

Valentino Wields Appollo Throws Bull in "Blood and Sand" Tongs at Wild Bull

By JOHN E. KENNEBECK.
Rodolph Valentino, won the sobriquet of "Happens' idol" by his portrayal of a tempestuous lover in "The Sheik." His presentation of

the character, Julio, in "The Four Horsemen of the Apocalypse" was distinctive and appealing. And again the star steps forth into the hearts of movie fans in a sort of a redemptive role in "Blood and Sand," which had its premier showing at the Rialto theater last Thursday. Unlike "The Sheik," the star's current play contains a plot with the elements of suspense, interest and romance to quicken the spectator's heart. The atmosphere is Spanish throughout with Valentino playing the role of an honored

torador, idol of the nation, and lover. To you, who might chuckle at the picture, it must be remembered that the atmosphere is Spanish and the romance far different from that in America. But the action, scenes and characters in "Blood and Sand" are appealing sufficiently to carry the spectator back to old Spain. Nita Naldi flashes across the screen as the bromide type of vampire, though her beauty and charm offsets her actions. With her, Valentino experiences a tempestuous

love affair that undermines his gallantry and ultimately causes him to lose his life in the arena. A bull gored him. That scene is the thrill of the picture. The picture ends with the death of the young hero torador, his wife, played by Lila Lee, consoling him in tender love during his last moments. If the hero had recovered and lived happily ever after, the picture would have been a fizzle, no doubt. "Blood and Sand" is really worth seeing.

World Organ Has Saxophone Stops for Novel Music

With the tonal qualities of the orchestral organ at the World theater greatly enhanced and amplified as the result of many weeks' work by factory experts, Arthur Hays, solo organist at that playhouse, is creating much comment by the in-

roduction of original musical novelties. Especially will this be found true the current week with Hays offering an unique solo number, "An Astounding Demonstration of Mental Telepathy." This comedy number as conceived by Mr. Hays purports to catch thought waves from various members of the audience and answers these queries by the playing of a series of popular numbers upon the organ. The entire idea of the number is original. This is but one of the many

innovations planned during the fall season by the World organist. In preparation now is a novelty number called "A Day at the Circus," which will serve to introduce various ten acre side loads under the "white tops." A miniature minstrel show is another organ novelty to be heard soon. An interesting feature of the newly improved organ is the addition of a saxophone "stop." This is the latest invention in organ building and is said to be the nearest approach to that instrument yet devised.

Pola Negri Working.
Pola Negri's first Paramount picture to be made in this country will be "Bella Donna," according to an announcement made by Jesse L. Lasky at Hollywood Tuesday. George Fitzmaurice will direct the Polish star and Ouida Bergere is now at work on the scenario of the novel by Robert Hichens. "Sacrifice" adapted by Will Ritchie will be the next starring vehicle for Mary Miles Minter, to be directed by Charles Maigne.

You Haven't Seen Valentino Till You've Seen "Blood and Sand"

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Direction of A.H. Blank

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RODOLPH VALENTINO

"Blood and Sand"

WITH LILA LEE AND NITA NALDI



A Fred Niblo Super Production