### Paramount Press Book Collection

**Contents**  
Volume 3: January 1918

<table>
<thead>
<tr>
<th>Index Number</th>
<th>Film Title</th>
<th>Scheduled Book Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rose of the World</td>
<td>7 Jan 1918</td>
</tr>
<tr>
<td>2.</td>
<td>Jules of the Strong Heart</td>
<td>14 Jan 1918</td>
</tr>
<tr>
<td>3.</td>
<td>The Spirit of '17</td>
<td>26 Jan 1918</td>
</tr>
<tr>
<td>4.</td>
<td>Wolves of the Rail</td>
<td>14 Jan 1918</td>
</tr>
<tr>
<td>5.</td>
<td>Rimrock Jones</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>6.</td>
<td>The World for Sale</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>7.</td>
<td>Stella Maris</td>
<td>21 Jan 1918</td>
</tr>
<tr>
<td>8.</td>
<td>The Widow's Might</td>
<td>28 Jan 1918</td>
</tr>
<tr>
<td>9.</td>
<td>The Hired Man</td>
<td>28 Jan 1918</td>
</tr>
</tbody>
</table>
Rose of the World

Scheduled Release Date: 7 Jan 1918
Adolph Zukor presents

ELSIE

Ferguson

in

"Rose of the World"

By Agnes and Edgerson Castle
Scenario by Charles Maigne
Directed by Maurice Tourneur

Released by

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE

NEW YORK CITY.
What You Should Know About “Rose Of The World.”

“Rose of the World” is adapted for the screen from the book by Agnes and Edgerton Castle. The scenario was written by Charles Maigne. The Castles have won fame in the literary world for the gripping suspense and mystery of their stories, and “Rose of the World” was their crowning achievement.

Miss Elsie Ferguson is the star, this being her third appearance in pictures, all three being released by Artcraft. Miss Ferguson is especially suited to heavy roles, having won her greatest successes on the regular stage in characters similar to “Rosamond,” the highly emotional part she interprets in “Rose of the World.” This story was selected for Miss Ferguson on account of the many intensely dramatic situations it presented. She is one of the few really great stars possessing youth, beauty and talent, and as the widow of a war hero she makes an appealing figure.

Maurice Tourneur, the wizard of the screen, directed the production. The play is staged in India and London, and the settings are faithful and elaborate. Mr. Tourneur has selected Miss Ferguson’s supporting cast with a rare degree of skill, and weird types add an Oriental atmosphere to the interesting story.

The photoplay will undoubtedly cause favorable comment throughout the country as an artistic and dramatic offering of extraordinary merit. ART-CRAFT pictures are admittedly the best photoplays in the world, and “Rose of the World” is one of the best released by Artcraft.

FOR ADDITIONAL ADVERTISING AND PUBLICITY SUGGESTIONS REGARDING ARTCRAFT PICTURES READ PROGRESS-ADVANCE EVERY WEEK—IF YOU ARE NOT ON THE MAILING LIST YOU SHOULD SEND YOUR NAME IN AT ONCE.

ACCESSORIES
(To Be Obtained at Your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets
One twenty-four sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 12 x 20 colored gelatin
8 x 10 photos of star

Cuts and Mats on Production
Five one column
Three two-column
Two three column

Stock Cuts and Mats of Star
Three one-column
Two two-column
One three-column

Rotogravure One Sheet

Advertising Layouts, Cuts and Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides
Music Cues
Heralds

CAST

Rosamond English,
ELSIE FERGUSON
Capt. Harry English,
Wyndham Standing
Lieut. Bethune, .Percy Marmont
Lady Cunningham, .Ethel Martin
Aspasia, her daughter,
June Sloane
Sir Arthur Gerardine,
Clarence Handysides
Jani, a servant, .Marie Benedetta
Mary, a servant, Gertude LeBrant
Dr. Chatelard, Sloane De Masber

CONTENTS

Page
1. Cover with Billing.
2. Talking Points, Cast and list of accessories
5. Star Cuts and Mats.
6. Advertising Layouts.
7. “
8. Advertising Layouts and Slide.
9. Lithographs.
10. Scene Cuts and Mats.
11. Publicity Stories.
12. “
13. “
14. “
15. “
16. “
17. “
18. “
19. “
20. Synopsis.
21. “
Advertising Suggestions for "ROSE OF THE WORLD"

Post Card No. 1
(To be sent 9 days before showing)
Dear Madam:

Miss Elsie Ferguson will appear at the . . . . . . . . . . . . theatre on . . . . . . . . . . . . in a new Artcraft production called "ROSE OF THE WORLD."

It was in a character similar to the one she plays in this picture that won Miss Ferguson her greatest success on the regular stage, and we hope you won't miss seeing her in this picture.

Manager

Post Card No. 2
(To be sent 6 days before showing)
Dear Madam:

A vivid reminder of our soldier boys in France is given in "ROSE OF THE WORLD," the Artcraft Picture at the . . . . . . . . . . . . theatre, in which Miss Elsie Ferguson plays the part of "Rosamond," the wife of a dashing army officer. The Picture was directed by Maurice Tourneur the wizard of the screen, and was adapted from the book of that name by Charles Maigné.

Don't forget we are showing this picture at the . . . . . . . . . . . . theatre on . . . . . . . . . . . .

Manager

SUGGESTED LETTER
(To be sent 3 days before showing)
Dear Madam:

As you probably know, Miss Elsie Ferguson has only recently devoted herself to Motion Pictures, having the distinction of being the only big star of the legitimate stage who held out so long against the temptation of repeated Motion Picture offers for her services.

There are various reasons why many stage stars have been flat failures as screen artists, the main one being that the eyes of the camera are searching and the lights in the studio pitiless. Actors who, on the stage, have been able to cover defects in their appearance with grease paint cannot hope to camouflage in a picture.

Miss Ferguson won stardom at a very early age. She leaped into popularity as a Motion Picture Star with her first appearance because she is in the full bloom of youth, vigor and beauty.

In "ROSE OF THE WORLD" Miss Ferguson plays an extremely heavy role in which the mental tortures she undergoes cause her hair to turn white. Nothing short of the supernatural could remove the difficulties that beset the fair Rosamond and restore her to happiness. Her transition from happiness to grief is very natural and splendidly done.

May we hope to have the pleasure of seeing you at the . . . . . . . . . . . . theatre on . . . . . . . . . . . . when we present this picture?

Sincerely yours,
Manager

Follow Up Post Card (To be sent on day of showing)
Dear Madam:

Don't forget, please, that today we are showing the Artcraft photoplay entitled "ROSE OF THE WORLD" at the . . . . . . . . . . . . theatre. This play with Miss Elsie Ferguson as the star teaches a strong moral to young wives who might not be as fortunate as Rosamond, who in the end, finds happiness through a unique twist of fate.

Manager.
Advertising Suggestions for "ROSE OF THE WORLD"

LOBBY DISPLAY: Have a cut-out made of a large round globe to represent the World and in the center a smiling face of a pretty girl, looking at a small rose which she is holding in her hand.

You could also have a huge glove, representing the world, and a large American Beauty Rose in the center with the face of a beautiful girl looking out from the petals, and in one corner the picture of a dashing young Army Officer, holding an open diary in his hand, which he is reading with a smile.

WINDOW DISPLAY: Take a reproduction of your Lobby Display, and you might have in addition three men dressed in uniform, one as a Captain, one a Lieut.-Governor and the other in the uniform of a Major, and a card reading:

"Come to the . . . . . . theatre on . . . . . . . . . . . . . . and see how Miss Elsie Ferguson unravelled the domestic tangle into which these three officers placed her."

Your department store could display all kinds of Oriental articles, as the scenes are laid in India, and these articles might suggest attractive Christmas presents. Your local stationer would have a good chance to display his Diaries and all kinds of New Year Books which would make appropriate Christmas presents to send to the soldiers.

Your local florist could fill his windows with American Beauty Roses, and have a card reading:

"Don't fail to see Miss Elsie Ferguson at the . . . . . . . . . . . . theatre on . . . . . . . . . . . . in the new Artcraft photoplay entitled "ROSE OF THE WORLD." And under it a line reading:

"What's in a name—a Rose by any other name would smell as sweet—"

This would also give an opportunity for displaying all kinds of beautiful vases and bouquet holders.

STREET DISPLAY: Mount a float on an automobile and have it covered with American Beauty Roses and a card reading:

" 'ROSE OF THE WORLD' is the name of the new Artcraft picture with Miss Elsie Ferguson as the star, which is to be shown at the . . . . . . . . . . . . theatre on . . . . . . . . . . . ."

CAR CARDS: Have a reproduction of your lobby display and a card reading:

"MISS ELsie FERGUSON WILL APPEAR AT THE . . . . . . . . . . . . . . . . THEATRE ON . . . . . . . . . . . . in an elaborate Artcraft Photoplay entitled 'ROSE OF THE WORLD.'"

HOUSE ORGAN: Take a photo of your Lobby Display and put on the cover of your House Organ with an attractive picture of Miss Ferguson in one corner.

NEWSPAPER ADVERTISEMENT: Take a Photograph of your Lobby Display and have a notice reading:

"If you were a beautiful young woman and your first husband had been a dashing Army Officer and your second husband was an old man whom you married in a moment of weakness, and you found your love for your dead husband growing stronger until you could not bear the presence of your second husband and to complicate matters, if your first husband's best friend fell in love with you, what would you do?"

Come to the . . . . . . . . . . . . theatre on . . . . . . . . . . . . and see how Miss Elsie Ferguson handled the situation in the Artcraft photoplay entitled "ROSE OF THE WORLD."

FOR FURTHER SUGGESTIONS WRITE TO EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York
Reproductions of Stock Star Cuts and Mats—ELSIE FERGUSON

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Adolph Zukor presents

**ELsie Ferguson**

*in*

"Rose of the World"

By Agnes and Edgerton Castle
Scenario by Charles Maugn
Directed by Maurice Tourneur

_AN ARTCRAFT PICTURE_

(DISPLAY IN THIS SPACE)

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

DISPLAY IN THIS SPACE

These are always obtainable at your exchange in either cut or mat form.
Adolph Zukor presents

ELSIE
FERGUSON

in
"Rose of the World"

By Agnes and Edgerton Castle
Scenario by Charles Maigne
Directed by Maurice Tourneur

AN ARTCRAFT PICTURE

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Adolph Zukor presents

ELSIE FERGUSON
in
Rose of the World

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances;
Prices, Dates of Showing, etc.

Beautifully colored announcement slide
this size obtainable
at your exchange.
LITHOGRAPHS

Twenty Four Sheet Poster

Six Sheet Poster

Six Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:

Five One-column
Three Two-column
and Two Three-column
(Above reproductions reduced in size)
Always obtainable at your exchange.
Press stories to be sent out a week ahead and during the showing of "ROSE OF THE WORLD"

A new Elsie Ferguson photoplay, released by Artcraft will be soon shown at the .......... Theatre, according to Manager ............, entitled "Rose of the World," a dramatization of the well-known book by Agnes and Edgerton Castle.

In this subject Miss Ferguson will be seen in a role similar to those in which she has won her greatest triumphs on the regular stage. The press of the country has been flooded with praise by dramatic critics of Miss Ferguson's emotional work, and she is given wide latitude for the display of her exceptional talents in this direction in "Rose of the World." As Rosamond, the heroine of the story, she encounters incidents of such dramatic intensity that her hair turns white.

The story has a military atmosphere, and the role of Miss Ferguson carries much sympathy as the wife of a dashing young captain who loses his life in a heroic manner. In portraying the events that disturbed the life of Rosamond she rises to sublime heights of artistry. Her work on the stage as the star in "Such a Little Queen," "Shirley Kaye," "Outcast," "Margaret Schiller," and other successful plays, placed her on the top rung of the histrionic ladder, but all her past endeavors are eclipsed in the remarkable interpretation she has made in her latest film play, "Rose of the World."

Maurice Tourneur, the noted French master, produced the picture, which is the last word in direction and artistic stage setting. Many of the scenes are laid in India, and the different types of East Indians are accurately shown.

Continued over
Miss Ferguson only recently devoted herself to motion pictures, having the distinction of being the only big star of the legitimate stage who held out so long against the temptation of the motion-picture magnates who made repeated offers for her services. Owing to her great beauty and her exceptional dramatic talent, Miss Ferguson was well adapted to motion picture work.

Patrons of the .......... Theatre will have an opportunity of seeing the beautiful Elsie Ferguson in an exceptionally heavy role on .........., when the Artcraft picture, "Rose of the World," will be exhibited.

The film story is adapted from the widely read novel by Agnes and Edgerton Castle, and Miss Ferguson plays the part of Rosamond, the wife of Capt. Harry English, an officer in the British army, who is slain by the natives in India. Rosamond marries Sir Arthur Gerardine, the aged lieutenant-governor, and then discovers that her love for her first husband is constantly increasing, until the very presence of Sir Arthur is repugnant to her. A friend of Capt. English, Major Bethune, complicates matters by losing his heart to Rosamond.

As the story is unfolded Rosamond becomes involved in a web of great dramatic intensity which drives her to the verge of madness. Miss Ferguson is noted for her interpretations of emotional roles, and in "Rose of the World" she has taken advantage of the opportunities afforded to display her talent.

Maurice Tourneur, who has contributed some of the best photoplays ever produced, staged the film, which is a typical Artcraft offering. A strong cast supports Miss Ferguson, including Wyndham Standing, Percy Marmont, Ethel Martin and Sloane De Masber.
If you were a beautiful young woman, and your first husband had been a dashing army officer who had died a hero; and your second husband was an old man of title and wealth, but stupid and conceited, whom you had married in a moment of weakness; and you found your love for your dead husband growing stronger and stronger, until you could not bear the presence of your second husband; and, to complicate matters, if your first husband's best friend fell in love with you, - what would you do?

These are some of the problems that Elsie Ferguson battles with in her latest Artcraft picture, "Rose of the World," in which the lovely star does some remarkable emotional acting. Miss Ferguson has won most of her laurels in heavy roles, and as "Rosamond," the heroine of the film story, she has a part well suited to her talents. The picture is coming to the

.......... Theatre on ..........

Stories of the Orient are usually fascinating, and "Rose of the World," the Artcraft picture which will be shown at the .......... Theatre on ..........., is particularly attractive by reason of the fact that beautiful Elsie Ferguson plays the leading role.

Much of the plot unfolds in India, where Capt. Harry English loses his life in a battle with the natives. Weird types are shown among the natives, and the atmosphere is surcharged with mysticism. Occultism plays no part in the plot, however, though in the entertaining story by Agnes and Edgerton Castle it would seem that nothing short of the supernatural could remove the difficulties that beset the fair Rosamond and restore her to happiness.

Maurice Tourneur, the noted French producer, directed the play, which is an offering of artistic merit.
"Rose of the World," dramatized from the book by Agnes and Edgerton Castle, is the Artcraft release which will be the attraction at the ......... Theatre on ........., in which the noted beauty and star, Elsie Ferguson, plays the leading role of Rosamond.

This is the third photoplay Miss Ferguson has appeared in, and is by far the most fitting role for her accomplishments. Though many stirring scenes are shown, this film play make its appeal through sheer artistic worth. The superb acting of Miss Ferguson and the splendid direction of Maurice Tourneur, the noted French producer, make this a notable offering.

As the wife of Capt. Harry English, Rosamond was so tenderly loved and so submerged in happiness that she did not realize the affection she held for her husband. After his death on the battlefield she marries an elderly man of wealth and position, and then, by strong contrast, she learns her own heart, and that she can never love any other man than Capt. English, as she sees the stupidity and conceit of the man to whom she is bound.

"Rose of the World" teaches a strong moral to young wives, who might not be as fortunate as Rosamond, for in the end she again finds happiness through a unique twist of fate.

Beautiful Elsie Ferguson has a most sympathetic part in the Artcraft picture, "Rose of the World," which will be shown at the ........ theatre tomorrow. Miss Ferguson has the role of Rosamond, the adored bride of Capt. Harry English, who is reported killed on a battlefield in India. As the wife of English, Rosamond takes his devotion as a matter of

Continued over
course, and the sensitive captain is led to believe his wife does not love him because he fails to inspire in her the display and warmth of affection he craves.

Rosamond marries Sir Arthur Gerardine, the lieutenant-governor of the province, who is a marked contrast to the romantic lover Capt. Harry was, and Rosamond is very unhappy. She is on the verge of losing her mind when Capt. Harry returns. It seems he had been wounded and captured by the natives, and after his escape, believing his wife did not love him, he conceived the idea of burying his identity in that of a native.

In this disguise he had been living in the same house with his wife, and, unlike Enoch Arden, when he found that Rosamond still loved him and that she was unhappy with the wealthy and conceited Sir Arthur, he revealed himself, ordered Sir Arthur away and took his willing wife back to his bosom.

A soldier's diary, kept up to the hour of battle in which he is reported killed, has much to do with the development of the plot in "Rose of the World," the Artcraft photoplay, which will be shown at the theatre tomorrow.

Elsie Ferguson, noted for her beauty and emotional acting, plays the part of Rosamond, the heroine of the piece. Rosamond is happily married to Capt. Harry English, and after his reported death in battle she marries the lieutenant-governor, Sir Arthur Gerardine. Life with Sir Arthur, who is old, fat and conceited, proves a marked contrast to
that with Capt. Harry. She receives the personal effects of the dashing captain, including his diary, kept up to the hour of battle, in which he tells of his love for his beautiful wife. These tender messages — practically coming from the world beyond — bring to Rosamond a realization of her love for her first husband, and life with Sir Arthur becomes unbearable.

The domestic tangle becomes so acute that Sir Arthur sends for a specialist, believing his wife has lost her mind completely. Rosamond finally finds happiness, though her hair has turned white through the suffering she has undergone.

A vivid reminder of our own soldier boys in France is given in "Rose of the World," the Artcraft picture at the ...... theatre today, in which Elsie Ferguson plays the part of Rosamond, the wife of Capt. Harry English.

The captain loses his life in a heroic manner, on the field of battle. His widow marries Sir Arthur Gerardine, an elderly and conceited snob. Her life with Sir Arthur proves unhappy, and her love for her first husband grows stronger daily. Matters are brought to a crisis when at an elaborate dinner the contrast of the sumptuous menu with the suffering of Capt. Harry from hunger and thirst while battling for his life so affects her that she deliberately leaves the table. Sir Arthur follows her to her room, and the overwrought woman breaks down in a scene of wild hysteria.

The photoplay is adapted from the story by Agnes and Edgerton Castle, and is an absorbing tale of India. Maurice Tourneur, well known as a producer, directed the picture for Artcraft.
Beginning today, the ......... theatre is showing the Artcraft picture, "Rose of the World," starring Elsie Ferguson. The film is replete with tense dramatic situations, and is the first photoplay Miss Ferguson has appeared in which gives her an opportunity of displaying to the fullest extent her well-known ability to portray heavy emotional roles. Miss Ferguson is one of the few actresses blessed with great beauty as well as talent, and she makes an ideal screen star. She is supported by a strong cast, and the picture is a typical Artcraft offering, which means that no expense has been spared to make it attractive.

In "Rose of the World," the Artcraft picture which opened at the ............ Theatre yesterday, Elsie Ferguson plays an extremely heavy role, in which the mental tortures she undergoes cause her hair to turn white. The film has a happy ending, however, and Miss Ferguson finishes the picture in a smiling mood.

Wyndham Standing, Elsie Ferguson's leading man in "Rose of the World," the Artcraft picture now at the ............ theatre, plays a dual role. In the first part of the photoplay he is Capt. Harry English, who is reported killed in action. He returns in disguise, however, and as an East Indian seeks information regarding his wife's happiness. His rendition of the two roles is so well done that no one would suspect that the native is Capt. Harry until he throws off his disguise.
To an actress less accomplished than Elsie Ferguson, the role of Rosamond, the principal character in "Rose of the World," the Artcraft picture now at the .......... theatre, would have been difficult of interpretation. Miss Ferguson's transition from happiness to grief is very natural, and splendidly done.

There is a very human role in "Rose of the World," the Artcraft picture being present at the .......... theatre, in which Elsie Ferguson is starred. Wyndham Standing, as Capt. Harry English, is the husband of Miss Ferguson, as Rosamond. He is reported killed in battle, but instead is captured and held prisoner. In the meantime his beautiful wife marries again, and to save her pain and embarrassment he hides his identity and poses as a native. When he discovers that Rosamond still loves him and that she is being driven to madness by her second husband he reveals himself and is reunited with his wife.

SPECIAL INTERVIEW.

"A great many stage stars have been flat failures as screen artists, says Walter E. Greene, president of the Artcraft Pictures Corporation, which distributes the pictures of Mary Pickford, Douglas Fairbanks, Elsie Ferguson, Wm. S. Hart, Geraldine Farrar and George M. Cohan.

"There are various reasons for this," continues Mr. Greene, "the main one being the lack of photographic qualities of the subject. The eyes of the camera are searching, and the lights in the studio are pitiless.

Continued over
Actors who, on the stage, have been able to cover defects in their appearance with grease paint cannot hope to camouflage in a film, for they cannot stand the 'closeup' which reveals everything.

"A woman star must possess youth, talent and beauty. If she is extraordinarily gifted in this direction she will acquire fame and popularity—and therefore box office value—before the heavy hand of Time has left its imprint. If her ascent up the ladder of success has been ponderous, while undoubtedly possessing talent, she has lost the photographic qualities necessary in pictures.

"Miss Elsie Ferguson is one of the few stars whose sensational talent and exceptional pulchritude has won stardom at a very early stage, and she is in the full bloom of youth, vigor and beauty. She leaped into popularity as a motion picture star with her first picture, which was released but a short time ago. 'Rose of the World' is Miss Ferguson's third picture, and people who went into raptures over her acting in 'Barbary Sheep' and 'The Rise of Jennie Cushing' will be astounded at her interpretation of 'Rosamond' in 'Rose of the World,' a highly emotional part which Miss Ferguson creates in a superb manner for the film.

"Contrary to popular belief, motion pictures stars are not made; they are born. An actress can be provided with a good vehicle, a capable director, and a good supporting cast, and then the popularity of the star with the public rests with herself.

"'Rose of the World' should prove immensely successful with Elsie Ferguson as the star in a play adapted from a book which had already established its popularity, and with the production directed by the French wizard of stagecraft, Maurice Tourneur."
Synopsis of "Rose Of The World."

Capt. Harry English is madly in love with his beautiful wife, Rosamond, but has never been able to arouse in her the deep affection he craved. In a sensational battle he proves a hero, but is slain by the natives, and his body is not recovered.

Rosamond marries Sir Arthur Gerardine, lieutenant-governor of the province, a conceited and stupid man of 60, enormously wealthy who treats her as one of his many possessions. This awakens within her a realization of her love for her first husband, which continuously grows stronger.

Major Raymond Bethune calls upon her with the information that he intends to commemorate the gallant services of Capt. English by a memoir of his life, and asks for English's private papers for this purpose. As Rosamond looks at the treasures that remind her of her past happiness she is completely overcome and faints. An illness follows and the doctor orders her return to England.

