

Inordinately Long 'Specials' Cause Much Dissatisfaction

More Than Two-Thirds of Productions of Last Seven Months of Extra Length—Extra Footage Not an Asset From Audience Point of View—Drives Short Subjects Off Program.

When is a 'special' production and does more extra footage mean anything to an audience?

Exhibitors the country over have for some time been voicing their complaints on the unusual length of new picture productions, and inasmuch as the exhibitor merely wants to buy pictures that people will come and see, his complaints are a sign that the public also is complaining on long and unnecessarily drawn out photoplays.

Motion Picture News, a prominent trade paper, reports from the 250 releases of the last seven months 170 are more than five reels in length, 104 are more than six reels long, and 96 are more than seven reels. When you consider that a five-reel feature, a two-reel comedy, and a single reel news, travel or educational, make up a full two-hour program there is some basis for the complaint of both public and exhibitor.

In His Own Defense.
In his own defense the producer argues that good pictures can not be made if the director is not allowed a leeway in the matter of length. He must be given reasonable allowance in this as well as his expenses.

One of the things that enters into the subject is the method of selling. A "special" naturally is expected to bring more exhibitor rental than an ordinary picture—hence the great number of longer than ordinary features.

Idle to Assume.
It is idle to assume that of the 170 features of more than 5,000 feet of film, made in the last seven months, there were not a goodly percentage that could not have been brought to a successful termination in the final fadeout in less footage. Many of them needed just that "cutting to be more like what the public wants."

Features of such length, unless they are of such merit that one doesn't care how long one sits and sees the story unfold, are an undoubted bore. And one of the things such long pictures cause—and a vital one to the big percentage of theatergoers, is the driving off the program those interesting news reels and other short subjects—some of which tell more in a reel or so than the so-called special does in six.

"Souls for Sale" Tells Story of Filmland

Rupert Hughes has never been more dramatic in the picturing of a story than in his newest film, "Souls for Sale," at the Sun, although his hand has by no means lost its cunning in the depiction of the comedy and the little realistic touches of ordinary life which make the whole world kin.

While "Souls for Sale" is basically a story of motion picture players and the making of photoplays, it tells one of those stories of everyday people and their reactions to life and to each other.

One of the greatest of casts has been assembled for this story of filmland. Chief interest will, perhaps, center in Eleanor Boardman, who portrays the leading role. In the brief space of a year, this actress has risen from film extra to star.

Five other important roles in the film are acted by capable and experienced players, Mae Busch, Barbara La Marr, Frank Mayo, Richard Dix, and Lew Cody. There is a score more actors in the cast, majority of whom are known to the film fans.

Many of the great and near great of Hollywood have been taken in the picturing of the life of the girl who comes to Hollywood to seek her fortune. The list of names of all the stars who are seen in the picture at one time and another reads like a who's who of movieland.

"Poor Men's Wives" a Domestic Life Drama

"Poor Men's Wives," which is at the Rialto, is anything but a poor man's picture, for in it is carried a wealth of display of automobiles, pretty women in beautiful clothes and

gorgeous scenes of great festive affairs.

Barbara La Marr plays the lead, supported by Zasu Pitts and with David Butler in the role of the taxi driving husband of the star.

The story of the picture is two women—the poor one envying the richer her good times and her fine clothes and the rich one the happiness that the other seems to have. The attempts of Laura, the poor woman, to enjoy the parties to which she is invited lead her to spend the savings of her husband and she is forced to leave the home. How the twins bring her back is the happy ending.

Mickey McBan and Muriel McCormack are the roles of the twins bring mischief and fun into the emotional story and produce the comedy to lighten it. Betty Francisco and Richard Tucker complete the cast.

An interesting bit of the program is "The Land of Tutankhamen" showing motion pictures of the excavations made at Luxor, Egypt.

The actual views of the burial chamber where most of the priceless art objects were found and also the closing of the tomb by the native workers are shown in this picture.

In addition to the scenes at the tomb of the Pharaoh, there are views of the historic temples of Luxor, Karnak and Rameses, the Hall of Pillars, the Colossi of Memnon and the Valley of the Kings.

"Money, Money, Money," Talks on Strand Screen

Probably nothing could make a more interesting subject for drama than the effect of the social scheme, with its fine-drawn distinctions on a small town girl.

That is the general story of Katherine MacDonald in her latest picture, "Money, Money, Money," at the Strand, the first four days of this week. But in no way does it convey the wonderful moments of drama when thrill goes hurtling after thrill, and the suspense reaches tension point.

