he has come to look upon it as the land of his adoption and one of the highest ambitions of this well known player is to see the two countries firmly established as friends and Allies. When reading over the scenario of his newest Paramount picture, "The Secret Game", the fact that this point was strongly emphasized pleased Hayakawa. "I have no doubt", he said in speaking of the production "that some day in the not-far-distant future, we will see many of the scenes Mr. Fairfax has incorporated in 'The Secret Game' enacted and written in the annals of history." "The Secret Game" is a distinctly novel production, throwing a new light on the international situation of this country today—and tomorrow. It is to appear in this city at the .......... Theatre on ..........

The Japanese colonies of San Francisco and Los Angeles were recently interested by the announcement that a summer resort had been built and financed by some of their members in the mountains of northern California. This was to be exclusively Japanese, and Japanese sunken gardens, quaint tea houses and pagodas had been built. The order of the day was to wear Japanese clothing and to many of the thoroughly Americanized Colonists it was as if they were returning to a half-forgotten pre-existence. Hayakawa and his wife, Tsuru Aoki were enthusiastic boosters of the resort and among its most ardent frequenters. A few of the scenes of one of Hayakawa's late Paramount pictures were taken there. His most recent, however, "The Secret Game" is a thoroughly American production, the scenes of which were supposed to have taken place in San Francisco. "The Secret Game" is scheduled to appear at the .......... Theatre on ..........

Tsuru Aoki, demure Japanese wife of Sessue Hayakawa, the noted screen actor, is having a somewhat lengthily vacation while her husband continues his screen activities, the most recent of which is the production of "The Secret Game" which is to be shown at the .......... Theatre on ..........
OLD JAPANESE ACTOR THINKS HE'S "HAUNTED" WHEN HE SEES SELF ON SCREEN

One of the oddest characters ever shown on the screen is to be found among the "extras" appearing in Sessue Hayakawa's latest Paramount picture. This is "The Secret Game" which will be shown at the ............ Theatre on ..........

An old Japanese man, bent and withered, was secured to furnish "atmosphere." Needing a few dollars for the purchase of sundry edibles, the old man consented to appear. All was well until after the finishing of the production, it was run off at the studios for the members of the cast to view. On seeing himself moving, smiling and walking across the strange white screen, the old Jap nearly fainted. On being revived he made a mad rush for a Japanese idol which had been one of the "props" and was standing nearby, and prostrated himself at its feet mumbling prayers that probably had not crossed his lips for lo these many years.

Director William C. De Mille, who was responsible for the filming of "The Secret Game," Hayakawa's latest Paramount release, is one of the most noted directors of filmdom, having produced "The Warrens of Virginia," "Carmen" starring Geraldine Farrar; "Common Ground" starring Marie Doro, and many others. Mr. De Mille has also written a number of extremely successful scenarios. He has studied in New York City, and in Germany as well as been an instructor in the American Academy of Dramatic Arts. "The Secret Game," his newest production, will be shown at the ........... Theatre of this city on ..........

Marion Fairfax, the writer of "The Secret Game," which promises to be one of the most talked of photoplays of the year, is not only an author, but the wife of a very well known character actor, Tully Marshall. The couple, both well known to film devotees all over the country often work together, the one writing, the other interpreting photoplays. "The Secret Game," which is Mrs. Marshall's (Marion Fairfax's) latest work, has been filmed by Paramount with the noted Japanese actor, Sessue Hayakawa, as the star. The story deals with international affairs of the present time and has been portrayed in a most fascinating manner by the clever Japanese actor. It will appear on the screen of the ............ Theatre on .........
HAYAKAWA OBJECTS TO SPY ROLE IN PARAMOUNT PICTURE

Changes His Mind When He Finds That He is Supposed to Be Working for the United States

Apparently the Japanese take pictures far more seriously than do Americans; at least that would be the assumption from Sessue Hayakawa's statement that his performance in "The Cheat," a former Paramount picture which rendered the Oriental actor extremely popular with American playgoers, made him unpopular with some of his countrymen.

This fact was developed recently when Sessue Hayakawa asked Director William C. De Mille what the nature of his role would be in "The Secret Game," which is his latest Paramount picture.

"A Japanese spy," answered Mr. De Mille.

"Nothing doing!" said the Nipponese firmly. "I can't afford to take another chance of making myself unpopular with my countrymen as I did with some of them when I played in "The Cheat."

"But," explained the other, "you are supposed to be working for the American government this time."

"Fine!" exclaimed Hayakawa, "that makes it all right."

Those who have noted Japanese spectators at a picture show say that they watch with the closest attention, drinking in every detail and are apparently much impressed, not only by the story, but by the individual actors. Naturally their interest in the work of one of their countrymen would be intense and so it is probable that they accepted the role of Hayakawa in the former production as actual, in some instances at any rate.

Hayakawa, who pursued part of his studies at the University of Chicago and admires the people in the land of his adoption, still holds a strong regard for his own country and countrymen. The thought of offending them is abhorrent to him and he is always extremely cautious in assuring himself that he will not be called upon to do anything on the screen that might reflect upon the dignity or honor of his nation or its citizens.

"The Secret Game," which is a very stirring story written by clever Marion Fairfax, will be shown at the ........... Theatre on ...........
For the exhibitors' information or house organ—the players and the story of “THE SECRET GAME”

THE PLAYERS

NARA-NARA..................................SESSUE HAYAKAWA  
Major Northfield.................................Jack Holt  
Kitty Little....................................Florence Vidor  
Miss Loring......................................Mayme Kelso  
Dr. Ebell Smith.................................Charles Ogle  
"Mrs. Harris".................................Raymond Hatton

Directed by William C. De Mille

THE STORY

"The Secret Game" is a romance of the Secret Service in which Nara-Nara, the famous Japanese detective, works to save from destruction the American transports that are secretly carrying American troops across the Pacific to surprise the enemy on the Russian front. Japan, the United States' great ally, has guaranteed safety to these transports and it is for the honor of his country that Nara-Nara is put on the job.

It has become known to the Secret Service that there is a leak somewhere in official circles and this leak has been traced to the office of one Major Northfield, V. S. Quartermaster of the Pacific Coast. The American Secret Service has declared Major Northfield to be above suspicion, but nevertheless, Nara-Nara resolves to watch him, and for this purpose hires an office next to his where he sets himself up as a "Japanese Importer."

The truth of the matter is that little Kitty Little, a stenographer in Northfield's office, is the real "leak" through which important news is reaching the enemy. She is a girl of German parentage who has a brother in the German army. She is working under the direction of a so-called Dr. Smith (Schmidt in Germany) who, under the cloak of being a physician, sees his agents as patients.

It is Dr. Smith who has procured the position for Kitty in Northfield's office, for he pretends to be a great friend of the Major's. He it is also who invites Kitty and Miss Loring, Northfield's private secretary, to a little dinner, during the course of which he so drugs Miss Loring's coffee that she loses consciousness and is taken with a sort of amnesia. Kitty is promoted to Miss Loring's position where she has access to all the important documents.
At about this stage in affairs, when Nara-Nara does not know whom to suspect, but still believes Northfield himself to be the traitor, the latter falls madly in love with Kitty and declares it with true soldier-like frankness and dispatch. This makes her work all the harder and Kitty attempts to resign from the Service. Dr. Smith will not permit this, however, and tells her that if she turns traitor now Miss Loring's "illness" will end disastrously. Dr. Smith obtains the date of the next transport order by threatening the life of Miss Loring.

This he telephones to Kitty when it happens that Northfield is in Nara-Nara's office and standing near the microphone which permits him to hear all that is said in his own office. He learns to his horror that Kitty, the girl he loves, is a spy, albeit a reluctant and broken hearted one.

Therefore, when the transport order does come through, he gives Kitty a blank sheet in an envelope to mail—if she is honest, or to give her confederates if she is the spy he now believes her to be. Nara-Nara follows her with it to Dr. Smith's house and watches from a balcony until he sees her deliver it. Thinking only of avenging his country's honor, Nara-Nara springs upon Dr. Smith as soon as Kitty has left him in search of Miss Loring.

From this point events move with a startling rapidity and the rest of the "secret game" is carried on in a whirl of events. First there is the death of Dr. Smith at Nara-Nara's hands, then the meeting of Kitty and Nara-Nara on the stairs of the house. The Japanese still has the weapon in his hands with which he had killed the traitor, and is looking for Kitty, the girl who had duped him. Meeting her, he realizes his great affection for her in spite of everything, but sacrifices himself for her, committing suicide rather than betray her to the police or prove false to his high principles.

Northfield next enters and, not knowing that a letter from her brother in which he tells her to forget about this "righteous" war and to thank God she is not in Germany, has made Kitty turn with all her heart to the United States which have received her with open arms and which is after all her country, turns her over to the police who by this time have been sent for. The blank order saves Kitty, and the last we see of the two, they are saluting the flag which they see through a glass is being run up on the transports which are steaming out of the harbor to safety.
List of Paramount Exchanges
DISTRIBUTING
“THE SECRET GAME”

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co.

Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St., Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.


Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St., Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.
Billie Burke in
The Land of Promise

By arrangement with Florenz Ziegfeld Jr.

Press Book and Exhibitors' Aids
Adolph Zukor presents
Billie Burke
By arrangement with F. Ziegfeld, Jr.
in "The Land of Promise"

By W. Somerset Maugham
Directed by Joseph Kaufman

A Paramount Picture

Music Cues for this production can be obtained at your Exchange
THINGS YOU'D LIKE TO KNOW ABOUT "THE LAND OF PROMISE"

• BILLIE BURKE IS THE STAR. She appeared in a long and successful run of the same production in its stage version on Broadway several seasons ago.


"THE LAND OF PROMISE" WAS DIRECTED BY JOSEPH KAUFMAN, who has been responsible for many well-known photoplays including "Broadway Jones," starring George M. Cohan in his initial motion picture.

THE LEADING MALE PART IS PLAYED BY THOMAS MEIGHAN, well-known leading man for Pauline Frederick and others as well as star in his own rights.

There are numerous exquisitely beautiful scenes of the Canadian wheat fields and the Canadian Rockies, said to surpass the Alps in grandeur.

The "human interest" element in "The Land of Promise" is exceptionally marked and there are several entirely new twists in the plot.

Billie Burke's last picture was "Arms and the Girl," to which this forms a great contrast being a drama while the former was a comedy-drama.

With the clever and original ad layouts obtainable at the Exchanges, the press stories contained herewith, the posters, heralds, advance postcards and letters, lobby display ideas and music cues, you cannot help make "The Land of Promise" a success.

ACCESSORIES
(To be secured from your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets
One twenty-four sheet

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatine
Two 22 x 28 colored gelatine
Eight 10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays:

Heralds
Window Cards
Slides
Music Cues

BUT IF YOU HAVE ANY
LINGERING DOUBTS
PLEASE WRITE OUR EXHIBITORS' SERVICE DEPARTMENT—OBEY THAT IMPULSE AND

DO IT NOW!

THE PLAYERS

Nora Marsh ............ Billie Burke
Frank Taylor ........... Thomas Meighan
Miss Wickham .......... Helen T. Tracy
Edward Marsh: ........ J. W. Johnson
"Gertie," his wife .... Mary Alden
Miss Pringle .......... Margaret Seddon
James Wickham ....... Walter McEwen
His wife .............. Grace Studeford
Reginald Hornby ..... John Raymond

CONTENTS
1. Cover—with Billing
2. About the Pictures and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Advance Cuts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Cast and Synopsis
18. Synopsis Continued
ADVERTISING SUGGESTIONS FOR "THE LAND OF PROMISE"

Post Card No. 1 (to be sent 9 days before showing.)

Dear Madam:

The photoplay entitled "THE LAND OF PROMISE" with Billie Burke as the star is coming to the ............. theatre on .............

This is the play in which Miss Burke starred on the speaking stage on Broadway a few years ago and which is admirably suited to this vivacious and beautiful young actress.

Manager.

Post Card No. 2 (to be sent 6 days before showing.)

Dear Madam:

We sent you a card a few days ago telling you of our next Paramount Picture, "THE LAND OF PROMISE."

This picture with Billie Burke and Thos. Melghan in the leading roles was written and staged by the noted author, Somerset Maugham and was directed by Joseph Kaufman.

We know you will be interested in seeing this picture and shall look for you at the ............. theatre on .............

Manager.

SUGGESTED LETTER

(To be sent 3 days before showing.)

Dear Madam:

In speaking of her latest Paramount Picture, "THE LAND OF PROMISE," Billie Burke remarked: "This is one of the realest pictures I ever played in. In portraying the inner heart life of the little affectionate starved English girl, Nora Marsh, I almost lived the character. A new thing happened while working on the production,—I kept feeling I had been in the place before and several times while motoring about, looking for 'locations' I was able to tell the driver which way to turn, although to my knowledge I had never been there before. The mystery was explained upon receipt of a letter from my Aunt in Montreal asking whether I remembered the trip I had with her through that same district several years before."

In this production, which was supposed to have taken place in Western Canada, Miss Burke decided that no "tenderfeet" Eastern actors should intrude their monocles and wrist watches where there should be rugged strength and work-roughened hands, so most of the small parts were played by natives of Canada and different parts of Manitoba.

In "THE LAND OF PROMISE" all of Miss Burke's dreams come true, and we are made to see that each individual has a "Land of Promise" in his or her own heart and that happiness lies waiting for us at our very doors. Miss Burke makes us realize that what we need most in this world is Love.

Don't miss seeing this production at the ............. theatre on .............

Cordially yours,

Manager.

Follow-up Post Card (To be sent on day of showing.)

Dear Madam:

We trust we will have the pleasure of seeing you at the ............. theatre today where we are showing Billie Burke in "THE LAND OF PROMISE."

We feel quite sure you will go away feeling happy after witnessing this production.

Manager.
FOR ADDITIONAL SUGGESTIONS KINDLY APPLY TO SERVICE DEPARTMENT

LOBBY DISPLAY The heroine of this photoplay—"THE LAND OF PROMISE"—Billie Burke, lives most of her life as the companion of a crabbed relative; finds that she is not remembered in the will; married simply to obtain a home and protection from the world; and settles in a shack—much on the order of a log cabin.

Construct, either in cardboard or in logs, a cabin that shall take in your entire lobby—your entrance to the theatre being the door of the cabin. At the entrance have a life-size cut of Billie Burke standing there as if to welcome every patron. On the side of the wall of the cabin paint some such catch line as this: "If you married simply to obtain a home and were unloved by your husband, would you then forgive him if he failed in business and your heritage saved him from ruin? See Billie Burke's solution of this problem in 'THE Land of Promise.'"

WINDOW DISPLAY The log cabin idea with Billie Burke as the central idea can be carried out in most of the store windows in your town. Give a prize to the best display; and get your local window dressers to enter into the spirit of the competition.

CAR CARD and WINDOW CARD For your car and window cards, take a photograph of the winning window display and feature them prominently in your car and window card advertising. If convenient, have your lobby artist make an attractive lay-out of the photograph plus the adequate information about the time and place of the appearing of the photoplay.

DASHBOARD ADVERTISING Block type alone seems most appropriate for this car dashboard advertising which you will find—wherever it is possible to use same—will pay you handsomely. Bright reds against white are usually employed, although you might find that soft browns and blacks, so much used with effect in England, will be different from the usual advertisement. They can be made most artistic—thereby giving the thought of CLASS to your theatre.

NEWSPAPER ADVERTISING We know of no better advertising in the newspapers than to make the advertising NEWS. If therefore, you have some photograph of a window display or of some news happening that is psychologic, and then feature same in your advertising you will have far better advertising than the usual stereotyped cold announcement. If John Smith has spread himself to make a good display of a log cabin and Billie Burke, give him credit for it and ask your people if they have seen it. Tell them what it is all about and WHY they should see this photoplay in your theatre.

TYING UP WITH THE MILLION DOLLAR CAMPAIGN If you were to be here at headquarters and see the advantage that the progressive exhibitor is taking of the Million Dollar campaign, you too would be quick—if you have not already done so—to advertise on billboards, electric signs and in your advertisements everywhere the Paramount and Artcraft trademarks. This is MOST IMPORTANT. Paramount and Artcraft needs your co-operation, but you need the advantage of the trademark even more. Try this out! If you want additional suggestions as to what you can do with this "tying-up," write to us. We will be pleased to go into the matter in detail with you.
BILLIE BURKE GOES A-TRAVELLING

New York City, a little town in western Canada and next,—it is rumored,—Florida. These are the places where piquant little Billie Burke, famous comedienne of stage and screen, has been stopping during these strenuous times, when every day must be recorded with its sufficient number of celluloids tucked away inside the camera with thousands of feet of pictures of Billie Burke laughing, weeping, intriguing or waxing sentimental, in them.

Her first Paramount picture, "The Mysterious Miss Terry," was taken in New York City, and her second, "The Land of Promise," took her and her company of actors, directors, camera men and script writers to Manitoba, Can.

It has not been definitely decided where the third will be filmed, but there are persistent rumors to the effect that Florida will be the location. When she heard of this Billie Burke laughed and said:

"That's what we thought they'd do (the scenario department) as a sort of poetical justice for allowing us the joy of the visit to Canada. Why they can't write northern plays for us in the summer and send us south in winter, will always be one of the riddles of the universe to me! However, I don't mind the travel, in fact I rather like it, for I've been living in Pullmans or on steamships half my life, I believe.

"You see, I was born in Washington, D. C., but a very short time after my advent into this queer old world, my nurse packed up my tiny things and we started for France, where after a few years I was placed in a convent.

"As my father was an actor, known as 'Billy' Burke, I decided to follow his footsteps and took his name for mine. I have worked in the principal music halls and theatres of nearly all the large European cities, as well as those of America, where later I made my stage debut in 'My Wife' with John Drew at the Empire Theatre.

"After that I appeared in 'Love Watches,' 'Mrs. Dot,' 'Suzanne,' 'The Philosopher,' 'The Apple Orchard,' 'The Runaway,' 'The Mind-the-Paint-Girl,' and others.

"But it's my screen work that I enjoy most of all, and in which I think I shall be most successful. 'The Land of Promise' is a very wonderful picture, in the original stage version of which I appeared in New York City."

"The Land of Promise" will be shown at the ....... Theatre on ....
Illustration is a reduction of sizes listed below

Issued in sets of ten, consisting of

Top Row—Two three-column cuts and mats
Centre Row—Three two-column cuts and mats
Bottom Row—Five one-column cuts and mats

Always obtainable at your exchange
Ad Cuts With Pep and Punch—They Sell—You Need Them

Always use pictures in advertising your attractions. They serve a double purpose; they are the best kind of eyecatchers and they hint at what’s in the picture and create a desire to see the rest. All of the Paramount advertising cuts and mats are made to do those very things. Besides, they will print well under good conditions; in fact, the line cuts will print well under any conditions. Be careful though, that your printer is a very good printer before you use a half-tone.

Adolph Zukor presents
Billie Burke
by arrangement with F. Ziegfeld, Jr.
in
“The Land of Promise”
By W. Somerset Maugham
Directed by Joseph Kaufman

Piquant Billie Burke in the greatest story of her wonderfully brilliant career. A story that made Broadway sit up and take notice when presented on the stage. A Paramount Picture you simply must not miss.

Other Attractions

The pictures that are advertised in the great magazines

Exhibitors’ Theatre

Adolph Zukor presents
Billie Burke
by arrangement with F. Ziegfeld, Jr.
in
“The Land of Promise”
By W. Somerset Maugham
Directed by Joseph Kaufman

The greatest stage success of its season. The talk of the Great White Way. The famous story

By W. Somerset Maugham
has now been picturized and enhanced by the personality of piquant Billie Burke becomes one of the greatest sensations of the year in picturedom.

Other Attractions

Name of Exhibitors’ Theatre

It’s not a theory—it’s 1,000,000 regular dollars we’re asking you to “link-up” to
ADOLPH ZUKOR presents

Billie Burke

in

"The Land of Promise"

by arrangement with F. Ziegfeld, Jr.

by W. Somerset Maugham

that was the hit of its stage season. Enhanced by the captivating presence of Billie Burke this becomes a Paramount Picture you can't afford to miss.

A Paramount Picture

Directed by Joseph Kaufman

The story that made New York sit up and take notice. The tender heart interest story

Name of Exhibitors' Theatre

They're looking for Paramount theatres now. Can they find one? Yours? The trade mark tells them the way
Would you marry for a home? What would you expect your life to be? Hades on earth? Or would you fall in love with the man and “live happy ever after?”

Other Attractions

NAME OF EXHIBITORS’ THEATRE

If you want to know just how to “link-up” write to the EXHIBITORS’ SERVICE DEPARTMENT
MUSIC CUES!
Ask your Exchange for them

Billie Burke
by arrangement with F. Ziegfeld, Jr.
in
"The Land of Promise"
By W. Somerset Maugham
Directed by Joseph Kaufman

This story packed the great theatres of New York for months. It was the talk of its season. With all its original features retained and enhanced by the camera, and made a thing beyond compare by adorable Billie Burke, it becomes a picture you simply can’t afford to miss.

Other Attractions

This is the theatre that shows the pictures advertised in the Saturday Evening Post.

EXHIBITORS' THEATRE

Displaying the Paramount trade mark on your ads makes your theatre "the theatre that advertises in the Saturday Evening Post"

NAME OF EXHIBITORS' THEATRE

Other Attractions

This is the theatre that shows the pictures advertised in the Saturday Evening Post.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
This illustration is a layout of the production cuts

issued in sets of ten, consisting of

Top Row—Two three-column cuts and mats
Centre Row—Three two-column cuts and mats
Bottom Row—Five one-column cuts and mats

Always obtainable at your exchanges
PRESS STORIES TO BE SENT TO NEWSPAPERS A FEW DAYS IN ADVANCE AND DURING THE SHOWING OF "THE LAND OF PROMISE"

BILLIE BURKE RETURNS TO CHILDHOOD SCENES IN MAKING PICTURE.

In speaking of her latest Paramount picture, Billie Burke was heard to say a few days ago: "The Land of Promise' is to me one of the realest pictures I ever worked in and in portraying the inner heart-life of the little, affection-starved English girl, Norah Marsh, I almost lived the character and was quite as worried over her problems and troubles as if they had been my own.

"The part of the picture that was staged in western Canada will be very beautiful, for we passed through the most beautiful sections of the Canadian Rockies and 'shot' some scenes there as well as in the yellow wheat fields where most of the production was taken and where my film husband was supposed to have a farm.

"A queer thing that happened while we were working on this production was that I kept feeling that I had been in those places before— and, indeed, several times when we were motoring about looking for 'locations' I was able to tell the driver which way to turn, although I had never been there before to my knowledge.

"The mystery was explained upon receipt of a letter from my aunt in Montreal, who asked me whether I remembered the trip I had taken with her through that same district at four years of age!

"'The Land of Promise', in which I starred for many months on the speaking stage, was arranged for the screen by W. Somerset Maughan, its original author, and will, I think, prove to be even more popular than the original, as we were, of course, able to secure many effects impossible for the narrow limits of stage."

You can see Billie Burke in "The Land of Promise" at the Theatre on ........

Billie Burke, well known stage and screen star, will appear on ...... at the Theatre in "The Land of Promise," which was one of her most popular stage successes. The screen version was arranged for her by W. Somerset Maughan, who also wrote the original.
One of the most striking phases in the life of the farmers who are much isolated from their fellow human beings is the softening influence of a woman's presence in their shacks or ranch houses. A vivid example of this is found in "The Land of Promise," a throbbingly real photoplay written by W. Somerset Maughan and starring talented Billie Burke. "The Land of Promise" will be shown at the ....... Theatre on .......

PROBLEM OF UNTRAINED GIRLS SEEKING EMPLOYMENT

Untrained girls looking for work are often faced with the question as to whether a "companion" position with some wealthy old lady would not be the best thing they could find. There are many who have tried this life, but only a few ever succeed, for it is one of the most exacting, the most discouraging and thankless works a woman can do. Treated neither as an equal nor quite a servant, the "companion" has no social status and no real position in life. Piquant Billie Burke, in her latest Paramount picture, "The Land of Promise," shows vividly the life of a "companion" to a wealthy, crabbed old woman. "The Land of Promise" will be shown at the ....... Theatre on .......

An item of special note in the second Billie Burke Paramount production, "The Land of Promise," is the display of remarkable types in even the most unimportant types. As most of the action was supposed to take place in western Canada, Director Joseph Kaufman and Billie Burke, star, decided that no "tenderfeet" eastern actors should intrude their monocles and wrist watches where there should be rugged strength and work-roughened hands. For this purpose most of the small parts were played by native farmers of Canada, from different parts of Manitoba. "The Land of Promise," which was written by W. Somerset Maughan, will be shown at the ....... on ....... of this week.
From the busy streets and thronging avenues of New York City, where men and women live by millions within narrow areas and in deep, canyon-like streets, to the broad, open prairies of Canada is the long "jump" taken by Billie Burke recently. Upon the completion of her first Paramount picture, "The Mysterious Miss Terry," dainty Billie Burke packed her numerous travelling bags and "boxes" and hied herself to the fields of Manitoba for the production of her latest Paramount production, "The Land of Promise."

"The Land of Promise," which was written by the noted English author, W. Somerset Maughan, bids fair to be one of Billie Burke's most popular productions, not only from the fact that she had already appeared in the same piece on the legitimate stage, but that the screen version has been written by the author of the original, thus insuring no weakening of the production through "too many cooks."

"The Land of Promise" will be the attraction at the ....... Theatre on ....... of ....... week.

"The Land of Promise" is the second production starring Billie Burke to be released by Paramount Pictures Corporation and discloses the piquant young star as a young English girl whose life has had all the romance and charm of a mummy's. That is,—until she reaches "The Land of Promise"—the land she had dreamed about where all her dreams would come true. W. Somerset Maughan, the author, chose Canada to represent this land, but under the sparkling surface of the photoplay, one is made to see that each individual has a "Land of Promise" in his or her own heart and that happiness lies waiting for us at our very doors. "The Land of Promise" is coming to the ....... Theatre on .......

Billie Burke, popular star of stage and screen, is coming to the ....... Theatre soon in "The Land of Promise," a Paramount adaptation of W. Somerset Maughan's famous play, in which Miss Burke starred on the stage several seasons ago.
In accordance with his progressive policy of presenting "the biggest and best" in the motion picture line, Manager ...... of the ...... Theatre, announces the engagement of the second Billie Burke picture released by Paramount,—"The Land of Promise."

The story has to do with the unhappy life of a girl "companion" to a wealthy old woman and her longing for the happiness that comes to other girls and seemed to have passed her by. How she went to Canada, thinking it "The Land of Promise," and found only more misery even in that fair country; how she married a rough farmer, loathing him all the while, but hoping to escape from the monotony of her life; and how she finally came to love him and appreciate his good qualities; all this and much more, is graphically shown in "The Land of Promise."

ANOTHER FAMOUS AUTHOR TURNS SCENARIO WRITER.

W. Somerset Maughan has been engaged by the Famous Players-Lasky Corporation to write especially for the photoplay productions of Paramount. The motion picture rights to Mr. Maughan's successful play, "The Land of Promise," were secured and the motion picture version arranged by Mr. Maughan himself. This will constitute Billie Burke's second Paramount picture, the first having been Gelett Burgess's "The Mysterious Miss Terry," in which the vivacious little star created a veritable sensation among motion picture fans all over the country. "The Land of Promise" has been scheduled for release on ...... at the ...... Theatre.

DIRECTOR OF "BROADWAY JONES" FOR BILLIE BURKE.

Joseph Kaufman, who directed the well-known "Broadway Jones," starring George M. Cohan, is the director for Billie Burke's second Paramount production, "The Land of Promise," adapted by W. Somerset Maughan from his own well-known play of that name, in which Billie Burke starred on the stage. "The Land of Promise" will be shown at the ...... Theatre on ......
For the Exhibitors' information and house organ—Cast and Synopsis of
"THE LAND OF PROMISE"

THE CAST

NORA MARSH..............................BILLY BURKE
Frank Taylor..............................Thomas Meighan
Miss Wickham..............................Helen T. Tracy
Edward Marsh..............................J. W. Johnson
"Gertie," his wife.........................Mary Alden
Miss Pringle..............................Margaret Seddon
James Wickham............................Walter McEwen
His Wife.................................Grace Studeford
Reginald Hornby..........................John Raymond

Director.................................Joseph Kaufman

SYNOPSIS

For ten years, the best years of her life, when other girls are enjoying themselves, Nora Marsh had been Miss Wickham's companion. Miss Wickham, a wealthy, crabbed old lady, lives at Tunbridge Well, hated by all her relatives and avoided by the neighbors. For thirty pounds a year and a respectable home Norah had devoted herself to Miss Wickham through all those years of bondage.

As much as she can like anyone, Miss Wickham likes Norah, and she always hinted at making a provision for her in her will. In a way, Norah had expected this to be the old lady's intention.

Miss Wickham is taken ill and in spite of the care of her physicians and Norah—for she steadfastly refuses a professional nurse—she dies, very suddenly. Norah really mourns for her, but at the same time looks for a respite after the years of drudgery and real "hard labor." She expects at least two hundred and fifty pounds, which means travel, pretty clothes and all the things for which she had longed. After the funeral, when the will is read, she finds that no provision at all has been made for her.

Being unable to do any other kind of work, and afraid to enter another position of the same sort, Norah drifts along until her funds are nearly exhausted, when, suddenly thinking of her brother Edward in Canada, "The Land of Promise," she decides to go there.

Edward Marsh has a farm at Dyer, Manitoba, and is quite successful. He has married a little waitress, whom he first met in Canada, and finds her if not a lady, at least a faithful wife who has stood by him well. But when Norah arrives Gertie, the brother's wife, becomes jealous, and poor Norah finds herself again in an unhappy position.

Thus Norah finds her "Promised Land" anything but what she hoped,
and the climax arrives one day when, after a quarrel between the two women, Gertie insists that Norah apologize before Edward and the "hired man," including Frank Taylor, part owner of the farm, who has by hard luck been forced to "hire out." She suddenly recalls that she had heard Farnk Taylor mention getting a wife to "do the chores." She calls him to her and asks if she will do. Upon his astonished assent, the two leave her brother's farm and are married immediately, going to Frank's farm in Prentice, Manitoba.

When they reach Frank's shack, Norah begins to regret her hasty-ness, but Frank, knowing well why she married him, tries to be kind to her, and they start a queer, loveless home-keeping, wherein Norah, at least, is contented and fairly happy.

Six months later we find them still at the shack, which has been greatly changed by Norah's dainty belongings and natural instinct for "home-making." Frank, however, is tiring of the monotony of their lives and a terrific scene occurs between Norah and himself because she cannot grant him affection which she does not feel for him. She threatens to leave him, but he tells her there is not a house for miles around, and she is obliged to remain.

The next day her brother brings her a letter from England, which had come in his care, and on opening it she finds that at last her just reward for the years of service to Miss Wickham was received, for the relatives had decided that 500 pounds was her due, and a check for that amount was enclosed. Speechless with joy at having at last found a means of independence, Norah and her brother are interrupted by Frank, who bursts in, white and suffering, to say that he is ruined—a fatal weed has attacked his crop, and all must go. Norah pities him from the depths of her heart, but it is not until he offers to let her go—that she realizes that after all what they both need is love, and they find the "Land of Promise" together.
List of Paramount Exchanges

DISTRIBUTING

“THE LAND OF PROMISE”

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston, Mass.</td>
<td>10 Shawmut St., Famous Players Film Co. of N. E.</td>
<td></td>
</tr>
<tr>
<td>New Haven, Conn.</td>
<td>131 Meadow St., Famous Players Film Co. of N. E.</td>
<td></td>
</tr>
<tr>
<td>Portland, Me.</td>
<td>85 Market St., Famous Players Film Co. of N. E.</td>
<td></td>
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<tr>
<td>Sherry, 729 7th Ave.</td>
<td>Wm. L. Sherry Feature Film Co.</td>
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<tr>
<td>Buffalo, N. Y.</td>
<td>145 Franklin St., Wm. L. Sherry Feature Film Co.</td>
<td></td>
</tr>
<tr>
<td>23rd St.</td>
<td>71 West 23d St., Famous Players Exchange.</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>Penn Ave. and 12th St., Famous Players Film Serv., Inc.</td>
<td></td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.</td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>220 So. State St., Famous Players Film Serv., Inc.</td>
<td></td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>107 West 3d St., Famous Players Film Serv., Inc.</td>
<td></td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>278 Jefferson Ave., E., Famous Players Film Serv., Inc.</td>
<td></td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>2024 Broadway Kansas City Feature Film Co.</td>
<td></td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>3929 Olive St., Kansas City Feature Film Co.</td>
<td></td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.</td>
<td></td>
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<tr>
<td>Salt Lake City, Utah</td>
<td>133 East 2d South St., Notable Feature Film Co.</td>
<td></td>
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<tr>
<td>Denver, Colo.</td>
<td>1749 Welton St., Notable Feature Film Co.</td>
<td></td>
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<tr>
<td>San Francisco, Cal.</td>
<td>645 Pacific Bldg., Progressive Motion Picture Co.</td>
<td></td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>Central Bldg., Progressive Motion Picture Co.</td>
<td></td>
</tr>
<tr>
<td>Los Angeles, Cal.</td>
<td>Marsh Strong Bldg., Progressive Motion Picture Co.</td>
<td></td>
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<tr>
<td>Portland, Ore.</td>
<td>9th and Burnside Sts., Progressive Motion Picture Co.</td>
<td></td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>51 Luckie St., Southern Paramount Picture Co.</td>
<td></td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>814 Perdido St., Southern Paramount Picture Co.</td>
<td></td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>1902 Commerce St., Texas Paramount Picture Co.</td>
<td></td>
</tr>
</tbody>
</table>
Jesse L. Lasky presents

JACK PICKFORD

IN

"TOM SAWYER"

By Mark Twain

Scenario by Julia Crawford Ivers

Directed by William D. Taylor

By arrangement with Mark Twain Co.

A Paramount Picture

Who does not know Mark Twain's famous boy hero?
This picture offers you the greatest exploitation possibilities in the history of picturedom.
Go to it!
WHAT YOU WANT TO KNOW ABOUT "TOM SAWYER"

THE STAR IS JACK PICKFORD.

THE STORY IS MARK TWAIN’S "TOM SAWYER," ONE OF HIS MOST FAMOUS.

THE DIRECTOR IS WILLIAM D. TAYLOR.

THE CAST IS—EXCELLENT.

With just these facts, or almost any one of them alone, you would be assured of doing a good business. . . . But Paramount wants you to do much more than just "good business." We want you to do the biggest business in your town.

To help you to do this, we are spending a MILLION DOLLARS. THAT MILLION DOLLARS IS WORKING FOR YOU—JUST YOU. IT IS WORKING IN THREE HUNDRED OF THE BIGGEST NEWSPAPERS OF THE COUNTRY EVERY OTHER DAY. THAT MEANS AN AUDIENCE OF ABOUT 30,000,000 IN ALL!

The million is also working in the big national magazines—such as The Saturday Evening Post, The Ladies' Home Journal, The Cosmopolitan and others. This audience means at least another 30,000,000.

In every advertisement the public is told to look for the best pictures at the theatres bearing our trademark, and the Paramount trademark is prominently displayed.

The next step is to "link up"—and there are three ways of doing that. They are:

Using the Paramount trademark in your newspaper advertisements—

Using the same trademark on the front of your theatre or in the lobby—

By flashing it on the screen inside your theatre.

In other words, this million dollars is being spent to get the public to look for this trademark—

SHOW IT AND GET YOUR MONEY'S WORTH OF THE MILLION!

HERE'S WHAT WE'RE DOING FOR YOU—WHAT ARE YOU DOING FOR YOURSELF?

THE PLAYERS

Tom Sawyer . . . . . . Jack Pickford
Sid . . . . . . . . George Hackathorne
Mary . . . . . . . . . . Alice Marvin
Aunt Polly . . . . . . Edythe Chapman
Becky Thatcher . . . . . . Clara Horton
Widow Douglas . . . . Helen Gilmore
Huck Finn . . . . . . . Robert Gordon
Joe Harper . . . . . . . . Antrom Short

The Director . . Wm. D. Taylor

ACCESSORIES

(To be secured at your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatine
Two 22 x 28 colored gelatine
Eight 10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats
Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides Music Cues

CONTENTS

1. Cover—with Billing
2. About the Pictures and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Music Cues
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued
ADVERTISING SUGGESTIONS FOR "TOM SAWYER"

Advance Post Card No. 1

Dear Madam:

At the ............. theatre on ............ will be shown "TOM SAWYER"—Mark Twain's famous story, with Jack Pickford in the leading role.

These facts alone, we feel sure, will interest you enough to insure your being present at this showing.

Manager.

Post Card No. 2

Dear Madam:

"TOM SAWYER," the photoplay which is coming to the ............ theatre was filmed in Hannibal, Mo., the town in which Mark Twain lived and where the characters of the story were real characters.

Young Jack Pickford, Mary's brother, is the boy who depicts this American youth on the screen in a way which makes us all love him.

The date of the showing is ............

Manager.

SUGGESTED LETTER

Dear Madam:

It is a well-known fact that Mark Twain would never allow his famous book, "TOM SAWYER," to be dramatized, for the reason that he thought it an impossibility to show the white town of Hannibal, Mo., drowsing in the sunshine by the sleepy Mississippi, and the thousand and one details that make his picture so vivid. And indeed he was right—it was impossible to place all that on the narrow confines of any stage, but many marvels have been accomplished through the medium of the screen and the all-seeing eye of the camera.

In this photoplay, the immortal boy hero is masterfully portrayed by Jack Pickford, and all the details go to make up a perfect portrayal of the little Missouri town of the last century, showing the very house in which Mark Twain lived as a boy and the house where Huck Finn lived.

The familiar details from the start, where Tom engages in a fistic combat with one of the goody, goody, dressed-up boys of the town, rolling with him in the dirt, and after making the youngster yell "nuff," chases him clear home under the sheltering wing of his fond mother,—to the finish when, after running away with Huck Finn, he returns home and finds his Aunt Polly planning his funeral service, are excellently portrayed.

We trust you will come early to the showing of this fascinating picture at the ............. theatre on ............ and bring your friends with you.

Yours very sincerely,

Manager.

Follow-up Post Card

Dear Madam:

Just a reminder that Mark Twain's famous story "TOM SAWYER" will be shown at the ............ theatre today.

Don't fail to see this realistic picture, as it is one of the best boy impersonations of Jack Pickford's career.

Manager.
ADVERTISING SUGGESTIONS FOR "TOM SAWYER"

Lobby Display

"TOM SAWYER" is such a well-known character that you may have your own ideas as to presenting the advance publicity for this photoplay in your lobby.

You might like to erect a fence with Tom Sawyer looking on while the other boys white-wash it, to advertise the most noted incident in this photoplay.

Window Display

In Book Stores the managers will probably be willing to advertise and display Mark Twain's book "TOM SAWYER" with ideas of their own. For example, if you were to have two figures in the window illustrating the washing of Tom's neck by Cousin Mary much attention would be drawn to the window, especially if the figures are real and the washing is done in earnest. Tell your friends that you will give a prize for the best window display featuring Tom Sawyer and you will probably have a variety of fine cumulative advertising value to yourself.

Newspaper Advertising

Take a photograph of the prize window, featuring same in your newspaper advertisement, with due credit to the merchant and the window dresser who got up this display.

If you stimulate your local merchants to feature the central theme of the current photoplay you will find that hundreds of dollars worth of advertising will come to you without other expense than a little initial effort such as is suggested above.

Street Display

On an automobile you can mount a float showing Tom Sawyer and his boy companions living as pirates. This could be advertised with a suitable explanatory banner and the sight of several youngsters known to the community, dressed up in this manner, would probably attract the attention of every child in town.

Throw-Aways

The opportunity to interest all the children and hence their parents in your community in Tom Sawyer is absolutely unlimited. If you take the type from your newspaper advertising; have same reproduced on colored slip sheet throw-aways and distribute to children as they are leaving the schools for the noon recess on the day you play this picture, the probabilities are that you will not have room for the crowds that attend your matinee, no matter how large your theatre.

Car Cards

Photographs of the street float, with a prize for those who can guess the largest number of kids who are dressed up as pirates would probably have most everybody in the car studying the photograph to pick out their friends.

For any further suggestions kindly consult

The Exhibitors' Service Department

485 Fifth Avenue, New York
A LETTER FROM JACK PICKFORD ABOUT HIMSELF

Hollywood, Cal.

Dear Friend:-

We've just got back from Hannibal, Missouri, where we filmed scenes for my forthcoming Paramount picture, "Tom Sawyer." Hannibal, you know, is the town where Mark Twain, who wrote "Tom Sawyer," lived, and where the characters of the story were real characters. It was there that we took the river scenes where Tom and Huck took up the life of pirates, returning only in time to help celebrate their own funeral services.

I've always been fond of Mark Twain's writings and Tom has long been a favorite of mine—somehow we seemed to have a great deal in common. He performed so many of the very stunts that I remember in my own boyhood. As for "Cousin Mary" in the story, well, she reminds me vividly of my sister Mary—always scrubbing a fellow's ears or tying his tie over,—I guess they're all alike—big sisters or big cousins.

Mary and I were both born in Toronto, Canada, where also we both appeared in the Toronto stock company before we were ten years old. From then on, both of us have worked our way, step by step, through small parts on the stage to larger ones, and from tiny parts in motion pictures to star positions.

We have both played juvenile parts mostly and I especially have almost without exception appeared in the role of a very young boy. I think it is not only because I look rather young, but because I have not forgotten how it felt to be a boy. As the hero of "Seventeen," Booth Tarkington's famous story, no credit is due me for the success of the production, because I was simply living over adventures that I had gone through not many years before. As "The Dummy" I was a messenger boy admirer of Nick Carter and other great detectives, and I must confess that that role was not difficult for me, either, for to this day I devour detective stories by the volume. "Freckles" is an old favorite of me, and his adventures with "The Angel" and "The Bird Woman" in the Limberlost became mere play. I may mention here that the scenes for "Freckles," which will be remembered as one of Gene Stratton Porter's famous novels, were actually filmed in the famous Limberlost swamp.

In nearly every case we film the story on the location described by the original author and this adds greatly to the joy of the work. I sincerely hope this letter will answer some of your questions and that some day we may meet each other.

Very cordially yours,

(Signed) JACK PICKFORD.
# MUSICAL SYNOPSIS

## "TOM SAWYER"

By Louis F. Gottschalk

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1½</td>
<td>At Screening ..........</td>
<td>¾</td>
<td>Tempo di Valse... Valse poupee* — Poldini</td>
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<td>2</td>
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<td>Tom Sawyer ............</td>
<td>4/4</td>
<td>Moderato ........ Gavotte (Tom Jones Dances) — German</td>
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<td>3</td>
<td>2¼-T</td>
<td>Aunt Polly ............</td>
<td>4/4</td>
<td>Moderato ........ He Will Understand (You're in Love) — Friml</td>
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<td>4</td>
<td>2½-T</td>
<td>Spare the rod to spile the child ...</td>
<td>2/4</td>
<td>Allegro .... Badinage — Herbert</td>
</tr>
<tr>
<td>5</td>
<td>3½-T</td>
<td>I dare you to step on that ....</td>
<td>6/8</td>
<td>Presto .... Rondo Capriccioso — Mendelssohn</td>
</tr>
<tr>
<td>6</td>
<td>1¾-T</td>
<td>The next day is Saturday ..</td>
<td>3/4</td>
<td>Andante .... Manuel Menendez — Fibiasi</td>
</tr>
<tr>
<td>7</td>
<td>2½-T</td>
<td>At this dark and hopeless moment,</td>
<td>¾</td>
<td>Tempo di Valse... The Firefly Waltz — Friml</td>
</tr>
<tr>
<td>8</td>
<td>3-T</td>
<td>By the time Ben is tired ....</td>
<td>4/4</td>
<td>Allegro moderato ... Cortege du Serdare — Iwanow</td>
</tr>
<tr>
<td>9</td>
<td>2¼-T</td>
<td>The fence is all done, aunt ....</td>
<td>¾</td>
<td>Allegretto .... Serenade — Pierne</td>
</tr>
<tr>
<td>10</td>
<td>2½-T</td>
<td>A new girl in town ..........</td>
<td>¾</td>
<td>Valse lente .... Sweethearts* — Herbert</td>
</tr>
<tr>
<td>11</td>
<td>2¼-T</td>
<td>Sunday dawns ..........</td>
<td>4/4</td>
<td>Andante moderato... Soliloquy* — Tyers</td>
</tr>
<tr>
<td>12</td>
<td>3-T</td>
<td>When Mary finishes ......</td>
<td>¾</td>
<td>Tempo di Valse ... Valse poupee* — Poldini</td>
</tr>
<tr>
<td>13</td>
<td>4-T</td>
<td>The children begin to show off ..</td>
<td>4/4</td>
<td>Andante cantabile ... Barcarolle* — Tchaikowsky</td>
</tr>
<tr>
<td>14</td>
<td>2¾-T</td>
<td>Monday morning finds Tom ...</td>
<td>6/8</td>
<td>Moderato .... Canzonetta — Niccde</td>
</tr>
<tr>
<td>15</td>
<td>3½-D</td>
<td>School teacher ringing bell ....</td>
<td>2/4</td>
<td>Allegro modto ... Put Down One and Carry Two (from Babes in Toyland)* — Herbert</td>
</tr>
<tr>
<td>16</td>
<td>3½-T</td>
<td>I know your name ..........</td>
<td>¾</td>
<td>Valse lente .... Sweethearts* — Herbert</td>
</tr>
<tr>
<td>17</td>
<td>1½-T</td>
<td>I love you ............</td>
<td>2/4</td>
<td>Non troppo allegro... Serenade — Cesek</td>
</tr>
<tr>
<td>18</td>
<td>2-T</td>
<td>Supper time the same day ....</td>
<td>6/8</td>
<td>Allegro giocoso ... Jig and Finale (Gressenhall Suite) Wood</td>
</tr>
<tr>
<td>19</td>
<td>2¼-T</td>
<td>Far into the night ......</td>
<td>3/4</td>
<td>Andante .... Last Night — Kjerulf</td>
</tr>
<tr>
<td>20</td>
<td>2¾-T</td>
<td>Two souls with but a single thought ....</td>
<td>2/4</td>
<td>Allegro ... Farandole — Bizet</td>
</tr>
<tr>
<td>21</td>
<td>2½-D</td>
<td>Boys on the raft ..........</td>
<td>2/4</td>
<td>Modto ... Scalp Dance from Indian Love Song — Lake</td>
</tr>
<tr>
<td>23</td>
<td>2-T</td>
<td>Catfish for breakfast ....</td>
<td>4/4</td>
<td>Allegretto ... Mignonette — Friml</td>
</tr>
<tr>
<td>24</td>
<td>2¾-T</td>
<td>Say, I wish the fellows ....</td>
<td>4/4</td>
<td>Lento con espress... Till I Wake — Finden</td>
</tr>
<tr>
<td>25</td>
<td>2½-T</td>
<td>Later; searching for the bodies ..</td>
<td>4/4</td>
<td>Andante Cantabile... Barcarolle* — Tchaikowsky</td>
</tr>
<tr>
<td>26</td>
<td>2½-D</td>
<td>When Tom crawls under the bed ...</td>
<td>¾</td>
<td>Tempo di Valse ... Valse poupee* — Poldini</td>
</tr>
<tr>
<td>27</td>
<td>2¾-D</td>
<td>When Tom kisses Aunt Polly ....</td>
<td>4/3</td>
<td>Lento ... Elegie — Massenet</td>
</tr>
<tr>
<td>28</td>
<td>3-T</td>
<td>Then came the day for the funerals</td>
<td>2/4</td>
<td>Moderato ... Softly Now the Light of Day, Processional Hymn — Weber</td>
</tr>
</tbody>
</table>
Those were the days! When Tom and the gang explored the "Old Cave" and Tom and dear little Rebecca got lost—it sticks in your mind doesn't it, it'll stick till the crack of doom. No matter how old you are, or how young you are, you're coming to see Mark Twain's idol of the good old kid days.

"Come on, Tom! Let me paint some of your fence. I'll give you corksyl if you will!" Remember how Tom got the gang to paint his fence and how he got "wealthy" doing it? You call it good "business psychology" now, but you know down in your heart that Tom was a "regular guy". Come! Join the gang again! Get in on this, the best show in a long, long time.

Other Attractions, Musical Programme, Next Feature, Admission Prices, etc.
Jesse L. Lasky presents

Jack Pickford
in “Tom Sawyer”

By Mark Twain

Scenario by Julia Crawford Ivers
Directed by William D. Taylor

By arrangement with Mark Twain Co.

Where is your “Rebecca” now? The kid sweetheart that you stood on your head for? Come on! Be a kid again. Join Tom and Huck and the old swimmin’ hole gang again. They’re all here, all week at this theatre. Come early though, the crowds are coming.

Musical Program, Etc.

Admission Prices

Name of Your Theatre

“The Home of Paramount Pictures”

There is only one thing that can make your theatre “the theatre that is advertised in the Saturday Evening Post.” That is the Paramount trade-mark, prominently displayed on all your advertising.
Remember the old cemetery? And the swimmin' hole? And the cave that Tom and Rebecca got lost in? Oh! man! Weren't those the days! Suppose you live 'em over again. All of the Mark Twain heroes are here this week — the greatest treat for all the old kids and all the young kids. It's your best chance to live the old days over again. Come—put on your hat.

Musical Program, Etc.

Admission Prices

Name of Exhibitors' Theatre

We'll boost nationally—you furnish the "local point of contact!" Show the Paramount trade mark, that's all.
Ad-cuts and mats that get across—and bring something back
All of these cuts were chosen for their selling power from a large lot of stills.
The one and two column cuts are appealing, economical trade-getters; the three
column cuts dominate by sheer force of size and attractiveness.
We have had the half-tones engraved so that they will print well on newspaper under
good conditions, but unless your printer uses good ink and paper and is exceptionally
conscientious in his work, hesitate before you use a half-tone.
A line cut will print well under almost any conditions.

Jesse L. Lasky presents
Jack Pickford
in “Tom Sawyer”
By Mark Twain
Scenario by Julia Crawford Ivers
Directed by Wm. D. Taylor
By arrangement with Mark Twain Co.

Remember how you hated to have your face washed when you were a kid? Come on, join Tom and Huck and the gang and be kids again. Mark Twain’s hero, your hero of other days, has now been brought to life and you can see him again in life. All week at this theatre, but come early.

Musical Program, Etc.

Admission Prices
Exhibitors’ Theatre

Name of Exhibitors’ Theatre

Lest you forget, we say it yet—hink up!
Cover your town with this paper and you will fill every seat on every performance

*Always Obtainable at Your Exchange*
This illustration is a layout of the production cuts reduced in size

**ISSUED IN SETS OF TEN, CONSISTING OF**

- **Top Row**—Two Three-column Cuts and Mats
- **Centre Row**—Three Two-column Cuts and Mats
- **Bottom Row**—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
Press stories that will interest your patrons if sent out to the newspapers a week or so in advance of "TOM SAWYER"

Immortal Tom Sawyer, Mark Twain's famous hero, the battling, whistling youth who sold out the rights to the irksome job of white-washing a fence for his friends' treasures, while he sat on a barrel and superintended the operation, is coming to town. He will appear at the ....... Theatre on ....... in the person of clever young Jack Pickford, brother of "our Mary," and a boy who knows how to depict American youth on the screen as it has never before been done, incarnating the very spirit of the freckle-faced, whistling lads that all of us know and love, and many of us have been!

MARK TWAIN'S "TOM SAWYER" PLAYED BY JACK PICKFORD AT THE .......

Mark Twain's boy hero, Tom Sawyer, has long held a unique place in literature, and many of his admirers will be glad to hear that clever young Jack Pickford, of Paramount pictures, has at last brought the real Tom to life on the screen. His impersonation is vivid and drawn with the sure masterful touches that he gave to "Freckles"; Booth Tarkington's the hero of "Seventeen;" and "The Dummy." "Tom Sawyer" will be seen at the ....... Theatre on .......

Boys of all ages, from ten to ninety, will welcome the advent of Tom Sawyer, the immortal boy hero of Mark Twain, at the ....... Theatre on ....... No less a star than clever Jack Pickford, brother of the famous Mary Pickford, will take the part. Mr. Pickford has long been an admirer of Mark Twain's, and especially of "Tom Sawyer." He has not forgotten what it was to steal jam or raid the doughnut jar, and better than any other young actor has succeeded in bringing to the screen the very incarnation of American boyhood.

Jack Pickford as Mark Twain's immortal "Tom Sawyer" in a Paramount photoplay of that name, is to appear at the ....... Theatre on ....... This is the latest of a long line of exceptionally successful young boy roles in which Mr. Pickford, the younger brother of "our Mary," has appeared. These are notably: "Seventeen," by Booth Tarkington; "Great Expectations," by Dickens; "Freckles," by Gene Stratton Porter; "The Varmint," by Owen Johnson, and others. As the redoubtable Tom, Mr. Pickford has proved that his doughnut-stealing, jam-eating days are not far behind, or that at least he has not forgotten them, so thoroughly has he injected the very spirit of boyhood through every scene of the picture.
It is a well known fact that Mark Twain would never allow his famous book, "Tom Sawyer," to be dramatized. To get the white town drowsing in the sunshine by the sleepy Mississippi and the thousand and one details that made his picture so vivid seemed an impossibility. And indeed it would have been an impossibility to have placed all that on the narrow confines of any stage. But the motion picture has placed those days far behind and today many marvels are accomplished through the medium of the screen and the all-seeing, all-recording eyes of the camera. The great Paramount company has succeeded at last in bringing to the screen the very incarnation of the immortal boy hero, a role skillfully and masterfully portrayed by Jack Pickford. The scenes were taken in Hannibal, Missouri, the very town of which Mark Twain wrote, and where he spent his boyhood. Thus it is that the "white town drowsing in the sunlight" and all the other details that go to make up a perfect portrayal of the little Missouri town in the last century are to be found in the screen version. Manager ....... of the ....... Theatre has arranged to show "Tom Sawyer" at his theatre beginning on .......  

SMALLEST DETAILS FROM MARK TWAIN'S FAMOUS "TOM SAWYER" SHOWN IN PICTURE OF THAT NAME

In "Tom Sawyer," which is coming to the ....... Theatre on ....... Jack Pickford has achieved one of the best boy impersonations of his entire career. The picture was filmed in Hannibal, Missouri, and shows the very house where Mark Twain lived as a boy and the house where Huck Finn, whose real name was Tom Blankership, lived. It is all there,—even to the famous fence which Tom was set to whitewash the morning his friends came to jeer at him but remained to paint the fence,—for which precious privilege they paid to Tom,—do you remember:—

Twelve marbles, a part of a jews-harp, a piece of blue bottled glass, a spool cotton, a key that wouldn't unlock anything, a piece of chalk, a glass stopper, a tin soldier, two tadpoles, a fire cracker, a kitten with one eye, a brass door knob, a dog collar but no dog, a handle of a broken knife, four pieces of orange peel and a piece of an old broken window sash! Director William D. Taylor, who is responsible for the production, and who is noted as a stickler for realism, even shows these "props," and together with Mr. Pickford has made the picture a notable success.

The Service Department has not heard from you. Write them!
Press stories about the picture and the players that your newspaper will be glad to print a few days in advance or during the showing of “TOM SAWYER”

Jack Pickford's handsome touring car was recently savagely attacked by a Henry (otherwise a Flivver) one morning recently and a large piece bitten from it. The car was overturned, but no one was injured. It cost Jack about a hundred dollars for repairs, however. His only satisfaction is that now the jitney has its engine wrapped around the rear axle. Jack's newest Paramount picture, "Tom Sawyer," from the famous book by Mark Twain, is to be shown at the Theatre on .......

TOM SAWYER A PHOTOPLAY FOR BOYS OF ALL AGES

In his newest Paramount picture, "Tom Sawyer," which is coming to the Theatre on ....... Jack Pickford plays the part of a typical barefooted American boy of the last century, the famous "Tom" of Mark Twain's book. His adventures with Sid and Mary and Aunt Polly and Huck Finn are pictured in full. The way he and the latter escaped to an island in the middle of the Mississippi after a punishment for some of their escapades has also been faithfully pictured. Their return only to be present at their own funeral services, makes a wonderfully fascinating picture that will carry the older "boys" back and both older and younger ones onward toward the goal of real laughter and enjoyment.

MARK TWAIN'S FAMOUS "TOM SAWYER" FILMED AT HANNIBAL, MISSOURI

It is a well known fact that Mark Twain's famous hero, "Tom Sawyer," was in reality a personification of himself during his own boyhood in Hannibal, Missouri. Thus Jack Pickford, who is taking the leading role in the Paramount photoplay of that name at the Theatre this week, finds himself confronted with the double task of making his characterization the "Tom" of the book, and the famous author, Samuel L. Clemens, or Mark Twain, as he was more familiarly known. In order to further create the impression of reality, the Paramount motion picture company, with young Mr. Pickford and William D. Taylor, the director, went to Hannibal, where most of the scenes were taken.

A photoplay of decidedly more than ordinary interest is coming to the Theatre on ....... This is the Paramount filmed version of Mark Twain's celebrated story, "Tom Sawyer," with clever young Jack Pickford as the star.
JACK PICKFORD TO PLAY "TOM SAWYER"

The Chamber of Commerce of Hannibal, Missouri, the town of Mark Twain's boyhood, and of which he wrote in his famous story, "Tom Sawyer," was recently electrified with the news that Jack Pickford, whom with his famous sister Mary, they had often seen on the screen, was coming to their town.

Paramount was making a screen version of the story, and Director William D. Taylor, in his search for realism to the slightest detail, made the long journey from Hollywood, California, to Hannibal with the entire company, for the purpose of taking the scenes in the town where the story was laid.

The house where "Huck Finn" lived with the widow, his guardian, the famous fence which Tom was supposed to whitewash and all the other incidents are there in full. "Tom Sawyer" is to appear at the Theatre on .......

Jack Pickford as "Tom Sawyer" will be seen at the Theatre in the Paramount picture of that name. The production was filmed in Hannibal, Missouri, scene of Mark Twain's boyhood, and the town he had in mind when he wrote "Tom Sawyer."

Tom Sawyer, Mark Twain's famous boy hero, is to appear on the screen of the Theatre on ....... The role is played by clever Jack Pickford, brother of "our Mary," who has become famous as a portrait of boy parts in Paramount pictures, such as "Freckles," "The Dummy," "Seventeen" and others. In screening "Tom Sawyer" none of the familiar details have been left out. It is all there, from the start, where Tom "licks" the sissy-boy and steals the jam, to the finish, where he and Huck Finn run away together and return only in time to attend their own funeral services, thus avoiding the well-deserved thrashings.

Jack Pickford, the clever Paramount star who is appearing at the Theatre in "Tom Sawyer," under the direction of William D. Taylor, had a number of scenes where he is supposed to hide under the bed. Jack crawled under the bed during rehearsals, and having nothing on his mind for the time being, fell asleep there, only awaking hours after the studio had closed and Director Taylor and his company departed.
"TOM SAWYER" COMES TO LIFE ON THE SCREEN

Jack Pickford has long been a student and friend of Mark Twain's famous boy hero, "Tom Sawyer," and it is for this reason as well as for the fact that he has become a famous portrayer of boy roles, such as "Freckles," the "Dummy," "Seventeen" and others, that he was chosen by Paramount for the character of Tom.

He isn't so old that he has forgotten the days when he lived breathlessly through the pages of the story, joying with the redoubtable Tom in his adventures or sorrowing with him in his misfortunes. The incident of the whitewashed fence which received three coats, and for which Tom, who was supposed to do it himself, received payment of unlimited marbles, jews-harps, tadpoles and other boys' treasures, has long been a favorite of Mr. Pickford's, and it is faithfully portrayed in the screen version.

The fact that the exterior scenes were taken at Hannibal, Missouri, the very town in which Samuel Clemens, or Mark Twain, as he is better known, wrote, adds to the effectiveness of the production. The river scenes where Tom and the famous Huck Finn escape on a raft and return only in time for their own funeral services was taken at the very spot Mark Twain described, so that could he see the production, he would undoubtedly believe his hero was indeed coming to life before his eyes.

Indeed, there is cause for actual regret that he could not have done so, for it is a well-known fact that during his lifetime, he steadfastly refused to allow "Tom Sawyer" to be dramatized for the stage. It would have been impossible, he said, to catch the "white town drowsing in the sunlight" and the river scenes that figure so often in the story. But the screen has given the dramatizers a broader field in which to attempt their task, and has made possible what was then impossible.

Director William D. Taylor, who has been responsible for most of Mr. Pickford's recent pictures, has given to "Tom Sawyer" the result of his years of experience and a thorough training in the field of motion picture photography and directing. The scenario was written by Julia Crawford Ivers.

Manager ...... of the ...... Theatre has arranged for the presentation of "Tom Sawyer" at his theatre beginning on ...... of ...... week.
THE CAST

TOM SAWYER...........................................JACK PICKFORD
Sid..............................................George Hackathorne
Mary.................................................Alice Marvin
Aunt Polly........................................Edythe Chapman
Becky Thatcher.....................................Clara Horton
Widow Douglas.....................................Helen Gillmore
Huck Finn...........................................Robert Gordon
Joe Harper..........................................Anton Short

The Director....................................Wm. D. Taylor

THE STORY

Tom Sawyer, that immortal character drawn so vividly by Mark Twain, is a typical boy of a small Missouri town. He is seen with Aunt Polly and his Cousins Sid and Mary at the beginning of the story, as the "mischievous but not mean" member of the family group.

Tom engages in a fistic combat with one of the goody-goody, dressed-up boys of the town, rolling with him in the dirt road, and after making the youngster yell "'nuff," chases him clear home and under the sheltering wing of his fond mother.

Tom hates to go to church as much as most boys of his age, but submits to Cousin Mary's washing of his neck and ears and being dressed up in the hated white collar and flowing tie. He has managed to collect a vast assortment of marbles, tops, kites and other paraphernalia which is usually found in boys' pockets, by the clever trick of selling out the rights to the whitewashing of an irksomely long fence to all of the boys of the neighborhood.

He exchanges these trinkets at the church steps for tickets which the Sunday School scholars have earned by learning Bible verses. Of course Tom hasn't earned any tickets, but discovers that it would be desirable to have a lot of them in order to win a Bible, the presentation of which would be in full view of the entire Sunday School. This he especially covets since one of the members of the Sunday School is pretty Becky Thatcher, the new girl in the neighborhood, whom Tom has charmed by turning handsprings in front of her house.

Alas, however, when the Bible has been presented to Tom and the Superintendent calls on him for facts of Bible history, Tom is in deep water and a curtain is charitably drawn over the remainder of the scene.
When Tom "acts up" in school, he is thoroughly willing to take the punishment because it will consist, he knows, of sitting with the girls. Tom thus has a chance to sit next to the fair Becky and write "I love you" on her slate. When Tom and Becky stay at school at noon instead of going home for lunch, the love affair is about to progress quite happily until Tom's mention of a previous love affair precipitates a quarrel.

Later Tom gets an unjust licking at home that should have gone to Sid. The whole world now seems wrong and everything against him. Joe Harper has met similar reverses of fortune, so the two, together with Huck Finn, the notorious bad boy of the town, manage to secure a raft and sail away for parts unknown, on the bosom of the Mississippi. Landing on an island, they establish pirate headquarters, while frantic mothers and all the men of the town conduct a futile search.

After seeing the boatmen firing off cannons on the river, the boys know that the villagers think them drowned and that the searchers are trying to locate the bodies. Smitten with remorse, Tom sneaks off at night while his comrades are sleeping, swims the river and prepares to leave a note, written on bark, informing his Aunt Polly that he is still alive and not to worry.

But when he arrives at home and finds Aunt Polly with Mrs. Harper planning a funeral service for the boys the following Sunday morning, the streak of boy devil is too strong to resist, so instead of leaving a note, Tom returns to his mates on the island.

He convinces them that a much better finale to their actions is to appear in person at their own funeral. Their supplies are getting low and the life of pirates is beginning to pall on them, so his suggestion is well received and they proceed to enjoy the remaining days of liberty to the full.

When Sunday comes, they hear the first bells, and taking their raft, quietly cross the river and creep into the church so that just as the minister, with tears in his eyes and a sob in his voice, is telling the congregation what good boys Tom and Joe had been in life, they appear.

Aunt Polly is so overjoyed at seeing Tom that she does not lick him right then and there, and Becky Thatcher dries her tears while she and Tom stand up in church to join with the congregation in singing the Doxology.

This is a story that, published with a few of the scene cuts available from your exchange, will bring 'em in by the hundred. Ask your editor to place this story in his Sunday dramatic section the week before you show "Tom Sawyer."
List of Paramount Exchanges

DISTRIBUTING

“TOM SAWYER”

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave.,
Wm. L. Sherry Feature Film Co.

Buffalo, N. Y.—145 Franklin St.,
Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St.,
Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St.,
Famous Players Exchange.

Washington, D. C.—525 13th St.,
N. W., Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St.,
Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St.,
Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave.,
E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway
Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St.,
Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St.,
Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg.,
Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St.,
Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St.,
Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St.,
Texas Paramount Picture Co.
PRESS BOOK EXPLOITATION AND PUBLICITY ACCESSORIES
MUSIC CUE SHEETS OBTAINABLE AT ALL ARTCRAFT EXCHANGES

Jesse L. Lasky presents

GERALDINE FARRAR

in

"The Devil-Stone"

by Jeanie Macpherson from the story by Beatrice DeMille and Leighton Osmun

Produced by Cecil B. DeMille

Released by

ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVENUE
NEW YORK CITY.
WHAT YOU SHOULD KNOW ABOUT "THE DEVIL STONE."