Sir Arthur plans to join her later, with Dr. Chatelard, a retired French physician, who is to assist in writing the memoir. Saif-u-din, Chatelard's native secretary, goes on ahead, and excites the distrust of Jani, Rosamond's Hindoo servant, by the marked interest displayed in her mistress.
Sir Arthur and his party arrive, and the work of writing the memoir progresses. Capt. English's diary, kept to the time of his death, contains wild words of love for his beautiful wife. Rosamond feels a growing repugnance to her present husband. Things come to a crisis when at an elaborate banquet Rosamond is reminded of the hunger and thirst Capt. English endured during the siege of his force which resulted in his death, and she leaves the table. Words with her husband lead to a hysterical outbreak, in which she tells him she is still English's wife in thought. Sir Arthur fears she has lost her reason and sends for a noted physician.

Bethune has fallen in love with Rosamond and is in his room grieving over her illness when Saif-u-din comes in, removes his native disguise and reveals himself as Capt. English. He had been taken prisoner by the natives, and on his escape had decided to let every one believe him dead, as he thought his wife did not love him. Now that he was convinced of her affection he determined to reclaim her.

He enters Rosamond's room, and at sight of him she swoons. Capt. English breaks the window with a chair to admit fresh air, and Sir Arthur rushes in. Sir Arthur accuses Capt. English of being an impostor, but English orders him from the house. Rosamond revives, and it is found that her suffering and the shock of seeing her supposedly dead husband have turned her hair white.
Jules of the Strong Heart

Scheduled Release Date: 14 Jan 1918
Press Book and Exhibitor’s Aids

Jesse L. Lasky presents

GEORGE BEBAN

IN
“JULES OF THE STRONG HEART”

By William Merriam Rouse
Scenario by Harvey F. Thew and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture
What You Want To Know About "Jules of The Strong Heart"

STAR .................. GEORGE BEBAN, depicter of Italian and French roles, has recently appeared in "Lost in Transit," "A Roadside Impresario," "The Marcellini Millions," "His Sweetheart," etc.

AUTHOR ................ William Merriam Rouse, well known short story writer.

STORY .................. Taken from Collier's Weekly—deals with life of a lumberman in the Canadian woods, contains love story of lumberman for boss' daughter, and thrilling suspense and "human interest."

DIRECTOR ............... Donald Crisp, who has directed many of Mr. Beban's most famous pictures, such as "Lost in Transit" and others.

SCENARIO ............... By Harvey F. Thew and Frank X Finnegan, the famous writer of magazine stories.

PHOTOGRAPHY .......... Excellent—especially outdoor scenes which comprise most of the picture.

EXTERIORS .............. Taken at a real lumber camp at Hoquiam, Washington—absolutely realistic to the last detail.

CAST ................... Practically all-star, contains Helen Eddy, Mr. Beban's leading lady in most of his pictures, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest Joy, H. B. Carpenter, and Edward Martin.

AS A WHOLE ............. Keeps up the suspense until the last minute. Baby adds touch of sympathy and there is much comedy relief.

REMARKS .................. Worthy to be advertised as one of Mr. Beban's best releases.

A MILLION DOLLARS IS BEING SPENT IN ADVERTISING FOR YOU BY PARAMOUNT AND ARTCRAFT. WHAT ARE YOU DOING FOR YOURSELF?

SOMETHING NEW!

For special cartoon designed for use with newspaper review of "Jules of the Strong Heart" on second day of the show.

DON'T OVERLOOK THE SPECIAL CARTOON
By "BRESS"
For "JULES OF THE STRONG HEART"

THE PLAYERS

JULES LEMAIRE.
GEORGE BEBAN
Joy Farnsworth...Helen Eddy
Tom, her father...Charles Ogle
Ted Kendall...Raymond Hatton
Jim Burgess.......Guy Oliver
Jack Liggitt.......Ernest Joy
Louis, the "Red Fox". H. B. Carpenter
Head of the Hudson Bay Trapping Colony. Edward Martin
Director, Donald Crisp

TABLE OF CONTENTS
Billing on Front Cover
What You Want to Know About the Picture
Contents, Accessories and Cast inside front cover
1. Ad Layouts with Mats
2. Ad Layouts with Mats
3. Advance Post Cards and Letter
4. Production Cuts and Mats
5. Cartoon by Bress.
6. Promotional and Lobby Ideas
7. Advance Publicity
9. Advance Publicity
11 Current Publicity
13. Review of Production—for use after first showing
15. Review and Special Publicity Story
17. Cast and Synopsis
19. Synopsis (continued)
Lithographs inside back cover
Current Paramount and Artcraft Releases and Exchange List on Back Cover


KEEP A FILE ON HAND!!
Ad cuts and mats that strike home—and bring them out

Employ "human interest" in your ads. It is the very backbone of good advertising. You can reach them—and bring them out—if your advertisements strike a responsive human chord in their hearts. You can do with these line cuts we offer you with "Jules of the Strong Heart." But to reach them—to bring them out—you'll have to use them.

Ask your Exchange for Music Cues

Exhibitor's Theatre
"Foremost stars, superbly directed in clean motion pictures"

A tense drama of love and laughter

Jesse L. Lasky presents
George Beban
in "Jules of the Strong Heart"

By William Merriam Rouse
Scenario by Harvey F. Thew
and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture

The tang of the evergreen pines, the virile love of the "open spaces," and the vigorous action of "free men" in "God's Country," make this the greatest story in which this versatile star has ever appeared.

Short Subject
Travelogue
Musical Program

Advertised everywhere Shown here

A story of the Great North Woods and virile manhood. The smell of the pines and the breath of love mingled into a plot that brings a lump to your throat one moment and lefted you convulsed with joy the next.

Short Subject
Travelogue
Musical Program

Advertised everywhere Shown here

Lest you forget we say it yet—link up.
Exhibitor’s Theatre

"Foremost stars, superbly directed, in clean motion pictures"

A play of heart-throbs, thrills and laughter

Jesse L. Lasky presents

George Beban

in

"Jules of the Strong Heart"

By

William Merriam Douse
Scenario by Harvey F. Thew and Frank X. Finneghan
directed by Donald Crisp

A Paramount Picture

A powerful plot laid in Great North Woods.
Pathos, happiness, vigorous action, and the joy of living.

90,000,000 people are being taught to recognize Paramount Pictures as the best. How many know you show them?
ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART"

ADVANCE POST CARD NO. 1
(To be sent 9 days before showing of Picture)

Dear Madam:

"JULES OF THE STRONG HEART" is the name of a new picture in which George Beban will appear at the Theatre on ............

This story contains real heart interest, and an eleven-months-old baby adds a touch of sympathy that is very appealing.

Try and make it a point to see this picture.

Manager.

ADVANCE POST CARD NO. 2
(To be sent 6 days before showing)

Dear Madam:

The new photoplay entitled "JULES OF THE STRONG HEART" in which George Beban will appear, and about which we wrote you a few days ago, was adapted for the screen from a vital short story which appeared in a recent issue of Collier's Weekly. It is full of the milk of human kindness.

As Jules Lamaire, Mr. Beban depicts a character which demonstrates the fact that he has no peer as a delineator of the Latin type.

The play will be shown at the Theatre on ............

Manager.

SUGGESTED LETTER
(To be sent 3 days before showing)

Dear Madam:

Can you imagine the surprise of the citizens of Hoquiam, Washington, a lumber camp in the Canadian woods, when an aggregation of 50 players, besides a force of carpenters, electricians, property men and the like, arrived in their midst with all the ear-marks of a Circus? Two baggage cars of furniture, a complete lighting plant, etc., helped to equip a studio so substantial that the Lasky Company will be able to use it at any time for future screen work.

In the photoplay, "JULES OF THE STRONG HEART," which is coming to the Theatre on ............ you will imagine you hear ringing in your ears the woodsman's axe, the hissing of the great logs as they slip down the gigantic chutes, and the grinding of machinery by which these logs are created into lumber.

While the character of Jules, played by Mr. Beban, is not exactly such as Robert Edeson portrayed in the famous play called "STRONG HEART," yet his spirit shows us how to live next to nature, where the heart catches the strength of the oaks and the rushing waters—a subject so interesting to all Americans.

You will be thoroughly refreshed by the wholesomeness of this picture. We shall look forward to seeing you at the theatre.

Yours very sincerely,

Manager.

ADVANCE POST CARD
(To be sent on date of showing)

Dear Madam:

We hope to see you at the Theatre today where you will enjoy the pungent smell of pine and the freshness of the great out-doors, together with a wholesome love story filled with dramatic intensity.

Manager.
STOCK PRODUCTION CUTS AND MATS

George Beban in "Jules of the Strong Heart"

Issued in sets of ten, consisting of:

Top Row—Two three-column cuts and mats
Centre Row—Three two-column cuts and mats
Bottom Row—Five one-column cuts and mats

Reduced as shown above
Always obtainable at your exchange
Jules Is a Lad Worth Going Far to See

Bet Jules ay you like this Jules, of the Strong Heart. Whoever doesn't like him is fit for treason, stratagem and spoils, for if ever a man knows how to make a general all round lovable character hero for the screen that man is George Beban, the only character star in the business. In his latest Paramount picture, "Jules of the Strong Heart," Beban is so magnetically winning that, even if the picture were not so interesting as it is, he'd win in a walk. In the picture and its entertaining story there are the following utensils: A pipe, a can or two of condensed milk, a discarded baby that loves its adopted papa, Jules; a pretty girl of the woods, a set of trappers and logging men, with a villain or two mixed in them; a raging mountain stream and a fight in the rapids. Mix all this with a lot of love and laughter and what do you get? One of the most entertaining and pleasing screen presentations that ever sent an audience out of the theater chuckling, crying and laughing all at once. That's Beban. He's worth going to see.
ADVERTISING SUGGESTIONS ON "JULES OF THE STRONG HEART."

LOBBY Make a cutout of a great Red Heart with a baby sitting on top of it and a card reading:

THIS IS THE SIZE AND STRENGTH OF GEORGE BEBAN'S HEART IN HIS NEW PHOTOPLAY "JULES OF THE STRONG HEART."
You could also have a lumber camp erected on one side of your lobby with figures in the foreground and a picture of a sailboat on a stormy sea.

WINDOW DISPLAY Have your sporting goods and department stores show all kinds of camping materials with a photograph of your lobby and a card as follows:

GO TO THE ............. THEATRE ON ...........
AND PARTAKE OF THE PUNGENT ATMOSPHERE OF THE PINES—COME IN AND SMELL THE PINES IN OUR PINE PILLOWS.

HOUSE ORGAN When you have your central scheme of display, take a photograph of it and put it on the cover of your house organ for the days you are showing the picture.

THROWAWAYS Have your local job printer set up the type from your local newspaper on attractive colored slip sheets and distributed through the street.

CAR CARDS AND NEWSPAPER ADVERTISING On your Car Cards have the cutout of a large Red Heart with a baby sitting on top of it and underneath the words:

COME TO THE ............. THEATRE ON ...........
AND SEE THE DAMSEL WHO WINS JULES' STRONG HEART. SHE IS 11 MONTHS OLD!!!

Offer to print a cut in the newspaper of the best window display gotten up by the town window dressers, and link up your ads in your local newspaper with all the local stuff you can get. For instance, "did you see the display in Mr. ——'s window of 'JULES OF THE STRONG HEART?' You know what it advertises—it shows not only the goods which he has for sale, but tells you of the new George Beban photoplay which is coming to the ............. Theatre on ............., called 'JULES OF THE STRONG HEART.'"

CATCH LINES

OUR BOYS ACROSS THE SEA WILL FIND A TRUE COMRADE IN "JULES OF THE STRONG HEART."

"ACTRESS IN GEORGE BEBAN'S NEW PHOTOPLAY OBLIGED TO BE CHAPERONED ON ACCOUNT OF HER AGE!!"

"HISTORY OF YEAR-OLD BABY CAMOUFLAGED BY 'JULES OF THE STRONG HEART.'"

FOR FURTHER ADVERTISING SUGGESTIONS WRITE TO:
THE EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York.
ADVANCE PUBLICITY

To be sent to newspapers for use three or four days in advance of
"Jules of the Strong Heart"

The fact that there has been great interest in stories of French-
Canadian life in the north woods, but that few of these have been
transformed to the screen, should furnish George Beban's newest role,
"Jules of the Strong Heart" with an added attraction. The production is
the seventh of the artistically developed character portraits in which
Mr. Beban has appeared for the Paramount, most of these having been
produced under the direction of Donald Crisp.

The latest Beban picture, "Jules of the Strong Heart" will be
the attraction at the........Theatre, on........ It was written from
William Merriam Rouse's story by Frank X. Finnegan and Harvey F. Thew.

Much of the success of George Beban's pictures and the inimitable
character roles which have made him a screen favorite is attributed to
Donald Crisp, who has been in charge of the direction of all the Para-
mount Beban pictures. One might say that Mr. Crisp has been in practical
charge of Beban's photo plays since that celebrated character actor
entered screen work, since nearly all of his productions have been
filmed for the Paramount Company. The latest of these is "Jules of the
Strong Heart," which is to be shown at the........Theatre, on.........
The other six roles which added to Mr. Beban's fame, established on the
stage, are "Pasquale;" "The Bond Between;" "The Marcellini Millions;"
"A Roadside Impresario;" "The Cook of Canyon Camp" and "Lost in Transit."

The pungent smell of pine and the freshness of the great out-of-
doors, together with a wholesome lovable story, make "Jules of the
Strong Heart," the production soon to be shown at the........Theatre,
one of the breeziest, most enjoyable of the season. The star, George
Beban, will be remembered for his remarkable characterizations in such
Paramount photoplays as "Lost in Transit," "His Sweetheart," "An
Alien" and many others. Mr. Beban is supported by an excellent cast,
including Helen Eddy, Charles Ogle, Raymond Hatton, Guy Oliver, Ernest
Joy, H. B. Carpenter and Edward Martin. The direction by Donald Crisp
is worthy of mention, as well as the fact that the baby who plays a
prominent part is no other than the small daughter of scenario-writer
Harvey Thew.
ADVANCE PUBLICITY
To be sent to the newspapers the day before the showing of
"Jules of the Strong Heart"

Donald Crisp's producing company, which has been making the
production "Jules of the Strong Heart," featuring George Beban, re-
turned to the Lasky studios with thrilling accounts of the manner in
which assistant director Harry Haskins fell into the icy waters of the
lake during the making of scenes from a rowboat.

"Have you a photograph of yourself falling in?" Haskins was asked
by the canny studio manager.

"No, of course not," Haskins replied, somewhat nettled that his
word should be doubted after he had suffered the chilling experience.
"Wasn't that camera on my back when I toppled? That's the biggest part
of the tragedy." "Jules of the Strong Heart" will appear at the........
Theatre on.......
CURRENT PUBLICITY
To be sent to the newspapers the first day of the showing of "Jules of the Strong Heart"

George Beban has a new actress in the cast of "Jules of the Strong Heart" in which he is appearing at the......Theatre, namely Vivian Thew, the eleven months old daughter of Harvey Thew of the Paramount staff of scenario writers. Mr. Thew has long been anxious to have the babyhood of his daughter immortalized in celluloid and promptly when he was handed the script for Mr. Beban's forthcoming production, wrote in a part for a baby and succeeded in convincing everyone in authority that HIS baby was the only one to play it. Young Miss Thew will be chaperoned by her mother.

GEORGE BEBAN DIRECTS GEORGE BEBAN.

George Beban, the favorite Paramount character actor, acted as his own director in completing several scenes for "Jules of the Strong Heart" in which he is starring at the......Theatre. During the process the other day, the star forgot a certain hat he was to wear and so he fined himself $1,000 for forgetting and then took himself out to luncheon to square things. Director Beban says he doesn't mind directing other people but, that as a star, George Beban is the hardest person to direct he has ever come across.

The citizens of Hoquiam, Washington, were recently startled with the arrival of an aggregation which had all the earmarks of a circus, but which was merely George Beban and his company under the direction of Donald Crisp who were going to the Paramount Lumber camp to film some scenes for "Jules of the Strong Heart" which is now being shown at the......Theatre. A full force of men for the erection of a complete studio in the mountains, was sent from the Hollywood studio to the Washington woods. Two baggage cars of furniture, a complete lighting plant, and when the company arrived they built their scenery, manufactured furniture, etc. The studio was so substantially built in the woods that the companies from the Los Angeles studio may use it at any time in the future. Mr. Beban took a company of nearly fifty players in addition to the force of carpenters, electricians, property men and the like. The company camped in the woods, and were absent nearly a month.
ROLE OF A TRAPPER FROM THE CANADIAN NORTH WOODS SAID TO FIT GEORGE BEBAN, PARAMOUNT STAR, LIKE THE PROVERBIAL GLOVE.

As Jules Lemaire, a laughing, singing, high-spirited and whole-souled trapper from the great forests of the Canadian wilds, George Beban in his latest Paramount picture, "Jules of the Strong Heart," has found a role that is absolutely suited to his talents and one in which he finds opportunity for the exercise of all his faculties of character delineation.

That combination of primitive kindliness, robust spirits, and rollicking disposition, coupled with a gusty temper and bravery of the highest order makes up a character of the sort that few besides Mr. Beban can adequately portray and it is his ability in this respect that has made him so wonderfully successful in his Paramount photoplays.

"Jules of the Strong Heart" was a powerful and vital short story which appeared in Colliers, and from it Frank X. Finneghan and Harvey F. Thew have written a scenario that is said to be virile, thrilling, full of the milk of human kindness, replete with romance and the odor of the pine forests.

The story is one of high-hearted courage and depicts the struggle of Jules to uphold the honor of his sweetheart's father and to save his friend's baby from privation. Misjudged and even tortured on these counts Jules finally makes good.

This picture, which was filmed largely at Hoquiam, Washington, at the Lasky Lumber Camp, where a complete studio was erected, fully sustains the reputation already possessed by Mr. Beban for unusual and wholly satisfying character creations. The star is supported by a powerful cast and the direction of Donald Crisp assures technical perfection down to the last detail. "Jules of the Strong Heart" is appearing at the .......... Theatre.
George Beban, the inimitable portrayer of Latin character, in "Jules of the Strong Heart," which is now showing at the...... Theatre, has created still another Latin role in Jules, a rollicking, laughing, heroic figure of a man. Jules, carrying a wee baby on his arm comes singing down into the Canadian lumber camp where most of the scenes are laid.

His first thought is to secure milk for the youngster and after that he attends to his own wants, securing employment among the rough woodsmen. Of all the persons in camp, Jules finds Joy Fansworth, daughter of the Superintendent, the most "sympathetic." He finds that he has several rivals, however, among them one burly lumberman named Jim Burgess.

How he discovers that Burgess is a thief and a scoundrel of the worst sort, and succeeds in saving the camp pay roll during a terrific storm in which he and Burgess are tossing about on the river, and how Joy, who had been made suspicious of Jules by Burgess' insinuating remarks about the baby, comes to find out Jules' great sacrifice, makes a strong Paramount photoplay—typically "Beban."

"JULES OF THE STRONG HEART" AT THE........FILMED IN ACTUAL LUMBER CAMP.

The ring of the woodman's axe, the hissing of the great logs as they slip down the gigantic chutes, the grinding of machinery by which these logs are created into lumber—these sounds will ring in the ears of the audience at the........Theatre in viewing George Beban's latest Paramount picture, "Jules of the Strong Heart," which is now playing there.

As recently announced a studio was constructed in the Lasky lumber camp at Hoquiam, Wash., and there a crew of workmen as well as a big company of actors went to film exteriors in the very heart of primeval forests which are being decimated to supply the country with lumber for houses and ships.

"Jules of the Strong Heart" is from a story in "Colliers" by Wm. Merriam Rouse, and George Beban of course has the title role. That it enables him to again demonstrate that as a delineator of Latin types he has no peer is the assertion of those who have seen the picture.
"JULES OF THE STRONG HEART"

CAST

JULES LEMAIRE .................................. GEORGE BEBAN
Joy Farnsworth ................................. Helen Eddy
Tom, her father ................................. Charles Ogle
Ted Kendall ...................................... Raymond Hatton
Jim Burgess ...................................... Guy Oliver
Jack Liggitt ..................................... Ernest Joy
Louis, the "Red Fox" .............................. H. B. Carpenter
Head of the Hudson Bay Trapping Colony: ........ Edward Martin

Director ........................................ Donald Crisp

SYNOPSIS

Jules Lemaire, a happy-go-lucky French Canadian, comes singing through the woods into the camp of the Nemo Lumber Company in the heart of the Canadian woods. To all inquiries about himself and the charming year-old baby he carries, Jules gives a laughing, evasive reply. He is engaged, however, as they are very short of help.

Tom Farnsworth, is boss of the camp and just at this time unpopular with his men because of fancied grievances as to salaries. His daughter Joy, on the contrary, is the favorite of everyone, most especially with Big Jim Burgess, burly logger, who aspires to her favor in rough caveman fashion; Kendall, the time-keeper; and later with Jules himself.

The three clash over the girl with Jules and Kendall arrayed against Burgess, when the logger becomes offensive in forcing his company upon her. Humiliated for the moment, Burgess waits his opportunity for revenge.

This comes sooner than he had expected. For the following pay day the money fails to arrive on time and the men, already dissatisfied, become extremely restive. Kendall assures them that the money is waiting at the railroad junction but cannot be brought over because of the storm which is so roughing the river that it would be almost impossible for a boat to attempt the crossing.
The men tell Farnsworth that they do not believe the money is there. He dares any of them to cross the channel in a sailboat and get it with an order he offers to write. Jules volunteers to go. Burgess is urged by the loggers to accompany him to make certain that the money will get back to them. So in the raging storm, Jules and Burgess set out suspicious of each other and fighting every inch of their way against the terrific gale. Jules hides the order in his mouth until they reach the express office where the money is delivered to him in a canvas sack.

On the return trip Burgess strikes Jules down with a revolver and seeks the money but cannot find it. He beaches the sailboat and pinions Jules on the sand at the water's edge, torturing him for twenty-four hours in an effort to make him disclose what he did with the money. Jules of the "Strong Heart" withstands the agony and refuses to tell. In the lumber camp, meanwhile, the men are convinced by the failure of Jules and Burgess to return, that their money was not waiting at the express office. They imprison Farnsworth and Kendall and some of the boldest urge that Farnsworth be strung up a tree. The others urge delay for a few hours.

In the meantime, Herbert Sommerville arrives in a motor boat looking for Jules. He tells Joy that he is the father of the baby and that Jules is his best friend. This both amazes and pleases the girl who had been led to doubt Jules' honesty by insinuating remarks about the baby, cast by Burgess. Sommerville tells her how his wife had died while he was away, leaving the baby liable to be turned over to the State, unless some kind friend took charge of it. Jules, although poor and needy himself, had assumed care of the child. Sommerville had not learned his whereabouts until a few days before.

