

acting. Seemed to please most of them, though, and that's all I care about. Six reels. (Harris, Bancroft, Idaho.)

COBRA, FP. Rudolph Valentino, Nita Naldi, Gertrude Olmstead, Casson Ferguson, Eileen Percy, Lillian Langdon, T.—About the best piece of acting ever done by Valentino. No posing; good support. A very creditable production. Went over good for me, but he is well liked here. I think this picture will make him many admirers. Photography very poor in spots. (Lyric, Terrell, Tex.) We didn't see anything bad about this, except the terrible photography. In fact, it seemed to please generally. (Texas, Grand Prairie, Tex.) We were lucky with this. Ran it just before Christmas. A good place to kill it. There's just a little bit less than nothing to it. (Cresco, Cresco, Iowa.) Reports on this picture have not been the best, but for the life of me I don't know why. It is a good picture and should go over well with any audience. (Saunders, Harvard, Ill.) A miserable story about a crooked woman and a man not worth hanging. No good for nobody. (Sunshine, Darlington, Ind.) Valentino plays a part but he does no acting, except the art of acting without seeming to act. It is a smooth play and smooth work which does not add anything to his fame. It paid last night. It will lose tonight. (Elite-Kooy, Metropolis, Ill.) Very ordinary, Valentino's a dead bird here. Just a little posing instead of acting. You have to pay Paramount but don't get much in return. (Seneca, Blakely, Ga.) In these days of mechanical perfection the poor photography of this picture is absolutely inexcusable. The titles are the only clear spots in it, the rest is hazy and never sharply outlined. The whole thing is draggy and Rudy simply walks through it and acts by occasionally lifting one eyebrow. It has not a particle of pep and dash of former pictures. It is frankly bad—though it drew a big house—and it disappointed even his feminine admirers. No more like this, please. (Temple, Bellaire, O.) Produced in Paramount's usual style, but Valentino badly miscast. Poor ending and some of our customers walked out. Not a small town picture. (Palace, Ashland, O.) Say, Rudy, if it's all the same with you, please step down and out and don't hand us any more junk. Everyone is feeling the same way about you. (Kentland, Kentland, Ind.) Only fair picture. Lost money with extra advertising. (Lyric, Morrison, Ill.) A big flop at the box office. It did not please. (Lyric, Wooster, O.) Valentino can quit as far as I am concerned. (Majestic, Camden, S. C.) "Thank God for five-yard McCarthy." Amen, to you, "Chicago Tribune." Boy, "The Chicago Tribune" editorial hit the nail right on the head in that editorial. It's goodbye Rudolph as far as I am concerned. "Cobra" has nothing to warrant the price I paid for it. Nothing more than any fifteen dollar picture that I can buy with more solid entertainment and just as much drag at the box office. This chap is living only on his sleek reputation and that is not carrying him far in these country towns. As decided a flop as has ever crossed our screen and I don't mean maybe. There is not a flash of anything in it that would keep anyone but a few female moans awake. A dead draggy production that I bet Famous Players-Lasky were ashamed to put out at the price, their only justification being the price they paid him. (Columbia, Columbia City, Ind.) Simply a rotten picture. Photography very poor. Picture too slow. Business terrible. Valentino sure lost his drawing power as far as this picture is concerned. If you don't want to play to an empty house, lay off this one. No doubt this picture was oversold to everyone as it was in this house. How about a credit? (Buzz, Chicago, Ill.) A no 'count picture as far as box office is concerned, but the cast made an honest effort to make a picture and if the thing is sold to you on an honest basis, you will probably make money with it, but the honest facts of the situation with me is that I paid more than average rental for it and did less than average business. Seven reels. (Cozy, Winchester, Ind.)

COMING OF AMOS, THE, PDC. Red LaRocque, Jetta Goudal, Noah Beery, Arthur Hoyt, 5.677.—
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