Geraldine Farrar is the star of this production, playing a role widely dissimilar from her last two appearances in films. "The Woman God Forgot" and "Joan the Woman" took precedence as the greatest spectacles conceived in motion photography, while "The Devil Stone" presents a dramatic plot of tremendous intensity which is developed in a picturesque fishing village on the romantic coast of Brittany, and has its finale in New York.

Cecil DeMille produced the picture and Jeanie MacPherson wrote the scenario, which is positive assurance of the value of the production.

In addition to being an artistic masterpiece and a dramatic triumph, "The Devil Stone" has added drawing power through its basis of a big theme. The story is founded on Superstition, which has descended to the present generation from the dark ages.

In the role of Martha Manot, Miss Farrar's interpretation reaches sublime heights of artistry. She is ably supported by a powerful cast, including Wallace Reid, Tully Marshall and Hobart Bosworth. The tremendous success scored by Miss Farrar in her previous photoplays, and her universal popularity, together with the unique possibilities afforded by the unusual theme for exceptional advertising and publicity, should make "The Devil Stone" one of the most discussed films ever produced.

Settings of extraordinary beauty and exquisite water scenes of the famed Breton coast make a strong appeal to all lovers of natural art.

ACCESSORIES
(To Be Obtained at Your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets
One Twenty-four sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
Eight 10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Three one-column
Two two-column
One three-column

Rotogravure One Sheet

Advertising Layouts, Cuts and Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other display

CAST:

Marcia Manot
GERALDINE FARRAR

Guy Sterling......Wallace Reid

Robert Judson, Hobart Bosworth

Silas Martin.....Tully Marshall

Simpson ...........James Neill

Stephen Densmore

Gustav Von Seyffertitz

Mr. Rogers.........Ernest Joy

Mrs. Rogers......Mabel Van Buren

Berthe .........Lillian Leighton

Pierre ...........Burwell Hamrick

CONTENTS

Page
1. Cover with Billing.
2. Talking Points, Cast and list of accessories
5. Star Cuts and Mats.
6. Cuts and Mats of Cecil B. DeMille
7. Advertising Layouts.
8. 
10. Lithographs.
11. Scene Cuts and Mats.
12. Publicity Stories.
14. 
15. 
16. 
17. 
18. 
Advertising Suggestions for “THE DEVIL STONE”

Post Card No. 1 (to be sent 9 days before showing of picture.)

Dear Madam:
You will be glad to know that Geraldine Farrar is coming to the Theatre, on in a new production entitled “THE DEVIL STONE.”

It is a drama of weird fascination based on the big theme of superstition. We hope to have the pleasure of seeing you on that evening.

..............................................................
Manager.

Post Card No. 2 (to be sent 6 days before showing of picture.)

Dear Madam:
In the new photoplay entitled “THE DEVIL STONE,” Geraldine Farrar, the star, is surrounded by an all-star cast, including Wallace Reid, Hobart Bosworth and Tully Marshall.

The play was staged by Cecil B. De Mille and adapted for the screen by Jeannie McPherson.

Don’t miss seeing this picture. It is of unusual interest and considerably different from any of Miss Farrar’s previous productions.

..............................................................
Manager.

SUGGESTED LETTER

Dear Madam:
It is a well-known fact that members of the theatrical profession are probably the most superstitious class of people in the world. Not one actor in a thousand will permit a hat to be placed on a bed, nor will he allow anyone to whistle in his dressing-room, or look over his head into the mirror while he is making up. But worst of all is his superstition about the color green.

In the photoplay “THE DEVIL STONE” the story deals with the finding of a great emerald. Miss Farrar creates the role of a simple Breton fisher girl who becomes the wife of an unscrupulous American millionaire. He marries her to get possession of the emerald which she has found along the seashore and which in her superstitious belief is a relic of a legendary queen.

The world-old stumbling block of man—superstition—furnishes the basis of this story, which is an interesting study, and through it runs the thread of a romantic love.

In spite of authors, playwrights and dramatic critics wagging their heads in despair and saying, “There are no new plots—all the great themes in the world have been written and produced,” Cecil B. De Mille comes with a new and big theme—Superstition—introducing Geraldine Farrar.

We feel sure you will not want to miss this production and trust we shall have the pleasure of seeing you at the theatre with your friends.

Yours very sincerely,

..............................................................
Manager.

Follow-up Post Card (to be sent on day of showing)

Dear Madam:
Please remember that today is the day we are showing the Geraldine Farrar picture—“THE DEVIL STONE.”

The effect of this story will influence the events in the life of the modern woman, and we hope to see you with your friends.

..............................................................
Manager.
Advertising Suggestions for “THE DEVIL STONE”

LOBBY DISPLAY: You could have a cut-out of a figure representing the devil, holding a huge emerald in his hand, and have women of all kinds, rich and poor, young and old, reaching up to grasp it. There could be a sardonic smile on the Devil’s face, and as he holds up the stone in his hand a sign under it could read:

THIS IS SOME BAIT FOR THE HUMANITY TRAP
WATCH ME!!!

Other superstitious symbols, such as black cats, could be displayed.

WINDOW DISPLAY: Here is a chance for you to tie up with every jewelry store in town. The Devil Stone itself is an emerald and this should give everyone of your jewelers a chance to make a wonderful display of set and unset emeralds. You could, either through your newspaper announcement, or a letter direct to each jewelry store, offer a prize for the best window display of emeralds, which also announces that the ................ theatre is to play “The Devil Stone” on such and such a day, and that the window suggests what the Devil Stone may be. You can have a contest judged by expert window dressers, or by a committee of three prominent people, each jewelry store submitting a photograph of its window. You can then display in your lobby an enlargement of this photograph, stating that such and such a store was the winner of the Devil Stone prize.

Another suggestion: The Victor Talking Machine Co. puts out a number of Farrar records from time to time and this particular suggestion is applicable, not only to the Devil Stone, but any of her other productions which you are using. Get your local Victor record dealers to make a special display of Farrar records during the week previous to your showing, and also during the time that you are running the production. You can obtain from the exchange either 8 x 10 or 22 x 28 photographs of Miss Farrar, and have these distributed to the various Victor dealers. Of course each dealer will carry a card, stating that Miss Farrar, in “The Devil Stone,” will be seen at your theatre. This should give you a lot of inexpensive publicity and help you and the Victor dealers to make money.

CONTEST: About three or four weeks before the showing of this picture, you can start a contest for the best superstitious suggestion for your lobby. Offer a prize for the best suggestion and the one which is finally adopted. The prize can be in the form of passes—with war tax paid—which will make them all the more attractive and more to be desired.

STREET DISPLAY: Have a similar idea to the Lobby Display worked out by having a figure of the Devil with a large emerald in his hand and cut-outs of women of all kinds reaching up for the stone. This could be pasted on canvas and placed on the side of an ordinary box body wagon.

HOUSE ORGAN: Take a photograph of your Lobby Display and put on the cover of your house organ with a photograph of Miss Farrar in one corner.

CARDS & NEWSPAPER ADVERTISING

CAR CARDS: You can probably make arrangements with the jewelry store which wins the prize for the best window display to take a car card advertisement and share 50-50 on the expense. Your type matter could read something like this:

This is the window of ................ jewelry store, which had the best display of emeralds and other precious stones in “THE DEVIL STONE” CONTEST conducted by the ................ Theatre.

Also have a reproduction of your lobby display, with the words printed in large type under the jewel in the Devil’s hand:

MY BAIT FOR THE HUMANITY TRAP
WATCH ME!!!

You will see how successful I am when you come to the ................ Theatre, on ................

NEWSPAPER ADVERTISING: You can follow the car card suggestion in splitting up the cost of your newspaper advertising.

Also have a reproduction of your Lobby Display, with an item under it reading:

Some famous writer made the following remark:

“An inhabitant of another planet, observing the activities of this planet, might logically conclude that the chief object of the male human is to collect colored stones for his female, and the Devil, being well aware of this fact, plans his campaign against humanity accordingly.”

If we were all tempted with a beautiful jewel, how many of us, do you think, would stand the test?

FOR SPECIAL SUGGESTIONS ON THIS PHOTOPLAY, OR ANY OTHER, WRITE—
THE EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York
Reproductions of Stock Star Cuts and Mats—GERALDINE FARRAR

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Issued for Newspaper use in SETS of FOUR—consisting of:
Two One-column
and Two Two-column
(Above reproductions reduced in size)

Always obtainable at your exchange.
Jesse L. Lasky presents

**Geraldine Farrar**

*in*

"The Devil-Stone"

by Harriet MacPherson, from the story by Beatrice De Mille and Leighton Cramer

Produced by Cecil B. De Mille.

**AN ARTCRAFT PICTURE**

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances
Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Jesse L. Lasky presents

GERALDINE FARRAR

in

AN ARTCRAFT PICTURE

"The Devil-Stone"

by JEANIE MACPHERSON

from the story by BEATRICE DE MILLE and LEIGHTON OSMUN

Produced by CECIL B. DE MILLE

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances,

Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Advertising Layouts and Slide

EXACT SIZE

Jesse L. Lasky presents

GERALDINE FARRAR

IN

"The Devil-Stone"

by Jeanie Macpherson

From the story by

Beatrice De Mille and Leighton Osmun

Produced by

CECIL B. DE MILLE

AN ARTCRAFT PICTURE

Beautifully colored announcement slide this size obtainable at your exchange.

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances,

Prices, Dates of Showing, etc.
LITHOGRAPHS

Twenty Four Sheet Poster

Three Sheet Poster

Six Sheet Poster

Three Sheet Poster

One Sheet Poster

There is also a one Six Sheet Poster and a Half Sheet Window Card for this production which are not shown.

One Sheet Poster
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:

Five One-column
Three Two-column
and Two Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange.
Press stories to be sent out a week ahead and during the showing of "THE DEVIL STONE"

The release by Artcraft of "The Devil Stone," coming to the........... next........, marks the sixth Geraldine Farrar production filmed at the studios of the Lasky company since the famous prima donna first entertained the field of the photoplay, two years ago.

It is interesting to note that all of the Farrar productions have been created by practically the same working organization, including the director, Cecil B. DeMille, who has been responsible for the staging of the entire series of remarkable features, and Jeanie MacPherson, who wrote the scenarios for the six photoplays.

The selection of appropriate vehicles for the noted star has been a serious problem, but the great success of the Farrar films speaks well of the judgment of the producers, who have based the stories on big themes, the more recent of which, "The Woman God Forgot" and "Joan the Woman," created the new epoch in Cinema art.

"The Devil Stone" is a story of weird fascination which presents Miss Farrar in a modern role, based upon the big theme of Superstition, brought down from ancient folklore and influencing the events in the life of a modern woman.

The same supporting cast which has appeared to excellent advantage in previous Farrar films is seen in this latest photoplay, including Wallace Reid, Hobart Bosworth, James Neill, Horace B. Carpenter, Tully Marshall, Raymond Hatton and Theodore Roberts. To Alvin Wyckoff, chief of the camera staff, who has been responsible for the splendid photography of Lasky pictures, is due the credit for the exquisite effects in "The Devil Stone," and the splendid ocean views of the fisheries of Brittany.
When Jesse L. Lasky presents Geraldine Farrar in her latest Artcraft production, "The Devil Stone," which will open at the........on............., the celebrated star will have as a vehicle a story of unusual interest, considerably different from any of the former film plays in which she has thus far appeared.

Cecil B. DeMille is responsible for the staging of the latest Farrar vehicle, having produced the picture from a story of weird fascination written by Beatrice DeMille and Leighton Osmun, and adapted to the screen by Jeanie MacPherson.

Miss Farrar creates the role of a simple Breton fisherwoman, removed after the early part of the story to America, as the wife of an unscrupulous millionaire owner of the fisheries, Silas Martin. The similarity of the man's name with that of Silas Marner, the miser of fiction, is particularly appropriate because Martin, who meets the fisher girl in Brittany whither he has gone to subdue his employees who are clamoring for higher wages, demonstrates his miserly impulses by marrying the girl in order to get possession of a valuable emerald which she has found along the seashore, and which, in her simple, superstitious belief, is a relic of the legendary Queen Grenelda, of Norse folk lore.

The underlying theme of the narrative, namely, the sinister effect of the world-old stumbling block of man, Superstition, furnishes the basis for a story of interesting study, since it links with the ancient tale of Grenelda a modern development of the curse placed upon the possessor of the Devil Stone, carried down into the events of the life of Marcia Manot, as a Breton fisher girl and later as the wife of Silas Martin in America.

Continued over
We are given a glimpse into the palace of Grenelda, the rites of sacrifice and the hurling to death of a Christian priest when Grenelda wrests from him the fatal stone, visualized by Marcia Manot when she finds the emerald near her seacoast home in France. Apparently the curse which the dying priest placed upon Grenelda is carried down into the life of Marcia, for a series of direful events take place until after the death of Silas Martin, brought on through his attempt to sell the valuable relic and get rid of his wife.

Through the latter events of the story in America runs the thread of a romantic love, culminating in the happy marriage of Marcia and Guy Sterling, and the clearing of both of responsibility for the death of Silas Martin through the efforts of a noted criminologist, Robert Judson.

The role of Guy Sterling, business manager for Silas Martin, and later the lover and husband of Marcia, is played by Wallace Reid, whose work in support of Miss Farrar in "Joan the Woman," and in the superb Aztec production, "The Woman God Forgot," has added to the popularity of the handsome leading man.

Tully Marshall skillfully interprets the part of Silas Martin, the thoroughly unlovable miser of the story. Hobart Bosworth appears as Robert Judson, the criminologist, whose work furnishes some of the most interesting incidents of the play. Others in the excellent cast are Mabel Van Buren, Guy Oliver, Gustave von Seyffertitz, James Neill, Ernest Joy, H. B. Carpenter, Lillian Leighton and Burwell Hamrick.
It is a well known fact that members of the theatrical profession are probably the most superstitious class of people in the world. No one actor in a thousand will permit a hat to be placed on a bed, nor will he allow any of his best friends to whistle in his dressing room, or look over his head into the mirror while he is making up. An illuminating insight into the superstitions of actors was disclosed in the production of "The Devil Stone," the Geraldine Farrar-Artcraft production which will be shown at the.......... commencing.........., and which centers about a theme of superstitious belief.

While a number of the actors engaged in the production were standing on the Lasky stage with Cecil B. DeMille, producer of the picture, before entering upon the day's work, cigarettes were offered to the group by one of the actors. Two players of the cast lighted their cigarettes from a single match and a third one was on the point of using the same match to light his weed when he was stopped by a rude hand which dashed the burning lucifer to the floor.

"Don't do that!" exclaimed the actor, "Don't you know that is the worst luck in the world?"

"What's the matter?" asked Mr. DeMille; "Has all this superstition in the picture gotten under your skin?"

"Well, maybe it has and maybe it hasn't," replied the actor, smiling, "but nevertheless I noticed that when we were scheduled to begin this picture on Friday the 13th, the set wasn't ready or something transpired--conveniently, perhaps--so that we didn't begin work until Saturday."
When Robert Judson, an expert in criminology, begins to unravel the mystery of "The Devil Stone," in Geraldine Farrar's Artcraft production of that title, he undertakes his investigation with an apparent disinterest in the persons whom he is interviewing while he seems to be deeply absorbed in the scrutiny of a miniature ivory idol on his desk. After a few minutes contemplation, Judson startles his interviewers with an almost uncanny disclosure of circumstances in the investigation which have been revolving in his mind.

The ivory trinket is owned by Cecil DeMille, director general of the Lasky forces, and producer of the picture, who values it at one thousand dollars. "The Devil Stone" will be the attraction at the......

...... next...........

Scenario writers, playwrights and dramatic critics have many times wagged their heads in despair and declared, "There are no new plots. All of the great themes in the world have been exhausted. Give us something new! Love and war and the domestic triangle; oppression, crime, stories of detectives and the wild west; everything has been done. What can we do that is different?"

Some time ago D. W. Griffith, who is now an Artcraft producer, demonstrated the fact that there is something new under the sun of dramatic themes by producing a stupendous film based on the theme of Intolerance through the ages. Now comes Cecil DeMille and the Lasky Company introducing Geraldine Farrar in a big theme—and a new one—SUPERSTITION.
This is the thread which runs through the production entitled "The Devil Stone," which will be shown at the.................. next ...................... In writing the scenario, Jeanie MacPherson, working from the story by Beatrice DeMille and Leighton Osmun, discovered that the plot was new and different, and--of more importance--dealt with a big theme, that of the effect of superstition through the ages, from the ancient Norse legend of Grenelda to the events in the life of Marcia Manot at the present day.

How many people are there in this partially enlightened world who still shudder at the appearance of a black cat in a storm? Educated as we are in the fallacies of the superstitious beliefs of our forefathers, we still preserve some of the relics of superstition which cast a spell of gloom over commonplace occurrences.

The sinister influences of an ancient superstition have a great part in the story of "The Devil Stone," the latest Artcraft release, produced by Cecil B. deMille with Geraldine Farrar as the star, appearing at the......................on......................

Wallace Reid, star of many Lasky photoplays, who appeared as leading man with Geraldine Farrar in "Joan the Woman," and in the more recent Farrar production, "The Woman God Forgot," again appears as Miss Farrar's leading man in the latest Artcraft photoplay, "The Devil Stone," which is to be shown at the......................theatre next
Symbolical of the element of superstition which is the basic theme of the latest Geraldine Farrar photoplay, "The Devil Stone," the vision of a black cat appears at two striking dramatic incidents in the play. At the opening of the story Geraldine Farrar appears as a simple Breton fisher woman, Marcia Manot. When a black cat comes into her hut with the storm it brings with it a sudden thought of terror, implanted in the minds of the simple folk through ancient legends and superstitious belief. Later in the story, when Marcia is in America, a black cat is the forerunner of the episode in which she kills her miserly husband in self defense when he attempts to wrest from her the Devil Stone, which was found after the storm when the black cat first appeared in Marcia's life.

Has the coming of a black cat any significant importance in governing the events of the story? Those who are superstitious will say that it has. Those who scoff at superstition will laugh at the possibility. You can judge for yourself by seeing the play at.........

............... commencing tomorrow.

Gustave von Sayffertitzz, who appears as an old lawyer with Geraldine Farrar in "The Devil Stone," now at the ................. is a newcomer to the Lasky photoplay productions. Mr. von Seffertitz was for some time stage director for the Charles Frohman enterprises, and was known as one of the best stage directors in theatrical circles. He recently came to California to make a study of the photodrama, and has joined the Lasky stock company. He had an important part with Mary Pickford in "The Little Princess."
James Neill, who is seen in the role of Simpson in "The Devil Stone," now at the......................, has appeared in many noteworthy Lasky productions, some of his latest parts having been in the Farrar productions "Joan the Woman" and "The Woman God Forgot." In the former Mr. Neill was seen as the peasant father of Joan, and in the recent Aztec spectacle as the Spanish priest with the army of Cortez.

Hobart Bosworth, who has been known to stage and screen devotees for a long time, makes his latest appearance in the role of a noted criminologist in "The Devil Stone" now at the............. The production was made for Artcraft by Cecil B. deMille. Mr. Bosworth will be best remembered in his creation of the screen role of Wolf Larson, in Jack London's well known story "The Sea Wolf." He was also seen as La Hire in "Joan the Woman" and as Cortez in "The Woman God Forgot," and has played prominent roles in many other Lasky productions.

The interesting role of Silas Martin, the miserly and unscrupulous character of the Geraldine Farrar production "The Devil Stone" which is at the...............today, is portrayed by Tully Marshall, an actor of great note both on stage and screen, who is a member of the Jesse L. Lasky company of players. Mr. Marshall appeared in the productions, "Paid in Full," "The City," and many others, and will be remembered as the fanatical monk in the Lasky production, "Joan the Woman," which was also produced under the direction of Cecil B. deMille, with Miss Farrar in the stellar role.
Synopsis of "The Devil Stone."

Silas Martin, a miserly and unscrupulous American owner of vast fisheries along the Breton coast, marries Marcia Manot, a simple Breton fisher girl, in order to get possession of an extremely valuable emerald which the girl has found, believing that it is a relic of the ancient Norse Queen Grenelda, upon whom a curse has been visited for having wrested this stone from a Christian priest.

Marcia agrees to the marriage with Martin only to bring riches to her hard-working old mother and little crippled brother, and to aid her fellow villagers in their rightful struggle with Martin for better wages.

Bitter disappointment comes to Marcia when she is placed in her American home by Martin, where his penurious instincts are given full play. As soon as Martin has arranged for the sale of the valuable stone, he plans to get rid of his wife, and deliberately sets the stage to divorce her, naming Guy Sterling, his business manager, who has displayed a friendly interest in the girl. Through the efforts of a great criminologist, Sterling and Marcia discover Martin's plan. Marcia attempts to regain the stone from Martin, and in a struggle with the enraged man she kills him in self defense.

Sterling is accused of the murder, but is acquitted when Continued over
certain evidence makes it clear that Sterling is not guilty. A little later, when Sterling desires to marry the girl, Marcia, conscience stricken, at first refuses, but is later brought to a happy marriage. Believing that Marcia suspects him of being guilty of Martin's death, Sterling enlists the aid of the criminologist in tracing the real murderer of Silas Martin.

The expert reconstructs the events of the death of Martin, and is convinced that Marcia is responsible. He proves this to Sterling when Marcia is trapped destroying evidence of her guilt. Admitting her act, Marcia asks for a month's leave to return the fatal Devil Stone to its rightful owner. Bearing in mind the curse which the dying Christian priest laid upon the legendary Queen Grenelda when the stone was stolen from the church, Marcia journeys to her Breton home and places the gem in the hands of the good Father Jean, to be sold for the benefit of the poor of the church. Returning to America and meeting the criminologist and Sterling on the appointed date, Marcia is freed by the former, who tells her that he is convinced that she killed her husband in self defense, and that he as a consequence will not give her up to the law.

Freed from the imaginary curse which the Devil Stone carried with it, Marcia is reunited happily with her real lover, Sterling.
Wallace Reid

Press Book and Exhibitors' Aids

Jesse L. Lasky presents
Wallace Reid in
"Nan of Music Mountain"

By Frank H. Spearman
Scenario by Beulah Marie Dix
Directed by George Melford

A Paramount Picture
JUST WHAT YOU WANT TO KNOW ABOUT “NAN OF MUSIC MOUNTAIN”

THE STAR IS WALLACE REID, who will be remembered for his appearance with Geraldine Farrar in her most celebrated productions, such as “Carmen,” “Joan the Woman,” “The Woman God Forgot,” and many others.

THE STORY IS BY FRANK H. SPEARMAN AND APPEARED IN “EVERYBODY’S MAGAZINE.” Beulah Marie Dix arranged it for the screen.

THE DIRECTOR IS GEORGE H. MELFORD.


These are the facts about the picture—but Paramount doesn’t stop at that. WE ARE SPENDING A MILLION DOLLARS TO HELP YOU FILL YOUR HOUSE ON THIS PICTURE!

We are spending them for YOU in three hundred of the largest newspapers of the country, and we are spending them for YOU in the greatest magazines, such as THE SATURDAY EVENING POST, THE LADIES’ HOME JOURNAL, THE COSMOPOLITAN, and numerous others. Our ads are also appearing in the “Fan” magazines and on great electric signs in all the large cities.

THIS MEANS THAT OUR ADVERTISEMENTS, WRITTEN BY EXPERTS, ARE READ AND SEEN BY OVER 60,000,000 PEOPLE AT A CONSERVATIVE ESTIMATE.

PERHAPS YOU ASK WHAT GOOD THIS WILL DO YOU AS AN INDIVIDUAL—AND YOUR PARTICULAR THEATRE. OUR ANSWER IS THIS:

In EVERY advertisement we have placed type reading: THREE WAYS TO KNOW WHERE TO SEE THE BEST PICTURES:

(1) By seeing the Paramount trademarks in the newspaper advertisements of your local theatre.
(2) By seeing the same trademarks on the front of the theatre or in the lobby.
(3) By seeing them flashed on the screen inside the theatre.

LINK UP—USE THE TRADE MARK—A NEW SUPPLY AT YOUR EXCHANGE!

CAST
Henry deSpain ...... Wallace Reid
Nan Morgan .. Ann Little
Duke Morgan ...... Theodore Roberts
Gale Morgan ...... James Cruze
Saissone .......... Charles Ogle Logan ......... Raymond Hatton
Sandusky .......... Hart Hoxie
Bull Page ......... Guy Oliver Scott ........ James P. Mason
Jeffries .......... Henry Woodward
Lefever .......... Ernest Joy
Nita .............. Alice Marc McAlpin Horace B. Carpenter

ACCESSORIES
(To be obtained from your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatine
Two 22 x 29 colored gelatine
8 x 10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides Music Cues

CONTENTS
1. Cover—with Billing
2. About the Pictures and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued
ADVERTISING SUGGESTIONS FOR "NAN OF MUSIC MOUNTAIN"

Post Card No. 1 (to be sent out 9 days before showing of picture.)

Dear Madam:

No doubt you will be glad to have your attention called to the fact that the photoplay "NAN OF MUSIC MOUNTAIN" will be shown at the ............. theatre on ............

The handsome Wallace Reid plays the "lead" and is supported by Ann Little, the winsome screen star.

Manager.

Post Card No. 2 (to be sent out 6 days before showing.)

Dear Madam:

Just a word more about the photoplay "NAN OF MUSIC MOUNTAIN," which is coming to the ............. theatre. It was taken from Frank Spearman's story in EVERYBODY'S MAGAZINE and was arranged for the screen by Beulah Marie Dix. It is a story of western life featuring Wallace Reid, the popular star who has appeared with Geraldine Farrar in some of her wonderful photoplays.

The date of the showing is .............

Manager.

SUGGESTED LETTER
(To be sent 3 days before showing.)

Dear Madam:

When the photoplay "NAN OF MUSIC MOUNTAIN" was being screened, Frank Spearman, the author, was the guest of Wallace Reid and George Mulford (the Director), and watched the transformation of his brain child to screen form. He was delighted with the way it was being handled, and congratulated the director on his choice of players, saying that each one exactly typified the character he had in mind when writing the story.

Mr. Reid is supported by an all-star cast, including Theodore Roberts and Ann Little. It has western atmosphere and tells the thrilling tale of a man who starts out to avenge his father's murder. It also contains a love story of romantic interest.

Suppose you were a red-blooded young man and someone had shot your father treacherously from behind and when you finally, after years of search, located his murderer only to find that his daughter was the girl with whom you were in love, what would you do?

Bear Valley in the mountains of Northern California, one of the beauty spots of the country, was selected as the place in which to film the exterior scenes.

Thanking you for your patronage in the past and trusting we may have the pleasure of seeing you at the ............. theatre on ............. we are,

Cordially yours, Manager.

Follow-up Post Card (to be sent on day of showing.)

Dear Madam:

Just a line to remind you that WALLACE REID is playing at the ............. theatre today in the thrilling story called "NAN OF MUSIC MOUNTAIN."

Manager.
ADVERTISING SUGGESTIONS FOR "NAN OF MUSIC MOUNTAIN"

LOBBY "NAN OF MUSIC MOUNTAIN" is a high-grade Western picture, with Wallace Reid as the general manager of the Thief River Stage Line. The photoplay is full of spirit and western scenes. If you are able to get an old-fashioned stage coach and had room enough to put it in your lobby with suitable banners proclaiming the star, the noted book, etc., this would make an unusual and attractive display for you.

WINDOW In addition to offering opportunities for display, a sale of all kinds of mountain-climbing and winter sporting goods might be effected. "NAN OF MUSIC MOUNTAIN" is a photoplay filmed from the famous book of Frank Spearman. Your local bookstores will doubtless be glad to feature this photoplay since the film will accentuate interest in the book itself. A 22 x 28 of Wallace Reid in the center of the display would add to its attractiveness on account of Mr. Reid's popularity.

CAR Photograph the best bookstore window display for reproduction on your car cards with credit cards to the bookstore. Place this photograph on the right hand side of the card with a photograph of Wallace Reid on the left, together with announcement of the time of showing and the name of your theatre in the center. If you can have your theatre artist make an attractive layout for this car card, it will add to the interest.

DASH BOARD ADVERTISING: There is probably no better out-of-door advertising than the dash boards of the cars. Why not try dash board advertising for this production on the front of your trolley cars and see what the increase in your attendance is as compared with any other Wallace Reid photoplay you have run.

STREET DISPLAY: This western drama has so many wonderful opportunities for street display that it will probably be unnecessary to stimulate your imagination. If you were to mount an old-fashioned stage coach with several mountaineers and suitable banners, hauled by four bronchos through your streets, everybody in town would know of your running this photoplay.

Fair Valley, Cal., was the location chosen for the scenes of this photoplay. It is noted for its exquisite scenery, its vistas, etc., which would add to the attractiveness of your advertising.

You will undoubtedly be very successful with this photoplay, not only because of the popularity of the author, but because of the arrangement by Beulah Marie Dix, the unquestionable popularity of Wallace Reid, the direction of George Melford, the excellence of the all-star cast and the exquisite photography.

FOR ANY FURTHER SUGGESTIONS KINDLY WRITE OR WIRE

EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York
OLD SWEETHEARTS OF MINE

Being the Frank Confessions of Handsome Wallace Reid, the Paramount Star, Who is Appearing in "Nan of Music Mountain" at the Theatre.

The first one, I think, was my kindergarten teacher in St. Louis, about twenty years ago. She had such wonderful fuzzy yellow hair, and her nose crinkled beautifully when she smiled—which was often. Besides, she used to let me carry her bag and once I fought a small urchin who put a mouse in her desk—not that I didn't enjoy the consequent upheaval quite as much as he did,—but just to prove that I really was what she called me—her knight.

Since then I have battled for many a fair lady,—all of whom I have loved—in the scenario—of course. Among these the great Geraldine Farrar stands out prominently in my mind. For her I have fought in bull fights and battled with lance and sword in "Carmen" and "Joan the Woman" respectively. Later in "The Woman God Forgot" and "The Devilstone" I have loved her madly.

 Somehow, though, most of my screen sweethearts have been blonds—there was Cleo Ridgely, the stunning-looking girl with whom I played in "The Golden Chance," "The Love Mask," "The Selfish Woman," "The House of the Golden Windows" and "The Yellow Pawn." By the time I was beginning to think I should be scheduled to play opposite demure ladies with golden curls for the rest of my life, they gave me beautiful Anita King, she of the straight, raven locks, with whom I made "The Golden Fetter" and "The Squaw Man's Son"—and a great deal of fun we had at it, too. Miss King is one of the best "fellows" I know.

But it was not to last, for another fair haired "sweetheart" next appeared, this being Myrtle Stedman of the liquid voice and melting eyes (I read that about her somewhere). We did two rather tragic pictures entitled "The Prison Without Walls" and "The World Apart." Came next sunny Kathlyn Williams with whom I did "Big Timber" and a patriotic film entitled "The Thing We Love." Others are Dorothea Abril and Ann Little, not to mention Mae Marsh, whose battling southern sweetheart I was in "The Birth of a Nation."

Strange to say, however, the real sweetheart, she to whom I still send violets regularly, is a pronounced brunette. She does not crinkle her nose when she laughs, moreover, and her hair is perfectly straight. Dorothy Davenport, who is looking over my shoulder while I'm writing this in our home at Hollywood, California, near the Paramount studios, says she will probably sue me for libel—for, she insists, it does curl—on rainy days, at least, around her ears.
Illustration is a reduction of sizes listed below

**ISSUED IN SETS OF TEN, CONSISTING OF**

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

*Always Obtainable at Your Exchange*
Ad. Cuts and Mats that talk back in dollars and cents

All of these cuts were chosen for their selling power from a large lot of stills. The one and two-column cuts are appealing, economical trade getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

How would you like to get married in the snow? You would if it was the girl, wouldn’t you? That’s the way that Wallace Reid thinks in this great picture of mountain feuds and dazzling love.

Don’t miss it!

Musical Program?

We show the famous Paramount Pictures advertised in the Saturday Evening Post

Exhibitors’ Theatre

Jesse L. Lasky presents

WALLACE REID

in “Nan of Music Mountain”

By Frank H. Spearman

Directed by George Melford

Scenario by Beulah Marie Dix

“Duke” Morgan did it

When de Spain (Wallace Reid) finds out that his sweetheart’s father was implicated in the death of his own father and mother he is torn between love and revenge—and you get one of the most dramatic scenes ever recorded by the camera. Don’t miss it!

Other Attractions?

The Saturday Evening Post is telling 2,000,000 families—10,000,000 people—to look for Paramount Pictures. They will know where to find them if you include the trade-mark panels, shown above, in all your ads.
DO YOU LIKE THRILLING STORIES?
Then you'll like Wallace Reid in this corking story of mountain feuds and tense heart interest. Adventures, thrills, and dramatic moments such as this great screen idol has never done before. Don't miss it!

Exhibitors' Theatre
"The Home of Paramount Pictures"

Tell them that yours is the theatre the Saturday Evening Post is talking about. You can do it best by showing the Paramount trade mark as indicated above.
Exhibitors' Theatre
Jesse L. Lasky presents
WALLACE REID
in
"Nan of Music Mountain"
Scenario by
By Frank H. Spearman
Directed by
Beulah Marie Dix
George Melford

The Saturday Evening Post is telling you why you should always look for this trade mark before you go in a theatre.
WE SHOW IT

ABSENCE MAKES THE HEART GROW FONDER
It made de Spain’s (Wallace Reid) great warm heart fairly bubble over, and caused him to venture life and limb to get “the best girl in the world.” Don’t miss this great heart interest story.

Other Attractions, Musical Programme, Next Feature, Prices, Etc.

Look about you! How many of your people read the Saturday Evening Post? The Ladies’ Home Journal? And a score of others? They are all prospective patrons of yours! Get them by showing the Paramount trade mark. It links up you with the national advertising.
Wallace Reid
in
"Nan of Music Mountain"
By Frank H. Spearman
Scenario by Beulah Marie Dix
Directed by George Melford

See a Wedding in the Snow
The greatest climax ever recorded by the camera. A fitting climax to the greatest story of mountain feuds and tender heart interest ever written. Don't miss it!

MUSICAL PROGRAM?

This trade mark displayed on our advertisements, billboards and lobby display identifies us as an exhibitor of the famous Paramount Pictures being advertised in the Saturday Evening Post.

Exhibitors' Theatre
"The Home of Paramount Pictures"

We can advertise generally and boost nationally, but it's up to you to make the local "point of contact" with the people.
Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your Exchange
STOCK PRODUCTION CUTS AND MATS

Wallace Reid in "Nan of Music Mountain"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
Press stories to be sent out a week or ten days in advance of the showing of "NAN OF MUSIC MOUNTAIN"

"Nan of Music Mountain," the star of which is handsome Wallace Reid of Paramount fame, will be shown at the ....... on ....... It is a western story, full of thrills from start to whirlwind finish, but has many entirely new angles and contains a love story of the most romantic interest.

WALLACE REID'S LATEST PICTURE A WESTERN ROMANCE

De Spain's father has been treacherously shot. De Spain sets out to "get" the murderer, only to find that it is the uncle and guardian of the girl he loves. This uncle is also leader of a gang of outlaws which de Spain is commissioned to suppress. How he manages to end the gang's domination, to marry the girl and to make a friend of the uncle, whom he learns was not actually guilty of his father's murder, makes a thrilling story, which is told in the Paramount picture, "Nan of Music Mountain." This is to be shown on the screen of the ....... Theatre on .......

In "Nan of Music Mountain," which is his most recent Paramount picture, young Wallace Reid, popular star who has appeared with Farrar in several of her great photoplays, takes the role of an adventurous gunman, out to avenge his father's death, and not particular how he does it. The scene is laid in the Rockies, and beside the thrilling story there has been promised some exceptionally marvelous photography. "Nan of Music Mountain" will be shown at the ....... Theatre on .......

WALLACE REID TO FILM NEXT PICTURE IN NEW YORK CITY

Wallace Reid's latest Paramount picture, "Nan of Music Mountain," was filmed in the Rocky Mountains. His next will be taken among the bright lights and the flesh pots of New York. Manager ........., of the ......... Theatre, has arranged to show "Nan of Music Mountain" in his theatre on ......... It is said that "Nan of Music Mountain" contains some exceptionally beautiful photography besides a thrilling story of western life and a very good cast.
During the filming of "Nan of Music Mountain," which is his newest Paramount picture, Wallace Reid was supposed to be shot in the leg. That was not the worst of it, however, for the handsome hero of the script had to crawl from his horse, from which he had fallen, to a near-by spring, in which he placed his injured leg. Next he fainted and was supposed to stay in that position with his foot and leg in the ice cold water for several days. Of course "Wally" really didn't, but he declared he felt as if he'd been there a week, for the waters of the beautiful Sierra Nevadas, where the picture was made, are nothing if not frigid. "Nan of Music Mountain" is to be shown at the ....... Theatre on .......

WESTERN DRAMA STARRING WALLACE REID AT THE ...... THEATRE

Popular Wallace Reid, who has recently created a notable success with Geraldine Farrar in her Aztec Indian production, "The Woman God Forgot," is to be seen at the ...... Theatre in "Nan of Music Mountain," a Paramount picture. This is a western drama, being the thrilling tale of a man who started out to avenge his father's murder. How he is turned from his purpose and made to forget the hatred in his heart through the love of Nan, makes a photoplay that is interesting as well as picturesque.

Frank H. Spearman, author of the popular novel, "Nan of Music Mountain," which recently scored a signal success in "Everybody's Magazine," and which has been produced in photoplay form by Director George Melford of Paramount, had the satisfaction personally of watching the transformation to screen form. Unlike many authors whose works have been transferred to the screen, Mr. Spearman expresses himself as thoroughly satisfied and indeed gratified with the manner in which his story has been visualized. This, he believes, is due partially to the efforts of Beulah Marie Dix, who wrote the screen version, and partially to Director Melford. "Nan of Music Mountain" will be shown in this city for the first time at the ...... Theatre on .......

The popular novel, "Nan of Music Mountain," by Frank H. Spearman, which recently appeared in Everybody's Magazine, has been filmed by Director George Melford of Paramount, and is to be shown at the ...... Theatre on .......

As will be remembered, this is one of the most vivid and thrilling of modern western dramas. The cast includes such well known players as Theodore Roberts, James Cruze, Ann Little, Raymond Hatton, Henry Woodward and others.
Press stories about these favorite players and the picture itself that your newspaper will publish a few days in advance or during the showing of "NAN OF MUSIC MOUNTAIN"

Ann Little, the winsome screen star who is supporting Wallace Reid in the latter's latest Paramount picture, "Nan of Music Mountain," which is to be the attraction at the ....... Theatre on ....... has "adopted" the West. Miss Little has been a motion picture actress for more years than one would believe possible, but that is explained by the fact that she began at the tender age of five. But she has never before appeared in a real western drama, and since making "Nan of Music Mountain" declares there will be no more "society stuff" for her. "Of course, Fleda Drue, my last Paramount character in 'The World For Sale,' was not exactly a society girl," said Miss Little, "but she was at least an Easterner, and she had no chance to make the thrilling rides and enjoy the hair-raising adventures that are mine in 'Nan.'"

AUTHOR OF "NAN OF MUSIC MOUNTAIN" GREATLY PLEASED WITH SCREEN VERSION.

Frank H. Spearman, author of "Nan of Music Mountain," was the guest of Wallace Reid and Director George Melford at the Paramount studios a short while ago, and watched the transformation of his brain-child to screen form. Mr. Spearman expressed himself as being delighted with the way it was being handled and congratulated Director Melford on his choice of the players to portray the characters, saying that he could have made no better choice himself, and that each one exactly typified the character he had in mind when writing the book. Mr. Reid is supported by an all-star cast, including Theodore Roberts, Ann Little, Raymond Hatton, James Cruze and others equally prominent.

In his newest Paramount picture, "Nan of Music Mountain," which is to appear at the ....... Theatre on ....... Wallace Reid plays the part of Henry de Spain, a young westerner. The story deals with his adventures in cleaning up a gang of outlaws and thieves, and incidentally, his quest to avenge the murder of his father. There is a very fascinating love story, with the daughter of the worst thief in the gang as his fiancee. The way these two alone, after de Spain has at last won the girl's love, make the "gang" reform, and find a way to commence their lives together without any of the ever-present feuds or robberies, makes a vivid and unusual photoplay. "Nan of Music Mountain" was written by Frank H. Spearman and originally appeared in serial form in "Everybody's Magazine."
BEAR VALLEY SPOT SELECTED FOR FILMING OF "NAN OF MUSIC MOUNTAIN"

Wallace Reid and his company, under the direction of George H. Melford, have recently returned from a ten days' visit to Bear Valley, California, where they filmed the exterior scenes for "Nan of Music Mountain," the Paramount photoplay which is to be shown at the ....... Theatre on .......

Bear Valley, in the mountains of northern California, is one of the beauty spots of this country, and it is promised that "Nan of Music Mountain" will contain scenes of exceptional beauty. As will be remembered this is the story that ran in "Everybody's Magazine" in serial form some time ago, written by Frank Spearman. The screen version was prepared by Beulah Marie Dix.

It is seldom indeed that a motion picture cast actually achieves the honor of being an "all-star," but such is the cast which was chosen to support young Wallace Reid in his newest Paramount photoplay, "Nan of Music Mountain," which will appear on the screen of the ....... Theatre beginning on .......

Theodore Roberts, Raymond Hatton, Ann Little, James Cruze, Charles Ogle, Guy Oliver, Horace B. Carpenter, Henry Woodward and Ernest Joy are among the well-known players appearing in this production, which was directed by George H. Melford and the scenario of which was arranged by Beulah Marie Dix from Frank Spearman's story which appeared recently in "Everybody's Magazine" in serial form.

A western drama with a thoroughly modern setting and decidedly new "twist" to the plot is to be found at the ....... Theatre this week. This is "Nan of Music Mountain," which was prepared for the screen by George Melford of Paramount, with handsome Wallace Reid as the star. There are adventures and thrills a-plenty and a story that will be remembered by many as the serial by Frank Spearman that ran in "Everybody's Magazine" recently with such success.

Suppose you were a man, young and red-blooded, and someone had shot your father—treacherously from behind, and when you finally, after many years of search, located his murderer only to find that his daughter was the girl you were in love with, what would you do? This is the situation confronting handsome Wallace Reid in his latest Paramount picture, "Nan of Music Mountain," which is appearing at the ....... Theatre on .......
FRANK H. SPEARMAN APPROVES FILM VERSION OF "NAN OF MUSIC MOUNTAIN"

If Frank H. Spearman doesn't look out he is liable to be dynamited by the Disappointed Authors' Association of America. The reason for this animosity against Mr. Spearman is the fact that a mere motion picture company,—Paramount, to be exact,—produced one of his brain children to his utmost satisfaction and delight. Mr. Spearman did not once during the process of construction tear his hair, gnash his teeth, or harshly denounce the silent drama.

The noted novelist saw practically every foot of "Nan of Music Mountain," Wallace Reid's starring vehicle, filmed. He went with the company to Bear Valley, California, where the exterior scenes were taken, and spent a number of days around the studio, watching Director George H. Melford transferring the story to the screen.

In spite of all this, Mr. Spearman consideerd Mr. Melford an intelligent director, Wallace Reid as an ideal character for his "de Spain," and Ann Little as the exact type for "Nan"; as well as all the other people connected with the cast as true to his own conceptions of the characters as if they had come to life and stepped out upon the screen.

Heretofore it has always been the custom, when an author sells his books to be translated to terms of the screen, for him to faint at the first scene he is shown, to tear his hair when he catches a glimpse of the leading woman or man chosen for his hero or heroine, and otherwise denounce or ridicule those who are attempting to make his work immortal by means of the "silent drama."

Paramount very seriously considered the possibility of caging Mr. Spearman and sending him as an Exhibit to the aforesaid Disappointed Authors' Association. They would do so indeed, but Mr. Spearman objects on the grounds that some of the authors who have attempted to sell scenarios might slip some poison between the bars.

"Nan of Music Mountain" boasts a cast that well might be called an all-star, including such famous players as Theodore Roberts, Ann Little, Raymond Hatton, James Cruze, Charles Ogle, Horace B. Carpenter, Henry Woodward, Ernest Joy, besides Wallace Reid, the star. The photography is exceptionally good and many of the exterior scenes, which were taken in beautiful Bear Valley, California, are among the most exquisite ever filmed.

"Nan of Music Mountain" will be shown at the ........ Theatre on ........
For Exhibitors’ information and house organs; the players and the story of “NAN OF MUSIC MOUNTAIN”

THE PLAYERS

HENRY DE SPAIN.......................................................... WALLACE REID
Nan Morgan................................................................. Ann Little
Duke Morgan.............................................................. Theodore Roberts
Gale Morgan............................................................... James Cruze
Sassoon.......................................................... Charles Ogle
Logan.......................................................... Raymond Hatton
Sandusky.......................................................... Hart Hoxie
Bull Page.......................................................... Guy Oliver
Scott.......................................................... James P. Mason
Jeffries.......................................................... Henry Woodward
Lefever.......................................................... Ernest Joy
Nita.......................................................... Alice Marc
McAlpin........................................................ Ann Little

THE STORY

Henry de Spain, a young mountaineer of about twenty-eight, is made General Manager of the Thief River Stage Line because he has nerve and can shoot. It is understood that he is to "clean up" the gang of outlaws in Morgan Gap, led by Duke Morgan, with whose pretty niece, Nan, de Spain is in love.

Sassoon, one of the worst men in the gang, starts the trouble by a knifing, but de Spain catches him. The laugh is soon turned, though, for Sassoon escapes and soon after de Spain himself is wounded in a terrific fight with about seven of the Morgan gang, when he makes a trip to the Gap to see Nan.

He is severely wounded, and falls from the horse which he has managed to mount in trying to get water from a mountain spring. The horse, frightened, runs away, and de Spain is left there unconscious for days, the ice cold water alone keeping him alive. He is finally discovered by Nan herself, who cannot forget her resentment even when she sees that he is half dead. Later she learns the true story of his attack by her relatives and from his own lips the reason of his being a gunman.

This was that his father had been shot in the back by one of the mountaineers and soon after his mother had died from the effects of the shock, leaving him with a birthmark to commemorate his father's tragic death. For years he had been living in the neighborhood, hoping to trap the man who had done this. Nan is won over to his side the more easily that she is already half in love with the handsome gunman.

A few days later she helps him make good his escape from that region. Afterwards, although he takes every opportunity for seeing her, they seldom meet and her uncle very nearly succeeds in marrying her to her worthless cousin, Gale Morgan.
Duke is thrown from his horse one day and seriously hurt. Nan comes to nurse him at the hospital where de Spain has been since he was shot. De Spain leaves soon after her arrival, but comes to see her under the pretext of bringing supplies. It is while there that she at last surrenders to his pleading and consents to become formally "engaged," although she fears their happiness cannot last.

Gale learns of the affair and tells Duke, her uncle. Nan is forced to confess her love for de Spain and her uncle angrily tells her that she will never marry him. Nan so fears for his safety that she begs him to give her up, but he tells her that they must stick together and all will be well. Gale, however, wins old Duke's permission to marry Nan and the girl is kept a prisoner in her room until she will consent to the marriage her cousin and uncle desire.

One night de Spain gets the following message from Music Mountain: "Take me away from here as soon as you can." The messenger will say no more, but he knows it is from Nan. He rides cautiously to the Morgan ranch, and after dismounting, walks to the sitting room window and overhears old Duke and Gale planning Nan's marriage to take place that night. Suddenly he reveals himself and holds the men at bay while he and Nan, who has appeared, made good their escape.

As they have no horses, they are obliged to climb Music Mountain to reach safety. Sassoon nearly kills de Spain, but the latter manages to get a successful shot at his enemy and they reach town, where he takes Nan to the home of one of his friends.

The next day de Spain learns that old Duke Morgan was the one who had killed his father. Nan is broken-hearted, and at once starts back to her uncle to learn the truth. She tries to bring him to de Spain, but they are caught in a terrific blizzard, and only saved by de Spain just as they are about to succumb.

Duke tells de Spain that he and Sassoon both shot at his father that terrible night, but that they never knew which shot proved fatal, and they learned to their horror soon after, that de Spain was not the man they were after—who had killed a member of their clan. There is a make-shift wedding ceremony performed right there in the snow, for old Duke gives in at last to the lovers, but later at the settlement there is a more elaborate wedding, which serves to unite the two enemy factions—the stage and the railroad men and the Morgan gang with their neighbors.
List of Paramount Exchanges
DISTRIBUTING
“NAN OF MUSIC MOUNTAIN”

Boston, Mass.—10 Shawmut St.,
Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow
St., Famous Players Film Co. of
N. E.

Portland, Me.—85 Market St.,
Famous Players Film Co. of N. E.

Sherry, 729 7th Ave.,
Wm. L. Sherry Feature Film Co.

Buffalo, N. Y.—145 Franklin St.,
Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St.,
Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St.,
Famous Players Exchange.

Washington, D. C.—525 13th St.,
N. W., Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. and
12th St., Famous Players Film
Serv., Inc.

Cleveland, Ohio—Standard Thea-
tre Bldg., Prospect Ave. near 9th
Ave., Famous Players Film Serv.,
Inc.

Chicago, Ill.—220 So. State St.,
Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St.,
Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave.,
E., Famous Players, Film Serv.,
Inc.

Kansas City, Mo.—2024 Broadway
Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St.,
Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Ex-
change Bldg., Famous Players Star
Feature Film Serv., Inc.

Salt Lake City, Utah—133 East
2d South St., Notable Feature
Film Co.

Denver, Colo.—1749 Welton St.,
Notable Feature Film Co.

San Francisco, Cal.—645 Pacific
Bldg., Progressive Motion Picture
Co.

Seattle, Wash.—Central Bldg.,
Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong
Bldg., Progressive Motion Picture
Co.

Portland, Ore.—9th and Burnside
Sts., Progressive Motion Picture
Co.

Atlanta, Ga.—51 Luckie St.,
Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St.,
Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St.,
Texas Paramount Picture Co.
The Fair Barbarian

Scheduled Release Date: 22 Oct 1917
Jesse L. Lasky presents

Vivian Martin in

THE FAIR BARBARIAN

By FRANCES HODGSON BURNETT
Scenario by EDITH M. KENNEDY
Directed by ROBERT THORNBY

Press Book and Exhibitor's Aids

MUSIC CUES on this production are obtainable at your exchange

A Paramount Picture
THINGS YOU WANT TO KNOW ABOUT "THE FAIR BARBARIAN"

THE STAR—Has recently appeared in "Little Miss Optimist," "The Trouble Buster" and "Molly Entangled"—all of which were extremely popular.

THE AUTHOR—Frances Hodgson Burnett, author of "The Little Princess" in which Mary Pickford recently scored such a success, wrote "The Fair Barbarian." The scenario was arranged by Edith Kennedy.

THE DIRECTOR—Robert T. Thornby, who has been responsible for Miss Martin's latest pictures, as well as some starring Wallace Reid and others.

THE CAST—Includes such popular players as Helen Eddy, Jane Wolff, Charles Gerrard, G. H. Geldert, Douglas McLean, and others.

THE PHOTOGRAPHY, SETS, GOWNS, ETC., are wonderful. A whole English village has been reproduced at the Hollywood studios, while Miss Martin's gowns are even more than usually pretty.

With these facts, making the picture sure of success even without advertising, think what you can do with some well placed "Printers Ink."

Look over the list of Accessories given below—decide which you want and order at your earliest convenience from your Exchange. MOST OF ALL, DON'T FORGET TO "TIE UP"

With the Million Dollar Ad Campaign

In advertising "THE FAIR BARBARIAN" be sure to "tie up" by displaying the Paramount trademark prominently on all your advertising—we are teaching the public to look for it. IN EVERY ONE OF OUR LARGE, FULL PAGE ADVERTISEMENTS OF "THE SATURDAY EVENING POST," "THE LADIES HOME JOURNAL," "THE COSMOPOLITAN," AND OTHERS—IT'S UP TO YOU TO GET THE BENEFIT FOR YOURSELF.

TABLE OF CONTENTS
1. Cover—with Billing
2. Information Concerning "The Fair Barbarian"
3. Advance Post Cards and Letter
4. Promotion Ideas
5. Biography of Star
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Newspaper Publicity (Synopsis of different lengths with full information in each about star, director, cast and author)
15. Synopsis-and-information items continued
16. Personality stories about star, author, director, etc.
17. Personality stories continued
18. Cast and Long Synopsis
19. Synopsis continued
20. Current Paramount and Artcraft releases
Exchange List on Back Cover

MUSIC CUES HAVE BEEN PREPARED BY EXPERTS AND ARE AVAILABLE AT YOUR EXCHANGES

THE PLAYERS

OCTAVIA BASSETT...... VIVIAN MARTIN
Martin Bassett......G. H. Geldert
Jack Belasys......Douglas McLean
Belinda Bassett......Jane Wolff
Lady Theobald......Josephine Crowell
Lucia, her granddaughter.Mae Buch
Rev. Poppleton.William Hutchison
Mr. Burnistone.......Al Paget
Miss Chickie.......Ruth Hanforth
Lady Barold.......Elinor Hancock
Capt. Barold.......Charles Gerrard
Dugald Binnie.......John Burton

Director, Robert T. Thornby

ACCESSORIES

Paper
Two one-sheet
Two three-sheets
Two six-sheets
Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatins
Two 22 x 28 colored gelatins
8 x 10 photos of star
Cuts and Mats on Production
Five one-column
Three two-column
Two three-column
Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
Photogravure
Series of Advertising Layouts;
Mats
Press Book, with sales talk, card and letter announce-
ments, suggestions for lobby and other displays
Slides
Music Cues
FOR "THE FAIR BARBARIAN"

Post Card No. 2 (to be sent Six Days before show)
Dear Madam:
In "THE FAIR BARBARIAN" Vivian Martin takes the part of a breezy, up-to-the-minute American girl who suddenly finds herself in the heart of a sleepy old English village, and needless to say she scandalizes the social leaders.
The play was written by Mrs. Frances Hodgson Burnett, and a splendid cast appears in support of Miss Martin. The date is ......................... at the ......................... Theatre.
Manager.

SUGGESTED LETTER
(To be sent Three Days before showing of Picture)
Dear Madam:
Did you know that Vivian Martin, the charming little screen star who is coming to the ......................... Theatre in the photoplay entitled "THE FAIR BARBARIAN," appeared with Richard Mansfield in "Cyrano de Bergerac" at the age of six, and began at a very early age to assume the airs and graces of a "leading lady"?
Miss Martin continued her juvenile work for some years and played the title role in "Peter Pan." She met with such success that she soon attracted the attention of several motion picture producers, but it was not until she appeared under the Paramount banner that she attained her greatest popularity. She has always been noted for her extensive wardrobe, and in "THE FAIR BARBARIAN" she displays some gowns of exceptional beauty.
Mr. Robert Thornby directed the picture, but when it came to going out and rounding up dirty-faced kids, covered with rags and freckles, he drew the line and turned the job over to his assistant. In this production you will see an entire English village, with its gabled cottages and cobbled streets.
We trust you will make it a point to come to the theatre on ......................... and bring your friends with you to enjoy Miss Martin's brilliant acting.
Yours very sincerely,
Manager.

Follow-up Post Card (to be sent on date of showing)
Dear Madam:
Today is the day Vivian Martin appears in "THE FAIR BARBARIAN" at the ......................... Theatre. You will be doing your bit by coming to the showing of this picture.
Manager.
A FEW ADVERTISING SUGGESTIONS FOR "THE FAIR BARBARIANS"

LOBBY DISPLAY: This display could be made very interesting by having two pasteboard figures of Vivian Martin in modern costume and Pocahontas in costume taking hold of hands, representing Two Fair Barbarians from the Land of the Free, linking the past with the present, and in the background a scene from a quiet English village in which they both created sensations in their different ways.

WINDOW DISPLAY: Have the window dresser in your leading drygoods store cooperate with you by having a figure of an American soldier in khaki holding Miss Martin by the hand, with a sign reading, "On our way to conquer Germany, but will halt long enough to conquer the hearts of the English people," and in the background have a figure of Pocahontas in Indian costume. Also have your Indian goods displayed, such as blankets, baskets, etc.

STREET DISPLAY: You could have a float mounted on an automobile with the figures of Miss Martin and Pocahontas, with a sign reading:
THE FAIR BARBARIANS WHO MADE A SENSATION IN ENGLAND.
CAN YOU GUESS WHO THEY ARE?

NEWSPAPER ADVERTISING: State in your newspaper advertising that have an interesting window display advertising "THE FAIR BARBARIANS" en route to the Kaiser by way of England and France, so as to give credit to the merchants for their cooperation.

And another line reading:
The Kaiser wants to conquer England, but doesn’t know how—why not take lessons from “THE FAIR BARBARIAN,” Mr. Kaiser? That will tell you how they did it in short order.

CAR CARDS AND THROWAWAYS: Feature your window display in your car cards and throwaways, and have a line reading:
"Do you want to conquer England, Mr. Kaiser?"
And echo answers:
“I wish you’d show me!!”

CONTEST: It might be well to arouse interest by offering a stunning photograph of Miss Martin to the young lady who can guess who the first FAIR BARBARIAN was to create a sensation in England.

For further suggestions write to the
EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York
VIVIAN MARTIN REACHES APEX OF HER CAREER IN "THE FAIR BARBARIAN"

Vivian Martin, now starring in "The Fair Barbarian," was born near Grand Rapids, Michigan, not so many years ago and it is said that she began at once to assume the airs of a leading lady. Certain it is that she did not tarry long, for at the extremely early age of six she was playing with Richard Mansfield in "Cyrano de Bergerac," by Edmond Rostand.

Miss Martin continued her juvenile work with Andrew Mack and Charles Warner and later played the title role in the well known "Peter Pan." After this her way led her on from play to play, including such well known productions as "Father and the Boys," "The Spendthrift," "Officer 666," "Stop Thief" and "The Only Son." In all of these and many others Miss Martin met with great success and finally attracted the attention of a number of the motion picture magnates, one of whom persuaded her to enter his company. Here she made many pictures and met with great success, but it was not until she joined the Oliver Morosco Company and appeared under the banner of Paramount that she attained her greatest popularity.


She has starred with some of the screen's best known actors, including: Colin Chase, Herbert Standing, Thomas Holding, Jack Pickford, and others. She is coming to the..........Theatre on ..........in her latest Paramount picture, "The Fair Barbarian." This was written by Frances Hodgson Burnett and the scenario arranged by Edith Kennedy. Robert Thornby is the director.
Star Stock Cuts and Mats—Vivian Martin

Issued in sets of ten consisting of:
Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always Obtainable At Your Exchange—Ask for them
Ad cuts and mats that talk back in dollars and cents

All of these cuts were chosen for their selling power from a large lot of stills.
The one and two-column cuts are appealing, economical trade-getters; the three-column cuts dominate by sheer force of size and attractiveness.

We have had the halftones engraved so that they will print well on newspaper under good conditions, but unless your printer used good ink and paper and is exceptionally conscientious in his work hesitate before you use them.

A line cut will print well under almost any conditions.

Exhibitor's Theatre
JESSE L. LASKY presents
Vivian Martin
in
"The Fair Barbarian"

By FRANCES HODGSON BURNETT
Scenario by EDITH M. KENNEDY
Directed by ROBERT M. THORNBY

A great love story by the world famous author of "Little Lord Fauntelroy" and "The Little Princess"—played by Vivian Martin, whose personal charm has been a dominant factor in her many triumphs.

We show the famous Paramount Pictures advertised in the Saturday Evening Post.

"The reason that the little concern does not grow is because it will not adopt the methods that made the large establishment large."—John North Willys in November System.

Advertising is one of the methods.
EXHIBITOR'S THEATRE
THE HOME OF
PARAMOUNT PICTURES

JESSE LASKY
presents
VIVIAN MARTIN
in
"The Fair
Barbarian"

BY FRANCES HODGSON BURNETT
Scenario by EDITH M. KENNEDY
Directed by ROBERT THORNBY

A Paramount Picture

A story by the world famous author of "The Little Princess" lately the sensation of the town

"The human equation—is the big thing to cultivate."—John North Willys in November System. These cuts strike a human appeal. Use them.
Music Cues for this production are obtainable at your Exchange

Exhibitor's Theatre
JESSE L. LASKY presents
VIVIAN MARTIN
in
"THE FAIR BARBARIAN"
By FRANCES HODGSON BURNETT
Scenario by EDITH M. KENNEDY. Directed by ROBERT THORNBY

See charming Vivian Martin in this delightful story of the American girl in England who can see nothing but the Land of the Free. The story is by the world famous author of "The Little Princess." Don't miss it.

Short Reel Subject
Travelogue
Orchestral Selections

"Big business is only the result of hard work in small business."—John North Willys in November System.—And hard advertising. He is the heaviest advertiser of automobiles in the world (Overland cars)
EXHIBITOR’S THEATRE

JESSE L. LASKY presents
VIVIAN MARTIN
in “The Fair Barbarian”
By FRANCES HODGSON BURNETT
Directed by ROBERT THORNY

We show the pictures advertised in the
SATURDAY EVENING POST

Scenario by EDITH M. KENNEDY

VIVIAN MARTIN
“The Fair Barbarian”
A Paramount Picture

A splendid heart interest story by the world famous author of “The Little Princess”—lately the sensation of the town. A story ideally suited to Vivian Martin’s charming personality.

<table>
<thead>
<tr>
<th>Short Reel Subject</th>
<th>Travelogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orchestral Selections</td>
<td></td>
</tr>
</tbody>
</table>

“Advertising appropriations are often misspent through slovenliness in the follow-up.”—John North Willys in November System.
Cover your town with this paper. You will fill every seat at every performance.
Production Cuts and Mats—“The Fair Barbarian”

Issued in sets of ten consisting of:
Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange
The unexpected results of admitting a snappy, up-to-the-minute American girl to British small-town society is amusingly depicted by Vivian Martin in her newest Paramount photoplay, "The Fair Barbarian," which is to be shown at the............Theatre on ............ This was adapted from Frances Hodgson Burnett's story by Edith Kennedy and directed by Robert Thornby.

Engineering her own love affair to a triumphant close as well as stage-managing several others, is the task that falls to Vivian Martin in her newest Paramount photoplay, "The Fair Barbarian," written from Frances Hodgson Burnett's famous story by Edith Kennedy and directed by Robert Thornby. A breezy American girl, marooned by circumstances in a sleepy English town, she brings the little township nearly to the point of spontaneous combustion by scandalization. How she wins over the social leaders to her side and makes friends of even her prim and snobbish aunt, makes part of a story with all the fascination of which the famous author and popular star are so capable. "The Fair Barbarian" will be shown at the............Theatre on............

As Octavia, an American girl who is stranded in a small English town with a very prim and somewhat snobbish maiden aunt, Vivian Martin, in her newest Paramount picture, "The Fair Barbarian," makes a winsome heroine. Allowing the natives to believe her to be 'one of those title-hunting' American girls, or rather, not caring what they believe, she engineers several romances to successful closes, not excepting her own, and eventually wins the affection of everyone. "The Fair Barbarian" was directed by Robert Thornby. The scenario by Edith Kennedy is an adaptation of one of Frances Hodgson Burnett's most popular stories. It will be remembered that "The Little Princess," by the same author, was one of Mary Pickford's most recent and popular successes. The cast of "The Fair Barbarian" is especially good, including Helen Eddy, Jane Wolff, Charles Gerrard, Douglas McLean and others. Manager ............of the............Theatre will show "The Fair Barbarian" at his theatre on............
Synopsis and information items—continued

Vivian Martin, a very popular Paramount star, will be seen at the...........Theatre on...........in her latest Paramount picture, "The Fair Barbarian," arranged for the screen by Edith Kennedy from Frances Hodgson Burnett's story of the same name. Robert T. Thornby, who has directed nearly all of Miss Martin's recent productions is also responsible for the direction of "The Fair Barbarian," which is said to contain some excellent photographic effects. Miss Martin will wear some of the most stunning gowns of her career. She is supported by an excellent cast including Helen Eddy, Jane Wolff, Charles Gerrard, Douglas McLean and others.

Director Robert Thornby recently caused a whole English village to spring into existence at the Paramount studios in Hollywood, Cal. This was during the filming of Vivian Martin's latest photoplay "The Fair Barbarian," in which the clever star is supported by a cast including Helen Eddy, Jane Wolff, Charles Gerrard, Douglas McLean and others. The photoplay was written by Frances Hodgson Burnett, the scenario arranged by Edith Kennedy.

The scenes are mostly laid in England, where Octavia Bassett, a lovely young American girl, is visiting her prim and snobbish aunt, Miss Belinda Bassett. The girl romps thru the entire village and thus it was necessary to build a tremendous set, including a post-office, railroad station, shops and stately mansions. The cobbled streets and thatched roof cottages are excellently picturized and were accordingly copied from photographs of an existing village in the north of England. "The Fair Barbarian" will appear on the screen at the...........Theatre beginning on the...........

As a millionaire's daughter in "The Fair Barbarian," which is her latest Paramount Picture, Vivian Martin is given the opportunity to wear some of the most gorgeous gowns of her wardrobe. The story, which was written by Frances Hodgson Burnett and directed by Robert Thornby, is exceedingly interesting. Miss Martin is supported by an unusually good cast. "The Fair Barbarian" is to be shown at the...........Theatre on...........
As Octavia Bassett, an American heiress in England, Vivian Martin has added a new and breezily humorous role to her long list of achievements in that line. Stranded in a small English town, her efforts to bring the inhabitants up-to-date are extremely humorous. Indeed, she has about the same effect as a small sized cyclone in the community. Her aunt, Belinda Bassett, is the first to succumb to her charms. Lady Theobald, the social leader of the village, is at first furious at Octavia’s success and especially when her pet nephew, Captain Barold, falls violently in love with the American "upstart."