Sommerville and Joy start in search of Jules in the motorboat and find Burgess at his work of torturing the woodsman on the beach. Jules only then consents to tell where he had hidden the money and it is found cleverly concealed hanging from the tiller-post of the sailboat.

Joy's love for Jules, long repressed, is revealed to him in camp when he recovers from the long illness which followed his exposure, and finds her caring devotedly for him.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange
Current Paramount and Artcraft Releases

Lina Cavalieri ... THE ETERNAL TEMPTRESS
Sessue Hayakawa ... THE SECRET GAME
Billie Burke ... THE LAND OF PROMISE
Jack Pickford ... TOM SAWYER
Wallace Reid ... NAN OF MUSIC MOUNTAIN
Vivian Martin ... THE FAIR BARBARIAN
Dorothy Dalton ... LOVE LETTERS
Charles Ray ... HIS MOTHER'S BOY
Marguerite Clark ... THE SEVEN SWANS
Pauline Frederick ... MRS. DANE'S DEFENSE
George Beban ... JULES OF THE STRONG HEART
Jack Pickford ... THE SPIRIT OF '17
Wallace Reid ... RIMROCK JONES
Blackton's ... THE WORLD FOR SALE
Julian Eltinge ... THE WIDOW'S MIGHT
Charles Ray ... THE HIRED MAN
Pauline Frederick ... MADAME JEALOUSY
Sessue Hayakawa ... HIDDEN PEARLS
Dorothy Dalton ... FLARE-UP SAL

Geraldine Farrar .......... THE DEVIL STONE
Douglas Fairbanks .......... A MODERN MUSKETEER
Elsie Ferguson ........ ROSE OF THE WORLD
William S. Hart .......... DEAD OR ALIVE
Mary Pickford .......... STELLA MARIS

PARAMOUNT and ARTCRAFT
BRANCH OFFICES

BOSTON, Mass.
10 Shawmut Street.

NEW HAVEN, Conn.
131 Meadow Street.

PORTLAND, Me.
85 Market Street.

NEW YORK CITY, N. Y.
729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg., Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

DES MOINES, Iowa
Utica Theatre Bldg.

ST. LOUIS, Mo.
3929 Olive Street.

BUTTE, Mont.
403 S. Main Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
1902 Commerce Street.

OMAHA, Neb.
Romley Bldg.

DALLAS, Texas.
1902 Commerce Street.

CANADIAN EXCHANGES

TORONTO, Canada
12 Queen Street East.

MONTREAL, Canada
198 St. Catherine Street

CALGARY, Canada
Alberta, 12 Elma Block.
The Spirit of ’17

Scheduled Release Date: 26 Jan 1918
Press Book and Exhibitors' Aids

Jesse L. Lasky presents

JACK PICKFORD

in

"THE SPIRIT OF '17"

By Judge Willis Brown

Scenario by Julia Crawford Ivers

Directed by William S. Taylor

A Paramount Picture

A TRIUMPH FOR ORGANIZATION

Without in the least minimizing apparent histrionic ability and well-earned success of stars and supporting casts, it is well to call the attention of exhibitors to the fact that without the united effort of the great producing and distributing organization behind the list of great productions in which Jack Pickford has starred—such photoplay masterpieces might never be produced.

CONSIDER THIS LIST OF PRODUCTIONS and AUTHORS—

"SEVENTEEN" ........................................ from the novel by Booth Tarkington.
"GREAT EXPECTATIONS" .......................... from the classic by Charles Dickens.
"THE DUMMY" ........................................ from the famous stage success by Harvey J. O'Higgins and Harriet Ford.
"FRECKLES" ........................................ from the well-known novel by Gene Stratton Porter.
"WHAT MONEY CAN'T BUY" ....................... from the pen of the famous dramatist, George Broadhurst.
"THE VARMINT" ..................................... from the boarding-school book by Owen Johnson.
"THE GHOST HOUSE" ............................... of which the Dramatic Mirror says: "It does not contain a dull moment."
"JACK AND JILL" ..................................... of which the Boston Record says: "His best work since "Seventeen."
"TOM SAWYER" ...................................... from the world renowned book by Mark Twain.
"THE SPIRIT OF '17" ................................. by Judge Willis Brown, famous as the friend of Chicago's young Americanism.

Secure a "Long Run" While the Print is New.

FAMOUS PLAYERS—LASKY CORPORATION

AIPPARADIOS

NEW YORK
What you want to know about "The Spirit of ’17"—A Paramount Picture

DIRECTOR .................. William D. Taylor, director of “Tom Sawyer,” “The Varmint,” etc.
AUTHOR .................... Judge Willis Brown of the Chicago Juvenile Court.
STORY ...................... Timely and unusual. Deals with the subject of labor disturbances originated by German agents and stepped on by a mere boy (Pickford) and a handful of Civil War veterans.
PHOTOGRAPHY ........... By Homer Scott—exteriors especially attractive and several unique interior sets.
CAST ....................... Katherine McDonald, leading woman especially beautiful—other popular members Edythe Chapman, L. N. Wells, Helen Eddy, Tom Bates and J. W. Johnson.

MUSIC CUES! — See page Six.

ACCESSORIES
(Obtainable at your Exchange)
Paper
Two one-sheets
Two three-sheets
Two 6-sheets
Photos
10 8x10 black and white
8 11x14 colored gelatins
2 22x28 colored gelatins
8x10 photos of star
Cuts and Mats on Production
Five one-column
Three two-column
Two three-column
Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
Rotogravure
Series of Advertising Layouts:
Mats
Press Book with sales talk, card and letter announcements, suggestions for lobby and newspaper publicity stories.
Slides
Music Cues

THE PLAYERS
DAVY GLIDDEN.
JACK PICKFORD
Adj. Glidden....G. H. Geldert
Mrs. Glidden...Edythe Chapman
Capt. Jerico Norton,
L. N. Wells
John Edwards...Charles Arling
Mrs. Edwards...Virginia Ware
Flora Edwards,
Katherine McDonald
Carl Bender.....James Farley
Frank Schmalt
Seymour Hastings
Tom Brand....William Chester
Susan Brand.....Helen Eddy
Thomas Lee......John Burton
Randall Lee...Ashton Dearholt
Corporal Trimble...Tom Bates
Private Butler...J. W. Johnson

TABLE OF CONTENTS
Billing on Front Cover.
What You Want to Know About the Picture.
Contents, Accessories and Cast Inside Front Cover.
1. Ad Layouts with Mats
2. Ad Layouts with Mats
3. Advance Post Cards and Letter
4. Lithographs
5. Production Cuts and Mats
6. Music Cues
7. Promotional and Lobby Ideas
8. Biographical Sketch
9. Advance Publicity
11. Advance and Current Publicity
13. Advance and Current Publicity
15. Review of Production—for use after first showing
17. Short Reviews and Publicity Stories
19. Cast and Synopsis
21. Synopsis (continued)
Current Paramount and Art craft Releases and Exchange List on Back Cover

And don’t forget to tie up with the Million Dollar Advertising Campaign Simply
By Using The Trademark Everywhere
Ad cuts and mats to make your box-office ring

You can sink your message right under their skins with these sparkling illustrations. The spirit of the times will prompt everybody to stop at them and read your ad. Be sure to use them.

Ask your Exchange for Music Cues

EXHIBITOR'S THEATRE

Jesse L. Lasky presents
Jack Pickford
in “The Spirit of ’17”

By Judge Willis Brown
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

Y ANK EE DOODLE’S come to town!
Is a dandy picture! You'll be delighted by the effervescent spirit of this story of patriotism in "the little old home-town." SEE IT!

Short Reel Subject
Travelogue
Musical Program

A Paramount Picture

HE'S a Yankee Doodle Dandy—a Yankee Doodle Do-or-Die! Be sure to see this “red-white-and-blue-story” of the "old home town."

Short Reel Subject
Travelogue
Musical Program

HAVE YOU LOST YOUR MAKE-BELIEVE?
You can see the famous Paramount Pictures advertised in the Saturday Evening Post at this theatre.

He who advertises has hope, and he who has hope has everything.
Jesse Lasky presents

Jack Pickford
in "The Spirit of '17"

By Judge Willis Brown
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

A real live nephew of your Uncle Sam!
See Jack Pickford in this bully picture
of Yankee Doodle Do - It back here at home.

SHORT REEL FEATURE | TRAVELOGUE

MUSICAL PROGRAM

This is the quality sign. It identifies the famous Paramount Pictures advertised in the Saturday Evening Post and shown in this theatre.

Advertising is the son of foresight, and the father of big business.
POST CARD NO. 1
(To be sent out 9 days prior to showing)

Dear Madam:

The experiences of Judge Willis Brown of the Chicago Juvenile Court are interwoven between the lines of the exciting love drama which is Jack Pickford’s latest contribution to Paramount Pictures, “The Spirit of ’17”—coming to the ............. Theatre on .............

Manager.

POST CARD NO. 2
(To be sent out 6 days prior to showing)

Dear Madam:

You might further desire to know that Julia Crawford Ivers wrote the scenario and William D. Taylor directed this latest Jack Pickford offering—“The Spirit of ’17”—the Paramount Picture which is coming to the ............. Theatre on ............. This insures you a Paramount entertainment because you will doubtless recall some of the excellent past productions of these artists.

Manager.

SUGGESTED LETTER
(To be sent out three days prior to the showing)

Dear Madam:

When Jack Pickford was asked concerning “The Spirit of ’17” he jumped at the opportunity to do this picture because it gave latitude to not only act but to convey a lesson.

This Paramount Picture was written by Judge Willis Brown of the Chicago Juvenile Court—of whom you have doubtless heard. He and Judge Lindsey have been foremost in the movement to alleviate conditions in the prisons and houses of correction.

Hence Judge Brown’s conclusions as to the treatment of juvenile offenders together with his delicate and extremely interesting love story—not to mention the labor situations and German-agent complications—offer you one of the most compelling and heart interest photoplays of recent months.

We expectantly look forward to your attendance during the running of this play which will appear on the screen of this theatre on .............; and meanwhile we take this opportunity of thanking you for the patronage you have extended to our management in the past.

Yours sincerely,

Manager.

FOLLOW UP POST CARD
(To be sent out the day of the showing of the day before)

Dear Madam:

As a matter of good service to our patrons, we are reminding them of the excellent Paramount Picture—“The Spirit of ’17”—with Jack Pickford, which is appearing today in the ............. Would you do us the courtesy to tell your friends and ask them if possible to come early because the present attendance indicates a full house at every performance?

Manager.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

SLIDE

Three Sheet  One Sheet  One Sheet  Three Sheet

Three Sheet  One Sheet  One Sheet  Three Sheet

Six Sheet  Six Sheet
STOCK PRODUCTION CUTS AND MATS

Jack Pickford in "The Spirit of '17"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
**"THE SPIRIT OF '17"**

**Musical Synopsis By Louis F. Gottschalk**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2½</td>
<td>At Screening</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>2</td>
<td>3¾-T</td>
<td>Davy, the adjutant's only son</td>
<td>3-4</td>
<td>Lento</td>
</tr>
<tr>
<td>3</td>
<td>1-T</td>
<td>I promised the Boy Scouts</td>
<td>4-4</td>
<td>Allegretto</td>
</tr>
<tr>
<td>4</td>
<td>2¾-T</td>
<td>On my honor I will do</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>5</td>
<td>3¾-T</td>
<td>A few miles from the Soldiers' Home</td>
<td>3-4</td>
<td>Allegretto</td>
</tr>
<tr>
<td>6</td>
<td>1-T</td>
<td>Two of the discontented</td>
<td>2-4</td>
<td>Moderato</td>
</tr>
<tr>
<td>7</td>
<td>2-T</td>
<td>So you are drafted, eh?</td>
<td>4-4</td>
<td>Tempo di Grazioso</td>
</tr>
<tr>
<td>8</td>
<td>1¼-T</td>
<td>Flora, if I hurry and grow up</td>
<td>3-4</td>
<td>Tempo di Valse</td>
</tr>
</tbody>
</table>

**REEL 2**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>2-T</td>
<td>Of course they can't serve</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>10</td>
<td>2-T</td>
<td>Assuming the role of spokesman</td>
<td>4-4</td>
<td>Molto commodo</td>
</tr>
<tr>
<td>11</td>
<td>2¾-T</td>
<td>With the morning's mail</td>
<td>2-4</td>
<td>Allegretto</td>
</tr>
<tr>
<td>12</td>
<td>2-T</td>
<td>Well, run along, Davy</td>
<td>3-4</td>
<td>Tempo di Valse</td>
</tr>
<tr>
<td>13</td>
<td>2¾-T</td>
<td>But Davy's goddess</td>
<td>4-4</td>
<td>Allegretto</td>
</tr>
<tr>
<td>14</td>
<td>2½-T</td>
<td>Brand, the powder man</td>
<td>4-4</td>
<td>Molto commodo</td>
</tr>
</tbody>
</table>

**REEL 3**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>2½-T</td>
<td>All the next day, Davy grieves</td>
<td>3-4</td>
<td>Valse lente</td>
</tr>
<tr>
<td>16</td>
<td>1¾-D</td>
<td>When band is seen marching</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>17</td>
<td>2-T</td>
<td>On the way to see Flora</td>
<td>2-4</td>
<td>Allegro</td>
</tr>
<tr>
<td>18</td>
<td>2¾-T</td>
<td>He'll be back again tomorrow</td>
<td>2-4</td>
<td>Allegretto</td>
</tr>
<tr>
<td>19</td>
<td>2½-T</td>
<td>The owners are getting immensely rich</td>
<td>3-4</td>
<td>Tempo di Valse</td>
</tr>
<tr>
<td>20</td>
<td>1¾-T</td>
<td>That evening</td>
<td>4-4</td>
<td>Allegretto</td>
</tr>
</tbody>
</table>

**REEL 4**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>2½-T</td>
<td>Davy and the Captain go scouting</td>
<td>6-8</td>
<td>Allegretto</td>
</tr>
<tr>
<td>22</td>
<td>2½-T</td>
<td>Say, Captain—you know how</td>
<td>4-4</td>
<td>Un pen allegretto</td>
</tr>
<tr>
<td>23</td>
<td>2-T</td>
<td>Davy accompanies Flora</td>
<td>3-4</td>
<td>Valse lente</td>
</tr>
<tr>
<td>24</td>
<td>3-T</td>
<td>Men, you know this can't be done</td>
<td>4-4</td>
<td>Grave</td>
</tr>
<tr>
<td>25</td>
<td>2-T</td>
<td>We'll have Brand fire when</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>26</td>
<td>2-T</td>
<td>Go to Edwards</td>
<td>2-4</td>
<td>Modto grazioso</td>
</tr>
<tr>
<td>27</td>
<td>3¾-T</td>
<td>It is pretty serious, but</td>
<td>6-8</td>
<td>Presto</td>
</tr>
</tbody>
</table>

**REEL 5**

<table>
<thead>
<tr>
<th>No.</th>
<th>Min.</th>
<th>Title or Description</th>
<th>Tempo</th>
<th>Suggested Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>1¾-T</td>
<td>There'll be hell popping</td>
<td>2-4</td>
<td>Allegro</td>
</tr>
<tr>
<td>29</td>
<td>2-T</td>
<td>Forward—March!</td>
<td>2-4</td>
<td>March</td>
</tr>
<tr>
<td>30</td>
<td>2½-T</td>
<td>A cave-in on the</td>
<td>3-4</td>
<td>Appassionato</td>
</tr>
<tr>
<td>31</td>
<td>2¾-T</td>
<td>You must stop it</td>
<td>2-4</td>
<td>Allegro</td>
</tr>
<tr>
<td>32</td>
<td>1¾-T</td>
<td>Oh, Davy, Davy boy.</td>
<td>3-4</td>
<td>Valse lente</td>
</tr>
<tr>
<td>33</td>
<td>1½-T</td>
<td>Then comes the public recognition</td>
<td>2-4</td>
<td>March</td>
</tr>
</tbody>
</table>

**Note:** *For repeated solutions—A in No. 16 volley saluting our flag.

In No. 29 fife and drum in evidence.*
ADVERTISING SUGGESTIONS FOR
"THE SPIRIT OF '17"

LOBBY DISPLAY This story has to deal with the activities of a Boy Scout who saves a situation due to the machinations of German Secret Agents. He co-operates with Grand Army Veterans in accomplishing this result. The photoplay has all the range of advertising possibilities—from those of the Grand Army; old swords, guns, etc., to Boy Scout equipment—to say nothing of hardware display, such as might be used by miners. For example, you could have your display (if your policy permits) suggesting the entrance of the mine where the strike occurs, with cut outs of Jack Pickford leading Grand Army veterans against the mob of strikers.

One of the most striking lobby displays we have seen recently was in the Garrick Theatre, Minneapolis, where the regular lithographs are cut out; pasted on cardboard backing; with hand drawn lettering. For first run houses, particularly, this method of handling lobby display is most attractive, especially if the artist's brush is used to liven the coloring of the lithographs.

In other localities—especially in second, third and fourth run houses, the lobbies permit of artistic decoration. In such localities, cut outs and special fixtures pay handsome dividends on the investment.

STREET DISPLAY A boy in Boy Scout uniform beating a drum, accompanied by men in Grand Army uniform with a banner calling attention to "The Spirit of '17" would undoubtedly draw much attention to your performance of this photoplay in your theatre. Try it. One of the "vets" could carry a banner; another could be beating a large sized drum; while the boy might carry his little drum and beat it lustily. The advertisement for your theatre would get most of your town talking about the unusual procession.

WINDOW DISPLAY We have already spoken of the possibilities of this picture for window display. This is a subject to which the exhibitors are paying more and more attention. They find that the merchant sells more goods—and the exhibitor sells more tickets. One of the exhibitors said to us recently: "I wouldn't have time to pay any attention to these window displays. They would be a great thing for my theatre. Yes. But who would take the time to devote to the subject?" The question is not: "We can't do it." The proposition for you to consider is: "Do it now." This window display advertising will pay you. The more you look into it, the more you will see its possibilities. Let us know when you have started; tell us how far you got the first time; perhaps we may be able to supply you with an excellent idea for your next production that some live exhibitor has conceived on this particular coming production. It's worth the try. Try it.

FOR ADDITIONAL SUGGESTIONS APPLY TO EXHIBITORS SERVICE DEPARTMENT, 485 5th AVE.
JACK PICKFORD SPEAKS FOR HIMSELF.

"Being a celebrity's brother and acquiring one's fame, second hand as it were, is commencing to wear on my iron nerves," said Jack Pickford, the clever young Paramount star who is now appearing at the ..........Theatre in "The Spirit of '17", the other day.

He went on to tell of an incident that happened while he was watching his famous sister in "The Little Princess" at a motion picture theatre recently. Some worthy ladies behind him were discussing Mary; one in particular seeming to be an authority on the subject of the Pickford family in general and Jack in particular. Jack, like the mischievous lad he really is, thoroughly enjoyed hearing all about himself and family until suddenly he overheard this remark:

"They do say that the little brother, Jack, who is about ten years old, is a regular terror. I heard he puts mice in Mary's slippers 'most every day or something. I saw him in 'The Dummy'—he looked quiet enough then, land knows, but you can't tell about those angelic looking children...."

"The rest was lost to me," Mr. Pickford said, chuckling, "for by the time she'd finished I was well outside the theatre, holding my sides and with tears of laughter running down my cheeks. Of course I know I have a young looking face and can, like Mary, make up as a child easily, but I had no idea the effect was so—er—striking!

"The fact of the matter is, that we have such good times at home all the time, and 'jolly' each other so much, that acting young is really not acting at all for us—although I want to place myself on record here and now as not guilty of putting mice in Mary's slippers. In fact, I never did do it."

When asked about his career, young Mr. Pickford became suddenly noncommittal and about as communicative as the average sundial in the shade, refusing to expand even under the warm sunshine of our most beguiling smile.

We gleaned however, that he had made his debut in this world at Toronto, Canada, following it after very few years with a stage debut, playing child parts with Chauncey Olcott in "Peg Robin" and "The Three of Us." Jack spent his leisure hours in school, notably St. Francis Military Academy in New York City. He began his motion picture career in 1909 with the old Biograph company, since then, has spent most of his time at Hollywood, California, where he has made numerous Paramount pictures, appearing usually with Louise Huff.
ADVANCE STORIES
Newspaper shorts to be sent out in advance of the showing of "THE SPIRIT OF 17"

Judge Willis Brown of the Chicago Juvenile Court is one of the newest comers to the field of photoplay writing. Being a keen student of human nature and particularly child nature, he is ably fitted for this task and has constructed a Paramount photoplay for Jack Pickford which bids fair to be an overwhelming success and one of that stars most popular pictures. Julia Crawford Ivers, long noted as a scenario writer, arranged the production for the screen and it was directed by William D. Taylor. "The Spirit of '17" is a patriotic production which Manager......of the.......Theatre will present on......

The story of a patriotic young American who, together with several veterans of the Civil War rescues the whole township from an impending disaster and the perils of a strike at the mines, "The Spirit of '17" furnishes clever young Jack Pickford (brother of our Mary) with a screen success which brings out his very best work. Written by Judge Willis Brown of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers, "The Spirit of '17" was directed by William D. Taylor who has been responsible for many of Jack Pickford's recent Paramount successes, such as "The Varmint," "Jack and Jill," and "Tom Sawyer." "The Spirit of '17" will appear for the first time in this town at.......Theatre, on.......

As a basis for "The Spirit of '17," in which Jack Pickford is to star at the.......Theatre on....... Judge Willis Brown, the author, has employed an exceedingly timely theme, dealing with the labor agitations that are now causing so much trouble throughout our country. "The Spirit of '17" has its locale in the copper mining district, near which is situated an Old Soldiers' Home. Trouble is caused in the town as a result of the work of German agents, and young Davy Gliddens (Jack Pickford), conceives the novel idea of mobilizing the forces of the Old Soldiers' Home to defend the town until the regular troops can be summoned. A splendid cast and the excellent direction of William D. Taylor, have added their full quota of success to Mr. Pickford's newest picture.
The picture at the Theatre today is Jack Pickford's latest Paramount offering, "The Spirit of '17," in which the clever young star portrays Davy Glidden, a patriotic youngster of the middle west, who with the help of a number of worn out old veterans of the Civil War, saves his town from German spies who attempt to blow up a mine and who also have incited a strike. The production is an interesting one in photoplay history and one of the best the clever young star has done in some time. It was written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. The director, William D. Taylor, has spared no pains in presenting the photoplay and the photography, settings, lighting and other requirements are fully up to the Paramount standards.

One of the most interesting recent announcements for followers of the screen world activities comes from the Theatre to the effect that Judge Willis Brown, of the Chicago Juvenile Court is the latest recruit to the ranks of Paramount scenario-writers and has written an original story for Jack Pickford. This is called "The Spirit of '17" and was arranged for the screen by Julia Crawford Ivers. It is to be shown at that Theatre on .........

