

Producers Say Films Must Be "Better and Better"

Public Reacts at Box Office at Once Against Poorly Made Products—Each Kind of Story Has Its Wave of Popularity—Comedies Are the Hardest to Pick Right.

Standards of motion picture construction cannot be lowered, in the opinion of executives of producing companies, for the reason that the public will not pay good money to see second rate attractions.

They base their opinion on the surest criterion of what the public wants to see—the record of the box office, and declare that this indicator clearly shows that good stories, made right and based on good stories, have made practically all the money in the past 18 months.

This opinion is backed up by Thomas G. Patton, personal representative of Will Hays, who makes the following statement: "The present day standard cannot be lowered because the public has clearly demonstrated that they desire artistry in pictures, by refusing to attend pictures of an inferior sort."

There are instances where a well-known star has "gotten by" in certain localities, but in a nationwide study of the problem of what the public wants, the producer, through his agent, the distributor, has come to the conclusion that the public is willing and eager to pay for good entertainment, whether it be melodrama, western, or romantic adventure stories such as the popular historical dramas of this year.

Again there are good pictures every year which do not draw crowds because the public has just passed by the period during which everyone would go and see that style of story. Just now the historical story seems to attract people in all parts of the country. The truly heart interest story has always done a good business, some notable examples have grossed immense sums. Problems plays are difficult, and comedies fool even experts in gauging what the public will enjoy.

A recent instance of this occurred in Omaha. Two managers screened a comedy. Almost all of the eight or 10 people who witnessed the picture "cold," without music, in a projected room, declared that it was only ordinary. One manager put it on because it was as good as anything he could obtain right then, and the comedy was the talk of the town all week.

Interesting Novelty in Pictures at the Brandeis

Two out of the ordinary pictures are scheduled for an eight days' showing at the Brandeis theater, starting yesterday. Both are semi-scientific films. The "Reincarnation Through Gland Transplanting," and the other, "How Life Begins."

The pictures are constructed somewhat differently also from the ordinary feature film, as they consist of a great extent of drawings in place of people acting the parts. These cartoons have heretofore been confined almost exclusively to the use of funny sketches in motion pictures, but the Modern Science Motion Picture company, producers of the picture, have developed them into an interesting story of one of the most talked of medical and scientific discoveries of the day.

The effects obtained through gland transplanting are shown not to be entirely a "fountain of youth" discovery but the physicians have found that weak or disordered brains or people with criminal tendencies can be permanently cured with the right kind of treatment.

One of the interesting bits is the portrayal of the work being done in Japan under the auspices of the government there in order that a number of heretofore indigent may become self supporting.

Gloria Swanson Starred With New Leading Man

Gloria Swanson has a new leading man. He is the popular actor, Antonio Moreno, who has long been one of the screen's best known stars.

Mr. Moreno plays the role of Manuel La Tassa, a young Argentine aristocrat in Miss Swanson's latest, "My American Wife," at the Strand this week.

The story is a colorful and unusual romance laid in the Argentine and presenting the love story of a young aristocrat and politician, descendant of one of the Spanish conquistadores, and a beautiful American girl from Kentucky, who owns the horse which outraces the valued track champion of the Latin noblemen.

There are many other interesting names in the supporting cast, in addition to Mr. Moreno, who in this role plays for the first time in a Paramount picture, and makes his first screen appearance with Gloria Swanson.

The various other characters, the majority of which are Argentine, are essayed by such well-known and talented screen players as Josef Swickard, Eric Mayne, Gene Corrado, Elythe Chapman, Ellen Pringle, F. B. Butler, Jacques D'Auray, Loyd Underwood and Walter Long, who as usual, is the heavy.

Argonaut Heroes Build Famous Mine for Film

"The Little Church Around the Corner," an adaptation of the stage play of Charles Blaney's which is at the Rialto this week, contains in its mining scenes a reproduction of the famous Argonaut mine of California, in which a score of men were trapped last year. Some half dozen of the miners who worked at the Argonaut aided in building the mining sets and in reproducing the exact picture of the Argonaut.

The picture itself is a very romantic melodrama and as such was played upon thousands of stages throughout the United States.

"The Little Church Around the Corner," is the story of David Graham and Lella Morton. Within

David's heart is torn with struggle. He longs to return to his people—the poor of a working town—preach to them to make their lives happy. His love for Lella Morton, the beautiful daughter of Morton, the millionaire mine owner, keeps him among the rich. He deceives himself into believing his fight against hypocrisy and vice will reform them. They consider him in the light of a matinee idol. Suddenly he wakes up to his plight. In a fit of revulsion he leaves the town, returns to the home of his birth, in time to witness a great disaster in which scores of miners' lives are imperiled.

The cast includes Claire Windsor, Kenneth Harlan, Hobart Bosworth, Walter Long, Alec Francis, Pauline Stark, George Cooper, Margaret Seddon, Winter Hall, Cyril Chadwick and Tom Kennedy.

Faire Binney Stars in "What Fools Men Are"

"What Fools Men Are," which opens at the Empress today, is a typical story of flappers who play fast and loose with conventions in their search for something that will give them a "kick" out of life. She goes just so far and when all seems lost, proves in the picture story what flappers always say of themselves, that they are wholesome and good and believe in fair play.