Octavia succeeds in setting the whole town by the ears. Captain Barold is not the only admirer who has succumbed to her charms, the curate himself, Rev. Poppleton, is also greatly charmed by the vivacious young American. He follows her like Mary's proverbial lamb, much to the amusement of Octavia and the scandalization of the natives. Just as the small town is about to burst with excitement, Octavia's father returns with the news that his fortune has been doubled. He brings with him Jack Belasys, a typical American boy of the Douglas Fairbanks type. What is the amazement of the villagers to learn that Octavia has been engaged to Jack all the time and has never been in the least anxious to force herself upon their society. A triumphant marriage ceremony follows in Miss Bassett's home with the young Poppleton, the curate, officiating. It is thru Octavia's good office that another wedding occurs later, that of Lady Theobald's niece and her fiancé.

Thus it is that all of the characters in the story come to the happy fulfillment of their several romances, even Poppleton's grief being comforted by the generous fee from Jack. Miss Bassett and Lady Theobald become reconciled and both give their blessings to the young couples.

The excellent cast, the clever direction and the always brilliant acting of Miss Martin, together with the story by Frances Hodgson Burnett, insure this production being one of the most popular of all the Paramount releases. "The Fair Barbarian" is to be shown at...........Theatre on...........
VIVIAN MARTIN WEARS SUMPTUOUS GOWNS IN NEWEST PARAMOUNT PICTURE

Noted for her fashionable and extensive wardrobe, dainty Vivian Martin, of Paramount fame, in "The Fair Barbarian," wears some of the most attractive costumes of her career. These include a dinner frock of Georgette and pan velvet, extremely decollette and worn with a bandeau holding a cluster of ostrich plumes and a huge ostrich feather fan; a chiffon and lace negligee with tiny satin rosebuds as the trimming; a street costume in mannish style with a gilet of white chamois; and an afternoon dress of black and white net and black lace worn with a large picture hat of black lace.

"The Fair Barbarian" is scheduled to appear at the..........Theatre on..........An entire English village, with gabled cottages, cobbled streets and small row of shops was recently constructed at the Paramount studios at Hollywood, California, by Director Robert Thornby for Vivian Martin's newest picture, "The Fair Barbarian," which is to appear at the..........Theatre on..........Director Robert Thornby's assistant has a pardonable grouch at the Paramount studios, Hollywood, California. "This is a great life if you don't weaken," he was heard to declare, "but when it comes to going out and rounding up dirty-faced kids with freckles and ragged, I draw the line." Vivian Martin, in her last Paramount picture, "The Fair Barbarian," is supposed to feed a bunch of the dirtiest little ragamuffins available and it fell to the lot of the Assistant Director to secure them. "The Fair Barbarian," with dainty Vivian Martin as the star, will appear at the...............Theatre on..........Frances Hodgson Burnett is the author.

The result of admitting a breezy, up-to-the-minute American girl into the very heart of English small-town society is amusingly depicted in Vivian Martin's newest Paramount picture, which was written by Frances Hodgson Burnett, and directed by Robert Thornby. This is to be the attraction at the..........Theatre on............
Frances Hodgson Burnett, the clever author, not only of many "grown up" stories, but also of such famous childhood classics as "Little Lord Fauntleroy," "The Little Princess," and others, has now become a full-fledged screen author. "The Fair Barbarian," one of the most popular of her stories, has been adapted for the screen by Edith M. Kennedy with Vivian Martin as the star and Robert Thornby as the Paramount director.

The story deals with an American girl who visits a small English town - with the soothing effect of a small-sized cyclone. How she wins over the crusty English spinster aunt with whom she lives, and manages to bring, not only her own romance, but those of several others, to a successful climax, makes an exceptionally attractive screen story.

One of Mary Pickford's most recent pictures, "The Little Princess," was written by Frances Hodgson Burnett. The same author is responsible for Vivian Martin's newest picture, "The Fair Barbarian," in which the dainty Paramount star will be seen at the Theatre on...........

Written in 1880, Frances Hodgson Burnett's story, "The Fair Barbarian," is still extremely popular and the book has had to be reissued several times. Its newest revival is in the form of a Paramount photoplay with dainty Vivian Martin as the snappy American heroine who bursts upon the small English village with somewhat the effect of a violent cyclone. Director Robert Thornby and scenario writer Edith Kennedy have made of the story, together with Miss Martin's wonderful acting, a photoplay of note that will linger pleasantly in the memory. Manager................. of the...........Theatre is showing "The Fair Barbarian" on........

Vivian Martin, known as one of the cleverest actresses on the screen and in addition as the author of the famous "Vivian Martin Cooking Chatter" columns in the newspapers, is starring in a Paramount photoplay by Frances Hodgson Burnett at the...........Theatre on.......... The story is of a breezy American girl who visits a sleepy English village, upsetting all traditions and scandalizing the inhabitants, but weaving a romance of charm and brilliancy about herself and her friends.
An Englishman who has made his fortune in America and spent nearly all his life in that country, decides to return to England. He takes his daughter, Octavia, to pay a visit to her relatives, especially Miss Belinda Bassett, an aunt whom she has never seen. On the way over, the father is recalled to America by an important business cable, and Octavia goes on alone to her aunt.

Slowbridge, the home of this aunt, is a sleepy little English village whose snobbish small-town aristocracy is headed by the pompous Lady Theobald. Lady Theobald has everyone under her thumb, including Miss Bassett and her own granddaughter, Lucia, a sweet, shy English girl.

Octavia has about the effect of a dynamite bomb in Slowbridge. Her dresses, her breezy ways, her unconventional conduct, all infuriate Lady Theobald and at first terrify her aunt. Little by little Octavia overcomes the dislike of these rather stiff English people, however, and becomes a general favorite. She greatly enjoys engineering a love affair between the bashful Lucia and a fine young man, who because he is a mere manufacturer, and not a "gentleman of leisure," has no social standing in Slowbridge.

The worst blow to Lady Theobald comes when her nephew, Captain Barold, a typical English army officer, comes to Slowbridge to pay her a visit and becomes exceedingly fond of Octavia. His manner of demonstrating his affection does not please the independent young American girl, however, for he seems to feel that he is doing her a tremendous favor in bestowing his affection upon her. She decides to teach him a lesson.
Lady Theobald wants Captain Barold to marry her niece, Lucia. Lucia, however, is in love with the manufacturer. Lady Theobald is horrified when she sees Octavia snatching this wonderful catch away from Lucia, incidentally setting the whole town by the ears and completely subjugating the heart of the prim little curate, Poppleton.

Just when Slowbridge is about to blow up with agitation, Captain Barold puts his fortune to the test. He condescendingly asks Octavia to marry him. She refuses, thereby succeeding in seriously injuring his bump of self-conceit.

As a climax, Octavia's father arrives jubilant with the news that he is more than a millionaire, - that his mining stock has recently doubled in value. With him comes Jack Belasys, an energetic American youth who is a type as foreign to Slowbridge as Octavia. What is the surprise of the small township to learn that Octavia has been engaged to Jack all the time, and never at all anxious to fasten herself upon English small-town society or to intrude into their affairs.

A triumphant marriage ceremony follows in Miss Bassett's little villa with young Poppleton, the curate, officiating. It is, of course, a heart-breaking task for him, for he has truly appreciated Octavia's best self underneath the mask of seeming frivolity and gaiety.

Through Octavia's good offices, another wedding follows later - that of Lucia and the young manufacturer, whom even Lady Theobald has come to realize is fully worthy of respect, - and of the hand of her granddaughter, Lucia.

Thus, all the characters of the story come to a happy fulfillment of their several romances - even the grief of Poppleton being assuaged by a huge fee from Jack. Miss Bassett and Lady Theobald become reconciled to each other after their quarrels about Octavia, and both give their smiling blessings to the two young couples.
CURRENT PARAMOUNT RELEASES

Jack Pickford and Louise Huff.. "Jack and Jill"
Vivian Martin ....................... "Molly Entangled"
J. Stuart Blackton's ............... "Judgment House"
Marguerite Clark .................. "Bab's Matinee Idol"
Lina Cavalieri ..................... "The Eternal Temptress"
Sessue Hayakawa ................... "The Secret Game"
Billie Burke ........................ "The Land of Promise"
Jack Pickford ...................... "Tom Sawyer"
Wallace Reid ........................ "Man of Music Mountain"
VIVIAN MARTIN .................... "THE FAIR BARBARIAN"
Dorothy Dalton ..................... "Love Letters"
Charles Ray ........................ "His Mother's Boy"
Marguerite Clark .................. "The Seven Swans"

CURRENT ARTCRAFT RELEASES

Mary Pickford ...................... "The Little Princess"
Elsie Ferguson ..................... "The Rise of Jennie Cushing"
Douglas Fairbanks ................ "Reaching for the Moon"
William S. Hart .................... "The Silent Man"
Geraldine Farrar .................. "The Devil Stone"
Douglas Fairbanks ................ "D'Artagnan of Kansas"
Miss Dalton’s overwhelming success in her last picture assures you of large and appreciative audiences for this picture.

Dorothy Dalton’s name is an added attraction that can be counted upon by exhibitors.

—Dramatic Mirror.

Through fine interpretation of Miss Dalton and all members of her support “The Price Mark” is one of intense interest. Its top values are artistic handling and Miss Dalton’s strong interpretations.

—Moving Picture World.

Dorothy Dalton plays her part with intensity.

—Motionography.

Miss Dalton is an artist to her finger tips, a mistress of the art of repression.

—Exhibitors Trade Review.

“Love Letters” is a picture that is going across—and is going to bring something back. What it brings back is in direct ratio to the length of “run” you give it.

PRESS BOOK and EXHIBITORS AID
JUST THE THINGS YOU WANT TO KNOW ABOUT "LOVE LETTERS"

THE STAR—Dorothy Dalton, one of the screen’s greatest and most popular emotional actresses, plays the leading role in "Love Letters."

THE STORY—With an absolutely universal appeal, "Love Letters" teaches an exceedingly practical lesson while it is at the same time one of the most fascinating and vivid stories of the screen.


THOMAS H. INCE, the famous producer, presents "Love Letters," every foot of which was made under his direct and personal supervision.

THE CAST—Especially good, including William Conklin and Thurston Hall, who appeared in "The Price Mark." This is the same sort of a story as "The Price Mark," which proved so popular because of its universal appeal and exquisite direction, in addition to the drawing power of the star and excellent cast.

IF YOU HAVEN’T ALREADY BEGUN TO "TIE UP" WITH THE MILLION-DOLLAR ADVERTISING CAMPAIGN FOR PARAMOUNT AND ART-CRAFT PICTURES, "LOVE LETTERS" FURNISHES AN IDEAL PICTURE WITH WHICH TO START.

Do you realize that the millions of readers of THE SATURDAY EVENING POST, THE LADIES’ HOME JOURNAL, THE COSMOPOLITAN, and many other national magazines, as well as the readers of the large newspapers all over this country, are looking for the Paramount and Artcraft trademarks?

All you need to do to draw your share of the profits of this biggest advertising campaign the industry has ever known is to SHOW THE TRADEMARKS.

SHOW THEM ON YOUR NEWSPAPER ADVERTISING, SHOW THEM IN YOUR LOBBY AND ON YOUR HOUSE ORGANS, AND SHOW THEM ON THE SCREEN.

LOOK OVER THESE ACCESSORIES
(To be obtained from your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
8 x 10 photos of star

Cuts of Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats

Press Book with sales talk, card and better announcements, suggestions for lobby and other displays

Slides

Music Cues

IT’S NEVER TOO LATE TO MEND
If you haven’t begun to ‘Tie Up’
START WITH
DOROTHY DALTON
— IN —
"Love Letters"

Music cues will be available at your exchange. Get them—and while you’re getting them get some of these wonderful accessories too.

THE CAST
Eileen Rodney . . . . Dorothy Dalton
Raymond Moreland . . . . William Conklin
Eleanor Dare . . . . Dorcas Matthews
John Harland . . . . Thurston Hall
Robert Maxwell . . . . Hayward Mack
Amos . . . . . . . . . . . . . . . . . . . . William Hoffman

Produced under the personal supervision of Thomas H. Ince.

TABLE OF CONTENTS
1. Cover with Billing
2. Information Concerning
3. Advance Postcards and Letter
4. Promotional Ideas
5. Biography of star
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layout with Mats
10. Ad Layout with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Newspaper Publicity
(Synopsis of different lengths with full information in each about star director, cast and author.)
14. Synopsis and information items continued
15. Synopsis and information items continued
16. Personality stories about star, author, director, etc.
17. Personality stories cont.
18. Cast and Long Synopsis
19. Synopsis continued
20. Current Paramount and Artcraft releases
21. Exchange List on Back Cover
ADVERTISING SUGGESTIONS FOR "LOVE LETTERS"

Post Card No. 1 (to be sent 9 days before showing of picture)

DEAR MADAM:

"LOVE LETTERS" is the name of a new photoplay which is coming to the .......... Theatre on ..........

Dorothy Dalton, one of the screen's greatest and most beautiful actresses, plays the leading role, and we feel sure you will be interested in this production.

MANAGER.

Post Card No. 2 (to be sent 6 days before showing of picture)

DEAR MADAM:

The photoplay called "LOVE LETTERS," about which we wrote you the other day, featuring Dorothy Dalton, was produced under the supervision of Thomas H. Ince, who, as you probably know, has had one of the most remarkable careers of filmdom, and has brought many a star into prominence, including Charles Ray and Enid Bennett.

Don't forget, please, that the picture is to be shown at the .......... theatre on ..........

MANAGER.

SUGGESTED LETTER

(To be mailed 3 days before showing of picture)

DEAR MADAM:

Dorothy Dalton, the charming Paramount star, famed as "the girl with the dimples," who is to appear at this theatre, attended a well-known Dramatic School and graduated with honors at an age when others were commencing. She now stands at the pinnacle of success in the Motion Picture World as one of the most talented emotional actresses of the screen. She is also a thorough sportswoman, being proficient in golf, tennis, and riding.

Shannon Fife, the author of "LOVE LETTERS"—the photoplay in which Miss Dalton is to appear—has a habit of writing his scenarios with a certain star in mind, and it is plainly to be seen he had this young star picked out for "LOVE LETTERS" and built around her character and histrionic ability.

"LOVE LETTERS" is a fascinating story of the love affairs of a very young girl, who has written some indiscreet love letters in her youth which are the cause of her first matrimonial misunderstanding after she becomes the wife of the District Attorney. You will be interested to see how cleverly she proves her innocence to her stern husband in her struggle to live down an early love affair.

In this production Miss Dalton will wear some of her smartest gowns, as well as a stunning riding costume, while riding her favorite horse—Lord Chesterfield.

Come to the theatre early and bring your family and friends. You will be charmed with the picture, we feel sure. The date is .................

Yours very sincerely,

MANAGER.

FOLLOW-UP POST CARD

(To be sent or delivered on day of showing)

DEAR MADAM:

"LOVE LETTERS" and dimpled Dorothy Dalton are being shown at the .......... Theatre to-day. I trust you will not fail to come to the showing of this picture.

........................., Manager.
ADVERTISING SUGGESTIONS FOR "LOVE LETTERS"

LOBBY DISPLAY. As this is a story of Love Letters, it lends itself very effectively to excellent Lobby Display. You can have barrels or boxes filled with letters and signs on each barrel should read: "LOVE LETTERS," and underneath the word "WHOSE?" with a question mark. For greater emphasis you can have three or four large packages made up approximately 3½ x 6½ feet, representing a package of envelopes and the front one can be addressed:

DOROTHY DIMPLES DALTON
............. Theatre

and in the lower left hand corner: "Hold for delivery until (date). This bundle of letters can be tied with ribbon. Do you know that almost everybody ties love letters with ribbon, not only in books, but in real life? The bundles of letters in the boxes or barrels should be tied likewise so that you convey the idea of the sentiment in keeping with love letters.

You could also have cardboard scenery showing Dorothy Dalton as a young girl in one corner writing love letters, and in the other an attractive picture of her standing in front of the fireplace in her drawing room with her husband, the District Attorney, holding a veil in his hand. While her letters are burning in the fire, he throws in the veil to burn with them, thus ending all misunderstanding between them.

STREET DISPLAY: Have a few attractive girls in your town riding horseback in attractive riding habits, each to carry a sign: "Can you guess who Lord Chesterfield is? His name is not in the cast, but he will be very much in evidence in the picture. Ask the manager on your way in to see the show."

You, Mr. Manager, should be in evidence, in order to answer questions, stating that Lord Chesterfield is Dorothy Dalton's pet horse and the one she rides in this production.

WINDOW DISPLAY: Get the local window dressers in your Department and Hardware stores to co-operate with you in making their windows feature your play by displaying attractive riding habits, hats, riding crops, saddles and all similar accessories, and if possible have a figure on horseback displayed in the window.

HOUSE ORGAN: When you have your central scheme of display, take a photograph of it and put it on the cover of your house organ for the days you are showing the picture.

CAR CARDS: Feature the best window display in your town in your Car Cards.

THROWAWAYS: One way that has proved effective in building up business is to take the advertising type from the local newspaper (type showing announcement of coming attraction), have it set up by a local job printer on slip sheets of attractive color and have them distributed through the streets:

NEWSPAPER ADVERTISEMENTS: In order to have the throwaways most effective, your newspaper ads should have some of the local color of the campaign. Take the picture of the most attractive girl in the town who is riding a horse and in your ad say: "COME TO THE THEATRE AND SEE DOROTHY DALTON ON HER FAMOUS HORSE, LORD CHESTERFIELD, AND YOU WILL SEE A RIDER THAT YOU WILL NEVER FORGET."

Also make use of the advertising suggestions in the back of this book, using stock cuts.

FOR FURTHER SUGGESTIONS ON THIS PHOTOPLAY, OR ANY OTHERS, WRITE AT ONCE TO
EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York
Impertinent reporters always
Ask where I got my dimples--so I can truthfully answer
In Chicago, the Windy City, in 1893.
I took them with me to school, and
They've always remained.
But back of the dimples, even at school,
There was a strong and violent idea--
The idea that I could act.
So I did.
First with Virginia Harned
In stock; next B. F. Keith's circuit;
And then as an authoress Budding
I wrote "The Smugglers,"
Which played for two seasons without stopping.
After a while
I got tired of acting and writing,
And decided to play about a bit on my own;
So I went to Los Angeles, and 'twas there that
I met Thomas Ince.
Some of the pictures we made then
Are "Chicken Casey," "The Flame of the Yukon,"
"The Female of the Species," and others.
Between making pictures, I played tennis, auction and the piano,
So you see I was busy
All the time.
In fact, what with riding, shooting, singing, dancing,
And other activities--
And acting, of course--I'm always "tres occupee,"
Which is French for "busy as anything"--
That is, MY French, for my teachers
Always said I was nothing if not original
In translating.
When Thomas H. Ince joined Paramount,
I followed like Mary's small lamb,
And the first picture that we did together
Was "The Price Mark"--a terrible slam
On the "Eternal Triangle"--
The Man, the Woman, and the Other Man.
My latest for Paramount is called
Just "Love Letters," and will be first shown
At the...........Theatre on...........
Stock Star Cuts and Mats

Dorothy Dalton

Illustration is a reduction of sizes listed below

Issued in sets of ten, consisting of

Top Row—Two three-column cuts and mats
Centre Row—Three two-column cuts and mats
Bottom Row—Five one-column cuts and mats

Always obtainable at your exchange
Ad-cuts and mats that “get across”—and bring back the bacon

These illustrations are the best we could select from a huge lot of stills. They are bound to pay you big because they are attractive, interest compelling trade-getters. To get the best results we would advise the use of the line cuts, because line cuts print well under almost any conditions. Half-tones, unless printed with good ink on high grade paper are apt to smudge. Half-tones also require special care on the printer's part in “making ready.” You know local conditions, so you select what you know will be satisfactory. Properly selected we know the results will satisfy you.

Exhibitor’s Theatre
All Week
Thomas H. Ince Presents
Dorothy Dalton in
“Love Letters”
Story by SHANNON FIFE

A Great Story of Love and Mystery,
Miss Dalton’s amazing dramatic powers were never so forcefully displayed as in this story of the vindicated wife.

OTHER ATTRACTIONS
ADMISSION PRICES
The Paramount Pictures advertised in the Saturday Evening Post are shown
AT THIS THEATRE

THOS. H. INCE presents
DOROTHY DALTON
in “LOVE LETTERS”
Story by SHANNON FIFE

A Paramount Picture

Powerful Story of Love and Mystery
This story of the wife falsely suspected of a crime is the greatest picture Dorothy Dalton has ever appeared in.
You can’t afford to miss it.

This trade mark identifies us an exhibitor of the famous Paramount Pictures that are advertised in the Saturday Evening Post.

ADMISSION PRICES

Exhibitor’s Theatre

Far seeing advertisers are preparing for big business; only the man who lacks vision is curtailing his ads.
Exhibitor's Theatre
THOMAS H. INCE presents
Dorothy Dalton in
"Love Letters"
Story by SHANNON FIFE

LOVE, THRILLS, INTRIGUE, MYSTERY
You can't afford to miss this powerful drama. As portrayed by Dorothy Dalton, "Love Letters" becomes a living, breathing, soul-stirring thing that you'll remember for many a day.

OTHER ATTRACTIONS.

ADMISSION PRICES
This trade mark identifies us as exhibitors of the famous Paramount Pictures that are advertised in the Saturday Evening Post and other great magazines.

Some men attain success by using the wine bottle; others with the ink bottle. The last is the cheapest. Go to it!
You remember Dorothy Dalton's wonderful characterization in "The Price Mark," don't you? Great as that characterization was, it does not even approach her forceful work in this story of the vindicated wife.

"This is the theatre that shows the pictures advertised in the Saturday Evening Post"
The non-advertiser does advertise. He advertises the fact that he has no faith in himself.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
STOCK PRODUCTION CUTS AND MATS

Dorothy Dalton in "Love Letters"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
As Eileen Harland, young wife of a District Attorney, Dorothy Dalton in her next picture, "Love Letters," by Shannon Fife, makes a determined struggle for her husband's confidence. In her girlhood she had written indiscreet letters to Raymond Moreland, who poses as a teacher of erotic Eastern creeds, but is in reality a cad and a villain of the deepest dye.

How she sacrifices herself to obtain these letters, only to fail and be accused of Moreland's murder, and how her husband's assistant, also an old lover of hers, clears her make a gripping photoplay--one of the best Paramount pictures that has been produced under the supervision of the famous director, Thomas H. Ince. It is to be shown at the........ Theatre on........

Produced under the personal supervision of Thomas H. Ince, "Love Letters," which is the Paramount Dorothy Dalton picture appearing at the........ Theatre on........, is a story of the struggle of a young wife to keep her husband's confidence. A few old letters, written during her girlhood days, are used by Raymond Moreland, the "villain," to blackmail her, and her attempts to regain them lead her into all sorts of difficult situations, including being accused of Moreland's murder, with her own husband as the prosecuting attorney. The story, an exceptionally clever one, was written by Shannon Fife. Several members of the cast, notably William Conklin and Thurston Hall, have worked in Miss Dalton's previous releases.

Dorothy Dalton, the popular Paramount star, will be seen at the ........ Theatre on........ in "Love Letters," her latest production made under the supervision of Thomas H. Ince. This was written by Shannon Fife, and is a gripping story of the heart-breaking struggle of a woman to retain her husband's affection against overwhelming odds. The cast, including William Conklin and Thurston Hall, is exceptionally well chosen.
Dorothy Dalton, who with Thomas H. Ince recently joined the Paramount forces, is appearing at the Theatre on "Love Letters." This is a thrilling story by Shannon Fife of the struggle of a woman to live down an early love affair, to regain some indiscreet love letters she had written, and to save her husband's affection. The excellent cast includes William Conklin, Thurston Hall, and other well-known players. "Love Letters" was produced under the personal direction of Thomas H. Ince.

The danger of indiscreet letter writing is vividly brought out in Dorothy Dalton's newest Paramount picture, "Love Letters," which was written by Shannon Fife and personally supervised by Thomas H. Ince. As Eileen Harland, wife of the District Attorney, she finds herself in many a difficult position due to a girlhood mistake in placing too much trust in an unworthy suitor. How her husband's assistant, also an old admirer of hers, comes to her assistance and how she finally regains her husband's confidence is vividly portrayed. Miss Dalton's work and that of the splendid cast, including William Conklin and Thurston Hall, is very good.

Thomas H. Ince, the noted director of motion pictures, has personally supervised the directing of Dorothy Dalton's latest Paramount production, "Love Letters," which was written for her by Shannon Fife, and which has a cast of unusual excellence, including William Conklin and Thurston Hall. The story treats an old theme in a new and novel manner—that of a woman obliged to fight to keep her husband's confidence, who sacrifices all to obtain some old love letters she had indiscreetly sent to a faithless suitor in her girlhood days. There are several unexpected situations that leave the beholder in breathless interest waiting the denouement, which comes at last in a highly satisfactory climax, bringing the heroine in safety back to the arms of her husband.

"Love Letters," Dorothy Dalton's latest Paramount picture, produced under the personal supervision of Thomas H. Ince, was written by Shannon Fife. Dealing with the life of Eileen Rodney, from her girlhood days when she committed the grave mistake of loving an unworthy suitor to her career as the wife of a prominent lawyer, the story is almost startling in its vivid reality and clearness. A few indiscreet love letters which she wishes to recover at all costs, to prevent her husband from finding out about the early affair, bring all sorts of difficult complications, from which Miss Dalton, as the heroine, emerges only after a great struggle.
Dorothy Dalton, the popular Paramount star, will be seen at the ........ Theatre on ........ in her latest Paramount photoplay, "Love Letters," written by Shannon Fife and produced under the personal direction of Thomas H. Ince.

The story deals with Eileen Rodney, a romantic young girl who succumbs to the charm of Raymond Moreland, a man much older than herself who dabbles in erotic Oriental creeds and writes him incriminating love letters. She plans to elope with him, but when she finds he has no intention of marrying her, she balks and returns to her home.

Shortly afterward she marries the young District Attorney, who has long been in love with her as has his assistant. After a year or so of remarkably happy married life Moreland returns and tries to revive the old affair. Failing in this, he terrifies Eileen by threatening to tell her husband all unless she will come to his rooms for the love letters she asks.

Driven to bay, Eileen consents, and that evening finds her seeking admittance at Moreland's rooms. There is a struggle, but Eileen manages to escape by striking him with a huge glass candlestick. She gets away—but without the letters.

The next morning Moreland is found murdered. A woman is accused, and the finger of suspicion comes to point at Eileen. Her husband's young assistant comes to her aid, and when he finds her in Moreland's room, where she has come in desperate terror lest the letters still be found, he helps her get away without being seen by her husband, who is also there.

The real murderer is found at last, however, in the person of an old gardener of Moreland's whose daughter he had wronged years before and who had waited his opportunity for revenge. Eileen then confesses all to her husband. When he understands that there had after all been nothing to the affair but a piece of girlish imprudence, he takes her in his arms and "All's well that ends well."

William Conklin as Moreland and Thurston Hall as the husband have created roles that with the always clever acting of Miss Dalton and the excellent direction accorded the production, have made of "Love Letters" an exceptionally noteworthy photoplay.
Dorothy Dalton, the famous Paramount star, who is appearing at the.........Theatre in "Love Letters," by Shannon Fife, evinced a strong talent for amateur theatricals even as a very young school girl. She attended a well-known dramatic school, graduated with honors at an age when the others were commencing, and made her first public appearance at Chicago in a stock company with Virginia Harned. From that time her progress has been steady and rapid until she stands at the pinnacle of success in the motion picture world, being known as one of the most talented emotional actresses of the screen.

Shannon Fife, well-known author, wrote "Love Letters," which is Dorothy Dalton's latest Paramount picture and which is being shown at the ............Theatre on............ Mr. Fife also wrote "The Rainbow Princess" and "The Reward of Patience," two earlier Paramount pictures starring Ann Pennington and Louise Huff respectively.

It is Mr. Fife's habit to write his scenarios with a certain star in mind and to build around the character and ability of that star. In "Love Letters" this is plainly observable, for a more characteristic Dalton photoplay it would be hard to find, or one giving the versatile star more opportunity to display the wide scope of her emotions.


Mr. Ince, while a comparatively young man, has had one of the most remarkable careers of filmdom and has brought many a star to favor, including Dorothy Dalton, Enid Bennett and Charles Ray, who are at present appearing in Paramount photoplays.
Personality stories (continued)

DOROTHY DALTON RIDES OWN HORSE IN "LOVE LETTERS"

Dorothy Dalton, the charming Paramount star, famed as "the girl with the dimples," is not only a talented actress, but a thorough sportswoman, being proficient at golf, tennis, riding, and other sports. When she was told that in "Love Letters," her latest Paramount photo-play, which is to be shown at the Theatre on..........., she was to appear in several scenes on horseback, she was more than delighted. Miss Dalton asked permission to ride Lord Chesterfield, her favorite horse, and it would be hard to say which was more pleased—and proud at the occasion of Chesterfield's screen debut—the pony or his rider. Miss Dalton's riding costume in this picture is a new model and especially attractive, as are her gowns throughout the production.

SHANNON FIFE AUTHOR OF DOROTHY DALTON'S NEW PICTURE

Shannon Fife, well-known scenario writer, is responsible for the story of Dorothy Dalton's latest Paramount production, "Love Letters." This is a fascinating story of the love affairs of a very young girl, following through the years and across the rocks of the first matrimonial misunderstanding due to some indiscreet love letters the heroine had written as a very young girl. Misunderstanding is indeed a mild term for the crisis through which Eileen Harland passes, but Shannon Fife, by exceptionally delicate and skillful handling, has given to the production all the fascination and charm of romance.

Dorothy Dalton will wear some of the most stunning dresses of her picture career in her latest Paramount picture, "Love Letters," by Shannon Fife and directed under the personal supervision of Thomas H. Ince. As Eileen Rodney, a wealthy young social debutante and later as the wife of the District Attorney, she appears in several very elaborate frocks. A riding suit in the early part of the picture and a dinner gown in the last reel are especially notable. "Love Letters" is to be shown at the.........Theatre on...........

Having finished the production of her latest Paramount picture, "Love Letters," Dorothy Dalton, the charming screen star, hied herself to Arrowhead Springs, California, where she is resting before her next picture. Miss Dalton is to be seen in "Love Letters" at the.........Theatre on...........
For Exhibitor's information or house organ; - the Players and the Story of "LOVE LETTERS"

THE PLAYERS

EILEEN RODNEY.......................... DOROTHY DALTON
RAYMOND MORELAND........................ WILLIAM CONKLIN
ELEANOR DARE............................. DORCAS MATTHEWS
JOHN HARLAND............................ THURSTON HALL
ROBERT MAXWELL........................ HAYWARD MACK
AMOS ..................................... WILLIAM HOFFMAN

Produced under the personal supervision of Thomas H. Ince

THE STORY

Eileen Rodney, young ward of John Harland, has become fascinated by Raymond Moreland, who poses as a teacher of weird Eastern cults and creeds, but secretly sneers at the foolish women swayed by his words. Moreland asks Eileen to go to India with him and she consents, thinking he means as his wife. Learning that he has no intentions of marrying her, she leaves him and returns to her guardian, who has always been in love with her, as has Robert Maxwell, his assistant.

Shortly afterward she marries Harland, and for a time their life is very happy. The return of Moreland brings an end to this, however, for he frightens Eileen with exposure of their old affair unless she will come to his rooms to get the old love letters she wrote him and for which she asks.

Afraid to go, and afraid not to go, Eileen at last takes her courage in hand and visits Moreland's rooms. There, as she had feared, she learns that he has no idea of returning the letters, and a fierce struggle ensues, after which Eileen makes good her escape— but without the letters.

Next morning she learns that Moreland has been murdered. Her husband, as the District Attorney, is the prosecutor for the state. What is her horror to learn that he secretly believes there was a woman involved in the case and that he means to follow up some clues he has learned of. Terrified lest in searching the premises he find her letters, which are concealed behind a piece of tapestry, she returns to get them, only to be caught on trying to get away by the sound of her husband and his assistant's footsteps. Hastily hiding behind a curtain, she waits breathless while the men search the room. Bob Maxwell, wandering aimlessly about, discovers her hiding place. Just then her husband leaves the room to search the rest of the house, and she gets Bob to save her. While they are talking, Harland returns, and Bob, frantic, almost throws her behind the curtain. Harland walks about the room, and attracted by the closed niche behind the draperies, is about to open them when Bob purposely overturns a huge vase in the hall.
Harland, thinking some one is in the hall, perhaps the murderer, rushes out, and Eileen is able to get away. A policeman who has heard the crash also enters, and they find the veil Eileen had worn, its fragrance seeming strangely familiar to Harland. As they stand looking at this new piece of evidence, Amos, the old gardener, rushes into the room, crying: "It's a lie; you shan't rob me of my vengeance! It was I who killed him--because he wronged my little girl."

As Amos continues his confession, the policemen takes him into custody, and Harland listens, nonplussed to account for the presence of the veil. In the meantime, Eileen, at home, watches the burning of the letters and decides to tell her husband all.

On his return she rushes toward him for this purpose, but is met with the news that the real murderer has confessed, telling the whole story but ending with the statement that he believes, in spite of everything, that there was a woman in the case. Eileen is terrified as he shows her the veil, and, breaking down under the long strain, tells him everything.

While they are talking, and after she has quite assured him that there was nothing more to the story than a piece of girlish folly, the Chief of Police enters and remarks somewhat gloatingly to Harland, who is known almost never to make a mistake: "Well, do you give up? Are you willing to admit now that there was no woman?"

Eileen looks pleadingly into Harland's face, silently begging him to keep her secret. He thinks rapidly, the stern expression about his face fades, and he replies, placing his arm about Eileen: "You are right; the gardener killed him, and there was no woman."

The Chief is somewhat pleased at this easy victory, and withdraws. Harland stands for a moment, the veil in his hands; then, moving toward the fireplace, throws it in and turning to Eileen, takes her into his arms.
Current Paramount and Artcraft Releases

MARY PICKFORD .................. "THE LITTLE PRINCESS"
JACK PICKFORD and LOUISE HUFF ........ "JACK and JILL"
ELSIE FERGUSON .................. "THE RISE OF JENNIE CUSHING"
VIVIAN MARTIN .................... "MOLLIE ENTANGLED"
J. STUART BLACKTON ............... "JUDGMENT HOUSE"
DOUGLAS FAIRBANKS ............... "REACHING FOR THE MOON"
MARGUERITE CLARK ................. "BAB'S MATINEE IDOL"
WILLIAM S. HART .................. "THE SILENT MAN"
LINA CAVALIERI .................. "THE ETERNAL TEMPTRESS"
SESSUE HAYAKAWA ................ "THE SECRET GAME"
BILLIE BURKE .................... "THE LAND OF PROMISE"
JACK PICKFORD .................. "TOM SAWYER"
GERALDINE FARRAR ................. "THE DEVIL STONE"
WALLACE REID ................... "NAN OF MUSIC MOUNTAIN"
VIVIAN MARTIN .................. "THE FAIR BARBARIAN"
DOROTHY DALTON .................. "LOVE LETTERS"
CHARLES RAY ...................... "HIS MOTHER'S BOY"
MARGUERITE CLARK ................. "THE SEVEN SWANS"
DOUGLAS FAIRBANKS ............... "D'ARTAGNAN OF KANSAS"
List of Paramount Exchanges

DISTRIBUTING

"LOVE LETTERS"

Boston, Mass.—10 Shawmut St.  
Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St.,  
Famous Players Film Co. of N. E.

Portland, Me.—85 Market St.,  
Famous Players Film Co. of N. E.

New York, N. Y.—729 Seventh Ave.,  
Wm. L. Sherry Feature Film Co., Inc.

Buffalo, N. Y.—145 Franklin St.,  
Wm. L. Sherry Feature Film Co., Inc.

New Jersey, N. J.—71 W. 23rd St., N. Y.  
Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St.,  
Famous Players Exchange.

Washington, D. C.—525 13th St., N.W.,  
Famous Players Exchange.

Pittsburgh, Pa.—Penn. Ave. at 12th St.,  
Famous Players Film Service, Inc.

Cleveland, Ohio—Standard Theatre Bldg.,  
Prospect Ave. near 9th Ave.  
Famous Players Film Service, Inc.

Chicago, Ill.—220 S. State St.,  
Famous Players Film Service, Inc.

Cincinnati, Ohio—107 W. 3rd St.,  
Famous Players Film Service, Inc.

Detroit, Mich.—278 Jefferson Ave. E.  
Famous Players Film Service, Inc.

Kansas City, Mo.—2024-26 Broadway,  
Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St.,  
Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg.,  
Famous Players Star Feature Film Service, Inc.

Salt Lake City, Utah—133 E. 2nd So. St.,  
Notable Feature Film Co.

Denver, Colo.—1749 Welton St.,  
Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg.,  
Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg.,  
Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh-Strong Bldg.,  
Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts.,  
Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St.,  
Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St.,  
Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St.,  
Texas Paramount Picture Co.
Press Book
and
Exhibitors' Aids

Thomas H. Ince presents
Charles Ray
in
"His Mother’s Boy"

A picturization of Rupert Hughes' story,
"When Life Is Marked Down"
Picturized by Ella Stuart Carson
Directed by Victor L. Schertzinger
Supervised by Thomas H. Ince

A Paramount Picture

Paramount Pictures Corporation
FOUR EIGHTY-FIVE - FIFTH AVENUE - FORTY-FIRST STREET
NEW YORK

Controlled by FAMOUS PLAYERS-LASKY CORPORATION

Music Score for this production can be obtained through E.F. Cady, Music Publisher.
JUST WHAT YOU WANT TO KNOW ABOUT

“HIS MOTHER’S BOY”

The versatile young star, Charles Ray, in “HIS MOTHER’S BOY,” has been given an exceptionally clever vehicle picturized especially for him by Ella Stuart Carson from the famous story by Rupert Hughes, “When Life is Marked Down.”

VICTOR L. SCHERTZINGER DIRECTED “HIS MOTHER’S BOY,” UNDER THE IMMEDIATE SUPERVISION OF THOMAS H. INCE, NOTED PRODUCER AND DIRECTOR. Mr. Schertzinger has directed all of Charles Ray’s recent successes.

From six o’clock in the morning till late at night, Mr. Ince is to be found at the studio, for he personally superintends not only the actual directing, but the cutting, assembling, photography and every other detail of each production.

In the cast of “HIS MOTHER’S BOY” clever “Billy” Elmer has a prominent part. Other important members of the cast supporting Mr. Ray are: Doris Lee, Joseph Swickard, Jerome Storm, Gertrude Claire and Lydia Knott.

The story is about Matthew Denton, a strictly brought up New England boy whose father wrongly invests some money for his neighbors and dies, leaving the boy to redeem the family honor. How he goes out west to the mine, discovers the fraud and tricks which had been played upon his father and the neighbors, and wins back all the money together with a very pretty bride for himself, makes a charming and very original story.

We have prepared a fine list of accessories to help you put this picture across with a Bang! Some well-placed advertising and stories in your local newspaper will turn the trick. If in doubt, write Mr. Pierce of our Exhibitors’ Service Department. His job is to help YOU! LET HIM TRY.

**ACCESSORIES**
*(To be obtained at your Exchange)*

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<th>Paper</th>
<th>Photos</th>
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<td></td>
<td>Slides</td>
</tr>
<tr>
<td></td>
<td>Music Cues</td>
</tr>
</tbody>
</table>

**CONTENTS**

1. Cover—with Billing
2. About the Pictures and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Cast and Synopsis
18. Synopsis Continued
Back Cover—Exchange List

**THE PLAYERS**

| Matthew Denton      | Charles Ray              |
| Mabel Glenny        | Doris Lee                |
| Banty Jones         | William Elmer            |
| Tom Glenny          | Joseph Swickard          |
| Jimmie Noonan       | Jerome Storm             |
| Mrs. Denton        | Gertrude Claire          |
| Mrs. Glenny         | Lydia Knott              |

Directed by Victor L. Schertzinger
Supervision of Thomas H. Ince
ADVERTISING SUGGESTIONS FOR
“HIS MOTHER’S BOY”

**Post Card No. 1**
To be sent out nine days before showing of picture.

Dear Madam:

Charles Ray, the versatile young star, will be seen in the theatre on in a photoplay entitled “HIS MOTHER’S BOY.” This play has been picturized from the famous story of Rupert Hughes entitled “When Life is Marked Down,” and we hope to see you at the theatre on that date.

Manager.

**Post Card No. 2**
To be sent out six days before showing of picture.

Dear Madam:

The photoplay about which we wrote you a few days ago, “HIS MOTHER’S BOY,” with Charles Ray in the leading role, was staged by the famous producer, Thos. C. Ince, and has a supporting company of distinguished photoplay artists.

Don’t forget that it will be shown at the theatre on .

Manager.

**SUGGESTED LETTER**
To be sent out 3 days before the showing of the picture

Dear Madam:

Did you know that Charles Ray, the talented young star, possesses a variety of talents aside from the histrionic and that he does not limit his activities to the studio? He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and for his own amusement writes stories whenever inspired by a particularly good idea.

He flashed into stardom over night in the role of “The Coward,” a Broadway production, and critics at once proclaimed him a remarkable “find” for the screen. Their opinions were substantiated by his splendid work in many succeeding pictures.

Totally unlike the weakling characters which he has played and which one expects him to portray in “HIS MOTHER’S BOY,” he turns from a timid, shrinking boy, who has been tied to his mother’s apron strings, into a ferocious bully and returns his rival’s blows with such effectiveness that the battle is soon over.

This photoplay is full of color and will not only interest those who have never seen a refining plant, but will be of educational value as well. It has everything in it which will endear the popular young star to the hearts of those who witness the production at the theatre on .

Charles Ray has never had a better chance to display his talents than in “HIS MOTHER’S BOY” and we hope you will not fail to come to the showing of this picture.

Cordially yours,

Manager.

**Follow-up Post Card**

Dear Madam:

We sincerely trust you will not miss the showing of “HIS MOTHER’S BOY” about which we have sent you several communications, at the theatre today.

Manager.
ADVERTISING SUGGESTIONS FOR

“HIS MOTHER’S BOY”

LOBBY: The story of “HIS MOTHER’S BOY” deals with Charles Ray in the oil fields of Texas. Here is a good opportunity for you to create considerable interest by erecting a derrick—if you have room for it in your lobby. If you have not the space for a full-sized derrick, why not construct a series of miniature oil wells, with its little gasoline pump hooked up to several wells. Buy some crude oil and have the miniature wells pumping actual crude oil. The smell of the oil, the novelty of the display, the educational value which will be derived in many localities by witnessing such an exhibit should attract considerable attention.

WINDOW DISPLAY: In keeping with your Lobby Display, hardware or dry goods stores should be interested in getting up similar exhibits, whether to sell machinery, tools, etc., or to sell clothing outfits, in towns where there is no possibility of selling anybody an oil miner’s outfit, you might work this plan by contrast. You might say on the card in your window:

“This is a typical Texas oil plant, but since we are not in Texas, we use this exhibit to help sell the clothes which are adequate in this community.”

CAR CARDS: If you were to offer a prize on your car cards to everyone who would go to so-and-so’s window and rightly guess what the exhibit is about, you would please your local store keeper; would enhance interest in his show-window, and he in turn would take interest in boosting your production. You might offer some free tickets to those who would guess the meaning of the exhibit.

STREET DISPLAY: If you were to mount on a street float a series of tanks and miniature tilleries with a card reading something like this:

“This is the way in which gasoline was made from crude oil—see exhibit in the lobby of the ........ theatre today”

and then have an additional banner entitled:

“See Charles Ray in ‘HIS MOTHER’S BOY’ at the ........ theatre”

you would not only arouse the interest of those who have never seen a refining plant, but you would draw their attention directly to your lobby.

Those who saw Charles Ray in his recent production “THE SON OF HIS FATHER” realize not only what a splendid production it is, but what the new photoplay “HIS MOTHER’S SON” has in store for the patrons. This new production with Charles Ray as the star has everything in it to endear it to your people, with splendid local color in New England where the boy is tied to his mother’s apron strings and further excellent scenes when a timid, mother’s boy becomes a ferocious bully. Catch lines like the following on your window cards would help to arouse the mothers in your neighborhood:

IF YOUR BOY WERE TRANSFORMED FROM A TIMID LAD INTO A FEROCIOUS BULLY, WOULD YOU WANT HIM TO DEVELOP THE WAY CHARLES RAY DOES IN “HIS MOTHER’S BOY”?

The management of the ........ theatre is interested to have your opinion on the subject. Please leave all communications with the manager—no attention paid to anonymous letters.

FOR ADDITIONAL SUGGESTIONS PLEASE WRITE TO THE EXHIBITORS’ SERVICE DEPARTMENT

485 Fifth Avenue, New York City
CHARLES RAY

Possessing a variety of talents aside from the histrionic, Charles Ray, star in forthcoming Paramount-Ince productions, does not limit his activities to the studio lot. He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and, for his own amusement, writes stories whenever inspired by particularly good idea.

He came under the direction of Thomas H. Ince three years ago, following two years' experience with repertoire companies on the road. He appeared for some time in two or three reel pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom over night in the titular role of "The Coward." Critics at once proclaimed him a remarkable "find" for the screen. Their opinions were strongly substantiated by his splendid work in his succeeding pictures.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverance to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled the requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement, but financial backing.

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes and is possessed of a winning personality. As he is not twenty-six years of age, his greatest successes are undoubtedly yet to come.

"His Mother's Boy," Ray's latest Paramount picture, will appear for the first time in this city at the ....... Theatre on .......
Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
All of these cuts were chosen for their selling power from a large lot of stills. The one- and two-column cuts are appealing, economical trade-getters; the three-column cuts are bound to pull business by sheer size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. If your printer uses good ink and paper and is exceptionally conscientious in his work you are safe in using half-tones. If you are not sure on these points give preference to the line-cuts. They will print well under almost any conditions.

Thomas H. Ince Presents
Charles Ray
in
“His Mother's Boy”
A picturization of Rupert Hughes' story
“When Life Is Marked Down”
Picturized by Ella Stuart Carson
Directed by Victor L. Schertzinger
Supervised by Thos. H. Ince

Of all the great young screen idols none is so easy on the eye as Charles Ray. His fine natural work in this picture of love and “making good” stamps him as one of the very greatest actors of the screen.

Don't Miss This Picture

Other Attractions

The pictures that are advertised in the Saturday Evening Post

Your Theatre

A Thrilling Story of Adventure
This is, without a doubt, the greatest story that Mr. Ray has ever been “filmed” in. Love, thrills, intrigue and adventures knitted together by a master hand into a burning heart interest picture that you'll remember for many a day. You can’t afford to miss it.

Other Attractions

Name of Your Theatre

Spare the ad and spoil the business
Thomas H. Ince presents

Charles Ray in

"His Mother's Boy"

Picturized by Ella Stuart Carson
A picturization of Rupert Hughes' story, "When Life Is Marked Down"
Directed by Victor L. Schertzinger Supervised by Thos. H. Ince

A Corking Story of "Making Good"
The youthful vigor of the star, his thrilling adventures, and the tingling heart interest element of this picture make it one of the greatest pictures ever screened.
Don't Miss It!

Other Attractions

Name of Exhibitors' Theatre

Early and provident advertising is the mother of bank accounts
A Great Heart Interest Story
Mr. Ray is cast as a youth who, by native shrewdness and pluck, succeeds in clearing the family name, unearthing cunning, intrigue and winning—it's your move, come and see it.
An Old Fashioned Love Story

Mr. Ray is one of the very greatest portrayers of romantic characters the stage has ever had. "His Mother’s Boy" proves this beyond the shadow of a doubt. This story of romance, adventure and sheer pluck is the greatest that has been filmed for a long, long time.

Other Attractions

We show the famous pictures advertised in the Saturday Evening Post

The paths of advertising lead but to success

Name of Your Theatre

10
Cover Your Town With This Paper
You will fill every seat at every performance

Always available at your exchange

Three Sheet
One Sheet
Three Sheet

One Sheet

Six Sheet
Six Sheet

SLIDE
STOCK PRODUCTION CUTS AND MATS

Charles Ray in "His Mother's Boy"

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above
Always Obtainable at Your Exchange
Press stories to be sent out a week or ten days in advance of the showing of
"HIS MOTHER'S BOY"

Charles Ray's newest Thomas H. Ince picture for Paramount is called
"His Mother's Boy." It is a picturization of Rupert Hughes' story, "When
Life is Marked Down." The scenario is the work of Ella Stuart Carson. It
will be shown at the ....... Theatre on .......

A notable personage of contemporaneous fiction is Rupert Hughes,
litterateur, dramatist, and soldier. One of the most popular of his re-
cent stories is "When Life is Marked Down," which has been made into a
Paramount picture by Thomas H. Ince. It will be known as "His Mother's
Boy," with Charles Ray in the stellar role. This picture will be seen at
...... on ........

Charles Ray, the popular Thomas H. Ince star, who will be seen at the
...... on ........ in a new Paramount photoplay, "His Mother's Boy."

Ray, who is one of the best liked of screen luminaries, is afforded
many opportunities in this picture to further increase the number of his
admirers. He seems to occupy a peculiar niche in the motion picture hall
of fame—a place that apparently is not shared with any of his contempo-
raries. Ray has been before the public for several years—always under the
direction of Thomas H. Ince—and, though starred in a wide range of roles,
has never failed to contribute a notably fine screen performance.

Ray will have a supporting company of distinguished photoplay art-
ists, including Doris Lee, William Elmer, Joseph Swickard, Jerome Storm,
Gertrude Claire and Lydia Knott.

Charles Ray's second photoplay "His Mother's Boy," produced by
Thomas H. Ince, for Paramount, will have as a background an immense oil
producing field for several big scenes. Oil wells in actual operation
will be graphically pictured, and those who have not had an opportunity to
study this important industry at close range will get a splendid idea of
the magnitude of an oil field, with its hundreds of derricks. In "His
Mother's Boy" Ray will have the assistance of clever players, including
Doris Lee, a new leading woman of the Ince forces.
Patrons of Paramount pictures will have a chance to see Thomas H. Ince's popular young star, Charles Ray, in his newest offering, "His Mother's Boy," at the ........ on ........

Ray has the advantage of a supporting company of more than ordinary excellence, and Director Victor L. Schertzinger has provided numerous novel photographic surprises. Besides Mr. Ray, in the cast are Doris Lee, William Elmer, Joseph Swickard, Jerome Storm, Gertrude Claire and Lydia Knott.

Ray is a young man who is taught to rely upon his mother for every need. His father is dead, and when a number of the townspeople who have been induced to buy stock in a Texas oil company on the recommendation of his late parent, denounce the latter's good name and intentions, the son declares he will make good any losses sustained by reason of his father's faith in the oil company.

How the young fellow goes to Texas to work in the oil field, how he lives up to his promise to the people of his home town, and how he achieves success against all sorts of obstacles and eventually wins the love of a beautiful young girl, combine to make "His Mother's Boy" one of the most interesting photoplays that have come from the Thomas H. Ince studios.

There was a small part to be filled in "His Mother's Boy," the second Charles Ray picture, that Thomas H. Ince is producing for Paramount. Tall girls, short girls, blonds and brunettes—none seemed to fit the requirements of the author. After Mr. Ince had dismissed a dozen or more applicants, a modest little girl knocked at the door of his office and stood hesitatingly with a few letters and papers in her hand. It was one of the office staff of stenographers that Mr. Ince must have seen day in and day out for many weeks, and yet, for the first time he noticed her pencil and note book and appears on the screen as a full fledged actress under Mr. Ince's direction. She cleverly portrays the role of a New England village girl whose admiration for Ray leads her into an embarrassing predicament. Mr. Ray will appear in "His Mother's Boy" at the ........ Theatre on.........
Press stories to be sent out two or three days in advance of the showing of "HIS MOTHER'S BOY"

Charles Ray, the clever young Paramount star who is to appear at the ....... Theatre on ....... has a new Mercer. It is a very brilliant red, and his friends call it "The Red Devil," but Ray's private name for it is "Tobasco." It has everything but a wall bed and an elevator.

CHINA DELICIOUSLY REPRESENTED AT INCE STUDIOS

To meet a supposed demand for peanuts, candies and other goodies, a good-natured old Chinaman has become part of the working staff at the Ince studios at Los Angeles. He arrived without invitation, but soon became a recognized part of the institution, wandering about the "lot" and casting his celestial gaze on the stars and "extras" alike in an incurious way.

He is not well versed in the technique of making motion pictures, and recently was a source of considerable embarrassment to Director Victor L. Schertzinger, who was filming a scene from "His Mother's Boy" under the supervision of Thomas H. Ince, starring Charles Ray.

The story called for a church scene. It was to be a typical New England village church and its pews were crowded with extras carefully selected and dressed as typical New England "types." Just as Mr. Schertzinger, after a long and arduous rehearsal, had everything to his liking, and the cameraman was "shooting," the doors of the sacred edifice opened and the almond eyed "Chink" walked up the aisle, offering fresh peanuts to the crowd! Needless to say, the scene was retaken—but China was not represented. "His Mother's Boy" will be shown at the ....... Theatre on .......

In "His Mother's Boy," the new Paramount photoplay in which Charles Ray will be seen at the ....... Theatre on ....... the popular Thomas H. Ince star will have a part much to his liking,—that of a young fellow who has been brought up in a very small New England town, the idol of his mother, and without much association with other boys of his own age.

This leads him later in life into many strange and unexpected complications and adventures. "His Mother's Boy" is a picturization of Rupert Hughes' story, "When Life is Marked Down."
Charles Ray, the Paramount star who is appearing in the Thomas H. Ince production "His Mother's Boy" at the Theater is nursing a grievance. "It seems to me," he remarked recently, "that the authors might show a little more consideration for me. They pick out the most uncomfortable and un-getatable places on the map for me to work in, I believe. For instance, in "His Father's Son," which was my last Paramount release, they gave me a glimpse of a gorgeous apartment, and when I was just beginning to feel at home there, moved me out to the very worst little hotel in Montana. In "His Mother's Boy," I have to spend most of my time in an atrociously tight suit and high collar—and, not content with that, in the oil fields of Texas."

All of which Charles Ray remarked jestingly, as he is one of the most popular and best natured stars of the Ince-Paramount studios.

CHARLES RAY AT ........ THEATRE ON ........

There was no premeditation on the part of the Paramount officials or Mr. Thomas H. Ince, when they picked out "His Mother's Son" for Charles Ray to follow "The Son of His Father"—it is just one of those queer happenings that occur once in a while in filmdom, for the two productions are very unlike each other, although both are attractive, wholesome photo-plays, of the typical Ray variety. The latest, "His Mother's Boy," will be shown in this city for the first time at the ........ Theatre on ........

Thomas H. Ince, the Paramount director who is now starring Charles Ray in "His Mother's Boy" at the ........ Theatre has had an interesting career. From his earliest youth Mr. Ince has been associated with the stage and screen, having appeared in

Rupert Hughes, who wrote the original story from which Ella Stuart Carson made the screen version of "His Mother's Boy," in which Charles Ray is starring at the ........ Theatre on ........ is one of the best known American short story writers and novelists. He has produced on an average about a dozen stories, novels or plays a year. "His Mother's Boy" is a clever adaptation of his well-known story, "When Life is Marked Down."
THE CAST

Matthew Denton........................................Charles Ray
Mabel Glenny............................................Doris Lee
Banty Jones.............................................William Elmer
Tom Glenny.............................................Joseph Swickard
Jimmie Noonan..........................................Jerome Storm
Mrs. Denton.............................................Gertrude Claire
Mrs. Glenny.............................................Lydia Knott

Directed by Victor L. Schertzinger.
Supervision of Thomas H. Ince.

THE STORY

Matthew Denton is a product of a New England village. His father was a prominent business man, who, during the later period of his life, had encouraged a number of his fellow-townsmen to invest in the Centipede Company, owners of Texas oil property.

Matthew lives with his widowed mother. She showers a wealth of motherly care on him, and refuses to permit him to mingle with the other lads of the town, with the result that he grows up tied to her apron strings, and is known as "his mother's boy."

The purchasers of the Centipede stock receive notice that there will be no dividend, that the stock gives every indication of becoming worthless because of a loss in the wells' producing capacity. A delegation of townspeople, calling on Matthew's mother, denounce her late husband for having induced them to purchase the stock. Matthew overhears the tirade, comes to his mother's assistance, and declares that in the future he shall be "a-somebody." None shall lose a penny through this investment, he asserts, for he will go to Texas, work in the oil fields himself, and eventually pay off the investors.

The story shifts from the quaint New England village to a bustling town in Texas—a typical oil town, with its hordes of workers, its rudely constructed hotel and ever-present bar, and its town drunkard, who has a wife and pretty daughter. Matthew begins his career as a workman in one of the oil wells, and lives at the boarding house of Mrs. Glenny, where he meets her daughter, Mabel.

Tom Glenny, the town drunkard, in order to procure money with which to buy liquor, has been tapping the line of the Centipede Company and diverting the flow into the pipe of another concern. Most of the workers live at the Glenny home, among them Banty Jones, the town bully, who has paid Tom Glenny to tap the Centipede line. Banty wants to marry Mabel Glenny, but Matthew wins her love, and when the girl proudly displays an engagement ring, Jones gives Matthew twenty-four hours in which to leave.
town, with the alternative of being the target for Jones' gun. Matthew's innate timidity makes him cower before the savage verbal attacks of Jones, much to the disgust of Mabel, who returns the ring and announces that from that moment no engagement exists.

In the meantime, Matthew has discovered the parallel pipe lines, and that night sees Tom Glenny about to tap the Centipede line. He hurries to the telegraph office and notifies the president of the Centipede Company of his discovery. Later, Matthew overhears Jones denounce Tom Glenny for failing to tap the line, and, as he realizes the father of the girl he loves has only been the tool of the bully, the hitherto timid and shrinking boy suddenly turns into a ferocious being. When Jones attempts to assault him he returns his blows with such effectiveness that the battle is soon over—and in Matthew's favor.

Then follows a series of exciting episodes, the story ending happily.

CHARLES RAY IN "HIS MOTHER'S BOY" DEPICTS LIFE IN THE OIL FIELDS OF TEXAS

Persons who never have seen an oil well in operation will appreciate this featuer of "His Mother's Boy," the new Thomas H. Ince photoplay starring Charles Ray, which will be seen at ....... on ....... The fortunes of a Texas oil company play an important part in this new Paramount picture, and afford an interesting and novel background for the story.

Charles Ray never has had a better chance to display his marked talents as a screen star than in "His Mother's Boy." The role is that of a young man brought up in a small New England town. His dead father had recommended the purchase of stock in an oil company to some of his friends. The venture meets disaster, with the result that the stockholders blame the dead man for the financial misfortunes.

Charles Ray, as the son of the man whose reputation is maligned, declares he will make good every loss sustained by his father's friends, and in the effort to live up to his promise he goes to Texas, works in the oil fields, and incidentally discovers why the oil company in which his father's friends are interested has met with failure.

Victor L. Schertzinger, who has been associated with Ray in all of this Thomas H. Ince's star's recent screen successes, directed the production of "His Mother's Boy."
PARAMOUNT PICTURES

TRADE MARK

FAMOUS PLAYERS—LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK
List of Paramount Exchanges

DISTRIBUTING

"HIS MOTHER'S BOY"

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co., Inc.

Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St., Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.


Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St., Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.
The Seven Swans

Scheduled Release Date: 31 Dec 1917
ADOLPH ZUKOR presents
MARGUERITE CLARK
in
"THE SEVEN SWANS"
Adapted and Directed by J. SEARLE DAWLEY
A Paramount Picture

A story for everybody who hasn’t “lost their make believe.”
WHAT YOU WANT TO KNOW ABOUT "THE SEVEN SWANS"

THIS IS WITHOUT EXCEPTION THE BIGGEST, MOST ELABORATE PRODUCTION IN WHICH MARGUERITE CLARK HAS EVER APPEARED! YOU CANNOT BOOST IT TOO FAR!

It was directed by J. Searle Dawley, who also arranged and adapted the scenario.

The cast includes William Danforth, Augusta Anderson, Edwin Dennison, Daisy Belmore and Richard Barthelmess, besides numerous other well-known and popular players.

Among other scenes are several dance scenes, including a Shadow Dance, using the new Harmer-Mark lights, and a troupe of beautiful girls from the production, "Chu Chin Chow," now playing with such success in New York City; a sun dial dance, or dance of the hours, from "La Giaconda." This dance was under the direction of Lillian Thurgate.

One of the many gorgeous sets in the production occupies the entire floor of the Famous Players New York studio, and is built up in terraces reaching to the lofty ceiling. It was in this amphitheatre, on a raised platform surrounded by seven dials, that the Dance of the Hours was staged.

"SNOW WHITE," IN WHICH MR. DAWLEY DIRECTED MARGUERITE CLARK LAST YEAR, WAS A TREMENDOUS SUCCESS—"THE SEVEN SWANS" WILL BE EVEN MORE POPULAR.

An excellent list of accessories has been prepared by the Exhibitor's Service Department, including one, three, six and twenty-four sheets; photographs; cuts and mats of star and production, besides the advertising layouts, prepared by experts and the advance press notices which your local newspaper will be glad to print about this popular star in one of her most elaborate productions.

<table>
<thead>
<tr>
<th>LOOK OVER THESE ACCESSORIES (To be obtained from your Exchange)</th>
<th>Music cues are available at your exchange—when sending for them order your accessories from the list on the left.</th>
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<tbody>
<tr>
<td>Paper</td>
<td></td>
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<tr>
<td>Two one-sheets</td>
<td>AND DON'T FORGET To Tie Up With The Tremendous Million Dollar! National Advertising Campaign simply by using The TRADE MARK Everywhere.</td>
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<td>Two three-sheets</td>
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<td>Two six-sheets</td>
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<td>One twenty-four-sheet</td>
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<td>Photos</td>
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<td>8 11 x 14 colored gelatins</td>
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<td>2 22 x 28 colored gelatins</td>
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<td>8 x 10 photos of star</td>
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<td>Cuts and Mats on Production</td>
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<td>Stock Cuts and Mats of Star</td>
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<td>Two-three-column</td>
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<td>Photogravure</td>
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<td>Series of Advertising Layouts: Mats</td>
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<td>Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.</td>
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<td>Heralds</td>
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<td>Slides</td>
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<td>Window Cards</td>
<td></td>
</tr>
<tr>
<td>Music Cues</td>
<td></td>
</tr>
</tbody>
</table>

CONTENTS
1. Cover—with a Billing
2. About the Picture and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued

Current release list inside, and exchange list on, back cover
ADVERTISING SUGGESTIONS FOR "THE SEVEN SWANS"

POST CARD No. 1
(To be sent 9 days before showing of picture)

Dear Madam:

Marguerite Clark is coming to the . . . . Theatre on . . . . in one of Hans Andersen’s fantastic fairy tales called "THE SEVEN SWANS."

It has all the charm of childhood and the lure of magic, and we hope you will come with a party of children to see this picture.

Manager.

POST CARD No. 2
(To be sent 6 days before showing of picture)

Dear Madam:

In Marguerite Clark’s new picture called "THE SEVEN SWANS" you will see some gorgeous stage settings and wonderful fairy dancing, including "The Dance of the Hours."

The play will appeal to young and old alike. Don’t miss seeing this picture, please. It will be shown at the . . . . . . . theatre on . . . . . . .

Manager.

SUGGESTED LETTER
(To be sent 3 days before showing)

Dear Madam:

Did you see Marguerite Clark in her charming Christmas picture called "SNOW WHITE" last year? If so, you know it was one of the most famous pictures of screen history; but if not, you will have the opportunity of seeing her in another fairy story of equal charm called "THE SEVEN SWANS" at the . . . . . . theatre.

Miss Clark has decided to make one picture each year for the kiddies, including, she says, those from 7 to 77, and all others who have not grown old and hard at heart. Even the tired business man is delighted to relax once in a while and enjoy a thoroughly impossible bit of fairy-tale lore. Witches, hobgoblins, swans, sandmen and moon fairies have all been woven into this story with exquisite charm.

The setting is one of the largest ever used, including a Palace courtyard and measuring more than 100 x 200 feet. William Danforth, of musical comedy fame, and Daisy Belmore, as the Witch, add interest to the play.

In this picture Miss Clark knits 7 shirts for her 7 brothers, and after she had worn out her patience and fingers, Prince Charming carried her off in triumph to his palace, where they lived in great splendor until a wicked queen became jealous and—

But we will leave the rest of the story for you to see on . . . .

Yours very sincerely,

Manager.

FOLLOW-UP POST CARD
(To be sent on date of showing)

Dear Madam:

To-day we are showing the photoplay called "THE SEVEN SWANS" at the . . . . . . theatre, where Marguerite Clark will show you how to knit garments that will transform swans into beautiful young princes. We shall look forward with pleasure to seeing you, and trust you will bring as many children as you can with you.

Manager.
ADVERTISING SUGGESTIONS FOR "THE SEVEN SWANS"

LOBBY DISPLAY: You could have seven white swans made out of cardboard and placed in your lobby with a card reading:

COME AND SEE MARGUERITE CLARK TRANSFORM THESE SWANS INTO BEAUTIFUL YOUNG PRINCES.

And another card reading: SPECIAL MUSIC HERE TODAY. THE SWAN SONG FROM "LOHENGRIN" WILL BE PLAYED.

STREET DISPLAY: Have seven white swans mounted on a float with a sign reading:

"THE SEVEN SWANS" WILL BE SEEN AT THE ................ THEATRE ON ................ WHERE DAINTY MARGUERITE CLARK WILL SHOW YOU HOW TO KNIT GARMENTS WHICH WILL TRANSFORM THESE SWANS INTO HANDSOME YOUNG PRINCES. COME AND LET HER TEACH YOU HOW TO DO IT.