Jack Pickford, the talented brother of "our Mary" is to appear at the Theatre in "The Spirit of '17" on ......... This is an original story written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. Dealing with one of the most important problems of the present economical crisis, "The Spirit of '17" shows the clever young star in an altogether new light and offers him as yet unguessed of opportunity to display his talent.

With a splendid cast, an exceptionally good director, William D. Taylor, Jack Pickford's newest Paramount picture, "The Spirit of '17," is a Paramount production of even more than usual interest. The story deals with the economic situation in this country and a phase which cannot be too much emphasized—the part played by the "enemy aliens" in arousing unrest and dissatisfaction among the laboring classes. Withal, there is a love story of extremely romantic sort and it is sure that "The Spirit of '17" which will be shown on ......... at the Theatre will be extremely popular.
Long years hence the "Spirit of '17" will be recalled with a thrill that cannot be expressed in words. Whether we cross "over there" or whether we remain at home, steadfastly and determinedly doing our bit, the spirit that has aroused this great nation and sent its men and its money to fight for the world's future, will win and the men and the women of the future will turn to us.

It is but natural that this spirit should be reflected in the literature, the drama, the screen and the life of today, and so it is in Judge Willis Brown's new photoplay in which clever Jack Pickford is starring at the ...... Theatre.

Following his appearance in Mark Twain's celebrated story, "Tom Sawyer," Jack Pickford's next photoplay will be "The Spirit of '17" which was written by Judge Willis Brown, of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers and directed by William D. Taylor. "The Spirit of '17" which is the attraction at the ...... Theatre is a strongly patriotic photoplay, but differing widely from any of the recent so-called "war pictures."

JUDGE WILLIS BROWN OF CHICAGO JUVENILE COURT WRITES ORIGINAL PHOTOPLAY FOR JACK PICKFORD.

The basis for "The Spirit of '17" in which Jack Pickford is starring at the ...... Theatre is an exceedingly timely theme--namely, the present labor situation and the varying agitations that are causing so much trouble throughout the country. "The Spirit of '17" has its locale in the copper mining district, near which is situated the town where the whole action takes place. Jack Pickford as the hero, conceives the original and extremely effective idea of mobilizing the forces of the veteran inmates of the Old Soldiers' Home both to end the labor trouble and strike and to stimulate recruiting. How both are accomplished is shown in this extremely interesting picture, the story of which was written by Judge Willis Brown, of the Chicago Juvenile Court.
AUTHENTIC REVIEW

REVIEW

Authentic Review of the production for your newspaper, for use day after first showing giving information about the star author, director, story, etc

JACK PICKFORD STARS IN PATRIOTIC FILM.

........Theatre Presents Delightful Characterization By Popular Star in Story Written by Judge Willis Brown of Chicago Juvenile Court.

"The Spirit of '17," which is Jack Pickford's newest Paramount starring vehicle, affords that popular portrayer of America's boyhood a brand new type of photoplay. Written by Judge Willis Brown of the Chicago Juvenile Court and directed by William D. Taylor, "The Spirit of '17" is an attraction of more than usual interest.

As Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, Jack catapults onto the screen in the wake of old Captain Jerico Norton, a worn but sturdy veteran of the Civil war. The two are firm friends and inseparable; thus, when Davy discovers real spies in their peaceful little middle west home town, it is to the Captain that he hurries for help and advice.

A handful of veterans, stealthily getting out their rusty muskets and swords, prepare to handle the matter, under the leadership of the Captain and Davy. The latter with his toy drum accompanies Private Butler, the valient fifer of many a battle in the Civil war, and the old men, led by Davy and the Captain with Private Butler, enter the town and succeed in dispersing the strikers.

Flora Edwards, the daughter of the Superintendent of the Mine, and although much older than Davy, one of his firmest friends, not knowing that Davy and the old men have saved the day, sets out by herself to summon aid. How she is picked up by young Lee Randall, in his racing car and how they escape the angry mob and make their way back to Flora's home, is vividly pictured. Young Lee has lost his standing with Flora by his general carelessness and especially his failure to volunteer his services to help his country in its hour of need.

The two young people effect a reconciliation however, when Randall, sincerely touched by the bravery of the handful of old men and the boy, offers to volunteer at once. Throughout the entire production, Mr. Pickford's acting is more than usually brilliant, and the excellent direction of William D. Taylor, the photographic effects and the splendid cast have each contributed a large measure to the success of the production.
The idea that just because a man is old enough to be a veteran in a Home for Old Soldiers he is no longer fit for active service, is dissipated in "The Spirit of '17" in which Jack Pickford is appearing as star at the Theatre.

It is shown by the author, Judge Willis Brown of the Chicago Juvenile Court, in this, his first venture into screenland, that as long as a man has the necessary courage and can still shoulder a musket, he is good enough to defend a town. The idea arises when the youth typified by Mr. Pickford in the story, finds the workmen in his town in danger of being led into a violent strike by German agents.

He invokes the aid of a company formed from the ranks of the men who once before had fought for their country and its cause; the veterans with pride and hearts again singing with the buoyant spirit of youth-time, march into the breach and stop the foreign cohorts in their attempted marauding until the hastily summoned militia can arrive.

Mr. Pickford's work is especially good as "Davy Glidden" while that of the excellent cast, including Katherine McDonald, Edythe Chapman, Jack Johnson and Helen Eddy is remarkably in accord with the excellence of the entire production.

Stories of slackers and heroes and stay-at-homes as well as of soldiers have been rife on the screen recently, but it has remained for Judge Willis Brown of the Chicago Juvenile Court and Jack Pickford to write and act in respectively, a photoplay dealing with "The Spirit of '17," in which Jack Pickford is starring at the Theatre this week, veterans of the Civil and Spanish American wars play a prominent part. The splendid cast which supports Mr. Pickford includes Katherine McDonald, Edythe Chapman, Helen Eddy, J. W. Johnson and L. N. Wells, as well as the work of Mr. William D. Taylor, the director, deserves special commendation.

Scenic effects of exceptional beauty have been secured by cameraman Homer Scott. Julia Crawford Ivers, who arranged the story for screen presentation, has done several of young Mr. Pickford's recent scenarios, including "Tom Sawyer" in which he scored a signal success.
For Exhibitor's information or house organ; - the players and the story of "THE SPIRIT OF '17"

THE PLAYERS.

DAVY GLIDDEN ....................... JACK PICKFORD
Adjt. Glidden ....................... G. H. Geldert
Mrs. Glidden ....................... Edythe Chapman
Capt. Jerico Norton .................. L. N. Wells
John Edwards ........................ Charles Arling
Mrs. Edwards ....................... Virginia Ware
Flora Edwards ....................... Katherine McDonald
Carl Bender ........................ James Farley
Frank Schmale ....................... Seymour Hastings
Tom Brand .......................... William Chester
Susan Brand ........................ Helen Eddy
Thomas Lee ........................ John Burton
Randall Lee ........................ Ashton Dearholt
Corporal Trimble .................... Tom Bates
Private Butler ....................... J. W. Johnson
Director .......................... Wm. D. Taylor

THE STORY.

Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, is a patriotic, lovable youngster of about thirteen, fond of listening to the stories of the old soldiers, and an active member of the Boy Scouts. The Soldiers' Home is situated on the outskirts of a little western town, and not far from the Big Top Copper Mine.

Davy's particular idol is Captain Jerico Norton, an old soldier of about seventy-five years, who still retains his military bearing and is a leader among the others. He loves nothing better than to regale Davy with tales of the Civil and Spanish American wars, in both of which he was a volunteer.

One day Mrs. John Edwards and her daughter Flora, wife and daughter of the Superintendent of the mine, arrive at the Home to pay Mrs. Glidden a visit. Davy is secretly overjoyed, for he has long worshipped Flora from afar although she is a much older girl than himself. They two walk about the grounds and listen to the Captain's stories while their mothers are talking.

The Captain's stories are often about spies these days, and it is possibly that fact which arouses Davy's suspicions that evening when he sees two men skulking about in the vicinity of the mine. A little later he sees an aeroplane rise from the very spot where he heard the men. Hurrying back to the Captain, Davy tells him what he has seen and the two plan to watch from the same spot the following night.
Sure enough, at the same time the two men appear and confer in undertones. The Captain recognizes them as Carl Bender and Frank Schmale, two men who have posed as Swiss citizens but who are in reality German spies. They overhear Bender saying that on Tuesday the strike will be called, and Schmale picturesquely adds that "Hell will be popping." The Captain confides to Davy that he has long been suspicious of these two men, and believed that the restlessness and dissatisfaction at the mines was caused by German influence.

Davy's cup of joy at the adventure and having a really important secret with the old Captain would have been full had he not discovered shortly afterwards that his beloved Flora was tremendously fond of young Tom Randall, son of the mine owner and a rather worthless youth of the idle rich class.

When Tuesday arrived, however, the boy was ready for the adventure. Mr. Edwards, Flora's father, and the superintendent of the mine were amazed to see his employees gathering, most of them armed and all muttering and angry, around the town. In the meantime, out at the Home, the old soldiers are making great secret preparations, to avert the strike. Corporal Trimble and Private Butler, the latter having played the fife in many battles, prepare to lead the old men.

Davy himself gets out his drum and when all are ready the company marches gallantly off with Davy and Private Butler at the head. They surround the strikers and succeed in frightening them into surrender and quieting the more unruly. Having accomplished this, the brave old fellows march out the weary miles to the mine where the mere sight of them and the sound of their martial music causes the rest of the strikers there to surrender in dismay.

In the meantime Flora sets out by herself to get help. Fortunately she meets young Randall in his machine who gets her away from the angry strikers. Later, when Mr. Randall and Mr. Edwards and Davy's own dad, learn of the boy's heroism and the bravery of the old men, they can only look their gratitude, for their hearts are too full for mere words. The mine has been saved and the strike averted by their bravery. Davy's happiness is made complete when Flora kisses him and assures him that she "loves him more than Randall" although at the same time extending her hand behind her to young Randall who has been induced to volunteer on realizing the heroism of these men and Davy.
Current Paramount and Artcraft Releases

<table>
<thead>
<tr>
<th>Lina Cavalieri</th>
<th>THE ETERNAL TEMPTRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessue Hayakawa</td>
<td>THE SECRET GAME</td>
</tr>
<tr>
<td>Billie Burke</td>
<td>THE LAND OF PROMISE</td>
</tr>
<tr>
<td>Jack Pickford</td>
<td>TOM SAWYER</td>
</tr>
<tr>
<td>Wallace Reid</td>
<td>NAN OF MUSIC MOUNTAIN</td>
</tr>
<tr>
<td>Vivian Martin</td>
<td>THE FAIR BARBARIAN</td>
</tr>
<tr>
<td>Dorothy Dalton</td>
<td>LOVE LETTERS</td>
</tr>
<tr>
<td>Charles Ray</td>
<td>HIS MOTHER'S BOY</td>
</tr>
<tr>
<td>Marguerite Clark</td>
<td>THE SEVEN SWANS</td>
</tr>
<tr>
<td>Pauline Frederick</td>
<td>MRS. DANE'S DEFENSE</td>
</tr>
<tr>
<td>George Beban</td>
<td>JULES OF THE STRONG HEART</td>
</tr>
<tr>
<td>Jack Pickford</td>
<td>THE SPIRIT OF '17</td>
</tr>
<tr>
<td>Wallace Reid</td>
<td>RIMROCK JONES</td>
</tr>
<tr>
<td>Blackton's</td>
<td>THE WORLD FOR SALE</td>
</tr>
<tr>
<td>Julian Eltinge</td>
<td>THE WIDOW'S MIGHT</td>
</tr>
<tr>
<td>Charles Ray</td>
<td>THE HIRED MAN</td>
</tr>
<tr>
<td>Geraldine Farrar</td>
<td>THE DEVIL STONE</td>
</tr>
<tr>
<td>Douglas Fairbanks</td>
<td>A MODERN MUSKETEER</td>
</tr>
<tr>
<td>Elsie Ferguson</td>
<td>ROSE OF THE WORLD</td>
</tr>
<tr>
<td>William S. Hart</td>
<td>DEAD OR ALIVE</td>
</tr>
<tr>
<td>Mary Pickford</td>
<td>STELLA MARIS</td>
</tr>
</tbody>
</table>

PARAMOUNT and ARTCRAFT BRANCH OFFICES

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOSTON, Mass.</td>
<td>10 Shawmut Street.</td>
</tr>
<tr>
<td>NEW HAVEN, Conn.</td>
<td>131 Meadow Street.</td>
</tr>
<tr>
<td>PORTLAND, Me.</td>
<td>85 Market Street.</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>729 Seventh Avenue.</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>145 Franklin Street.</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>71 West 23rd Street.</td>
</tr>
<tr>
<td>PHILADELPHIA, Pa.</td>
<td>1219 Vine Street.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>525 Thirteenth Street.</td>
</tr>
<tr>
<td>PITTSBURGH, Pa.</td>
<td>Penn Ave. &amp; 12th Street.</td>
</tr>
<tr>
<td>CLEVELAND, Ohio</td>
<td>Standard Theatre Bldg., Prospect Ave., near 9th.</td>
</tr>
<tr>
<td>CHICAGO, Ill.</td>
<td>220 S. State Street.</td>
</tr>
<tr>
<td>CINCINNATI, Ohio</td>
<td>107 West 3rd Street.</td>
</tr>
<tr>
<td>DETROIT, Mich.</td>
<td>278 Jefferson Ave.</td>
</tr>
<tr>
<td>KANSAS CITY, Mo.</td>
<td>2024 Broadway.</td>
</tr>
<tr>
<td>DES MOINES, Iowa</td>
<td>Utica Theatre Bldg.</td>
</tr>
<tr>
<td>ST. LOUIS, Mo.</td>
<td>3929 Olive Street.</td>
</tr>
<tr>
<td>BUTTE, Mont.</td>
<td>403 S. Main Street.</td>
</tr>
<tr>
<td>MINNEAPOLIS, Minn.</td>
<td>Produce Exchange Bldg.</td>
</tr>
<tr>
<td>SALT LAKE CITY, Utah</td>
<td>133 East 2nd South St.</td>
</tr>
<tr>
<td>DENVER, Colo.</td>
<td>1749 Welton Street.</td>
</tr>
<tr>
<td>SAN FRANCISCO, Cal.</td>
<td>645 Pacific Bldg.</td>
</tr>
<tr>
<td>SEATTLE, Wash.</td>
<td>Central Bldg.</td>
</tr>
<tr>
<td>LOS ANGELES, Cal.</td>
<td>Marsh-Strong Bldg.</td>
</tr>
<tr>
<td>PORTLAND, Ore.</td>
<td>9th and Burnside Streets.</td>
</tr>
<tr>
<td>ATLANTA, Ga.</td>
<td>51 Luckie Street.</td>
</tr>
<tr>
<td>NEW ORLEANS, La.</td>
<td>814 Perdido Street.</td>
</tr>
<tr>
<td>DALLAS, Texas.</td>
<td>1902 Commerce Street.</td>
</tr>
<tr>
<td>OMAHA, Neb.</td>
<td>Romley Bldg.</td>
</tr>
<tr>
<td>CANADIAN EXCHANGES</td>
<td></td>
</tr>
<tr>
<td>TORONTO, Canada</td>
<td>12 Queen Street East.</td>
</tr>
<tr>
<td>MONTREAL, Canada</td>
<td>198 St. Catherine Street</td>
</tr>
<tr>
<td>CALGARY, Canada</td>
<td>Alberta, 12 Elma Block.</td>
</tr>
</tbody>
</table>
Wolves of the Rail

Scheduled Release Date: 14 Jan 1918
Thomas H. Ince presents

Wm. S. Hart

in "Wolves of the Rail"

by Denison Clift

An ARTCRAFT Picture

Released by

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE

NEW YORK CITY.
### MUSICAL SYNDOPSIS FOR "WOLVES OF THE RAIL"

<table>
<thead>
<tr>
<th>NO.</th>
<th>MIN.</th>
<th>TITLE OR DESCRIPTION</th>
<th>TEMPO</th>
<th>SUGGESTED SELECTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.25</td>
<td>At Screening</td>
<td>4/4 Tempo de gavotte</td>
<td>Duchess Anne-Kriens</td>
<td></td>
</tr>
<tr>
<td>2.25</td>
<td>At Smoky Gap</td>
<td>3/4 Tempo di valse</td>
<td>Woodland dreams-Waldteufel</td>
<td></td>
</tr>
<tr>
<td>3.15</td>
<td>They call this the Devil's Div.</td>
<td>2/4 Andantino</td>
<td>Astarte-Mildenberg</td>
<td></td>
</tr>
<tr>
<td>4.25</td>
<td>Close up of Hart</td>
<td>4/4 Allegro passionato</td>
<td>Ecstasy-Zamecnik</td>
<td></td>
</tr>
<tr>
<td>5.2</td>
<td>Hold up! Hide your valuables</td>
<td>3/4 Allegretto</td>
<td>Scarf Dance-Chaminade</td>
<td></td>
</tr>
<tr>
<td>6.25</td>
<td>A wildcat trail</td>
<td>2/4 Moderato</td>
<td>Prelude-Jarnefeld</td>
<td></td>
</tr>
<tr>
<td>7.15</td>
<td>You all stay in the canyon</td>
<td>2/4 Andantino</td>
<td>Astarte-Mildenberg</td>
<td></td>
</tr>
<tr>
<td>8.2</td>
<td>Mother in bed</td>
<td>6/3 Moderato</td>
<td>Canzonette-Nico</td>
<td></td>
</tr>
</tbody>
</table>

#### REEL 2

| 9.25 | Near the journey's end           | 2/4 Allegro                  | Sarabande-Bargemein                |
| 10.3 | By the blessed San Felipe        | 3/4 Andante                 | Centaline-Colterman                |
| 11.2 | After disbanding and driving     | 3/4 Tempo di valse           | Woodland dreams-Waldteufel        |
| 12.25| I understand this is the outlaw  | 4/4 Allegro passionato      | Ecstasy-Zamecnik                   |
| 13.25| It's a hold-up! Stay in the car  | 4/4 Allegro moderato        | Cortege du Serdare-Iwanow          |
| 14.25| Buck Andrade, you are under      | 4/4 Andante, moderato arrest | Dramatic andante #24-Borch        |

#### REEL 3

| 15.35| Morning                          | 3/4 Tempo di valse           | Woodland dreams-Waldteufel        |
| 16.35| Where are you going in my clothes | 4/4 Tempo di gavotte       | Duchess Anne-Kriens                |
| 17.2 | I have decided to put a man      | 4/4 Moderato patet-ico      | Tears-Zamecnik                     |
| 18.25| I reckon I'll take charge        | 2/4 Andantino               | Astarte-Mildenberg                  |
| 19.35| Go back to the tower             | 3/4 Valse lente             | Dodola-Frey                        |

#### REEL 4

| 20.3 | The band that rallied            | 3/4 Andantino               | Chanson Indone-Korsakow             |
| 21.25| My name is Cassidy and           | 4/4 Moderato                | Chant sans parole-Tschaikowski      |
| 22.3 | Then you are a thief             | 3/4 Valse lente             | Dodola-Frey                         |
| 23.25| The game is up, Buck Andrade     | 3/4 Appassionato            | Appassionato #10-Borch              |
| 24.35| This railroad needs your services| 4/4 Allegretto              | Fulcinello-Aletter                  |
| 25.3 | There's an engine running wild   | 6/6 Presto                  | Rondo Capriccioso-Kendelsohn        |
| 26.25| When Buck enters tower           | 2/4 Allegro                 | Allegro Agitato-Kiefert             |
| 27.25| When Buck exits from tower after fight | 4/4 Grave               | Dramatic Tension #9-Andino          |
| 28.15| I want to have a talk            | 3/4 Andante placido        | Poem-Fibich                         |
| 29.2 | We've all had sweethearts once   | 3/4 Tempo di valse          | Dodola-Frey                         |

"THE END"

(*) Repeated Selections

Note.-- Watch for R. R. effects thru entire picture

All the selections listed above may be obtained at G. Schirmer, 3 East 43rd St. City

5642
What You Should Know About “Wolves of the Rail.”

Thomas H. Ince presents Wm. S. Hart in this production, which provides a new character for the famous star, that of a railroad detective running down a gang of bandits during the early days of the West. The story is by Denison Clift and provides Hart with sensational scenes and thrilling situations. He performs heroic feats, the climax of which is his daring ride alongside a run-away engine which he boards while his horse is going at a mad gallop and prevents a collision.

Vola Vale, the beautiful and accomplished girl who has played the leading feminine roles in Hart’s recent pictures, enacts a charming romance with him in this photoplay.

Most of the scenes were photographed in the mountains of California where a complete railroad station, switch tower and division superintendent’s office were erected.

From the beginning of the first scene to the last the picture is replete with rapid action. Hart is introduced as a bad man, whose reformation is brought about by the prayer of his dying mother—a scene of infinite pathos. “Wolves of the Rail” in addition to being an extraordinary “thriller” will also rank as a superb dramatic offering.

While retaining all the atmosphere which have made Hart photoplays so popular with the public it provides the famous actor with a vehicle entirely different from anything he has heretofore appeared in.

FOR ADDITIONAL EXPLOITATION AND PUBLICITY ACCESSORIES READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.

CAST:
“Buck” Andrade,
WILLIAM S. HART
Faith Lawson . . . . . . . Vola Vale
David Cassidy,
C. Normand Hammond
Murray Lemantier,
Melbourne MacDowell
Pablo Trilles . . . . . . . Billy Elmer
Pasquale Trilles,
Thomas Kurihara

ACCESSORIES
(To Be Obtained at Your Exchange)

Paper
Two one-sheets
Two three-sheets
Two six-sheets
One Twenty-four sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
8 x 10 photos of star

Cuts and Mats on Production
Five one column
Three two-column
Two three column
Republic One Sheet

Advertising Layouts, Cuts and Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides
Music Cues
Heralds

CONTENTS

Page
1. Cover with Billing.
2. Talking Points, Cast and list of accessories
5. Advertising Layouts.
6. “
7. Advertising Layouts and Slide.
8. Lithographs.
9. Cartoon
10. Scene Cuts and Mats.
11. Publicity Stories.
12. “
13. “
14. “
15. “
Advertising Suggestions for “Wolves of the Rail.”
FROM EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York.

Post Card No. 1 (to be shown 9 days before showing of picture.)

Dear Madam:

In “WOLVES OF THE RAIL,” the new Artcraft Picture in which Thos. H. Ince presents William S. Hart at the .................... Theatre, on .................... while retaining all the atmosphere which has made the Hart photoplays so popular with the public, it provides the famous actor with a vehicle entirely different from anything in which he has heretofore appeared.

You will not wish to miss the showing of this picture.

............................
Manager.

Post Card No. 2 (to be shown 6 days before showing picture.)

