

# Reviews of the Newest Features

## "Lawful Larceny"

Paramount

As a Whole.....ATTRACTIVELY PRESENTED, ALWAYS GOOD TO LOOK AT AND WITH A FIRST RATE CAST; HAS CONSIDERABLE PICTORIAL APPEAL

**Players**..... Hope Hampton, Conrad Nagle, Nita Naldi and Lew Cody have principal roles; Nita Naldi seems to be running Gloria Swanson a close second in race for honors in bizarre costuming; she gives interesting performances in this and photographs exceptionally well; her make-up very fine; Hope Hampton handles faithful wife role very well with Conrad Nagle good as her weak husband; Cody less a villain than usual.

**Type of Story**... Not especially strong in situations but it takes interesting turns and the plot works out to satisfying conclusion; cleverness of young wife saves her husband from ruin when she manages to retrieve note that would send him to prison as thief.

The development is good and a lavish display in the way of settings, costumes, etc., sets story off to good advantage.

**Box Office Angle**.... Aside from pictorial value, story will undoubtedly prove satisfying; they'll probably feel great admiration for the brave efforts of the young wife to save her husband.

**Exploitation**.... Use the names of the principal players prominently. There is a good combination here that should prove attractive. Aside from Hope Hampton you have Nita Naldi, Conrad Nagle and Lew Cody, all names that should attract attention. You can also say that Gilda Gray, the famous "shimmy" artist, does her renowned dance in the picture—that is if the censors allow it to remain.

Play up the title with catchlines that can be printed in throw-aways. Say: "If an unscrupulous woman had been the cause of your husband's financial ruin, what would you do? Would you stick to him and see him through, or let him fight it out alone? See what the wife in 'Lawful Larceny' does."

Be sure to mention that the picture is an adaptation of Samuel Shipman's stage play and recall the theme for the benefit of those who may have seen it.

A teaser stunt would be to put up posters before the regular announcements reading: "When is larceny lawful?"

**Direction by**... Allan Dwan; has given it a first rate production and made it attractive through lavish presentation as well as careful handling of story.

**Author**..... Samuel Shipman  
**Scenario**..... John Lynch  
**Cameraman**..... Hal Rosson

**Photography**..... Excellent  
**Locale**... A palatial gambling club and luxurious home.

**Length**..... 5,503 feet

## "The Flying Dutchman"

Film Booking Offices

As a Whole... FANTASTIC SORT OF STORY TOLD AGAINST COLORFUL BACKGROUNDS THAT GIVE IT GOOD PICTORIAL APPEAL; DREAM ENDING COVERS UP IMPROBABILITIES OF MYTHICAL BITS.

**Players**... Lawson Butt, Lola Luxford, Ella Hall, Edward Coxen and Walter Law all good types and do satisfactory work.

**Type of Story**... Based on Richard Wagner's opera; theme lends itself nicely to screen adaptation and with dream ending excusing twists that would otherwise be considered far-fetched. Romantic element will appeal to women.

Story deals with legend in which fisherman is doomed to wander about in his ship and only allowed to go ashore once in every seven years to look for a girl who will break the spell by marrying him and remaining faithful.

**Box Office Angle**... You may have to consider the costume angle on this although you have American players and an American production. Not a "big" picture but will undoubtedly appeal to a fair majority and satisfy them.

**Exploitation**... The title is a good one and pretty familiar, and where they don't happen to know it as the name of Wagner's opera, they are acquainted with it through its application to folks in a hurry, as a by-word.

For a stunt you might have a fellow dressed in Dutch costume hurrying about the streets without any indication of what he is about. This for a teaser, to be followed by the same fellow later displaying proper announcements of the showing.

Have your theater front decorated to represent a windmill and if you have women ushers, they might be attired in Dutch costumes and wearing wooden shoes.

Placard the town with posters containing the picture of a Dutchman sitting on a trunk and presumably flying through the clouds. Throw-aways of the same order would also excite curiosity.

A musical accompaniment with selections from the opera would be quite appropriate.

**Direction by**... Lloyd Carleton; has supplied attractive production with quaint atmosphere very attractively presented and with considerable good attention to detail. The cast has been well handled and story smoothly told.