WINDOW DISPLAY: Have a photograph of your lobby taken and placed in the windows of your department stores in which you can display all kinds of yarn for knitting soldiers’ garments, and have a sign reading:

LONG BEFORE OUR MAIDENS BEGAN TO KNIT FOR THE SOLDIERS THE PRINCESS TWEEDLEDEE WAS KNITTING TO SAVE HER SEVEN BROTHERS FROM DESTRUCTION. SHE WAS A PROTOTYPE OF OUR MAIDENS WHO ARE INDUSTRIESELY KNITTING TO-DAY FOR THE RED CROSS AND TO SAVE OUR BOYS "OVER THERE" FROM DESTRUCTION.

AT THE ................ THEATRE ON ................, Marguerite Clark will show you the ingredients she used for knitting garments which transformed these Seven Swans into handsome young men. Don't fail to come and see how she does it.

CAR CARDS: Have a picture of your lobby display on your car cards, with a sign reading:

GIRLS, DO YOU KNOW HOW TO KNIT?

MARGUERITE CLARK WILL SHOW YOU HOW TO KNIT GARMENTS THAT CAN TRANSFORM SWANS INTO HANDSOME YOUNG PRINCES AT THE ................ THEATRE ON ................ IT IS WELL WORTH THE PRICE OF ADMISSION TO LEARN HOW.

SPECIAL MUSIC: THE SWAN SONG FROM "LOHENGRIN" WILL BE PLAYED DURING THE SHOWING OF THIS PICTURE.

NEWSPAPER ADVERTISING: Have a photograph of your lobby, and in bold type an announcement reading:

AT THE ................ THEATRE, MARGUERITE CLARK WILL APPEAR AS THE PRINCESS TWEEDLEDEE IN A PICTURE CALLED "THE SEVEN SWANS." SHE WILL SHOW OUR GIRLS HOW TO KNIT GARMENTS WHICH WILL TRANSFORM THESE SWANS INTO HANDSOME YOUNG MEN.

SPECIAL MUSIC

THERE WILL BE SPECIAL MUSIC AT THE SHOWING OF THIS PICTURE WHEN THE SWAN SONG FROM "LOHENGRIN" WILL BE PLAYED.

WE ALL HOPE THAT THE SWAN SONG OF THIS WAR, WITH ITS ROAR OF CANNON, ITS RATTLE OF MUSKETRY AND THRUMMING OF AEROPLANES MAY BE THE SWEETEST SONG THAT EVER WAS SUNG—THE SONG OF WORLD LIBERTY.

ANY FURTHER SUGGESTIONS WILL BE CHEERFULLY FURNISHED BY

THE EXHIBITORS' SERVICE DEPARTMENT,
485 Fifth Avenue, New York.
KNITTING NETTLES FOR "THE TIRED BUSINESS MAN"--BY MARGUERITE CLARK.

Entering the dim, dusky and--it must be confessed--somewhat grimy studio from the noise and bustle of Fifty-sixth Street, New York City, gave one the impression of stepping out of life for a time into the mysterious realms of another world. And indeed on being ushered into the inner sanctum sanctorum where Marguerite Clark sat demurely enthroned in a huge, all-enveloping four-posted and canopied bed, the idea that one had walked "through the looking-glass" persisted and grew.

The huge Klieg lights of the studio flickered and fluttered over the whole scene, giving everything an unreal tinge, and a ghostly pale greenish hue that spread over the unmade-up faces like a mask. Palest green complexions with vivid lavender lips were startling in their ghostly intentness, and added to that queer sense of unreality.

From the velvet-cushioned recesses of the four-poster Miss Clark was holding forth on fairy tales--her pet subject. "Ever since I started spelling stories out of the First Reader at Avondale, Ohio, near Cincinnati, where I was born," she said, "I have liked the fairy tales best. At the Ursuline Convent, where my elder sister placed me after my parents' death, I was always writing fairy tales instead of irregular verbs or conjunctions, and even when I began to appear in amateur theatricals and during the first years on the stage, I always tried to make my managers allow me to present plays for the little folks--meaning all those who have not grown old and hard at heart.

"'Snow White,' in which I appeared at the Little Theatre, New York City, in 1912, was the first time I ever really succeeded in this strange ambition of mine, but in it I fully proved my contention that 'the tired business man,' whom managers try so hard to please, as well as his wife and whole family, are more than delighted to relax once in a while and enjoy a thoroughly impossible, imaginative bit of fairy-tale lore.

"So, you see, when I got to be a 'sure-'nuff' motion picture star, I made it a rule to produce at least one picture a year that should be just that kind of a relaxation. So 'Snow White' took screen form at Christmas time last year, and now 'The Seven Swans' will prove my theory once more. In it I am taking the role of a Princess who knits seven shirts of very prickly nettles for my brothers, who are bewitched and obliged to remain in the form of seven white swans until my task of knitting nettles is accomplished. I have made a great many sweaters and helmets for the soldiers, and I must admit that I prefer soft worsted to nettles. However," she continued, laughing a little, "it is in a good cause, too, isn't it?"
Marguerite Clark

Illustration is a reduction of sizes listed below

Issued in sets of ten, consisting of:

Top Row—Three Two-column Cuts and Mats
Centre Row—Five One-column Cuts and Mats
Bottom Row—Two Three-column, Cuts and Mats

Always Obtainable at Your Exchange
Ad-cuts and mats that will make little theatres big

John North Willys, head of the great Willys-Overland Automobile Company, says in the November issue of System, “The reason the little concern does not grow is because it will not adopt the methods that made the large establishment large.” Advertising, going at it as big as possible, and keeping everlastingly at it, has been the dominant factor in the growth of most of the big successes of today. Paramount is offering you the opportunity to practice “big business” methods by placing at your disposal advertising cuts and mats that, if consistently used are sure to make your theatre a “big business” theatre.
And there you'll find your old sweetheart again.

Perhaps only in mind, through the haze of a memory clouded by the years, but a picture just the same of the sweetheart of other days who speculated with you whether the fairy prince or the bad "ogre" would "live happy ever after." You'll live the "old days" over again when you see this wonderful picture, staged with the hand of a magician, at our theatre this week.

<table>
<thead>
<tr>
<th>Short reel or travelogue</th>
<th>Musical Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>We show</td>
<td></td>
</tr>
</tbody>
</table>

We show the famous Paramount Pictures advertised in the *Saturday Evening Post*.

Advertising is making the other fellow think your way.
Have you lost your make-believe?
Do you remember the time you read Anderson and Grimm and the benevolent witches saved the fairy princes and they all "lived happy ever after?" It's all here. With Marguerite Clark, too, in the daintiest, liveliest, most magnificently staged story ever written for folks who haven't just their make-believe.

**Short Reel Subject**

**Travologue**

**Musical Program**

Paramount Pictures advertised in the Saturday Evening Post

**SHOWN HERE**

**LIVE IN THE LAND OF MAKE-BELIEVE**

If you ever were a "kid"—we'll bet you were—their's a warm corner in your heart for Marguerite Clark and her seven princes who were turned to swans. A story that'll make your veins tingle; fairy princes and scenery that warm the cockles of your heart—a picture you can't afford to miss.

**SHORT REEL SUBJECT**

**TRAVELOGUE**

**MUSICAL PROGRAM**

**HAVE YOU LOST YOUR MAKE-BELIEVE?**

You can see the famous Paramount Pictures advertised in the Saturday Evening Post at this theatre.

Now, if ever, is the time to advertise big. Overcome with bright snappy ads that feeling of inertia created by the times.
EXHIBITOR'S THEATRE
"The Home of Paramount Pictures"
ADOLPH ZUKOR presents
MARGUERITE CLARK
IN
"THE SEVEN SWANS"
Adapted and Directed by
J. SEARLE DAWLEY

CHRISTMAS ISN'T A DAY, IT'S A FEELING
So come on, folks, just revel in the feeling. It's contagious in this wonder tale of fairy princes, benevolent witches, and gorgeous scenic effects. A picture for all the folks who haven't lost their make-believe.

<table>
<thead>
<tr>
<th>SHORT REEL FEATURE</th>
<th>TRAVELOGUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSICAL PROGRAM</td>
<td></td>
</tr>
</tbody>
</table>

This is the quality sign. It identifies the famous Paramount Pictures advertised in the Saturday Evening Post and shown in this theatre.

Advertise so persistently that when they think of motion pictures, they will think of you.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

Three Sheet
One Sheet
One Sheet
Three Sheet

Six Sheet
Six Sheet

Twenty-four Sheet
STOCK PRODUCTION CUTS AND MATS

Marguerite Clark in "The Seven Swans"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
Synopsis of different lengths for your newspapers, with full information in each about star, cast and director.

Dainty Marguerite Clark, following her custom of making one fairy story each year, will be seen in "The Seven Swans," a delightfully whimsical fantasy adapted from Hans Anderson's fairy tale by J. Searle Dawley, who is also the director. The story is for children of all ages, and deals with the adventures of a certain Princess Tweedledee and her seven brothers. A wicked queen, desiring to gain control of the rich kingdom over which they rule, transforms the brothers into seven white swans, and orders Princess Tweedledee thrown into a dark and gloomy dungeon filled with rats. How she escapes, and after three years and a day succeeds in saving her brothers and returning them to their human form, make a fascinating photoplay. The cast supporting Miss Clark includes handsome Richard Barthelmes as the Prince Charming, Daisy Belmore as the Witch, and others equally well known.

MARGUERITE CLARK APPEARS IN "SEVEN SWANS" AT THE ......................

Director J. Searle Dawley, who was responsible for the direction of the famous "Snow White" picture, starring Marguerite Clark, has recently directed the same star in still another fairy tale, this time an adaptation of his own from one of the Hans Anderson fairy tales--classics for children and grown-ups alike. The excellent cast includes Richard Barthelmes, Daisy Belmore, William Danforth, Augusta Anderson, and others. As the Princess Tweedledee, who saves her seven brothers from a terrible fate, Miss Clark has created one of the most winsome and whimsical roles of her entire career. "The Seven Swans," as the production has been named, will be shown at the........Theatre on........

For her latest picture, "The Seven Swans," in which she will be seen on........at the........Theatre, Marguerite Clark has chosen a fanciful, elaborate version of one of Hans Anderson's best-known fairy tales. This was adapted and directed by J. Searle Dawley, who directed "Snow White," one of the most popular films of screendom. The cast of "The Seven Swans" is exceptionally good, including such well-known players as Richard Barthelmes, Daisy Belmore, William Danforth, Augusta Anderson, and others. The story follows the adventures of Miss Clark as the Princess Tweedledee in saving her seven brothers from the clutches of the Wicked Queen, who has transformed them into swans. One of the largest sets ever used was erected by Director Dawley—a palace courtyard, measuring more than one hundred by two hundred and fifty feet.
At the Theatre on, Marguerite Clark will appear in her very latest Paramount picture, "The Seven Swans." This is Miss Clark's annual offering to kids of all ages, being nothing more or less than a whimsical, fantastic fairy tale adapted from one of Hans Andersen's by Director J. Searle Dawley. The excellent cast includes William Danforth, Augusta Anderson, Daisy Belmore, and handsome Richard Barthelmess as the Prince Charming.

Marguerite Clark is contributing more than her share to the joy of life these days at the Theatre on, in her newest Paramount production, "The Seven Swans." This was adapted from Hans Andersen by Director J. Searle Dawley, who was responsible for the direction of "Snow White" last year, one of the most famous pictures of screen history. "The Seven Swans" is a whimsical, appealing fairy story with all the charm of childhood and the lure of magic. Witches, hobgoblins, swans, the sandman and moon fairies have been woven into a story of exquisite charm.

MARGUERITE CLARK PROVES A PET THEORY

Marguerite Clark, who is appearing at the Theatre on, in "The Seven Swans," has a pet theory that no one ever really grows up. "You see," she said, "I proved it last year by appearing in 'Snow White,' an out-and-out fairy tale. The grown-ups were not prepared, and all came to see it and stayed. This year I have made 'The Seven Swans' with the expert assistance of Director J. Searle Dawley and a cast including many very popular players. The story deals with witches and fairies of all sorts and is as fantastic and appealing as little 'Snow White' of last year--and even more beautiful."

Adhering to her custom of making one picture each year for "the kids"--including, she says, those from seven to seventy-seven, Marguerite Clark will on at the Theatre be seen in her latest Paramount photoplay, "The Seven Swans," which was adapted from Hans Anderson and directed by J. Searle Dawley, who has directed Miss Clark in most of her productions, including the famous Mary Roberts Rhinehart "Bab" stories and the famous "Snow White" fairy story.
MARGUERITE CLARK IN APPEALING ROLE AS PRINCESS TWEEDLEDEE, IN LATEST PARAMOUNT PRODUCTION

The Princess Tweedledee was to marry the wicked Queen's son. All was feasting and rejoicing, and through the palace could be heard sounds of laughter and revelry. The little Princess alone was sad and silent. She was no other than dainty Marguerite Clark at work on her very latest Paramount photoplay. "The Seven Swans," which was being made under the expert direction of Director J. Searle Dawley, who also made the adaptation from one of Hans Anderson's most famous fairy stories, dear to the hearts of childhood.

Not one detail is left out. "The Seven Swans" are there and are duly transferred again to the form of the brave Princes. After Miss Clark, as the Princess Tweedledee, has worn out her patience and fingers knitting garments of sharpest nettles, the Prince Charming, as played by handsome Richard Barthelmess, appears and carries her off in triumph to his palace.

Here they lived amid the greatest splendor and were entertained by dancing and music the livelong day. All would have been well had not the spell of the Wicked Queen prevented the Little Princess Tweedledee from ever speaking to her Prince Charming. Also, she was obliged to continue her long task of weaving sharp nettles into shirts for her brothers until sometimes her white fingers were spotted with blood.

At last the Princess could see that the Prince Charming was getting tired of his silent and industrious guest, and sadly she returned to her home in the far-away Kingdom of the Seven Dials. Here what was her dismay to find the Wicked Queen ruling in place of her own dear mother!

When the Wicked Queen saw the beautiful little Princess, she immediately became very jealous and had her accused of witchcraft. At first the people would not listen to these words of the Wicked Queen, but as the Little Princess continued silent and would never say a word for herself, they-- But we will leave you to see the rest of the story for yourself at the........Theatre on........, where Miss Clark will be seen in "The Seven Swans," the most beautiful and artistic photoplay of her entire career.
A COMEDY KING APPEARS WITH MARGUERITE CLARK IN "SEVEN SWANS"

William Danforth, who plays the role of king in a mythical country in Paramount's Christmas play, "The Seven Swans," starring Marguerite Clark, although he is making his first screen appearance, is by no means unfamiliar with the king business. As a matter of fact, he has been ruler over innumerable musical comedy kingdoms, including a role of this sort in De Wolf Hopper's famous "Happyland," in which Miss Clark supported that comedian in the legitimate.

Mr. Danforth possesses the rotund figure and jovial countenance necessary for this role, and is also capable of assuming at will a ferocious or almost ludicrously balmy expression as called for. In his royal robes and with sceptre and crown he is a striking figure in "The Seven Swans," wherein dainty Miss Clark enacts the role of a bewitching princess. This picture is to be shown at the.......

MARGUERITE CLARK RECEIVES POPULARITY PRIZE CONTEST

Of the half dozen screen stars entered in the Ladies' World Magazine screen popularity contest, demure Marguerite Clark emerged the winner. At the Paramount studios at Fort Lee, New York, she recently received her prize. This took the unusual form of a huge cake, beautifully iced and garnished.

When the trophy was brought to her as she sat on her stately throne, used in the filming of "The Seven Swans," which is to be shown at the.......

Miss Clark posed for several photographs. The moment they were finished, however, she demanded a knife and sliced off generous portions, which were distributed to the motley assembly of actors in all sorts of costumes, newspaper reporters, carpenters, and others who surrounded her. "The sample was fine," averred the star later, "and after a while I'm really going to eat some of it. I often hear that I've been awarded a prize, but so seldom actually receive it."
In filming Paramount's recent photoplay starring Marguerite Clark, a fairy tale entitled "The Seven Swans," which is to be shown at the Theatre on ....... Director J. Searle Dawley made use of ten or twelve little tots around the ages of two to four years. They are supposed to be listening to a story, and it was necessary that they should appear deeply interested and amused. So Mr. Dawley, standing just out of camera range, told a very brief story, and then, after the fashion of the old-time minstrel "laughing" song, began to laugh heartily. So infectious was his mirth that the tiny actors were soon convulsed with laughter, and even Miss Clark herself, sitting among them, was forced to laugh. Verily, the picture director, these days, must be a very gifted individual indeed.

MARGUERITE CLARK SUBSTANTIALLY PROVES HER PATRIOTISM

Disproving the opinion of many that she is merely a sort of pretty shadow who flits across the motion picture screen for our entertainment, dainty Marguerite Clark has recently thoroughly proved her patriotism and energy. For the first Liberty Loan she contented herself with buying a mere hundred thousand dollars' worth of the bonds, but for the second she was indefatigable in her work to arouse interest and generosity on the part of others. She went first to Washington, D. C., where, at the Riggs National Bank on special invitation from the Liberty Loan Committee, she spent a whole afternoon personally selling bonds.

A few days later she made the trip to Cincinnati, really her "home town," where at the invitation of Mayor Fuchta, she sold bonds at the Chamber of Commerce. The star's popularity in that district brought out thousands of persons, who crowded each other in their efforts to see and speak to the star—to say nothing of surrendering their dollars in the Liberty cause.

These duties interrupted Miss Clark in the production of her customary Christmas play, "The Seven Swans," which, nevertheless, has been finished under the direction of Director J. Searle Dawley and will be shown at the Theatre on .......
THE PLAYERS

THE PRINCESS TWEEDLEDEE..............MARGUERITE CLARK
Her father, the King.....................William Danforth
The Wicked Queen........................Augusta Anderson
The Lord High Chancellor...............Edwin Dennison
The Witch.................................Daisy Belmore
Prince Charming.........................Richard Barthelness

The Princess' Seven Brothers.
Richard Allen
Jere Austin
Joseph Sterling
Fred Merrick
Leo. F. Daly
Stanley King
Gordon Dana

Director .............J. Searle Dawley

THE STORY

Once upon a time there was a beautiful little Princess Tweedledee, who lived with her father and seven younger brothers in "The Kingdom of the Seven Dials," so called because out in the great courtyard of the palace there was a sun dial erected for every Prince.

In a neighboring country called "The Land of the Bouncing Bull" because of the Queen's pet witch who lived in a large crystal ball and kept eternally bouncing, there lived a Wicked Queen. This wicked Queen wished to gain the Kingdom of the Seven Dials for herself, and in order to do this she arranged for her son, as wicked as herself, to marry the Princess.

At last the betrothal was announced and the Wicked Queen, her witch, and the bad son made the journey to the Kingdom of the Seven Dials for the engagement festival, which was customary in those lands and which became a time of dancing and feasting for all the inhabitants. Every one was happy except the Princess Tweedledee herself, who hated the Queen's wicked son and his mother, and unfortunately so far forgot her dignity as to soundly slap one of her subjects. For this she was sentenced to prison.

Now although the Wicked Queen had succeeded in getting the Princess out of the way, she realized that until the Seven Princes were disposed of she could not hope to get control of the kingdom. So she summoned her Witch. The Witch disguised herself as a beautiful woman and pretended to be drowning in the large pool in the Palace Courtyard, making such a fuss and to-do that every one of the seven brave princes plunged in to rescue her. But on account of their goodness and kindness, instead of drowning, as she had hoped, they turned into seven beautiful white swans.
This enraged the Witch, and she cast a spell over them which made them retain the form of swans until sunset every night, when for the few hours of darkness they could return to the human form. The brothers, heartbroken, flew away to a far country. In the meantime, the little Princess, now a prisoner, made her escape with the help of her friends, the moon fairies, who came sliding and tumbling down a moonbeam into her room at night, bringing her bags of sand from their master, the Sand Man. They told her to take these back to the Sand Man and he would tell her how to save her brothers. Her adventures in escaping from prison and finding the Sand Man were many and various, and the way she finally did reach him was by jumping into an upturned umbrella and sailing down the river in it.

At last she reached the Sand Man, and he took her to a cave where her seven brothers were living and told her that in order to save them she must perform a hard and difficult task. This was to weave seven shirts, one for each of her brothers, of the sharpest nettles, the kind that only can be gathered in the churchyard at midnight. In addition to this, she must never speak to any HUMAN being. This meant that she could only speak to her brothers when they were in the form of swans.

For three years and a day the little Princess struggled on at her work. One bright morning the handsome Prince Charming of that country came galloping up to the cave on his beautiful snow-white charger. Seeing the beautiful Princess Tweedledee, he fell violently in love with her in spite of the fact that he believed her to be a dumb girl. Taking her on his horse, he carried her away to his beautiful palace, where she was given dresses of silks and satins and a golden crown to wear on her head.

There was now only one thing to mar the happiness of the little Princess Tweedledee, and this was that she could never speak to the Prince, for she loved him with all her heart. She was also worried for fear that she would not have enough of the magic nettles, and she feared to go out at night to get them.

Gradually the Prince grew tired of this silent visitor who smiled so sadly and preferred to work at her strange task of weaving rather than to amuse herself with him. Seeing this, the little Princess sadly returned to her own home in the Kingdom of the Seven Dials. Here the Wicked Queen was ruling. When the little Princess reappeared, she became jealous and had her accused of witchcraft. The people easily believed this because of her queer habit of weaving nettles and going out into the churchyard at midnight to gather them, and she was sentenced to be hung.

The very morning she was to die she completed her task, and what was her joy to see the seven white swans hovering about outside her window! On her way to the gallows she had barely time to throw the seven shirts over them, and there stood her brothers. Being free to speak now, she explained everything, and the fastest courier was sent to fetch her Prince Charming. A great marriage festival next took place, and the little Princess Tweedledee became Queen of the great country over which the Prince Charming ruled.
Current Paramount and Artcraft Releases

The Eternal Temptress............................Lina Cavalieri
The Secret Game................................Sessue Hayakawa
The Land of Promise...............................Billie Burke
Tom Sawyer.......................................Jack Pickford
Nan of Music Mountain..............................Wallace Reid
The Fair Barbarian.................................Vivian Martin
Love Letters......................................Dorothy Dalton
His Mother's Boy..................................Charles Ray
THE SEVEN SWANS..............................MARGUERITE CLARK
Mrs. Dane's Defense...............................Pauline Frederick
The Spirit of '17................................Jack Pickford
Rimrock Jones....................................Wallace Reid
The Widow's Might.................................Julian Eltinge
The World for Sale.................................J. Stuart Blackton
Mary 'Gusta......................................Vivian Martin
Jules of the Strong Heart.........................George Beban

The Devil Stone......................................Geraldine Farrar
A Modern Musekteer...............................Douglas Fairbanks
Rose of the World................................Elsie Ferguson
The Bloodhound....................................W. S. Hart
Stella Maris.......................................Mary Pickford
List of Paramount Exchanges

DISTRIBUTING

"THE SEVEN SWANS"

Boston, Mass.—10 Shawmut St.
Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St.
Famous Players Film Co. of N. E.

Portland, Me.—85 Market St.
Famous Players Film Co. of N. E.

New York, N. Y.—729 Seventh Ave.
Wm. L. Sherry Feature Film Co., Inc.

Buffalo, N. Y.—145 Franklin St.
Wm. L. Sherry Feature Film Co., Inc.

New Jersey, N. J.—71 W. 23d St.,
New York.
Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St.
Famous Players Exchange.

Washington, D. C.—525 13th St.,
N. W.
Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. at 12th St.,
Famous Players Film Service, Inc.

Cleveland, Ohio—Standard Theatre
Bldg., Prospect Ave., near 9th St.
Famous Players Film Service, Inc.

Chicago, Ill.—220 S. State St.
Famous Players Film Service, Inc.

Cincinnati, Ohio—107 W. 3rd St.
Famous Players Film Service, Inc.

Detroit, Mich.—278 Jefferson Ave. E.
Famous Players Film Service, Inc.

Kansas City, Mo.—2024-26 Broadway.
Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St.
Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exch’ge
Bldg.
Famous Players Star Feature Film
Service, Inc.

Salt Lake City, Utah—133 E. 2nd So.
St.
Notable Feature Film Co.

Denver, Colo.—1749 Welton St.
Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg.
Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg.
Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh-Strong Bldg.
Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts
Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St.
Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St.
Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St.
Texas Paramount Picture Co.
A Modern Musketeer

Scheduled Release Date: 30 Dec 1917
PRESS BOOK EXPLOITATION AND PUBLICITY ACCESSORIES

MUSIC CUE SHEETS OBTAINABLE AT ALL ARTCRAFT EXCHANGES

DOUGLAS FAIRBANKS

in

"A Modern Musketeer"

Story and direction by ALLAN DWAN

ARTCRAFT PICTURES

An ARTCRAFT Picture

Released by

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE

NEW YORK CITY.
What You Should Know About "A Modern Musketeer."

This photoplay is directed by Allan Dwan, who from now on will alternate with John Emerson in directing Douglas Fairbanks. Mr. Dwan is one of the foremost producers in America, and formerly directed Fairbanks when both were with another company. The story was written by Mr. Dwan for Fairbanks.

The story has an unusual theme, presenting dashing incidents of romance in which a young man with the spirit of a gallant and adventuresome knight of old has some sensational experiences.

In "A Modern Musketeer," Fairbanks performs amazing feats. Many of the scenes were taken in the Grand Canyon of Arizona, and the work of the acrobatic star on lofty peaks, 8,000 feet above the sea level, and along the precipitous canyon will thrill any audience. In one of the scenes he climbs up the side of the canyon on a rope, with Miss Marjorie Daw hanging to his neck. Actual views of the famous Grand Canyon give the film an added value.

In addition to its sensationalism and great scenic beauty, this photoplay is replete with intensely humorous situations, and is well fitted to follow "Reaching for the Moon," Douglas Fairbanks' last production. "A Modern Musketeer" will be as well received by the public.

An exceptionally strong cast supports Fairbanks, including Marjorie Daw, the beautiful and talented young leading woman, who plays opposite Fairbanks for the first time.

Picturesque Hopi and Navajo Indians are shown in their odd dwelling places. "A Modern Musketeer" is an extraordinary production.

**ACCESSORIES**
(To Be Obtained at Your Exchange)

**Paper**
- Two one-sheets
- Two three-sheets
- Two six-sheets
- One Twenty-four sheets

**Photos**
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

**Cuts and Mats on Production**
- Five one column
- Three two-column
- Two three-column
- Stock Cuts and Mats of Star
- Three one-column
- Two two-column
- One three-column
- Rotogravure One Sheet

Advertising Layouts, Cuts and Mats
Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

**CAST**

Ned Thacker,

DOUGLAS FAIRBANKS

Dorothy Morane...Marjorie Daw

Her mother...Kathleen Kirkham

Indian guide...Frank Campeau

Raymond Peters,

Eugene Ormonde

Philip Marden...Tully Marshall

**CONTENTS**

Page
1. Cover with Billing.
2. Talking Points, Cast and list of accessories
5. Star Cuts and Mats.
6. Advertising Layouts.
7. "
8. Advertising Layouts and Slide.
9. Lithographs.
10. Cartoon
11. Scene Cuts and Mats.
12. Publicity Stories.
13. "
14. "
15. "
16. "
17. "
18. "
19. "
20. "
21. "
22. Synopsis.
Advertising Suggestions for “A Modern Musketeer.”

Post Card No. 1
(To be sent 9 days before showing)

Dear Madam:

Douglas Fairbanks will appear in a new Artcraft Picture entitled "A MODERN MUSKETEER" at the.................theatre on

This picture is in line with Mr. Fairbanks' recent productions, containing scenes of sensationalism and humor, and we are looking forward to seeing you at the theatre on that date.

Manager

Post Card No. 2
(To be sent 6 days before showing)

Dear Madam:

In "A MODERN MUSKETEER" the new Artcraft Picture about which we sent you a card a few days ago, Douglas Fairbanks plays the title role.

The story deals with the chivalry of olden days brought up-to-date. A unique theme is presented, with an all-star cast, including the beautiful young Marjorie Daw, who has just reached her sixteenth birthday.

Don't forget the date and don't forget to come, please. 

Manager

SUGGESTED LETTER
(To be sent 3 days before the showing of the picture)

Dear Madam:

Do you know that Douglas Fairbanks enjoys the distinction of being the first Motion Picture producer to be permitted by the U. S. Government to invade the Navajo Indian Reservation, for the taking of "A MODERN MUSKETEER," an Artcraft Picture? The Indian Commissioner was probably influenced to issue a permit in recognition of Mr. Fairbanks' recent services in the Liberty Loan Drive.

When they started to take the picture, the Indians were camera-shy for a few days, but Mr. Fairbanks soon ingratiated himself with them by performing eccentric acrobatic stunts and they looked on him with awe and admiration. He took his company of 50 people and spent two weeks in the Grand Canyon. Here they lived in tents and had their meals prepared by an old cowboy cook. The menu included such tempting morsels as Wild Cat Stew, Mountain Lion Roast and Untamed Mule Steak.

In filming some of the scenes in "A MODERN MUSKETEER" the company undertook a strenuous expedition from the rim of the Canyon to the Colorado River, a descent of 7,000 feet and a distance of more than 35 miles along a narrow, winding trail. Magnificent views of the Canyon are shown in this Artcraft Picture, and it was tedious work, among the clouds, 8,000 feet above the sea level, to show the Canyon in all its splendor. To hear Mr. Fairbanks describe the trip, one would imagine the acrobatic star was trying to impersonate Burton Holmes.

The story is full of dashing incidents of romance and we hope to have the pleasure of welcoming you at the.................theatre on.................to see this amusing, interesting and educational film.

Sincerely yours,

Manager

Follow Up Post Card (To be sent on day of showing)

Dear Madam:

We are looking forward to seeing you at the .................theatre today when we are showing "A MODERN MUSKETEER" with its atmosphere of the days WHEN KNIGHTHOOD WAS IN FLOWER.

Manager.
Advertising Suggestions for “A Modern Musketeer.”

LOBBY DISPLAY: On one side of your lobby you could pile stones, with openings made of cigar boxes to represent the houses in which the Cliff Dwellers lived, and have two figures or dolls—one to represent Mr. Fairbanks on the top of the stones, holding a string with a figure representing Marjorie Daw attached to the other end, and a catch line reading:

“WHERE IS THE CHIVALRY OF LONG AGO WHEN KNIGHTS FOUGHT TO DEATH FOR THEIR LADIES FAIR?”

WINDOW DISPLAY: You could tie up your Department stores, Book shops and Sporting Goods houses in the following way:

For your Department stores, have three dummies dressed up as Musketeers, with Fairbanks in the ceter, linked arm in arm with the other two, and in the background have beautiful Western scenery, showing lofty peaks and precipitous canyons. You could display Indian goods, such as blankets, baskets, moccasins, etc.

Your Stationery or Book Stores could have a window full of Dumas Works, and also the book entitled "WHEN KNIGHTHOOD WAS IN FLOWER."

The Sporting Goods house could display guns, and other sporting goods, as well as Cameras and you could have a card with the catch line:

“WHERE IS THE CHIVALRY OF LONG AGO — WHEN KNIGHTHOOD WAS IN FLOWE?”

Douglas Fairbanks in the photoplay entitled "A MODERN MUSKETEER," which is being shown at the ............... theatre on ................. will show you how he descended thousands of feet on ropes to save a girl from a horrible fate, and how he won a bride.

STREET DISPLAY: You could have three men dressed as Musketeers, parading the streets, one of them carrying a banner reading:

“THESE ARE THE THREE MUSKETEERS OF OLD. COME TO THE.................. THEATRE ON .................. AND SEE DOUGLAS FAIRBANKS IN "A MODERN MUSKETEER," DUMAS' CHARACTERS HAVE NOTHING ON DOUGLAS!”

CAR CARDS AND NEWSPAPER ADVERTISING: Take a photograph of your lobby display, and in one corner have a photograph of Douglas Fairbanks and in the other one of Marjorie Daw, with a catch line reading:

“COME TO THE ............... THEATRE ON ............... AND SEE DOUGLAS FAIRBANKS IN "A MODERN MUSKETEER," IN WHICH HE APPEARS AS A YOUNG MAN WITH THE SPIRIT OF A GALLANT AND ADVENTURESOME KNIGHT OF OLD. THE CHIVALRY OF D'ARTAGNAN, THE FAMOUS MUSKETEER AND GALLANT, THOUGH SLUMBERING ALL THESE YEARS, HAS BEEN AWAKENED, AND MR. FAIRBANKS BATTLES FOR HIS LADY LOVE IN A MANNER TO AROUSE THE ENvy OF THE FAMED DUMAS HERO.”

MUSIC SUGGESTION: Your orchestra could play "A WARRIOR BOLD" during this performance, which would be very apropos for the occasion.

ADVERTISING CATCH LINES FOR YOUR SERVICE:

"A MODERN MUSKETEER MOUNTED ON A FLIVVER."
"D'ARTAGNAN REINCARNATED IN DOUGLAS FAIRBANKS."
"SEE THE CLIFF DWELLINGS WHICH WERE INHABITED SOME 3000 YEARS AGO BROUGHT UP-TO-DATE."

ANY OTHER SUGGESTIONS WILL BE GLADLY FURNISHED BY THE EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York
Reproductions of Stock Star Cuts and Mats—DOUGLAS FAIRBANKS

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Douglas Fairbanks

"A Modern Musketeer"
Story and direction by Allan Dwan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE
Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
ADVERTISING LAYOUTS  EXACT SIZE

DOUGLAS FAIRBANKS

"A Modern Musketeer"

Story and direction by
ALLAN DWAN

An ARTCRAFT Picture

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Advertising Layouts and Slide

EXACT SIZE

DISPLAY IN THIS SPACE
Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

Beautifully colored announcement slide this size obtainable at your exchange.
There is also a Half Sheet Window Card for this production which is not shown above.
The next time you go to the Grand Canyon in Arizona, take along the family clothes line and when you get there tie it from one precipice to another devexity and back to a high escarpment again, and then proceed to climb it up and down. If possible, secure the services of a pretty, sixteen-year-old girl with blond curls and a hap-hazard smile, and save her from the Hopi Indians by carrying her on your back as you go hand over hand several hundred feet on your rope, while the canyon yawns beneath you.

In case you don't care for this form of winter exercise, the next best thing you can do is to sequester enough jitneys to take you to the nearest place where "A Modern Musketeer" is showing. That's the name of Doug Fairbanks' newest Art-craft film piece. Doug is ordained through pre-natal influence—whatever that is—to be so chivalrous and heroic that he saves fair maidens right and left, to the distress of most of them and the high amusement of those who are privileged to see him do it on the screen. In the doing Mr. Fairbanks gets away with ten or a dozen hair-breadth stunts such as the mind of normal man never conceived. And does he win the sixteen-year-old blond pippin in the end? Well, if you were the girl, what would you say?

Cuts and mats of the above cartoon can be secured from the Exhibitors' Service Department, 485 Fifth Avenue, New York City. There is no charge for the mats except that two clippings of each must be mailed to the Exhibitors' Service Department. For the cuts a remittance of One Dollar should accompany the order.
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:

Five One-column
Three Two-column
and Two Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange.
Press stories to be sent out a week ahead, and during the showing of "A MODERN MUSKETEER."

Where is the chivalry of long ago, when knights fought to death for their ladies fair? Where is the chivalry of D'Artagnan, the famous musketeer and gallant? Though slumbering all these years it has been awakened and will be shown at the............ theatre next ...........

As a modern D'Artagnan, Fairbanks is an ideal type, dashing, athletic and fearless. The flashing sword of the romantic period is replaced by the powerful left jab and the mighty right hook, and in the more sensational encounters with the trusty six-shooter. The spirit is there, however, and Fairbanks battles for his lady love in a manner to arouse the envy of the famed Dumas hero.

No whinnying charger carries his doughty rider to the fray, but the modern flivver comes in timely need, and proves much more serviceable in annihilating distance.

Fairbanks plays the part of Ned Thacker, of Kansas, who, through prenatal influence inherited the spirit of D'Artagnan. Before he was born his mother religiously read Dumas, hoping that the stork would deliver the reincarnation of D'Artagnan, a boy who might be chivalrous as her idol.

Much comedy arises as the gallantry of the youth is misunderstood, and his impetuosity in succoring females in real or fancied distress places him in embarrassing situations.
The disregard for expense shown by big motion picture producers is well illustrated in Douglas Fairbanks' latest production for Artcraft, "A Modern Musketeer, which will be shown at the .......... theatre on ......... The scenario called for scenes in the Grand Canyon of Arizona, and Fairbanks transported his entire company of fifty people there. The photoplay has an added value in presenting backgrounds of scenic splendor, which have been wonderfully reproduced by the camera.

Fairbanks' proudest boast is that he has never faked a scene. "Patrons of moving picture theatres have become too familiar with methods used in the past," he says, "and are quick to detect the genuine from the counterfeit. I never use a 'double,' for if I can't do it myself it isn't shown at all.

"In 'A Modern Musketeer' one of the biggest scenes is where we pursue the Navajo Indians who have kidnapped Marjorie Daw, and Tully Marshall and I descended thousands of feet on ropes thrown from ledge to ledge. It was mighty cold, and the wind swayed us uncomfortably."

"A Modern Musketeer" is a typical Fairbanks production, combining melodrama and comedy.

In "A Modern Musketeer," to be shown at the .......... theatre on .......... Douglas Fairbanks holds up the mirror of the past, and compares the chivalry of olden times to the present day. The photoplay is released by Artcraft, and is in line with Fairbanks' recent productions with scenes of ultra-sensationalism and humor.

Fairbanks interprets the role of Ned Thacker, of Kansas, who inherited the spirit of D'Artagnan through prenatal influence, his mother having been an ardent reader of Dumas. The self-reliance of the modern woman as compared with her sister in past generations is strikingly shown, for in many cases the chivalry of the modern D'Artagnan is mistaken, and his gallant attempts to assist ladies in distress lead to rebukes from the independent maidens who are on the alert to squelch flirtatious pests.

However, Ned finally meets his fate in the person of Marjorie Daw, who plays the part of Dorothy Morane, a tourist, and in scenes of super-heroism, done in dashing Fairbanks style, he saves the girl from a horrible fate and wins a bride.
Artcraft's release of the latest Douglas Fairbanks' production, "A Modern Musketeer," marks the reunion of Allan Dwan, as a director, with the famous star. Dwan formerly directed Fairbanks when both were with another company. He has an enviable reputation in film circles as a producer, is college bred and an athlete. Mr. Dwan alternates with John Emerson in directing the acrobatic star, and while one picture is being filmed by one director the other is preparing the scenario for the play to follow.

"A Modern Musketeer" tells the story of Ned Thacker, who has the spirit of D'Artagnan, and whose chivalry is not understood by the present generation. Like the Dumas hero, he manages to get into innumerable scrapes, some humorous and others sensational. It will be shown at the .......... theatre on ..........

In the Douglas Fairbanks production, "A Modern Musketeer," released by Artcraft, which will be shown at the .......... theatre on .........., Marjorie Daw plays the leading feminine role. Though Miss Daw but recently passed her sixteenth birthday she has already become one of the most popular players appearing in pictures. She inherits her histrionic ability from her father, who played with Edwin Booth, Richard Mansfield, Madam Sarah Bernhardt, and other well-known stage celebrities.

A number of the scenes in "A Modern Musketeer" were staged at the Grand Canyon of Arizona, and at Gallup, N. M. Many Hopi Indians were used in the picture, who took advantage of the opportunity to sell the

Continued over
Fairbanks players loads of blankets, silver jewelry and other trinkets.

Miss Daw says she had the time of her life, and enjoyed immensely playing games with the Indian girls and taking long rides down the Canyon trails.

In "A Modern Musketeer" Miss Daw is won as a bride by Fairbanks, who plays the part of Ned Thacker - a modern D'Artagnan - after he has rescued her from a Navajo Indian chief. Thrilling scenes are shown as Fairbanks does some acrobatic stunts on mountain peaks 7,000 feet above the sea-level.

A unique theme is presented in "A Modern Musketeer," the Douglas Fairbanks production released by Artcraft, which will be shown at the ............ theatre on ............ The story deals with the chivalry of olden days brought up to date by the reincarnated D'Artagnan, the Dumas hero, whose spirit presumably lives in the character portrayed by Fairbanks.

Many Hopi and Navajo Indians take part in the production, which is a combination of thrills and humor. These scenes were taken in and around the Grand Canyon of Arizona. While the scenes were being filmed Frank Campeau, who plays an Indian part, joined partnership with Fairbanks in a business deal.

It is the custom at the Canyon to pay an Indian one dollar to pose for a picture. One day Fairbanks corralled a party of twenty-seven at the El Tovar Hotel and told them of a wonderful Hopi Indian chief who had just arrived from a distant reservation in his full regalia. Naturally everyone in the party with a kodak asked to see him. Douglas took them a mile and a half down the trail. Twenty-seven cameras clicked, and a minute later as many dollars were collected by Campeau in his make-up.
In filming some of the scenes for "A Modern Musketeer," a Douglas Fairbanks production released by Artcraft, the company undertook a strenuous expedition from the rim of the Grand Canyon down to the Colorado river, a descent of seven thousand feet and a distance of more than thirty-five miles along narrow, winding trails that were just barely wide enough to allow the mules to travel, carrying the actors and supplies.

This party required forty mules, who made the trip in twenty-two hours, stopping at Bright Angels Camp, where the Fairbanks Company camped while the scenes were being staged. Despite the discomforts of the trip, the players enjoyed every minute of their primitive journey.

"A Modern Musketeer" will be shown at the ........ theatre on ........

Douglas Fairbanks and director Allan Dwan have assembled an almost all-star cast in "A Modern Musketeer," the Artcraft picture, which is the attraction at the ........ theatre tomorrow.

Frank Campeau, who has been in the last two Fairbanks productions, plays a part that equals that of Tully Marshall, who won added laurels in "Paid in Full," "The City" and "The Talker." Marjorie Daw has the leading feminine role, with Kathleen Kirkham as her mother. The latter is a well-known stock actress, who also appeared in road productions of "The Squaw Man" and "The Virginian."

Then there is Eugene Ormonde, prominent Broadway actor, Charles Stevens and Jim Mason, who are acquiring prominence as character actors.
Art Accord, the famous cowboy, Johnny Judd, champion roper, Shorty Kelso, who holds the record for bulldogging steers, and Tommy Grimes, the bucking broncho expert, also take part in this picture.

Many of the scenes were taken along the Grand Canyon of Arizona. The story is melodramatic, and Fairbanks has invented new acrobatic stunts to thrill the audience.

Douglas Fairbanks enjoys the distinction of being the first motion picture producer to be permitted by the United States Government to invade the Navajo Indian reservation, which is situated in the Canyon du Chelley, ninety miles from Gallup, N. M. The scenes taken were for Fairbanks' latest production for Artcraft, "A Modern Musketeer," which will be shown at the .......... theatre tomorrow. Indian Commissioner Sells was probably influenced in his decision to issue a permit in recognition of Fairbank's recent services in the Liberty Loan Drive. Other scenes in this picture were taken in the Grand Canyon of Arizona, where the Hopi Indians were photographed.

The principal motive for the selection of the Canyon du Chelley by Fairbanks and his director, Allan Dwan, was to secure pictures of the cliff dwellings, which were inhabited some three thousand years ago by a pigmy race of people. Their homes were built in the cliffs, three to four hundred feet above the ground. Ladders extending to the doors of their houses were made of wood and buckskin.

The Indians were camera-shy for a few days, but Fairbanks soon ingratiated himself with them by performing eccentric acrobatic stunts, and they looked upon him with awe and admiration.
Douglas Fairbanks, the acrobatic star, whose latest Artcraft picture, "A Modern Musketeer," will be shown at the theatre tomorrow, is very fond of animals. "Smiles," the pony who is known to all picture fans, and "Ginger," an Alaskan malamute dog, accompany him wherever possible. While staging "A Modern Musketeer" in the Grand Canyon of Arizona, the dog and horse were members of the company. "Ginger" is very intelligent and has been taught a number of tricks, not the least amusing of which is the way he sits up and begs for a pipe after he has been fed.

In filming the exterior scenes for "A Modern Musketeer," the Artcraft picture shown at the theatre to-morrow, Douglas Fairbanks and his company of fifty people spent two weeks in the Grand Canyon in Arizona, and then went to the Canyon du Chelley, ninety miles by pack mule from Gallup, N. M.

Here the Fairbanks organization lived in tents. Their meals were prepared by an old cowboy cook who served the largest beans in captivity twice a day. The cook was an imaginative person and improvised palatable names for his decoctions, and the menu included such tempting morsels as wild cat stew, mountain lion roast and untamed mule steak.

Reveille was sounded at five o'clock every morning, breakfast a half hour later, and at six o'clock every one was on the field ready for action.

Fairbanks did not overlook any of the high cliffs in staging his thrillers, and his admirers will see him in new and sensational stunts. Marjorie Daw, who is very sweet and young, makes her first appearance playing opposite Fairbanks. The balance of the cast includes Frank Campeau, Kathleen Kirkham, Eugene Ormonde and Tully Marshall.
One of the heroic stunts performed by Douglas Fairbanks in "A Modern Musketeer," which will be shown at the theatre tomorrow, is climbing up the side of a steep canyon on a rope with Marjorie Daw hanging to his neck.

The photoplay was staged in the Grand Canyon of Arizona, and presents Fairbanks as a modern D'Artagnan, whose adventures rival those of the famous Dumas hero. Besides heroic deeds and thrilling scenes, the film abounds in typical Fairbanks humor.

Eugene Ormonde suffers all kinds of abuse, and is finally dragged at the heels of Tully Marshall's galloping horse, which act is supposed to square a debt of the past when Ormonde played Marshall false and caused him to become a fugitive from justice.

In the latest Douglas Fairbanks production released by Artcraft now being shown at the theatre, in which Fairbanks plays the title role of "A Modern Musketeer," some remarkable night photography is introduced in scenes showing the Hopi Indians doing their "rain" and "corn" dances. These scenes were made possible by the use of flares, which cast a weird light over the dancers, and were taken in a Hopi village in Arizona, on the rim of the Grand Canyon.

Changing one's clothes in the cold, behind high rocks, is not very pleasant, but it is one of the trials of film acting when taking scenes in isolated localities. In the latest Douglas Fairbanks production, "A Modern Musketeer," released by Artcraft, which is now being shown at the theatre, many of the scenes were taken in the Grand Canyon of Arizona, and at this time of the year, at an altitude of seven or eight thousand feet, the cold is piercing.

Miss Marjorie Daw, who plays the leading feminine role opposite Fairbanks, shivered for one day and then discovered an oil stove, which was one of her most cherished possessions while in the Canyon.
In "A Modern Musketeer," Douglas Fairbanks' latest photoplay for Artcraft, now being shown at the .......... theatre, a unique use of an automobile is shown. As the modern D'Artagnan, Fairbanks comes to the rescue of a girl whose travel has been held up by a washout, and he removes the tires from his flivver and rides the rails, hauling a handcar behind with her trunks.

The picture is amusing, showing a youth who is presumably the reincarnation of the Dumas hero, and who gets into all kinds of difficulties. Like the original D'Artagnan, however, his physical prowess carries him safely through every ordeal.

SPECIAL INTERVIEW.

"I never will forget 'A Modern Musketeer,'" said Douglas Fairbanks, after he had finished filming the photoplay of that title for Artcraft. Fairbanks has won fame for the startling stunts he performs in motion pictures, but his eagerness to outdo his previous efforts resulted in his being compelled to rest for a week after the play was completed.

Some of the scenes were staged in the Grand Canyon of Arizona, and one of the thrillers injected into the story is where Fairbanks heads off the Indians who are escaping with a girl by sliding down a rope from the cliff to cliff, several hundred feet. Going down the rope was not so difficult, but when Douglas started to climb up the rope again, with Marjorie Daw, the rescued girl, clinging to his neck, he realized that he had assigned himself to some strenuous work. His hands were badly blistered and his shoulder wrecked, but the feat was performed.

Continued over
Magnificent views of the Canyon are shown in the film. It is
generally known among expert photographers that the Grand Canyon is a poor
photographic subject, due to its pronounced yellows and reds, but the Fair-
banks photographic staff carried with them mysterious boxes of scientific
accessories, determined to be the first to show the canyon in all its splendor
to the motion picture patrons.

"It was tedious work among the clouds, eight thousand feet above the
sea level," said Fairbanks, "but by the exercise of patience we secured some
excellent views. It was the ambition of the photographic staff to show the
details of the canyon, as well as its giant like vastness, and they were
compelled to wait hours, at times, for perfect lighting conditions."

Fairbanks is of an enthusiastic nature, and to hear him describe this
trip one would imagine the acrobatic comedian was trying to impersonate
Burton Holmes.

"A Modern Musketeer" is the story of a modern young man who possesses
the reincarnated spirit of the famous Dumas hero. His gallantry is
not understood by twentieth century maidens who have been fed with newspap-
ner stories of the dangers of "white slavers," and his chivalrous
attempts to assist females in distress often lead him into hot water.
This does not deter him from proffering his aid whenever an opportunity
presents, nor dampen his arduous spirit.

His valor does not go unrewarded, however, for he finally wins a
bride after he rescues her from the hands of a Navajo Indian who has
kidnapped her and intends to make her his squaw.
Synopsis of "A Modern Musketeer."

Ned Thacker, of Kansas, through prenatal influence, inherited the spirit of D'Artagnan. Six months before he was born his mother religiously read Dumas, hoping that the stork would bring the reincarnation of D'Artagnan, a boy who might be as chivalrous as her idol.

Her wish was gratified, and when Ned grew to young manhood he often became the recipient of rebukes from strange women who misunderstood him, and whom he tried to assist.

Dorothy Morane and her mother are the guests of Raymond Peters, one of the richest men in New York, on a transcontinental journey. They learn that a bridge washout will delay them, and Ned proffers the use of his Ford, which is declined by Peters. The latter is in love with Dorothy, who is only sixteen, and her mother encourages the attentions of Peters, who is forty-five. Hunger finally compels the party to accept Ned's assistance, and he drives them to a hotel. Ned drives the car, and the girl sits on the front seat with him. By the time they reach the Grand Canyon Ned has completely lost his heart.

Ned stops at the same hotel, where his great love is meagerly fed by occasional glimpses of Dorothy. He learns from a reporter that Peters has already had three wives. Peters and Dorothy start on a ride down the Grand Canyon trail with Libarido, a Navajo Indian, as their guide. Labarido is chief of the tribe. Marden, a fugitive hiding among the Indians, discloses to Ned that Libarido has long coveted a white wife, and the white men are alarmed for Dorothy's safety, and start after the girl. They find the Indians guarding against pursuit, but by lowering themselves from ledge to ledge with ropes they head off Libarido. In a terrific fight the Indians are vanquished, and Dorothy is rescued. She confesses her love for Ned, who convinces her mother of the injustice of a marriage between Dorothy and Peters and finally wins her consent to Dorothy becoming Ned's wife.
Mrs. Dane’s Defense

Scheduled Release Date: 7 Jan 1918
PRESS BOOK AND EXHIBITORS’ AIDS
Adolph Zukor presents
Pauline Frederick in

“Mrs. Dane’s Defense”
By Henry Arthur Jones
Scenario by Margaret Turnbull
Directed by Hugh Ford

A Paramount Picture

Music Cues are obtainable from your Exchange
THINGS YOU NEED TO KNOW ABOUT "MRS. DANE'S DEFENSE"

THE STAR—Pauline Frederick, the greatest emotional actress of the screen, has been furnished, in "Mrs. Dane's Defense" with a production worthy of her highest efforts.

THE PLAY—"Mrs. Dane's Defense" in which Margaret Anglin was the star, created a furore on the stage in New York City a few seasons ago.

THE DIRECTOR—of "Mrs. Dane's Defense" is Hugh Ford, who has worked with Pauline Frederick both on the stage and on the screen. He directed "Joseph and His Brethren" which was Miss Frederick's last and most popular stage vehicle as well as "Sapho" and many others of her best-known pictures.

THE CAST—is of exceptional excellence and might well be called an all-star cast. It includes Frank Losee, who has also worked with Miss Frederick since the days when she was seen on the stage and was with her in "Joseph and His Brethren"; Cyril Chadwick, Amelia Summerville, Ida Darling, Grace Reals, and Ormi Hawley.

Director Ford has spared no pains or money in the production of "Mrs. Dane's Defense," which includes sets, costumes and "properties" of unusual gorgeousness. One gown alone of lavender and silver brocade that Miss Frederick wears is worth many hundreds of dollars. The "exterior" scenes were taken on the summer estate of one of New York's most exclusive millionaires who is a personal friend of Miss Frederick's.

Mr. James Bradford, leader of the orchestra of the big Broadway Theatre, New York City, has prepared the music cues for "Mrs. Dane's Defense" which can be obtained from your exchange.

With this music and the exceptionally fine list of accessories which our Exhibitors' Service Department has assembled, "Mrs. Dane's Defense" cannot help but be one of the biggest drawing cards of your season—always remembering that advertising is oil poured on the axles of the wheels of progress—which leads to SUCCESS!

Do not hesitate to write Mr. Pierce, of the Exhibitors' Service Department. He is a specialist in his line and stands ready to help YOU at any time in any way.

<table>
<thead>
<tr>
<th>ACCESSORIES</th>
</tr>
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<tbody>
<tr>
<td>(To be obtained from your Exchange)</td>
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<tr>
<td><strong>Paper</strong></td>
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<td>Two six-sheets</td>
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<tr>
<td>One twenty-four sheet</td>
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<tr>
<td><strong>Photos</strong></td>
</tr>
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<td>Ten 8 x 10 black and white</td>
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<td>Eight 11 x 14 colored gelatine</td>
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<td>Two 22 x 29 colored gelatine</td>
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<td>8 x 10 photos of star</td>
</tr>
<tr>
<td><strong>Cuts and Mats on Production</strong></td>
</tr>
<tr>
<td>Five one-column</td>
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<td>Three two-column</td>
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<td><strong>Stock cuts and Mats of Star</strong></td>
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<td>Series of Advertising Layouts:</td>
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<td>Music Cues</td>
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Here is the cast—look it over and see whether you agree that it should be called an

ALL STAR CAST:

THE PLAYERS

**Felicia Hindemarsh**
Pauline Frederick

Sir Daniel Carteret........Frank Losee
Lionel, his son...........Leslie Austen
Lady Eastney........Maud Turner Gordon
Janet, her niece...........Ormi Hawley
Mr. Bulsom-Porter........John L. Shine
Mrs. Bulsom-Porter........Ida Darling
James Risbee............Cyril Chadwick
The Duchess of Grantham,  
                      Amelia Summerville
The Vicar............Frank Kingdom
Mr. Trent...............Howard Hall
Mrs. Trent................Grace Reals
Mrs. Dane of Canada.......Mary Navarro

CONTENTS

1. Cover—with Billing
2. About the Pictures and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued
SUGGESTIONS FOR ADVERTISEMENTS FOR “MRS. DANE’S DEFENSE”

Post Card No. 1

Dear Madam:

“Mrs. Dane’s Defense” is the photoplay coming to the ............... theatre on ............... 

In this production Miss Pauline Frederick will be seen in some strong emotional scenes in which she will wear some stunning gowns.

Don’t fail to see this intense and realistic photoplay.

Manager.

Post Card No. 2

Dear Madam:

The photoplay about which we wrote you on ............... , entitled “Mrs. Dane’s Defense,” will be one of the most striking plays in which Miss Pauline Frederick has yet appeared. It will give the public thrill after thrill because it abounds in situations that are very intense and the character of Mrs. Dane is one that suits Miss Frederick to a marked degree.

The date is ............... and the showing will be at the ............... theatre.

Manager.

PROPOSED LETTER

Dear Madam:

You, no doubt, remember the furore which Margaret Anglin created when the play “MRS. DANE’S DEFENSE” was produced on Broadway several years ago.

This play has been adapted for the screen for Miss Pauline Frederick by Margaret Turnbull, the well-known scenario writer, and was staged by Hugh Ford who has directed Miss Frederick in many of her stage and screen productions.

“MRS. DANE’S DEFENSE” is a realistic problem play, and shows a woman hunted to the last stand, straining every nerve to hide the deceit of her life, and finally succumbing in a most human way. It tells the story of Felicia Hindemarsh, a young and lovely governess who has lived in the home of the Trents in Vienna, and of Mr. Trent’s unwelcome attentions from the first day. After a struggle, she arrived at a little country station in Canada with her baby boy in her arms, and is directed to the home of Mrs. Lucy Dane, her cousin, a pretty woman of about 27, who is a confirmed invalid.

After telling her story, she asks Mrs. Dane for aid. The latter agrees to settle a very substantial fortune on her, and when she dies leaves Felicia her name as well. She then assumes her cousin’s identity, goes to a popular seaside colony of the wealthy as the rich Mrs. Dane, and numbers among her followers the husbands of many of the women of the colony who, of course, are jealous and ready to do her an injury. For the rest of the story we hope you will come to the ............... theatre on ............... 

Besides seeing Miss Frederick’s acting in this great emotional role, she will wear some notably gorgeous gowns. After trying on no less than 100 gowns, before being suited, Miss Frederick selected the Ball Gown she wears in the last scene—one of palest lavender and silver brocade.

Thanking you for past courtesies and trusting you will not fail to see this wonderful picture, we are,

Cordially yours,

Manager.
SUGGESTION FOR LOBBY DISPLAY

“Mrs. Dane’s Defense” is the story of a woman’s struggle for happiness. She fights her way from poverty and disgrace to wealth and position. Place two wax models (they can easily be obtained from your leading clothing store—see paragraph following)—one on each side of the entrance to the body of the theatre—one of them to be dressed in tatters, forlorn and ragged, the other in the latest and most gorgeous fashion. A sign on the first reads: “From this” and on the second “To this.” Overhead you could place a sign saying “Pauline Frederick transforms herself” (From this—to this).

CO-OPERATION WITH YOUR LEADING CLOTHING STORE

As “Mrs. Dane’s Defense” stars the beautifully gowned Pauline Frederick in some of her newest creations, why not arrange a fashion show in connection with the picture. The stores will be glad to work with you—they might place models of the gowns Miss Frederick will wear in their windows with large signs announcing the Fashion Show on the same days the picture will be shown at your theatre.

MAKE THE FASHION SHOW A SOCIETY EVENT

Many Exhibitors have found that by inducing several of the prettiest and most popular girls of the city to wear the gowns, great interest has been aroused and the girls and their friends become greatly interested. Issue invitations and have reserved seats for the guests.

SUGGESTED WINDOW CARDS

A half dozen of the star cuts of Miss Frederick wearing some of the gowns and advertising the picture and the Fashion Show in connection with it could be placed on a card in all the stores, in street cars, etc.

USHERS COULD CARRY OUT THE FASHION SHOW IDEA

The ushers could either be good-looking girls made up as wax models and wearing stunning frocks or as maids in black with tiny white aprons and caps—or if men, as lawyers in cap and gown—there is a big trial scene.

HOUSE ORGANS

You could photograph your ushers, your lobby with the wax models or anything else you had done and make it the front cover of your house organ, making sure to include a comprehensive synopsis and cast of the story itself. If your house organ is attractive people will want to keep a file of them, marking the pictures they have liked the best. You could provide a sort of holder or cover that they could bind them together in. This has proven very successful.

HERALDS

Attractive heralds are always made up for Pauline Frederick—these can be obtained at your Exchange and you will probably find that people will greatly appreciate them. They contain a rotogravure star picture, the story and the cast, beside a full-page layout of interesting scene cuts.
"What an opportunity!" laughed Pauline Frederick at the Paramount studios the other day, when asked to "talk about herself." "Do you realize," she continued, "what you are in for?

"There's nothing anyone likes more than that—for one unconsciously is able to put real 'sympathetic touches,' as we call them in filmdom, into the story of one's own life.

"For instance, the mere fact that I was born in Boston is of paramount interest to me (no play on words intended) and the further detail that I went to school there and in New York, together with the fact that I was a great trial to my teachers, also interests me probably more than any one else. Nevertheless I succeeded in finishing school with about the same amount of acquired knowledge to my credit as other children and soon afterwards commenced studying for the stage.

"It has always amused my friends that my very first appearance on the stage should have been in a roaring farce—'Rogers Brothers in Harvard,' when I so much desired to become a great tragedienne—a second Bernhardt! However, keeping my goal always in sight, I struggled and fought my way towards it, successive stepping stones in that direction having been, 'It Happened in Nordland,' 'A Princess of Kensington,' 'The Girl in White,' 'The Little Gray Lady,' 'Toodles,' 'Samson,' 'Innocent,' and 'Joseph and His Brethren,' in which I appeared on the stage.

"At about the time I was finishing 'Joseph and His Brethren' various motion picture companies began making me very alluring offers to appear on the screen, among them Paramount whose offer I accepted. The engagement began with a trip to Italy where we filmed 'The Eternal City.' This proved successful and I had by that time become so enamoured of the screen that it was easy to give up the stage permanently. The work is so different, so very much more varied and interesting than stage work that I for one, greatly prefer to work before the camera than on the speaking stage.

"From this point there is not much to tell that isn't already so woven into screen history that everyone already knows it. Photoplay after photoplay was ground out of that magic box men call the camera, and each one taught me its lesson so that the next was easier, more complete and comprehending and the scope of my emotions broadened with each. For at last, you see, I have become what I aimed at as a very young girl—an emotional character actress—the star is nearly within my grasp—the goal nearly reached. I say 'nearly' because one never quite realizes all one's ambitions—that would be impossible, and a sorry state of affairs, too, for what would there be left to work for?"

With that the star flashed one of her famous, all-including smiles and left us pondering mighty things—goals and ambitions—and a beautifully arched pair of eyebrows!
Illustration is a reduction of size

ISSUED IN SETS OF TEN,

Top Row—Two Three-column
Centre Row—Three Two-column
Bottom Row—Five One-column

Always Obtainable at Your
Ad-Cuts and Mats It Will Pay You to Use

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade-getters; the three column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

Adolph Zukor presents

Pauline Frederick
in
Mrs. Dane's Defense
By Henry Arthur Jones
Scenario by Margaret Turnbull
Directed by Hugo Ford

See Pauline Frederick's greatest screen triumph. A powerful emotional play that will burn its way into your consciousness and stay there for many a day.

Adolph Zukor presents

Pauline Frederick
in
Mrs. Dane's Defense
By Henry Arthur Jones
Scenario by Margaret Turnbull
Directed by Hugo Ford

Would You Marry Him?
if you were in the same predicament as "Mrs. Dane?" You'll have to see this picture, get all the "ins and outs" of its vital plot before you can intelligently answer the question. Don't miss it.

Your orchestra is one of your best selling features. Tell your people what its program is in this space.

Admission Prices

Paramount Theatre

Single-Column Half Tone

Double-Column Line Cut
Adolph Zukor presents
Pauline Frederick in
“Mrs. Dane’s Defense”
By Henry Arthur Jones
Scenario by Margaret Turnbull
Directed by Hugh Ford

The greatest stage success of its season brought to you by one of the very greatest emotional actresses of the screen. A powerful heart interest story that you cannot afford to miss.

All Week
at This Theatre

Paramount Theatre

Felicia “puts one over”
on one of the greatest minds of the “upper crust” and wins only to lose. You’ll have to see this photoplay, picturized from the greatest stage success of its season, to understand the real depth of its vital plot. Don’t miss it.

Here’s a good place to boost your orchestra. Tell your people what it’s playing

Admission Prices

PARAMOUNT THEATRE
See Pauline Frederick’s Greatest Picture
This story was the furore of its season when presented on the stage. As portrayed by Miss Frederick its vital, emotional moments attain such heights as to make it a picture you simply cannot afford to miss.

All Week at This Theatre

Here’s a good place to tell them what a fine orchestra you have

Admission Prices

Paramount Theatre
Miss Frederick's Greatest Picture

Miss Frederick has taken a story that created a furore when presented on the stage and re-created it into a picture that seems to breathe. Its emotional moments, its tense scenes, and vital plot have never been equalled on the screen.

The Strand and Rialto Theatres in New York invariably mention their musical programs in their advertisements; why don't you?
Cover Your Town With This Paper
You will fill every seat at every performance

Always available at your exchange

Three-sheet

One-sheet

One-sheet

Three-sheet

Three-sheet

Six-sheet

Six-sheet

Twenty-four-sheet Stand
This illustration is a layout of the production cuts

**ISSUED IN SETS OF TEN, CONSISTING OF**

- **Top Row**—Two Three-column Cuts and Mats
- **Centre Row**—Three Two-column Cuts and Mats
- **Bottom Row**—Five One-column Cuts and Mats

Always Obtainable at Your Exchanges
Press stories to be sent out a week or ten days in advance of first showing of MRS. DANE'S DEFENSE

MRS. DANE'S DEFENSE

Pauline Frederick, who will appear at the ........ Theatre shortly in a Paramount screened version of Henry Arthur Jones' famous play, "Mrs. Dane's Defense," will wear some especially stunning gowns. One of these, an evening gown of heaviest brocade, is notably gorgeous. Miss Frederick tried on over two hundred dresses before she was satisfied with the effect. Hugh Ford who directed the picture says that "Mrs. Dane's Defense" will be one of Miss Frederick's most popular and elaborate productions.

YOUNGEST ACTOR IN HER COMPANY WINS PAULINE FREDERICK'S HEART

There has recently been much talk of child actors both on the stage and screen and speculation as to whether these tiny tots ought to be allowed to make their professional debut at so early an age. Probably one of the youngest actors ever appearing on the screen is little Billy Thompson, aged 14 months, who works with Pauline Frederick in that actress's latest Paramount picture, "Mrs. Dane's Defense," which is to be shown at the ........ Theatre on .......... Billy greatly enjoyed his work and proceeded at once to make friends with every member of the cast. Miss Frederick herself was so enamored of his dimpled charms that she tried to adopt him but met with two determined obstacles in the persons of Billy's father and mother.

