

# Films Today Are Made for Motion Picture Patrons

### Carl Laemmle Declares High Brow Has No Place in Films and States His Productions Are for Entertainment Only.

Apocryphal of reforming and uplifting the popular movies into cinematographical art or something similar, Carl Laemmle, president of Universal Films and one of the pioneers in the motion picture business as it is conducted today, declares that the public doesn't want uplifted movies or uplifted public entertainment of any sort.

"I am making motion pictures for motion picture audiences," says Mr. Laemmle, "and what they want is entertainment, not uplift. By that, I don't necessarily intend to convey the idea that motion picture audiences want nothing but roughneck scenes, wild and woolly thrills, sensations or slapstick comedy. They appreciate and will attend in great numbers beautiful pictures, but pictures advised by those known as the lofty brow class would not uplift the public generally, because the public won't come to see them. They come for entertainment and good, clean entertainment is what we shall attempt to give them."

All of which is an interesting statement, especially as Mr. Laemmle's company is one of the many producing hundreds of thousands of dollars this year in costly productions that come nearer to being "uplift" than anything heretofore attempted in pictures. Universal's contribution to the popular rage for picturization of great historical subjects is "The Hunchback of Notre Dame" and a whole section of Paris is just one of the expenses to be charged against his opinion that the public will come see it. "Robin Hood" is another example of art in films, and the public still is viewing it in crowds. "When Knighthood Was in Flower" is another notable example of American history, is coming to the lavishly produced costume pictures, the season's successes include pictures of elemental stories of human emotions and modern day problems, such as Cecil De Mille's "Adam's Rib." In that class come the so-called "ordinary" dramas, loved by all ordinary photoplay fans. All are not so wonderfully produced, some lack the delicate touch of direction shown in De Mille's work, but they are entertainment.

And reverting to Mr. Laemmle, it's entertainment that the public demands in pictures—and entertainment is as easily found in these new and better stories of human emotions as well as in the sensational wave of story that swept through motion picture land several years ago.

### Viola Dana in First Appearance at World

Viola Dana, in "Love in the Dark," offers another interesting comedy drama and incidentally makes her first appearance at the World theater in this feature. The picture is one well liked for the star and carries in it the usual number of comedy scenes expected of Miss Dana and also a plot full of thrills.

"Love in the Dark" tells the story of a girl who is adopted by a member of a gang of crooks. She is engaged to take care of little Red, a 4-year-old youngster. Her natural curiosity leads her to discover many things about the woman whose ward she is; and the plot complications enable her to expose a crook who is muling the son of a kindly minister who has adopted her and Red. Incidents of powerful drama and situations of genuine humor make this picture a delightful one throughout.

Cullen Landis, Arline Pretty and Margaret Mann are included in the cast.

### D. W. Griffith's Newest Film a Mystery Drama

D. W. Griffith's "One Exciting Night," at the Rialto this week, does not represent any great historical period, has no tremendous "mob" scenes, contains no great spectacle or settings, for the famous director has departed from all these to tell a modern mystery story such as has been so popular on the American stage in the last few years.

All the action takes place within twelve hours. At the request of the Rialto management, the plot is being kept a secret. The climax of the picture is a 90-mile-an-hour gallop in the midst of which the plot is revealed and the villain captured.

In Mr. Griffith's own words, his new picture is "a little romance, and just a little mystery, with, we hope, just a few thrills; and we trust you, who have suffered in the throes of love will smile a little with the romantic Romeo."

Romeo, of whom he speaks, is the character who furnishes the comedy relief when the mystery becomes a bit strenuous, when the creeping figures, peering eyes and clutching hands become too realistic for the nerves of the audience, Porter Strong

### Five Scenes Thrilling in "Burning Timber"

Can one big thrilling episode make a picture? Reviewers who have witnessed "Burning Timber," which opens at the Strand today, declare that the great fire scene is a picture in itself without the interesting love story which makes up the plot of the film.

Twenty acres of burning pine are shown consumed by roaring, hissing flames, through which a locomotive dashes, driven by Anna Q. Nilsson. Trees crash on every side, the flames lick at the windows of the cab, as she clings to the throttle and pilots the cab through a quarter of a mile of seething, roaring fire. Foxes and wolves, panicking by the thunder of the falling trees, and the flames which leap out at them with their own cunning, rush blindly out of the forest, and two tiny bears slide whimpering down the trunk of a tree, just as it starts to topple. A lake, mirrored in the depths of the forest like a diamond in a ruby setting, offers a refuge to a frightened doe.

Miss Nilsson plays the leading role.

### De Mille Gives Answer to Perplexing Problem

"Who are the ones who suffer from divorce?" is one of the questions propounded and answered in but a single scene of Cecil B. De Mille's "Adam's Rib," which opens for a second week at the Strand today.

The married life of Mr. and Mrs. Michael Ramsey of Chicago, played by Milton Sills and Miss Anna Q. Nilsson, is becoming monotonous—almost unbearable. Their daughter Mathilda (Pauline Garon) in her endeavor to keep the home together at great risk to herself, gives her first performance as a Paramount featured player.