Dear Madam:

In his newest Artcraft Picture, “WOLVES OF THE RAIL,” which will be shown at the ............ Theatre, William S. Hart is introduced in a new role—that of an upholder of law and order rather than an outlaw. There is no let up in the action of this play.

Mr. Hart is supported by a company of especially capable players and many of the effective scenes are a product of his own brain. Don’t forget that we show this picture on ....................

............................
Manager.

SUGGESTED LETTER
(To be sent 3 days before showing.)

Dear Madam:

Bill Hart, the idol of picture patrons the world over, in his new Artcraft photoplay called “WOLVES OF THE RAIL,” plays the part of a railroad detective. Each release of Mr. Hart’s is an event of unusual importance in the Motion Picture World, so the announcement that the famous Thos. H. Ince star is coming to the .................... Theatre on .................... is doubtless welcome news to Mr. Hart’s local admirers.

For more than three years he has been playing bad men, but finally decided he would like to portray a law-abiding citizen—a respectable and respected member of society.

"Have a heart,” said Bill, "and try to put yourself in my place. There must be some sort of a decent type of man that I can play."

"Give me an idea and I’ll trail you,” said Mr. Ince.

The next day Mr. Hart brought in a new idea, in which he is introduced as a bad man, but his reformation is brought about by the prayer of his dying mother—a scene of infinite pathos.

Vola Vale, the pretty young screen actress who plays opposite Mr. Hart, has many screen successes to her credit, but is said to consider her work in this latest picture the best of her career.

We are sure you will enjoy this picture and invite you to be present at its showing.

............................
Manager.

FOLLOW-UP POSTAL CARD
(To be sent on date of showing.)

Dear Madam:

Fancy seeing Bill Hart as a staunch champion of law and order, a loyal protector of the railroad company’s property and a safe guardian of government money!!! Be sure and come today to see “WOLVES OF THE RAIL,” the photoplay which makes Bill a new man.

............................
Manager.
Advertising Suggestions for "Wolves of the Rail."
FROM EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York.

LOBBY DISPLAY:
You could have a cut-out of the figure of a Wolf with a mask over its eyes and a pistol in one claw in one side of your lobby and the figure of a man with a mask over his eyes and a pistol in one hand in the other. As one of the thrilling incidents of the scene shows Hart as Buck Andrade guarding $30,000, payroll money of the American soldiers, you could borrow from one of the local banks a quantity of money-sacks. Be sure that these sacks have large amounts of money printed on the sides. If the sacks are perfectly plain, you could print such figures as $500, $1,000, etc., on them. They should be filled with sand or iron washers, or even stuffed with old newspapers, to give them the appearance of being filled with money. Alongside of this should be the cut-out of a man with a shotgun across his knees and a sign in front:

"BILL HART as Buck Andrade, guards the payroll of the American soldiers from the bandits until it is delivered to the proper officer."
The use of facsimile bags of money would prove to be a good attraction and should stir up a lot of interest. The writer of this paragraph knows because he has used this idea in practice in days gone by. Another sign which would be used is:

"HOW MUCH MONEY DO YOU THINK THESE BAGS REPRESENT? FIND OUT THE ANSWER FROM BILL HART IN "WOLVES OF THE RAIL," WHICH IS HERE ON

WINDOW DISPLAY:
For window display you can unquestionably get some good action from the local toy stores. They can display either mechanical trains or other toys representing engines and cars. As a matter of fact you could get a very clever one showing a train presumably speeding and a toy man on horseback racing alongside the train and just grabbing the engine. This should make a big hit. You can work with the window dresser to make this a very effective scene and, of course, display pictures of Mr. Hart prominently in the window. As an additional suggestion for Lobby Display, you could have one of these toy electric locomotives constantly running around on a table in your lobby in a similar fashion.

CAR CARDS AND WINDOW CARDS:
It might be well to work a new idea and use suggestions like this:

"THE BAD MAN TURNS GOOD. BILL HART, LONG KNOWN AS THE CINEMA BAD MAN, APPEARS IN A NEW ROLE AT THE ................ THEATRE IN THE PRESENTATION OF "WOLVES OF THE RAIL" ON ............... Another suggestion:

"THERE IS SO MUCH GOOD IN THE WORST OF US, AND SO MUCH BAD IN THE BEST OF US" — YOU KNOW THE OLD FAMILIAR QUOTATION, SO WHY TELL IT ALL OVER AGAIN. THIS RECALLS THE FACT THAT TWO-GUN BILL HART PORTRAYS THE ROLE OF A GOOD MAN, BUT WITH ALL THE SNAP OF HIS TWO-GUN CAREER IN "WOLVES OF THE RAIL." IT IS AN ENTIRELY NEW CHARACTERIZATION IN WHICH YOU WILL SEE HIM AT THE ................ THEATRE ON ........................

NEWSPAPER ADVERTISING:
For newspaper advertising you can use similar wording to the car cards, as well as using the sample ads. shown in the press-book. An advertisement dressed up with a cut is always more attractive than a plain type ad. Make sure also that your composer includes an Artcraft trade-mark, or the words, "Artcraft Picture." This will help to tie up with the million-dollar adverting campaign.

FOR FURTHER SUGGESTIONS WRITE TO
EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York
Thomas H. Ince presents

Wm. S. Hart

in

"Wolves of the Rail"

By Denison Clift

An ARTCRAFT Picture

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Thomas H. Ince presents

Wm. S. Hart

in "Wolves of the Rail"

By Denison Clift

An ARTCRAFT Picture

DISPLAY IN THIS SPACE

Name of Theatre, Location, Time of Performances, Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
Beautifully colored announcement slide this size obtainable at your exchange.
LITHOGRAPHS

Twenty-Four Sheet Poster

Six Sheet Poster

One Sheet Poster

One Sheet Poster

Three Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
Reproductions of Stock Star Cuts and Mats—WILLIAM S. HART

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:
Five One-column
Three Two-Column
and Two Three-column
Always obtainable at your exchange.
Press stories to be sent out a week ahead, and during the showing of "WOLVES OF THE RAIL."

The story of "Wolves of the Rail," an Artcraft picture starring William S. Hart, the Thos. H. Ince star, which will be the attraction at the theatre next, has the broad western country for its setting.

Hart is first seen as "Buck" Andrade, a daring highwayman, whose gang is feared and dreaded by the officials of a western railroad. "Buck's" conversion is effected at the bedside of his dying mother, and he gives to his task of reformation all the energy, vitality and thoroughness that characterize his career as a hold-up and all-around bad man. "Buck" becomes a staunch champion of law and order, a loyal protector of the railroad company's property, and a safe guardian of government money, though he has to fight his former gang to do so. Of course there's a girl in the case - Faith Lawson, the operator in the railroad tower at Smoky Gap, and the awakening of Andrade's new character and his steadfastness of purpose are partly the result of his love for her.

There is no let-up in the interest and action of "Wolves of the Rail," and the millions of admirers of "Big Bill" Hart will find much in this new offering to enthuse over. First of all there's the new character, in which Hart takes the side of law and order, and his strenuous but none the less effective methods for ridding the Box Canyon country of the dangerous gang of outlaws formerly commanded by himself. During the course of the five reels "Big Bill" performs enough deeds of daring to please the most exacting.

Most of the scenes in "Wolves of the Rail" were photographed in the mountains of California, where a complete railroad station, switch tower and division superintendent's office were erected. Hart is given his usual excellent support, and Thomas H. Ince has brought his finest craftsmanship to the fore in making this new picture a standard for future Hart productions.
In his newest Artcraft picture, "Wolves of the Rail," which will be shown at the ________________ theatre on ________________, William S. Hart, the Thos. H. Ince star, is introduced in a new role, - that of an upholder of law and order, rather than an outlaw, although the early scenes of the drama depict Hart as the leader of a daring and notorious gang of bandits, who so terrify the officials of a western railroad that a famous eastern detective, known as "The Bloodhound," is sent to break them up.

How Hart, as "Buck" Andrade, meets this detective; how his reformation is brought about at the bedside of his dying mother, and how he does the work that "The Bloodhound" came West to accomplish forms the basis of as thrilling and interesting a photoplay as Hart ever made. Indeed, Thos. H. Ince, who produced "Wolves of the Rail," ventures the opinion that this Hart offering is the best in which this famous character has appeared since becoming an Artcraft star.

In the role of "Buck" Andrade, Hart finds his reformation made easier by the companionship and devotion of Faith Lawson, a young girl who has succeeded to her dead father's job as "towerman" at the Smoky Gap mountain station. In fact, Faith and Buck are the central figures in a pretty romance, which adds considerable interest to the virile story.

"Wolves of the Rail" is a thriller. There is no let-up in the action, scene following scene in rapid sequence. Of course Hart is prominent in the episodes, and consequently there is sufficient action to delight the admirers of the star. Hart is supported by a company of especially capable players.

In "Wolves of the Rail," the latest Artcraft picture presenting Wm. S. Hart, the Thos. H. Ince star, which will be shown at the ________________ theatre on ________________, Hart is responsible for much of the story. Many effective scenes in recent Hart pictures have been the work of this famous Westerner, and it is a well-known fact that "The Narrow Trail," his first Artcraft release, was the product of Hart's pen.

Hart and Ince read the stories submitted and discussed each scene. "I must feel the story by the time it is well under way or I cannot bring myself to like it," he says. "If the author hasn't taken my measure pretty definitely in the first five minutes it is a certainty that his work will be found unsuited for my use. My introduction is an important part of a scenario, and the author who misses an opportunity to give me a novel entree will have a hard time selling his story.

Continued over
"I have my own methods of screen delineation, and in consequence a story that would be a good vehicle for some one else will not do for me. When I receive stories from writers outside the studio I must take extreme care that nothing shall enter the photoplay that has been included in any of my previous pictures; in short, I must practically rewrite the entire story before it is ready for production. I find that this is arduous work, and much more difficult than writing an original story. It did not take me long to write 'The Narrow Trail,' and Mr. Ince liked it so well that we commenced producing it the day following its reading."

"Bill" Hart, idol of picture patrons the world over, has a new role, that of a railroad detective in "Wolves of the Rail," a Thomas H. Ince production released by Artcraft, which will be shown at the ........................................ theatre on ........................................

In his new character of "Buck" Andrade, a railroad detective, he is just as fearless and daring as when opposed to law and order, and he makes short work of ridding the railroad of outlaws. Mr. Ince has introduced many novel effects in the way of photographic surprises that assist in making "Wolves of the Rail" one of the most pretentious screen offerings by Artcraft.

Each release of a Wm. S. Hart picture is an event of unusual importance in the motion picture world, so the announcement that the famous Thos. H. Ince star in the latest Artcraft offering, "Wolves of the Rail," will be at the ........................................ theatre to-morrow, no doubt is welcome news to "Big Bill's" many local admirers.

"Wolves of the Rail" introduces Hart in a new role, that of a protector of property, an upholder of law and order, and a guardian of government money. Throughout the story there is a wealth of spirited action. A real railroad station was erected in the mountains for this picture, and many of the most exciting episodes occur in this locale, Hart has his usual splendid supporting organization.
"Bill" Hart, Thomas H. Ince's famous star, has introduced a new character to the silent drama. For more than three years "Bill" has been playing "bad men" — gamblers, highwaymen, cattle rustlers, hold-up men — and when he finished "The Silent Man" for Artcraft he told Mr. Ince that for a change he would like to portray a law-abiding citizen, a respectable and respected member of society.

"Have a heart," said "Bill," "and try to put yourself in my place. How would you like to spend all your days holding up trains and stage coaches, and doing all of the sensational stunts I have since I commenced to make motion pictures for you three years ago? There must be some sort of a decent type of man that I can play."

"Give me an idea and I'll trail with you," answered Mr. Ince.

The next day Hart brought in the basic idea of a new photoplay making a compromise. In the first part of the story he is a bad man and becomes reformed, and during the remainder of the picture he favors law and order.

Denison Clift, one of Mr. Ince's staff writers, was entrusted with the task of fashioning a story that would meet with Hart's ideas, and the result is seen in "Wolves of the Rail," released by Artcraft, which is the attraction at the .................................. theatre to-morrow.

Pretty Vola Vale, who plays opposite Wm. S. Hart, the Ince star, in his latest Artcraft picture, "Wolves of the Rail," which will be seen at the .................................. theatre to-morrow, was forced to spend a fortnight in the mountains of California during the filming of this production. Miss Vale was not alone in the enforced absence, but the men of the outfit — the cowpunchers who are always in evidence in a Hart picture — were more used to the solitude of the mountains than was the young actress, and they accepted the situation as being all in a day's work.

Miss Vale, after six days, presented a round robin to Hart, signed by all the members of the company. "What's this?" asked "Big Bill" as she thrust the document into his hands.

Continued over
"It's a demand," she asserted; "I've gone on a strike, and I'll not stay up in these horrid mountains over Sunday if you don't grant what we're asking for."

As Hart scanned the written page he broke into a roar of laughter, and when his mirth had subsided he announced: "You just bet you can have ice-cream for your Sunday dinner - you and all the boys."

Vola Vale, the pretty young screen actress who plays opposite Wm. S. Hart in "Wolves of the Rail," now at the ......................... theatre, is one of the best known stars under the direction of Thomas H. Ince, and has many screen successes to her credit, but is said to consider her work in this latest picture the best in her career.

Wm. S. Hart's new photoplay, "Wolves of the Rail," produced by Thomas H. Ince for Artcraft, is now being shown at the ......................... theatre. The story is by Denison Clift, a member of the Ince scenario staff, who has heretofore confined his efforts to writing for leading magazines. He submitted a number of stories to Mr. Ince, who found them so novel in theme and so refreshing in treatment that he immediately indicated a dotted line for the Clift signature to a contract.

Wm. S. Hart, the Thos. H. Ince star, in his newest Artcraft picture, "Wolves of the Rail," now at the ......................... theatre, performs a feat that eclipses any "thriller" heretofore seen on the screen. To prevent a locomotive from crashing into a train loaded with soldiers he gallops madly along the onrushing engine, swings himself into the engine-cab, throws the reverse lever and brings the locomotive to a standstill.

In making this scene Hart was compelled to do without the usual rehearsals, and to ride a horse that was new to motion picture work and "engine-shy."
Synopsis of "Wolves of the Rail."

"Buck" Andrade heads a gang of outlaws who have committed numerous train robberies. He quarrels with one of his henchmen, Pablo Trilles, and in the fight that ensues shoots Trilles in the hand as the latter is about to stab him. "Buck" receives word that his mother is dying, and when he arrives at her bedside discovers that Trilles, in revenge has told her that her son is a bandit. The stricken woman exacts a promise from her son to henceforth lead an honest life and make restitution, before she passes away. Cassidy, a famous detective, has been retained to run down the bandits, and he trails "Buck" and is shot when he tries to arrest him. "Buck" keeps the detective a prisoner in his cabin, and, taking his credentials, impersonates him with the railroad people. He pursues Trilles and the bandits so persistently that they are unable to commit any more depredations. "Buck" meets Faith Lawson, who inherited her father's position of towerman, at his death, and the two fall in love.

Pablo Trilles discovers Cassidy in "Buck's" cabin, and, exacting a promise to send his enemy to prison, releases him. Cassidy goes at once to the division superintendent's office at Smoky Gap and tells his story. At that moment "Buck" is guarding $30,000 of payroll money for the U. S. cavalry, stationed at Ft. Wingate, awaiting its delivery to the commanding officer, who is coming for it with an armed escort. Faith warns him of Cassidy's arrival and when the latter appears "Buck" is prepared and refuses to admit anyone until the army officer has relieved him of the money. Pablo determines to get the $30,000, and to prevent the troops from reaching the station, turns a wild engine loose to cause a wreck. "Buck" leaps on his horse, and in a sensational ride overtakes the engine, swings aboard and stops it just in time to avert a collision. The bandits are put to rout, "Buck" killing Pablo in a thrilling fight. The president of the railroad company gives "Buck" a check for $5,000, and he departs with Faith, after eluding Cassidy, who is still on his trail to secure the reward offered for "Buck's" apprehension before he reformed.
"The Fable of the Two Foxes"

In ancient China, there was a wise fox who lived in the forest. One day, he met with another fox who appeared much younger than he.

"Good day," said the young fox.

"Good day," replied the wise fox.

"So, what brings you here today?" asked the young fox.

"I came here to seek wisdom," answered the wise fox.

"Ah," said the young fox, smiling. "And what have you learned so far?"

"I have learned that life is full of challenges," said the wise fox.

"And what more?" asked the young fox.

"And that we must face them with courage," replied the wise fox.

"That is true," agreed the young fox. "But what if we fail?"

"Then we must learn to fail with grace," said the wise fox.

"Yes," said the young fox, "but how do we do that?"

"We must accept our mistakes and learn from them," said the wise fox.

"That is easier said than done," said the young fox.

"It is not," said the wise fox. "But it is possible. And it is worth it."

"I see," said the young fox. "Thank you for your wisdom."

"You are welcome," said the wise fox. "And now, I must go."

"Goodbye," said the young fox.

"Goodbye," said the wise fox, as he walked away.

The young fox stood there, thinking about what the wise fox had said. He knew that he still had much to learn, but he also knew that he was ready to face whatever challenges came his way.
Rimrock Jones

Scheduled Release Date: 21 Jan 1918
Press Book and Exhibitor's Aids

Jesse L. Lasky presents

WALLACE REID in

"RIMROCK JONES"

By Dane Coolidge
Directed by Donald Crisp

Scenario by Harvey F. Thew and Frank X. Finnegan

A Paramount Picture

Music cues for this production obtainable at Exchange.

Be sure to get your Press Book at least two weeks before prints.
EXACTLY ONE MILLION DOLLARS IS BEING SPENT FOR YOU!

This is not “Press Agent Camouflage”—it’s a fact—because Paramount and Artcraft are actually spending that stupendous amount to teach the public to look for your theatre, your advertising and your pictures—by teaching them to look for the trademarks. Your part is merely to show these trademarks.

ACCESSORIES
(Obtainable at your Exchange)

Paper
Two one sheets
Two 3 sheets
Two 6 sheets

Photos
10 8x10 black and white
8 11x14 colored gelatins
2 22x28 colored gelatins
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Cuts and Mats

Rotogravure
Series of Advertising Layouts:
Mats

Press Book
with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides

Music Cues

MUSIC CUES!
For special music cues on “Rimrock Jones” see your file of Progress-Advance—and remember to order your Progress-Advance binder from your Exchange.

TABLE OF CONTENTS

Billing on Front Cover
Contents, Accessories and Cast Inside Front Cover
1. What You Want to Know About the Picture
2. Advance Post Cards and Letter
3. Promotional and Lobby Ideas
4. Production Cuts and Mats
5. Lithographs
6. Biographical Sketch
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Stock Cuts and Mats
10. Lithographs
11. Advance Publicity
12. Advance and Current Publicity
13. Advance and Current Publicity
14. Review of Production—for use on day of first showing.
15. Short Review and Publicity Stories
16. Cast and Synopsis
17. Synopsis Continued
18. Current Paramount and Artcraft Releases on Back Cover

THE PLAYERS

RIMROCK JONES...WALLACE REID
Mary Fortune..................Ann Little
H. Hicks..................Charles Ogle
Ike Bray..................Paul Hurst
Andrew McBain..............Guy Oliver
Leon Lockhart...............Fred Huntley
Hazel Hardesty..............Edna Mae Cooper
Juan Soto........................Toto Duerow
Stoddard..............Gustave Von Seyffertitz
Jepson..................Ernest Joy
Woe Chong..................George Kuwa
DIRECTOR..............DONALD CRISP

Exchange List on Back Cover
THINGS YOU NEED TO KNOW ABOUT “RIMROCK JONES”
A Paramount Picture

**STAR** ............. Has recently starred in “Nan of Music Mountain,” “The Hostage” and others, has played with Geraldine Farrar in such well known productions as “Carmen,” “Joan the Woman,” “The Woman God Forgot,” “The Devilstone” and others.

**THE STORY** ...... One of the ever-popular Western variety with a brand new and fascinating plot.

**THE AUTHOR** .... Dane Coolidge, famed as a photographer and story writer, has made a special study of things and life in the West.

**THE CAST** ...... Includes Ann Little, who appeared with Mr. Reid in “Nan of Music Mountain;” Charles Ogle, Paul Hurst, Guy Oliver, Fred Huntley, Edna Mae Cooper, Toto Ducrow, Gustave von Seyffertitz, Ernest Joy, and George Kuwa.

**THE DIRECTOR** . Donald Crisp, who has directed Julian Eltinge, George Beban and others of the Paramount stars.

**THE SCENARIO** .. By Harvey F. Thew and Frank X. Finnegan.

**PHOTOGRAPHY** . By Saxon Dean—some new “locations” including scenes actually filmed at the copper mines of Arizona.

**REMARKS** ....... Many comedy touches mostly contributed by little George Kuwa, the Jap who has appeared in many of the recent Paramount photoplays, notably with Hayakawa.

**AS A WHOLE.....** Will appeal to all—as it possesses splendid contrast—with scenes from New York fashionable hotels to wildest wooliest west—and with comedy to supremest drama.

**WATCH FOR THE NEW CARTOONS BY “BRESS”**

In many of the coming Press Books you will find a new feature that Paramount and Arctraft are offering their Exhibitors. This is a 3 column, 5½ inch deep newspaper cartoon drawn by the well known cartoonist “Bress,” recently associated with one of the largest newspaper syndicates in the country and a contributor to Puck, Life and other magazines.

**YOU CAN OBTAIN THESE MATS FROM YOUR EXCHANGE FREE OF CHARGE.**
### POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE SHOWING)

**Dear Madam:**

**COMING!**

To the .................... Theatre on .................... a new photoplay entitled “RIMROCK JONES.” The story is founded on a real incident which came to the attention of Dane Coolidge, the author, while he was in Arizona gathering material for stories. It is vivid, startling and thrilling.

*Manager.*

### POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE SHOWING)

**Dear Madam:**

**STARRING!**

At the .................... Theatre—Wallace Reid as “RIMROCK JONES,” a western story with a brand new and fascinating plot. The scenes were actually filmed at the Copper Mines of Arizona. The date is .................... and we shall look forward to seeing you.

*Manager.*

### SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING OF PICTURE)

**Dear Madam:**

I am going to tell you a secret about the new photoplay entitled “RIMROCK JONES” which is coming to the .................... Theatre. I believe that Andy McBain, the clever crook lawyer of the town who stole one mine from Rimrock and tried to make a “get-away” with a second one, was in league with the HUNS because you know as well as I do what they are doing to get possession of the mines in France.

You will be delighted to hear, however, that in this case a clever “deaf” stenographer with her woman’s wit and intuition, comes to the rescue of the hero and helps him in a struggle for his mines. Unknown to anyone she takes the long journey to New York, has a specialist perform an operation on her ears, which has restored her hearing, and while pretending to be still deaf, she helps Rimrock fight it out against the combined wiles of a Wall Street financier, two of the country’s well-known lawyers and one of the crooks of the “big town,” and plays the final winning card in the game.