"Mrs. Dane's Defense," the clever play of Henry Arthur Jones which created a veritable sensation on the stage several years ago, has been chosen by the Paramount company for picturization by Miss Pauline Frederick, one of the screen's greatest emotional actresses. Manager ........ of the ........ Theatre has arranged to show "Mrs. Dane's Defense" at his theatre beginning ...........

Hugh Ford, who has directed Pauline Frederick in many of her most famous pictures, is now working with her on "Mrs. Dane's Defense," which will be the attraction at the ........ Theatre on ............ This is adapted, with hardly any changes, from the original play by Henry Arthur Jones, which created a veritable furore at the time of its stage presentation.
"CANADIAN" SCENES FILMED IN YONKERS, N. Y.

The exterior scenes of "Mrs. Dane's Defense," most of which were supposed to be "Somewhere in Canada," were in reality taken outside of Yonkers, New York. This is the town that is known to its inhabitants as the "finest town in the country"—and to New Yorkers as "the jumping off place." Pauline Frederick, the star of "Mrs. Dane's Defense," being a thorough New Yorker, naturally regarded it as such until she had the good fortune to see it. The scenes which were taken near Yonkers are some of the most beautiful in the entire production of "Mrs. Dane's Defense," which it is said, contains some exquisite photography. "Mrs. Dane's Defense" will be shown at the ........ Theatre on ..........

PAULINE FREDERICK ACKNOWLEDGES THOUSANDS OF BIRTHDAY GIFTS

Pauline Frederick's recent birthday brought her many surprises this year, most of them in the shape of gifts and remembrances from her unknown friends all over the country. Miss Frederick had not supposed that many people outside of her immediate circle of friends even knew of the event. She received such an overwhelming amount of these gifts that she was obliged to have her acknowledgments printed as follows:

"I take this means of thanking all the dear people who so kindly remembered my recent birthday. Coming from those whom I do not know and have never seen, the many useful little gifts and messages of love are of greater value than if I had borne an intimate acquaintance with you all. Each birthday adds another year to a woman's life and sometimes birthdays begin to make us feel that perhaps after all we are quite grown up, but if one can continue to advance in years surrounded by the kindly hearts and loving sympathy such as you have shown to me, then one can always grow old gracefully, knowing that the deeds of the past will always retain the respect and love of the future.

"(Signed) PAULINE FREDERICK."

Many and strange is the wide variety of "props" to be found in a modern motion picture studio, and their range is from the East to the West and their date from the days of Caesar to those of the present. For example, a wax wreath, carefully preserved under a glass globe will be hobnobbing with the most modern of popular novels, while over in a corner a suit of armor is topped by a tall silk hat. One of the most elaborate "props" of which the New York City Paramount studio boasts is a complete set of lawyers' books—numbering over five hundred. Faked backs of books were tried in the sets requiring a library or a lawyer's office and were found to be so unsatisfactory that a complete set of the huge, legal and imposing looking volumes were bought and are kept ready for use in the Paramount studios. These books appear in "Mrs. Dane's Defense," which is Pauline Frederick's latest Paramount picture and which is to be shown at the .......... Theatre on ...........
Press stories to be sent out two or three days in advance of the showing of MRS. DANE’S DEFENSE

Pauline Frederick, the Paramount actress who is at present appearing in "Mrs. Dane's Defense" at the .......... Theatre, has often said she would rather drive any kind of a motor than anything else in the world and is more at home in an automobile than in a drawing room. She had an excellent opportunity to prove the sincerity of her words the other day when some scenes for her latest Paramount photoplay, "Mrs. Dane's Defense" were being taken at Yonkers, New York. Her newest car, a Rolls-Royce, got fractious and wouldn't go any further. Not to be daunted, Miss Frederick demonstrated her intrepid spirit by fearlessly entering a Ford, and moreover, driving the thing successfully to the remote "location" where her director and the rest of the cast were anxiously awaiting her.

HUGH FORD AT THIRTY STANDS AT HEAD OF HIS PROFESSION

Hugh Ford, the well known director of many of Pauline Frederick's Paramount productions, both on the stage and on the screen, is one of the youngest directors, being only thirty, and has to his credit an amazingly long list of successes, including on the stage, "Joseph and His Brethren," starring Pauline Frederick; "The Garden of Allah," a stupendously beautiful production; and many others. On the screen, he has produced, among others, "Such a Little Queen," starring Mary Pickford; "The Slave Market," with Pauline Frederick; "Sapho," with the same star, and now "Mrs Dane's Defense," with Miss Frederick again, which is to be shown at the .......... Theatre on ........

Mr. Ford was born at Washington, D. C., and started his school career in that city. He finished it, however, at the University of California, and since then has lived mostly at New York City where his numerous duties have kept him one of the busiest and most popular of stage and screen folk.

In her latest Paramount photoplay, "Mrs. Dane's Defense," Pauline Frederick's portrayal of a woman hunted to the last stand, straining every nerve to hide the deceit of her life and finally succumbing in a most human way, is a masterpiece and entirely up to her usual high standard. "Mrs. Dane's Defense," which was adapted for the screen by Margaret Turnbull, the well known scenario writer, has been directed by Hugh Ford who has directed Miss Frederick in many of her stage and screen productions.
Frank Losee, the popular film star who has recently been appearing with Marguerite Clark in the "Bab" stories, will be seen in "Mrs. Dane's Defense," in which Pauline Frederick is starring at the .......... Theatre, beginning on ..........  

Frank Losee makes an excellent Sir Daniel, kind hearted, not unsentimental, but withal the just judge. His long scene with "Mrs. Dane" in the last reel and the famous cross examination scene are the most noteworthy points of his remarkable performance.

PAULINE FREDERICK WINS LAURELS AS AN "AFTER DINNER SPEAKER"

At a recent dinner tendered her at the Ritz in New York City, Pauline Frederick demonstrated her powers as an after dinner speaker and more than ever before in her whole enthusiastic career, demonstrated her opinion of the "silent drama" as an Art—with capital A. Quoting Charlotte Cushman's words, she said in regard to the motion picture: "My own equals all other arts and is a little in advance of them all because it embodies the result and consummation of all the rest. When God created the world, that was poetry; when He gave it form, that was sculpture; when He put in the colors, that was painting; but when he introduced living, breathing human beings, that was the (silent) Drama."

When asked her opinion on "the actress of tomorrow," Pauline Frederick recently said at the Paramount studios, where she was posing for the photoplay, "Mrs. Dane's Defense": "The actress of tomorrow? Ah, she will be a wonderful all-around sort of a woman who will have studied, who will be a cosmopolitan, who will be a linguist and who will be familiar with all of the arts, from poetry to cooking, inclusive. That sounds like a rather heavy demand to put upon the dainty shoulders of 'the actress of tomorrow,' but she will be able to fulfill them, you mark my words." With which the famous star turned to her knitting which she had forsaken just long enough to deliver her very pronounced views on her Successor.

If ever there was an actress who could reach the high standard set by Miss Frederick, it is her beautiful self, for Pauline Frederick is one of the most accomplished stars of filmdom, being a fluent linguist, something of an artist, an adept at cooking and household "arts" as well as an all-around sportswoman. "Mrs. Dane's Defense," which is her latest Paramount photoplay, is to be shown at the .......... Theatre from .......... to .......... afternoons and evenings, inclusive.
HENRY ARTHUR JONES' FAMOUS DRAMA, "MRS. DANE'S DEFENSE," CHOSEN AS VEHICLE FOR PAULINE FREDERICK

The most recent vehicle for Pauline Frederick, the noted character and emotional actress, was decided upon by the Paramount scenario department as "Mrs. Dane's Defense," the drama by Henry Arthur Jones, celebrated as one of England's foremost dramatists, and which was one of the most successful stage plays of its time, having created a veritable furore.

It was a striking "realistic" problem play and gave the public thrill after thrill by its tense dramatic moments and its remarkably clever drawing. Margaret Anglin created the role of Mrs. Dane in America and achieved a memorable success. The play is one abounding in situations that are poignant in their intensity and the character of Mrs. Dane is one that suits Pauline Frederick's dramatic technique to a marked degree.

Hugh Ford directed the Paramount adaptation of "Mrs. Dane's Defense" and has lavished upon it the utmost care, and a most exquisite background and his skill and attention to detail have translated the play to the screen in a manner that leaves little to be desired. There have been very few changes made in the process so that the production will have lost none of its value in the transmuting process.

From the roles of the loyal little wife in "Double Crossed" and the heroine of "The Hungry Heart," longing for a place in the life of her husband, the transition to the part of Mrs. Dane is no slight one, but with her remarkable versatility and her ability to conceive a character rapidly and accurately, Miss Frederick is said to have brought to the screen interpretation of the role a degree of artistry seldom equalled and never excelled.

A cast of exceptional excellence has been provided to support the star, including Frank Losee, who recently has been appearing with Margaret Clark in that star's "Bab" photoplays, three in number so far.

The costuming in "Mrs. Dane's Defense" is particularly elaborate, some of the gowns worn by Miss Frederick herself being of more than usual splendor. The ball gown that she wears in the last few scenes is one of the most elaborate of her entire collection, and Miss Frederick said that she tried on no less than a hundred and twenty-five frocks before she was suited with that one, of palest lavendar and silver brocade, which even at that had to be made over entirely.
For the Exhibitors’ information and house organ—the players and the story of

MRS. DANE’S DEFENSE

THE PLAYERS

FELICIA HINDEMARSH ........ PAULINE FREDERICK
Sir Daniel Carteret ............ Frank Losee
Lionel, his son ................. Leslie Austen
Lady Eastney .................. Maud Turner Gordon
Janet, her niece ............... Ormi Hawley
Mr. Bulsom-Porter ............ John L. Shine
Mrs. Bulsom-Porter ........... Ida Darling
James Risbee .................. Cyril Chadwick
The Duchess of Grantby ....... Amelia Summerville
The Vicar ...................... Frank Kingdon
Mr. Trent ...................... Howard Hall
Mrs. Trent .................... Grace Reals
Mrs. Dane of Canada .......... Mary Navarro

Director, Hugh Ford

THE STORY

Felicia Hindemarsh, young and lovely, though with a rather haunted
manner, arrives by train at a little country station in Canada. The
station master directs her to the home of Mrs. Lucy Dane, her cousin, a
pretty woman of about twenty-seven, who is a confirmed invalid.

The latter is, at the time of Felicia’s arrival, very ill, but con-
sents to interview her young cousin who has been abroad for several years.
Felicia, who has brought a baby boy in her arms, tries to tell her cousin
the story of those years spent in Europe,—at Vienna. She tells of having
taken a position as governess in the home of the Trents, and of Mr.
Trent’s unwelcome attention from the very first day. She had been sev-
teen at the time, and the affair had progressed rapidly, guided by the
wily Mr. Trent.

From then the sordid little tale became a tragedy,—how Mrs. Trent,
learning of the affair had committed suicide, and how her husband had the
lost complete control of his mental faculties and become a raving maniac.

Felicia had tried again and again after her boy was born to make a
fresh start, but each time the scandal had followed her. Having finished
the story, Felicia begs her cousin for aid—and not in vain. The latter
arranges to settle a very substantial fortune on her, and in case of her
death, to leave Felicia her name as well.

The scene next shifts to an old cottage in Devonshire, where Felicia,
now known as "Mrs. Dane," having assumed her cousin's identity at her
death, leaves her boy in the care of her own old nurse and starts out to
face life anew. She goes to Sunningwater, a popular seaside colony of the
wealthy, and, always as the rich Mrs. Dane, rents an expensive house.

It is at Sunningwater that she meets Sir Daniel Carteret, the famous
lawyer, noted for his searching cross examinations, and his adopted son
Lionel. The latter falls madly in love with Mrs. Dane. He is not her
only admirer, however, as she numbers among her followers the husbands of
many of the women of the colony, who, of course, are jealous and ready to
do her any injury. One of these women, Mrs. Bulsom-Porter, learns from Risbee, her nephew, that he believes Mrs. Dane to be the Felicia Hindemarsh of the Vienna scandal episode.

Later Risbee is touched by Mrs. Dane's charm and denies that she is "the Hindemarsh girl." But the poison has already gotten in its deadly work and tongues are beginning to wag.

Mrs. Bulson-Porter does not believe Risbee's denial of Mrs. Dane's identity, and hires a private detective who proves beyond a doubt that she is Felicia Hindemarsh. When he returns with the proof against her, some instinct warns Mrs. Dane to head him off and she succeeds in winning him over to her side so that he also denies her identity.

In the meantime, Lionel is insisting on a publicly signed apology from Mrs. Bulsom-Porter. He also asks Mrs. Dane, merely as a matter of form, to write out a statement that will disprove the accusations being made against her. She struggles through this for his sake.

Lionel's father, the famous barrister, in reading this written explanation, becomes suspicious and questions her. She answers too hastily and contradicts herself. Lady Eastney, a wealthy friend of Mrs. Dane's and about the only woman who has stood by her, enters Sir Daniel's study at that moment for the apology which Mrs. Bulsom-Porter has come to sign. "She is Felicia Hindemarsh, I cannot ask for an apology," Sir Daniel tells her. "I can," is Lady Eastney's only answer as she takes the paper out of the room for Mrs. Bulsom-Porter to sign.

Mrs. Dane then makes Lionel's father tell him the truth, but the boy persists that he will marry her in spite of everything. There is triumph at her victory and love for Lionel in Mrs. Dane's eyes until Sir Daniel, determined that his foster son shall not make a misalliance, asks her what she will do when Lionel begins to remember how she has lied to them all,—when he will begin to be doubtful and suspicious of her. "And," he adds as a last resort, "what of your child? Do you owe him nothing?"

To these queries she has no answer and the last we see of her, she has returned to the little cottage in Devonshire, and when Lionel seeks her out there, she sends him away, turning to her boy for consolation.

The "Exhibitors' Service Department" is interested in you. Write them. Tell them your troubles. They'll help you.
List of Paramount Exchanges
DISTRIBUTING
“MRS. DANE’S DEFENSE”

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.
New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.
Portland, Me.—85 Market St., Famous Players Film Co. of N. E.
Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co.
Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.
23rd St.—71 West 23d St., Famous Players Exchange.
Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.
Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.
Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.
Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.
Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.
Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.
Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.
St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.
Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.
Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.
Denver, Colo.—1749 Welton St., Notable Feature Film Co.
San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.
Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.
Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.
Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.
Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.
New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.
Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.
Adolph Zukor presents

ELSIE
Ferguson

in
Rose of the World

By Agnes and Edgerton Castle
Scenario by Charles Mainge
Directed by Maurice Tourneur

Released by
ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVENUE 
NEW YORK CITY.
What You Should Know About "Rose Of The World."

"Rose of the World" is adapted for the screen from the book by Agnes and Edgerton Castle. The scenario was written by Charles Maigne. The Castles have won fame in the literary world for the gripping suspense and mystery of their stories, and "Rose of the World" was their crowning achievement.

Miss Elsie Ferguson is the star, this being her third appearance in pictures, all three being released by Artcraft. Miss Ferguson is especially suited to heavy roles, having won her greatest successes on the regular stage in characters similar to "Rosamond," the highly emotional part she interprets in "Rose of the World." This story was selected for Miss Ferguson on account of the many intensely dramatic situations it presented. She is one of the few really great stars possessing youth, beauty and talent, and as the widow of a war hero she makes an appealing figure.

Maurice Tourneur, the wizard of the screen, directed the production. The play is staged in India and London, and the settings are faithful and elaborate. Mr. Tourneur has selected Miss Ferguson's supporting cast with a rare degree of skill, and weird types add an Oriental atmosphere to the interesting story.

The photoplay will undoubtedly cause favorable comment throughout the country as an artistic and dramatic offering of extraordinary merit. ARTCRAFT pictures are admittedly the best photoplays in the world, and "Rose of the World" is one of the best released by Artcraft.

FOR ADDITIONAL ADVERTISING AND PUBLICITY SUGGESTIONS REGARDING ARTCRAFT PICTURES READ PROGRESS-ADVANCE EVERY WEEK—IF YOU ARE NOT ON THE MAILING LIST YOU SHOULD SEND YOUR NAME IN AT ONCE.

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<th>ACCESSORIES</th>
<th>CAST</th>
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<tr>
<td>Paper</td>
<td>Rosamond English, ELSIE FERGUSON</td>
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<td>Capt. Harry English, Wyndham Standing</td>
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<td>Two threesheets</td>
<td>Lieut. Bethune .. Percy Marmont</td>
</tr>
<tr>
<td>Two six-sheets</td>
<td>Lady Cunningham .. Ethel Martin</td>
</tr>
<tr>
<td>One twenty-four sheets</td>
<td>Aspasia, her daughter, June Sloane</td>
</tr>
<tr>
<td>Photos</td>
<td>Sir Arthur Gerardine, Clarence Handysides</td>
</tr>
<tr>
<td>Ten 8 x 10 black and white</td>
<td>Jani, a servant .. Marie Benedetta</td>
</tr>
<tr>
<td>Eight 11 x 14 colored gelatin</td>
<td>Mary, a servant .. Gertrude LeBrant</td>
</tr>
<tr>
<td>Two 11 x 14 colored gelatin</td>
<td>Dr. Chatelard .. Sloane De Masber</td>
</tr>
</tbody>
</table>

CONTENTS

2. Talking Points, Cast and list of accessories.
5. Star Cuts and Mats.
6. Advertising Layouts.
7. " " "
8. Advertising Layouts and Slide.
9. Lithographs.
10. Scene Cuts and Mats.
11. Publicity Stories.
12. " " "
13. " " "
14. " " "
15. " " "
16. " " "
17. " " "
18. " " "
19. " " "
20. Synopsis.
21. "
Advertising Suggestions for "ROSE OF THE WORLD"

Post Card No. 1
(To be sent 9 days before showing)

Dear Madam:

Miss Elsie Ferguson will appear at the ................. theatre on ................. in a new Artcraft production called "ROSE OF THE WORLD."

It was in a character similar to the one she plays in this picture that won Miss Ferguson her greatest success on the regular stage, and we hope you won't miss seeing her in this picture.

Manager

SUGGESTED LETTER
(To be sent 3 days before showing)

Dear Madam:

As you probably know, Miss Elsie Ferguson has only recently devoted herself to Motion Pictures, having the distinction of being the only big star of the legitimate stage who has held out so long against the temptation of repeated Motion Picture offers for her services.

There are various reasons why many stage stars have been flat failures as screen artists, the main one being that the eyes of the camera are searching and the lights in the studio pitiless. Actors who, on the stage, have been able to cover defects in their appearance with grease paint cannot hope to camouflage in a picture.

Miss Ferguson won stardom at a very early age. She leaped into popularity as a Motion Picture Star with her first appearance because she is in the full bloom of youth, vigor and beauty.

IN "ROSE OF THE WORLD" Miss Ferguson plays an extremely heavy role in which the mental tortures she undergoes cause her hair to turn white. Nothing short of the supernatural could remove the difficulties that beset the fair Rosamond and restore her to happiness. Her transition from happiness to grief is very natural and splendidly done.

May we hope to have the pleasure of seeing you at the ................. theatre on ................. when we present this picture?

Sincerely yours,
Manager

Follow Up Post Card (To be sent on day of showing)

Dear Madam:

Don’t forget, please, that today we are showing the Artcraft photoplay entitled "ROSE OF THE WORLD" at the ........ theatre. This play with Miss Elsie Ferguson as the star teaches a strong moral to young wives who might not be as fortunate as Rosamond, who in the end, finds happiness through a unique twist of fate.

Manager.
Advertising Suggestions for "ROSE OF THE WORLD"

LOBBY DISPLAY: Have a cut-out made of a large round globe to represent the World and in the center a smiling face of a pretty girl, looking at a small rose which she is holding in her hand.

You could also have a huge glove, representing the world, and a large American Beauty Rose in the center with the face of a beautiful girl looking out from the petals, and in one corner the picture of a dashing young Army Officer, holding an open diary in his hand, which he is reading with a smile.

WINDOW DISPLAY: Take a reproduction of your Lobby Display, and you might have in addition three men dressed in uniform, one as a Captain, one a Lieut.-Governor and the other in the uniform of a Major, and a card reading:

"Come to the.............theatre on.................and see how Miss Elsie Ferguson unravelled the domestic tangle into which these three officers placed her."

Your department store could display all kinds of Oriental articles, as the scenes are laid in India, and these articles might suggest attractive Christmas presents. Your local stationer would have a good chance to display his Diaries and all kinds of New Year Books which would make appropriate Christmas presents to send to the soldiers.

Your local florist could fill his windows with American Beauty Roses, and have a card reading:

"Don't fail to see Miss Elsie Ferguson at the.............theatre on.................in the new Artcraft photoplay entitled "ROSE OF THE WORLD." And under it a line reading:

"What's in a name—a Rose by any other name would smell as sweet—"

This would also give an opportunity for displaying all kinds of beautiful vases and bouquet holders.

STREET DISPLAY: Mount a float on an automobile and have it covered with American Beauty Roses and a card reading:

"ROSE OF THE WORLD" is the name of the new Artcraft picture with Miss Elsie Ferguson as the star, which is to be shown at the.............theatre on................."

CAR CARDS: Have a reproduction of your lobby display and a card reading:

"MISS ELsie FERGUSON WILL APPEAR AT THE.............THEATRE ON.................in an elaborate Artcraft Photoplay entitled 'ROSE OF THE WORLD.'"

HOUSE ORGAN: Take a photo of your Lobby Display and put on the cover of your House Organ with an attractive picture of Miss Ferguson in one corner.

NEWSPAPER ADVERTISEMENT: Take a Photograph of your Lobby Display and have a notice reading:

"If you were a beautiful young woman and your first husband had been a dashing Army Officer and your second husband was an old man whom you married in a moment of weakness, and you found your love for your dead husband growing stronger until you could not bear the presence of your second husband and to complicate matters, if your first husband's best friend fell in love with you, what would you do?"

Come to the.............theatre on.................and see how Miss Elsie Ferguson handled the situation in the Artcraft photoplay entitled "ROSE OF THE WORLD."

FOR FURTHER SUGGESTIONS WRITE TO EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York
Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Adolph Zukor presents

**ELSIE FERGUSON**

*Rose of the World*

By Agnes and Edgerton Castle
Scenario by Charles Maigne
Directed by Maurice Tourneur

AN ARTCRAFT PICTURE

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Adolph Zukor presents

ELSIE FERGUSON

in

Rose of the World

By Agnes and Edgerton Castle
Scenario by Charles Maighe
Directed by Maurice Tourneur

AN ARTICRAFT PICTURE

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Adolph Zukor presents

**ELSIE FERGUSON in**

*Rose of the World*

An Artcraft Picture

**Display in This Space**

Name of Theatre, Location, Time of Performance, Prices, Dates of Showing, etc.

Beautifully colored announcement slide this size obtainable at your exchange.
LITHOGRAPHS

Twenty Four Sheet Poster

Six Sheet Poster

Six Sheet Poster

One Sheet Poster

One Sheet Poster

Three Sheet Poster

Three Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:

- Five One-column
- Three Two-column
- and Two Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange.
Press stories to be sent out a week ahead and during the showing of "ROSE OF THE WORLD"

A new Elsie Ferguson photoplay, released by Artcraft will be soon shown at the .......... Theatre, according to Manager ..........., entitled "Rose of the World," a dramatization of the well-known book by Agnes and Edgerton Castle.

In this subject Miss Ferguson will be seen in a role similar to those in which she has won her greatest triumphs on the regular stage. The press of the country has been flooded with praise by dramatic critics of Miss Ferguson's emotional work, and she is given wide latitude for the display of her exceptional talents in this direction in "Rose of the World." As Rosamond, the heroine of the story, she encounters incidents of such dramatic intensity that her hair turns white.

The story has a military atmosphere, and the role of Miss Ferguson carries much sympathy as the wife of a dashing young captain who loses his life in a heroic manner. In portraying the events that disturbed the life of Rosamond she rises to sublime heights of artistry. Her work on the stage as the star in "Such a Little Queen," "Shirley Kaye," "Outcast," "Margaret Schiller," and other successful plays, placed her on the top rung of the histrionic ladder, but all her past endeavors are eclipsed in the remarkable interpretation she has made in her latest film play, "Rose of the World."

Maurice Tourneur, the noted French master, produced the picture, which is the last word in direction and artistic stage setting. Many of the scenes are laid in India, and the different types of East Indians are accurately shown.

Continued over
Miss Ferguson only recently devoted herself to motion pictures, having the distinction of being the only big star of the legitimate stage who held out so long against the temptation of the motion-picture magnates who made repeated offers for her services. Owing to her great beauty and her exceptional dramatic talent, Miss Ferguson was well adapted to motion picture work.

Patrons of the .......... Theatre will have an opportunity of seeing the beautiful Elsie Ferguson in an exceptionally heavy role on .........., when the Artcraft picture, "Rose of the World," will be exhibited.

The film story is adapted from the widely read novel by Agnes and Edgerton Castle, and Miss Ferguson plays the part of Rosamond, the wife of Capt. Harry English, an officer in the British army, who is slain by the natives in India. Rosamond marries Sir Arthur Gerardine, the aged lieutenant-governor, and then discovers that her love for her first husband is constantly increasing, until the very presence of Sir Arthur is repugnant to her. A friend of Capt. English, Major Bethune, complicates matters by losing his heart to Rosamond.

As the story is unfolded Rosamond becomes involved in a web of great dramatic intensity which drives her to the verge of madness. Miss Ferguson is noted for her interpretations of emotional roles, and in "Rose of the World" she has taken advantage of the opportunities afforded to display her talent.

Maurice Tourneur, who has contributed some of the best photoplays ever produced, staged the film, which is a typical Artcraft offering. A strong cast supports Miss Ferguson, including Wyndham Standing, Percy Marmont, Ethel Martin and Sloane De Masber.
If you were a beautiful young woman, and your first husband had been a dashing army officer who had died a hero; and your second husband was an old man of title and wealth, but stupid and conceited, whom you had married in a moment of weakness; and you found your love for your dead husband growing stronger and stronger, until you could not bear the presence of your second husband; and, to complicate matters, if your first husband's best friend fell in love with you, - what would you do?

These are some of the problems that Elsie Ferguson battles with in her latest Artcraft picture, "Rose of the World," in which the lovely star does some remarkable emotional acting. Miss Ferguson has won most of her laurels in heavy roles, and as "Rosamond," the heroine of the film story, she has a part well suited to her talents. The picture is coming to the .......... Theatre on ..........

Stories of the Orient are usually fascinating, and "Rose of the World," the Artcraft picture which will be shown at the .......... Theatre on .........., is particularly attractive by reason of the fact that beautiful Elsie Ferguson plays the leading role.

Much of the plot unfolds in India, where Capt. Harry English loses his life in a battle with the natives. Weird types are shown among the natives, and the atmosphere is surcharged with mysticism. Occultism plays no part in the plot, however, though in the entertaining story by Agnes and Edgerton Castle it would seem that nothing short of the supernatural could remove the difficulties that beset the fair Rosamond and restore her to happiness.

Maurice Tourneur, the noted French producer, directed the play, which is an offering of artistic merit.
"Rose of the World," dramatized from the book by Agnes and Edgerton Castle, is the Artcraft release which will be the attraction at the ......... Theatre on ........, in which the noted beauty and star, Elsie Ferguson, plays the leading role of Rosamond.

This is the third photoplay Miss Ferguson has appeared in, and is by far the most fitting role for her accomplishments. Though many stirring scenes are shown, this film play make its appeal through sheer artistic worth. The superb acting of Miss Ferguson and the splendid direction of Maurice Tourneur, the noted French producer, make this a notable offering.

As the wife of Capt. Harry English, Rosamond was so tenderly loved and so submerged in happiness that she did not realize the affection she held for her husband. After his death on the battlefield she marries an elderly man of wealth and position, and then, by strong contrast, she learns her own heart, and that she can never love any other man than Capt. English, as she sees the stupidity and conceit of the man to whom she is bound.

"Rose of the World" teaches a strong moral to young wives, who might not be as fortunate as Rosamond, for in the end she again finds happiness through a unique twist of fate.

Beautiful Elsie Ferguson has a most sympathetic part in the Artcraft picture, "Rose of the World," which will be shown at the .......... theatre tomorrow. Miss Ferguson has the role of Rosamond, the adored bride of Capt. Harry English, who is reported killed on a battlefield in India. As the wife of English, Rosamond takes his devotion as a matter of

Continued over
course, and the sensitive captain is led to believe his wife does not love
him because he fails to inspire in her the display and warmth of affection
he craves.

Rosamond marries Sir Arthur Gerardine, the lieutenant-governor of the
province, who is a marked contrast to the romantic lover Capt. Harry was,
and Rosamond is very unhappy. She is on the verge of losing her mind when
Capt. Harry returns. It seems he had been wounded and captured by the
natives, and after his escape, believing his wife did not love him, he
conceived the idea of burying his identity in that of a native.

In this disguise he had been living in the same house with his wife,
and, unlike Enoch Arden, when he found that Rosamond still loved him and
that she was unhappy with the wealthy and conceited Sir Arthur, he revealed
himself, ordered Sir Arthur away and took his willing wife back to his
bosom.

A soldier's diary, kept up to the hour of battle in which he is
reported killed, has much to do with the development of the plot in
"Rose of the World," the Artcraft photoplay, which will be shown at the
---------- theatre tomorrow.

Elsie Ferguson, noted for her beauty and emotional acting, plays
the part of Rosamond, the heroine of the piece. Rosamond is happily
married to Capt. Harry English, and after his reported death in battle
she marries the lieutenant-governor, Sir Arthur Gerardine. Life with
Sir Arthur, who is old, fat and conceited, proves a marked contrast to
that with Capt. Harry. She receives the personal effects of the 
dashing captain, including his diary, kept up to the hour of battle, 
in which he tells of his love for his beautiful wife. These tender 
messages – practically coming from the world beyond – bring to Rosamond 
a realization of her love for her first husband, and life with Sir Arthur 
becomes unbearable.

The domestic tangle becomes so acute that Sir Arthur sends for a 
specialist, believing his wife has lost her mind completely. Rosamond 
finally finds happiness, though her hair has turned white through the 
suffering she has undergone.

A vivid reminder of our own soldier boys in France is given in 
"Rose of the World," the Artcraft picture at the ........ theatre 
today, in which Elsie Ferguson plays the part of Rosamond, the wife of 
Capt. Harry English.

The captain loses his life in a heroic manner, on the field of 
battle. His widow marries Sir Arthur Gerardine, an elderly and conceited 
snob. Her life with Sir Arthur proves unhappy, and her love for her 
first husband grows stronger daily. Matters are brought to a crisis when 
at an elaborate dinner the contrast of the sumptuous menu with the 
suffering of Capt. Harry from hunger and thirst while battling for his life 
so affects her that she deliberately leaves the table. Sir Arthur follows 
her to her room, and the overwrought woman breaks down in a scene of wild 
hysteria.

The photoplay is adapted from the story by Agnes and Edgerton Castle, 
and is an absorbing tale of India. Maurice Tourneur, well known as a 
producer, directed the picture for Artcraft.
Beginning today, the theatre is showing the Artcraft picture, "Rose of the World," starring Elsie Ferguson. The film is replete with tense dramatic situations, and is the first photoplay Miss Ferguson has appeared in which gives her an opportunity of displaying to the fullest extent her well-known ability to portray heavy emotional roles. Miss Ferguson is one of the few actresses blessed with great beauty as well as talent, and she makes an ideal screen star. She is supported by a strong cast, and the picture is a typical Artcraft offering, which means that no expense has been spared to make it attractive.

In "Rose of the World," the Artcraft picture which opened at the Theatre yesterday, Elsie Ferguson plays an extremely heavy role, in which the mental tortures she undergoes cause her hair to turn white. The film has a happy ending, however, and Miss Ferguson finishes the picture in a smiling mood.

Wyndham Standing, Elsie Ferguson's leading man in "Rose of the World," the Artcraft picture now at the theatre, plays a dual role. In the first part of the photoplay he is Capt. Harry English, who is reported killed in action. He returns in disguise, however, and as an East Indian seeks information regarding his wife's happiness. His rendition of the two roles is so well done that no one would suspect that the native is Capt. Harry until he throws off his disguise.
To an actress less accomplished than Elsie Ferguson, the role of Rosamond, the principal character in "Rose of the World," the Artcraft picture now at the ........ theatre, would have been difficult of interpretation. Miss Ferguson's transition from happiness to grief is very natural, and splendidly done.

There is a very human role in "Rose of the World," the Artcraft picture being present at the ........ theatre, in which Elsie Ferguson is starred. Wyndham Standing, as Capt. Harry English, is the husband of Miss Ferguson, as Rosamond. He is reported killed in battle, but instead is captured and held prisoner. In the meantime his beautiful wife marries again, and to save her pain and embarrassment he hides his identity and poses as a native. When he discovers that Rosamond still loves him and that she is being driven to madness by her second husband he reveals himself and is reunited with his wife.

SPECIAL INTERVIEW.

"A great many stage stars have been flat failures as screen artists, says Walter E. Greene, president of the Artcraft Pictures Corporation, which distributes the pictures of Mary Pickford, Douglas Fairbanks, Elsie Ferguson, Wm. S. Hart, Geraldine Farrar and George M. Cohan.

"There are various reasons for this," continues Mr. Greene, "the main one being the lack of photographic qualities of the subject. The eyes of the camera are searching, and the lights in the studio are pitiless.

Continued over
Actors who, on the stage, have been able to cover defects in their appearance with grease paint cannot hope to camouflage in a film, for they cannot stand the 'closeup' which reveals everything.

"A woman star must possess youth, talent and beauty. If she is extraordinarily gifted in this direction she will acquire fame and popularity—and therefore box office value—before the heavy hand of Time has left its imprint. If her ascent up the ladder of success has been ponderous, while undoubtedly possessing talent, she has lost the photographic qualities necessary in pictures.

"Miss Elsie Ferguson is one of the few stars whose sensational talent and exceptional pulchritude has won stardom at a very early stage, and she is in the full bloom of youth, vigor and beauty. She leaped into popularity as a motion picture star with her first picture, which was released but a short time ago. 'Rose of the World' is Miss Ferguson's third picture, and people who went into raptures over her acting in 'Barbary Sheep' and 'The Rise of Jennie Cushing' will be astounded at her interpretation of 'Rosamond' in 'Rose of the World,' a highly emotional part which Miss Ferguson creates in a superb manner for the film.

"Contrary to popular belief, motion pictures stars are not made; they are born. An actress can be provided with a good vehicle, a capable director, and a good supporting cast, and then the popularity of the star with the public rests with herself.

"'Rose of the World' should prove immensely successful with Elsie Ferguson as the star in a play adapted from a book which had already established its popularity, and with the production directed by the French wizard of stagecraft, Maurice Tourneur."
Synopsis of "Rose Of The World."

Capt. Harry English is madly in love with his beautiful wife, Rosamond, but has never been able to arouse in her the deep affection he craved. In a sensational battle he proves a hero, but is slain by the natives, and his body is not recovered.

Rosamond marries Sir Arthur Gerardine, lieutenant-governor of the province, a conceited and stupid man of 60, enormously wealthy who treats her as one of his many possessions. This awakens within her a realization of her love for her first husband, which continuously grows stronger.

Major Raymond Bethune calls upon her with the information that he intends to commemorate the gallant services of Capt. English by a memoir of his life, and asks for English's private papers for this purpose. As Rosamond looks at the treasures that remind her of her past happiness she is completely overcome and faints. An illness follows and the doctor orders her return to England.

Sir Arthur plans to join her later, with Dr. Chatelard, a retired French physician, who is to assist in writing the memoir. Saif-u-din, Chatelard's native secretary, goes on ahead, and excites the distrust of Jani, Rosamond's Hindoo servant, by the marked interest displayed in her mistress.
Sir Arthur and his party arrive, and the work of writing the memoir progresses. Capt. English's diary, kept to the time of his death, contains wild words of love for his beautiful wife. Rosamond feels a growing repugnance to her present husband. Things come to a crisis when at an elaborate banquet Rosamond is reminded of the hunger and thirst Capt. English endured during the siege of his force which resulted in his death, and she leaves the table. Words with her husband lead to a hysterical outbreak, in which she tells him she is still English's wife in thought. Sir Arthur fears she has lost her reason and sends for a noted physician.

Bethune has fallen in love with Rosamond and is in his room grieving over her illness when Saif-u-din comes in, removes his native disguise and reveals himself as Capt. English. He had been taken prisoner by the natives, and on his escape had decided to let every one believe him dead, as he thought his wife did not love him. Now that he was convinced of her affection he determined to reclaim her.

He enters Rosamond's room, and at sight of him she swoons. Capt. English breaks the window with a chair to admit fresh air, and Sir Arthur rushes in. Sir Arthur accuses Capt. English of being an impostor, but English orders him from the house. Rosamond revives, and it is found that her suffering and the shock of seeing her supposedly dead husband have turned her hair white.
Thomas H. Ince presents
Wm. S. Hart
in "Wolves of the Rail"
By Denison Clift

An ARTCRAFT Picture

Released by
ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVENUE
NEW YORK CITY.
What You Should Know About “Wolves of the Rail.”

Thomas H. Ince presents Wm. S. Hart in this production, which provides a new character for the famous star, that of a railroad detective running down a gang of bandits during the early days of the West. The story is by Denison Clift and provides Hart with sensational scenes and thrilling situations. He performs heroic feats, the climax of which is his daring ride alongside a runaway engine which he boards while his horse is going at a mad gallop and prevents a collision.

Vola Vale, the beautiful and accomplished girl who has played the leading feminine roles in Hart’s recent pictures, enacts a charming romance with him in this photoplay.

Most of the scenes were photographed in the mountains of California where a complete railroad station, switch tower and division superintendent’s office were erected.

From the beginning of the first scene to the last the picture is replete with rapid action. Hart is introduced as a bad man, whose reformation is brought about by the prayer of his dying mother—a scene of infinite pathos. “Wolves of the Rail” in addition to being an extraordinary “thriller” will also rank as a superb dramatic offering.

While retaining all the atmosphere which have made Hart photoplays so popular with the public it provides the famous actor with a vehicle entirely different from anything he has heretofore appeared in.

FOR ADDITIONAL EXPLOITATION AND PUBLICITY ACCESSORIES READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.

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ACCESSORIES
(To Be Obtained at Your Exchange)

<table>
<thead>
<tr>
<th>Paper</th>
<th>Two one-sheets</th>
<th>Two three-sheets</th>
<th>Two six-sheets</th>
<th>One Twenty-four sheets</th>
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<tbody>
<tr>
<td>Photos</td>
<td>Ten 8 x 10 black and white</td>
<td>Eight 11 x 14 colored gelatin</td>
<td>Two 12 x 20 colored gelatin</td>
<td>8 x 10 photos of star</td>
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<tr>
<td>Cuts and Mats on Production</td>
<td>Five one column</td>
<td>Three two-column</td>
<td>Two three-column</td>
<td>Rotogravure One Sheet</td>
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<tr>
<td>Advertisings</td>
<td>Layouts, Cuts and Mats</td>
<td>Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays</td>
<td>Slides</td>
<td>Music Cues</td>
</tr>
</tbody>
</table>

CAST:

“Buck” Andrade,  
WILLIAM S. HART

Faith Lawson ....... Vola Vale
David Cassidy,  
C. Normand Hammond
Murray Lemantier,  
Melbourne MacDowell
Pablo Trilles....... Billy Elmer
Pasquale Trilles,  
Thomas Kurihara

CONTENTS

Page  
1. Cover with Billing.  
2. Talking Points, Cast and list of accessories  
5. Advertising Layouts.  
6. “ “  
7. Advertising Layouts and Slide.  
8. Lithographs.  
9. Cartoon  
10. Scene Cuts and Mats.  
11. Publicity Stories.  
12. “ “  
13. “ “  
14. “ “  
15. “ “  
Advertising Suggestions for "Wolves of the Rail."
FROM EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York.

Post Card No. 1 (to be shown 9 days before showing of picture.)

Dear Madam:

In "WOLVES OF THE RAIL," the new Artcraft Picture in which Thos. H. Ince presents William S. Hart at the Theatre, on while retaining all the atmosphere which has made the Hart photoplays so popular with the public, it provides the famous actor with a vehicle entirely different from anything in which he has heretofore appeared.

You will not wish to miss the showing of this picture.

........................................
Manager.

Post Card No. 2 (to be shown 6 days before showing picture.)

Dear Madam:

In his newest Artcraft Picture, "WOLVES OF THE RAIL," which will be shown at the Theatre, William S. Hart is introduced in a new role—that of an upholder of law and order rather than an outlaw. There is no let up in the action of this play.

Mr. Hart is supported by a company of especially capable players and many of the effective scenes are a product of his own brain. Don't forget that we show this picture on.

........................................
Manager.

SUGGESTED LETTER
(To be sent 3 days before showing.)

Dear Madam:

Bill Hart, the idol of picture patrons the world over, in his new Artcraft photoplay called "WOLVES OF THE RAIL," plays the part of a railroad detective. Each release of Mr. Hart's is an event of unusual importance in the Motion Picture World, so the announcement that the famous Thos. H. Ince star is coming to the Theatre on is doubtless welcome news to Mr. Hart's local admirers.

For more than three years he has been playing bad men, but finally decided he would like to portray a law-abiding citizen—a respectable and respected member of society.

"Have a heart," said Bill, "and try to put yourself in my place. There must be some sort of a decent type of man that I can play."

"Give me an idea and I'll trail you," said Mr. Ince.

The next day Mr. Hart brought in a new idea, in which he is introduced as a bad man, but his reformation is brought about by the prayer of his dying mother—a scene of infinite pathos.

Vola Vale, the pretty young screen actress who plays opposite Mr. Hart, has many screen successes to her credit, but is said to consider her work in this latest picture the best of her career.

We are sure you will enjoy this picture and invite you to be present at its showing.

........................................
Manager.

FOLLOW-UP POSTAL CARD
(To be sent on date of showing.)

Dear Madam:

Fancy seeing Bill Hart as a staunch champion of law and order, a loyal protector of the railroad company's property and a safe guardian of government money!!! Be sure and come today to see "WOLVES OF THE RAIL," the photoplay which makes Bill a new man.

........................................
Manager.
Advertising Suggestions for "Wolves of the Rail."

FROM EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York.

LOBBY DISPLAY:

You could have a cut-out of the figure of a Wolf with a mask over its eyes and a pistol in one claw in one side of your lobby and the figure of a man with a mask over his eyes and a pistol in one hand in the other. As one of the thrilling incidents of the scene shows Hart as Buck Andrade guarding $30,000, payroll money of the American soldiers, you could borrow from one of the local banks a quantity of money sacks. Be sure that these sacks have large amounts of money printed on the sides. If the sacks are perfectly plain, you could print such figures as $500, $1,000, etc., on them. They should be filled with sand or iron washers, or even stuffed with old newspapers, to give them the appearance of being filled with money. Alongside of this should be the cut-out of a man with a shotgun across his knees and a sign in front:

"BILL HART as Buck Andrade, guards the payroll of the American soldiers from the bandits until it is delivered to the proper officer."

The use of facsimile bags of money would prove to be a good attraction and should stir up a lot of interest. The writer of this paragraph knows because he has used this idea in practice in days gone by. Another sign which would be used is:

"HOW MUCH MONEY DO YOU THINK THESE BAGS REPRESENT? FIND OUT THE ANSWER FROM BILL HART IN "WOLVES OF THE RAIL," WHICH IS HERE ON

WINDOW DISPLAY:

For window display you can unquestionably get some good action from the local toy stores. They can display either mechanical trains or other toys representing engines and cars. As a matter of fact you could get a very clever one showing a train presumably speeding and a toy man on horseback racing alongside the train and just grabbing the engine. This should make a big hit. You can work with the window dresser to make this a very effective scene and, of course, display pictures of Mr. Hart prominently in the window. As an additional suggestion for Lobby Display, you could have one of these toy electric locomotives constantly running around on a table in your lobby in a similar fashion.

CAR CARDS AND WINDOW CARDS:

It might be well to work a new idea and use suggestions like this:

"THE BAD MAN TURNS GOOD. BILL HART, LONG KNOWN AS THE CINEMA BAD MAN, APPEARS IN A NEW ROLE AT THE .................... THEATRE IN THE PRESENTATION OF "WOLVES OF THE RAIL" ON ....................

Another suggestion:

"THERE IS SO MUCH GOOD IN THE WORST OF US, AND SO MUCH BAD IN THE BEST OF US" — YOU KNOW THE OLD FAMILIAR QUOTATION, SO WHY TELL IT ALL OVER AGAIN. THIS RECALLS THE FACT THAT TWO-GUN BILL HART PORTRAYS THE ROLE OF A GOOD MAN, BUT WITH ALL THE SNAP OF HIS TWO-GUN CAREER IN "WOLVES OF THE RAIL," IT IS AN ENTIRELY NEW CHARACTERIZATION IN WHICH YOU WILL SEE HIM AT THE .................... THEATRE ON ....................

NEWSPAPER ADVERTISING:

For newspaper advertising you can use similar wording to the car cards, as well as using the sample ads. shown in the press-book. An advertisement dressed up with a cut is always more attractive than a plain type ad. Make sure also that your compositor includes an Artcraft trade-mark, or the words, "Artcraft Picture." This will help to tie up with the million-dollar advertising campaign.

FOR FURTHER SUGGESTIONS WRITE TO

EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York
Thomas H. Ince presents

**Wm. S. Hart**

*Wolves of the Rail*

By Denison Clift

An ARTCRAFT Picture

---

**Display in this space**

Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.

---

These are always obtainable at your exchange in either cut or mat form.
Thomas H. Ince presents

Wm. S. Hart in "Wolves of the Rail"

by Denison Clift

An ARTCRAFT Picture

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.
Advertising Layouts and Slide

EXACT SIZE

Beautifully colored announcement slide this size obtainable at your exchange.
LITHOGRAPHS

Twenty-Four Sheet Poster

Six Sheet Poster

Six Sheet Poster

One Sheet Poster

One Sheet Poster

Three Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
Reproductions of Stock Star Cuts and Mats—WILLIAM S. HART

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:
Five One-column
Three Two-Column
and Two Three-column
Always obtainable at your exchange.
Press stories to be sent out a week ahead, and during the showing of "WOLVES OF THE RAIL."

The story of "Wolves of the Rail," an Artcraft picture starring William S. Hart, the Thos. H. Ince star, which will be the attraction at the theatre next, has the broad western country for its setting.

Hart is first seen as "Buck" Andrade, a daring highwayman, whose gang is feared and dreaded by the officials of a western railroad. "Buck's" conversion is effected at the bedside of his dying mother, and he gives to his task of reformation all the energy, vitality and thoroughness that characterize his career as a hold-up and all-around bad man. "Buck" becomes a staunch champion of law and order, a loyal protector of the railroad company's property, and a safe guardian of government money, though he has to fight his former gang to do so. Of course there's a girl in the case—Faith Lawson, the operator in the railroad tower at Smoky Gap, and the awakening of Andrade's new character and his steadfastness of purpose are partly the result of his love for her.

There is no let-up in the interest and action of "Wolves of the Rail," and the millions of admirers of "Big Bill" Hart will find much in this new offering to enthuse over. First of all there's the new character, in which Hart takes the side of law and order, and his strenuous but none the less effective methods for ridding the Box Canyon country of the dangerous gang of outlaws formerly commanded by himself. During the course of the five reels "Big Bill" performs enough deeds of daring to please the most exacting.

Most of the scenes in "Wolves of the Rail" were photographed in the mountains of California, where a complete railroad station, switch tower and division superintendent's office were erected. Hart is given his usual excellent support, and Thomas H. Ince has brought his finest craftsmanship to the fore in making this new picture a standard for future Hart productions.
In his newest Artcraft picture, "Wolves of the Rail," which will be shown at the theater on, William S. Hart, the Thos. H. Ince star, is introduced in a new role, that of an upholder of law and order, rather than an outlaw, although the early scenes of the drama depict Hart as the leader of a daring and notorious gang of bandits, who so terrify the officials of a western railroad that a famous eastern detective, known as "The Bloodhound," is sent to break them up.

How Hart, as "Buck" Andrade, meets this detective; how his reformation is brought about at the bedside of his dying mother, and how he does the work that "The Bloodhound" came West to accomplish forms the basis of an thrilling and interesting photoplay as Hart ever made. Indeed, Thos. H. Ince, who produced "Wolves of the Rail," ventures the opinion that this Hart offering is the best in which this famous character has appeared since becoming an Artcraft star.

In the role of "Buck" Andrade, Hart finds his reformation made easier by the companionship and devotion of Faith Lawson, a young girl who has succeeded to her dead father's job as "towerman" at the Smoky Gap mountain station. In fact, Faith and Buck are the central figures in a pretty romance, which adds considerable interest to the virile story.

"Wolves of the Rail" is a thriller. There is no let-up in the action, scene following scene in rapid sequence. Of course Hart is prominent in the episodes, and consequently there is sufficient action to delight the admirers of the star. Hart is supported by a company of especially capable players.

In "Wolves of the Rail," the latest Artcraft picture presenting Wm. S. Hart, the Thos. H. Ince star, which will be shown at the theater on, Hart is responsible for much of the story. Many effective scenes in recent Hart pictures have been the work of this famous Westerner, and it is a well-known fact that "The Narrow Trail," his first Artcraft release, was the product of Hart's pen.

Hart and Ince read the stories submitted and discussed each scene. "I must feel the story by the time it is well under way or I cannot bring myself to like it," he says. "If the author hasn't taken my measure pretty definitely in the first five minutes it is a certainty that his work will be found unsuited for my use. My introduction is an important part of a scenario, and the author who misses an opportunity to give me a novel entree will have a hard time selling his story.

Continued over
"I have my own methods of screen delineation, and in consequence a story that would be a good vehicle for some one else will not do for me. When I receive stories from writers outside the studio I must take extreme care that nothing shall enter the photoplay that has been included in any of my previous pictures; in short, I must practically rewrite the entire story before it is ready for production. I find that this is arduous work, and much more difficult than writing an original story. It did not take me long to write 'The Narrow Trail,' and Mr. Ince liked it so well that we commenced producing it the day following its reading."

"Bill" Hart, idol of picture patrons the world over, has a new role, - that of a railroad detective in "Wolves of the Rail," a Thomas H. Ince production released by Artcraft, which will be shown at the ....................................................... theatre on ..................................................

In his new character of "Buck" Andrade, a railroad detective, he is just as fearless and daring as when opposed to law and order, and he makes short work of ridding the railroad of outlaws. Mr. Ince has introduced many novel effects in the way of photographic surprises that assist in making "Wolves of the Rail" one of the most pretentious screen offerings by Artcraft.

Each release of a Wm. S. Hart picture is an event of unusual importance in the motion picture world, so the announcement that the famous Thos. H. Ince star in the latest Artcraft offering, "Wolves of the Rail," will be at the ....................................................... theatre to-morrow, no doubt is welcome news to "Big Bill's" many local admirers.

"Wolves of the Rail" introduces Hart in a new role, that of a protector of property, an upholder of law and order, and a guardian of government money. Throughout the story there is a wealth of spirited action. A real railroad station was erected in the mountains for this picture, and many of the most exciting episodes occur in this locale, Hart has his usual splendid supporting organization.
"Bill" Hart, Thomas H. Ince's famous star, has introduced a new character to the silent drama. For more than three years "Bill" has been playing "bad men" - gamblers, highwaymen, cattle rustlers, hold-up men - and when he finished "The Silent Man" for Artcraft he told Mr. Ince that for a change he would like to portray a law-abiding citizen, a respectable and respected member of society.

"Have a heart," said "Bill," "and try to put yourself in my place. How would you like to spend all your days holding up trains and stage coaches, and doing all of the sensational stunts I have since I commenced to make motion pictures for you three years ago? There must be some sort of a decent type of man that I can play."

"Give me an idea and I'll trail with you," answered Mr. Ince.

The next day Hart brought in the basic idea of a new photoplay making a compromise. In the first part of the story he is a bad man and becomes reformed, and during the remainder of the picture he favors law and order.

Denison Clift, one of Mr. Ince's staff writers, was entrusted with the task of fashioning a story that would meet with Hart's ideas, and the result is seen in "Wolves of the Rail," released by Artcraft, which is the attraction at the ......................... theatre to-morrow.

Pretty Vola Vale, who plays opposite Wm. S. Hart, the Ince star, in his latest Artcraft picture, "Wolves of the Rail," which will be seen at the ......................... theatre to-morrow, was forced to spend a fortnight in the mountains of California during the filming of this production. Miss Vale was not alone in the enforced absence, but the men of the outfit - the cowpunchers who are always in evidence in a Hart picture - were more used to the solitude of the mountains than was the young actress, and they accepted the situation as being all in a day's work.

Miss Vale, after six days, presented a round robin to Hart, signed by all the members of the company. "What's this?" asked "Big Bill" as she thrust the document into his hands.

Continued over
"It's a demand," she asserted; "I've gone on a strike, and I'll not stay up in these horrid mountains over Sunday if you don't grant what we're asking for."

As Hart scanned the written page he broke into a roar of laughter, and when his mirth had subsided he announced: "You just bet you can have ice-cream for your Sunday dinner - you and all the boys."

Vola Vale, the pretty young screen actress who plays opposite Wm. S. Hart in "Wolves of the Rail," now at the theatre, is one of the best known stars under the direction of Thomas H. Ince, and has many screen successes to her credit, but is said to consider her work in this latest picture the best in her career.

Wm. S. Hart's new photoplay, "Wolves of the Rail," produced by Thomas H. Ince for Artcraft, is now being shown at the theatre. The story is by Denison Clift, a member of the Ince scenario staff, who has heretofore confined his efforts to writing for leading magazines. He submitted a number of stories to Mr. Ince, who found them so novel in theme and so refreshing in treatment that he immediately indicated a dotted line for the Clift signature to a contract.

Wm. S. Hart, the Thos. H. Ince star, in his newest Artcraft picture, "Wolves of the Rail," now at the theatre, performs a feat that eclipses any "thriller" heretofore seen on the screen. To prevent a locomotive from crashing into a train loaded with soldiers he gallops madly along the onrushing engine, swings himself into the engine-cab, throws the reverse lever and brings the locomotive to a standstill.

In making this scene Hart was compelled to do without the usual rehearsals, and to ride a horse that was new to motion picture work and "engine-shy."
Synopsis of "Wolves of the Rail."

"Buck" Andrade heads a gang of outlaws who have committed numerous train robberies. He quarrels with one of his henchmen, Pablo Trilles, and in the fight that ensues shoots Trilles in the hand as the latter is about to stab him. "Buck" receives word that his mother is dying, and when he arrives at her bedside discovers that Trilles, in revenge has told her that her son is a bandit. The stricken woman exacts a promise from her son to henceforth lead an honest life and make restitution, before she passes away. Cassidy, a famous detective, has been retained to run down the bandits, and he trails "Buck" and is shot when he tries to arrest him. "Buck" keeps the detective a prisoner in his cabin, and, taking his credentials, impersonates him with the railroad people. He pursues Trilles and the bandits so persistent that they are unable to commit any more depredations. "Buck" meets Faith Lawson, who inherited her father's position of towerman, at his death, and the two fall in love.

Pablo Trilles discovers Cassidy in "Buck's" cabin, and, exacting a promise to send his enemy to prison, releases him. Cassidy goes at once to the division superintendent's office at Smoky Gap and tells his story. At that moment "Buck" is guarding $30,000 of payroll money for the U. S. cavalry, stationed at Ft. Wingate, awaiting its delivery to the commanding officer, who is coming for it with an armed escort. Faith warns him of Cassidy's arrival and when the latter appears "Buck" is prepared and refuses to admit anyone until the army officer has relieved him of the money. Pablo determines to get the $30,000, and to prevent the troops from reaching the station, turns a wild engine loose to cause a wreck. "Buck" leaps on his horse, and in a sensational ride overtakes the engine, swings aboard and stops it just in time to avert a collision. The bandits are put to rout, "Buck" killing Pablo in a thrilling fight. The president of the railroad company gives "Buck" a check for $5,000, and he departs with Faith, after eluding Cassidy, who is still on his trail to secure the reward offered for "Buck's" apprehension before he reformed.
The Spirit of '17

Scheduled Release Date: 26 Jan 1918
Press Book and Exhibitors’ Aids

Jesse L. Lasky presents

JACK PICKFORD

in

“THE SPIRIT OF ’17”

By Judge Willis Brown

Scenario by Julia Crawford Ivers

Directed by William S. Taylor

A Paramount Picture

A TRIUMPH FOR ORGANIZATION

Without in the least minimizing apparent histrionic ability and well-earned success of stars and supporting casts, it is well to call the attention of exhibitors to the fact that without the united effort of the great producing and distributing organization behind the list of great productions in which Jack Pickford has starred—such photoplay masterpieces might never be produced.

CONSIDER THIS LIST OF PRODUCTIONS and AUTHORS—

“SEVENTEEN” from the novel by Booth Tarkington.

“GREAT EXPECTATIONS” from the classic by Charles Dickens.

“THE DUMMY” from the famous stage success by Harvey J. O’Higgins and Harriet Ford.

“FRECKLES” from the well-known novel by Gene Stratton Porter.

“What Money Can’t Buy” from the pen of the famous dramatist, George Broadhurst.

“The Varmint” from the boarding-school book by Owen Johnson.

“The Ghost House” of which the Dramatic Mirror says: “It does not contain a dull moment.”

“Jack and Jill” of which the Boston Record says: “His best work since ‘Seventeen.”

“The Spirit of ’17” from the world renowned book by Mark Twain.

and last, but by no means least

“THE SPIRIT OF ’17” by Judge Willis Brown, famous as the friend of Chicago’s young Americanism.

Secure a “Long Run” While the Print is New.
What you want to know about
“The Spirit of ’17”—A Paramount Picture

STAR ....................... JACK PICKFORD who has recently appeared in “Tom Saw-
DIRECTOR .................. William D. Taylor, director of “Tom Sawyer,” “The Varmint,” etc.
AUTHOR ..................... Judge Willis Brown of the Chicago Juvenile Court.
STORY ...................... Timely and unusual. Deals with the subject of labor disturb-
ances originated by German agents and stepped on by a mere
boy (Pickford) and a handful of Civil War veterans.
PHOTOGRAPHY ............ By Homer Scott—exterior especially attractive and several
unique interior sets.
CAST ........................ Katherine McDonald, leading woman especially beautiful—other
popular members Edythe Chapman, L. N. Wells, Helen Eddy,
Tom Bates and J. W. Johnson.

MUSIC CUES! — See page Six.

ACCESSORIES
(Obtainable at your Exchange)
   Paper
      Two one-sheets
      Two three-sheets
      Two 6-sheets
   Photos
      10 8x10 black and white
      8 11x14 colored gelatins
      2 22x28 colored gelatins
      8x10 photos of star
   Cuts and Mats on Production
      Five one-column
      Three two-column
      Two three-column
   Stock Cuts and Mats of Star
      Five one-column
      Three two-column
      Two three-column
   Rotogravure
   Series of Advertising Layouts:
      Mats
   Press Book with sales talk, card
      and letter announcements,
      suggestions for lobby and
      newspaper publicity stories.
   Slides
   Music Cues

TABLE OF CONTENTS
Billing on Front Cover.
What You Want to Know
About the Picture.
Contents, Accessories and Cast
Inside Front Cover.
1. Ad Layouts with Mats
2. Ad Layouts with Mats
3. Advance Post Cards and
   Letter
4. Lithographs
5. Production Cuts and Mats
6. Music Cues
7. Promotional and Lobby
   Ideas
8. Biographical Sketch
9. Advance Publicity
11. Advance and Current Pub-
    licity
13. Advance and Current Pub-
    licity
15. Review of Production—for
    use after first showing
17. Short Reviews and Public-
    ity Stories
19. Cast and Synopsis
21. Synopsis (continued)
Current Paramount and Art
   craft Releases and Ex-
   change List on Back Cover

And don’t forget to tie up with the Million Dollar
Advertising Campaign Simply
By Using The Trademark Everywhere
Ad cuts and mats to make your box-office ring

You can sink your message right under their skins with these sparkling illustrations. The spirit of the times will prompt everybody to stop at them and read your ad. Be sure to use them.

Ask your Exchange for Music Cues

Exhibitor's Theatre
Jesse L. Lasky presents
Jack Pickford
in "The Spirit of '17"

By Judge Willis Brown
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

Yankee Doodle's come to town!
Is a dandy picture! You'll be delighted by the effervescent spirit of this story of patriotism in "the little old home-town." SEE IT!

Short Reel Subject
Travelogue
Musical Program

He's a Yankee Doodle Dandy—a Yankee Doodle Do-or-Die! Be sure to see this "red-white-and-blue-story" of the "old home town."

Short Reel Subject
Travelogue
Musical Program

Have you lost your make-believe?
You can see the famous Paramount Pictures advertised in the Saturday Evening Post at this theatre.

He who advertises has hope, and he who has hope has everything.
Jesse L. Lasky presents Jack Pickford in "The Spirit of '17"

By Judge Willis Brown
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

A real live nephew of your Uncle Sam!
See Jack Pickford in this bully picture of Yankee Doodle Do! It back here at home.

SHORT REEL FEATURE | TRAVELOGUE

MUSICAL PROGRAM

This is the quality sign. It identifies the famous Paramount Pictures advertised in the Saturday Evening Post and shown in this theatre.

Advertising is the son of foresight, and the father of big business.
POST CARD NO. 1
(To be sent out 9 days prior to showing)

Dear Madam:
The experiences of Judge Willis Brown of the Chicago Juvenile Court are interwoven between the lines of the exciting love drama which is Jack Pickford’s latest contribution to Paramount Pictures, “The Spirit of ’17”—coming to the ............. Theatre on ............. Manager.

POST CARD NO. 2
(To be sent out 6 days prior to showing)

Dear Madam:
You might further desire to know that Julia Crawford Ivers wrote the scenario and William D. Taylor directed this latest Jack Pickford offering—“The Spirit of ’17”—the Paramount Picture which is coming to the ............. Theatre on ............. This insures you a Paramount entertainment because you will doubtless recall some of the excellent past productions of these artists. Manager.

SUGGESTED LETTER
(To be sent out three days prior to the showing)

Dear Madam:

When Jack Pickford was asked concerning “The Spirit of ’17” he jumped at the opportunity to do this picture because it gave latitude to not only act but to convey a lesson.

This Paramount Picture was written by Judge Willis Brown of the Chicago Juvenile Court—of whom you have doubtless heard. He and Judge Lindsey have been foremost in the movement to alleviate conditions in the prisons and houses of correction.

Hence Judge Brown’s conclusions as to the treatment of juvenile offenders together with his delicate and extremely interesting love story—not to mention the labor situations and German-agent complications—offer you one of the most compelling and heart interest photoplays of recent months.

We expectantly look forward to your attendance during the running of this play which will appear on the screen of this theatre on .............; and meanwhile we take this opportunity of thanking you for the patronage you have extended to our management in the past.

Yours sincerely, Manager.