This is the story that Larry Evans wrote especially for Katherine MacDonald, and which will soon appear in novel form, and later as a play. This is probably the greatest tribute that can be paid to the story, for it is seldom that a manuscript used by publishers and producers makes its debut on the screen.

The cast includes Margaret Loomis, Charles Gray, Herschel Mayall, Carl Stockdale, Brenda Fowler, Frances Raymond, Lawrence Steers, Robert Dudley and Paul Willis.

"Crashin' Thru" Tells Action and Romance

Harry Carey, western movie star, fights, rides and laughs his way across the screen in "Crashin' Thru," his newest and what is reported to be the most pretentious of his westerns, at the Moon this week. The picture is full of action and thrills with Carey's bits of humor in each of the reels.

One of the most thrilling scenes is that in which hundreds of fear-maddened horses stampede directly toward the camera, with a young prairie fire blazing at their heels and the unconscious form of a beautiful girl in their path. Carey performs a remarkable feat of horsemanship when he reaches from his galloping horse and snatches Vola Vale from under scores of plunging hoofs. Other spectacular scenes are a wild storm and a gigantic landslide caused by an explosion of dynamite.

"Crashin' Thru," is primarily drama staged in the heart of the glowing west, and tells a tale of romance and adventure.

Laughter Predominates in Films at World

Comedy is the chief ingredient used for the pictures which the World theater will present this week in connection with its "Laugh Week." The feature, "The Gentlemen From America," is a hilarious satire about two pals in the A. E. F., who, following the armistice, are given a two weeks' furlough. With a borrowed dollar they make a "killing" at a dice



Barbara La Marr, David Butler - RIALTO

Gloria Swanson Stars in Argentine Story

Gloria Swanson in an intriguing story of South American politics and love in "My American Wife," at the Empress this week, has with her in the cast a new leading man, Antonio Moreno. He plays the part of La Tassa, a young Argentine aristocrat. The story is a colorful and unusual romance laid in the Argentine and presenting the love story of a handsome young aristocrat and politician, descendant of one of the old Spanish conquistadores, and a beautiful American girl from Kentucky, who owns the horse which outraces the valued track champion of the Latin nobleman.

There are many other interesting names in the supporting cast, in addition to Mr. Moreno. 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, Geno Corrado, Edythe Chapman, Eileen Pringle, F. B. Butler, Jacques D'Arney, Loyal Underwood, and Walter Long, who as usual, is the heavy. Some of these players have been seen in many Paramount pictures, but a few of them are said to be new on the Paramount stages.

Walthall in Crook Story at the Gayety

Some interesting food for thought is offered in the presentation of "Parted Curtains" featuring Henry E. Walthall, and Mary Alden, at the Gayety today.

The problem propounded is debated by a group of aristocrats who claim that "once a man is a crook, he will always be a crook." This question has been made the subject of countless discussions among literary and social welfare societies, and criminologists have delved deeply into its perplexing phases. But Henry E. Walthall, in the role of an ex-convict who sees the light of day after seven years of imprisonment, shows conclusively that if a man must always be a crook after having once tasted of its bitter cup, society is to blame.

Mr. Walthall is aided and abetted in this engrossing story by Mary Alden, whose life is shrouded in mystery. She is the wife of a noted artist, and into her happy life there comes a stranger whose career is linked not only with the artist's wife but also with the ex-convict. The conflict that follows, and the embarrassing situation that threatens to cut off the artist's wife from her marital life forms the structure of a story of self-sacrifice.

Pictures of African Wilderness at Strand

Louis Shuman's "Man Against Beast," in the pursuit of which he lost his life in Africa, will be shown this week at the Strand. The hunting of the wild gnu, the hippopotamus, the hyena, the rhinoceros and the cap-

bill is the latest Charlie Murray comedy, "So This is Hamlet," which is said to be a fitting successor to the several clever Murray comedies now being released under his own direction.

Harry Langdon, well-known vaudeville star, will appear in a series of comedy hits for Sol Lesser.

Viscount Gierawly, accompanied by his mother, Countess Annesley, has come from England to sign a contract to appear in Cecil de Mille's "The Nth Commandment." His movie name will be Dan Annesley.

Starts Thursday

A Notable 10 Days

Strand

A Real Treat

Joseph M. Schenck presents

NORMA TALMADGE

in Bayard Veiller's Play

"Within the Law"

Adapted by Frances Marion

Directed by Frank Lloyd

Notable because---

The role of Mary Turner is to popular American drama what Juliet is to classical drama—an acting part which gives the true artist tremendous scope. And we believe you'll say Norma is the greatest Mary Turner of all time. The fiercest of all passions is the love of a woman scorned.