This is a charming, realistic and wholesome play which will appeal to young and old alike. Ann Little, the clever young actress who has appeared in a previous picture with Mr. Reid, plays the part of Mary Fortune, the stenographer. The picture contains rough, wild and woolly stuff that delights the boys and girls, and Society Life and Scenes in New York’s famous hotels which appeals to the older women.

We hope to have the pleasure of welcoming you on .................... when the picture is to be shown.

*Manager.*

### FOLLOW UP POST CARD (TO BE SENT ON DATE OF SHOWING)

**Dear Madam:**

**THIS IS THE DAY**

that we are presenting the photoplay entitled “RIM-ROCK JONES” at the ............... Theatre. The story will send you away with the satisfactory feeling of a well spent hour or two. Don’t miss it, please.

*Manager.*
ADVERTISING SUGGESTIONS FOR
“RIMROCK JONES”
By Exhibitors’ Service Department, 485 Fifth Avenue, New York.

LOBBY As this picture deals with a mine, it would be very easy to build an old fashioned mine shaft entrance in your lobby. This could be built square of small logs, similar to a well, the logs built up about 4 or 5 feet high above the level of the lobby floor and on the top a windlass also built of a log with the handle either of wood or of iron.

If you want to use a more modern style of mine shaft, you can build a mine “en trance” or sort of temporary doorway at own entrance.

The signs on these shafts could read:
RIMROCK JONES LOST HIS MINE.
ENTER HERE AND FIND OUT HOW HE GOT IT BACK

WINDOW DISPLAY You can co-operate with your sporting goods store or hardware store by having them build a similar device in one of their windows. If sporting goods store, they could show high boots, corduroys, winter hunting clothes, etc.; if hardware store they could show picks, shovels and other mining tools.

STREET DISPLAY As a mine would be rather a hard thing to portray for street display, you could have a log cabin or imitation log cabin mounted on a wagon. On the side could be a sign:
RIMROCK JONES WORKED HARD IN A CABIN LIKE THIS AND THEN HAD HIS MINE STOLEN. FOR FURTHER DETAILS GO THE ............... THEATRE TODAY

CAR CARDS AND NEWSPAPER ADVERTISING Photographs either of your window or lobby display would make excellent tie-up material for car cards, window cards and newspaper display.

CATCH LINES Could be something like the following:
DID YOU EVER BUY MINING STOCK? IF YOU DID, YOU CAN APPRECIATE MARY FORTUNE’S SUSPENSE WHEN SHE INVESTED HER MONEY WITH “RIMROCK JONES.” FIRST THEY TRIED TO STEAL HIS MINE AND THEN THEY TRIED TO STEAL HIS STENOGRAPHER—DO YOU THINK THEY GOT AWAY WITH IT? “RIMROCK JONES” AT THE ............... THEATRE THINKS DIFFERENT EVERYBODY IS TALKING ABOUT COPPER. “RIMROCK JONES” HAD ONE MINE STOLEN AND THEN WENT OUT AND GOT HIMSELF ANOTHER—THEY WERE BOTH COPPER MINES. SEE HOW WALLIE REID KEEPS THINGS GOING AT THE ............... THEATRE

For further Advertising Suggestions, write to
EXHIBITORS’ SERVICE DEPARTMENT,
485 Fifth Avenue, New York
STOCK PRODUCTION CUTS AND MATS

Wallace Reid in “Rimrock Jones”

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above Always Obtainable at Your Exchange
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

Jesse L. Lasky presents Wallace Reid in "Rimrock Jones"

Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet
WALLACE REID'S LETTERS AND LIFE

Being An Account of the Activities of Wallace Reid Now Starring in "Rimrock Jones"

Popular Wallace Reid, who is to appear at the ............... Theatre on ................. in his latest Paramount picture, "Rimrock Jones," probably receives more letters in a day from admiring film fans than the Governor of his state receives for office, which as Wallace, himself, would put it is "going some." Most of these letters are written in the familiar up and down stub pen back hand bearing the undeniable stamp of feminine origination. The best of it all is, that Wally (those who know him call him Wally, and those who know him well call him Wally, too) deserves all the nice things that are said about him in these letters.

Wallace Reid, the recipient of all this mail, was born in St. Louis, Mo., about 25 years ago. He is the son of Hal Reid, the noted writer of melodrama, and made his first appearance on the stage at the early age of 4 years when he played the little girl in "Slaves of Gold." His family moved to New York when Wallace was 10 years old, and there he attended the public schools and later going to New Jersey military academy at Freehold, N. J. Later he lived in Wyoming in the Big Basin district, and returned again to New York where he secured a job as a cub reporter. Since then he has appeared in vaudeville, held an editorial position on the staff of the Motor Magazine and performed all sorts of duties in motion picture capacities from acting to directing and back. Wallace Reid has appeared several times in support of Geraldine Farrar in her famous photoplay productions, among them being, "Joan the Woman," "The Woman God forgot" and "The Devil Stone."

Mr. Reid's latest Paramount productions are "The Hostage," "Nan of Music Mountain," "The Squaw-Man's Son" and now "Rimrock Jones," which is said to be one of his best so far. Being a talented musician, as well as a good fellow and even possessing the ability to prepare chafing dish delicacies on the spur of the moment, the Reid bungalow at Hollywood, is one of the most popular spots of that motion picture colony.
AD CUTS AND MATS — YOUR SALES MEN

Do you ever look on your ads as your SALES MEN? They are just that and, like a flesh-and-blood salesman they should be as judiciously selected and used. Paramount line ad cuts are worthy salesmen for any theatre. Well-groomed, clean cut, appealing, and aggressive; they'll sell your theatre. LET THEM DO IT!

Ask Your Exchange for MUSIC CUES!

EXHIBITOR'S THEATRE

A Gripping frontier love story
Jesse L. Lasky presents
Wallace Reid
in "Rimrock Jones"

A Paramount Picture

OF all the "pippin stories" that have been woven around the gold-fields of the "wild-and-woolly" West, this is THE GREATEST. Whatever you do—DON'T MISS IT!

We show the famous, Nationally advertised Paramount Pictures.

Did you take advertising under the mistletoe during the holidays and leave a lasting impression?

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed, in clean pictures"

A drama of the "Great Outdoors"

Jesse L. Lasky presents

Wallace Reid
in "Rimrock Jones"

By Dane Coolidge
Scenario by Harvey F. Thew and Frank X. Himmegan
Directed by Donald Crisp

We show the famous, nationally advertised Paramount Pictures.

A Paramount Picture

THIS story was made for Wallace Reid! His superb physique, his handsome carriage, never showed to more dazzling advantage than in this story of love, happiness, hair-breath escapes, and a wonderful climax.

We show the famous, nationally advertised Paramount Pictures.
Exhibitor's Theatre

"Foremost stars, superbly directed, in clean motion pictures"

A powerful photoplay romance

Jesse L. Lasky presents

Wallace Reid in "Rimrock Jones"

By Dane Coolidge
Scenario by Harvey F. Thew and Frank X. Finnegan
Directed by Donald Crisp

A Paramount Picture

The greatest story that has ever been written around the gold-fields of the "wild-and-woolly" West.

MUSICAL PROGRAM, COMEDY, ETC.

This is the Sign of quality pictures We show them

Advertising is actual coin of the realm.
ADVANCE PUBLICITY
For use in your newspaper several days in advance of the first showing of
"RIMROCK JONES"

Wallace Reid, the popular Paramount star depicter of western types, who recently was seen in "Nan of Music Mountain," is soon to star at the Theatre in "Rimrock Jones," from the novel by dane Coolidge, and directed by Donald Crisp.

"Rimrock Jones," is a prospector who, at the opening of the story, finds himself in hard luck through the designing efforts of Andrew McBain, a canny Scotchman. The latter has claimed Rimrock's mine by unearthing a long forgotten law to the effect that the holder of the apex of a mine can claim the whole. McBain stops at nothing to accomplish his ends and even goes so far as to try to steal another mine from Rimrock. How Jones finally wins out with the help of pretty Mary Fortune, makes a thrilling and realistic photoplay.

Watch your copper mine closely if you want to keep it! Or else someone will "stake" the apex of the vein and legally claim the whole mine. That's what happens to handsome Wallace Reid in his newest Paramount picture, "Rimrock Jones" which was picturized for him by Harvey Thew and Frank X. Finnegan from Dane Coolidge's novel. The outdoor scenes were filmed in the heart of the Rockies under the direction of Donald Crisp. "Rimrock Jones" which boasts an especially good cast, is to appear shortly in this city at the Theatre.

ANN LITTLE AGAIN TO BE SEEN WITH WALLACE REID

A deaf stenographer plays a prominent part in Wallace Reid's latest Paramount picture which is soon to be shown at the Theatre. The part is taken by Ann Little, the clever young actress who supported Mr. Reid in "Nan of Music Mountain" not long ago. How she helps him in a struggle for his copper mine by pretending to be deaf after she has been cured and how they fight their way to happiness together, makes a charmingly realistic and wholesome photoplay which will appeal to young and old alike. Mr. Reid is supported by a splendid cast, including Ann Little, Charles Ogle, Guy Oliver, Edna Mae Cooper, Ernest Joy and George Kowa. The photography, by Saxon Dean is exceptionally good, and scenes of rugged mountainous beauty will be seen throughout the entire production.
FAMOUS AUTHOR FOR LATEST WALLACE REID PICTURE

Dane Coolidge, author of "Rimrock Jones" which is Wallace Reid's newest Paramount picture, is one of the best known authorities on western life and has written about a dozen novels, all dealing with western characters. "Rimrock Jones" is a story of an Arizona miner and is founded on a real incident which came to Mr. Coolidge's attention while he was in that state gathering material for stories and articles. The cast includes Ann Little, Ernest Joy, Charles Ogle, Guy Oliver and Edna Mae Cooper, and the production was directed by Donald Crisp. "Rimrock Jones" is to appear at the ........... Theatre ..........

The popular young screen actor, Wallace Reid, who has played opposite Geraldine Farrar in most of her photoplays, is to be seen at the ...... Theatre on ............... in "Rimrock Jones," his latest Paramount production, which was written for him by Harvey Thew and Frank Finnegan from the story by Dane Coolidge. The atmosphere of the entire picture is that of the wide and wholesome west and the story deals with the adventures of a prospector, Rimrock Jones and Mary Fortune, his sweetheart. An excellent cast, including Ann Little as Mary Fortune, supports Mr. Reid, and the picture was made under the expert direction of Donald Crisp.

In the cast of "Rimrock Jones" which is clever Wallace Reid's latest Paramount photoplay, are numbered many of the most popular players of filmdom, including Ann Little, Charles Ogle, Ernest Joy, Guy Oliver and others. The story deals with the adventures of a young Western prospector and was written by no less an authority of things and life western than Dane Coolidge. The screen version was arranged by Harvey F. Thew and Frank X. Finnegan and the production was staged under the direction of Donald Crisp. "Rimrock Jones" with its vivid, startling clear picture of adventure, fun and thrill, will be seen at the ............ Theatre on .............. Other attractions on the program will be .................
ADVANCE AND CURRENT PUBLICITY
Designed for use in your newspapers before or during the showing of
"RIMROCK JONES"

Dane Coolidge, the author of "RIMROCK JONES," which is now showing at the .......... Theatre, has written about a dozen Western novels and many stories and essays. He is a photographer as well as a writer, and often combines the two, getting material for Western stories while obtaining photographs. Mr. Coolidge is at present in New York City, and presents the picturesque figure of a typical cowboy strolling amidst the bright lights of Broadway, as he insists upon wearing the insignia of his favorite locale. "Rimrock Jones," which was arranged for the screen by Harvey F. Thew and Frank X. Finnegan, and was directed by Donald Crisp. It is a story of an Arizona copper mine, and deals with the struggle of "Rimrock Jones" to recoup his lost fortune and his success.

The old saying that "rats desert a sinking ship," applies figuratively and almost literally to "Rimrock Jones," newest Paramount production, now playing at the .......... Theatre. Having discovered a large vein of copper and founded a town about it, the hero finds himself penniless by a trick of the law, which one of his enemies turns on him. Wallace Reid is particularly well chosen as the hero of this production being an ideal Western type.

The cast surrounding Mr. Reid includes Ann Little, Charles Ogle, Guy Oliver, Ernest Joy, besides other well-known players and was directed by Donald Crisp.

Those who remember Wallace Reid's recent photoplay "Nan of Music Mountain," will welcome the announcement that he is again to be seen at the ............... Theatre in his latest Paramount picture "Rimrock Jones." This is a typical Western photoplay, the theme of which is laid in the copper mines of Arizona. A mushroom town founded by the hero is seized with his copper mine by a crafty lawyer, but later regained through the help of a stenographer, who pits her woman's wit and intuition against the clumsy, bungling of Rimrock's enemies.
REVIEW

Designed for use in the newspapers on the day of first showing of
"RIMROCK JONES"

Handsome Wallace Reid, the popular player who has appeared so often with Geraldine Farrar in that star's pictures, such as "Carmen," "Joan the Woman," "The Woman God Forgot" and others, is starring this week at the Theatre in "Rimrock Jone," his latest Paramount release.

A breezy story of an Arizona copper mine, "Rimrock Jones" fairly breathes the spirit of the west and furnishes a glove-fitting vehicle for the energetic young star.

Pretty Ann Little who supported him in "Nan of Music Mountain" plays the leading feminine role as Mary Fortune, the deaf girl stenographer. The rest of the cast includes Charles Ogle, Guy Oliver, Earnest Joy and a clever little Japanese actor, George Kuwa. "Rimrock Jones" has found a copper mine in Arizona and a thriving town has grown up around his claim. Andrew McBain, a clever crook lawyer of the town devises a plan whereby through a legal trick he wrests the holdings from Rimrock.

Thus it is, that destitute and penniless, Rimrock becomes a mere hanger-on in the town. His one-time friends desert him and only Mary Fortune the stenographer stands by. These two together fight it out against the combined wiles of a Wall Street financier, two of the country's well-known lawyers and one of the crooks of the town; McBain, the lawyer having been killed in a fight with Rimrock although the latter was acquitted of the murder as justifiable.

Mary unknown to Rimrock has taken the long journey to New York and had specialists perform an operation on her ears which has restored her hearing, and it is, by pretending still to be deaf, that she plays the final winning card in their game.

Director Donald Crisp has secured some unusual effects in this picture, including magnificent western scenery and scenes at the mines actually filmed in Arizona. The story was written by Dane Coolidge and the scenario by Harvey F. Thew and Frank X. Finnegan.
Manager... of the... Theatre has secured in "Rimrock Jones," Wallace Reid's latest Paramount production, a picture which will appeal to everyone from one angle or another. There is the rough, wild and woolly stuff that delights and thrills school girls, and there is the society life and scenes in New York's famous hotels which appeal to the older women, as well as the always strong, virile characterization work of Wallace Reid. As "Rimrock Jones," the Arizona copper miner, he adventures through the photoplay, winning out in the end with the help of pretty Ann Little, who plays the part of Mary Fortune, a deaf stenographer. The excellent supporting cast includes Charles Ogle, Guy Oliver, Ernest Joy and tiny George Kuwa, the laughable and likable Japanese player who has appeared so often recently in Paramount productions, notably those of Sessue Hayakawa.

"Rimrock Jones," the picture now playing at the... Theatre, introducing Wallace Reid as a picturesque figure in the copper mining district of Arizona. This picture was made from the story by Dane Coolidge, the scenario by Harvey F. Thew and Frank X. Finnegan. The production was directed by Donald Crisp. While utterly different from anything Wallace Reid has done, "Rimrock Jones" reflects the vital life and characteristics of a certain section of the Great West. Its author, Dane Coolidge is quite at home in this environment, as he has traveled through it many times not only as a writer in search of material, but also as a naturalist and photographer working for the Smithsonian Institute and other scientific organizations.

The splendid cast chosen to support Mr. Reid in "Rimrock Jones" includes Ann Little, Charles Ogle, Paul Hurst, Guy Oliver, Ernest Joy and other well-known screen players. Miss Little particularly has added more than a 'little' to the success of the production as Mary Fortune, the girl stenographer who saves Rimrock's mine and stands valiantly by when all seems dark and hopeless. Needless to say, a happy ending has been supplied and the photoplay winds up most satisfactorily even for the most exacting taste.
CAST

RIMROCK JONES ........................................ WALLEACE REID
Mary Fortune ............................................ Ann Little
H. Hicks ................................................ Charles Ogle
Ike Bray ................................................ Paul Hurst
Andrew McBain ......................................... Guy Oliver
Leon Lockhart ........................................... Fred Huntley
Hazel Hardesty ......................................... Edna Mae Cooper
Juan Soto ................................................ Toto Ducrow
Stoddard ................................................. Gustav Von Seyffertitz
Jepson .................................................... Ernest Joy
Woe Chong ............................................... George Kuwa

SYNOPSIS

Henry Jones, known to his friends as "Rimrock," a miner and prospector, has located a rich mine in Arizona around which has sprung up the flourishing town of Gunsight, of which Rimrock is practically the owner and chief citizen. This prosperity does not last long, however, for one Andrew McBain, a crooked lawyer, before the opening of the story has unearthed an ancient law which provides that the holder of the top or apex of a vein can claim the entire mine. By this trick he succeeded in taking possession of Rimrock's property.

The latter becomes a penniless hanger-on at the town, until, pulling himself together, he mysteriously disappears. Returning after several months, Rimrock announces that he has found another and still richer mine—but needs about two thousand dollars to develop it. His one-time friends sneer at him and he is about to give up in despair when he overhears McBain's voice, dictating to Mary Fortune, a public stenographer and a newcomer to the town. Jones resolves that McBain who stole his old mine shall stake him to the new one, and dives into the office, demanding the money. McBain runs for his life, and Jones finds himself left with Mary, to whom he tells the whole story.
Mary has come to Gunsight for two reasons, the first to regain her health, which has impaired her hearing, making necessary the use of an ear trumpet, and second, to recoup her fortune, lost in the East. It is the thought of this that makes her offer her entire savings about two thousand dollars to Jones, as she says she has always wanted to invest in a mine. After some argument, Jones does accept her money and rides back across the desert to his mine.

At the end of a hard winter's work, Jones has the mine in such shape that he can get a Wall Street financier to back him, keeping, however, fifty-one per cent. of the stock in his own hands, giving the banker, Stoddard, forty-nine. After the capitalist has gone back East, Rimrock rides into Gunsight with, as he expresses it, "a roll of money big enough to choke a crocodile." He pays off his accumulated debts and goes to Mary's office to square off with her.

The girl refuses to accept the money, however, saying she prefers to keep the stock. Jones realizes that this leaves himself and Stoddard with forty-nine per cent. each and the controlling voting power in Mary's hands.

It is shortly after this that McBain again attempts to steal Jones' mine by seizing the apex, but this time is unsuccessful because Mary warns Jones, of whom she becoming more than ordinarily fond, and Jones reaches his property just in time to stop the thieves. There is a quarrel and McBain is killed. Jones, held to await his trial, is only able to manage affairs at the mine with the help of Mary, who visits him in prison and takes his orders.

When Jones is acquitted, he finds Gunsight wearing a new air of prosperity, due to the renewed activities at the mines. Stoddard, the banker, in the meantime, sees that in order to control the mine, he must break up the growing friendship between Mary and Jones, which enables them to use their shares together to control the mine.

To accomplish this Stoddard sends an adventuress, Mrs. Hardesty, to Gunsight to distract Jones' attention from Mary. In this she is unexpectedly successful, for Mary, becoming jealous, leaves the town for the East for a long deferred operation on her ears. Jones follows her, but is unable to locate her in New York, partly due to the efforts of Mrs. Hardesty who has in turn followed him, and who keeps Stoddard informed as to his goings and comings. Jones becomes involved in a Wall Street deal and sends to Mary for a tremendous sum of money—an advance on the coming dividend. By this she realizes that trouble is brewing, probably at the hands of Stoddard, and so is not surprised to learn by pretending to be still deaf soon after, that the latter plans to seize Jones' mine on a flimsy legal pretext that he has not re-located it. Mary takes a wild horseback ride to the location and stakes it for Rimrock, but is caught by the marauders who in turn are caught by Jones, whom a premonition of evil has brought post haste to the spot. After the affair is over, Jones and Mary find that after all, they will keep the controlling interest in their hands, under the combined names of Mr. and Mrs. Rimrock Jones.
CURRENT
PARAMOUNT AND ARTCRAFT RELEASES

LINA CAVALIERI .............. THE ETERNAL TEMPTRESS
SESSUE HAYAKAWA ............ THE SECRET GAME
BILLIE BURKE ................ THE LAND OF PROMISE
JACK PICKFORD ............... TOM SAWYER
WALLACE REID ................ NAN OF MUSIC MOUNTAIN
VIVIAN MARTIN ............... THE FAIR BARBARIAN
DOROTHY DALTON .............. LOVE LETTERS
CHARLES RAY .................. HIS MOTHER’S BOY
MARGUERITE CLARK .......... THE SEVEN SWANS
PAULINE FREDERICK .......... MRS. DANE’S DEFENSE
GEORGE BEBAN ............... JULES OF THE STRONG HEART
JACK PICKFORD ............... THE SPIRIT OF ’17
BLACKTON’S .................. THE WORLD FOR SALE
JULIAN ELTINGE ............. THE WIDOW’S MIGHT
CHARLES RAY .................. THE HIRED MAN

GERALDINE FARRAR .......... THE DEVIL STONE
DOUGLAS FAIRBANKS .......... A MODERN MUSKETEER
ELSIE FERGUSON ............. ROSE OF THE WORLD
WILLIAM S. HART .......... WOLVES OF THE RAIL
MARY PICKFORD ............. STELLA MARIS
Branch Offices of
PARAMOUNT PICTURES CORPORATION
and
ARTCRAFT PICTURES CORPORATION

BOSTON, Mass.
10 Shawmut Street

NEW HAVEN, Conn.
131 Meadow Street

PORTLAND, Me.
85 Market Street

NEW YORK CITY, N. Y.
729 7th Avenue

BUFFALO, N. Y.
145 Franklin Street

PHILADELPHIA, Pa.
1219 Vine Street

WASHINGTON, D. C.
525 13th Street

PITTSBURGH, Pa.
Penn. Ave. & 12th St.

CLEVELAND, Ohio
Standard Theatre Building,
Prospect Ave. near 9th

CHICAGO, Ill.
220 So. State Street

CINCINNATI, Ohio
107 West 3rd Street

DETROIT, Mich.
278 Jefferson Avenue

NEW YORK CITY, N. Y.
71 West 23rd Street

KANSAS CITY, Mo.
2024 Broadway

ST. LOUIS, Mo.
3929 Olive Street

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2d South St.