FOLLOW UP POST CARD
(To be sent out the day of the showing and the day before)

Dear Madam:

As a matter of good service to our patrons, we are reminding them of the excellent Paramount Picture—“The Spirit of ’17”—with Jack Pickford, which is appearing today in the ............. Would you do us the courtesy to tell your friends and ask them if possible to come early because the present attendance indicates a full house at every performance? Manager.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

SLIDE

Jesse L. Lasky

JACK PICKFORD

THE SPIRIT OF '17'

Jesse L. Lasky

JACK PICKFORD

THE SPIRIT OF '17'

Jesse L. Lasky

JACK PICKFORD

THE SPIRIT OF '17'

Jesse L. Lasky

JACK PICKFORD

THE SPIRIT OF '17'

Jesse L. Lasky

JACK PICKFORD

THE SPIRIT OF '17'

Six Sheet

Six Sheet

One Sheet

One Sheet

Three Sheet

Three Sheet
STOCK PRODUCTION CUTS AND MATS

Jack Pickford in “The Spirit of ’17”

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above  Always Obtainable at Your Exchange
**THE SPIRIT OF '17**

*Musical Synopsis By Louis F. Gottschalk*

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2½</td>
<td>At Screening ..........</td>
<td>2-4 March</td>
<td>Boy Scouts—Henneberg*</td>
</tr>
<tr>
<td>2</td>
<td>3¼-T</td>
<td>Davy, the adjutant's only son</td>
<td>3-4 Lento</td>
<td>Visions—Tschaikowsky</td>
</tr>
<tr>
<td>3</td>
<td>1-T</td>
<td>I promised the Boy Scouts.</td>
<td>4-4 Allegretto</td>
<td>Gavotte Souvenir—Herzberg</td>
</tr>
<tr>
<td>4</td>
<td>2¼-T</td>
<td>On my honor I will do</td>
<td>2-4 March</td>
<td>Boy Scouts—Henneberg*</td>
</tr>
<tr>
<td>5</td>
<td>2¼-T</td>
<td>A few miles from the Soldiers’ Home</td>
<td>3-4 Allegretto</td>
<td>Marcia Minature—Jacobi</td>
</tr>
<tr>
<td>6</td>
<td>1-T</td>
<td>Two of the discontented</td>
<td>2-4 Moderato</td>
<td>Marche Minature—Jacobi</td>
</tr>
<tr>
<td>7</td>
<td>2-T</td>
<td>So you are drafted, eh?</td>
<td>4-4 Allegretto</td>
<td>Morning Glory—Thayne*</td>
</tr>
<tr>
<td>8</td>
<td>1½-T</td>
<td>Flora, if I hurry and grow up</td>
<td>3-4 Tempo di Valse</td>
<td>Morning Glory—Thayne*</td>
</tr>
</tbody>
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**REEL 2**

<table>
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<th>No.</th>
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<th>Title or Description</th>
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<th>Suggested Selections</th>
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</thead>
<tbody>
<tr>
<td>9</td>
<td>2-T</td>
<td>Of course they can't serve</td>
<td>2-4 March</td>
<td>Patrol of the Scouts—Boccalari*</td>
</tr>
<tr>
<td>10</td>
<td>2-T</td>
<td>Assuming the role of spokesman</td>
<td>4-4 Molto moduto</td>
<td>Dramatic Andante—Berge*</td>
</tr>
<tr>
<td>11</td>
<td>2¼-T</td>
<td>With the morning’s mail</td>
<td>2-4 Allegretto</td>
<td>Canzonetta—Godard</td>
</tr>
<tr>
<td>12</td>
<td>2-T</td>
<td>Well, run along, Davy</td>
<td>3-4 Tempo di Valse</td>
<td>Petite Bijouterie—Bohm</td>
</tr>
<tr>
<td>13</td>
<td>2¼-T</td>
<td>But Davy’s goddess</td>
<td>4-4 Allegretto</td>
<td>Caprice Annette—Borch</td>
</tr>
<tr>
<td>14</td>
<td>2½-T</td>
<td>Brand, the powder man</td>
<td>4-4 Molto modo</td>
<td>Dramatic andante—Berge*</td>
</tr>
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**REEL 3**

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<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>2¼-T</td>
<td>All the next day, Davy grieves</td>
<td>3-4 Valse lente</td>
<td>Tendre Amour—Roberts*</td>
</tr>
<tr>
<td>16</td>
<td>1¾-D</td>
<td>When band is seen marching</td>
<td>2-4 March</td>
<td>Boy Scouts—Henneberg*</td>
</tr>
<tr>
<td>17</td>
<td>2-T</td>
<td>On the way to see Flora</td>
<td>3-4 Allegro</td>
<td>Farandale—Biset</td>
</tr>
<tr>
<td>18</td>
<td>2¼-T</td>
<td>He'll be back again tomorrow</td>
<td>2-4 Allegretto</td>
<td>scherzando A Baton's Rompus—Gillet</td>
</tr>
<tr>
<td>19</td>
<td>2½-T</td>
<td>The owners are getting im-</td>
<td>3-4 Tempo di Valse</td>
<td>Morning Glory—Thayne*</td>
</tr>
<tr>
<td>20</td>
<td>1¾-T</td>
<td>That evening</td>
<td>4-4 Allegretto</td>
<td>Gavotte souvenir—Herzberg</td>
</tr>
</tbody>
</table>

**REEL 4**

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<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>2¼-T</td>
<td>Davy and the Captain go scouting</td>
<td>6-8 Allegretto</td>
<td>Whistler and his Dog—Pryor</td>
</tr>
<tr>
<td>22</td>
<td>2½-T</td>
<td>Say, Captain—you know how</td>
<td>4-4 Un pen allegramente</td>
<td>Marche Burlesque—Gill</td>
</tr>
<tr>
<td>23</td>
<td>2-T</td>
<td>Davy accompanies Flora</td>
<td>3-4 Valse lente</td>
<td>Tendre Amour—Roberts*</td>
</tr>
<tr>
<td>24</td>
<td>3-T</td>
<td>Men, you know this can’t be done</td>
<td>4-4 Grave</td>
<td>Dramatic tension No. 9—Andino</td>
</tr>
<tr>
<td>25</td>
<td>2-T</td>
<td>We'll have Brand fire when</td>
<td>2-4 March</td>
<td>Patrol of the Scouts—Boccalari*</td>
</tr>
<tr>
<td>26</td>
<td>2-T</td>
<td>Go to Edwards</td>
<td>2-4 Modo grazioso</td>
<td>Intermezzo—Huerter</td>
</tr>
<tr>
<td>27</td>
<td>3¼-T</td>
<td>It is pretty serious, but</td>
<td>6-8 Presto</td>
<td>Rondo Capriccioso—Mendelssohn</td>
</tr>
</tbody>
</table>

**REEL 5**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>1½-T</td>
<td>There'll be hell popping</td>
<td>2-4 Allegro</td>
<td>Allegro agitato—Kiefert*</td>
</tr>
<tr>
<td>29</td>
<td>2-T</td>
<td>Forward—March!</td>
<td>2-4 March</td>
<td>Boy Scouts—Henneberg*</td>
</tr>
<tr>
<td>30</td>
<td>2½-T</td>
<td>A cave-in on the</td>
<td>3-4 Appassionato</td>
<td>Appassionato No. 40—Lorch</td>
</tr>
<tr>
<td>31</td>
<td>2¼-T</td>
<td>You must stop it</td>
<td>2-4 Allegro</td>
<td>Allegro agitato—Kiefert*</td>
</tr>
<tr>
<td>32</td>
<td>1¾-T</td>
<td>Oh, Davy, Davy boy</td>
<td>3-4 Valse lente</td>
<td>Tendre Amour—Roberts*</td>
</tr>
<tr>
<td>33</td>
<td>1½-T</td>
<td>Then comes the public recognition</td>
<td>2-4 March</td>
<td>Bou Scouts—Henneberg*</td>
</tr>
</tbody>
</table>

*Note: *For repeated solutions—A in No. 16 volley saluting our flag.

In No. 29 fife and drum in evidence.
ADVERTISING SUGGESTIONS FOR
"THE SPIRIT OF '17"

LOBBY DISPLAY

This story has to deal with the activities of a Boy Scout who saves a situation due to the machinations of German Secret Agents. He co-operates with Grand Army Veterans in accomplishing this result. The photoplay has all the range of advertising possibilities—from those of the Grand Army; old swords, guns, etc., to Boy Scout equipment—to say nothing of hardward display, such as might be used by miners. For example, you could have your display (if your policy permits) suggesting the entrance of the mine where the strike occurs, with cut outs of Jack Pickford leading Grand Army veterans against the mob of strikers.

One of the most striking lobby displays we have seen recently was in the Garrick Theatre, Minneapolis, where the regular lithographs are cut out; pasted on cardboard backing; with hand drawn lettering. For first run houses, particularly, this method of handling lobby display is most attractive, especially if the artist’s brush is used to liven the coloring of the lithographs.

In other localities—especially in second, third and fourth run houses, the lobbies permit of artistic decoration. In such localities, cut outs and special fixtures pay handsome dividends on the investment.

STREET DISPLAY

A boy in Boy Scout uniform beating a drum, accompanied by men in Grand Army uniform with a banner calling attention to “The Spirit of ’17” would undoubtedly draw much attention to your performance of this photoplay in your theatre. Try it. One of the “vets” could carry a banner; another could be beating a large sized drum; while the boy might carry his little drum and beat it lustily. The advertisement for your theatre would get most of your town talking about the unusual procession.

WINDOW DISPLAY

We have already spoken of the possibilities of this picture for window display. This is a subject to which the exhibitors are paying more and more attention. They find that the merchant sells more goods—and the exhibitor sells more tickets. One of the exhibitors said to us recently: “I wouldn’t have time to pay any attention to these window displays. They would be a great thing for my theatre. Yes. But who would take the time to devote to the subject?” The question is not: “We can’t do it.” The proposition for you to consider is: “Do it now.” This window display advertising will pay you. The more you look into it, the more you will see its possibilities. Let us know when you have started; tell us how far you got the first time; perhaps we may be able to supply you with an excellent idea for your next production that some live exhibitor has conceived on this particular coming production. It’s worth the try. Try it.

FOR ADDITIONAL SUGGESTIONS APPLY TO
EXHIBITORS SERVICE DEPARTMENT, 485 5th AVE.
JACK PICKFORD SPEAKS FOR HIMSELF.

"Being a celebrity's brother and acquiring one's fame, second hand as it were, is commencing to wear on my iron nerves," said Jack Pickford, the clever young Paramount star who is now appearing at the .......Theatre in "The Spirit of '17", the other day.

He went on to tell of an incident that happened while he was watching his famous sister in "The Little Princess" at a motion picture theatre recently. Some worthy ladies behind him were discussing Mary; one in particular seeming to be an authority on the subject of the Pickford family in general and Jack in particular. Jack, like the mischievous lad he really is, thoroughly enjoyed hearing all about himself and family until suddenly he overheard this remark:

"They do say that the little brother, Jack, who is about ten years old, is a regular terror. I heard he puts mice in Mary's slippers 'most every day or something. I saw him in 'The Dummy'—he looked quiet enough then, land knows, but you can't tell about those angelic looking children...."

"The rest was lost to me," Mr. Pickford said, chuckling, "for by the time she'd finished I was well outside the theatre, holding my sides and with tears of laughter running down my cheeks. Of course I know I have a young looking face and can, like Mary, make up as a child easily, but I had no idea the effect was so—er—striking!

"The fact of the matter is, that we have such good times at home all the time, and 'jolly' each other so much, that acting young is really not acting at all for us—although I want to place myself on record here and now as not guilty of putting mice in Mary's slippers. In fact, I never did do it."

When asked about his career, young Mr. Pickford became suddenly noncommittal and about as communicative as the average sundial in the shade, refusing to expand even under the warm sunshine of our most beguiling smile.

We gleaned however, that he had made his debut in this world at Toronto, Canada, following it after very few years with a stage debut, playing child parts with Chauncey Olcott in "Peg Robin" and "The Three of Us," Jack spent his leisure hours in school, notably St. Francis Military Academy in New York City. He began his motion picture career in 1909 with the old Biograph company, since then, has spent most of his time at Hollywood, California, where he has made numerous Paramount pictures, appearing usually with Louise Huff.
Judge Willis Brown of the Chicago Juvenile Court is one of the newest comers to the field of photoplay writing. Being a keen student of human nature and particularly child nature, he is ably fitted for this task and has constructed a Paramount photoplay for Jack Pickford which bids fair to be an overwhelming success and one of that stars most popular pictures. Julia Crawford Ivers, long noted as a scenario writer, arranged the production for the screen and it was directed by William D. Taylor. "The Spirit of '17" is a patriotic production which Manager of the Theatre will present on.

The story of a patriotic young American who, together with several veterans of the Civil War rescues the whole township from an impending disaster and the perils of a strike at the mines, "The Spirit of '17" furnishes clever young Jack Pickford (brother of our Mary) with a screen success which brings out his very best work. Written by Judge Willis Brown of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers, "The Spirit of '17" was directed by William D. Taylor who has been responsible for many of Jack Pickford's recent Paramount successes, such as "The Varmint," "Jack and Jill," and "Tom Sawyer." "The Spirit of '17" will appear for the first time in this town at Theatre, on.

As a basis for "The Spirit of '17," in which Jack Pickford is to star at the Theatre on, Judge Willis Brown, the author, has employed an exceedingly timely theme, dealing with the labor agitations that are now causing so much trouble throughout our country. "The Spirit of '17" has its locale in the copper mining district, near which is situated an Old Soldiers' Home. Trouble is caused in the town as a result of the work of German agents, and young Davy Gliddens (Jack Pickford), conceives the novel idea of mobilizing the forces of the Old Soldiers' Home to defend the town until the regular troops can be summoned. A splendid cast and the excellent direction of William D. Taylor, have added their full quota of success to Mr. Pickford's newest picture.
The picture at the Theatre today is Jack Pickford's latest Paramount offering, "The Spirit of '17," in which the clever young star portrays Davy Glidden, a patriotic youngster of the middle west, who with the help of a number of worn out old veterans of the Civil War, saves his town from German spies who attempt to blow up a mine and who also have incited a strike. The production is an interesting one in photoplay history and one of the best the clever young star has done in some time. It was written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. The director, William D. Taylor, has spared no pains in presenting the photoplay and the photography, settings, lighting and other requirements are fully up to the Paramount standards.

One of the most interesting recent announcements for followers of the screen world activities comes from the Theatre to the effect that Judge Willis Brown, of the Chicago Juvenile Court is the latest recruit to the ranks of Paramount scenario-writers and has written an original story for Jack Pickford. This is called "The Spirit of '17" and was arranged for the screen by Julia Crawford Ivers. It is to be shown at that Theatre on ........

Jack Pickford, the talented brother of "our Mary" is to appear at the Theatre in "The Spirit of '17" on ........ This is an original story written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. Dealing with one of the most important problems of the present economical crisis, "The Spirit of '17" shows the clever young star in an altogether new light and offers him as yet unguessed of opportunity to display his talent.

With a splendid cast, an exceptionally good director, William D. Taylor, Jack Pickford's newest Paramount picture, "The Spirit of '17," is a Paramount production of even more than usual interest. The story deals with the economic situation in this country and a phase which cannot be too much emphasized—the part played by the "enemy aliens" in arousing unrest and dissatisfaction among the laboring classes. Withal, there is a love story of extremely romantic sort and it is sure that "The Spirit of '17" which will be shown on ........ at the Theatre will be extremely popular.
Long years hence the "Spirit of '17" will be recalled with a thrill that cannot be expressed in words. Whether we cross "over there" or whether we remain at home, steadfastly and determinedly doing our bit, the spirit that has aroused this great nation and sent its men and its money to fight for the world's future, will win and the men and the women of the future will turn to us.

It is but natural that this spirit should be reflected in the literature, the drama, the screen and the life of today, and so it is in Judge Willis Brown's new photoplay in which clever Jack Pickford is starring at the Theatre.

Following his appearance in Mark Twain's celebrated story, "Tom Sawyer," Jack Pickford's next photoplay will be "The Spirit of '17" which was written by Judge Willis Brown, of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers and directed by William D. Taylor. "The Spirit of '17" which is the attraction at the Theatre is a strongly patriotic photoplay, but differing widely from any of the recent so-called "war pictures."

JUDGE WILLIS BROWN OF CHICAGO JUVENILE COURT WRITES ORIGINAL PHOTOPLAY FOR JACK PICKFORD.

The basis for "The Spirit of '17" in which Jack Pickford is starring at the Theatre is an exceedingly timely theme—namely, the present labor situation and the varying agitations that are causing so much trouble throughout the country. "The Spirit of '17" has its locale in the copper mining district, near which is situated the town where the whole action takes place. Jack Pickford as the hero, conceives the original and extremely effective idea of mobilizing the forces of the veteran inmates of the Old Soldiers' Home both to end the labor trouble and strike and to stimulate recruiting. How both are accomplished is shown in this extremely interesting picture, the story of which was written by Judge Willis Brown, of the Chicago Juvenile Court.
REVIEW

Authentic Review of the production for your newspaper, for use day after first showing giving information about the star author, director, story, etc.

JACK PICKFORD STARS IN PATRIOTIC FILM.

Theatre Presents Delightful Characterization By Popular Star in Story Written by Judge Willis Brown of Chicago Juvenile Court.

"The Spirit of '17," which is Jack Pickford's newest Paramount starring vehicle, affords that popular portrayer of America's boyhood a brand new type of photoplay. Written by Judge Willis Brown of the Chicago Juvenile Court and directed by William D. Taylor, "The Spirit of '17" is an attraction of more than usual interest.

As Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, Jack catapults onto the screen in the wake of old Captain Jerico Norton, a worn but sturdy veteran of the Civil war. The two are firm friends and inseparable; thus, when Davy discovers real spies in their peaceful little middle west home town, it is to the Captain that he hurries for help and advice.

A handful of veterans, stealthily getting out their rusty muskets and swords, prepare to handle the matter, under the leadership of the Captain and Davy. The latter with his toy drum accompanies Private Butler, the valient fifer of many a battle in the Civil war, and the old men, led by Davy and the Captain with Private Butler, enter the town and succeed in dispersing the strikers.

Flora Edwards, the daughter of the Superintendent of the Mine, and although much older than Davy, one of his firmest friends, not knowing that Davy and the old men have saved the day, sets out by herself to summon aid. How she is picked up by young Lee Randall, in his racing car and how they escape the angry mob and make their way back to Flora's home, is vividly pictured. Young Lee has lost his standing with Flora by his general carelessness and especially his failure to volunteer his services to help his country in its hour of need.

The two young people effect a reconciliation however, when Randall, sincerely touched by the bravery of the handful of old men and the boy, offers to volunteer at once. Throughout the entire production, Mr. Pickford's acting is more than usually brilliant, and the excellent direction of William D. Taylor, the photographic effects and the splendid cast have each contributed a large measure to the success of the production.
The idea that just because a man is old enough to be a veteran in a Home for Old Soldiers he is no longer fit for active service, is dissipated in "The Spirit of '17" in which Jack Pickford is appearing as star at the......Theatre.

It is shown by the author, Judge Willis Brown of the Chicago Juvenile Court, in this, his first venture into screenland, that as long as a man has the necessary courage and can still shoulder a musket, he is good enough to defend a town. The idea arises when the youth typified by Mr. Pickford in the story, finds the workmen in his town in danger of being led into a violent strike by German agents.

He invokes the aid of a company formed from the ranks of the men who once before had fought for their country and its cause; the veterans with pride and hearts again singing with the buoyant spirit of youth-time, march into the breach and stop the foreign cohorts in their attempted marauding until the hastily summoned militia can arrive.

Mr. Pickford's work is especially good as "Davy Glidden" while that of the excellent cast, including Katherine McDonald, Edythe Chapman, Jack Johnson and Helen Eddy is remarkably in accord with the excellence of the entire production.

Stories of slackers and heroes and stay-at-homes as well as of soldiers have been rife on the screen recently, but it has remained for Judge Willis Brown of the Chicago Juvenile Court and Jack Pickford to write and act in respectively, a photoplay dealing with "The Spirit of '17," in which Jack Pickford is starring at the......Theatre this week, veterans of the Civil and Spanish American wars play a prominent part. The splendid cast which supports Mr. Pickford includes Katherine McDonald, Edythe Chapman, Helen Eddy, J. W. Johnson and L. N. Wells, as well as the work of Mr. William D. Taylor, the director, deserves special commendation.

Scenic effects of exceptional beauty have been secured by cameraman Homer Scott. Julia Crawford Ivers, who arranged the story for screen presentation, has done several of young Mr. Pickford's recent scenarios, including "Tom Sawyer" in which he scored a signal success.
For Exhibitor's information or house organ; - the players and the story of “THE SPIRIT OF '17"

THE PLAYERS.

DAVY GLIDDEN ......................... JACK PICKFORD
Adjt. Glidden ........................ G. H. Geldert
Mrs. Glidden ........................ Edythe Chapman
Capt. Jerico Norton .................. L. N. Wells
John Edwards ........................ Charles Arling
Mrs. Edwards ........................ Virginia Ware
Flora Edwards ........................ Katherine McDonald
Carl Bender ............................ James Farley
Frank Schmale ........................ Seymour Hastings
Tom Brand ............................. William Chester
Susan Brand ............................ Helen Eddy
Thomas Lee ............................ John Burton
Randall Lee ............................ Ashton Dearholt
Corporal Trimble ..................... Tom Bates
Private Butler ........................ J. W. Johnson

Director ............................... Wm. D. Taylor

THE STORY.

Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, is a patriotic, lovable youngster of about thirteen, fond of listening to the stories of the old soldiers, and an active member of the Boy Scouts. The Soldiers' Home is situated on the outskirts of a little western town, and not far from the Big Top Copper Mine.

Davy's particular idol is Captain Jerico Norton, an old soldier of about seventy-five years, who still retains his military bearing and is a leader among the others. He loves nothing better than to regale Davy wth tales of the Civil and Spanish American wars, in both of which he was a volunteer.

One day Mrs. John Edwards and her daughter Flora, wife and daughter of the Superintendent of the mine, arrive at the Home to pay Mrs. Glidden a visit. Davy is secretly overjoyed, for he has long worshipped Flora from afar although she is a much older girl than himself. They two walk about the grounds and listen to the Captain's stories while their mothers are talking.

The Captain's stories are often about spies these days, and it is possibly that fact which arouses Davy's suspicions that evening when he sees two men skulking about in the vicinity of the mine. A little later he sees an aeroplane rise from the very spot where he heard the men. Hurrying back to the Captain, Davy tells him what he has seen and the two plan to watch from the same spot the following night.
Sure enough, at the same time the two men appear and confer in undertones. The Captain recognizes them as Carl Bender and Frank Schmale, two men who have posed as Swiss citizens but who are in reality German spies. They overhear Bender saying that on Tuesday the strike will be called, and Schmale picturesquely adds that "Hell will be popping." The Captain confides to Davy that he has long been suspicious of these two men, and believed that the restlessness and dissatisfaction at the mines was caused by German influence.

Davy's cup of joy at the adventure and having a really important secret with the old Captain would have been full had he not discovered shortly afterwards that his beloved Flora was tremendously fond of young Tom Randall, son of the mine owner and a rather worthless youth of the idle rich class.

When Tuesday arrived, however, the boy was ready for the adventure. Mr. Edwards, Flora's father, and the superintendent of the mine were amazed to see his employees gathering, most of them armed and all muttering and angry, around the town. In the meantime, out at the Home, the old soldiers are making great secret preparations, to avert the strike. Corporal Trimble and Private Butler, the latter having played the fife in many battles, prepare to lead the old men.

Davy himself gets out his drum and when all are ready the company marches gallantly off with Davy and Private Butler at the head. They surround the strikers and succeed in frightening them into surrender and quieting the more unruly. Having accomplished this, the brave old fellows march out the weary miles to the mine where the mere sight of them and the sound of their martial music causes the rest of the strikers there to surrender in dismay.

In the meantime Flora sets out by herself to get help. Fortunately she meets young Randall in his machine who gets her away from the angry strikers. Later, when Mr. Randall and Mr. Edwards and Davy's own dad, learn of the boy's heroism and the bravery of the old men, they can only look their gratitude, for their hearts are too full for mere words. The mine has been saved and the strike averted by their bravery. Davy's happiness is made complete when Flora kisses him and assures him that she "loves him more than Randall" although at the same time extending her hand behind her to young Randall who has been induced to volunteer on realizing the heroism of these men and Davy.
Current Paramount and Artcraft Releases

Lina Cavalieri .... THE ETERNAL TEMPTRESS
Sessue Hayakawa ....... THE SECRET GAME
Billie Burke ........ THE LAND OF PROMISE
Jack Pickford ............ TOM SAWYER
Wallace Reid ....... NAM OF MUSIC MOUNTAIN
Vivian Martin ......... THE FAIR BARBARIAN
Dorothy Dalton ........ LOVE LETTERS
Charles Ray ........ HIS MOTHER'S BOY
Marguerite Clark ...... THE SEVEN SWANS
Pauline Frederick .... MRS. DANE'S DEFENSE
George Beban ....... JULES OF THE STRONG HEART
Jack Pickford ......... THE SPIRIT OF '17
Wallace Reid .......... RIMROCK JONES
Blackton's .......... THE WORLD FOR SALE
Julian Eltinge ........ THE WIDOW'S MIGHT
Charles Ray ........ THE HIRED MAN

Geraldine Farrar ............... ...... THE DEVIL STONE
Douglas Fairbanks .......... A MODERN MUSKETEER
Elsie Ferguson ........ ROSE OF THE WORLD
William S. Hart ............... DEAD OR ALIVE
Mary Pickford ........ STELLA MARIS

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525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

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Prospect Ave., near 9th.

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CINCINNATI, Ohio
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DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

DES MOINES, Iowa
Utica Theatre Bldg.

ST. LOUIS, Mo.
3929 Olive Street.

BUTTE, Mont.
403 S. Main Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

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NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.

OMAHA, Neb.
Romley Bldg.

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MONTREAL, Canada
198 St. Catherine Street

CALGARY, Canada
Alberta, 12 Elma Block.
Press Book and Exhibitor’s Aids

Jesse L. Lasky presents

GEORGE BEBAN

IN

“JULES OF THE STRONG HEART”

By William Merriam Rouse
Scenario by Harvey F. Thew and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture
What You Want To Know About “Jules of The Strong Heart”

STAR .................. GEORGE BEBAN, depicter of Italian and French roles, has recently appeared in “Lost in Transit,” “A Roadside Impresario,” “The Marcellini Millions,” “His Sweetheart,” etc.

AUTHOR .................. William Merriam Rouse, well known short story writer.

STORY .................. Taken from Collier’s Weekly—deals with life of a lumberman in the Canadian woods, contains love story of lumberman for boss’ daughter, and thrilling suspense and “human interest.”

DIRECTOR .................. Donald Crisp, who has directed many of Mr. Beban’s most famous pictures, such as “Lost in Transit” and others.

SCENARIO .................. By Harvey F. Thew and Frank X Finnegan, the famous writer of magazine stories.

PHOTOGRAPHY ........... Excellent—especially outdoor scenes which comprise most of the picture.

EXTERIORS ................. Taken at a real lumber camp at Hoquiam, Washington—absolutely realistic to the last detail.

CAST ...................... Practically all-star, contains Helen Eddy, Mr. Beban’s leading lady in most of his pictures, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest Joy, H. B. Carpenter, and Edward Martin.

AS A WHOLE ............... Keeps up the suspense until the last minute. Baby adds touch of sympathy and there is much comedy relief.

REMARKS ................... Worthy to be advertised as one of Mr. Beban’s best releases.

A MILLION DOLLARS IS BEING SPENT IN ADVERTISING FOR YOU BY PARAMOUNT AND ARTCRAFT. WHAT ARE YOU DOING FOR YOURSELF?

ACCESSORIES  
(To be Obtained at your Exchange)

Paper  
Two one-sheets
Two three-sheets
Two six-sheets

Photos  
10 8x10 black and white
8 11x14 colored gelatin
2 22x28 colored gelatin
8x10 photos of star

Cuts and Mats on Production  
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star  
Five one-column
Three two-column
Two three-column

Rotogravure  
Series of Advertising Layouts:
Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides  
Music Cues
Cartoon Mats

SOMETHING NEW!  
For special cartoon designed for use with newspaper review of “Jules of the Strong Heart” on second day of the show.

DON’T OVERLOOK THE SPECIAL CARTOON By “BRESS”  
For “JULES OF THE STRONG HEART”

THE PLAYERS  
JULES LEMAIRE  
GEORGE BEBAN  
Joy Farnsworth…Helen Eddy  
Tom, her father…Charles Ogle  
Ted Kendall…Raymond Hatton  
Jim Burgess……..Guy Oliver  
Jack Liggitt……..Ernest Joy  
Louis, the “Red Fox”  
H. B. Carpenter  
Head of the Hudson Bay  
Trapping Colony.  
Edward Martin  
Director, Donald Crisp

TABLE OF CONTENTS  
Billing on Front Cover  
What You Want to Know About the Picture  
Contents, Accessories and Cast inside front cover  
1. Ad Layouts with Mats  
2. Ad Layouts with Mats  
3. Advance Post Cards and Letter  
4. Production Cuts and Mats  
5. Cartoon by Bress.  
6. Promotional and Lobby Ideas  
7. Advance Publicity  
9. Advance Publicity  
11 Current Publicity  
13 Review of Production—for use after first showing  
15. Review and Special Publicity Story  
19. Synopsis (continued)  
Lithographs inside back cover  
Current Paramount and Artcraft Releases and Exchange List on Back Cover

PROGRESS—ADVANCE, The Completest, Neatest, Niftiest, Exhibitor’s Magazine In The Industry, Contains Music Cues, Valuable Lobby And Display Ideas, Advertising Suggestions and Other Helps.

KEEP A FILE ON HAND!!
Ad cuts and mats that strike home—and bring them out

Employ "human interest" in your ads. It is the very backbone of good advertising. You can reach them—and bring them out—if your advertisements strike a responsive human chord in their hearts. You can do with these line cuts we offer you with "Jules of the Strong Heart." But to reach them—to bring them out—you'll have to use them.

Ask your Exchange for Music Cues

Exhibitor's Theatre
"Foremost stars, superbly directed in clean motion pictures"

A tense drama of love and laughter
Jesse Lasky presents
George Beban
in "Jules of the Strong Heart"

By William Merriam Rouse
Scenario by Harvey P. Thew
and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture

The tang of the evergreen pines, the virile love of the "open spaces," and the vigorous action of "free men" in "God's Country," make this the greatest story in which this versatile star has ever appeared.

Short Subject
Travelogue
Musical Program

Advertised everywhere Shown here

A story of the Great North Woods and virile manhood. The smell of the pines and the breath of love mingled into a plot that brings a lump to your throat one moment and left you convulsed with joy the next.

Short Subject
Travelogue
Musical Program

Advertised everywhere Shown here

Lest you forget we say it yet—link up.
Exhibitor's Theatre

"Foremost stars, superbly directed, in clean motion pictures"

A play of heart-throbs, thrills and laughter

Jesse L. Lasky presents

George Beban in "Jules of the Strong Heart"

By

William Merriam House
Scenario by Harvey E. Thew and Frank X. Finneghan
directed by Donald Crisp

A Paramount Picture

A powerful plot laid in Great North Woods. Pathos, happiness, vigorous action, and the joy of living.

90,000,000 people are being taught to recognize Paramount Pictures as the best. How many know you show them?
ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART"

ADVANCE POST CARD NO. 1
(To be sent 9 days before showing of Picture)

Dear Madam:

"JULES OF THE STRONG HEART" is the name of a new picture in which George Beban will appear at the ................ Theatre on .............

This story contains real heart interest, and an eleven-months-old baby adds a touch of sympathy that is very appealing.

Try and make it a point to see this picture.

Manager.

ADVANCE POST CARD NO. 2
(To be sent 6 days before showing)

Dear Madam:

The new photoplay entitled "JULES OF THE STRONG HEART" in which George Beban will appear, and about which we wrote you a few days ago, was adapted for the screen from a vital short story which appeared in a recent issue of Collier's Weekly. It is full of the milk of human kindness.

As Jules Lamaire, Mr. Beban depicts a character which demonstrates the fact that he has no peer as a delineator of the Latin type.

The play will be shown at the ............. Theatre on .............      Manager.

SUGGESTED LETTER
(To be sent 3 days before showing)

Dear Madam:

Can you imagine the surprise of the citizens of Hoquiam, Washington, a lumber camp in the Canadian woods, when an aggregation of 50 players, besides a force of carpenters, electricians, property men and the like, arrived in their midst with all the ear-marks of a Circus? Two baggage cars of furniture, a complete lighting plant, etc., helped to equip a studio so substantial that the Lasky Company will be able to use it at any time for future screen work.

In the photoplay, "JULES OF THE STRONG HEART," which is coming to the ................ Theatre on ............. you will imagine you hear ringing in your ears the woodsman's axe, the hissing of the great logs as they slip down the gigantic chutes, and the grinding of machinery by which these logs are created into lumber.

While the character of Jules, played by Mr. Beban, is not exactly such as Robert Edeson portrayed in the famous play called "STRONGHEART," yet his spirit shows us how to live next to nature, where the heart catches the strength of the oaks and the rushing waters—a subject so interesting to all Americans.

You will be thoroughly refreshed by the wholesomeness of this picture. We shall look forward to seeing you at the theatre.

Yours very sincerely,

Manager.

ADVANCE POST CARD
(To be sent on date of showing)

Dear Madam:

We hope to see you at the ............. Theatre today where you will enjoy the pungent smell of pine and the freshness of the great out-doors, together with a wholesome love story filled with dramatic intensity.

Manager.
STOCK PRODUCTION CUTS AND MATS

George Beban in "Jules of the Strong Heart"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
Jules Is a Lad Worth Going Far to See

Bet Jules ay you like this Jules, of the Strong Heart. Whoever doesn't like him is fit for treason, stratagem and spoils, for if ever a man knows how to make a general all round lovable character hero for the screen that man is George Beban, the only character star in the business. In his latest Paramount picture, "Jules of the Strong Heart," Beban is so magnetically winning that, even if the picture were not so interesting as it is, he'd win in a walk. In the picture and its entertaining story there are the following utensils: A pipe, a can or two of condensed milk, a discarded baby that loves its adopted papa, Jules; a pretty girl of the woods, a set of trappers and logging men, with a villain or two mixed in them; a raging mountain stream and a fight in the rapids. Mix all this with a lot of love and laughter and what do you get? One of the most entertaining and pleasing screen presentations that ever sent an audience out of the theater chuckling, crying and laughing all at once. That's Beban. He's worth going to see.
ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART."

LOBBY Make a cutout of a great Red Heart with a baby sitting on top of it and a card reading:

THIS IS THE SIZE AND STRENGTH OF GEORGE BEBAN’S HEART IN HIS NEW PHOToplay "JULES OF THE STRONG HEART.”
You could also have a lumber camp erected on one side of your lobby with figures in the foreground and a picture of a sailboat on a stormy sea.

WINDOW Have your sporting goods and department stores show all kinds of camping materials with a photograph of your lobby and a card as follows:

GO TO THE ............... THEATRE ON ............
AND PARTAKE OF THE PUNGENT ATMOSPHERE OF THE PINES—
COME IN AND SMELL THE PINES IN OUR PINE PILLOWS.

HOUSE When you have your central scheme of display, take a photograph of it and put it on the cover of your house organ for the days you are showing the picture.

THROWAWAYS Have your local job printer set up the type from your local newspaper on attractive colored slip sheets and distributed through the street.

CAR CARDS AND NEWSPAPER ADVERTISING On your Car Cards have the cutout of a large Red Heart with a baby sitting on top of it and underneath the words:

COME TO THE ............... THEATRE ON ............
AND SEE THE DAMSEL WHO WINS JULES’ STRONG HEART. SHE IS 11 MONTHS OLD!!!

Offer to print a cut in the newspaper of the best window display gotten up by the town window dressers, and link up your ads in your local newspaper with all the local stuff you can get. For instance, "did you see the display in Mr. ——‘s window of ‘JULES OF THE STRONG HEART?’ You know what it advertises—it shows not only the goods which he has for sale, but tells you of the new George Beban photoplay which is coming to the ............... Theatre on ............... , called ‘JULES OF THE STRONG HEART.’"

CATCH LINES

OUR BOYS ACROSS THE SEA WILL FIND A TRUE COMRADE IN "JULES OF THE STRONG HEART."

“ACTRESS IN GEORGE BEBAN’S NEW PHOToplay OBLIGED TO BE CHAPERONED ON ACCOUNT OF HER AGE!!!”

“HISTORY OF YEAR-OLD BABY CAMOUFLAGED BY ‘JULES OF THE STRONG HEART.’”

FOR FURTHER ADVERTISING SUGGESTIONS WRITE TO:
THE EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York.
ADVANCE PUBLICITY

To be sent to newspapers for use three or four days in advance of
"Jules of the Strong Heart"

The fact that there has been great interest in stories of French-Canadian life in the north woods, but that few of these have been transformed to the screen, should furnish George Beban's newest role, "Jules of the Strong Heart" with an added attraction. The production is the seventh of the artistically developed character portraits in which Mr. Beban has appeared for the Paramount, most of these having been produced under the direction of Donald Crisp.

The latest Beban picture, "Jules of the Strong Heart" will be the attraction at the......Theatre, on......... It was written from William Merriam Rouse's story by Frank X. Finnegan and Harvey F. Thew.

Much of the success of George Beban's pictures and the inimitable character roles which have made him a screen favorite is attributed to Donald Crisp, who has been in charge of the direction of all the Paramount Beban pictures. One might say that Mr. Crisp has been in practical charge of Beban's photo plays since that celebrated character actor entered screen work, since nearly all of his productions have been filmed for the Paramount Company. The latest of these is "Jules of the Strong Heart," which is to be shown at the........Theatre, on........ The other six roles which added to Mr. Beban's fame, established on the stage, are "Pasquale;" "The Bond Between;" "The Marcellini Millions;" "A Roadside Impresario;" "The Cook of Canyon Camp" and "Lost in Transit."

The pungent smell of pine and the freshness of the great out-of-doors, together with a wholesome lovable story, make "Jules of the Strong Heart," the production soon to be shown at the........Theatre, one of the breeziest, most enjoyable of the season. The star, George Beban, will be remembered for his remarkable characterizations in such Paramount photoplays as "Lost in Transit," "His Sweetheart," "An Alien" and many others. Mr. Beban is supported by an excellent cast, including Helen Eddy, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest Joy, H. B. Carpenter and Edward Martin. The direction by Donald Crisp is worthy of mention, as well as the fact that the baby who plays a prominent part is no other than the small daughter of scenario-writer Harvey Thew.
ADVANCE PUBLICITY
To be sent to the newspapers the day before the showing of “Jules of the Strong Heart”

Donald Crisp's producing company, which has been making the production "Jules of the Strong Heart," featuring George Beban, returned to the Lasky studios with thrilling accounts of the manner in which assistant director Harry Haskins fell into the icy waters of the lake during the making of scenes from a rowboat.

"Have you a photograph of yourself falling in?" Haskins was asked by the canny studio manager.

"No, of course not," Haskins replied, somewhat nettled that his word should be doubted after he had suffered the chilling experience. "Wasn't that camera on my back when I toppled? That's the biggest part of the tragedy." "Jules of the Strong Heart" will appear at the Theatre on........

GEORGE BEBAN DISCOVERS NEW WAY TO RAISE CHARITY FUND.

George Beban furnished the Lasky studio management with a problem in mathematics which proved rather costly to them during the production of "Jules of the Strong Heart." Beban was discovered one afternoon, assiduously browbeating the members of his company into "kicking in" for "just one more charity" and endeavoring to hold up the production long enough to secure the required amount of Christmas money for the poor. When the genial manager, whose duty it is to look after the expenditures in the course of picture productions, discovered the procedure, he glanced apprehensively at the sun and began to worry about the loss of time. "How much do you need, George?" he asked, and when informed of the desired charity, came to the conclusion that the company could stand the $350.00 gift rather than have the production of the picture delayed. "Jules of the Strong Heart" in which Mr. Beban is starring, will appear at the Theatre on........
CURRENT PUBLICITY

To be sent to the newspapers the first day of the showing of
"Jules of the Strong Heart"

George Beban has a new actress in the cast of "Jules of the Strong Heart" in which he is appearing at the Theatre, namely Vivian Thew, the eleven months old daughter of Harvey Thew of the Paramount staff of scenario writers. Mr. Thew has long been anxious to have the babyhood of his daughter immortalized in celluloid and promptly when he was handed the script for Mr. Beban's forthcoming production, wrote in a part for a baby and succeeded in convincing everyone in authority that HIS baby was the only one to play it. Young Miss Thew will be chaperoned by her mother.

GEORGE BEBAN DIRECTS GEORGE BEBAN.

George Beban, the favorite Paramount character actor, acted as his own director in completing several scenes for "Jules of the Strong Heart" in which he is starring at the Theatre. During the process the other day, the star forgot a certain hat he was to wear and so he fined himself $1,000 for forgetting and then took himself out to luncheon to square things. Director Beban says he doesn't mind directing other people but, that as a star, George Beban is the hardest person to direct he has ever come across.

The citizens of Hoquiam, Washington, were recently startled with the arrival of an aggregation which had all the ear marks of a circus, but which was merely George Beban and his company under the direction of Donald Crisp who were going to the Paramount Lumber camp to film some scenes for "Jules of the Strong Heart" which is now being shown at the Theatre. A full force of men for the erection of a complete studio in the mountains, was sent from the Hollywood studio to the Washington woods. Two baggage cars of furniture, a complete lighting plant, and when the company arrived they built their scenery, manufactured furniture, etc. The studio was so substantially built in the woods that the companies from the Los Angeles studio may use it at any time in the future. Mr. Beban took a company of nearly fifty players in addition to the force of carpenters, electricians, property men and the like. The company camped in the woods, and were absent nearly a month.
ROLE OF A TRAPPER FROM THE CANADIAN NORTH WOODS SAID TO FIT GEORGE BEBAN, PARAMOUNT STAR, LIKE THE PROVERBIAL GLOVE.

As Jules Lemaire, a laughing, singing, high-spirited and whole-souled trapper from the great forests of the Canadian wilds, George Beban in his latest Paramount picture, "Jules of the Strong Heart," has found a role that is absolutely suited to his talents and one in which he finds opportunity for the exercise of all his faculties of character delineation.

That combination of primitive kindliness, robust spirits, and rollicking disposition, coupled with a gusty temper and bravery of the highest order makes up a character of the sort that few besides Mr. Beban can adequately portray and it is his ability in this respect that has made him so wonderfully successful in his Paramount photoplays.

"Jules of the Strong Heart" was a powerful and vital short story which appeared in Colliers, and from it Frank X. Finnegan and Harvey F. Thew have written a scenario that is said to be virile, thrilling, full of the milk of human kindness, replete with romance and the odor of the pine forests.

The story is one of high-hearted courage and depicts the struggle of Jules to uphold the honor of his sweetheart's father and to save his friend's baby from privation. Misjudged and even tortured on these counts Jules finally makes good.

This picture, which was filmed largely at Hoquiam, Washington, at the Lasky Lumber Camp, where a complete studio was erected, fully sustains the reputation already possessed by Mr. Beban for unusual and wholly satisfying character creations. The star is supported by a powerful cast and the direction of Donald Crisp assures technical perfection down to the last detail. "Jules of the Strong Heart" is appearing at the ......... Theatre.
George Beban, the inimitable portrayer of Latin character, in "Jules of the Strong Heart," which is now showing at the Theatre, has created still another Latin role in Jules, a rollicking, laughing, heroic figure of a man. Jules, carrying a wee baby on his arm comes singing down into the Canadian lumber camp where most of the scenes are laid.

His first thought is to secure milk for the youngster and after that he attends to his own wants, securing employment among the rough woodsmen. Of all the persons in camp, Jules finds Joy Fansworth, daughter of the Superintendent, the most "sympathetic." He finds that he has several rivals, however, among them one burly lumberman named Jim Burgess.

How he discovers that Burgess is a thief and a scoundrel of the worst sort, and succeeds in saving the camp pay roll during a terrific storm in which he and Burgess are tossing about on the river, and how Joy, who had been made suspicious of Jules by Burgess' insinuating remarks about the baby, comes to find out Jules' great sacrifice, makes a strong Paramount photoplay—typically "Beban."

"JULES OF THE STRONG HEART" AT THE...........FILMED IN ACTUAL LUMBER CAMP.

The ring of the woodman's axe, the hissing of the great logs as they slip down the gigantic chutes, the grinding of machinery by which these logs are created into lumber—these sounds will ring in the ears of the audience at the.........Theatre in viewing George Beban's latest Paramount picture, "Jules of the Strong Heart," which is now playing there.

As recently announced a studio was constructed in the Lasky lumber camp at Hoquiam, Wash., and there a crew of workmen as well as a big company of actors went to film exteriors in the very heart of primeval forests which are being decimated to supply the country with lumber for houses and ships.

"Jules of the Strong Heart" is from a story in "Colliers" by Wm. Merriam Rouse, and George Beban of course has the title role. That it enables him to again demonstrate that as a delineator of Latin types he has no peer is the assertion of those who have seen the picture.
"JULES OF THE STRONG HEART"

CAST

JULES LEMAIRE ........................................ GEORGE BEBAN
Joy Farnsworth ........................................ Helen Eddy
Tom, her father ........................................ Charles Ogle
Ted Kendall ............................................. Raymond Hatton
Jim Burgess ............................................... Guy Oliver
Jack Liggitt ............................................... Ernest Joy
Louis, the "Red Fox" ..................................... H. B. Carpenter
Head of the Hudson Bay Trapping Colony ............... Edward Martin

Director .................................................. Donald Crisp

SYNOPSIS

Jules Lemaire, a happy-go-lucky French Canadian, comes singing through the woods into the camp of the Nemo Lumber Company in the heart of the Canadian woods. To all inquiries about himself and the charming year-old baby he carries, Jules gives a laughing, evasive reply. He is engaged, however, as they are very short of help.

Tom Farnsworth, is boss of the camp and just at this time unpopular with his men because of fancied grievances as to salaries. His daughter Joy, on the contrary, is the favorite of everyone, most especially with Big Jim Burgess, burly logger, who aspires to her favor in rough caveman fashion; Kendall, the time-keeper; and later with Jules himself.

The three clash over the girl with Jules and Kendall arrayed against Burgess, when the logger becomes offensive in forcing his company upon her. Humiliated for the moment, Burgess waits his opportunity for revenge.

This comes sooner than he had expected. For the following pay day the money fails to arrive on time and the men, already dissatisfied, become extremely restive. Kendall assures them that the money is waiting at the railroad junction but cannot be brought over because of the storm which is so roughing the river that it would be almost impossible for a boat to attempt the crossing.
The men tell Farnsworth that they do not believe the money is there. He dares any of them to cross the channel in a sailboat and get it with an order he offers to write. Jules volunteers to go. Burgess is urged by the loggers to accompany him to make certain that the money will get back to them. So in the raging storm, Jules and Burgess set out suspicious of each other and fighting every inch of their way against the terrific gale. Jules hides the order in his mouth until they reach the express office where the money is delivered to him in a canvas sack.

On the return trip Burgess strikes Jules down with a revolver and seeks the money but cannot find it. He beaches the sailboat and pinions Jules on the sand at the water's edge, torturing him for twenty-four hours in an effort to make him disclose what he did with the money. Jules of the "Strong Heart" withstands the agony and refuses to tell. In the lumber camp, meanwhile, the men are convinced by the failure of Jules and Burgess to return, that their money was not waiting at the express office. They imprison Farnsworth and Kendall and some of the boldest urge that Farnsworth be strung up a tree. The others urge delay for a few hours.

In the meantime, Herbert Sommerville arrives in a motor boat looking for Jules. He tells Joy that he is the father of the baby and that Jules is his best friend. This both amazes and pleases the girl who had been led to doubt Jules' honesty by insinuating remarks about the baby, cast by Burgess. Sommerville tells her how his wife had died while he was away, leaving the baby liable to be turned over to the State, unless some kind friend took charge of it. Jules, although poor and needy himself, had assumed care of the child. Sommerville had not learned his whereabouts until a few days before.

Sommerville and Joy start in search of Jules in the motorboat and find Burgess at his work of torturing the woodsman on the beach. Jules only then consents to tell where he had hidden the money and it is found cleverly concealed hanging from the tiller-post of the sailboat.

Joy's love for Jules, long repressed, is revealed to him in camp when he recovers from the long illness which followed his exposure, and finds her caring devotedly for him.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
Current Paramount and Artcraft Releases

Lina Cavalieri .... THE ETERNAL TEMPTRESS
Sessue Hayakawa .......... THE SECRET GAME
Billie Burke .......... THE LAND OF PROMISE
Jack Pickford .......... TOM SAWYER
Wallace Reid .......... NAN OF MUSIC MOUNTAIN
Vivian Martin .......... THE FAIR BARBARIAN
Dorothy Dalton .......... LOVE LETTERS
Charles Ray .......... HIS MOTHER'S BOY
Marguerite Clark .......... MRS. DANE'S DEFENSE
George Beban .......... JULES OF THE STRONG HEART
Jack Pickford .......... THE SPIRIT OF '17
Wallace Reid .......... RIMROCK JONES
Blackton's .......... THE WORLD FOR SALE
Julian Eltinge .......... THE WIDOW'S MIGHT
Charles Ray .......... THE HIRED MAN
Pauline Frederick .......... MADAME JEALOUSY
Sessue Hayakawa .......... HIDDEN PEARLS
Dorothy Dalton .......... FLARE-UP SAL

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Elsie Ferguson .......... ROSE OF THE WORLD
William S. Hart .......... DEAD OR ALIVE
Mary Pickford .......... STELLA MARIS

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CANADIAN EXCHANGES

TORONTO, Canada
12 Queen Street East.

MONTREAL, Canada
198 St. Catherine Street

CALGARY, Canada
Alberta, 12 Elma Block.
Stella Maris

Scheduled Release Date: 21 Jan 1918
MARY PICKFORD
in
"Stella Maris"

By William J. Locke
Scenario by Frances Marion
Directed by Marshall Neilan

An ARTCRAFT Picture

Released by ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVENUE
NEW YORK CITY
WHAT YOU SHOULD KNOW ABOUT "STELLA MARIS"

The photoplay is dramatized from the famous novel by William J. Locke, who is recognized as one of the greatest living authors. Mary Pickford, the idol of America, is the star.

Frances Marion wrote the scenario and Marshall Neilan directed the production, the same combination that made "Rebecca of Sunnybrook Farm" and "The Little Princess."

For the first time in her career Miss Pickford undertakes a dual role, playing the part of Stella Maris, a sweet, gentle girl, and Unity Blake, the ugly and deformed orphan. In the latter role scenes of great pathos and sensationalism are shown.

Through remarkable trick photography, both characters are shown on the screen at the same time, and effects are obtained which have never heretofore been successfully attempted.

Mary Pickford's tremendous drawing power with the public is doubled in this production, as her interpretation of two separate and distinct parts, each one of stellar proportions, presents her artistry as effectively as if she had appeared in two different photoplays. The supporting cast is exceptionally strong, headed by Conway Tearle, a popular favorite.

"Stella Maris" is an extraordinary production, replete with stirring incidents, and deeply charged with pathos. Settings and backgrounds have been provided in keeping with the bigness of the story, and exquisite camera work completes one of the best Artcraft pictures yet released.

FOR ADDITIONAL EXPLOITATION AND PUBLICITY ACCESSORIES READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.

CAST

Stella Maris \ MARY PICKFORD

Unity Blake

John Risca ..... Conway Tearle

Louise Risca . Camille Ankewich

Lady Blount ..... Ida Waterman

Sir Blount ..... Herbert Standing

Agatha Linden . Josephine Crowell

The Nurse . . . . . . . . . . Mrs. Coonleu

CONTENTS

Page
1. Cover with Billing.  
2. Talking Points, Cast and list of accessories  
5. Star Cuts and Mats.  
6. Advertising Layouts.  
7. " " "  
8. Advertising Layouts and Slide.  
9. Lithographs.  
10. Cartoon  
11. Scene Cuts and Mats.  
12. Publicity Stories.  
13. " " "  
14. " " "  
15. " " "  
16. " " "  
17. " " "  
18. " " "  
19. " " "  
20. Synopsis.  
21. "

ACCESSORIES

(To Be Obtained at Your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets
One twenty-four sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
8 x 10 photos of star

Cuts and Mats on Production
Five one column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Three one-column
Two two-column
One three-column

Rotogravure One Sheet

Advertising, Layouts, Cuts and Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides
Music Cues
Heralds

PLEASE READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.

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PLEASE READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.
Advertising Suggestions for “Stella Maris.”
from

EXHIBITORS’ SERVICE
48S
Advance Post Card No.

(to

1

Fifth Ave.,

DEPARTMENT

New York

be sent 9 days

Advance Post Card No.

before showing)

Dear Madam;

Mary

“STELLA MARIS,”
Mary Pickford

reflecting her dazzling

a photoplay called

(Star of the Sea), which

“STELLA MARIS”

Wm.

was adapted from

You

Locke’s famous novel of the same name.

the

new

vehicle

starring

at the

Theatre,
is the most tenderly appealing role in which she has
ever appeared. During the screening of part of this
picture everyone in the studio broke down and cried,
so thoroughly merged was the Beloved Mary in her
art.
She is surrounded with a notable cast, including
Conway Tearle, Herbert Standing and Ida Waterman.
Don’t forget to come. The date is

will shine forth at the

Theatre on
ability in

be sent 6 days

Dear Madam:

Pickford, the brightest star in the Picture

Firmament,

2 (to

before showing)

J,

will

surely wish to see this masterpiece.

Manager.

Manager.

SUGGESTED LETTER
(To be

sent 3 days before showing)

Dear Madam:
If

you have ever seen the

will surely wish to see

ness of the Mansfield portrayal.

art she

Richard Mansfield in his dual role of Dr. Jekyl and Mr. Hyde, you
double role.
It is equally startling, but lacks the gruesomewill always stand out as a wonderful achievement in screen art.

late

Mary Pickford
It

in her

Those of you who have seen Mary Pickford only as the “beloved curly head” will be amazed at the
shows in an entirely different role how different will be gathered from the following incident:

—

Adolph Zukor, President of the Famous Players-Lasky Corporation, happened into the studio during the screening of this picture, and when he saw Mary lying in bed, swathed in bandages, her hair plastered down and one whimsical eye peering up at him, he said:
“I
it

hear you die in the next scene,” and coming to the point without hesitation, “I hope you do

pretty soon.”

Miss Pickford’s drawing power with the public
to the pleasure of seeing

you

at the

is

doubled in this picture, and
Theatre on

we

shall

look forward
.

Manager.

FOLLOW-UP POST CARD
(To be

sent

on date of showing)

Dear Madam:

Mary

Pickford, the Star of the Land, will appear at the
The Star of the Sea. Come and see the two
don’t forget to bring more than one handkerchief with you.

“STELLA MARIS”
new, and

—

Mary Pickfords

—

Theatre today

in

the old and the

Manager.

FOR FURTHER SUGGESTIONS KINDLY CONSULT
THE EXHIBITORS’ SERVICE DEPARTT^NT
485

Ftfdi

Avmiie,
3

New Ymrk


Advertising Suggestions for "Stella Maris."

FROM
EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York

LOBBY DISPLAY:

You could have a cut-out of a castle on a high cliff, showing large expanse of water at the foot of the cliff, and in one of the windows have the face of Mary Pickford in the center of a star throwing reflection on the water, and a card reading:

"STELLA MARIS"
STAR OF THE SEA

Or, you could have a cut-out representing a lighthouse with a large expanse of sea, and the light could be reflected from a star at the top of the lighthouse.

WINDOW-DISPLAY:

Have your local bookseller make up a window-display with all the W. J. Locke books. He could carry a card reading:

OUR STOCK OF W. J. LOCKE BOOKS IS RAPIDLY DISAPPEARING BECAUSE EVERYONE WANTS TO READ "STELLA MARIS" (STAR OF THE SEA) BEFORE GOING TO SEE MARY PICKFORD IN THIS PHOTOPLOY, AS WELL AS ALL THE OTHER FAMOUS NOVELS BY THIS AUTHOR.

Your Department Store could have a cut-out of a castle for a window-display, and could show appropriate gowns which might be worn by Mary Pickford in this picture. Below the castle could be a long stretch of ocean and underneath a card, reading:

LIKE UNCLE SAM’S SOLDIERS AND SAILORS MARY PICKFORD HAS TAKEN TO THE DEEP. COME TO THE .................. THEATRE ON .................. AND SEE "STELLA MARIS" (STAR OF THE SEA).

CAR CARDS:

NEWSPAPER ADVERTISING:

Take a photograph of the best window-display and have it reproduced on car cards, giving credit to the merchant who has shown the most progressiveness. This will give a local news flavor to the advertising.

Reproduce in your newspaper ads. a cut of the window which has the best display, and hook up your campaign with that of your merchant. You might use a line like this, with a flag reproduced:

IF THE STARS IN AMERICA'S STAR-SPANGLED BANNER REPRESENTED THE TALENTED YOUNG DAUGHTERS OF THE SCREEN AND STAGE, IT WOULD BE GENERALLY ACCEPTED THAT MARY PICKFORD IS "THE BRIGHT PARTICULAR STAR."

NOT CONTENT WITH HER VICTORIES AT HOME ON LAND, SHE HAS TAKEN TO THE SEA AND WILL APPEAR AT THE .................. THEATRE ON .................. IN "STELLA MARIS" (STAR OF THE SEA).

CONTEST:

You could cut out a star and a large letter "C" (sea) in gilt, and offer two passes to the first one who guessed the riddle. (Answer: Mary Pickford in "Star of the Sea").

FOR FURTHER SUGGESTIONS KINDLY CONSULT

THE EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York
Reproductions of Stock Star Cuts and Mats—MARY PICKFORD

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
These are always obtainable at your exchange in either cut or mat form.
MARY PICKFORD

"Stella Maris"

By William J. Locke
Scenario by Frances Marion
Directed by Marshall Neilan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.
Advertising Layouts and Slide

EXACT SIZE

MARY PICKFORD

in "Stella Maris"

By William J. Locke
Scenario by Frances Marion Directed by Marshall Neilan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE
Name of Theatre, Location,
Time of Performances,
Prices, Dates of
Showing, etc.

Beautifully colored announcement slide this size obtainable at your exchange.
LITHOGRAPHS

Twenty Four Sheet Poster

Six Sheet Poster

Six Sheet Poster

One Sheet Poster

One Sheet Poster

Three Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
Mary Pickford, the evening star of the film firmament, outshines the brilliance of every past cinema achievement in her newest Artcraft Picture, "Stella Maris," adapted from William J. Locke's popular novel by Frances Marion. In this screen play there are two Mary Pickfords, or, to be exact, Mary Pickford in two different characters of extreme contrast. This is the first time that "Our Mary" has ever experienced the feeling of co-starring with herself, and that she enjoys the novelty is evident.

In the part of Stella Maris Mary appears as we know her best—a beautiful child with long curls and pretty frocks. Living in a home of wealth, surrounded by every luxury and with the tender care of a circle of friends who worship her, the character is similar to those which have disclosed her best efforts in the past.

Unity Blake, however, is a part which shows Mary as we have never seen her before. With curls straightened out and hair braided down against a dirty face and over a hunched shoulder, the unattractive Unity, slave of an orphanage, is as different from pretty Stella as the cactus is unlike the rose. Although of two entirely different worlds, the lives of Stella and Unity become closely linked in the course of the story, a narrative of sublime pathos and charm which lends itself well to the rare talents of "America's Sweetheart." The production of "Stella Maris" was in the hands of Marshall Neilan, the youthful director whose artistic presentation of recent Mary Pickford photoplays had much to do with their success.

Cuts and mats of the above cartoon can be secured from the Exhibitors' Service Department, 485 Fifth Avenue, New York City. There is no charge for the mats except that two clippings of each must be mailed to the Exhibitors' Service Department. For the cuts a remittance of One Dollar should accompany the order.
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:

Five One-column
Three Two-column
and Two Three-column
(Above reproductions reduced in size)
Always obtainable at your exchange.
Press stories to be sent out a week ahead and during the showing of "STELLA MARIS"

Mary Pickford's next appearance in an Artcraft picture will be in an adaptation from Wm. J. Locke's novel, "Stella Maris," which will be shown at the .......... theatre commencing .......... It was prepared for the screen by Frances Marion and produced by Marshall Neilan, who directed Miss Pickford's latest success, "Rebecca of Sunnybrook Farm" and "A Little Princess."

The story of Stella Maris gives to Miss Pickford the most tenderly appealing role in which she has ever appeared on the screen. The Artcraft star for the first time in her career plays a double role, the characters of Stella Maris, who has been a paralytic for ten years, living in a home of wealth, surrounded by every luxury and with the tender and devoted care of the circle of friends who are worshippers at the "Court of Stella Maris," the bedroom where none without smiles are allowed to enter, and where world-wisdom and care has no place; and that of Unity Blake, a veritable Ugly Duckling, the slave of an orphanage, living on the scraps and dressing in the rags which are given to her in the name of charity.

In this latter role Miss Pickford appears with curls straightened out and hair braided down against a dirty face and over a hunched shoulder. This uncouth character forms a remarkable contrast to that of the beautiful Stella Maris. Miss Pickford's transition from one character to the other will no doubt be remembered as one of the greatest achievements in her artistic work.

The story revolves around the curing and entrance into the real world of the paralytic, Stella Maris, and the revelation to her, after having been sheltered for years in a world of dreams and ideals, of the actualities of the misery and sorrow in the real life outside.
Playing a dual role, Mary Pickford will be seen in a new Artcraft picture at the ............ theatre, beginning ............ Miss Pickford plays the title role of "Stella Maris," in a film version of Wm. J. Locke's celebrated novel, and also interprets the part of Unity Blake, an uncouth character who is introduced as an inmate of an orphan asylum.

As Stella Maris, a paralytic heiress, surrounded by every luxury wealth can command, and protected from even the slightest knowledge of worldly things, the comparison with Unity Blake presents a startling contrast. Later, when Stella Maris has her health restored and learns of the poverty, misery and crime existing in the world which her imagination had pictured as idyllic it proves so strong a shock that her life is threatened.

Through an amazing chain of circumstances the two girls - the Ugly Duckling and the delicate and beautiful Stella Maris - love the same man, and then comes a supreme sacrifice, the giving of Unity Blake's life for the man she loves and for Stella Maris.

The portrayal of two characters so vastly different by Mary Pickford will probably stand as a wonderful achievement in screen art.

Frances Marion adapted the story to the screen, and Marshall Neilan directed the production. That they have caught the tender pathos of the novelist's work is demonstrated in this, the latest of charming vehicles for the appearance of the world-famous star.
Besides playing two roles herself, Mary Pickford has surrounded herself with a notable cast in her latest production for Artcraft, which will be shown at the ....... theatre on ............ The photoplay is adapted by Frances Marion from Wm. J. Locke's novel, "Stella Maris," and produced by Marshall Neilan, whose masterly direction of Miss Pickford's last two successes, "Rebecca of Sunnybrook Farm" and "The Little Princess," caused must favorable comment. Miss Pickford plays the role of Stella Maris and of Unity Blake, two entirely different parts, each carrying a powerful appeal.

The characters surrounding the Artcraft star in the production have been especially well chosen. Conway Tearle, who has maintained a notable reputation on the stage and in films for some years, was engaged to go to the West Coast studio of Artcraft to play the role of John Risca, English journalist and gentleman, who proves an ideal selection for the leading supporting role. Camille Ankewich, a member of the Lasky stock company, is cast for the difficult part of John Risca's wife, a woman whose finer sensibilities have been utterly lost through drink.

Herbert Standing, the eminent English actor of many years of stage successes, appears as Sir Oliver Blount, an English nobleman and uncle of Stella Maris. Miss Ida Waterman is the distinguished, yet motherly, Lady Eleanor Blount, while Josephine Crowell appears as an aristocratic English spinster.
Conway Tearle, who plays the leading supporting role with Mary Pickford in "Stella Maris," the attraction at the theatre tomorrow, comes from a celebrated family of theatrical people in England and this country. It was his great grandfather, Tearle, who started the first stock company in America in 1712, and F. B. Conway, another of near kin, who built the famous old Conway theatre in Philadelphia.

Conway Tearle himself has been on the stage for twenty-one years, first appearing in Shakespearean plays in London, later becoming leading man with Sir Charles Wyndham, Ellen Terry and other famous stars at the Drury Lane Theatre. In Australia he created the Ben Hur leading role. In 1905 Mr. Tearle came to America and appeared with Grace George in "Abigail" at the Savoy Theatre, New York, later appearing in many plays with Ethel Barrymore, Viola Allen and others.

His first appearance in a motion picture was with Miss Barrymore, in "The Nightingale," in 1912. After that he played opposite Marguerite Clark in two productions, and with Clara Kimball Young in "The Common Law" and "The Foolish Virgin." More recently he co-starred with Anna Little in the two first J. Stuart Blackton pictures for Paramount, "The World for Sale" and "The Judgment House."

Mary Pickford's latest picture for Artcraft, "Stella Maris," which is to be shown at the theatre tomorrow, has been taken from the novel by the celebrated English writer, Wm. J. Locke. In his other stories, some of which are "Jaffrey," "The Fortunate Youth," "The

Continued over
Beloved Vagabond" and "Simple Septimus," as well as the charming story of "Stella Maris," Mr. Locke has wrought his characters of fiction with rare skill and with an unusual perception of the finer elements of human understanding. The characters of his books stand out with the vividness of real people, moving in a world splendidly pictured by the novelist. He has been able to reach a narrative of sublime pathos in the story of "Stella Maris," a book which lends itself well to the rare talents of Miss Pickford. The photodramatization of the story was in the hands of Miss Frances Marion, who also adapted for the screen Mary Pickford's other recent successes, "Rebecca of Sunnybrook Farm" and "The Little Princess."

When Adolph Zukor, president of the Famous Players-Lasky Corporation, paid a visit to the studio where Mary Pickford was engaged in her double role in "Stella Maris," the Artcraft picture now being shown at the Theatre, his first view of the Artcraft star was as Unity Blake, the Ugly Duckling, an unattractive little orphan girl with the well-beloved Pickford curls straightened out and with other radical changes of the make-up art which so transformed the star that one could scarcely recognize her as the same Mary Pickford of the role of Stella Maris.
Mr. Zukor, seeing the Ugly Duckling, swathed in bandages, lying in bed with one whimsical eye peering up at him, said: "I hear you die in this next scene"; and, coming to the point without hesitation, "I hope you do it pretty soon."

In "Stella Maris," Mary Pickford's latest picture for Artcraft, now at the ... Theatre, she plays two roles, the sweet and appealing character of Stella Maris, and Unity Blake, an uncouth figure. One of the big scenes in the photoplay shows the terrific beating Unity receives from the drink-sodden woman who has taken her from the orphan asylum. While Miss Camille Ankewich gives a splendid interpretation of the brutal woman, she is a woman of gentle disposition and dearly loves Little Mary. Marshall Neilan, the director, says that he experienced the greatest difficulty in getting Miss Ankewich to beat Miss Pickford in a realistic manner, and after the scene was over and Mary was rubbing a red spot on her injured cheek, Miss Ankewich burst into tears and declared it was the hardest thing she had ever done in her whole life.
"Stella Maris," the Artcraft picture now being shown at the Theatre, in which Mary Pickford is the star, is adapted from Wm. J. Locke's novel of the same title. To begin with Stella Maris was not Stella's real name. She was an orphan, tremendously rich, living with her uncle and aunt, Sir Blount and Lady Eleanor, in a big stone castle by the sea. She was afflicted with a mysterious disease which had paralyzed her from childhood and her room was always kept lighted, day and night. The twinkling light, seen from far off on the ocean, led John Risca, a distant relative, to name her Stella Maris - Star of the Sea - and by this name she was known for the rest of her life.

