

Reviews of the Newest Features

Hoot Gibson in "Out of Luck"

Universal

As a Whole..... PLEASING LIGHT ENTERTAINMENT WITH SOME AMUSING COMEDY BITS THAT HELP PUT IT OVER DESPITE FLIMSY PLOT.

Star... Thoroughly likeable as unwilling sailor and bashful cowpuncher lover. Should more than please his admirers in this one. Gets his comedy stuff over in great shape, but inclined to overdo it just a trifle as the bashful suitor.

Cast..... Laura La Plante looks very good and is a very satisfactory opposite for Gibson. She gives a good performance. Others DeWitt Jennings, Freeman Wood, Howard Truesdell, Elinor Hancock, Jay Morley.

Type of Story..... No very strong situations but a pleasing plot that does not tax the mind and affords light entertainment. Cowpuncher strikes father of girl he loves in self-defense. Thinking he has killed him he runs away and joins the Navy. Learning that the man is not dead, he wishes to leave the Navy but is forced to stay the period of his enlistment. Girl visits rich aunt who turns out to be wife of captain of ship boy is on, and whose life he saves. After several delays boy and girl are reunited.

Box Office Angle.... Should be good where star is a favorite or where light entertainment is desired. Build up program with good short reels. Troubles a green "gob" endures in the navy will bring many laughs.

Exploitation..... Feature the star's name and that of Laura La Plante. They are a pleasing combination that should prove attractive to many. The title should be used in conjunction with catchlines to the effect that "Sam was 'out of luck' but he couldn't get out of the navy," or "He wanted to 'resign' from the navy but they told him he was 'Out of Luck.'"

A trailer of any of the bits on board the battleship, showing Gibson leaning over the rail, or trying to board the boat, or his struggle with the hammock will undoubtedly bring them back. These are the funniest bits in the picture, however, and they may expect more than they see if you show the best bits first.

A good advertising stunt might be to have paper sailor caps given away with suitable lettering.

Direction by.... Edward Sedgwick; lets the first part run too long but the comedy bits are well done, and players well-handled.

Author..... Edward Sedgwick
Scenario..... George C. Hull
Cameraman..... Virgil Miller
Photography..... Very good
Locale..... A ranch, U. S. Navy, a home in San Francisco.
Length..... 5,518 feet

David Smith Prod. "The Midnight Alarm"

Vitagraph

As a Whole... RAPIDLY MOVING MELODRAMA WITH SEVERAL FINE THRILLS. STORY IS ALWAYS OBVIOUS BUT THE PICTURE IS SURE-FIRE ENTERTAINMENT.

Players... Generally satisfactory. No one does anything unusual but the picture depends on its rapid action and not acting to put it over. Leads played by Alice Calhoun, Percy Marmont, Cullen Landis and Joseph Kilgour.

Type of Story.... Out-and-out melodrama with all the usual trimmings. There's an auto collision with a train; an open drawbridge and the hero's saving act; and the final punch, a very well done fire sequence. The "papers" cause all the trouble and Joseph Kilgour the heartaches of the hero and heroine.

Box Office Angle.... Holds a decided appeal for the general public. There will be the usual well wishes for the hero and her lover and the curses for the villain.

Exploitation.... Treat this for what it is: an old-fashioned melodrama such as was in vogue in the "10-20-30" days. If you attempt to use a dignified exploitation campaign on this, you're sunk. It isn't that kind of picture. Ballyhoo it and circus it and you'll get the business.

Tell your patrons just what kind of a picture it is; that virtue and honesty triumph over the dirty machinations of the villain who seeks the girl's fortune. Get confidential and tell them that they know they all want to see the hero win and the deep-dyed villain get his just deserts.

Tie-up with your fire department and arrange special showings for the force. Do the same with newsboys because Alice Calhoun in the picture appears as a "newsgirl." Maybe you can turn part of one day's receipts to the fire department fund for disabled men and in this way arrange a display of some of the apparatus.

Make a lot of noise about the thrills and above all, don't attempt to disguise the character of the picture. It's regulation melodrama with all the punches the director could get into it and play it up as such.

Direction by.... David Smith; has done very well; fire sequence a fine piece of photographic work. Permitted action to slow up after the train wreck but the thrills at the end make amends. Some detail occurs conveniently.

Author..... J. W. Harkins
Scenario..... C. Graham Baker
Cameraman..... Steve Smith, Jr.
Photography..... Generally good.
Locale..... A Western city.
Length..... 7,000 feet.

