

## Lavish Production With Visual Appeal Its Talking Point

Allan Dwan Prod.  
**"THE GLIMPSES OF THE MOON"**  
 Paramount

**DIRECTOR** ..... Allan Dwan  
**AUTHOR** ..... Edith Wharton  
**SCENARIO BY** ..... Lloyd Sheldon  
**CAMERAMAN** ..... Hal Rosson  
**AS A WHOLE** ..... A "showy" picture with three attractive feminine stars doing their best to put it over  
**STORY** ..... Lavishly mounted and with continuous visual appeal; weak situations in the screen adaptation  
**DIRECTION** ..... Always with an eye to the pictorial side of it; plenty of display but lacks dramatic strength  
**PHOTOGRAPHY** ..... Splendid  
**LIGHTINGS** ..... Very good  
**PLAYERS** ..... Nita Naldi, Bebe Daniels and Rubye De Remer in a striking array of gowns; David Powell an accessory to the plot but has little acting opportunity; others Maurice Costello and Charles Gerrard  
**EXTERIORS** ..... Few  
**DETAIL** ..... Ample  
**CHARACTER OF STORY** ..... Two people enter into trial marriage agreement and decide to separate at the end of the time but are reunited  
**LENGTH OF PRODUCTION** ..... 6,502 feet

Allan Dwan apparently set out to make a thoroughly fine looking picture of Edith Wharton's novel and the result is an offering of a high standard in the way of visual appeal and general attractiveness but weak in story element. For this reason "The Glimpses of the Moon" may have a varied appeal. For those who prefer good looking pictures, beautiful women and a generous display of gorgeous gowns, jewels, etc., you can count on satisfying them with it.

On the other hand where they want dramatic value in their entertainment, they will find it lacking. Edith Wharton's novel in its screen form serves chiefly as a vamping vehicle for Nita Naldi who appears in one scene after another, and in each more alluringly costumed, with seducing the young hero-novelist her chief occupation. Miss Naldi has certainly a style of vamping all her own and her performance is sufficiently attractive to make the picture pleasing to many, and this in spite of the fact that her portrayal will be looked upon less favorably by certain others.

From beginning to end "The Glimpses of the Moon" offers scenes which are pleasing to the eye. Besides the variety of episodes including ball room affairs, Palm Beach parties, a wedding reception, a European honeymoon, etc.,—all of which are elaborately done,—there is the continuous display of feminine beauty with Bebe Daniels and Rubye De Remer competing with Nita Naldi for the honors. All wear stunning gowns and are mighty good to look at at all times.

As for Mrs. Wharton's novel it has lost considerable of its strength in the transition. At any rate you have the marriage of Bebe Daniels to David Powell, the unsuccessful novelist, and the trial marriage which comes to a climax in the threatened separation of the two. But there is no force in back of the situation and the reunion follows just as expected with the vamping Nita satisfying herself with a substitute. The story unfolds smoothly, with the interest sustained through the pictures themselves rather than the situations.

Story: Susan Branch, a protegee of the rich Mrs. Ursula Gillow, marries Nick Lansing in spite of Ursula's love for him. Because of the lack of funds they separate after a year and they are about to be divorced, Susan believing Nick in love with Ursula, when a kindly old lawyer who knows they still love each other, brings about the reunion.

## Make Your Promises In Connection With The Production And Players

### Box Office Analysis for the Exhibitor

With "The Glimpses of the Moon" it all depends upon whether or not you can satisfy them with visual appeal alone. If you can, it will be easy to please them with this latest Allan Dwan production because it is certainly good to look at. Besides promises in this direction you have good names in the cast to work with particularly those of Nita Naldi and Bebe Daniels, plus David Powell, Maurice Costello and Rubye de Remer.

Confine your promises to gorgeous gowns, excellent settings and a wealth of display in general. Be sure to tell your women folks about the array of gowns and use stills in the lobby to get them interested. They'll remember Allan Dwan as the director of "Robin Hood" and you might tell them this is his first production since the Fairbanks picture.