Mathilda, in an effort to save her mother from being discovered by her father, the apartment of M. J. Jaromir, an exiled king of a small state in Europe, is found there apparently alone with Jaromir. Then her father tells her she is a disgrace to her family. How this is turned from a seemingly tragic scene to one of humor, is but one of the many surprises this great feature offers.

The situations created and untroubled in serious or light vein by Mr. De Mille are the features of the film and a tribute to his ability as a director. Several of the scenes of the photoplay are arousing comment from all parts of the country for their novelty and daring.

### Moon Has Modernized "Hearts of the World"

History in the making forms a most important part of D. W. Griffith's new version of "Hearts of the World," which, like a hero of war, honored and decorated and admired by countless thousands, returns to peacetime audiences as an entirely new story. The uppermost subjects of the hour, including the peace conference and the league of nations, bring "Hearts of the World" forward as one of the most timely stories on the screen today, still dominant with the powerful dramatic strength and potency that made it the sensation of its first release. With his positive genius for keeping abreast of the times, Mr. Griffith has revised his work so that now it flames with the purpose of today and shows that the horror and waste of war never really settled anything. He also directs a very stinging arrow at the profiteers and others who seek personal gain from the predicament of a nation in distress.

"Hearts of the World" has been secured as the feature attraction at the Strand today. In the big cast are Lillian and Dorothy Gish, Robert Harron, George Fawcett, Little Ben Alexander, Robert Anderson, Anna Mae Walthall, Mrs. Gish, George Siegmann, Kate Bruce, Josephine Crowell and other prominent players.

### "The World's Applause" Has Bebe Daniels as Star

Bebe Daniels, in a melodramatic story of a notriety loving actress, will be featured at the Empress all this week in "The World's Applause."

The theme of the picture treats of the widespread passion for publicity that animates certain folk in public life and of the evil consequences that befall when scandal comes. Bebe Daniels, dainty as ever, has the role of an actress whose passion for publicity involves her in great trouble and who is saved through the heroism and self-sacrifice of a man whose love she had scorned, but which she finally



### What's a Movie of Today Without a Bit of 'Hokum'?

When the wise boys in films talk about "it's good hokum," do they mean the old idea of a cheap trick to gain attention or to fleece someone? Or is this movie "hokum" a new term?

Hokum today in the studio or among the distributors means the application of a surefire stunt in situation building or in action to obtain the appeal of the audience. It may be to get a laugh—there are several things that any producer knows will always get a laugh—it may be the regular way to obtain sympathy for the heroine or hero—artistic application of good hokum will almost bring tears.

Hokum overplayed will ruin a picture as surely as hokum placed properly will swing a difficult picture into a sure success. An average audience will ridicule poor hokum as being "old stuff," creating an air of cheap sentimentality, or they're bored instead of moved to laughter. It was hokum that was used in the old "ten-twenty-third" melodramas; some of the biggest vaudeville hits are full of what the trade calls hokum.

"Humoresque" had it, so did "Where Is My Wandering Boy Tonight?" so did "The Kid," George M. Cohan waving the American flag in the final act was good when first employed, but became the poorest in the world when used for the five hundredth time by him and others.

### Four-Picture Program Booked at the Muse

The Muse offers a four-picture program this week with "Burning Timber" as the opening looking today only. On Monday and Tuesday there will be shown Louis Tracy's "One Wonderful Night," an action story with all the story completed in 12 hours.

Constance Talmadge in "Romance and Arabela," depicts a young widow who is willing to try marriage again if her ideas of romance, lacking in her first marriage, are to be consummated in the second. Miss Talmadge offers in it some of her best comedy work.

Friday and Saturday there is booked Hoot Gibson in an action western story, "Kindled Courage," in which Hoot becomes the possessor of a sheriff's star and through it a courage he never suspected.

### Ride Him, Cowboy! Real Wild West Stuff at the World

A real bit of the west is to be found in the vaudeville headliner "Cheyenne Days" now at the World theater. Sports and pastimes of the plains are graphically demonstrated by seven cowboys and cowgirls. Six bucking bronchos and a funny mule are utilized by the principals in providing a round-up of laughter and thrills.

The featured members of the act, Earl Hornbrook and Jinney Wright, have both appeared in the various rodeos held in the United States and Canada and have won prizes in contest with the most expert ropers and riders from all parts of the country.

The locale of the act is a ranch in Arizona and one finds in the cast the rancher's daughter, her girl friend just home from an eastern college, "Mammy" the ranch cook, a trio of ranch hands and the broncho buster of the outfit, "Dejma," a handsome white horse. Is the featured equine with the act and is said to be remarkably proficient in a large repertoire of "high school" tricks.

Ten wild animals, lions, leopards and tigers, appear in the headline act to be offered by Richard Havenman at the World next Saturday. The kings of the forest and desert go through their paces inside of a huge steel arena and the offering is said to be at once both interest compelling and replete with thrills.