Mary Pickford plays two parts in "Stella Maris," the Artcraft picture being exhibited at the theatre, one delicate and dainty, and the other, as Unity Blake, uncouth and unlovely, but carrying with it a tremendous amount of pathos. In several scenes, as Unity Blake, Mary Pickford causes the feminine audience to reach for its handkerchiefs and enjoy a good cry.

Many people will wonder how such a scene is worked up, and the atmosphere created in a studio. Director Marshall Neilan, who produced the picture, tells us the secret.

"Miss Pickford is a splendid actress," says Neilan, "and brimful of temperament. As Unity, the abused slave whom John Risca has rescued from the cruelties of his half-insane wife, her make-up was so perfect that when she walked onto the studio floor no one recognized her.

"In the big emotional scene Unity stands alone in Risca's living
room and looks at the picture of Stella Maris, a contrast with Unity's homely face and twisted body. She loves John and John loves Stella Maris. And Unity breaks down and weeps, and real tears roll down her cheeks and her deformed shoulders writhe.

"Behind a screen are stationed a pianist and two violinists, and as Mary, thoroughly submerged in her part, proceeds with her acting, the musicians play sympathetic music, and the wailing violins fairly sob until the climax, when the music reaches an agonized shriek.

"When this scene was taken, every one in the studio broke down and cried."

In "Stella Maris," the Artcraft picture now at the theatre, Mary Pickford plays a part wonderfully adapted to her. In fact, the illustrations in the novel by Wm. J. Locke, show Stella Maris as a replica of Little Mary, golden curls and all.

The work of Mary Pickford as Stella Maris is overshadowed by that of the character of Unity Blake, a homely girl, uncouth and misshapen, who creates big moments in the photoplay, and whose emotional work is a revelation. The superior work of Unity Blake is apparent in scenes where Unity and Stella Maris appear together on the screen.

Miss Pickford frankly admits that Unity Blake more than shares the honors with Stella Maris, and that she, herself, loves the part of Unity Blake. This may seem a strange confession for a star to make, but the fact is that Mary plays both parts herself. The dual role is made possible by clever photography, and Miss Pickford is seen talking to herself, and walking off the scene with herself.
Synopsis of “Stella Maris.”

Stella Blount was an orphan, tremendously rich, living with her Uncle and Aunt, Sir Blount and Lady Eleanor, in a big stone castle by the sea. She was afflicted with a mysterious disease which had paralyzed her from childhood, and her room was always kept lighted, day and night. The twinkling light, seen from far off on the ocean, led John Rica, a distant relative, to name her Stella Maris - Star of the Sea - and by this name she was known for the rest of her life.

Stella Maris was an unusually beautiful girl, tenderly loved and surrounded by every luxury wealth could command. Separated from the world and all knowledge of sordidness and sorrow kept from her, she developed an angelic nature and a purity of mind and heart which caused all to love her as an almost supernatural being.

In his youth, John Risca had entered into an unfortunate marriage with a girl of lowly origin, whose beauty had infatuated him. He discovered that she had a secret appetite for liquor, which she proceeded to satisfy, despite his pleadings and protestations. He separated from her, though he contributed generously to her support. Ten years of dissipation reduced her to bestiality, and as she could get no servant to remain in her service she took little Unity Blake from an orphanage. Unity was a homely child, and if anything, gifted with less than an ordinary degree of intelligence. She submitted without complaint to the cruelties of Mrs. Risca until one day, in a fit of rage, the drunken woman beat Unity with a red hot poker, for which she was arrested and sent to the penitentiary for three years.

Overwhelmed with shame at the publicity of the trial, John Risca
determined to leave the country, but was persuaded to remain by Sir Blount and Lady Eleanor, who begged him not to wound Stella Maris, who loved him. To rectify the great wrong done Unity, Risca adopted her and had his Aunt Gladys keep house for him. Through unremitting kindness, though he felt no warm affection for the child, he won her gratitude and love, and she delighted in looking after his comfort.

Stella Maris continued to rule her world, of which she termed John Risca her "Chief High Belovedest," and he was a constant attendant at her court, weaving beautiful and fantastic tales of the outside world to amuse her.

The Blounts retain the services of a specialist who has attracted much attention by his marvelous results, and he performs the miracle of restoring Stella Maris to health.

From her first peep into the new world Stella Maris saw how unfounded her ideas and ideals had been, and she learned of poverty, crime and unhappiness. Her childish regard for John Risca turned into the deep love of a woman, and John found that his affection for her had grown to an overwhelming passion. He decided to tell her of the existence of his wife, but was dissuaded by Sir John, who feared to add to the sorrows of Stella Maris.

Mrs. Risca learned about Stella Maris and told her many lies which nearly broke her heart, and caused her to crushingly reprove Risca, who is driven to distraction by his inability to explain the situation. Both underwent mental tortures, and Unity Blake suffered anguish over the troubles of the man she adored. Believing that Risca is about to commit suicide, she nerves herself to a terrible act of self-sacrifice, and kills Mrs. Risca and destroys herself. Her deed is attributed by the police to motives of revenge.

Stella Maris slowly adjusts herself to the world as she finds it, and sees the true worth of John Risca.
Press Book and Exhibitor’s Aids

Jesse L. Lasky presents

WALLACE REID in

“RIMROCK JONES”

By Dane Coolidge
Directed by Donald Crisp

Scenario by Harvey F. Thew and Frank X. Finnegan

A Paramount Picture

Music cues for this production obtainable at Exchange.

Be sure to get your Press Book at least two weeks before prints.
EXACTLY ONE MILLION DOLLARS IS BEING SPENT FOR YOU!

This is not “Press Agent Camouflage”—it’s a fact—because Paramount and Artcraft are actually spending that stupendous amount to teach the public to look for your theatre, your advertising and your pictures—by teaching them to look for the trademarks. Your part is merely to show these trademarks.

ACCESSORIES
(Obtainable at your Exchange)

Paper
Two one sheets
Two 3 sheets
Two 6 sheets

Photos
10 8x10 black and white
8 11x14 colored gelatins
2 22x28 colored gelatins
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rogoravure
Series of Advertising Layouts:
Mats

Press Book
with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides
Music Cues

MUSIC CUES!
For special music cues on “Rimrock Jones” see your file of Progress-Advance—and remember to order your Progress-Advance binder from your Exchange.

THE PLAYERS
RIMROCK JONES...WALLACE REID
Mary Fortune................Ann Little
H. Hicks.....................Charles Ogle
Ike Bray....................Paul Hurst
Andrew McNair..............Guy Oliver
Leon Lockhart..............Fred Huntley
Hazel Hardesty..............Edna Mae Cooper
Juan Soto...................Toto Ducrow
Stoddard..................Gustav Von Seyffertitz
Jepson.....................Ernest Joy
Woe Chong................George Kuwa
DIRECTOR...........DONALD CRISP

TABLE OF CONTENTS
Billing on Front Cover
Contents, Accessories and Cast Inside Front Cover
1. What You Want to Know About the Picture
2. Advance Post Cards and Letter
3. Promotional and Lobby Ideas
4. Production Cuts and Mats
5. Lithographs
6. Biographical Sketch
7. Ad Layouts with Mats
9. Ad Layouts with Mats
11. Advance Publicity
13. Advance and Current Publicity
15. Advance and Current Publicity
17. Review of Production—for use on day of first showing.
19. Short Review and Publicity Stories
21. Cast and Synopsis
23. Synopsis Continued
Current Paramount and Artcraft Releases on Back Cover
Exchange List on Back Cover
THINGS YOU NEED TO KNOW ABOUT “RIMROCK JONES”

A Paramount Picture

STAR
Has recently starred in “Nan of Music Mountain,” “The
Hostage” and others, has played with Geraldine Farrar
in such well known productions as “Carmen,” “Joan the
Woman,” “The Woman God Forgot,” “The Devilstone”
and others.

THE STORY
One of the ever-popular Western variety with a brand
new and fascinating plot.

THE AUTHOR
Dane Coolidge, famed as a photographer and story
writer, has made a special study of things and life in the
West.

THE CAST
Includes Ann Little, who appeared with Mr. Reid in
“Nan of Music Mountain;” Charles Ogle, Paul Hurst,
Guy Oliver, Fred Huntley, Edna Mae Cooper, Toto
Ducrow, Gustave von Seyffertitz, Ernest Joy, and George
Kuwa.

THE DIRECTOR
Donald Crisp, who has directed Julian Eltinge, George
Beban and others of the Paramount stars.

THE SCENARIO
By Harvey F. Thew and Frank X. Finnegan.

PHOTOGRAPHY
By Saxon Dean—some new “locations” including scenes
actually filmed at the copper mines of Arizona.

REMARKS
Many comedy touches mostly contributed by little
George Kuwa, the Jap who has appeared in many of the
recent Paramount photoplays, notably with Hayakawa.

AS A WHOLE
Will appeal to all—as it possesses splendid contrast—
with scenes from New York fashionable hotels to wildest
woolliest west—and with comedy to supremest drama.

WATCH FOR THE NEW CARTOONS BY “BRESS”

In many of the coming Press Books you will find a new feature that Paramount and
Artcraft are offering their Exhibitors. This is a 3 column, 5½ inch deep newspaper car-
toon drawn by the well known cartoonist “Bress,” recently associated with one of the largest
newspaper syndicates in the country and a contributor to Puck, Life and other magazines.

YOU CAN OBTAIN THESE MATS FROM YOUR EXCHANGE FREE OF CHARGE.
Advertising Suggestions for “RIMROCK JONES”  
by Exhibitors’ Service Department  
485 Fifth Avenue, New York

POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE SHOWING)

Dear Madam:

COMING!

To the .......... Theatre on .......... a new photoplay entitled “RIMROCK JONES.” The story is founded on a real incident which came to the attention of Dane Coolidge, the author, while he was in Arizona gathering material for stories. It is vivid, startling and thrilling.

Manager.

POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE SHOWING)

Dear Madam:

STARRING!

At the .............. Theatre—Wallace Reid as “RIMROCK JONES,” a western story with a brand new and fascinating plot. The scenes were actually filmed at the Copper Mines of Arizona. The date is .......... and we shall look forward to seeing you.

Manager.

SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING OF PICTURE)

Dear Madam:

I am going to tell you a secret about the new photoplay entitled “RIMROCK JONES” which is coming to the .......... Theatre. I believe that Andy McBain, the clever crook lawyer of the town who stole one mine from Rimrock and tried to make a “get-away” with a second one, was in league with the HUNS because you know as well as I do what they are doing to get possession of the mines in France.

You will be delighted to hear, however, that in this case a clever “deaf” stenographer with her woman’s wit and intuition, comes to the rescue of the hero and helps him in a struggle for his mines. Unknown to anyone she takes the long journey to New York, has a specialist perform an operation on her ears, which has restored her hearing, and while pretending to be still deaf, she helps Rimrock fight it out against the combined wiles of a Wall Street financier, two of the country’s well-known lawyers and one of the crooks of the “big town,” and plays the final winning card in the game.

This is a charming, realistic and wholesome play which will appeal to young and old alike. Ann Little, the clever young actress who has appeared in a previous picture with Mr. Reid, plays the part of Mary Fortune, the stenographer. The picture contains rough, wild and woolly stuff that delights the boys and girls, and Society Life and Scenes in New York’s famous hotels which appeals to the older women.

We hope to have the pleasure of welcoming you on ................. when the picture is to be shown.

Manager.

FOLLOW UP POST CARD (TO BE SENT ON DATE OF SHOWING)

Dear Madam:

THIS IS THE DAY

that we are presenting the photoplay entitled “RIM-Rock JONES” at the .......... Theatre. The story will send you away with the satisfactory feeling of a well spent hour or two. Don’t miss it, please.

Manager.
ADVERTISING SUGGESTIONS FOR

“RIMROCK JONES”

By Exhibitors’ Service Department, 485 Fifth Avenue, New York.

LOBBY As this picture deals with a mine, it would be very easy to build an old fashioned mine-shaft entrance in your lobby. This could be built square of small logs, similar to a well, the logs built up about 4 or 5 feet high above the level of the lobby floor and on the top a windlass also built of a log with the handle either of wood or of iron.

If you want to use a more modern style of mine shaft, you can build a mine “en a temporary doorway of logs around your side of your lobby, or better yet, build such a trance” or sort of temporary doorway at own entrance.

The signs on these shafts could read:

RIMROCK JONES LOST HIS MINE.
ENTER HERE AND FIND OUT HOW HE GOT IT BACK

WINDOW DISPLAY You can co-operate with your sporting goods store or hardware store by having them build a similar device in one of their windows. If sporting goods store, they could show high boots, corduroys, winter hunting clothes, etc.; if hardware store they could show picks, shovels and other mining tools.

STREET DISPLAY As a mine would be rather a hard thing to portray for street display, you could have a log cabin or imitation log cabin mounted on a wagon. On the side could be a sign:

RIMROCK JONES WORKED HARD IN A CABIN LIKE THIS AND THEN HAD HIS MINE STOLEN. FOR FURTHER DETAILS GO THE .......... THEATRE TODAY

CAR CARDS AND NEWSPAPER ADVERTISING Photographs either of your window or lobby display would make excellent tie-up material for car cards, window cards and newspaper display.

CATCH LINES Could be something like the following:

DID YOU EVER BUY MINING STOCK? IF YOU DID, YOU CAN APPRECIATE MARY FORTUNE’S SUSPENSE WHEN SHE INVESTED HER MONEY WITH “RIMROCK JONES.” FIRST THEY TRIED TO STEAL HIS MINE AND THEN THEY TRIED TO STEAL HIS STENOGRAPHER—DO YOU THINK THEY GOT AWAY WITH IT? “RIMROCK JONES” AT THE ............... THEATRE THINKS DIFFERENT EVERYBODY IS TALKING ABOUT COPPER. “RIMROCK JONES” HAD ONE MINE STOLEN AND THEN WENT OUT AND GOT HIMSELF ANOTHER—THEY WERE BOTH COPPER MINES. SEE HOW WALLIE REID KEEPS THINGS GOING AT THE ............... THEATRE

For further Advertising Suggestions, write to

EXHIBITORS’ SERVICE DEPARTMENT,
485 Fifth Avenue, New York
STOCK PRODUCTION CUTS AND MATS

Wallace Reid in “Rimrock Jones”

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above  Always Obtainable at Your Exchange
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
WALLACE REID'S LETTERS AND LIFE

Being An Account of the Activities of Wallace Reid Now Starring in "Rimrock Jones"

Popular Wallace Reid, who is to appear at the ............ Theatre on .............. in his latest Paramount picture, "Rimrock Jones," probably receives more letters in a day from admiring film fans than the Governor of his state receives for office, which as Wallace, himself, would put it is "going some." Most of these letters are written in the familiar up and down stub pen back hand bearing the undeniable stamp of feminine origination. The best of it all is, that Wally (those who know him call him Wally, and those who know him well call him Wally, too) deserves all the nice things that are said about him in these letters.

Wallace Reid, the recipient of all this mail, was born in St. Louis, Mo., about 25 years ago. He is the son of Hal Reid, the noted writer of melodrama, and made his first appearance on the stage at the early age of 4 years when he played the little girl in "Slaves of Gold." His family moved to New York when Wallace was 10 years old, and there he attended the public schools and later going to New Jersey military academy at Freehold, N. J. Later he lived in Wyoming in the Big Basin district, and returned again to New York where he secured a job as a cub reporter. Since then he has appeared in vaudeville, held an editorial position on the staff of the Motor Magazine and performed all sorts of duties in motion picture capacities from acting to directing and back. Wallace Reid has appeared several times in support of Geraldine Farrar in her famous photoplay productions, among them being, "Joan the Woman," "The Woman God forgot" and "The Devil Stone."

Mr. Reid's latest Paramount productions are "The Hostage," "Nan of Music Mountain," "The Squaw-Man's Son" and now "Rimrock Jones," which is said to be one of his best so far. Being a talented musician, as well as a good fellow and even possessing the ability to prepare chafing dish delicacies on the spur of the moment, the Reid bungalow at Hollywood, is one of the most popular spots of that motion picture colony.
AD CUTS AND MATS — YOUR SALES MEN

Do you ever look on your ads as your SALES MEN? They are just that and, like a flesh-and-blood salesman they should be as judiciously selected and used. Paramount line ad cuts are worthy salesmen for any theatre. Well-groomed, clean cut, appealing, and aggressive; they'll sell your theatre. Let them do it!

Ask Your Exchange for MUSIC CUES!

EXHIBITOR'S THEATRE

A Gripping frontier love story
Jesse Llasky presents
Wallace Reid in "Rimrock Jones"

By Dane Coolidge
Scenario by Harvey E. Thew and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture

OF all the "pippin stories" that have been woven around the gold-fields of the "wild-and-woolly" West, this is THE GREATEST. Whatever you do—DON'T MISS IT!

We show the famous, Nationally advertised Paramount Pictures.

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed, in clean pictures"

Adrama of the "Great Outdoors"

Jesse Llasky presents

Wallace Reid in "Rimrock Jones"

By Dane Coolidge
Scenario by Harvey E. Thew and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture

THIS story was made for Wallace Reid! His superb physique, his handsome carriage, never showed to more dazzling advantage than in this story of love, happiness, hair-breath escapes, and a wonderful climax.

We show the famous, nationally advertised Paramount Pictures.

Did you take advertising under the mistletoe during the holidays and leave a lasting impression?
Exhibitor's Theatre

“Foremost stars, superbly directed, in clean motion pictures”

A powerful photoplay romance

Jesse L. Lasky presents

Wallace Reid

in “Rimrock Jones”

By Dane Coolidge

Scenario by Harvey E. Thew and Frank X. Finnegan

Directed by Donald Crisp

A Paramount Picture

The greatest story that has ever been written around the gold-fields of the “wild-and-woolly” West.

Musical Program, Comedy, Etc.

This is the Sign of quality pictures We show them

Advertising is actual coin of the realm.
Wallace Reid, the popular Paramount star depicter of western types, who recently was seen in "Nan of Music Mountain," is soon to star at the ......... Theatre in "Rimrock Jones," from the novel by dane Coolidge, and directed by Donald Crisp.

"Rimrock Jones," is a prospector who, at the opening of the story, finds himself in hard luck through the designing efforts of Andrew McBain, a canny Scotchman. The latter has claimed Rimrock's mine by unearthing a long forgotten law to the effect that the holder of the apex of a mine can claim the whole. McBain stops at nothing to accomplish his ends and even goes so far as to try to steal another mine from Rimrock. How Jones finally wins out with the help of pretty Mary Fortune, makes a thrilling and realistic photoplay.

Watch your copper mine closely if you want to keep it! Or else someone will "stake" the apex of the vein and legally claim the whole mine. That's what happens to handsome Wallace Reid in his newest Paramount picture, "Rimrock Jones" which was picturized for him by Harvey Thew and Frank X. Finnegan from Dane Coolidge's novel. The outdoor scenes were filmed in the heart of the Rockies under the direction of Donald Crisp. "Rimrock Jones" which boasts an especially good cast, is to appear shortly in this city at the ............... Theatre.

ANN LITTLE AGAIN TO BE SEEN WITH WALLACE REID

A deaf stenographer plays a prominent part in Wallace Reid's latest Paramount picture which is soon to be shown at the ............. Theatre. The part is taken by Ann Little, the clever young actress who supported Mr. Reid in "Nan of Music Mountain" not long ago. How she helps him in a struggle for his copper mine by pretending to be deaf after she has been cured and how they fight their way to happiness together, makes a charmingly realistic and wholesome photoplay which will appeal to young and old alike. Mr. Reid is supported by a splendid cast, including Ann Little, Charles Ogle, Guy Oliver, Edna Mae Cooper, Ernest Joy and George Kowa. The photography, by Saxon Dean is exceptionally good, and scenes of rugged mountainous beauty will be seen throughout the entire production.
ADVANCE AND CURRENT PUBLICITY
Designed for use in your newspapers before or during the showing of
"RIMROCK JONES"

FAMOUS AUTHOR FOR LATEST WALLACE REID PICTURE

Dane Coolidge, author of "Rimrock Jones" which is Wallace Reid's newest Paramount picture, is one of the best known authorities on western life and has written about a dozen novels, all dealing with western characters. "Rimrock Jones" is a story of an Arizona miner and is founded on a real incident which came to Mr. Coolidge's attention while he was in that state gathering material for stories and articles. The cast includes Ann Little, Ernest Joy, Charles Ogle, Guy Oliver and Edna Mae Cooper, and the production was directed by Donald Crisp. "Rimrock Jones" is to appear at the .......... Theatre ..........

The popular young screen actor, Wallace Reid, who has played opposite Geraldine Farrar in most of her photoplays, is to be seen at the ...... Theatre on ............... in "Rimrock Jones," his latest Paramount production, which was written for him by Harvey Thew and Frank Finnegan from the story by Dane Coolidge. The atmosphere of the entire picture is that of the wide and wholesome west and the story deals with the adventures of a prospector, Rimrock Jones and Mary Fortune, his sweetheart. An excellent cast, including Ann Little as Mary Fortune, supports Mr. Reid, and the picture was made under the expert direction of Donald Crisp.

In the cast of "Rimrock Jones" which is clever Wallace Reid's latest Paramount photoplay, are numbered many of the most popular players of filmdom, including Ann Little, Charles Ogle, Ernest Joy, Guy Oliver and others. The story deals with the adventures of a young Western prospector and was written by no less an authority of things and life western than Dane Coolidge. The screen version was arranged by Harvey F. Thew and Frank X. Finnegan and the production was staged under the direction of Donald Crisp. "Rimrock Jones" with its vivid, startling clear picture of adventure, fun and thrill, will be seen at the .......... Theatre on .......... Other attractions on the program will be .................
Dane Coolidge, the author of "RIMROCK JONES," which is now showing at the .......... Theatre, has written about a dozen Western novels and many stories and essays. He is a photographer as well as a writer, and often combines the two, getting material for Western stories while obtaining photographs. Mr. Coolidge is at present in New York City, and presents the picturesque figure of a typical cowboy strolling amidst the bright lights of Broadway; as he insists upon wearing the insignia of his favorite locale. "Rimrock Jones," which was arranged for the screen by Harvey F. Thew and Frank X. Finnegan, and was directed by Donald Crisp. It is a story of an Arizona copper mine, and deals with the struggle of "Rimrock Jones" to recoup his lost fortune and his success.

The old saying that "rats desert a sinking ship," applies figuratively and almost literally to "Rimrock Jones," newest Paramount production, now playing at the .......... Theatre. Having discovered a large vein of copper and founded a town about it, the hero finds himself penniless by a trick of the law, which one of his enemies turns on him. Wallace Reid is particularly well chosen as the hero of this production being an ideal Western type.

The cast surrounding Mr. Reid includes Ann Little, Charles Ogle, Guy Oliver, Ernest Joy, besides other well-known players and was directed by Donald Crisp.

Those who remember Wallace Reid's recent photoplay "Nan of Music Mountain," will welcome the announcement that he is again to be seen at the ............. Theatre in his latest Paramount picture "Rimrock Jones." This is a typical Western photoplay, the theme of which is laid in the copper mines of Arizona. A mushroom town founded by the hero is seized with his copper mine by a crafty lawyer, but later regained through the help of a stenographer, who pits her woman's wit and intuition against the clumsy, bungling of Rimrock's enemies.
Handsome Wallace Reid, the popular player who has appeared so often with Geraldine Farrar in that star's pictures, such as "Carmen," "Joan the Woman," "The Woman God Forgot" and others, is starring this week at the... Theatre in "Rimrock Jones," his latest Paramount release.

A breezy story of an Arizona copper mine, "Rimrock Jones" fairly breathes the spirit of the west and furnishes a glove-fitting vehicle for the energetic young star.

Pretty Ann Little who supported him in "Nan of Music Mountain" plays the leading feminine role as Mary Fortune, the deaf girl stenographer. The rest of the cast includes Charles Ogle, Guy Oliver, Earnest Joy and a clever little Japanese actor, George Kuwa. "Rimrock Jones" has found a copper mine in Arizona and a thriving town has grown up around his claim. Andrew McBain, a clever crook lawyer of the town devises a plan whereby through a legal trick he wrests the holdings from Rimrock.

Thus it is, that destitute and penniless, Rimrock becomes a mere hanger-on in the town. His one-time friends desert him and only Mary Fortune the stenographer stands by. These two together fight it out against the combined wiles of a Wall Street financier, two of the country's well-known lawyers and one of the crooks of the town; McBain, the lawyer having been killed in a fight with Rimrock although the latter was acquitted of the murder as justifiable.

Mary unknown to Rimrock has taken the long journey to New York and had specialists perform an operation on her ears which has restored her hearing, and it is, by pretending still to be deaf, that she plays the final winning card in their game.

Director Donald Crisp has secured some unusual effects in this picture, including magnificent western scenery and scenes at the mines actually filmed in Arizona. The story was written by Dane Coolidge and the scenario by Harvey F. Thew and Frank X. Finnegan.
Manager of the Theatre has secured in "Rimrock Jones," Wallace Reid's latest Paramount production, a picture which will appeal to everyone from one angle or another. There is the rough, wild and woolly stuff that delights and thrills school girls, and there is the society life and scenes in New York's famous hotels which appeal to the older women, as well as the always strong, virile characterization work of Wallace Reid. As "Rimrock Jones," the Arizona copper miner, he adventures through the photoplay, winning out in the end with the help of pretty Ann Little, who plays the part of Mary Fortune, a deaf stenographer. The excellent supporting cast includes Charles Ogle, Guy Oliver, Ernest Joy and tiny George Kuwa, the laughable and likable Japanese player who has appeared so often recently in Paramount productions, notably those of Sessue Hayakawa.

"Rimrock Jones," the picture now playing at the Theatre, introducing Wallace Reid as a picturesque figure in the copper mining district of Arizona. This picture was made from the story by Dane Coolidge, the scenario by Harvey F. Thew and Frank X. Finnegan. The production was directed by Donald Crisp. While utterly different from anything Wallace Reid has done, "Rimrock Jones" reflects the vital life and characteristics of a certain section of the Great West. Its author, Dane Coolidge is quite at home in this environment, as he has traveled through it many times not only as a writer in search of material, but also as a naturalist and photographer working for the Smithsonian Institute and other scientific organizations.

The splendid cast chosen to support Mr. Reid in "Rimrock Jones" includes Ann Little, Charles Ogle, Paul Hurst, Guy Oliver, Ernest Joy and other well-known screen players. Miss Little particularly has added more than a 'little' to the success of the production as Mary Fortune, the girl stenographer who saves Rimrock's mine and stands valiantly by when all seems dark and hopeless. Needless to say, a happy ending has been supplied and the photoplay winds up most satisfactorily even for the most exacting taste.
For Exhibitor's information or house organ—cast and synopsis of
“RIMROCK JONES”

CAST

RIMROCK JONES.................................WALLACE REID
Mary Fortune....................................Ann Little
H. Hicks........................................Charles Ogle
Ike Bray..........................................Paul Hurst
Andrew McBain................................Guy Oliver
Leon Lockhart.................................Fred Huntley
Hazel Hardesty................................Edna Mae Cooper
Juan Soto........................................Toto Ducrow
Stoddard.......................................Gustav Von Seyffertitz
Jepson ..........................................Ernest Joy
Woe Chong......................................George Kuwa

Director—Donald Crisp

SYNOPSIS

Henry Jones, known to his friends as "Rimrock," a miner and prospector, has located a rich mine in Arizona around which has sprung up the flourishing town of Gunsight, of which Rimrock is practically the owner and chief citizen. This prosperity does not last long, however, for one Andrew McBain, a crooked lawyer, before the opening of the story has unearthed an ancient law which provides that the holder of the top or apex of a vein can claim the entire mine. By this trick he succeeded in taking possession of Rimrock's property.

The latter becomes a penniless hanger-on at the town, until, pulling himself together, he mysteriously disappears. Returning after several months, Rimrock announces that he has found another and still richer mine—but needs about two thousand dollars to develop it. His one-time friends sneer at him and he is about to give up in despair when he overhears McBain's voice, dictating to Mary Fortune, a public stenographer and a newcomer to the town. Jones resolves that McBain who stole his old mine shall stake him to the new one, and dives into the office, demanding the money. McBain runs for his life, and Jones finds himself left with Mary, to whom he tells the whole story.
Mary has come to Gunsight for two reasons, the first to regain her health, which has impaired her hearing, making necessary the use of an ear trumpet, and second, to recoup her fortune, lost in the East. It is the thought of this that makes her offer her entire savings about two thousand dollars to Jones, as she says she has always wanted to invest in a mine. After some argument, Jones does accept her money and rides back across the desert to his mine.

At the end of a hard winter's work, Jones has the mine in such shape that he can get a Wall Street financier to back him, keeping, however, fifty-one per cent. of the stock in his own hands, giving the banker, Stoddard, forty-nine. After the capitalist has gone back East, Rimrock rides into Gunsight with, as he expresses it, "a roll of money big enough to choke a crocodile." He pays off his accumulated debts and goes to Mary's office to square off with her.

The girl refuses to accept the money, however, saying she prefers to keep the stock. Jones realizes that this leaves himself and Stoddard with forty-nine per cent. each and the controlling voting power in Mary's hands.

It is shortly after this that McBain again attempts to steal Jones' mine by seizing the apex, but this time is unsuccessful because Mary warns Jones, of whom she becoming more than ordinarily fond, and Jones reaches his property just in time to stop the thieves. There is a quarrel and McBain is killed. Jones, held to await his trial, is only able to manage affairs at the mine with the help of Mary, who visits him in prison and takes his orders.

When Jones is acquitted, he finds Gunsight wearing a new air of prosperity, due to the renewed activities at the mines. Stoddard, the banker, in the meantime, sees that in order to control the mine, he must break up the growing friendship between Mary and Jones, which enables them to use their shares together to control the mine.

To accomplish this Stoddard sends an adventuress, Mrs. Hardesty, to Gunsight to distract Jones' attention from Mary. In this she is unexpectedly successful, for Mary, becoming jealous, leaves the town for the East for a long deferred operation on her ears. Jones follows her, but is unable to locate her in New York, partly due to the efforts of Mrs. Hardesty who has in turn followed him, and who keeps Stoddard informed as to his goings and comings. Jones becomes involved in a Wall Street deal and sends to Mary for a tremendous sum of money—an advance on the coming dividend. By this she realizes that trouble is brewing, probably at the hands of Stoddard, and so is not surprised to learn by pretending to be still deaf soon after, that the latter plans to seize Jones' mine on a flimsy legal pretext that he has not re-located it. Mary takes a wild horseback ride to the location and stakes it for Rimrock, but is caught by the marauders who in turn are caught by Jones, whom a premonition of evil has brought post haste to the spot. After the affair is over, Jones and Mary find that after all, they will keep the controlling interest in their hands, under the combined names of Mr. and Mrs. Rimrock Jones.
CURRENT PARAMOUNT AND ARTCRAFT RELEASES

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SESSUE HAYAKAWA ............... THE SECRET GAME
BILLIE BURKE ................... THE LAND OF PROMISE
JACK PICKFORD .................. TOM SAWYER
WALLACE REID ................... NAN OF MUSIC MOUNTAIN
VIVIAN MARTIN .................. THE FAIR BARBARIAN
DOROTHY DALTON ................ LOVE LETTERS
CHARLES RAY .................... HIS MOTHER'S BOY
MARGUERITE CLARK ............. THE SEVEN SWANS
PAULINE FREDERICK ............. MRS. DANE'S DEFENSE
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BLACKTON'S ..................... THE WORLD FOR SALE
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WILLIAM S. HART ............... WOLVES OF THE RAIL
MARY PICKFORD ................ STELLA MARIS
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J. Stuart Blackton

THE MASTER OF SCREENCRAFT presents

"The World For Sale"

From the Novel by SIR GILBERT PARKER

Picturized and personally directed by J. STUART BLACKTON

A Paramount Picture

We are spending $1,000,000 to make this trade mark so familiar that when the public wants to see a photoplay, it will instinctively turn to the theatre that shows the Paramount trade mark. Are you showing it on your lobby display and on all your advertisements?

FAMOUS PLAYERS—LASKY CORPORATION

ADOLPH ZUKOR
President

JESSE L. LASKY
Vice-President

CECIL B. DE MILLE
Director General

MUSIC CUES for this production obtainable at your exchange.
WHAT YOU WANT TO KNOW ABOUT “THE WORLD FOR SALE”

THIS TIME OF THE YEAR is particularly fitted to begin an advertising and publicity campaign to increase your patronage.

THIS PICTURE IS PECULIARLY FITTED to increase your box office receipts if you follow that impulse. Here is the first of the series of the spectacular J. Stuart Blackton Productions that will be the sensations of the season.

SIR GILBERT PARKER, ONE OF THE WORLD’S greatest creative artists, wrote this book. The story breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest.

THESE TWO MEN HAVE A COMMON PURPOSE. Sir Gilbert Parker writes wonderful stories because he is a creative artist and must write. J. Stuart Blackton, having reached the pinnacle of material success in the motion picture industry, is not content, he must personally produce pictures.

THE COMBINED EFFORTS of a great author and the master of screencraft will be seen by the public in this production, which is a wonderful story of the great North-west and racial conflict.

A wonderful cast has been selected to portray the great characters of the book, which was one of the “best sellers.” Every detail has been given deepest thought, and no expense has been spared to make this a wonderful spectacle.

TO START YOUR INCREASED CAMPAIGN OF ADVERTISING AND publicity, we have prepared for every exhibitor a wonderful amount of money-getting accessories. Everything is here for you with which you can make real money, and you will be doing yourself a great injustice if you do not go after the business on this picture in a far bigger manner than you ever did in your life before. Follow the impulse, and after you start, keep everlastingly at it.

BUT WE DO NOT END HERE. We not only supply you with the accessories which are designed by experts, but we have a Service Department that is designed to give you every personal aid you may desire. If you have any problems to solve, write the Service Department. Experts are in charge of the advertising, publicity, promotion and exhibitors’ aids departments. They are at your command. Don’t let the opportunity slip by. Use this service. It is designed for you personally.

CONTENTS
1. Cover—with Billing
2. About the Picture and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock star cuts and mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and synopsis
19. Synopsis continued
20. Music Cues

THE CAST
Ingolby ...........Conway Tearle
Fieda Druse ..........Ann Little
Gabriel Druse ......W. W. Bitner
Jethro Fawe ......Norbert Wicki
Tekewani ..........Crazy Thunder
Marchand . . .Escarmillo Fernandez
Jowett ...........Joseph Donohue
Summer Song . . .Maude Scofield

LOOK OVER THESE ACCESSORIES
Paper
Two one-sheets
Two three-sheets
Two six-sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
8 x 10 photos of star

Cuts and Mats of Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats
Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides
Music Cues
HERE’S A PRODUCTION YOU WILL ALL WANT TO GET BACK OF
"THE WORLD FOR SALE"

Commodore J. Stuart Blackton, Producer—Sir Gilbert Parker, Author

First Advance Post Card to Be Sent Out
Nine Days in Advance of Showing

Dear Madam:

Sir Gilbert Parker’s “The World for Sale” is coming to the .......... Theatre on .......... I feel I ought to advise you because of the importance of the production and the standing of the Producer, Commodore J. Stuart Blackton.

Manager.

Second Advance Post Card for You to Send Out Six Days in Advance of the Showing

Dear Madam:

Regarding that notice we sent you last .......... about “The World for Sale,” while you will see the notices about this production in the daily papers, you have been such a staunch patron of this theatre that I wished to remind you of the date, ..........

(Name of Theatre)
Manager.

WHEN YOU TRY THIS LETTER ON YOUR PATRONS PLEASE LET THE EDITOR OF PARAMOUNT PROGRESS KNOW WHAT THIS DOES FOR YOU IN THE WAY OF INCREASED BOX OFFICE RETURNS

Dear Madam:

As I wrote you on my second post card, you have been such a consistent patron of this theatre in the past that I feel it my duty to apprise you of the very important production which is coming to us on .......... of .......... week, entitled “The World for Sale,” by Sir Gilbert Parker.

Not only is the title striking and unusual, but the story itself is unusual and in every way worthy of your special attention. Conway Tearle, who will be remembered for his excellent work with Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, Wm. Faversham, Viola Allen and Emily Stevens—especially his last work with Miss Stevens in “The Fugitive”—takes the part of a strong character in a tale of two rival cities in Canada.

“The World for Sale,” as is the case with many of Sir Gilbert Parker’s immortal stories, is laid in the gripping Northwestern country that lends itself so admirably to scenic beauty and virility of the characters which portray the living types of the country of Strathcona and the Hudson Bay pioneers.

Commodore J. Stuart Blackton’s efforts to do justice to this story surpass in intensity and execution his masterpiece which you well remember in “THE BATTLE CRY OF PEACE,” and taking it, all in all, you may be assured that the story of the girl, who is beautiful—naturally—and is beloved by three men, will grip you from start to finish.

Come and see this splendid picture and then let me know your comments on it. I shall be interested to have your opinion. Will you do this for me personally?

Yours for the BEST pictures,

................. Theatre,
Manager.
WHAT A WORLD OF ADVERTISING YOU CAN GET ON THIS PICTURE—READ THE STORY ON ANOTHER PAGE FOR ADDITIONAL SUGGESTIONS—OR CONSULT YOUR SERVICE DEPARTMENT

Lobby Display:

The picture deals with the love of three men for a beautiful girl—the locale being in Canada, with beautiful snow-capped mountain peaks, magnificent scenery and Canadian local color. If, therefore your lobby display artist (we assume you already have one) can construct a cardboard layout for your lobby with mountain scenery representative of the Canadian Northwest, on which are shown three men with arms outstretched toward one girl; she outlined against a sky of white clouds and blue sky, and beside her a mountain sign post, “THE WORLD FOR SALE,” you will have put across something that is bound to attract attention in proportion to the excellence of the display itself.

If you have not the facilities for such scenic painting, get a big globe from your department or book store, and stick up a sign, “THE WORLD FOR SALE.” That ought to catch the passers by. Then make all of your advertising in stores and elsewhere correspond.

Window Display:

Ask your bookstores to feature globes—make displays of their globes in their windows, with a sign sticking out of the top of the biggest globe, “THE WORLD FOR SALE.” Then have your window card in a prominent place to the effect that “THE WORLD FOR SALE” will be at the .......... on .......... date.

Car Cards:

You can make a very attractive car card for your trolleys with a picture of Sir Gilbert Parker in one corner and Commodore J. Stuart Blackton in the other—with a suggestion from your lobby display etched in, in the corner. Sir Gilbert Parker’s works are so well known to most everybody that you ought to feature him strong, and Commodore Blackton in Navy attire would catch many an eye that is now full of the war stuff.

Newspaper Advertising:

Hook up your ads in your local newspapers with all of the local stuff that you can. For example: “You Saw It. That display of ‘The World for Sale’ in Smith’s window yesterday. You know what it advertises, of course. It not only advertises Smith’s globes and merchandise, but it also advertises ‘The World for Sale,’ which will run in the .......... Theatre on .......... “Direct, personal appeal copy of this sort, aiming right at the hearts of your people, is worth tons of staid and stilted announcements which are so similar to your competitors that they only carry a proportion of the message that they should.

Window Cards:

You can get all kinds of ideas for this production on account of its splendid title for your window cards. If your lobby carries the mountain-peak idea, why not have your window cards printed in colors. A scene from some tourist folder gotten up by one of the Rys will suffice—just enough to give your artist the idea. Then a hand-lettered sign, “The World for Sale,” stuck on top of a mountain peak, sets the whole adv. off in good shape and carries your message to the public.

For Special Advertising Ideas for Your Theatre Apply to Service Department
J. STUART BLACKTON

The big men in moving pictures were not in the business when film industry was in its veriest infancy twenty years ago. Most of the men at the top of the ladder today in motion pictures were doing something quite different when the cinematograph first came into being.

J. Stuart Blackton is an exception to the rule. He began to be a power in moving pictures two decades ago when all there was to a film was a flicker of animated motion on a white sheet in an abandoned grocery store. From that day to this he has been a person to reckon with when moving pictures were in question.

As organizer and president of one of the first picture companies in existence, he managed the affairs of the concern so well that he boosted the whole art right up on its feet and sent it along the path to the high point where it stands today.

J. Stuart Blackton is still a comparatively young man, a yachting enthusiast, a painter, an author, a producer and a patriot. One of the first to recognize the need of preparedness in this country, his "Battle Cry of Peace" marks one of the epochs in the preparedness propaganda of this country. He is a producer of big spectacular themes, but in every detail the artistry of the man is shown.

"I have devoted twenty years of my life to the art of motion pictures," he said recently, "and I am beginning to learn how little anyone knows of its marvelous possibilities. Great works of art cannot be accomplished in a hurry. I am going to apply the experience of long years of work to the making of perhaps four artistic productions a year, with every production built upon the film foundation of a literary masterpiece."

Mr. Blackton's second production for Paramount is no other than Sir Gilbert Parker's well-known novel, "The World for Sale," Sir Gilbert Parker is a personal friend of Mr. Blackton's and has given him the motion picture rights to all of his productions, including "Wild Youth," "Judgment House" and "The World for Sale." which is to be shown on ........ at the .......... Theatre.

Use this story with one of the star cuts and mats
Stock Star Cuts and Mats—J. Stuart Blackton

Issued in sets of ten consisting of:
Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange
Ad Cuts and Mats That Talk Back in Dollars and Cents

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade-getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. If you are not sure about the quality of the paper your printer uses and how conscientious he is in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

J. Stuart Blackton
The Master of Screencraft presents
"The World for Sale"

From the novel by
SIR GILBERT PARKER
Picturized and personally directed by
J. Stuart Blackton

Do you remember Conway Tearle, who made such a wonderful hit in J. Stuart Blackton's first Paramount masterpiece, "The Judgment House"? Mr. Tearle also helps to make this second Paramount Picture by Sir Gilbert Parker, one of the most powerful heart interest stories of all time.

All week but come early

Do they know what a good orchestra you have? Why not tell them here?

Exhibitor's Theatre

"The World for Sale" is the greatest story of love, racial instinct and the Great Northwest produced for many a day. You can't afford to miss it.

Musical Program

Exhibitor's Theatre

Are you telling your people that YOUR THEATRE is the one all the magazines are talking about? If not, you're losing your share of that $1,000,000.
And to some men popularity is always suspicious. Enjoying none themselves, they are prone to suspect the validity of those attainments which command it.
—George Henry Lewes.

Advertising will make you popular and once started will make you realize its validity as a constructive force for popularity.

Don't fail to see this great story of the Great Northwest and racial conflict. It is a story by the world famous author Sir Gilbert Parker, who also wrote J. Stuart Blackton's first great Paramount success, "The Judgment House." Don't miss it.

All of the thrills, adventures, and wild romance that enter into the life of a budding empire are vividly portrayed in this story of the great Northwest and racial conflict, by the world famous author, Sir Gilbert Parker.

BOOST YOUR MUSICAL PROGRAM

Newspapers and magazines are telling them to go to the theatres showing Paramount Pictures. Do they know that your theatre has them?
STUART ARCOTON

Tired of being fasted?

"I'm not fasted!" said the Ghost of Christmas Present.

"You are fasted," said the Ghost, "in that you believe you are not bound by the laws of nature."

"I am bound by the laws of nature," said the Ghost, "but I am also bound by the laws of grace."
J. Stuart Blackton presents "THE WORLD FOR SALE"
From the Novel by SIR GILBERT PARKER
Picturized and personally directed by J. STUART BLACKTON

Romance, adventures, and thrills galore are in this wonderful Paramount Picture by the world famous author, Sir Gilbert Parker. A virile story of the great Northwest and racial conflict.

Boost your musical program

Exhibitor's Theatre THE HOME OF PARAMOUNT PICTURES

It is costing $1,000,000 to make them look for the Paramount trademark. Now that they are looking for it we hope they'll find it in your town anyway.
A Story of Love, Racial Conflict and the Great Northwest

Do you remember Conway Tearle, who played such a wonderful part in the "Judgment House," J. Stuart Blackton's first picture by Sir Gilbert Parker? Mr. Tearle also plays the leading part in this great story—the story again being by Sir Gilbert Parker. That's a pretty good sign that this picture is one that you can't afford to miss.

Here is a great place to tell them what your orchestra is playing

Exhibitor's Theatre

What are you doing to get returns from that million in advertising?
Cover your town with this paper and you will fill every seat at every performance.

Always obtainable at your exchange.
Stock, Production Cuts and Mats—“The World For Sale”

ISSUED IN SETS OF TEN CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE

12
Press stories to be sent out a week or ten days in advance of the showing of "THE WORLD FOR SALE"

THREE IMPORTANT ANNOUNCEMENTS FROM THE FILM WORLD

Paramount Pictures Corporation recently announced the affiliation of J. Stuart Blackton, famous producer of the big photoplay, "The Battle Cry of Peace." This announcement was soon followed by a still more significant one to the effect that the well-known director would make for Paramount four big features each year. The second of these, "The World for Sale," arranged for the screen by Mr. Blackton himself from the famous novel of that name, by Sir Gilbert Parker, will be shown on...... at the......... Theatre.

The well known producer of "The Battle Cry of Peace" and "Womanhood," which received the highest praise from critics and public alike, has recently joined the long list of famous producers who work under the Paramount banner, such as David W. Griffith, Thomas H. Ince, Cecil B. De Mille, and numerous others.

Mr. Blackton's screen version of Sir Gilbert Parker's novel, "The World for Sale," has been made with the direct co-operation of the author himself, who is a personal friend of Mr. Blackton. "The World for Sale" is to appear on...... of .... week, at the......... Theatre.

POLISH ACTOR AS GYPSY IN GILBERT PARKER FILM

Norbert Wicki, a Polish actor of nation-wide prominence among the Poles of this country, was chosen by J. Stuart Blackton, the famous motion picture director of "The Battle Cry of Peace," and other film spectacles, to portray the role of Jethro Fawe, the gypsy lover in "The World for Sale," which has been adapted for the screen for Paramount, and which is to be shown at the......... Theatre on......... Mr. Wicki has scored many previous successes with Mary Pickford, Norma Talmadge, Alice Brady and others.

J. Stuart Blackton, who recently joined the forces of the Paramount Company and whose picture, "The World for Sale," from the novel of that name by Sir Gilbert Parker, is to be shown on...... at the......... Theatre, has been in the motion picture business for twenty years—since the very first shaky, blurred motion pictures appeared and were hailed as the marvel of the age.
A story that breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest is Sir Gilbert Parker's "The World for Sale," which was chosen by J. Stuart Blackton for his first release since transferring his activities to Paramount.

The scenes are laid in Canada and deal with the feud between two small townships, one a French Canadian, the other strongly English, as well as with the adventures of Max Ingolby, who is one of the three men in love with charming Fleda Druse, the heroine. How he wins out although handicapped by the temporary loss of his eyesight and the deep hatred of his two rivals, makes a thrilling photoplay which will linger in the memory as a fragrant wholesome breeze from Romany itself. "The World for Sale" is to be shown on .......... at the .......... Theatre.

AUTHOR WORKS WITH DIRECTOR ON SCREENED VERSION OF FAMOUS NOVEL

It was to be expected that J. Stuart Blackton, having pooled his unlimited experiences and clever brain with the tremendous resources of the Paramount Company, would turn out productions far above the average.

His first production under the Paramount banner surpasses all expectations. It is a screened version of "The World for Sale," by Sir Gilbert Parker, who has given the film rights to all his stories to J. Stuart Blackton.

The two men are personal friends and Sir Gilbert Parker lent the inspiration of his personal presence to the actors while "The World for Sale" was being made. Thus it is that the screened version fairly breathes the spirit of the book which has been one of the best sellers for many years. It is a wholesome breezy story of the great northwest, against which background appear in sharp relief the clear cut characters one has known and loved in the book, exactly as if they had stepped bodily out of its pages.

Manager ........ of the ........ Theatre, according to his usual custom of furnishing the best at all times, has announced the appearance of "The World for Sale," at his theatre on ..........
Press stories to be sent out a few days in advance or during the showing of "THE WORLD FOR SALE"

Conway Tearle, who plays the leading male role in "The World for Sale," a Paramount picture, has appeared with the most noted English and American actresses of both stage and screen, including Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, William Faversham, Viola Allen and Emily Stevens. His last appearance on the stage was with Emily Stevens in "The Fugitive." In "The World for Sale," Mr. Tearle takes the part of Max Ingolby, the strong man of brains and brawn whom Sir Gilbert Parker has vividly drawn as the hero. This is a difficult role requiring the most delicate handling for which Mr. Tearle's previous experience has eminently fitted him. "The World for Sale" is to be shown on ....... at the .......... Theatre.

Ann Little, winsome heroine of "The World For Sale," a Paramount Picture which has been dramatized for the screen by J. Stuart Blackton, makes an ideal Fleda Druse as she is the exact type described by Sir Gilbert Parker in his well-known novel by that name.

Her former screen experience also fits her admirably for the role as she has appeared almost exclusively in parts of this type. Among her best known screen productions are: "The Land of Lizards," "Matchin' Jim," "Immediate Lee," and "The Court of St. Simon." Miss Little in "The World for Sale", will appear at the ......... Theatre on ....... of .... week.

A truly cosmopolitan film, "The World for Sale," by Sir Gilbert Parker, an Englishman, was arranged for the screen and directed by J. Stuart Blackton, a staunch American and producer of "The Battle Cry of Peace." The actors include Norbert Wicki, born in Poland, Crazy Thunder, an American Indian and one of the last of his tribe, Escarmillo Fernandez, a Spaniard, and Joseph Donohue, who as the name indicates, is Irish.

This was entirely accidental and merely happened by chance—possibly helped out by the fact that the fields of literature and the screen world were thoroughly scoured to find this production and "types" that could adequately interpret it. "The World for Sale", a Paramount Picture, is to be shown on ....... at the .......... Theatre.
A man of many and varied talents is Norbert Wicki who plays the "sympathetic villain" role in "The World for Sale," which is the first Paramount production by J. Stuart Blackton, and which is to be shown on ......... at the ......... Theatre.

Mr. Wicki is not only a talented actor, but also a musician. He has translated many popular American songs into the Polish language. In "The World for Sale," Mr. Wicki plays a violin solo which is so beautiful that it expresses, clearer than words, exactly what he wishes it to express to his hearers, one of whom is his rival for the hand of Fleda Druse. Mr. Blackton has shown on the screen the moods of the musician as they weave themselves into the music of his violin.

ANOTHER "CONSCIENTIOUS OBJECTOR" WON OVER

It is a fact—strange but true—that there still remain a few, who either from unfamiliarity with the motion picture or from sheer ignorance, still consider it an inferior medium of expression and a useless institution.

In the former class, until very recently, was Sir Gilbert Parker, the famous English novelist. But upon receipt of a script of his own novel, "The World for Sale," which was adapted for the screen by J. Stuart Blackton, he changed his mind, while a view of the finished product entirely convinced him. The following is the letter he wrote Mr. Blackton on receipt of the scenario:

My dear Mr. Blackton:

I have read the scenario of "The World for Sale" with close interest and great satisfaction. It is remarkable how much you have got into it and I think you have handled the whole business with great skill. It does credit to your experience. Do you want the scenario back? I hope not as I should like to keep it. It is a thing to make one believe in motion pictures. Thanks and good luck.

Gilbert Parker.

Sir Gilbert's comments on the finished product were even more enthusiastic as were those of the critics who assembled to view the first Paramount production of the noted director and his splendid cast. "The World for Sale" is to be shown on ......... at the ......... Theatre.
SIR GILBERT PARKER UNCONSCIOUS PROPHET OF PHOTOPLAY

Distinguished Author's works to be filmed for Paramount by J. Stuart Blackton.

J. Stuart Blackton, whose affiliation with Paramount was recently announced, will bring to the screen practically all the works of Sir Gilbert Parker, the eminent English novelist. "The World for Sale," "Judgment House" and "Wild Youth" are three of the important novels controlled by Mr. Blackton who holds outright the moving picture rights of practically all of Sir Gilbert's present available works and whatever fiction he may write in the future.

As far back as 1894, Sir Gilbert Parker said: "What has struck me with the romanticist is this—that while romanticists like Dumas, Victor Hugo, Robert Louis Stevenson, Conan Doyle, Quiller Couch, Rudyard Kipling, for whom I have the greatest respect, deal often and literally in blood, the blasting of battleships and the hacking to pieces of armies, there is always running through their work the divine element of courage and hope. Unconsciously the romanticist is an optimist. Out of the extreme realism of our lives, we are turning to dwell upon these larger adventures."

Since that time, Sir Gilbert has come fully to recognize the motion picture field as one in which "We are turning to dwell upon these larger adventures." His association with Mr. Blackton, in the adaptation of his stories into photoplays was one of keen personal interest.

Sir Gilbert Parker's books are especially well adapted to picturization. In them the breath of romance, the great outdoors, the strong characterizations of his figures of fancy, the absorbing plot—at once intricate and clearly worked out—are all features that will fit into film stories with particular appropriateness. Mr. Blackton, in his production of Gilbert Parker's photoplays, will add a decided note of that same "divine element of courage and hope" spoken of by the famous author years ago.

The second of these Paramount productions offered by Mr. Blackton is "The World for Sale" which has been one of the most popular stories of the epoch, and which is to be shown on ......... of .... week, at the .......... Theatre.

If you want help, ask us. We have a real Service Department
For exhibitors information or house organ—cast and story of “THE WORLD FOR SALE”

CAST

<table>
<thead>
<tr>
<th>Role</th>
<th>Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>INGOLBY</td>
<td>Conway Tearle</td>
</tr>
<tr>
<td>FLEDA DRUSE</td>
<td>Ann Little</td>
</tr>
<tr>
<td>GABRIEL DRUSE</td>
<td>W. W. Bittner</td>
</tr>
<tr>
<td>JETHRO FAWE</td>
<td>Norbert Wicki</td>
</tr>
<tr>
<td>TEKEWANI</td>
<td>Crazy Thunder</td>
</tr>
<tr>
<td>MARCHAND</td>
<td>Escarmillo Fernandez</td>
</tr>
<tr>
<td>JOWETT</td>
<td>Joseph Donohue</td>
</tr>
<tr>
<td>SUMMER SONG</td>
<td>Maude Scofield</td>
</tr>
<tr>
<td>DIRECTOR</td>
<td>J. Stuart Blackton</td>
</tr>
</tbody>
</table>

THE STORY

A tale of two rival villages in Canada, separated by a river, "The World for Sale," deals mainly with the life and problems of a man by the name of Max Ingolby who seeks to unite the two townships into one strong city and to put an end to the old feud which exists between them.

At the opening of the play we meet Fleda, the heroine of the story and daughter of Gabriel Druse the gypsy king. Gabriel Druse, although a gypsy, is a man of very high intellect who mingles freely with the men of both villages.

Fleda is extremely beautiful and is loved by three men. The first of these is no less a personage than Ingolby himself, whose regard she returns. Another is Marchand, the leader of the rough element in the French town, a rascal in every sense of the word.

The third suitor is Jethro Fawe, a Gypsy to whom Fleda was married in their childhood according to an old Gypsy rite. Both Marchand and Jethro are jealous of Ingolby because of his success and because they see that he also has fallen in love with Fleda.

Jethro, the more fiery of the two, attempts to assassinate Ingolby but is not successful and is driven out of town by Ingolby. In the meantime, Marchand has inaugurated strikes and unrest among the French population at Manitou, and when Ingolby goes to quiet the men, a drunken sailor hurls a missile at him and he is made blind.
Jethro, now an outcast, goes to Fleda's home that night and under her window sings the story of what had happened to Ingolby, in revenge. Fleda's father, however, the old Gypsy king, finds him there and puts the dread Gypsy curse of death upon him.

Now that Ingolby is ill, the fight between the two towns grows to a serious extent. Gabriel Druse is made head constable and, with the aid of the Catholic priest, succeeds in establishing a temporary peace.

For some time Ingolby lies ill and blind, and attended by Fleda, for whom he comes to have even a deeper love. It is often only his love for her which keeps him from committing suicide at the thought of his helplessness. One afternoon he senses trouble and gropingly makes his way to the bridge which he had built and which is the only thing that joins the two towns. He arrives just in time to prevent its being dynamited by two Manitou men, and Druse finds him there, collapsed, after it is all over.

In the meantime Fleda has been kidnapped by the outlawed Jethro and the gypsies, and is taken to the gypsies' celebration, which she is made to believe is the celebration of her marriage to Jethro. She is strangely impressed by the gypsy music and dancing and finds herself in a moment of weakness almost tempted to yield to Jethro, but is saved by the memory of Ingolby and at the crucial moment is rescued by her father.

Ingolby suddenly regains his sight and appears among the surprised hostile population in time to suppress another riot. While he is addressing them and attempting to conciliate them, news comes that the Catholic church on the other side of the river is on fire. The church is saved by Ingolby's modern fire brigade, but the tavern nearby, the meeting place of the conspirators, also catches fire and is not saved. Tekewani, the Indian Chief, effects a thrilling rescue of Marchand, who was sleeping upstairs in a drunken stupor. Knowing his villainies, the old Indian is tempted to kill the man after having saved his life, but is prevented by his daughter, Summer Song.

In the final scene Fleda renounces her right to rule over the Gypsies, saying that she has forsaken her race and religion to marry Ingolby.
Jesse L. Lasky Presents

JULIAN ELTINGE in

“The Widow’s Might”

By Marion Fairfax
Directed by William C. De Mille

Country Wide Acclaim
If we must have quasi ladies, then let us have Julian Eltinge, for he is so good looking and so funny that he is a delight any way you put it.

New York Tribune
Of course, Mr. Eltinge is it.

Chicago Tribune
Mr. Eltinge created a furore.

Salt Lake Herald-Republican

Press Book and Exhibitor’s Aids

A Paramount Picture
JUST WHAT YOU NEED TO KNOW ABOUT "THE WIDOW'S MIGHT."

The star, Julian Eltinge, is without question, the greatest feminine impersonator of stage or screen. This is his third Paramount picture and follows "The Countess Charming" and "The Clever Mrs. Carfax."

The author is Marion Fairfax, who wrote the production especially for Julian Eltinge.

The Director, William C. de Mille, is one of the most famous of filmdom, being particularly well known as the director of both stage and screen versions of "The Warrens of Virginia," and of Geraldine Farrar's famous picture, "Carmen."

The cast is excellent, headed by pretty Florence Vidor who also appeared with Mr. Eltinge in "The Countess Charming"; and including Maym Kelso, James Neill, and Gustave von Seyffertitz.

The photography settings and the star's gowns are exceptionally fine.

Here are the facts: Now how are you going to let your patrons know what you know? In other words: HERE'S WHAT WE'RE DOING FOR YOU—WHAT ARE YOU DOING FOR YOURSELF?

First of all be sure to hook up with our million dollar advertising campaign!

There are three ways in which you can do this. They are (1) Always using the trademark on your newspaper advertisement, (2) Always showing the trademarks in your lobby or on the front of the theatre, and (3) Always flashing them on the screen inside the theatre. WE'RE PLAYING UP THE TRADEMARK AND TELLING THE PEOPLE TO WATCH FOR IT.

SEE THAT THEY CHANCE TO WHENEVER LOOK FOR IT.

There are hundreds of thousands of persons reading these ads—see that you get your money's worth of them!

THE CAST

Dick Tavish.............Julian Eltinge
Irene Stuart...........Florence Vidor
Horace Hammer,
Gustave von Seyffertitz
Mrs. Pomeroy Pomfret..Maym Kelso
Red....................James Neill
Pete....................Larry Steers
Cob...................George McKenzie
Director........William C. de Mille

CONTENTS

1. Cover—with Billing
2. About the Picture and Accessories
4. Promotional Ideas
5. Biographical Sketch
6. Ad Layouts with Mats
9. Ad Layouts with Mats
11. Ad Layouts with Mats.
13. Lithographs
15. Advance Publicity
17. Advance Publicity
19. Advance Publicity
21. Advance Publicity
23. Cast and Synopsis
25. Synopsis Continued
27. Current Releases—Paramount and Artcraft
ADVERTISING SUGGESTIONS FOR "THE WIDOW'S MIGHT"

POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE EXHIBITING PICTURE)

Dear Madam:

This is just a line to tell you that Julian Eltinge, the famous female impersonator, is coming to the Theatre on in a production called "THE WIDOW'S MIGHT."

I hope you will not fail to see Mr. Eltinge in this amusing picture.

Manager.

POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE EXHIBITING PICTURE)

Dear Madam:

Referring further to the new Julian Eltinge photoplay called "THE WIDOW'S MIGHT," which is to be shown at the Theatre on; this play was adapted for the screen by Marion Fairfax and directed by William C. de Mille.

Don't forget the date of this showing, please.

Manager.

SUGGESTED LETTER
(TO BE SENT 3 DAYS BEFORE SHOWING)

Dear Madam:

We all know there is nothing the ladies enjoy more than to see handsome gowns well displayed, and I think you who have seen Julian Eltinge will agree with me that no woman has ever looked more charming in smart clothes than has this famous female impersonator. In his latest picture "THE WIDOW'S MIGHT," Mr. Eltinge wears some stunners.

You may be interested to know how Mr. Eltinge first entered this line of work. While very young his parents moved from Montana to Boston, and at the early age of 14 he was forced to go to work, and entered a Boston wholesale house.

He joined the Boston Cadets, an organization which numbered many Harvard boys amongst their members. This organization was in the habit of giving amateur theatricals, and someone was needed to play the part of a young woman called "Miss Simplicity." Because of his pink and white complexion the part was allotted to Mr. Eltinge, and he made such a success of it that he never was allowed to play any but female parts thereafter.

Shortly after he jumped into fame and received as high as $1,500 a week in vaudeville. After appearing in many productions on Broadway, Mr. Eltinge succumbed to the lure of the screen—to release his pictures, of course, through Paramount.

We shall look forward to seeing you at the Theatre on and hope you will bring a large party with you.

Yours sincerely,

Manager.

FOLLOW-UP POST CARD (TO BE MAILED ON DAY OF SHOWING)

Dear Madam:

This is the day we are showing the Julian Eltinge picture—"THE WIDOW'S MIGHT." Don't fail to come and see it, please. You will be well repaid as well as amused.

Manager.
ADVERTISING SUGGESTIONS FOR

"THE WIDOW’S MIGHT"

LOBBY A life sized cut of Julian Eltinge, backed by a painted cardboard picture of a Western ranch with cows painted on scenery in the distance, and in one corner a large calendar with the head of a beautiful girl thereon would add to the interest.

You could have another figure of Mr. Eltinge dressed as a widow, holding up in the right hand five large letters as follows:

\[
\begin{array}{cccc}
M & I & G & H \\
\text{Mimicry} & \text{Impersonation} & \text{Gripping} & \text{Humorous} & \text{Thrilling}
\end{array}
\]

these five words to be printed directly under the five letters.

STREET DISPLAY A good idea would be to have some Boy Scouts dressed as girls holding a banner reading: "THE JULIAN ELTINGE ORDER OF BOY SCOUTS"

AND THESE boys could pass out slip sheets on which could be the type taken from the local newspaper reading as follows:

"See Julian Eltinge at the.........Theatre today in "THE WIDOW'S MIGHT"—with a big

\[
\begin{array}{cccc}
M & I & G & H \\
\text{Mimicry} & \text{Impersonation} & \text{Gripping} & \text{Humorous} & \text{Thrilling}
\end{array}
\]

WINDOW Ask your local window dressers to co-operate with you. One could have a figure dressed in handsome mourning apparel to represent a widow. This would give a good opportunity to display all kinds of rich mourning gowns, wraps and accessories, and you could have the widow followed by five men as follows:

1st—a soldier in uniform
2nd—a golfer in golf togs
3rd—a tennis player in tennis suit
4th—man in street dress
5th—man in evening clothes,

and a sign reading:

"YOU ALL KNOW THE POWER OF 'THE WIDOW'S MIGHT'—IT IS MIGHTY! It is to be seen at the.........Theatre on.........

Another window could have the figure of a stunning girl with a baby in her arms, and in this window could be displayed baby accessories with many suggestions for Christmas presents. This window could have a sign reading:

"If you were in love with a girl, and caught her sneaking into the apartment of a notorious crook with a babe in her arms, would you forsake her, or would you give her the benefit of the doubt? The answer is told in "THE WIDOW'S MIGHT," which is to be shown at the.........Theatre on.........

CAR Some advertisers think this class of advertising most effective, next to newspaper. Take a photograph of your lobby or window display and have it reproduced on a car card with a photograph of Mr. Eltinge down in one corner.

HOUSE You could carry out this same plan on the cover of your House Organ for the days you are showing the picture.

NEWSPAPER ADVERTISING Offer to print a cut in the newspaper of the best window display and arouse interest in this way, not only of your patrons, but of the shop-keepers as well.

IF YOU WANT SPECIAL SUGGESTIONS, WRITE TO EXHIBITORS' SERVICE DEPARTMENT

'485 Fifth Avenue, NEW YORK
JULIAN ELTINGE'S LIFE STORY

Julian Eltinge was born in Butte, Montana (but his parents moved to Boston, Mass., while he was still very young), and it was in that city that he went to school and spent the greater part of his childhood. He was forced to go to work at the early age of fourteen.

The story that he is a Harvard man doubtless owes its origin to the fact that Mr. Eltinge whose real name by the way, is William Dalton, belonged to the Boston Cadets, a military organization, many of the members of which were Harvard men. The cadets were in the habit of giving excellent amateur productions yearly, and it was at one of these, namely, "Miss Simplicity," that Julian Eltinge gained his first notoriety as a female impersonator. During his whole association with the Boston Cadets, Mr. Eltinge was working in a Boston wholesale house.

Subsequently he appeared in several vaudeville engagements, receiving sometimes as much as $1,000 or $1,500 a week. His success in vaudeville led him still another step up the ladder of success, and in "The Fascinating Widow" in the dual role of Mrs. Monte and Hal Blake, he scored a phenomenal success. This was at the Liberty Theatre, New York City, in 1911.