James Cruze Prod. "Hollywood"

Paramount

As A Whole..... LOOKS AS IF IT SHOULD GO BIGGER THAN "SOULS FOR SALE"—AND THAT'S GOING SOME; SURE-FIRE AND WITH A VAST APPEAL.

Players..... Nearly everyone in the movie colony puts in an appearance in the picture; a long list of real stars and all of them given good prominence even though they are not a definite part of the story; those actually taking part in the story are Hope Brown, Luke Cosgrove, G. K. Arthur, Rubie Lafayette and Eleanor Lawson. A few of the celebrities appearing are Mary and Doug, Chaplin, Pola Negri, Turpin, Lila Lee, Lois Wilson, J. Warren Kerrigan, Agnes Ayres, Jacqueline Logan, Nita Naldi, Stuart Holmes, Cecil DeMille, William DeMille, and others too numerous to mention.

Type of Story..... A winner for the box office; all about Hollywood, its people, pictures, studios and whatever else goes with the making of pictures; a lot of interesting, intimate detail that is going to give the fan crowd thrills galore; small town girl goes to Hollywood, to "break into the movies." She is followed by her whole family and they all get in except her. Laughs are numerous and the dream sequence a riot and the best bit of hokum ever done.

Box Office Angle..... Spells success for the exhibitor. "Hollywood" should be a clean-up. And regardless of whether they have seen "Souls for Sale" or not. This is more strictly and more intimately a look into movieland than the other. They'll eat it up.

Exploitation..... Here is one you can afford to get excited about. "Hollywood" will undoubtedly prove one of the biggest money makers of the year unless the dope is way off.

Picture patrons the world over, and in this country particularly, can't find out enough about Hollywood and its people.

The story is there too. Let them know "Hollywood" isn't propaganda even though it may seem so at the start. Promise them a load of laughs—real ones. There shouldn't be any exploitation diagnosis necessary. You know best how to get them in. Do it. Better install a new electric S. R. O. sign.

Direction by.... James Cruze; he of "The Covered Wagon" fame adds another to his successes; has done a great job on "Hollywood,"—a picture that affords genuine entertainment and looks like sure-fire box office material.

Author..... Frank Condon
Scenario..... Tom Geraghty
Cameraman..... Karl Brown
Photography..... Splendid
Locale..... Hollywood
Length..... 8,197 feet

Marion Davies in "Little Old New York"

Producer: Cosmopolitan Prod.

Distributor: Goldwyn-Cosmopolitan

As a Whole..... STAGE PLAY BEAUTIFULLY PICTURED AND GORGEOUSLY PHOTOGRAPHED; WILL PLEASE ESPECIALLY FOR ITS PICTORIAL VALUE AND STAR'S FOLLOWING WILL LIKE IT.

Star..... Does some real tramping as young Pat O'Day; handles the role in her own style with character originated by Genevieve Tobin on the stage, slightly changed to suit her personality. Probably her best performance.

Cast... Fine types all the way through; Harrison Ford good as Larry Delevan; famous personages of old New York portrayed by Sam Hardy, J. M. Kerrigan, Courtenay Foote, Mahlon Hamilton, Norval Keedwell, Montague Love, Riley Hatch, Louis Wolheim.

Type of Story.... A romance of New York in the early days; delightful atmosphere and picturesque settings make up for rather slight story material; picture is much too long and something should be done with anti-climactic ending that is flash-back of early episode.

Box Office Angle... For anyone interested in the early history of New York when Bowling Green was the "great white way," so to speak, "Little Old New York" will just be a charming entertainment that they'll welcome heartily.

On the other hand the offering will appeal for its pictorial splendor. They have spent a ton of money to make it good to look at and it surely is. Marion Davies is probably the most advertised picture star there is and with the wealth of publicity that will have been given "Little Old New York" before it reaches you, your folks should already have heard enough about it to want to see it.

Exploitation... Exhibitors operating houses in and around New York will find it much easier to interest their patrons in this one than those outside, for here is a picture with a story dealing with New York.

A street stunt might consist of a tully-ho with the occupants dressed after the fashion of the players in the picture.

The entrance to your theater might represent the garden as seen in the picture, and if you have women ushers, have them dressed in hoop skirts and bonnets.

Direction by.... Sidney Olcott; has certainly gone the limit to make the picture beautiful; has injected many fine touches and handled story with historical bits affording unusually interesting touches attractively.

Author..... Rida Johnson Young
Scenario..... Luther Reed
Cameraman..... Ira H. Morgan
Photography..... Beautiful
Locale..... Early days of New York
Length..... About 10,000 feet