### NEIGHBORHOOD THEATERS

VICTORIA - 24th and Fort  
ALL-STAR CAST  
in "THE ROSARY"

GRAND - 16th and Binney  
SPECIAL PRODUCTION  
"QUINCY ADAMS SAWYER"

HAMILTON - 40th and Hamilton  
ALL-STAR CAST  
"QUINCY ADAMS SAWYER"

### Love in a Silken Setting

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**"MY AMERICAN WIFE"**



A LOVE drama set in a tropical land where passion and politics are the favorite sports. With Gloria, in all her shimmering beauty, the center of it all, and handsome Antonio Moreno as her hot-blooded Spanish lover.

A Paramount Picture

NEXT SUNDAY--STRAND

### Empress to Have Week of Musical Comedy for Change

Manager Ledoux of the Empress is pleased to announce that he has completed arrangements whereby a musical comedy company of 25 people will be featured for the week starting Sunday, March 18. This is positively the biggest organization in the United States playing at popular prices. The company carries a carload of scenery and effects. The name of this company is "Naughty-Naughty," and they will entertain and amuse the audience with clean and classy shows. There will be a new show on Sunday and the same company will render an entire new offering on Thursday. There will be no raise in prices during the presentation of this offering and the usual feature photoplay will also be shown.

### Chocolate Watermelons, Studio Boothblack's Dream

Seegus Krooney, youthful son of Ham and "uh-fishal" boothblack at the Fox studios in Hollywood, staked up to Charles Jones one afternoon as the star was leaving an interior set.

"Mistuh Jones" ventured the boy. "Yes, Seegus, what is it this time?" asked Jones.

"Mistuh Jones, ah ain't askin' for nothing this time, but ah just wants to tell you what mammy said. Mammy said you is the finest hock-backer what is. They's never been a rider like you, she says. Hot steamin' shirt tales, Mistuh Jones, youse de whale's parasol, I'll tell the world."

"Well, here's your dime," sighed Charles.

"Thanks, eight times, Mistuh Jones, next time you're in town bring me some chocolate-covered—" "Cherries?" "—no, wahtermelons."

### Small Town Players Make Up Cast of "Main Street"

The cast of "Main Street," a picturization of Sinclair Lewis' novel, is full of small town screen players. For instance, Monte Blue, who plays the role of Dr. Kennicott, hails from Indiana; Florence Vidor, as Carol, comes from a small town near Houston, Tex.; Harry Beaumont, the director, was born in Abilene, Kan., and Julien Josephson, who adapted the novel, comes from Rosburg, Ore. The picture is being made at the Warner brothers studio in Los Angeles.

### Tom Moore to Appear in New Role in Melodrama

Tom Moore, who recently returned from a political flier amidst the turbulent air currents of Ireland, is back in the movies—and finds them much more hospitable. His first picture will be a new sort for Moore, who has almost exclusively appeared in comedy dramas. It is a spectacular and lavishly produced melodrama.

### New Movie Star. Johnny Harron to Front.

A newcomer is playing on the Fox lot in Kathleen Key, engaged to play opposite Tom Mix in his latest picture, "The Journey of Death," now in production under the direction of Jack Ford.

Johnny Harron, brother of the late Robert Harron, of the D. W. Griffith productions, has come to the front as a leading player in "Westbound 99."

### Bosworth Recalls Stage Days in His New Movie

Hobart Bosworth, now portraying the famous surgeon in Marshall Neilan, "The Eternal Three," has been recalling his stage days in "Tess of the D'Urbervilles." His was the role of the villain, Alec, opposite Mrs. Fiske as Tess. "Tess" being scheduled as Neilan's next, the director has been consulting with the actor on several parts of the story, and together they expect to work out sequences more powerful in dramatic quality than even the book or the stage version of the tragic story.

### "Wandering Daughters" to Follow "Wandering Boy"


Just to make the party complete and match "Where Is My Wandering Boy Tonight?" there is being made "Wandering Daughters." Marguerite de la Motte and Marjorie Daw play the leads. We've already had one laugh. The enterprising press agent declares that after two girls were injured in an auto accident, 156 mothers called up—all had missing daughters—hence the picture.

### "Daughters of the Rich" to Be Prepared for Screen

"Daughters of the Rich," the Edgar Salrus story, is to be filmed with a cast composed of Gaston Glass, Ruth Clifford, Ethel Shannon, Stuart Holmes and Marjorie Daw.

### Steam Glass Substitute.

"Wherever frosted window panes would ordinarily be used in sets for "The Eternal Three," Marshall Neilan uses his own innovation of substituting a blanket of steam therefor. "Steam catches no highlights," Neilan explained, "and produces a smooth effect, whereas glass is apt to glister and distract attention from the players and their action."



VAUDEVILLE PHOTOPLAY  
at 1:40, 4, 6:40, 9 P. M. 12, 2:30, 5, 7:30, 10 P. M.

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