After touring in the same production until 1914, he appeared in "The Crinoline Girl," in the role of Tom Hale, at the Knickerbocker Theatre, also New York City. Mr. Eltinge continued in "The Crinoline Girl" until 1915 when he started in on his latest and greatest success, "Cousin Lucy," in which he has played until very recently when he followed the example of most of his fellow actors and succumbed to the lure of the motion picture.

Mr. Eltinge is appearing at the .......... Theatre this week in his newest Paramount photoplay, "The Widow's Might," written for him by Marion Fairfax and directed by William C. de Mille.
Ad-cuts and Mats that “Get Across” — and Bring Something Back

A great firm giving merchandising counsel advertises that “Keeping everlastingly at it brings success.” The fact that they have piloted thousands of concerns to success and have been successful themselves for many, many years lends credence to their assertion . . . By using these attractive, dominating cuts, and “keeping everlastingly at it” you, too, can attain that high measure of success that characterizes the concerns that consistently advertise.

EXHIBITOR'S THEATRE
Jesse L. Lasky, presents
JULIAN ELTINGE in
“THE WIDOW'S MIGHT”
By Marion Fairfax
Directed by William C. De Mille

Get a new viewpoint on eugenics! See a man mother a baby and give new impetus to the suffrage cause. All week at this theatre but come early.

Short Reel
Travelogue
Musical Program

We show the famous Paramount Pictures advertised in the Saturday Evening Post.

EXHIBITOR'S THEATRE
“The Home of Paramount Pictures”
ADDRESS
Jesse L. Lasky
presents
Julian Eltinge
in
“The Widow's Might”
By Marion Fairfax
Directed by William C. De Mille

Stunning gowns stunningly worn are one of the features of this picture. And worn by a man, too. Some of the best known modistes on Fifth Avenue consistently patronize Mr. Eltinge’s show to take notes about the gowns he wears. See them this week at this theatre.

Short Reel
Travelogue
Musical Program

We show the famous Paraunaent Pictures advertised in the Saturday Evening Post.

They say that a prosperous man’s business speaks for itself — it does, through its advertising.
EXHIBITOR'S THEATRE
“The Home of Paramount Picture's”

Jesse L. Lasky presents

Julian Eltinge
in
“The Widow's Might”

By Marion Fairfax—
Directed by William C. DeMille

A Paramount Picture

Captivates the Men

His disguise in this picture is so perfect that no one in his hotel recognized him as the "cowpuncher" who, a moment before, had just "come from the ranch." Don't miss this picture.

A man may be able to make a thing superlatively well but the world won't make a beaten track to his door unless it knows he has it. Do they know that you show Paramount Pictures?

9
MUSIC CUES
always obtainable
at your exchange.

EXHIBITOR'S THEATRE
"The Home of Paramount Pictures"
Jesse L. Lasky presents
JULIAN ELTINGE
in
"THE WIDOW'S MIGHT"

By Marion Fairfax
Directed by
William C. De Mille

Can a Man Mother a Baby?
He can take a try at it anyway, can't he? So you think it's funny, do you?
Well you ought to be able to get a good laugh out of it then. All week
at this theatre. Come on and laugh!

Short Reel Subject
Travelogue
Musical Program

The Saturday Evening Post ads. tell you to look for this trade
mark. We show it.

EXHIBITOR'S THEATRE
ADDRESS

Jesse L. Lasky presents
Julian Eltinge
in "The Widow's Might"

A Paramount Picture

His Gowns Are Copied by Women
More than one great Fifth Avenue modiste has sat in the New York theatres
copying the wonderful Parisian gowns worn by Julian Eltinge in his work.
See them yourself this week at this theatre.

Short Reel Subject
Travelogue
Musical Program

We show the famous Paramount Pictures advertised in the Saturday Evening Post.

The best proof of the value of advertising lies in the fact that anybody
who amounts to anything uses it.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
Press stories to be sent out a week or ten days in advance of the showing of "THE WIDOW’S MIGHT"

**NEW METHOD OF FOOD CONSERVATION IN FILMS BY PARAMOUNT.**

The producers of Paramount pictures are complying with Food Administrator Hoover's request to conserve edibles and even at the sacrifice of time have without exception observed the custom of serving imitation food in pictures. The notable exception occurs in "The Widow's Might," a new Paramount picture starring Julian Eltinge. In this picture an important scene occurs around a dinner table while the characters are eating. What to do was a problem, for the scene was too important to omit. Director William C. De Mille however, found a pleasant and profitable way out of the difficulty. This was to have the scenes taken at just about dinner time in the Maryland Hotel at Pasadena where the company was staying, and allow the entire company to enjoy the meal with not a cent nor a mouthful wasted while the camera man stored up the scene in his "little old box." "The Widow's Might" will be shown at the ............ Theatre on ............

**JULIAN ELTINGE AGAIN A WOMAN IN "THE WIDOW'S MIGHT."**

Julian Eltinge, the famous Paramount feminine impersonator, who is appearing at the ........ Theatre on ........ is again taking the role of a woman in "The Widow's Might." This is a charmingly humorous story of the adventures of young Dick Tavish who sets himself up as a rancher, only to learn that an older hand at the game is going to beat him. How he wins out, with the help of a wig, a baby and an exceedingly pretty girl, makes an unexpectedly refreshing and original picture, which was directed by William C. de Mille.

The remarkable impersonator of fair women, Julian Eltinge whose third Paramount picture, "The Widow's Might" will be shown at the ............ Theatre on ............ has been mingling sight seeing with work while at the Paramount studios in the west. He has been to San Diego, Catalina Island, San Francisco, Big Trees and Lake Tahoe.

15
Julian Eltinge, the famous feminine impersonator, will be seen at the ....... Theatre on ......... in his latest Paramount picture, "The Widow's Might, a story written especially for him by Marion Fairfax and produced under the direction of William C. De Mille.

Many of the outdoor scenes were "shot" in beautiful Pasadena, California and it is said that the gowns worn by the star excel in gorgeousness and style, even those in his previous productions.

The popular feminine impersonator, Julian Eltinge, is to be seen in his latest Paramount picture, "The Widow's Might" at the ......... Theatre on ......... This is a fascinating story written especially for Mr. Eltinge by Marion Fairfax and directed by William C. DeMille. Mr. Eltinge is again given the opportunity to display his famous wardrobe of feminine finery and his talents as a female impersonator.

The story is that of a young New Yorker who decides to dabble in ranching and narrowly misses being robbed by a notorious crook. How he succeeds in foiling the designs of this gentleman through the disguise of a woman, how the disguise gets him into lots of trouble with the girl he loves, but how he at length wins out and saves both his girl and the ranch, makes a story of fun and adventure throughout.

The cast supporting Julian Eltinge in his newest Paramount production, "The Widow's Might" is exceptionally good. It includes Florence Vidor, Gustav von Seyffertitz, Maym Kelso and James Neill among others. The play is a comedy-drama of the best type, written especially for Mr. Eltinge by Marion Fairfax and directed by William C. De Mille.
Press stories to be sent out a few days in advance or during the showing of "THE WIDOW'S MIGHT"

Julian Eltinge, the famous feminine impersonator, will be seen at the Theatre on in his newest Paramount photoplay, "The Widow's Might," a story written especially for him by Marion Fairfax and produced under the direction of William C. De Mille.

At the Theatre this week, Julian Eltinge, the famous feminine impersonator is appearing in his latest Paramount picture, "The Widow's Might," a fascinating photoplay written for him by Marion Fairfax, author of the scenario for "The Secret Game," "The Clever Mrs. Carfax," "Hashimura Togo," "Freckles" and many other Paramount pictures. "The Widow's Might" was directed by William C. de Mille.

Dick Tavish, as played by Julian Eltinge, the man who pays more dressmaker's bills for himself than any other in the world, and who wears some stunning new gowns in his latest Paramount picture, is an enterprising young New Yorker. He decides that 'there is money in cows' and establishes himself on a Western ranch.

How he is obliged to disguise himself as a woman in order to entrap the crook who is trying to steal his farm, and how he finally wins out against all sorts of odds, makes a thrilling and entirely humorous picture which is well worth the seeing.

"The Widow's Might" was written especially for Mr. Eltinge by Marion Fairfax and was directed by William C. de Mille, famed as director of both stage and screen versions of "The Warrens of Virginia;" director of 'Carmen' starring Geraldine Farrar; many pictures starring Blanche Sweet and others.

The cast that was chosen to support Mr. Eltinge in "The Widow's Might" is especially fine, including many of the players who have appeared in his former pictures, such as pretty Florence Vidor, Maym Kelso and James Neill.
Unsurpassed as a feminine impersonator on the stage, Julian Eltinge is now turning his attention to the screen or 'silent' drama and has already appeared in several Paramount photoplays. The newest of these, "The Widow's Might" will be shown at the .......... Theatre on ..........

"The Widow's Might" is the story of a young college man who wins out against the almost overwhelming efforts of some crooks and finally wins back his fortune as well as the girl he loves. "The Widow's Might" was written especially for Mr. Eltinge by Marion Fairfax. It was directed by William C. de Mille.

JULIAN ELTINGE'S DEBUT WAS WITH BOSTON CADETS

Julian Eltinge, the noted feminine impersonator, who is appearing in the Paramount photoplay, "The Widow's Might" at the .......... Theatre, began his career almost by accident. There was to be a play, given by the Boston Cadets, an organization of which Mr. Eltinge was at that time a member - and some one was needed in a hurry to play the part of a young woman in "Miss Simplicity." Eltinge, having as his chief qualification a notably pink and white complexion, essayed the part and made such a success of it that he was never again allowed to appear on the stage as anything else but a woman, and before long became prominent in amateur theatricals and later in the profession.

Julian Eltinge, America's popular feminine impersonator, who has temporarily deserted the stage for the screen, will appear at the .......... Theatre on .......... in his newest Paramount picture, "The Widow's Might."

This is a comedy drama, written especially for Julian Eltinge by clever Marion Fairfax, and allows the noted actor-actress to display his-her powers of mimicry to the best advantage.

The director, William C. de Mille, chose beautiful Pasadena as the scene of the outdoor bits and some of the views are exceptionally beautiful. The story was mostly supposed to happen at "Coronalta," a fashionable California resort, and Pasadena furnishes the scenery, the beautiful hotels and smartly gowned guests so necessary for the correct "atmosphere."

Dick Tavish decides to be a rancher, and the fact that he is the rankest New York "tenderfoot" that ever set foot in a prairie, does not deter him in the least. Dick, is no other than Julian Eltinge, the famous feminine impersonator, and the way he wins out on the ranch proposition, of course, through the disguise of a woman makes an extremely enjoyable picture which will be shown at the .......... Theatre on .......... This is "The Widow's Might." This was written for him by Marion Fairfax and directed by William C. de Mille.

Julian Eltinge, the ever-popular Paramount impersonator of feminine roles, will be seen at the .......... Theatre on .......... in his latest photoplay, "The Widow's Might," a story written especially for him by Marion Fairfax and directed by William C. de Mille.
For Exhibitors' information or house organ,— the players and the story of "THE WIDOW'S MIGHT"

THE PLAYERS

DICK TAVISH ..............................................JULIAN ELTINGE
Irene Stuart ..............................................Florence Vidor
Horace Hammer ............................................Gustave Von Seyffertitz
Mrs. Pomeroy Pomfret ...................................Maym Kelso
Red ..............................................................James Neill
Pete .............................................................Larry Steers
Cob ..............................................................George McKenzie

Director —— William C. de Mille

Dick Tavish (Julian Eltinge), is an enterprising young New Yorker who decides there 'is money in cows' and establishes himself as a rancher. After the novelty of this existence has worn off, he finds himself very lonely in spite of the occasional visits of his neighbors, Pete and Red.

It is perhaps partly because of his loneliness that he falls in love with the idealized head of a girl on a fancy calendar sent out by a Chicago firm, whose president happened to be an old class mate of his. He writes his friend about the girl appearing on the calendar and learns that she is the beautiful Irene Stuart who is making such a sensation at Coronalto, a nearby fashionable resort.

When, soon after, Dick learns that he must go to Coronalto to see Horace Hammond, the man who sold him his ranch and whom he believes has put over a crooked deal, he is delighted for he realizes that he will see Irene Stuart with whose picture he is in love, as well as getting a clear title to his ranch by proving Hammer a crook.

We next see Dick accompanied by Red, his pal, registering in the lobby of the hotel at Coronalto. Irene sees him and recognizes him as the man who had admired her picture for the President of the company was her friend as well as Dick's old class mate and had told her of the rancher's admiration of her picture.
Dick's first interview with Hammer is very unsatisfactory, but he resolves to bide his time. While they are talking, Irene, in another part of the hotel, finds a stray baby at her door with a note asking her above all things not to send it to an institution. The whole thing is a plot of one of the hotel maids to blackmail the rich guests. Irene wants to keep the baby, but is prevented by her worldly and very prim aunt, Mrs. Pomeroy Pomfret who sends her down to dinner, bidding her leave the baby for the present, for they have an important dinner engagement with the rich Mr. Hammer.

While this is going on in Irene's rooms, Dick has finished his interview and he and Red are having a consultation about Hammer. Red opines that if they could only get hold of some papers of Hammer's they could prove his guilt. Dick impulsively starts down the fire escape to open Hammer's safe. Unfortunately, he is almost caught by Hammer himself and Irene, who have returned to Hammer's rooms. The latter has promised to help Irene take care of the baby, which she mentions only as a "foundling," and has come back to get some money from his safe.

Dick escapes by a narrow margin by popping into the nearest room on the fire escape - which happens to be that of Irene's aunt. Here he runs into the secret of her life - her wig! Hearing people coming to look for him, Dick has only time to clap this on his head, wrap himself in an evening coat of Mrs. Pomfret's and tell the searchers that the thief went in an opposite direction.

Next he frightens Mrs. Pomfret into introducing him as her friend, the Princess Martini, traveling incognito (for there was no 'princess 'registered, and he wished to avoid too close questioning.) Thus it is that he continues his stay at the hotel as the 'Princess,' entirely captivating the men, especially Hammer, and taking charge of Irene's foundling for her. His efforts along this line are humorous in the extreme.

It is only when Dick is accused by the unscrupulous maid, first of being the baby's mother, and later, when he has revealed his identity, as its father, that matters come to a crisis.

Dick has now enough evidence to convict Hammer through his valet, and he decides to return to the ranch with the baby, of which he has grown too fond to part. Before going, however, he returns Mrs. Pomfret's wig and sends the suspicious Irene a note, saying that if she chooses to believe the ignorant maid all right - but in his country people take their friends for granted, adding that if she'll take him that way, she'll find his address at the top of the page. Needless to say - Irene takes him - for granted.
PARAMOUNT AND ARTCRAFT RELEASES
NOW BOOKING AND COMING

J. STUART BLACKTON'S......The Judgment House
MARGUERITE CLARK........Bab's Matinee Idol
LINA CAVALIERI.............The Eternal Temptress
SESSUE HAYAKAWA...........The Secret Game
BILLIE BURKE.................The Land of Promise
JACK PICKFORD..............Tom Sawyer
WALLACE REID.................Nan of Music Mountain
VIVIAN MARTIN..............The Fair Barbarian
DOROTHY DALTON.............Love Letters
CHARLES RAY.................His Mother's Boy
MARGUERITE CLARK..........The Seven Swans
JULIAN ELTINGE.............The Widow's Might
PAULINE FREDERICK..........Mrs. Dane's Defense
JACK PICKFORD..............The Spirit of '17
CHARLES RAY.................The Hired Man
DOROTHY DALTON.............Flare-Up Sal

DOUGLAS FAIRBANKS...........Reaching for the Moon
WILLIAM S. HART.............The Silent Man
GERALDINE FARRAR...........The Devil Stone
DOUGLAS FAIRBANKS...........Modern Musketeer
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ATLANTA, Ga.
51 Luckie Street

NEW ORLEANS, La.
814 Perdide Street

DALLAS, Texas
1902 Commerce Street
Hitch your wagon to a REAL star

Of all the young leading men none is so easy on the optic nerves as Ray. His fine, easy, sane acting is a balm to the feelings . . . . Thomas Ince presented Ray in his present vehicle, but he could probably present him in "East Lynne" if he wished to do so and still have him a success. In other words you may hitch your wagon to any sort of star if the star be of sufficient magnitude.


Thomas H. Ince Production

Figure the new patrons that Mr. Ray made for you on his first two Paramount Pictures when you book this picture. Accommodate all of them—that means a "long run."

Press Book and Exhibitors' Aids

MUSIC CUES FOR THIS PRODUCTION CAN BE OBTAINED AT YOUR EXCHANGE.

A Paramount Picture
NOTICE

In the future you will find in nearly every press book a special cartoon drawn by “Bress”. These cartoons are used by all the larger metropolitan newspapers the day following the first showing, and have been found to be most effective as “teezers” to interest the public in your theatre and your pictures.

WATCH FOR THE CARTOONS!

ACCESSORIES
(Obtainable at your Exchange)
Paper
Two one-sheets
Two three-sheets
Two six-sheets
Photos
10 8 x 10 black and white
8 11 x 14 colored gelatins
2 22 x 28 colored gelatins
8 x 10 photos of star
Cuts and Mats on Production
Five one-column
Three two-column
Two three-column
Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
Photogravure
Series of Advertising Layouts:
Mats
Press Book with sales talk, card and letter announcements, suggestions for lobby, newspaper publicity stories and special cartoon.
Slides
Music Cues

THE PLAYERS
EZRY HOLLINS, CHARLES RAY
Caleb Endicott.....Charles French
Walter Endicott, his son, Gilbert Gordon
Mrs. Endicott, his wife, Lydia Knott
Ruth Endicott, his daughter, Doris Lee
Stuart Morley.........Carl Ullman
Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

TABLE OF CONTENTS
Billing on Front Cover
Contents, Accessories and Cast inside front cover
1. What You Want to Know About the Picture
2. Advance Post Cards and Letter
3. Advertising Suggestions
4. Biography for Newspapers
5. Stock Star Cuts and Mats
6. Ad Layouts with Mats
7. Ad Layout with Mat
8. Lithographs
9. Stock Production Cuts and Mats
10. Advance Publicity
11. Advance and Current Publicity
12. Advance and Current Publicity
13. Review of Production for Newspaper
14. Short Review and Publicity Story
15. Cast and Synopsis
16. Synopsis (continued)
Current Paramount and Artcraft Releases inside Back Cover
Exchange List on Back Cover

MUSIC CUES
Keep a file of Progress—Advance on your desk. Among other helps, it gives the music cues in every issue.

MUSIC CUES FOR ALL PRODUCTIONS
AVAILABLE AT YOUR EXCHANGE
Things you want to know about "The Hired Man"--A Paramount Picture

THE STAR ..................... This is Charles Ray's third Paramount picture, following "The Son of His Father," which scored a big success, and "His Mother's Boy."

THE STORY ..................... One of the most appealing, "human-interest" stories of recent days. Deals with the sacrifice of Ezry (Mr. Ray) for the brother of the girl he loves.

THE DIRECTOR .................. Victor L. Schertzinger—under the direct, personal supervision of THOMAS H. INCE himself.

THE CAST ....................... Includes Charles French, Gilbert Gordon, Lydia Knott, Doris Lee and Carl Ullman.

THE PHOTOGRAPHY ............. Fully up to the high standard set by Mr. Ince in his former productions. The scenes of the fire exceptionally realistic.


AS A WHOLE ..................... Enjoyable and entertaining, with much "comedy-relief" and some extra fine characterization work by the star.

WE'RE GIVING YOU A MILLION DOLLARS WORTH OF ADVERTISING ON "THE HIRED MAN"—WHAT ARE YOU DOING FOR YOURSELF?

By using the trademark everywhere, you are 'tying up' with the biggest advertising campaign ever carried on in this industry.

THE PEOPLE ARE WATCHING FOR PARAMOUNT PICTURES SHOW THE TRADEMARK!
SUGGESTED LETTER

Dear Madam:—

Probably no notice from us is required to call attention to the appearance of Charles Ray in "The Hired Man," the third Ray picture under the Ince-Paramount banner, but we wish to add a line about this production which will doubtless interest you.

You may have been one of those who have followed the rise of Charles Ray through his various productions in the past. You have laughed and cried with him in "The Pinch Hitter," "The Clodhopper," "The Son of His Father" and "His Mother's Boy."

If you saw any of these pictures you will want to see his latest picture, coming to this theatre on.............. And if you did not see any of them, let me say to you that I believe there is not a young man before the screen to-day that expresses anywhere near the charm and the ability exemplified by Charles Ray.

This latest picture of his gives him all of the latitude of "The Clodhopper" and "The Son of His Father." In the character of Ezry Hollins he cherishes a desire to educate and lift himself above the clods.

This exemplification of commendable boyish ambition and eventual accomplishment is something that every young person in your acquaintance should see; something that every grown-up will appreciate and adore.

Come to the..............Theatre on.............., and come early.

Yours for service,

.........................

Manager.

FOLLOW-UP POST CARD

(To be sent out the day before or the day of the showing)

Dear Madam:—

Just a word about the showing of "THE HIRED MAN," with Charles Ray, at the ..............theatre to-day. Be sure to come—early.

.........................

Manager.
ADVERTISING SUGGESTIONS FOR "THE HIRED MAN"

LOBBY DISPLAY: This photoplay has to do with the self-education of a farm boy, Ezry Hollins (Charles Ray). The scene is laid on the farm. The picture therefore lends itself to every conceivable kind of advertising on farm materials, school books, school supplies, and women's apparel suitable for Ruth Endicott, the girl that Charles Ray is in love with. With a cut-out of Charles Ray, why not erect in your lobby—if your house policy permits—show some farm scene. Either a hay-mow, or a barn scene, showing Charles Ray at work by lantern light studying to better himself. By reading over the story of the play contained in this Press Book you may get still more ideas which will help you to conceive the idea for your lobby which will best fit your pocketbook and possibilities.

STREET DISPLAY: A hay wagon—if you can obtain one—with a cut-out of Charles Ray seated thereon, or a lad dressed up like Charles Ray—would be good advertising for this play. Your banners for the side of the hay wagon would tell of the theatre, the showing of the picture—and the time schedule for your performances.

WINDOW DISPLAY You can sell your farm supply stores for window display on this production. Catch-lines such as this: "THE KIND OF A RAKE, CHARLES RAY USES IN 'THE HIRED MAN' in the . . . . . theatre." "SEE the photoplay—but buy the rake. It will pay you to own one."

For the department stores, you can sell your window display artists on a competitive display, with a prize to the man who takes this Press Book, reads the story of the production, and then makes the display of women’s gowns for Ruth Endicott with a little display card reading something like this:

"THIS IS A DISPLAY WINDOW COMPETING FOR THE PRIZE OFFERED BY MANAGER . . . . . . OF THE . . . . . . . THEATRE FOR SUITABLE GOWNS WHICH MIGHT BE WORN BY RUTH ENDICOTT IN 'THE HIRED MAN'—THE SWEETHEART OF CHARLES RAY."

For the book stores, this photoplay offers endless suggestions for the display of school supplies—with a cut-out of Charles Ray in the window, plus a little card concerning the photoplay to be run in your theatre and the date. You might even run a contest as follows:

SUGGESTED CONTEST: "The . . . . . . Theatre will offer a prize to the school child who will offer the best suggestion as to a list of school supplies to be found in this window which will offer Charles Ray in 'THE HIRED MAN' the best implements with which to get an education. Make out your replies legibly; write them on one side of the paper only; and send to the Contest Editor, . . . . . Theatre, (address)."

Here's another: "PSYCHOLOGY CONTEST.” "PRIZE OFFERED BY THE . . . . . . THEATRE.” "Walk past this window once; see how many things you can remember in it, together with the fact that Charles Ray is playing in the . . . . . on . . . . . . . in 'THE HIRED MAN.' Send in your list of things that you have noticed to the Contest Editor, who has a complete list of the articles in this window. The winner sending in the highest number of articles will receive a prize, to be announced later. Remember: You are put on your honor. Once past the window—that's all. Then write what you can remember about the window.”

FOR ADDITIONAL ADVERTISING SUGGESTIONS CONSULT
THE EXHIBITORS' SERVICE DEPARTMENT,
485 Fifth Avenue, New York City.
CHARLES RAY

Possessing a variety of talents aside from the histrionic, Charles Ray, star in "The Hired Man," at the Theatre, does not limit his activities to the studio lot. He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and, for his own amusement, writes stories whenever inspired by a particularly good idea.

He came under the direction of Thomas H. Ince three years ago, following two years' experience with repertoire companies on the road. He appeared for some time in two or three-reel pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom overnight in the titular role of "The Coward," following it up with "The Pinch Hitter," "The Clodhopper," and others.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverance to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled the requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement but financial backing.

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes, and is possessed of a winning personality. As he is but twenty-six years of age, his greatest successes are undoubtedly yet to come.
Illustration is a reduction of sizes listed below

**ISSUED IN SETS OF TEN, CONSISTING OF**

**Top Row**—Two Three-column Cuts and Mats

**Centre Row**—Three Two-column Cuts and Mats

**Bottom Row**—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
Ad-cuts and mats that talk back in dollars and cents.

Arthur Brisbane, highest salaried newspaper man in the world has said, "One good illustration is better than a thousand words." Paramount line cuts have repeatedly proved the truth of Mr. Brisbane's statement. Hundreds of exhibitors have told us that the line cuts we furnish are the best business builders they have ever seen. Why don't you use Paramount line cuts to build your business?

Ask your Exchange for Music Cues

EXHIBITOR'S THEATRE

Address

Thomas H. Ince presents

Charles Ray

in "The Hired Man"

Story by Julien Josephson

EXHIBITOR'S THEATRE

Address

Jonge Premier

means, in plain United States "favorite young leading man." His work in "The Son of His Father" and "His Mother's Boy" were fine examples of his easy, sane acting in the red-blooded Ince characterizations he essays. We give you our word that this picture is better than anything he has ever done—and that means something.

Short Reel Subject

Travelogue

Musical Program

We show the famous Paramount Pictures advertised in all the leading magazines.

EXHIBITOR'S THEATRE

showing

"Foremost stars, superbly directed, in clean pictures"

Address of Theatre

Thomas H. Ince presents

Charles Ray

in "The Hired Man"

Story by Julien Josephson

A Paramount Picture

This is the sort of picture that made Mr. Ray one of the most popular stars of the day. A typical red-blooded Ince characterization; full of "pep" inspiration, and surprises.

SHORT REEL SUBJECT | TRAVELOGUE | MUSICAL PROGRAM

We show the famous Paramount Pictures advertised in all the leading magazines.

Advertising is like a mince pie—you have to sample it to find out what is in it.
EXHIBITOR'S THEATRE
showing
"Foremost stars, superbly directed, in clean pictures"
Address of Theatre

Thomas H. Ince presents
Charles Ray
in "The Hired Man"
Story by Julien Josephson

A Paramount Picture
A typical Ray picture—off with the gun at the jump, a mad rush, and a whirlwind finish. Don't miss it.

<table>
<thead>
<tr>
<th>Short Reel Subject</th>
<th>Musical Program</th>
<th>Travelogue</th>
</tr>
</thead>
<tbody>
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<td>We show the famous Paramount Pictures advertised in all the leading magazines.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To stop advertising to save money is like stopping a clock to save time.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
STOCK PRODUCTION CUTS AND MATS

Charles Ray in "The Hired Man"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
ADVANCE PUBLICITY

Newspaper shorts to be used three or four days in advance of the first showing of "THE HIRED MAN"

Charles Ray's latest Paramount success, "The Hired Man," will be the attraction at the......theatre on.......of.......week. This picture, which was produced by Thomas H. Ince, is from the pen of Julien Josephson, the well-known short-story writer.

The story, which has a New England atmosphere throughout and is peopled with typical "down East" characters, has to do with the struggle of Ezry Hollins, a young farm hand, to procure an education. Doris Lee, who plays his sweetheart, is one of the most attractive girls of the screen. The rest of the cast, including Charles French, Lydia Knott, Carl Ullman and Gilbert Gordon, has also done some notable work.

CHARLES RAY BURNED IN FILMING SCENE FOR "THE HIRED MAN"

"The Hired Man," soon to be shown at the........theatre, is Charles Ray's newest Paramount picture, produced under the direct and personal supervision of Thomas H. Ince. As "Ezry," the farm hand, young Ray gives a decidedly clever and unique performance, particularly during some very stirring fire scenes which occur in the story and in which he played the hero, getting actually severely burned during the rehearsals.

CORN-HUSKIN' BEE AT ............. THEATRE

In "The Hired Man," which is Charles Ray's newest Paramount picture, and which is to be shown at the........theatre on.........., there is not only an old-fashioned "corn-huskin'," but also a real barn dance with a barrel of cider and all the boys and girls in their best "bib and tucker." Charles Ray plays the part of Ezry Hollins, an ambitious farm hand, in love with the daughter of his "boss," which role is gracefully filled by Doris Lee, a new arrival to the world of filmdom. The rest of the cast is very good, and the production was directed under the personal supervision of Thomas H. Ince.

Charles Ray, as "The Hired Man" in a Paramount photoplay of that name, will appear at the........theatre on........ "The Hired Man" was directed under the personal supervision of Thomas H. Ince, and boasts a cast of more than usual excellence, including such popular players as Charles French, Doris Lee, Gilbert Gordon, and Lydia Knott.
Charles Ray's latest success, "The Hired Man," the attraction now showing at the theatre, was produced for Paramount by Thomas H. Ince, the noted producer of "Civilization" and other noted photoplays. The story was originally written by Julien Josephson, and deals with the difficulties that beset Ezry Hollins, a young fellow who works on a farm, in his efforts to better himself and make himself worthy of the pretty daughter of his 'boss.' There is included in the film scenes of a tremendous fire, wherein Ray plays a heroic part, and also scenes taken at the Los Angeles fair.

Charles Ray, well-loved screen star of "The Pinch Hitter," "The Clodhopper," "The Son of His Father" and "His Mother's Boy," is now appearing in his very newest Paramount picture, "The Hired Man," at the theatre. "The Hired Man" is from an original story by Julien Josephson, and was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself. A novel episode in "The Hired Man" is a county fair, in which Ray wins a hurdle race against overwhelming odds. There is also a delightful love story running through the production; in fact, it is for the beautiful daughter of his employer that Ray makes the big sacrifice which forms the basis of the story.

CHARLES RAY PERSONIFIES AMERICAN YOUTH

At the theatre, clever young Charles Ray, who has come to be the typical American youth, is appearing in a very typically American photoplay entitled "The Hired Man." This is from the pen of Julien Josephson and was directed by Victor Schertzinger under the direct supervision of Thomas H. Ince. The supporting cast includes Charles French, Doris Lee, Carl Ullman, Gilbert Gordon, Lydia Knott and others. Dealing with the attempts of the hero to better himself, at the same time making a tremendous sacrifice for the girl he loves, "The Hired Man" contains a plot of the most intensely appealing type.
ADVANCE AND CURRENT PUBLICITY
Newspaper stories to be sent out the day before or during the first showing of "THE HIRED MAN"

VIVID FIRE SCENE IN "THE HIRED MAN," AT THE.....THEATRE

Seldom in the history of motion picture photography has so startlingly vivid a reproduction of a fire scene occurred as in "The Hired Man," which is Charles Ray's latest Paramount picture, produced under the supervision of Thomas H. Ince and directed by Victor L. Schertzinger. No pains were spared and an entire house was burned to the ground, leaving nothing but the remains of a chimney. Charles Ray, as a farm hand, performs deeds of real heroism, having been actually quite severely burned during the filming of these scenes. The rest of the cast, including Doris Lee, Gilbert Gordon, Charles French and Lydia Knott, have contributed their full share to the enjoyment of the production, which is one of the most appealingly "human" of the recent pictures.

Julien Josephson, author of Charles Ray's latest Paramount picture, "The Hired Man," which is to be shown to-morrow at the........ theatre, is a young writer from the State of Washington whose short stories have appeared frequently in the magazines of late. Mr. Josephson was formerly a business man, but has now permanently deserted that life in order to devote his entire attention to the writing of short stories and scenarios. He is now a member of the Thomas H. Ince scenario staff, and gives promise of becoming as well known in that line as he has been in short-story writing.

CHARLES RAY BREAKS UP COUNTY FAIR

In Charles Ray's latest Paramount picture, "The Hired Man," now showing at the........theatre, there are seen the grounds and side shows at a real county fair. These scenes were filmed at the California fair which was held near Los Angeles, and shows the farm exhibits, the races, and many of the standard fair attractions, including even a balloon ascension. It was noticeable, however, that even the latter failed to attract the crowds until Mr. Ray and his company moved into its vicinity, so great was the fascination of watching a "regular" photoplay in the making. The cast which supports Mr. Ray is exceptionally good, including Charles French, Doris Lee, Gilbert Gordon, Lydia Knott and Carl Ullman.
In "The Hired Man," Charles Ray, the youthful Paramount actor who has come to be recognized as the typical American boy as Mary Pickford typifies American girlhood, plays a new and somewhat different sort of role from anything he has yet attempted.

This is a farm hand on a large New England farm, who is sincerely and deeply in love with the pretty daughter of his "boss." The sacrifices that he is called upon to make for her are many, and he cheerfully gives up every thought of himself for her sake.

There are some exceptionally effective scenes in which the camera work is more than usually attractive, including a fire scene in which an entire farm is sent up in flames. Mr. Ray rescues several persons, including Ruth, his sweetheart--in real life Doris Lee, and in the rehearsing was severely burned.

A country fair figures prominently also, and in order to film these scenes Mr. Ray, Victor Schertzinger, his director, and an entire company of players, as well as Thomas H. Ince himself, went to Los Angeles, California, where they attended the annual county and state fair.

Gilbert Gordon plays the farmer's dissipated son, who works in the local small town bank, and to keep up with his spendthrift companions embezzles the bank's money. Knowing Ray's affection for his sister and that their father disapproves, this son comes to Ray, as Ezry, and demands the money to repay. Ezry has saved, after years of hard work, about enough money to fulfill the obligation, and he cheerfully gives it up, returning to the farm and the daily hard grind without a word of explanation.

Ruth and her father do not understand this, and regard him rather suspiciously. The fire, started by Ruth's brother's carelessness, breaks out, and it is there that "the hired man" justifies himself in the eyes of the girl he loves and her father. A touching scene occurs when he comes back to consciousness after the fire to find Ruth bending over him, while her father vociferously announces to the assembled neighbors that "there's my future son-in-law--the finest chap yet," after his strenuous abuse of former days.
SHORT REVIEW AND PUBLICITY STORY

To be sent out to newspapers the day after the first showing of "THE HIRED MAN"

The feature at the theatre yesterday possessed the double attraction of starring popular Charles Ray, and of being one of the very best of the recent Paramount productions shown at that theatre in that it was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself, and was written by Julien Josephson, the well-known short-story writer.

Ray has come to be known as the "typical American boy," and is at his best in pictures that give him roles of that sort; but in "The Hired Man" he has proved his unusual adaptability, and has portrayed a rough, somewhat uncouth sort of youth, who, through his own efforts and untiring ambition to educate himself, rises to unexpected heights. He works for one Caleb Endicott, a rough, rather "cranky" New England farmer, who tyrannizes over his family, particularly Ruth, his pretty daughter, with whom the "hired man" is deeply in love. A ne'er-do-well son, who borrows all the hard-earned money from "the hired man," complicates matters, and a sudden fire, at which Ray plays the hero in an unexpected manner, reinstates him in the good graces of his sweetheart and her father, the play ending in a highly satisfactory manner.

Charles Ray, one of the most popular of the screen's younger players, is now appearing at the theatre in a brand-new Paramount picture entitled "The Hired Man." This was written by Julien Josephson, the short-story and magazine writer, and was filmed under the direct personal supervision of Thomas H. Ince, noted producer of "Civilization" and others.

Dealing with the struggle of Ezry Hollins, the "hired man," to educate himself up to the standard set by Ruth Endicott, pretty college-bred daughter of his "boss," the story portrays one of the most supreme human sacrifices possible, but ends in the most satisfactory manner, with the engagement of the two young people with the complete consent and approval of the father as well as the younger brother, for whom Ray as "Ezry" has sacrificed so much. The photography is exceptionally beautiful, and among the scenes of especial interest is a big fire scene and several "shots" of a large county fair which actually took place at Los Angeles.
THE PLAYERS
EZRY HOLLINS ..................CHARLES RAY
Caleb Endicott ..................Charles French
Walter Endicott, his son........Gilbert Gordon
Mrs. Endicott, his wife........Lydia Knott
Ruth Endicott, his daughter....Doris Lee
Stuart Morley....................Carl Ullman

Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

THE STORY

Ezry Hollins, a big, good-natured hired man on Caleb Endicott's farm, is a universal favorite, yet differing from other men at the farm. Secretly Ezry cherishes the ambition to educate himself. Every evening after the day's work is over Ezry pores over his books until far into the night.

Endicott's pretty daughter Ruth, whom Ezry almost literally worships, is home from college, and helps him in his lessons, going secretly to the barn where he has his study, for both of them know that her father would never approve. Ezry humbly feels that he is unworthy of Ruth, and keeps his affection to himself. With her help he passes the college examinations and prepares to leave.

In the meantime, Ruth's brother Walter, in a near-by town, has fallen into bad company and is heavily in debt, having embezzled some of the bank's money. On learning that the bank's books are to be examined, he is nearly frantic. Just as Ezry is about to leave for college, Walter tells him his troubles, and as he had expected Ezry in his big-hearted way helps him out, giving him his entire savings, representing the labor and sacrifice of many years' hard work.

Ezry goes back to the grind of the farm, quite mystifying Ruth and Endicott, who cannot understand his sudden return.
On the night of the harvest dance, the great yearly social event of the countryside, Ruth pleads a headache, having promised to go with Morley, the banker's son, whom she greatly dislikes, but who is a favorite of her father.

Seeing a light in Ezry's study in the barn after the rest have gone, Ruth hurries out to see why he had not gone with the others, and, finding that he does not know how to dance, she proceeds to give him a lesson.

Ruth's rejected suitor, Morley, in the meantime has come back to spend part of the evening with Ruth, and finds them together. He makes insinuating remarks about Ruth, and there is a terrific fight, in which Morley gets the worst of it. He rushes off to the dance and tells Ruth's father, who is furious and immediately fires Ezry.

That night Walter, the brother, returns home rather the worse for drink and sets a fire in his room. Ezry, wakeful and getting ready to go, is the only person who sees this, and is barely in time to save Ruth's life, as her room is cut off by flames from the rest of the house. Walter, the son, nearly perishes, and again Ezry plays the hero, and this time it is Walter whom he saves. Walter, seeing that his father persists in misunderstanding Ezry's return to the farm and blames him for the fire, confesses all.

Later, under Ruth's care, Ezry returns to health—for he had been severely burned, and when he realizes that old Caleb is singing his praises to the whole countryside and informing every one that he has chosen Ezry as a son-in-law, his happiness and that of Ruth is made complete.
Current Paramount and Artcraft Releases

Lina Cavalieri ......................... THE ETERNAL TEMPTRESS
Sessue Hayakawa ...................... THE SECRET GAME
Billie Burke .......................... THE LAND OF PROMISE
Jack Pickford ......................... TOM SAWYER
Wallace Reid .......................... NAN OF MUSIC MOUNTAIN
Vivian Martin ......................... THE FAIR BARBARIAN
Dorothy Dalton ......................... LOVE LETTERS
Charles Ray ........................... HIS MOTHER'S BOY
Marguerite Clark ...................... THE SEVEN SWANS
Pauline Frederick ..................... MRS. DANE'S DEFENSE
George Beban ......................... JULES OF THE STRONG HEART
Jack Pickford ......................... THE SPIRIT OF '17
Wallace Reid .......................... RIMROCK JONES
Blackton's ............................ THE WORLD FOR SALE
Julian Eltinge ......................... THE WIDOW'S MIGHT
Charles Ray ........................... THE HIRED MAN

Geraldine Farrar ...................... THE DEVIL STONE
Douglas Fairbanks ..................... A MODERN MUSKETEER
Elsie Ferguson ......................... ROSE OF THE WORLD
William S. Hart ....................... DEAD OR ALIVE
Mary Pickford ......................... STELLA MARIS
BRANCH OFFICES OF
PARAMOUNT PICTURES CORPORATION

AND
ARTCRAFT PICTURES CORPORATION

BOSTON, Mass.
10 Shawmut Street.

NEW HAVEN, Conn.
131 Meadow Street.

PORTLAND, Me.
85 Market Street.

NEW YORK CITY, N. Y.
729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg.,
Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

ST. LOUIS, Mo.
3929 Olive Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.
The Guilty Man

scheduled release date 18 Feb 1918
Press Book and Exhibitors' Aids

“If I cannot have his love, I want nothing from him—GO!”

A. H. WOODS presents

His Broadway Success

“THE GUILTY MAN”

By RUTH HELEN DAVIS and CHARLES KLEIN

IRVIN V. WILLAT, Director

Supervision of THOMAS H. INCE, Inc.

Released by

Paramount Pictures Corporation

MUSIC CUES for this production obtainable at your exchange
MUSIC CUES FOR THIS PRODUCTION

Will be found in Progress-Advance, the Exhibitor's Magazine, together with numerous other helps. Keep a file on your desk for reference.

ACCESSORIES
Obtainable at Your Exchange
Paper
  Two one-sheet
  Two three-sheet
  Two six-sheet
  One twenty-four-sheet
Photos
  Ten 8 x 10 black and white
  Eight 11 x 14 colored gelatin
  Two 22 x 28 colored gelatin
  8 x 10 photos of star
Cuts and Mats on Production
  Five one-column
  Three two-column
  Two three-column
Stock Cuts and Mats of Star
  Five one-column
  Three two-column
  Two three-column
Rotogravure
Series of Advertising Layouts; Mats
Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays
Heralds
Slides
Window Cards
Music Cues

THE PLAYERS
Marie Dubois
Marie Flambon
Claude Lescuyer, William Garwood
His Father
Flambon
Charles French
Gaston Marceau
Hal Cooley
Jean Michaud
John Stepping
Jacques Ristac
Hayward Mack
and
Claudine Flambon
......................GLORIA HOPE
Irvin V. Willat, Director
Supervision of
Thomas H. Ince, Inc.

TABLE OF CONTENTS
Billing on Front Cover.
Contents, Accessories and Cast
Inside Front Cover
1. What you want to know about the picture
2. Advance Post Cards and Letter
3. Promotional and Lobby Ideas
4. Ad. Layouts with Mats
5. Ad. Layouts with Mats
6. Lithographs
7. Production Cuts and Mats
8. Advance Publicity
9. Advance Publicity
10. Current Publicity
11. Review of Production—for use after first showing
12. Short Review and Publicity Story
13. Cast and Synopsis
14. Synopsis (continued)
Current Paramount and Artcraft Releases on Back Cover
Exchange List on Back Cover

THAT MILLION DOLLARS ISN'T ALL SPENT YET! GET YOUR SHARE WHILE THE GETTING'S GOOD!

The following are the national magazines in which our advertising is regularly appearing. The circulation of these magazines reaches the stupendous total of 10,403,755!—Estimated readers: 41,615,020! These people are watching for the Paramount and Artcraft trademarks—SHOW THEM!

SATURDAY EVENING POST
THE LADIES HOME JOURNAL
THE PICTORIAL REVIEW
THE WOMAN'S HOME COMPANION
THE DELINEATOR
THE LADIES WORLD

THE COSMOPOLITAN
HEARST'S
AMERICAN
METROPOLITAN
McCLURE'S

We are also Advertising in 300 of the Country's Largest Newspapers.
ADD CUTS AND MATS THAT YOU NEED

ECONOMICAL, appealing, certain trade getters—that's what they are. Based on the most modern advertising practise, produced with the greatest care by a staff of artists who know the theatrical game backwards. Their power to *pull* is limited only by your willingness to *push*.

**EXHIBITOR'S THEATRE**

**STREET OR AVENUE**

A.H.Woods *presents* His Broadway Success

*The Guilty Man*

*By Ruth Helen Davis and Charles Klein*

*Irvig V. Willat, director*

*Supervision of*

**Thomas H. Ince Inc.**

**YOU** will like this picture. It's a wonderful story. Its extraordinary chain of circumstances form a plot that, for sheer dramatic intensity, has few equals. The greatest Broadway success of its season becomes the motion picture sensation of the year.

**Comedy**

**Travelogue**

**MUSIC**

**YOU** expect us to say that this picture is good. You think, "That's what he is in business for." But when a story runs *on Broadway for months* and is acclaimed by the critics as the greatest play of the year, what can we say! You'll agree with us when you see it.

**Paramount-Mack Sennet Comedy**

**Paramount-Burton Holmes Travel Picture**

**MUSIC**

Printer's Ink is Black, But It Enlightens the Buying World
A.H. Woods presents
His Broadway Success
"The Guilty Man"

By Ruth Helen Davis and Charles Klein
Irvin Willat, director
Supervision of Thomas H. Ince, Inc.

ON the contemporary stage this story held Broadway enthralled for months. On the screen the greatest sensation of the moment.

Paramount-Mack Sennett Comedy  Paramount-Burton Holmes Travel Picture

THE FAMOUS ORCHESTRA

You can travel only as far as your advertising
ADVERTISING SUGGESTIONS FOR “THE GUILTY MAN”

Post Card No. 1
(Send this out nine days before the showing)

Dear Madam:
Charles Klein’s adaptation from the French novel, “L’homme Coupable”—“The Guilty Man”—the play that had such a sensational run on Broadway in 1916—is the next Paramount offering in the ______ Theatre on ______. You will surely wish to see this photoplay produced under the supervision of Mr. Thos. H. Ince.

Manager.

Post Card No. 2
(Send this out six days prior to the showing)

Dear Madam:
“The Guilty Man,” the Thos. H. Ince offering at the ______ on ______, is such a tensely dramatic tale, produced on the screen, that I feel sure you will wish me to remind you of this picture, as a matter of theatre-service. May we have the privilege of seeing you on the date mentioned above (give the date in this space).

Manager.

SUGGESTED LETTER

Note to Theatre Managers:
Some managers are using these letters. Those who are not using them are not getting their full quota of returns on Paramount pictures. Try this plan. It will pay you. We all pay attention to things we know about. We pass over things that we do not have specially called to our attention. Newspaper advertising alone is NOT SUFFICIENT—these days. There must be specialized advertising—if you would hold your own against competition; if you would keep abreast of the progress of the times. Send this letter out to a select mailing list, therefore, with such additions as your local conditions suggest:

Dear Madam:

That Charles Klein, who went down on the Lusitania, thought “The Guilty Man” worthy of his attention; that he adapted this story by the famous Francois Coppee; that this production was put on Broadway for a most phenomenal run in 1916; and that it should now be offered you by Mr. Thos. H. Ince with specially reproduced scenes from Southern France, taken before the war—these assuredly should be items of exceptional interest to all theatre and photoplay enthusiasts.

This picture—“The Guilty Man”—will be seen at this theatre on ______.

One word regarding the support of this theatre by you, Mrs. (here fill in name). I feel that the best people of our community will always wish to support us because we show Paramount and Artcraft pictures. You have seen these photoplays exploited in The Saturday Evening Post; The Ladies’ Home Journal; The Pictorial Review; The Woman’s Home Companion; The Delineator; The Ladies’ World—and many other National media for women.

We are showing Paramount and Artcraft productions because they are the BEST. We need the best people for our clientele. We can only survive; we can only continue to show these pictures of quality if we are supported by the best people. Therefore we count upon your patronage, and we not only thank you for the consideration you have shown this theatre in the past, but we confidently anticipate your continued attendance.

Manager.

FOLLOW-UP POST CARD
(Send this out on the day of the showing)

Dear Madam:

Just a word about “THE GUILTY MAN,” The Ince Photoplay based on Charles Klein’s translation from the French. It is running to-day in the ______. Performance begins at ______ and ______. Please come.

Manager.
Cover your town with this paper. You will fill every seat at every performance.
Production Cuts and Mats—"The Guilty Man"

Issued in sets of ten consisting of:
Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange
ADVERTISING SUGGESTIONS FOR "THE GUILTY MAN"

LOBBY DISPLAY—For lobby display provided the policy of your theatre permits, we refer you to the two-page spread in Progress-Advance, Volume 4, No. 2, under date of December 6, 1917. In this layout you will find a photograph of a very excellent cut-out—made out of a twenty-four sheet pasted on cardboard backing. There is no reason why any theatre manager cannot make similar excellent display which will materially add to the effectiveness of his lobby. We have spoken before of the splendid displays of the Garrick Theatre of Minneapolis. The management of this theatre adds to the brilliance of color of the cut-out by having his artist hand-letter the display wording. The artist, too, occasionally touches up the lithograph, so as to have the colors in keeping with the color scheme of the display lettering. The management of the above theatre will be glad to send you some of their excellent display material upon your request.

The dramatic punch of this photoplay is undoubtedly the court room scene. Take the largest sheet of lithograph you can conveniently display in or about your lobby; cut out the figures so that they will be silhouetted against the background; and paste this cut-out on cardboard or stiff backing of any kind easily obtainable. This will make a striking display. Then paint on the cut-out some catch-line such as the following:

The guilty man will throw off his Cloak and win your hearts at this theatre on ——.

We hope it will not be necessary for us to subpoena you to appear in court at this theatre to see the guilty man (use a snipe for the words “To-day,” or “To-morrow,” or “Next week”).

Hear ye! Hear ye! The court will open at the —— on —— and “The Guilty Man” will be present. Come to the trial.

Sensational trial at the ——— Theatre on ———. Don’t miss it.

STREET DISPLAY—Town criers would effectively announce this photoplay.

WINDOW DISPLAY—Get your town window dressers to compete, offering them a prize for the best window, made up from the set of stills or from the lithographs which you can easily obtain from your Exchange in advance of the showing of “The Guilty Man.”

NEWSPAPER DISPLAY—As a basis for your newspaper advertisements, why not print a photograph of the successful winner in the Window Display Contest, together with a story about the Window Display?

Any further suggestions on this photoplay can be had gratis from your Service Department, 485 5th Ave., New York City.
WHAT YOU WANT TO KNOW ABOUT "THE GUILTY MAN"

<table>
<thead>
<tr>
<th>DIRECTOR</th>
<th>Irvin V. Willat, under the supervision of THOMAS H. INCE, Inc. Presented by A. H. Woods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTHOR</td>
<td>Ruth Helen Davis—from the French of Francois Coppee. Re-written by Charles Klein.</td>
</tr>
<tr>
<td>THE STORY</td>
<td>Intensely graphic—bordering on melodrama and resembling the much talked of Brieux plays. Deals with the life of a betrayed Frenchwoman and her child, who turns out to be a famous beauty and murders her stepfather to save her mother's life, the prosecuting attorney being her own father.</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>Exceptional. Outdoor shots in first part unusually beautiful—depicting scenes in beautiful Southern France before the war. Details of French interiors splendid.</td>
</tr>
<tr>
<td>CAMERA MAN</td>
<td>Dwight Warren, with G. Harold Percival, Art Director.</td>
</tr>
<tr>
<td>CAST</td>
<td>Includes Gloria Hope, as the daughter; Vivian Reed, as the mother; William Garwood, as the “guilty man”; J. P. Lockney, Charles French, Hal Cooley, John Steppling and Hayward Mark.</td>
</tr>
<tr>
<td>REMARKS</td>
<td>“The Guilty Man,” as presented on Broadway in 1916 by A. H. Woods, starring Irene Fenwick, had a most sensational run.</td>
</tr>
</tbody>
</table>

A BOX OFFICE POINT OF VIEW

Presented by A. H. Woods on Broadway in 1916, “The Guilty Man” scored a tremendous success. Here you have practically an unchanged version presented by Mr. Woods, under the supervision of Thomas H. Ince, Inc., and released by Paramount. It's a surefire winner!
Advance Publicity—To be sent to the newspapers two to four days in advance of the showing of "THE GUILTY MAN"

Patrons of the..........Theatre will welcome the announce-ment that A. H. Woods much talked of play, "The Guilty Man," has been translated to terms of the screen by Director Irvin V. Willat under the supervision of Thomas H. Ince, and will be shown at that theatre on............... "The Guilty Man" was written by Ruth Helen Davis and Charles Klein from the French novel, "L'homme Coupable," by Francois Coppee.

A tensely dramatic tale of real life is "The Guilty Man," which is to appear at the..........Theatre on.......... The story written by Ruth Helen Davis and Charles Klein deals with the life of Marie Dubois and her illegitimate daughter, Claudine Flambon. The daughter murders her stepfather, a brutal cafe-keeper to save her mother's life and the prosecuting attorney for the state is no other than her own father.

Gloria Hope, as the daughter, and Vivian Reed, as the mother, as well as "the guilty man," William Garwood, have risen to superb heights of artistry in depicting the adventures of the characters they portray. Directed by Irvin V. Willat under the supervision of Thomas H. Ince, Inc., "The Guilty Man" bids fair to be an unusually popular photoplay, as was the original presented on Broadway a short time ago by A. H. Woods.

Written by Ruth Helen Davis and Charles Klein from the original by Francois Coppee, A. H. Woods' production, "The Guilty Man," is one of the strongest, most vitally gripping of recent photoplays. Manager..........of the..........Theatre announces its arrival at his theatre on ..........of ..........week. The cast includes Gloria Hope as the daughter of Vivian Reed, a Parisian woman greatly wronged by "the guilty man," which part in turn is taken by William Garwood, an attorney who has to prosecute his own daughter for the murder of her stepfather.

Some of the cafe interiors have been copied from well known cafes in the Latin Quarter of Paris, while the outdoor scenes, depicting rural life in sunny France, are marvellously beautiful. The photography by Dwight Warren is splendid and the lighting effects throughout are good.

8
Advance Publicity—To be sent to newspapers the day before the showing of "THE GUILTY MAN"

Tomorrow at the......Theatre the feature will be "The Guilty Man," as presented by A. H. Woods under the supervision of Thomas H. Ince, Inc. This production, which had a long and extremely successful run on Broadway, New York, was written by Ruth Helen Davis and Charles Klein from the French of Francois Coppee. It is a grippingly human story of struggle and sacrifice and depicts the life of a Parisian dancer and her beautiful illegitimate daughter. Gloria Hope and Vivian Reed have painted these two women's characters with strong, sure touches on the white canvas of the screen.

Beautiful Gloria Hope is the star of "The Guilty Man," which is the attraction at the.........Theatre tomorrow. Supported by a specially good cast, including Vivian Reed, William Garwood, J. P. Lockney, Charles French, and Hayward Mack, Miss Hope has done more than her share towards making "The Guilty Man" a success. As the daughter of a Parisian dancer, she murders her stepfather in defense of her mother and is prosecuted for the state by her own father, who, recognizing his crime in deserting the mother and this beautiful daughter throughout the years, takes them back, urging the jury to show mercy, and clasping them both in his arms, asks their forgiveness.

In addition to "The Guilty Man," the program at the.........will include..............................

A French play strongly savoring of Brieux, and written from the original of Francois Coppee by Ruth Helen Davis and Charles Klein, "The Guilty Man," which is to be the attraction at the ..........Theatre tomorrow, is an unusual production from every point of view. The cast includes Gloria Hope as the daughter of a wronged Parisian dancer, who murders her stepfather and is prosecuted for the offense by her own father, who does not recognize her until the trial is nearly over. Thrills of the realest sort abound in "The Guilty Man," which was directed by Irvin V. Willat under the supervision of Thomas H. Ince, Inc.
Current Publicity—Newspaper stories to be sent out the day of the first showing of "THE GUILTY MAN"

Beginning today at the Theatre there is playing one of the strongest photoplays of recent date. This is the A. H. Woods production of "The Guilty Man," directed by Irvin V. Willat under the supervision of Thomas H. Ince. The cast includes beautiful Gloria Hope, Vivian Reed, William Garwood, J. P. Lockney, Charles French, Hal Cooley, John Steppling, and Hayward Mack.

The story is one of gripping intensity, dealing with the life of a Parisian dancer and her illegitimate daughter, who, murdering her stepfather, is prosecuted for the state by her own father, who learning the identity of the beautiful girl he is trying to condemn to death, begs her forgiveness as well as that of her mother. Ruth Helen Davis and Charles Klein are the authors of the production, which enjoyed a long and successful run on a Broadway stage recently.

The attraction at the this week is A. H. Woods' presentation of "The Guilty Man," which he showed on a Broadway stage with tremendous success recently. Written by Ruth Helen Davis and Charles Klein, "The Guilty Man" offers one of the strongest and most vital stories of recent days. A daughter who shoots the man her mother married after being deserted by the girl's father, and who is tried for the murder by her real father, is the heroine of the story. The excellent cast includes Gloria Hope, Vivian Reed, William Danforth and others.

"The Guilty Man," as presented by A. H. Woods under the supervision of Thomas H. Ince, is the picture at the Theatre this week. The story was written by Ruth Helen Davis and the late Charles Klein, author of "The Lion and the Mouse," "Daughters of Men," "Next of Kin," "The District Attorney," and others, from the French "Les Coupables" of Francois Coppee.

Gloria Hope and Vivian Reed, as the daughter and wronged mother respectively, gave especial distinction to the production by their effective rendering of their parts. The rest of the cast includes such well known players as William Garwood, Charles French, Hayward Mack and others.
Review—To be sent to newspapers for use the day after the first showing of "THE GUILTY MAN"

A new picture with an old idea done over in a new way came to town yesterday when the photoplay "The Guilty Man" was presented at the Theatre for the first time. This is the melodrama which Ruth Helen Davis fashioned some time ago from the French "L'Homme Coupable," of Francois Coppee, and which later went through the more experienced hands of the late Charles Klein. Directed by Irvin V. Willat, under the supervision of Thomas H. Ince, "The Guilty Man" is one of the most exquisitely finished of recent photoplays, with each detail brought out and rounded off with the utmost care and attention.

Gloria Hope, as the daughter, and Vivian Reed, as the wronged mother, have drawn their characters with the artistic touches of genius, while the rest of the cast, including such well known players as William Garwood, J. P. Lockney, Charles French, Hayward Mack and others have contributed not a little to the success of the whole.

In a broad sense the motif of "The Guilty Man" has to do with the awakening conscience in a human soul, - the soul of a man who has done a woman the greatest wrong that can be done her. The hypothetical question confronting the audience is this: if a woman, deserted by the man she trusted, brings forth a daughter into an environment of evil, and the daughter, as the result of her surroundings, commits a crime, who is to blame?

The answer is the title of the production - "The Guilty Man." From the first part of the first reel, which shows the idyllic love affair of Marie Dubois and Claude Lescuyer, the promising young lawyer, the interest is held at the highest, and until the last scene flickers across the screen, there is not a drop in the tension.

Having been deserted by the father of her child, Marie marries Flambon, a cafe proprietor, narrow souled and cruelly indifferent to the finer instincts of his wife. The turning point comes when he tries to marry the child, hardly grown to womanhood, to a worthless brute of a man to whom he happens to owe some money, and the strength of the two women, already overburdened, gives way.

It is then that Marie turns on her husband, and then that Claudine, the daughter, to save her mother's life, fires the shot which kills her stepfather. At the trial which shortly follows, the prosecuting attorney for the state is no other than her own father. These are only a few of the strongest situations in "The Guilty Man," which abounds in thrills from start to finish.
In "The Guilty Man," which is now being presented at the Theatre, there is a court room scene.

Now court room scenes are not new to the world of filmdom. We have had lots of 'em. There have been Criminal Courts and Juvenile Courts and Courts of Kings and Queens.

It remained for Irvin V. Willat, director of "The Guilty Man," under the supervision of Thomas H. Ince, to take his studio carpenters in hand and go about it seriously. Any French deputy would feel as much at home in this French courtroom as though on duty in his regular environment. It's the real thing in court rooms and as substantial and solid as the Sphinxes. All of which is interesting, but aside from the main point which in this case is that, Gloria Hope, Vivian Reed, and the other members of the cast have made of "The Guilty Man" one of the most realistic and thrilling of modern photoplays.

In view of the several great murder cases that have held the attention of the entire nation even in these days when war news usually chokes out everything else, "The Guilty Man," presented by A. H. Woods, is an exceedingly timely and intensely interesting production.

Many parallels can be drawn between it and the case of a fragile little woman recently tried for the murder of her husband. The case is altered somewhat in "The Guilty Man," however, for, in the picture, it is a daughter who murders her stepfather to save her mother's life and is tried by her own father, who has never been willing to acknowledge her.

Hinging on the question of whose is, in reality, the responsibility for the crime, the girl having been driven to it in view of the environment, the circumstances which have surrounded her life, and her mother having been driven to placing her in that position by the desertion of her father, the answer is seemingly given in the title: "The Guilty Man," although there has been much discussion on the subject. Gloria Hope as the daughter and Vivian Reed as the mother, as well as William Garwood as the "prosecuting attorney," have contributed largely to the notable success of the picture.
For Exhibitors' information or house organ—cast and synopsis of "THE GUILTY MAN"

CAST

Marie Dubois } Vivian Reed
Marie Flambon} William Garwood
Claude Lescuyer } J. P. Lockney
His Father } Charles French
Flambon . Hal Cooley
Gaston Marceau } John Stepling
Jean Michaud . Hayward Mack
Jacques Ristac

AND

Claudine Flambon .

Irvin V. Willat, Director
Supervision of Thomas H. Ince, Inc.

SYNOPSIS

Marie Forgeat, in love with Claude Lescuyer, a promising young lawyer, learns from his father that he is to marry a "girl of his own class," and that he must leave her at once. She tries desperately to explain that he cannot leave her now — that she and one other will have need of him — but her plea falls on deaf ears and she turns to her old friend, Dr. Berlier, as her lover allows his father to take him away.

Eighteen years pass, and Marie, in order that her child may have a name, has married Flambon, owner of a cafe in Paris. Flambon's apartment is over the cafe and he has made a sort of household drudge of Marie. He also insists that Claudine, "the baby who was not wanted," shall become one of the entertainers in the cafe. He is especially desirous of this as he owes Michaud, the former owner of the cafe, a large amount of money — and hopes to cancel the debt by marrying Claudine to his creditor.

Marie begs that the girl may not be forced to enter the cafe, but Flambon insists. It is at the cafe that Claudine meets Gaston Marceau, a young writer of promise, and they become friends. Claudine confides in Gaston that Flambon wishes her to marry Michaud and Gaston begs her to run away with him. Claudine demurs at first but promises to meet him that evening.

While Gaston waits for Claudine, Flambon and Michaud come to the apartment and insist that Claudine dine with them there to celebrate her engagement to Michaud. Marie, overhearing, starts to remonstrate, and Flambon, angered, turns fiercely on her. In the ensuing struggle Flambon drops his revolver. He sends Marie to her room and begs Michaud to remain, but the latter is highly incensed because Claudine has refused his attentions, and leaves.

13
As Michaud leaves, Flambon locks the door, his anger increasing as he realizes that he will not be able to cancel his debt. Claudine secures her wrap and is attempting to leave the apartment to meet Gaston when Flambon stops her, and Marie, overhearing their angry voices, again tries to interfere. Flambon hurls Claudine to the floor and rushes at Marie. Claudine is at first stunned by the shock, but realizing that her mother's very life is in jeopardy, grasps the revolver which is lying at her hand, and fires at Flambon.

As he drops lifeless to the floor, the revelers from the café below appear as well as a gendarme from the street. The gendarme questions them swiftly and Claudine, admitting everything, is taken into custody to await trial.

Claude Lescuyer, in the intervening eighteen years, has risen higher and higher in his profession and is now the attorney-general of all Paris. It is he who is to prosecute, for the state, the case of Claudine. At the trial he fails to recognize Marie, she is so changed by the terrible experiences she has gone through. As her eyes have greatly failed her, she, in turn, fails to recognize Claude.

Claude severely cross-examines both Marie and Claudine and insists that Marie call a witness who can testify as to her former good name. Dr. Berlier is called and he recognizes Marie. Claude is stunned and amazed to learn Marie's real identity. He bitterly denounces the man who has caused her downfall, asks why he is not there at her side, and then, stepping down from the judge's enclosure, throws aside his robe and announces that he is the "guilty man." This causes a tremendous sensation in the courtroom. The judge raps for order and instructs the jury to disregard Claude's announcement and to bring in a verdict according to the testimony. The jury soon reach their decision, which, of course, is "Not Guilty."

Claudine is then free, and goes to Gaston, who awaits her with open arms. Claude, broken by the realization of the harm he has caused, begs Marie to forgive him, and this she promises to do as she wearily lays her head on his shoulder.
CURRENT PARAMOUNT AND ARTCRAFT RELEASES

Lina Cavalieri .......... "The Eternal Temptress"
Sessue Hayakawa ........ "The Secret Game"
Billie Burke .......... "The Land of Promise"
Jack Pickford .......... "Tom Sawyer"
Wallace Reid .......... "Nan of Music Mountain"
Vivian Martin .......... "The Fair Barbarian"
Dorothy Dalton .......... "Love Letters"
Charles Ray .......... "His Mother's Boy"
Marguerite Clark ......... "The Seven Swans"
Pauline Frederick .......... "Mrs. Dane's Defense"
George Beban .......... "Jules of the Strong Heart"
Jack Pickford .......... "The Spirit of '17"
Wallace Reid .......... "Rimrock Jones"
Blackton's .......... "The World for Sale"
Julian Eltinge .......... "The Widow's Might"
Charles Ray .......... "The Hired Man"
and "THE GUILTY MAN"

Geraldine Farrar .......... "The Devil Stone"
Douglas Fairbanks .......... "A Modern Musketeer"
Elsie Ferguson .......... "Rose of the World"
William S. Hart .......... "Dead or Alive"
Mary Pickford .......... "Stella Maris"
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