DENVER, Colo.
1749 Welton Street

SAN FRANCISCO, Cal.
646 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets

ATLANTA, Ga.
51 Luckie Street

NEW ORLEANS, La.
814 Perdide Street

DALLAS, Texas
1902 Commerce Street

BUTTE, MONTANA
403 S. Main Street
The World for Sale

Scheduled Release Date: 21 Jan 1918
Press Book and Exhibitor's Aids

J. Stuart Blackton
THE MASTER OF SCREENCRAFT presents
“The World For Sale”
From the Novel by SIR GILBERT PARKER
Picturized and personally directed by J. STUART BLACKTON

A Paramount Picture

We are spending $1,000,000 to make this trade mark so familiar that when the public wants to see a photoplay, it will instinctively turn to the theatre that shows the Paramount trade mark. Are you showing it on your lobby display and on all your advertisements?

FAMOUS PLAYERS—LASKY CORPORATION

ADOLPH ZUKOR
President

JESSE L. LASKY
Vice-President

CECIL B. DE MILLE
Director General

MUSIC CUES for this production obtainable at your exchange.
WHAT YOU WANT TO KNOW ABOUT “THE WORLD FOR SALE”

THIS TIME OF THE YEAR is particularly fitted to begin an advertising and publicity campaign to increase your patronage.

THIS PICTURE IS PECULIARLY FITTED to increase your box office receipts if you follow that impulse. Here is the first of the series of the spectacular J. Stuart Blackton Productions that will be the sensations of the season.

SIR GILBERT PARKER, ONE OF THE WORLD’S greatest creative artists, wrote this book. The story breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest.

THESE TWO MEN HAVE A COMMON PURPOSE. Sir Gilbert Parker writes wonderful stories because he is a creative artist and must write. J. Stuart Blackton, having reached the pinnacle of material success in the motion picture industry, is not content, he must personally produce pictures.

THE COMBINED EFFORTS of a great author and the master of screen craft will be seen by the public in this production, which is a wonderful story of the great Northwest and racial conflict.

A wonderful cast has been selected to portray the great characters of the book, which was one of the “best sellers.” Every detail has been given deepest thought, and no expense has been spared to make this a wonderful spectacle.

TO START YOUR INCREASED CAMPAIGN OF ADVERTISING AND publicity, we have prepared for every exhibitor a wonderful amount of money-getting accessories. Everything is here for you with which you can make real money, and you will be doing yourself a great injustice if you do not go after the business on this picture in a far bigger manner than you ever did in your life before. Follow the impulse, and after you start, keep everlastingly at it.

LOOK OVER THESE ACCESSORIES

Paper
Two one-sheets
Two three-sheets
Two six-sheets

Photos
Ten 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x 28 colored gelatin
8 x 10 photos of star

Cuts and Mats of Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rogravure
Series of Advertising Layouts:
Mats

Press Book, with sales talk, card and letter announce-
ments, suggestions for lobby and other displays.

Slides
Music Cues

BUT WE DO NOT END HERE. We not only supply you with the accessories which are designed by experts, but we have a Service Department that is designed to give you every personal aid you may desire. If you have any problems to solve, write the Service Department. Experts are in charge of the advertising, publicity, promotion and exhibitors’ aids departments. They are at your command. Don’t let the opportunity slip by. Use this service. It is designed for you personally.

THE CAST

Ingolby ..........Conway Tearle
Fieda Druse ........Ann Little
Gabriel Druse ......W. W. Bitter
Jethro Fawe ......Norbert Wicki
Tekewani ........Crazy Thunder
Marchand .Escarmillo Fernandez
Jowett ..........Joseph Donohue
Summer Song ....Maude Scofield

CONTENTS

1. Cover—with Billing
2. About the Picture and Accessories
3. Advance Post Cards and Letter
4. Promotional Ideas
5. Biographical Sketch
6. Stock star cuts and mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Ad Layouts with Mats
11. Lithographs
12. Production Cuts and Mats
13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and synopsis
19. Synopsis continued
20. Music Cues
HERE'S A PRODUCTION YOU WILL ALL WANT TO GET BACK OF
"THE WORLD FOR SALE"

Commodore J. Stuart Blackton, Producer—Sir Gilbert Parker, Author

First Advance Post Card to Be Sent Out
Nine Days in Advance of Showing

Dear Madam:
Sir Gilbert Parker's "The World for Sale" is coming to the ........ Theatre on ........ I feel I ought to advise you because of the importance of the production and the standing of the Producer, Commodore J. Stuart Blackton.

Manager.

Second Advance Post Card for You to Send Out Six Days in Advance of the Showing

Dear Madam:
Regarding that notice we sent you last ........ about "The World for Sale," while you will see the notices about this production in the daily papers, you have been such a staunch patron of this theatre that I wished to remind you of the date, ........

(Name of Theatre)
Manager.

WHEN YOU TRY THIS LETTER ON YOUR PATRONS PLEASE LET THE EDITOR OF PARAMOUNT PROGRESS KNOW WHAT THIS DOES FOR YOU IN THE WAY OF INCREASED BOX OFFICE RETURNS

Dear Madam:
As I wrote you on my second post card, you have been such a consistent patron of this theatre in the past that I feel it my duty to apprise you of the very important production which is coming to us on ........ of ........ week, entitled "The World for Sale," by Sir Gilbert Parker.

Not only is the title striking and unusual, but the story itself is unusual and in every way worthy of your special attention. Conway Tearle, who will be remembered for his excellent work with Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, Wm. Faversham, Viola Allen and Emily Stevens—especially his last work with Miss Stevens in "The Fugitive,"—takes the part of a strong character in a tale of two rival cities in Canada.

"The World for Sale," as is the case with many of Sir Gilbert Parker's immortal stories, is laid in the gripping Northwestern country that lends itself so admirably to scenic beauty and virility of the characters which portray the living types of the country of Strathcona and the Hudson Bay pioneers.

Commodore J. Stuart Blackton's efforts to do justice to this story surpass in intensity and execution his masterpiece which you well remember in "THE BATTLE CRY OF PEACE," and taking it, all in all, you may be assured that the story of the girl, who is beautiful—naturally—and is beloved by three men, will grip you from start to finish.

Come and see this splendid picture and then let me know your comments on it. I shall be interested to have your opinion. Will you do this for me personally?

Yours for the BEST pictures,

 ................. Theatre,
Manager.
WHAT A WORLD OF ADVERTISING YOU CAN GET ON THIS PICTURE—
READ THE STORY ON ANOTHER PAGE FOR ADDITIONAL SUGGES-
TIONS—OR CONSULT YOUR SERVICE DEPARTMENT

Lobby Display:
The picture deals with the love of three men for a beautiful girl—the locale being in Canada, with beautiful snow-capped mountain peaks, magnificent scenery and Canadian local color. If, therefore your lobby display artist (we assume you already have one) can construct a cardboard layout for your lobby with mountain scenery representative of the Canadian Northwest, on which are shown three men with arms outstretched toward one girl; she outlined against a sky of white clouds and blue sky, and beside her a mountain sign post, “THE WORLD FOR SALE,” you will have put across something that is bound to attract attention in proportion to the excellence of the display itself.

If you have not the facilities for such scenic painting, get a big globe from your department or book store, and stick up a sign, “THE WORLD FOR SALE.” That ought to catch the passers by. Then make all of your advertising in stores and elsewhere correspond.

Window Display:
Ask your bookstores to feature globes—make displays of their globes in their windows, with a sign sticking out of the top of the biggest globe, “THE WORLD FOR SALE.” Then have your window card in a prominent place to the effect that “THE WORLD FOR SALE” will be at the .......... on .......... date.

Car Cards:
You can make a very attractive car card for your trolleys with a picture of Sir Gilbert Parker in one corner and Commodore J. Stuart Blackton in the other—with a suggestion from your lobby display etched in, in the corner. Sir Gilbert Parker’s works are so well known to most everybody that you ought to feature him strong, and Commodore Blackton in Navy attire would catch many an eye that is now full of the war stuff.

Newspaper Advertising:
Hook up your ads in your local newspapers with all of the local stuff that you can. For example: “You Saw It. That display of ‘The World for Sale’ in Smith’s window yesterday. You know what it advertises, of course. It not only advertises Smith’s globes and merchandise, but it also advertises ‘The World for Sale,’ which will run in the .......... Theatre on .......... “Direct, personal appeal copy of this sort, aiming right at the hearts of your people, is worth tons of staid and stilted announcements which are so similar to your competitors that they only carry a proportion of the message that they should.

Window Cards:
You can get all kinds of ideas for this production on account of its splendid title for your window cards. If your lobby carries the mountain-peak idea, why not have your window cards printed in colors. A scene from some tourist folder gotten up by one of the Rys will suffice—just enough to give your artist the idea. Then a hand-lettered sign, “The World for Sale,” stuck on top of a mountain peak, sets the whole adv. off in good shape and carries your message to the public.

For Special Advertising Ideas for Your Theatre Apply to Service Department
J. STUART BLACKTON

The big men in moving pictures were not in the business when film industry was in its veriest infancy twenty years ago. Most of the men at the top of the ladder today in motion pictures were doing something quite different when the cinematograph first came into being.

J. Stuart Blackton is an exception to the rule. He began to be a power in moving pictures two decades ago when all there was to a film was a flicker of animated motion on a white sheet in an abandoned grocery store. From that day to this he has been a person to reckon with when moving pictures were in question.

As organizer and president of one of the first picture companies in existence, he managed the affairs of the concern so well that he boosted the whole art right up on its feet and sent it along the path to the high point where it stands today.

J. Stuart Blackton is still a comparatively young man, a yachting enthusiast, a painter, an author, a producer and a patriot. One of the first to recognize the need of preparedness in this country, his "Battle Cry of Peace" marks one of the epochs in the preparedness propaganda of this country. He is a producer of big spectacular themes, but in every detail the artistry of the man is shown.

"I have devoted twenty years of my life to the art of motion pictures," he said recently, "and I am beginning to learn how little anyone knows of its marvelous possibilities. Great works of art cannot be accomplished in a hurry. I am going to apply the experience of long years of work to the making of perhaps four artistic productions a year, with every production built upon the film foundation of a literary masterpiece."

Mr. Blackton's second production for Paramount is no other than Sir Gilbert Parker's well-known novel, "The World for Sale." Sir Gilbert Parker is a personal friend of Mr. Blackton's and has given him the motion picture rights to all of his productions, including "Wild Youth," "Judgment House" and "The World for Sale." which is to be shown on .......... at the ........... Theatre.

Use this story with one of the star cuts and mats
Stock Star Cuts and Mats—J. Stuart Blackton

Issued in sets of ten consisting of:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange
Ad Cuts and Mats That Talk Back in Dollars and Cents

All of these cuts were chosen for their selling power from a large lot of stills. The one and two column cuts are appealing, economical trade-getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. If you are not sure about the quality of the paper your printer uses and how conscientious he is in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.

J. Stuart Blackton
The Master of Screencraft presents
“The World for Sale”
From the novel by SIR GILBERT PARKER
Picturized and personally directed by J. Stuart Blackton

Do you remember Conway Tearle, who made such a wonderful hit in J. Stuart Blackton’s first Paramount masterpiece, “The Judgment House”? Mr. Tearle also helps to make this second Paramount Picture by Sir Gilbert Parker, one of the most powerful heart interest stories of all time.
All week but come early

Exhibitor’s Theatre

Are you telling your people that YOUR THEATRE is the one all the magazines are talking about? If not, you’re losing your share of that $1,000,000.
And to some men popularity is always suspicious. Enjoying none themselves, they are prone to suspect the validity of those attainments which command it.

—George Henry Lewes.

Advertising will make you popular and once started will make you realize its validity as a constructive force for popularity.

Don't fail to see this great story of the Great Northwest and racial conflict. It is a story by the world famous author Sir Gilbert Parker, who also wrote J. Stuart Blackton's first great Paramount success, "The Judgment House." Don't miss it.

YOUR MUSICAL PROGRAM IS ONE OF YOUR BEST SELLING POINTS—LIST IT HERE.

Exhibitor's Theatre

Newspapers and magazines are telling them to go to the theatres showing Paramount Pictures. Do they know that your theatre has them?
J. Stuart Blackton presents
"THE WORLD FOR SALE"
From the Novel by SIR GILBERT PARKER
Picturized and personally directed by J. STUART BLACKTON

Romance, adventures, and thrills galore are in this wonderful Paramount Picture by the world famous author, Sir Gilbert Parker. A virile story of the great Northwest and racial conflict.

Boost your musical program

Exhibitor's Theatre

THE HOME OF PARAMOUNT PICTURES

It is costing $1,000,000 to make them look for the Paramount trademark. Now that they are looking for it we hope they'll find it in your town anyway.
A Story of Love, Racial Conflict and the Great Northwest

Do you remember Conway Tearle, who played such a wonderful part in the "Judgment House," J. Stuart Blackton's first picture by Sir Gilbert Parker? Mr. Tearle also plays the leading part in this great story—the story again being by Sir Gilbert Parker. That's a pretty good sign that this picture is one that you can't afford to miss.

Here is a great place to tell them what your orchestra is playing

Exhibitor's Theatre

What are you doing to get returns from that million in advertising?
Stuart Blackton

A Story of Our French Fathers and the Great Expedition

Expedition's Treasures
Cover your town with this paper and you will fill every seat at every performance

*Always obtainable at your exchange*

- **Twenty-four-sheet**
  - *A PARAMOUNT PICTURE*
  - J-STUART BLACKTON
  - THE WORLD FOR SALE
  - FROM THE NOVEL OF J. W. ZACHARY PARKER
  - J-STUART BLACKTON

- **Three-sheet**
  - *A PARAMOUNT PICTURE*
  - J-STUART BLACKTON
  - THE WORLD FOR SALE

- **One-sheet**
  - *A PARAMOUNT PICTURE*
  - J-STUART BLACKTON
  - THE WORLD FOR SALE

- **Two-six-sheet**
  - *A PARAMOUNT PICTURE*
  - J-STUART BLACKTON
  - THE WORLD FOR SALE

- **Six-sheet**
  - *A PARAMOUNT PICTURE*
  - J-STUART BLACKTON
  - THE WORLD FOR SALE

**From Motion Picture Magazine**
Stock, Production Cuts and Mats—"The World For Sale"

ISSUED IN SETS OF TEN CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE
Three Important Announcements from the Film World

Paramount Pictures Corporation recently announced the affiliation of J. Stuart Blackton, famous producer of the big photoplay, "The Battle Cry of Peace." This announcement was soon followed by a still more significant one to the effect that the well-known director would make for Paramount four big features each year. The second of these, "The World for Sale," arranged for the screen by Mr. Blackton himself from the famous novel of that name, by Sir Gilbert Parker, will be shown on ......... at the ........ Theatre.

The well known producer of "The Battle Cry of Peace" and "Womanhood," which received the highest praise from critics and public alike, has recently joined the long list of famous producers who work under the Paramount banner, such as David W. Griffith, Thomas H. Ince, Cecil B. De Mille, and numerous others.

Mr. Blackton's screen version of Sir Gilbert Parker's novel, "The World for Sale," has been made with the direct co-operation of the author himself, who is a personal friend of Mr. Blackton. "The World for Sale" is to appear on ......... of .... week, at the ........ Theatre.

Polish Actor as Gypsy in Gilbert Parker Film

Norbert Wicki, a Polish actor of nation-wide prominence among the Poles of this country, was chosen by J. Stuart Blackton, the famous motion picture director of "The Battle Cry of Peace," and other film spectacles, to portray the role of Jethro Fawe, the gypsy lover in "The World for Sale," which has been adapted for the screen for Paramount, and which is to be shown at the ........ Theatre on ......... Mr. Wicki has scored many previous successes with Mary Pickford, Norma Talmadge, Alice Brady and others.

J. Stuart Blackton, who recently joined the forces of the Paramount Company and whose picture, "The World for Sale," from the novel of that name by Sir Gilbert Parker, is to be shown on ......... at the ........ Theatre, has been in the motion picture business for twenty years—since the very first shaky, blurred motion pictures appeared and were hailed as the marvel of the age.
A story that breathes the very essence of the out-of-doors and the charm of gypsy lore, together with a love story of unusual interest is Sir Gilbert Parker's "The World for Sale," which was chosen by J. Stuart Blackton for his first release since transferring his activities to Paramount.

The scenes are laid in Canada and deal with the feud between two small townships, one a French Canadian, the other strongly English, as well as with the adventures of Max Ingolby, who is one of the three men in love with charming Fleda Druse, the heroine. How he wins out although handicapped by the temporary loss of his eyesight and the deep hatred of his two rivals, makes a thrilling photoplay which will linger in the memory as a fragrant wholesome breeze from Romany itself. "The World for Sale" is to be shown on .......... at the .......... Theatre.

AUTHOR WORKS WITH DIRECTOR ON SCREENED VERSION OF FAMOUS NOVEL

It was to be expected that J. Stuart Blackton, having pooled his unlimited experiences and clever brain with the tremendous resources of the Paramount Company, would turn out productions far above the average.

His first production under the Paramount banner surpasses all expectations. It is a screened version of "The World for Sale," by Sir Gilbert Parker, who has given the film rights to all his stories to J. Stuart Blackton.

The two men are personal friends and Sir Gilbert Parker lent the inspiration of his personal presence to the actors while "The World for Sale" was being made. Thus it is that the screened version fairly breathes the spirit of the book which has been one of the best sellers for many years. It is a wholesome breezy story of the great northwest, against which background appear in sharp relief the clear cut characters one has known and loved in the book, exactly as if they had stepped bodily out of its pages.

Manager .......... of the .......... Theatre, according to his usual custom of furnishing the best at all times, has announced the appearance of "The World for Sale," at his theatre on .........
Press stories to be sent out a few days in advance or during the showing of "THE WORLD FOR SALE"

Conway Tearle, who plays the leading male role in "The World for Sale," a Paramount picture, has appeared with the most noted English and American actresses of both stage and screen, including Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Grace George, William Faversham, Viola Allen and Emily Stevens. His last appearance on the stage was with Emily Stevens in "The Fugitive." In "The World for Sale," Mr. Tearle takes the part of Max Ingolby, the strong man of brains and brawn whom Sir Gilbert Parker has vividly drawn as the hero. This is a difficult role requiring the most delicate handling for which Mr. Tearle's previous experience has eminently fitted him. "The World for Sale" is to be shown on ........ at the ........... Theatre.

Ann Little, winsome heroine of "The World For Sale," a Paramount Picture which has been dramatized for the screen by J. Stuart Blackton, makes an ideal Fleda Druse as she is the exact type described by Sir Gilbert Parker in his well-known novel by that name.

Her former screen experience also fits her admirably for the role as she has appeared almost exclusively in parts of this type. Among her best known screen productions are: "The Land of Lizards," "Matchin' Jim," "Immediate Lee," and "The Court of St. Simon." Miss Little in "The World for Sale", will appear at the ....... Theatre on ........ of .... week.

A truly cosmopolitan film, "The World for Sale," by Sir Gilbert Parker, an Englishman, was arranged for the screen and directed by J. Stuart Blackton, a staunch American and producer of "The Battle Cry of Peace." The actors include Norbert Wicki, born in Poland, Crazy Thunder, an American Indian and one of the last of his tribe, Escarmillo Fernandez, a Spaniard, and Joseph Donohue, who as the name indicates, is Irish.

This was entirely accidental and merely happened by chance—possibly helped out by the fact that the fields of literature and the screen world were thoroughly scoured to find this production and "types" that could adequately interpret it. "The World for Sale", a Paramount Picture, is to be shown on ....... at the ............ Theatre.
A man of many and varied talents is Norbert Wicki who plays the "sympathetic villain'' role in "The World for Sale," which is the first Paramount production by J. Stuart Blackton, and which is to be shown on ......... at the .......... Theatre.

Mr. Wicki is not only a talented actor, but also a musician. He has translated many popular American songs into the Polish language. In "The World for Sale," Mr. Wicki plays a violin solo which is so beautiful that it expresses, clearer than words, exactly what he wishes it to express to his hearers, one of whom is his rival for the hand of Fleda Druse. Mr. Blackton has shown on the screen the moods of the musician as they weave themselves into the music of his violin.

ANOTHER "CONSCIENTIOUS OBJECTOR" WON OVER

It is a fact—strange but true—that there still remain a few, who either from unfamiliarity with the motion picture or from sheer ignorance, still consider it an inferior medium of expression and a useless institution.

In the former class, until very recently, was Sir Gilbert Parker, the famous English novelist. But upon receipt of a script of his own novel, "The World for Sale," which was adapted for the screen by J. Stuart Blackton, he changed his mind, while a view of the finished product entirely convinced him. The following is the letter he wrote Mr. Blackton on receipt of the scenario:

My dear Mr. Blackton:

I have read the scenario of "The World for Sale" with close interest and great satisfaction. It is remarkable how much you have got into it and I think you have handled the whole business with great skill. It does credit to your experience. Do you want the scenario back? I hope not as I should like to keep it. It is a thing to make one believe in motion pictures. Thanks and good luck.

Gilbert Parker.

Sir Gilbert's comments on the finished product were even more enthusiastic as were those of the critics who assembled to view the first Paramount production of the noted director and his splendid cast. "The World for Sale" is to be shown on ......... at the .......... Theatre.
SIR GILBERT PARKER UNCONSCIOUS PROPHET OF PHOTOPLAY

Distinguished Author's works to be filmed for Paramount by J. Stuart Blackton.

J. Stuart Blackton, whose affiliation with Paramount was recently announced, will bring to the screen practically all the works of Sir Gilbert Parker, the eminent English novelist. "The World for Sale," "Judgment House" and "Wild Youth" are three of the important novels controlled by Mr. Blackton who holds outright the moving picture rights of practically all of Sir Gilbert's present available works and whatever fiction he may write in the future.

As far back as 1894, Sir Gilbert Parker said: "What has struck me with the romanticist is this—that while romanticists like Dumas, Victor Hugo, Robert Louis Stevenson, Conan Doyle, Quiller Couch, Rudyard Kipling, for whom I have the greatest respect, deal often and literally in blood, the blasting of battleships and the hacking to pieces of armies, there is always running through their work the divine element of courage and hope. Unconsciously the romanticist is an optimist. Out of the extreme realism of our lives, we are turning to dwell upon these larger adventures."

Since that time, Sir Gilbert has come fully to recognize the motion picture field as one in which "We are turning to dwell upon these larger adventures." His association with Mr. Blackton, in the adaptation of his stories into photoplays was one of keen personal interest.

Sir Gilbert Parker's books are especially well adapted to picturization. In them the breath of romance, the great outdoors, the strong characterizations of his figures of fancy, the absorbing plot—at once intricate and clearly worked out—are all features that will fit into film stories with particular appropriateness. Mr. Blackton, in his production of Gilbert Parker's photoplays, will add a decided note of that same "divine element of courage and hope" spoken of by the famous author years ago.

The second of these Paramount productions offered by Mr. Blackton is "The World for Sale" which has been one of the most popular stories of the epoch, and which is to be shown on ....... of .... week, at the .......... Theatre.

