

A Corking Good Melodrama

"LIFE"

Wm. A. Brady. Prod.

DIRECTOR Travers Vale
 AUTHOR....Thompson Buchanan & Wm. A. Brady
 SCENARIO BY Not credited
 CAMERAMAN Frank Kirby
 AS A WHOLE.....Out and out melodrama, mul-
 titudinous situations with splendid holding power
 STORY.....Swift moving action, not always co-
 herent, but excellent material for picture of
 this type
 DIRECTION....Develops climaxes well, and keeps
 complicated plot clear throughout
 PHOTOGRAPHY....Good; some excellent outdoor
 shots
 LIGHTINGS Good
 CAMERA WORK Satisfactory
 PLAYERS.....Arline Pretty, Nita Naldi, Jack
 Mower and Rod La Roque handle principal
 roles effectively
 EXTERIORS All good, some excellent
 INTERIORS Very good
 DETAIL Good
 CHARACTER OF STORY.....Melodrama. Bank
 cashier convicted falsely of murder is cleared
 by his wife after a host of complications are
 overcome

LENGTH OF PRODUCTION About 6,500 feet

The melodrama of the stage has always been one of the most popular forms of entertainment, and this feature possesses all the elements of its stage relation,

with a lot more possibilities taken advantage of. It is the sort of entertainment that appeals to a large percentage of audiences. The action moves along fast and furiously from beginning to end, furnishing plenty of thrills and an exciting atmosphere that holds close interest throughout. In fact, so much action has been crammed into the seven reels, that careful direction has been essential at all times to prevent confusion. At some moments, the continuity lapses, and there are jumps which must be filled in by the spectator, but on the whole a clear coherence has been maintained, and there is no lagging in the interest. The cast has been pretty well selected, and except for some instances of over acting, give a good performance.

The story is along familiar lines. Billy Reid is the young bank cashier secretly married to the banker's daughter. Ralph Stuyvesant, the banker's son is enamored with Grace Andrews, whom he has brought to the city and established in a luxurious apartment. To meet the extravagant demands of the woman, Ralph forges his father's name to a check. Suspicion is thrown on Reid by Tom Burnett, a false friend of young Stuyvesant. At a ball given by the Stuyvesants, the banker is murdered by Burnett, when the former accuses him of theft. Burnett and young Stuyvesant again contrive to throw the blame on Reid, who is convicted of the murder on circumstantial evidence and sentenced to death. Through the tireless efforts of Reid's wife, with the assistance of the chief of detectives, Reid makes his escape through a ruse, and is eventually proven innocent and the real criminals brought to justice.

Action Galore and Thrills Will Please

Box Office Analysis for the Exhibitor

This is a picture as full of action as any you have played for a long time and you can make a point of appeal of each of the thrills. Let them know that it is taken from the successful stage play of the same name and play up the fact that it improves on the stage version. Nearly every audience delights in this

sort of a picture at least once in a while, so you will not do wrong to advertise the real melodrama features, and promise them excitement and suspense. Make use of the title, by emphasizing the fact that the picture does indeed portray many phases of life in a manner to compel interest. Catchlines might be used to advantage.