The gay life of New York restaurants and the whirlwind of happy go lucky parties are pictured with an abundance that makes them most interesting.

Faire Binney plays the role of Peggy, the flapper who lets her brother-in-law buy her clothes and becomes a part of the wife's divorce suit. She is supported by Lucy Fox, F. Barney Sherry, Joseph Striker, Florence Billings and others.

Starting Wednesday there will be starred Martha Mansfield in "Queen of the Moulin Rouge," a dazzling extravaganza of Paris dance cabarets and underworld life. The story of the picture is that of a girl's sacrifice for love and through which she attains the necessary "soul" of an artist.

Perfection of Colors Attained in New Film

Practically since the first day when animated pictures were projected on a screen, there has been the desire to represent the characters taking part as well as the settings in which they act in their natural colors. There have been many fairly successful attempts at coloring films by hand and others which employed mechanical devices. All were somewhat unsatisfactory, however.

Opening at the Sun today is "The Toll of the Sea," in which the people are depicted as they really are, in the highest development of natural color filming, and it undoubtedly marks a new era in photoplay production.

It is impossible to describe the beauty of the shades and tints which the camera lens has caught. Each scene has been selected for its pictorial value, and so artistic were they that they evoked spontaneous outbursts of applause from the audience which greeted them. Each scene is like a beautiful painting, and it is hardly believable that the characters can move about like human beings.

The photoplay is admirably acted. Anna May Wong is perfect as Lotus Flower, deceived cruelly by her American husband, whose life she has saved. Kenneth Harlan is the man in the story, portraying his role accurately, and Beatrice Bentley, too, gives a completeness to her depiction of the role of the Chinese girl's American rival for the affections of her husband.

Bull Montana, in a travesty on Fairbanks' big success of the year, is shown in "Rob 'Em Good."

Director Reproduces Newspaper Faithfully

"A Front Page Story" at the World this week is reputed to be a drama of newspaper and public life in which a newspaper is really pictured as a newspaper. The theme of the story is the development of the newspaper editor's home town and bits of dramatic moments and humorous side-lights on the people of any town are woven together into a comedy drama that holds plenty of interest for an audience.

Jess Robbins, director of the picture, is an old newspaper man and he has faithfully pictured the newspaper and brought it before his public in a most interesting manner.

Of interest to Omahans is the fact that Lloyd Ingraham, formerly a stage star in stock at the Boyd theater plays the role of the mayor in the picture. Since his Omaha days, Mr. Ingraham has directed for the screen numerous excellent pictures and several decided successes. Edward Horton plays the leading male role and in the cast are Edith Roberts, James Corrigan and "Buddy" Messenger.

Harry Carey a Cowboy in "Canyon of Fools"

The atmosphere of Mexico, rich in color and picturesqueness, forms a striking background for Harry Carey's "Canyon of the Fools," at the Moon until Wednesday.

The story, based upon Richard Matthew Hallet's tale of the same title. It has to do with the adventures of a cowboy, in whose veins the wanderlust ran hot. He becomes involved in all manner of adventures, out of which Mr. Carey evolved a thrilling tale.

The cast, which includes Marguerite Clayton, Fred Stanton, Vera Page, Joseph Harris, Jack Curtis, Carmen Araceli, Charles J. Le Moyne, Murdock McQuarrie and Mignonne Golden, was personally selected by Mr. Carey and is regarded as one of the best with which he has ever appeared.

Father love of a new kind is por-

MOVIES



Neighborhood Theaters Booked Big Features

Neighborhood motion picture houses have an exceptionally good week billed starting today. The program of the Grand theater includes Milton Sills and Marguerite de la Motte, with Buster Keaton in "The Boat" as an added attraction for Sunday, Monday and Tuesday; Tom Mix in "The Fighting Ties" and Pearl White in "Blunder" on Wednesday, and Laurette Taylor in "Peg O' My Heart" for the final three days of the week.

The Hamilton theater announces Laurette Taylor in "Peg O' My Heart" as the feature attraction for today, Monday and Tuesday, with other bookings unannounced.

Miriam Cooper in "Kindred of the Dust" and Harold Lloyd in "Move On" will be at the Victoria Monday and Tuesday; James Oliver Curwood's "Jan of the Big Snows," and Pearl White in "Blunder" on Tuesday and Wednesday; Frothingham's production, "Shattered Idols," on Thursday and Friday; and Anita Stewart in "The Cave Girl" on Saturday.

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Novel Photography Seen in New Colored Picture

Did you know that two photographs can be taken through a single lens?

In case the reply is negative, let it be announced to amateur photographers and the rest of the world that it is not only possible, but necessary, in the case of taking motion pictures in natural colors. The sensational natural color picture, "The Toll of the Sea," at the Sun today, is the first of its kind. And in speaking of the method by which the technical color process was perfected, Dr. Daniel F. Comstock of the Massachusetts Institute of Technology, revealed that by the use of a single lens for two photographs the hitherto insurmountable obstacle of fringes of color—that is, the red and green flashes which spot the screen spasmodically—was surmounted.