**Author**... Based on the opera by Richard Wagner.

**Scenario**..... Lloyd Carleton  
**Cameraman**..... Andre Barlat'er  
**Photography**... All right; double exposures numerous and good.

**Locale**..... Holland.  
**Length**..... 5,800 feet.

## "The Eleventh Hour"

Fox

As a Whole.....ACTION AND THRILLS GALORE IN MELODRAMA OF OLD SCHOOL VARIETY; IF IT'S EXCITEMENT THEY CRAVE LET THEM HAVE THIS ONE.

**Players**... Shirley Mason competes with Pearl White for dare-devil honors in role that keeps her on the jump from start to finish; Charles Jones the mighty hero who goes through fire and water to save her; a scheming crew with Richard Tucker, Alan Hale, Walter McGrail, Fred Kohler and others pulling off tricks at the rate of one every few feet to keep the audience on edge.

**Type of Story**... Wild, wild meller with the foreword acknowledging that it is intended purely for "entertainment purposes." It will fill the bill for just that where they still favor the blood and thunder stories such as those written by Lincoln J. Carter. Picture has a flock of genuinely fine thrills and some mighty fine shots in spite of its far-fetched situations.

One round after another of fights to obtain an explosive formula with hero taking and giving a battle to the finish and heroine helping him at every turn.

**Box Office Angle**... Undoubtedly a big box office bet for many exhibitors. It has everything in the way of a thrill that was ever heard of. And all done in a big way. Aeroplanes and submarines play a big part.

**Exploitation**..... If you cater to a meller loving crowd it should be well worth your effort to go after big business with "The Eleventh Hour," another of the new Fox schedule of releases.

Exploitation can be effectively handled through a variety of stunts. First of all placard the town with clock faces, the hands pointing to eleven. Work this as a teaser prior to the showing. When you have them sufficiently excited, do the same thing but add the title of the picture.

Have a truck going about with a huge clock rigged up on it. The hands can be worked from the inside and revolving, to strike eleven as the hands reach that hour. A trailer will give an idea of the thrills they can expect.

**Direction by**... Bernard J. Durning hasn't missed a trick in registering the thrills and realism to the extent of being gruesome wasn't too much trouble for him; has made a real meller all right.

**Author**..... Lincoln J. Carter  
**Scenario**..... Louis Sherwin  
**Cameraman**..... Don Short  
**Photography**..... Excellent; several mighty fine shots and unusually good camera work.

**Locale**..... Factories, submarines, aeroplanes, etc.; covers a lot of territory.

**Length**..... About 7,000 feet

## "Tribly"

Richard Walton Tully

Distributor: Asso. First N

As a Whole... DELIGHTFUL MANCE. SHOULD BE REAL BOX OFFICE ATTRACTION. ANDREE LAFAYETTE A REAL FIND AND SPROVOKE TREMENDOUS ATTENTION.

**Players**... Andre Lafayette, girl, makes her first appearance. She is a real bet if here indicates what she is. She is different looking, she has a roguish wink and a smile and physical appearance registers both comedy and serious bits splendidly. Hale does very well as Laird although he seems too times for the part. Arthur Carewe has the difficult Svengali and gets it over shape. He will be talked lot when this gets going. Lucas is the Laird and McCullough Taffy.

**Type of Story**... One of the hits of a generation ago previously with Clara Young and did a sensation. How DuMaurier's go with present day the only question.

**Box Office Angle**... You had to help with here. Wallace has never made as good. It is far better than all previous efforts. The Andree Lafayette, will prove a sensation. She and looks good. They did her posed in the nude, but her legs and feet and show get your gang interested.

**Exploitation**..... You'll have behind this one because not take a chance that you will recall the famous old get after it hard. Have stores working; get your papers interested in story old stars who appeared in play and screen version. "comparative" story show times and conditions have since this fine play was contrast pictures of to those of the period when previously released.

Plaster casts of a famous were made years ago show as Tribly in the great con and if you can land these help if distributed in show

**Direction by**... James Y. done very well with this, nearly all of his people shew deny to overact at times bits well done, and mellow touches.

**Detail**... The beards used; funny.

**Author**..... George I  
**Scenario by**... Richard Wal

**Cameraman**..... Geor  
**Photography**... Very good shots notably worth while

**Locale**... Paris, studio life and  
**Length**.....