Come! laugh, cry and thrill over the big scenes

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Strand

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Nites and Sundays Mat. 40c
Week days until 5 o'clock, 25c
KIDS, any time, 10c

"A Whale of a Show"

KATHERINE MacDONALD

MONEY MONEY MONEY

A First National Picture

A drama—vitaly interesting—of a girl who wanted money; of what happened when she got it—and when she lost it all.

You Will Read It Soon as a Novel | You Will See It Soon on the Stage | You Can See It Now As a Picture

EXTRA! EXTRA! EXTRA!!!

A Remarkable Picture of Thrills

"MAN vs. BEAST"

Louis Shuman's Two-year Expedition, HUNTING WILD ANIMALS

—in—

DARKEST AFRICA

Originally Intended to Be Released in Six Reels. It Was Re-Edited to Two Reels Which Now Gives You Two Years' Thrills in a Half Hour

"Pictures of the African Jungles have been done before in movies, but none of them ever contained an unusual and thrilling scene as those in "Man vs. Beast." JAMES W. DEAN, Critic for Newspaper Enterprise Assn.

STIRRING SCENES OF FEROCIOUS COMBAT

Between Men and the Most Ferocious Wild Beasts, Actually Coming to Death Grips Before the Camera, and Rare Shots of the Most Wary Denizens of the Jungle.

WILD RHINOS, HIPPOS, HYENAS, BIRDS

Compare it with any other similar picture that has ever appeared or may.

LOUISE FAZENDA in a Burlesque 'Cold Chills'
HARRY GRIBBON Mystery Plays

Strand Orchestra H. SILVERMAN, Directing
Playing "Morning, Noon and Night"

Trotzky of Russia
Reviewing the Armed Forces
Shown in FOX NEWS

MOON AND MUSE

Today, Tomorrow, Tuesday—One Day Only, Today

A Snappy---Peppy Western Drama of Action

HARRY CAREY

With CULLEN LANDIS, VIOLA VALE, MYRTLE STEDMAN

CRASHIN THRU

Moon Starts Wed.

FRANK MAYO

In "The First Degree"

Reel Remarks

Marilyn Miller of the Follies, whose marriage to Jack Pickford about a year ago was celebrated with miles of publicity, is to make a picture this summer with her husband. His last appearance in films was in "Garri-son's Finish."

"Cinemonia" is the newest disease, but you have to be a picture actor to catch it. It is a sort of influenza caused by outdoor work at night—the carbon dust from the cameras causing bad colds. Irene Rich is the latest victim.

It's a peculiar coincidence that Jackie Coogan, Baby Peggy and Buddy Messinger, three of the best known children of the movies, were all born the same day of the year, October 26. Buddy is 12, Jackie 8 and Baby Peggy about 5.

The truth has come out. Three years ago Jack Lloyd of the Mervin Comedy company was married to Miss Irene Vernon of New York, when both were playing in "The Flirting Princess" there. Since that time Mrs. Lloyd has been playing in "See-Saw" and "Chu Chin Chow" there and Lloyd has been in California. Last week she came to California with her husband and may possibly go into pictures.

NEIGHBORHOOD THEATERS

GRAND - - - 16th and Binney
GLADYS WALTON
in "THE LAVENDER BATH LADY"
HAMILTON - - - 40th and Hamilton
REGINALD BARKER
"HEARTS A FLAME"
VICTORIA - - - 24th and Fort
MARSHALL NEILAN'S
"FOOLS FIRST"

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HOLLYWOOD

Startling Red Book Story of

Souls for Sale

With a great cast of 35 FAMOUS PLAYERS

It takes the public behind studio doors through the development of its own story.

CREATING

The most original photodrama since the earliest days of the silver screen

HERE'S THE CAST

Charlie Chaplin	Bessie Love	Zasu Pitts
Mae Busch	Anna Q. Nilson	William H. Crane
Barbara La Marr	Blanche Sweet	Florence Vidor
Richard Dix	T. Roy Barnes	Jean Harsholt
Frank Mayo	Elaine Hammerstein	Dagmar Godowsky
Erich Van Stroheim	George Walsh	Barbara Goddard
Elliot Dexter	Patsy Ruth Miller	Johnston Walker
Anita Stewart	Chester Conklin	Robert Edson
Milton Sills	Kathryn Williams	Habart Bosworth
Eleanor Boardman	Claude Gillingwater	Alice Lake
Lew Cody	Mable Ballin	Aileen Pringle
Clare Windsor	Raymond Griffith	