The underlying principle of the technical process is that all colors are divided into two sorts, classified roughly as the red and the green. By coating a strip of celluloid with an emulsion which, on one side of the film is sensitive to red and which on the other is sensitive to green, and then projecting light through them, the rays so filter that upon the screen appears every color, just exactly as it does to the eye.

The trouble has been in fitting the two photographs on the film exactly back to back and coinciding. If two lenses were used, there must be, because of the slightly different angle from one to the object from the angle from the other to the object, a divergence of viewpoint. Hence perfect coincidence could not be achieved, and there were margins where raw red or garish green outlined the figures.

It was Dr. Comstock who hit upon the idea of arranging mirrors within the camera whereby the rays of light coming through the lens were reflected to two different areas upon the strip of film. That is, every time the shutter opened and closed two photographs were taken. By means of screens of glass colored to eliminate certain tints in nature, red registered on one area of film and green on another. Thus, when these two photographs, by a patented device, were printed upon

Old "Thieves Exchange" Pictured in Films

Paris, more than any other city in the world, has been the stage for strange, fantastic sights. The history of the ancient French capital is one continuous chapter of phases of human existence picturesque and grotesque almost beyond imagination.

Some of the strangest and least known of these queer sights have existed hidden deep in the jungle of the underworld of Paris. Probably the strangest of them all, and the one least known to that part of humanity in the upper strata of life, was the "Thieves' Exchange," which existed in all its inglorious prosperity during the reign of Louis XI. This remarkable market place was located just off the vile alleys of the Court of Miracles, that haven of thieves, cut-throats and criminals defying any classification of God or man; where the blind beggars of the streets saw again, the mendicants walked and outcasts became aristocrats. And in the Exchange robbers bartered their ill-gotten loot and the vultures of Montmartre dickered over the spoils of their dishonest labors.

Presided over by an aged man whom one can readily picture as tall and scrawny, with the face of a ghastly rat, here passed over the counter every conceivable item of merchandise from a gold ornamental clock purloined from some glittering store in the Rue de la Paix, to a pitiful one-soo purse snatched from some midwife of the hat shops.

Few enough were those privileged to see the forbidden fastness of the Court des Miracles, and still fewer ever penetrated to the depths of the "Thieves' Exchange," other than those who went there to barter. But from the accounts of those few who saw the strange sights, history has preserved an accurate description of the remarkable place.

In every detail the "Thieves' Exchange" will be reproduced as a part of the Court of Miracles set which will be among the scenes in Universal's monster production of Victor Hugo's classic, "The Hunchback of Notre Dame," which Wallace Worley will direct with Lon Chaney in the role of Quasimodo.

Scenario School Will Produce for New Authors

Palmer Photoplay corporation has made its threatened invasion into the production in the interests of the many students of scenario writing whom the Palmer people have trained in that work and according to the officers of the company this first picture is only a starter toward a general policy of giving the 'outside' author an opportunity to have his stories produced.

Camera work has begun upon "Out of the Night," the first of the series of features to be produced. "Out of the Night" was written by Mrs. Ethel Styles Middleton of Pittsburgh, who has trained herself in screen technique through the Palmer Educational Department. Joseph De Grasse, who recent successes have placed him in the top rank of directors, has been entrusted with the direction. Lloyd Hughes, who played opposite Mary Pickford in her second "Tess of the Storm Country," has the leading role. Lucille Rickson plays opposite him; Kenneth Harlan, Myrtle Steadman and others make up the supporting cast.

Screen "Sells" Boxing.

Harry Pollard, director of the "Leather Pushers" series should get a medal from the boxing fraternity. For he has undoubtedly sold boxing, through the screen to the 60 to 80 per cent of every movie audience that is composed of women.

OMAHA DAILY DISASTER
This Week
EXPLOSION Causes Big Disaster

THE LITTLE CHURCH AROUND THE CORNER
From the play by Charles E. Blaney

Millions have seen this wonderful Stage Play — Millions will be delighted with it upon the Screen.

FOR
There's a "Little Church" in every one's heart and love, sentiment and adventure appeal to us all. A modern Eve tempts Adam every day.

CLAIRE WINDSOR
KENNETH HARLAN
Pauline Starke
Hobart Bosworth—Walter Long
Alex Francis — Winter Hall

Comedy
Buster Keaton
—in—
"Day Dreams"

Return Engagement
PRINCE LEI LANI
Hawaiian Tenor

FOLLOW THE TRAIL

WHERE HARRY CAREY ENTERED IN SEARCH OF TREASURE

HARRY CAREY TO THE

BEAR TUNNEL WHERE GOLD WAS DISCOVERED

"CANYON OF THE FOOLS"

From the Saturday Evening Post Story By RICHARD MATTHEW HALLET

A lovable cowboy with the wanderlust hot in his veins—the thrilling story of his adventures—his loves—his hates—his heroism—his faith.

Today -- Monday -- Tuesday

MOON

Three Days More in conjunction with

"Strike Father, Strike Son"

Fifth complete new story of

"The Leather Pushers"

NEW SHOW WEDNESDAY