If you want help, ask us. We have a real Service Department
For exhibitors information or house organ—cast and story of "THE WORLD FOR SALE"

CAST

INGOLBY ..... CONWAY TEARLE
FLEDA DRUSE ..... ANN LITTLE
GABRIEL DRUSE ..... W. W. BITTNER
JETHRO Fawe ..... NORBERT WICKI
TEKEWANI ..... CRAZY THUNDER
MARCHAND ..... ESCARMILLO FERNANDEZ
JOWETT ..... JOSEPH DONOHUE
SUMMER SONG ..... MAUDE SCOFIELD
DIRECTOR ..... J. STUART BLACKTON

THE STORY

A tale of two rival villages in Canada, separated by a river, "The World for Sale," deals mainly with the life and problems of a man by the name of Max Ingolby who seeks to unite the two townships into one strong city and to put an end to the old feud which exists between them.

At the opening of the play we meet Fleda, the heroine of the story and daughter of Gabriel Druse the gypsy king. Gabriel Druse, although a gypsy, is a man of very high intellect who mingles freely with the men of both villages.

Fleda is extremely beautiful and is loved by three men. The first of these is no less a personage than Ingolby himself, whose regard she returns. Another is Marchand, the leader of the rough element in the French town, a rascal in every sense of the word.

The third suitor is Jethro Fawe, a Gypsy to whom Fleda was married in their childhood according to an old Gypsy rite. Both Marchand and Jethro are jealous of Ingolby because of his success and because they see that he also has fallen in love with Fleda.

Jethro, the more fiery of the two, attempts to assassinate Ingolby but is not successful and is driven out of town by Ingolby. In the meantime, Marchand has inaugurated strikes and unrest among the French population at Manitou, and when Ingolby goes to quiet the men, a drunken sailor hurls a missile at him and he is made blind.
Jethro, now an outcast, goes to Fleda's home that night and under her window sings the story of what had happened to Ingolby, in revenge. Fleda's father, however, the old Gypsy king, finds him there and puts the dread Gypsy curse of death upon him.

Now that Ingolby is ill, the fight between the two towns grows to a serious extent. Gabriel Druse is made head constable and, with the aid of the Catholic priest, succeeds in establishing a temporary peace.

For some time Ingolby lies ill and blind, and attended by Fleda, for whom he comes to have even a deeper love. It is often only his love for her which keeps him from committing suicide at the thought of his helplessness. One afternoon he senses trouble and gropingly makes his way to the bridge which he had built and which is the only thing that joins the two towns. He arrives just in time to prevent its being dynamited by two Manitou men, and Druse finds him there, collapsed, after it is all over.

In the meantime Fleda has been kidnapped by the outlawed Jethro and the gypsies, and is taken to the gypsies' celebration, which she is made to believe is the celebration of her marriage to Jethro. She is strangely impressed by the gypsy music and dancing and finds herself in a moment of weakness almost tempted to yield to Jethro, but is saved by the memory of Ingolby and at the crucial moment is rescued by her father.

Ingolby suddenly regains his sight and appears among the surprised hostile population in time to suppress another riot. While he is addressing them and attempting to conciliate them, news comes that the Catholic church on the other side of the river is on fire. The church is saved by Ingolby's modern fire brigade, but the tavern nearby, the meeting place of the conspirators, also catches fire and is not saved. Tekewani, the Indian Chief, effects a thrilling rescue of Marchand, who was sleeping upstairs in a drunken stupor. Knowing his villainies, the old Indian is tempted to kill the man after having saved his life, but is prevented by his daughter, Summer Song.

In the final scene Fleda renounces her right to rule over the Gypsies, saying that she has forsaken her race and religion to marry Ingolby.
Stella Maris

Scheduled Release Date: 21 Jan 1918
MARY PICKFORD

in

“Stella Maris”

By William J. Locke
Scenario by Frances Marion
Directed by Marshall Neilan

An ARTCRAFT Picture

Released by

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE

NEW YORK CITY
WHAT YOU SHOULD KNOW ABOUT "STELLA MARIS"

The photoplay is dramatized from the famous novel by William J. Locke, who is recognized as one of the greatest living authors. Mary Pickford, the idol of America, is the star.

Frances Marion wrote the scenario and Marshall Neilan directed the production, the same combination that made "Rebecca of Sunnybrook Farm" and "The Little Princess."

For the first time in her career Miss Pickford undertakes a dual role, playing the part of Stella Maris, a sweet, gentle girl, and Unity Blake, the ugly and deformed orphan. In the latter role scenes of great pathos and sensationalism are shown.

Through remarkable trick photography, both characters are shown on the screen at the same time, and effects are obtained which have never heretofore been successfully attempted.

Mary Pickford's tremendous drawing power with the public is doubled in this production, as her interpretation of two separate and distinct parts, each one of stellar proportions, presents her artistry as effectively as if she had appeared in two different photoplays. The supporting cast is exceptionally strong, headed by Conway Tearle, a popular favorite.

"Stella Maris" is an extraordinary production, replete with stirring incidents, and deeply charged with pathos. Settings and backgrounds have been provided in keeping with the bigness of the story, and exquisite camera work completes one of the best Artcraft pictures yet released.

FOR ADDITIONAL EXPLOITATION AND PUBLICITY ACCESSORIES READ PROGRESS-ADVANCE. IF YOU ARE NOT ON THE MAILING LIST PLEASE SEND IN YOUR NAME AND ADDRESS.
Advertising Suggestions for “Stella Maris.”

from
EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Ave., New York

Advance Post Card No. 1 (to be sent 9 days before showing)

Dear Madam:

Mary Pickford, the brightest star in the Picture Firmament, will shine forth at the Theatre on, reflecting her dazzling ability in a photoplay called “STELLA MARIS” (Star of the Sea), which was adapted from Wm. J. Locke’s famous novel of the same name. You will surely wish to see this masterpiece.

Manager.

Advance Post Card No. 2 (to be sent 6 days before showing)

Dear Madam:

“STELLA MARIS,” the new vehicle starring Mary Pickford at the Theatre, is the most tenderly appealing role in which she has ever appeared. During the screening of part of this picture everyone in the studio broke down and cried, so thoroughly merged was the Beloved Mary in her art. She is surrounded with a notable cast, including Conway Tearle, Herbert Standing and Ida Waterman. Don’t forget to come. The date is.

Manager.

SUGGESTED LETTER
(To be sent 3 days before showing)

Dear Madam:

If you have ever seen the late Richard Mansfield in his dual role of Dr. Jekyl and Mr. Hyde, you will surely wish to see Mary Pickford in her double role. It is equally startling, but lacks the gruesomeness of the Mansfield portrayal. It will always stand out as a wonderful achievement in screen art.

Those of you who have seen Mary Pickford only as the “beloved curly head” will be amazed at the art she shows in an entirely different role—how different will be gathered from the following incident:

Adolph Zukor, President of the Famous Players-Lasky Corporation, happened during the screening of this picture, and when he saw Mary lying in bed, swathed in bandages, her hair plastered down and one whimsical eye peering up at him, he said:

“I hear you die in the next scene,” and coming to the point without hesitation, “I hope you do it pretty soon.”

Miss Pickford’s drawing power with the public is doubled in this picture, and we shall look forward to the pleasure of seeing you at the Theatre on.

Manager.

FOLLOW-UP POST CARD
(To be sent on date of showing)

Dear Madam:

Mary Pickford, the Star of the Land, will appear at the Theatre today in “STELLA MARIS” — The Star of the Sea. Come and see the two Mary Pickfords—the old and the new, and don’t forget to bring more than one handkerchief with you.

Manager.

FOR FURTHER SUGGESTIONS KINDLY CONSULT
THE EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York
Advertising Suggestions for “Stella Maris.”

FROM
EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York

LOBBY DISPLAY:

You could have a cut-out of a castle on a high cliff, showing large expanse of water at the foot of the cliff, and in one of the windows have the face of Mary Pickford in the center of a star throwing reflection on the water, and a card reading:

“STELLA MARIS”
STAR OF THE SEA

Or, you could have a cut-out representing a lighthouse with a large expanse of sea, and the light could be reflected from a star at the top of the lighthouse.

WINDOW-DISPLAY:

Have your local bookseller make up a window-display with all the W. J. Locke books. He could carry a card reading:

OUR STOCK OF W. J. LOCKE BOOKS IS RAPIDLY DISAPPEARING BECAUSE EVERYONE WANTS TO READ “STELLA MARIS” (STAR OF THE SEA) BEFORE GOING TO SEE MARY PICKFORD IN THIS PHOToplay, AS WELL AS ALL THE OTHER FAMOUS NOVELS BY THIS AUTHOR.

Your Department Store could have a cut-out of a castle for a window-display, and could show appropriate gowns which might be worn by Mary Pickford in this picture. Below the castle could be a long stretch of ocean and underneath a card, reading:

LIKE UNCLE SAM’S SOLDIERS AND SAILORS MARY PICKFORD HAS TAKEN TO THE DEEP. COME TO THE .................. THEATRE ON ................. AND SEE “STELLA MARIS” (STAR OF THE SEA).

CAR CARDS:

NEWSPAPER ADVERTISING:

Take a photograph of the best window-display and have it reproduced on car cards, giving credit to the merchant who has shown the most progressiveness. This will give a local news flavor to the advertising.

Reproduce in your newspaper ads. a cut of the window which has the best display, and hook up your campaign with that of your merchant. You might use a line like this, with a flag reproduced:

IF THE STARS IN AMERICA’S STAR-SPANGLED BANNER REPRESENTED THE TALENTED YOUNG Daughters OF THE SCREEN AND STAGE, IT WOULD BE GENERALLY ACCEPTED THAT MARY PICKFORD IS “THE BRIGHT PARTICULAR STAR.”

NOT CONTENT WITH HER VICTORIES AT HOME ON LAND, SHE HAS TAKEN TO THE SEA AND WILL APPEAR AT THE .................. THEATRE ON .................. IN “STELLA MARIS” (STAR OF THE SEA).

CONTEST:

You could cut out a star and a large letter “C” (sea) in gilt, and offer two passes to the first one who guessed the riddle. (Answer: Mary Pickford in “Star of the Sea.”)

FOR FURTHER SUGGESTIONS KINDLY CONSULT
THE EXHIBITORS’ SERVICE DEPARTMENT
485 Fifth Avenue, New York
Reproductions of Stock Star Cuts and Mats—MARY PICKFORD

Issued for Newspaper use in SETS of SIX—consisting of:

Three One-column
Two Two-column
and One Three-column

(Above reproductions reduced in size)

Always obtainable at your exchange
Advertising Layouts
EXACT SIZE

MARY PICKFORD
in "Stella Maris"
by William J. Locke

Scenario by Frances Marion
Directed by Marshall Neilan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE
Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.

These are always obtainable at your exchange in either cut or mat form.
MARY PICKFORD
in
"Stella Maris"
By William J. Locke
Scenario by Frances Marion
Directed by Marshall Neilan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE
Name of Theatre, Location, Time of Performances,
Prices, Dates of Showing, etc.
Advertising Layouts and Slide

MARY
DICKFORD

in
“Stella Maris”

by William J. Locke

Scenario by Frances Marion  Directed by Marshall Neilan

An ARTCRAFT Picture

DISPLAY IN THIS SPACE
Name of Theatre, Location,
Time of Performances,
Prices, Dates of
Showing, etc.

Beautifully colored
announcement slide
this size obtainable
at your exchange.
LITHOGRAPHS

Twenty Four Sheet Poster

MARY PICKFORD
STELLA MARIS

Six Sheet Poster

MARY PICKFORD
STELLA MARIS

Six Sheet Poster

MARY PICKFORD
STELLA MARIS

One Sheet Poster

MARY PICKFORD
STELLA MARIS

One Sheet Poster

MARY PICKFORD
STELLA MARIS

Three Sheet Poster

MARY PICKFORD
STELLA MARIS

Three Sheet Poster

There is also a Half Sheet Window Card for this production which is not shown above.
CARTOON
Dual Role Adds New Brilliance to Famous Cinema Star

Mary Pickford, the evening star of the film firmament, outshines the brilliancy of every past cinema achievement in her newest Artcraft Picture, "Stella Maris," adapted from William J. Locke's popular novel by Frances Marion. In this screen play there are two Mary Pickfords, or, to be exact, Mary Pickford in two different characters of extreme contrast. This is the first time that "Our Mary" has ever experienced the feeling of co-starring with herself, and that she enjoys the novelty is evident.

In the part of Stella Maris Mary appears as we know her best—a beautiful child with long curls and pretty frocks. Living in a home of wealth, surrounded by every luxury and with the tender care of a circle of friends who worship her, the character is similar to those which have disclosed her best efforts in the past.

Unity Blake, however, is a part which shows Mary as we have never seen her before. With curls straightened out and hair braided down against a dirty face and over a hunched shoulder, the unattractive Unity, slave of an orphanage, is as different from pretty Stella as the cactus is unlike the rose. Although of two entirel7 different worlds, the lives of Stella and Unity become closely linked in the course of the story, a narrative of sublime pathos and charm which lends itself well to the rare talents of "America's Sweetheart." The production of "Stella Maris" was in the hands of Marshall Neilan, the youthful director whose artistic presentation of recent Mary Pickford photoplays had much to do with their success.

Cuts and mats of the above cartoon can be secured from the Exhibitors' Service Department, 485 Fifth Avenue, New York City. There is no charge for the mats except that two clippings of each must be mailed to the Exhibitors' Service Department. For the cuts a remittance of One Dollar should accompany the order.
Reproductions of Scene Cuts and Mats

Issued for Newspaper use in SETS of TEN—consisting of:
Five One-column
Three Two-column
and Two Three-column
(Above reproductions reduced in size)
Always obtainable at your exchange.
Press stories to be sent out a week ahead and during the showing of "STELLA MARIS"

Mary Pickford's next appearance in an Artcraft picture will be in an adaptation from Wm. J. Locke's novel, "Stella Maris," which will be shown at the ........ theatre commencing ............. It was prepared for the screen by Frances Marion and produced by Marshall Neilan, who directed Miss Pickford's latest success, "Rebecca of Sunnybrook Farm" and "A Little Princess."

The story of Stella Maris gives to Miss Pickford the most tenderly appealing role in which she has ever appeared on the screen. The Artcraft star for the first time in her career plays a double role, the characters of Stella Maris, who has been a paralytic for ten years, living in a home of wealth, surrounded by every luxury and with the tender and devoted care of the circle of friends who are worshippers at the "Court of Stella Maris," the bedroom where none without smiles are allowed to enter, and where world-wisdom and care has no place; and that of Unity Blake, a veritable Ugly Duckling, the slave of an orphanage, living on the scraps and dressing in the rags which are given to her in the name of charity.

In this latter role Miss Pickford appears with curls straightened out and hair braided down against a dirty face and over a hunched shoulder. This uncouth character forms a remarkable contrast to that of the beautiful Stella Maris. Miss Pickford's transition from one character to the other will no doubt be remembered as one of the greatest achievements in her artistic work.

The story revolves around the curing and entrance into the real world of the paralytic, Stella Maris, and the revelation to her, after having been sheltered for years in a world of dreams and ideals, of the actualities of the misery and sorrow in the real life outside.
Playing a dual role, Mary Pickford will be seen in a new Artcraft picture at the .......... theatre, beginning .......... Miss Pickford plays the title role of "Stella Maris," in a film version of Wm. J. Locke's celebrated novel, and also interprets the part of Unity Blake, an uncouth character who is introduced as an inmate of an orphan asylum. As Stella Maris, a paralytic heiress, surrounded by every luxury wealth can command, and protected from even the slightest knowledge of worldly things, the comparison with Unity Blake presents a startling contrast. Later, when Stella Maris has her health restored and learns of the poverty, misery and crime existing in the world which her imagination had pictured as idyllic it proves so strong a shock that her life is threatened.

Through an amazing chain of circumstances the two girls - the Ugly Duckling and the delicate and beautiful Stella Maris - love the same man, and then comes a supreme sacrifice, the giving of Unity Blake's life for the man she loves and for Stella Maris.

The portrayal of two characters so vastly different by Mary Pickford will probably stand as a wonderful achievement in screen art.

Frances Marion adapted the story to the screen, and Marshall Neilan directed the production. That they have caught the tender pathos of the novelist's work is demonstrated in this, the latest of charming vehicles for the appearance of the world-famous star.
Besides playing two roles herself, Mary Pickford has surrounded herself with a notable cast in her latest production for Artcraft, which will be shown at the .......... theatre on .......... The photoplay is adapted by Frances Marion from Wm. J. Locke's novel, "Stella Maris," and produced by Marshall Neilan, whose masterly direction of Miss Pickford's last two successes, "Rebecca of Sunnybrook Farm" and "The Little Princess," caused most favorable comment. Miss Pickford plays the role of Stella Maris and of Unity Blake, two entirely different parts, each carrying a powerful appeal.

The characters surrounding the Artcraft star in the production have been especially well chosen. Conway Tearle, who has maintained a notable reputation on the stage and in films for some years, was engaged to go to the West Coast studio of Artcraft to play the role of John Risca, English journalist and gentleman, who proves an ideal selection for the leading supporting role. Camille Ankewich, a member of the Lasky stock company, is cast for the difficult part of John Risca's wife, a woman whose finer sensibilities have been utterly lost through drink.

Herbert Standing, the eminent English actor of many years of stage successes, appears as Sir Oliver Blount, an English nobleman and uncle of Stella Maris. Miss Ida Waterman is the distinguished, yet motherly, Lady Eleanor Blount, while Josephine Crowell appears as an aristocratic English spinster.
Conway Tearle, who plays the leading supporting role with Mary Pickford in "Stella Maris," the attraction at the ............ theatre tomorrow, comes from a celebrated family of theatrical people in England and this country. It was his great grandfather, Tearle, who started the first stock company in America in 1712, and F. B. Conway, another of near kin, who built the famous old Conway theatre in Philadelphia.

Conway Tearle himself has been on the stage for twenty-one years, first appearing in Shakespearean plays in London, later becoming leading man with Sir Charles Wyndham, Ellen Terry and other famous stars at the Drury Lane Theatre. In Australia he created the Ben Hur leading role. In 1905 Mr. Tearle came to America and appeared with Grace George in "Abigail" at the Savoy Theatre, New York, later appearing in many plays with Ethel Barrymore, Viola Allen and others.

His first appearance in a motion picture was with Miss Barrymore, in "The Nightingale," in 1912. After that he played opposite Marguerite Clark in two productions, and with Clara Kimball Young in "The Common Law" and "The Foolish Virgin." More recently he co-starred with Anna Little in the two first J. Stuart Blackton pictures for Paramount, "The World for Sale" and "The Judgment House."

Mary Pickford's latest picture for Artcraft, "Stella Maris," which is to be shown at the ............ Theatre tomorrow, has been taken from the novel by the celebrated English writer, Wm. J. Locke. In his other stories, some of which are "Jaffrey," "The Fortunate Youth," "The
Beloved Vagabond" and "Simple Septimus," as well as the charming story of "Stella Maris," Mr. Locke has wrought his characters of fiction with rare skill and with an unusual perception of the finer elements of human understanding. The characters of his books stand out with the vividness of real people, moving in a world splendidly pictured by the novelist. He has been able to reach a narrative of sublime pathos in the story of "Stella Maris," a book which lends itself well to the rare talents of Miss Pickford. The photodramatization of the story was in the hands of Miss Frances Marion, who also adapted for the screen Mary Pickford's other recent successes, "Rebecca of Sunnybrook Farm" and "The Little Princess."

When Adolph Zukor, president of the Famous Players-Lasky Corporation, paid a visit to the studio where Mary Pickford was engaged in her double role in "Stella Maris," the Artcraft picture now being shown at the Theatre, his first view of the Artcraft star was as Unity Blake, the Ugly Duckling, an unattractive little orphan girl with the well-beloved Pickford curls straightened out and with other radical changes of the make-up art which so transformed the star that one could scarcely recognize her as the same Mary Pickford of the role of Stella Maris.

Continued over 16
Mr. Zukor, seeing the Ugly Duckling, swathed in bandages, lying in bed with one whimsical eye peering up at him, said: "I hear you die in this next scene"; and, coming to the point without hesitation, "I hope you do it pretty soon."

In "Stella Maris," Mary Pickford's latest picture for Arctcraft, now at the Theatre, she plays two roles, the sweet and appealing character of Stella Maris, and Unity Blake, an uncouth figure. One of the big scenes in the photoplay shows the terrific beating Unity receives from the drink-sodden woman who has taken her from the orphan asylum. While Miss Camille Ankewich gives a splendid interpretation of the brutal woman, she is a woman of gentle disposition and dearly loves Little Mary. Marshall Neilan, the director, says that he experienced the greatest difficulty in getting Miss Ankewich to beat Miss Pickford in a realistic manner, and after the scene was over and Mary was rubbing a red spot on her injured cheek, Miss Ankewich burst into tears and declared it was the hardest thing she had ever done in her whole life.
"Stella Maris," the Artcraft picture now being shown at the Theatre, in which Mary Pickford is the star, is adapted from Wm. J. Locke's novel of the same title. To begin with Stella Maris was not Stella's real name. She was an orphan, tremendously rich, living with her uncle and aunt, Sir Blount and Lady Eleanor, in a big stone castle by the sea. She was afflicted with a mysterious disease which had paralyzed her from childhood and her room was always kept lighted, day and night. The twinkling light, seen from far off on the ocean, led John Risca, a distant relative, to name her Stella Maris - Star of the Stea - and by this name she was known for the rest of her life.

Mary Pickford plays two parts in "Stella Maris," the Artcraft picture being exhibited at the theatre, one delicate and dainty, and the other, as Unity Blake, uncouth and unlovely, but carrying with it a tremendous amount of pathos. In several scenes, as Unity Blake, Mary Pickford causes the feminine audience to reach for its handkerchiefs and enjoy a good cry.

Many people will wonder how such a scene is worked up, and the atmosphere created in a studio. Director Marshall Neilan, who produced the picture, tells us the secret.

"Miss Pickford is a splendid actress," says Neilan, "and brimful of temperament. As Unity, the abused slave whom John Risca has rescued from the cruelties of his half-insane wife, her make-up was so perfect that when she walked onto the studio floor no one recognized her.

"In the big emotional scene Unity stands alone in Risca's living

Continued over
room and looks at the picture of Stella Maris, a contrast with Unity's homely face and twisted body. She loves John and John loves Stella Maris. And Unity breaks down and weeps, and real tears roll down her cheeks and her deformed shoulders writhe.

"Behind a screen are stationed a pianist and two violinists, and as Mary, thoroughly submerged in her part, proceeds with her acting, the musicians play sympathetic music, and the wailing violins fairly sob until the climax, when the music reaches an agonized shriek.

"When this scene was taken, every one in the studio broke down and cried."

In "Stella Maris," the Artcraft picture now at the ......... theatre, Mary Pickford plays a part wonderfully adapted to her. In fact, the illustrations in the novel by Wm. J. Locke, show Stella Maris as a replica of Little Mary, golden curls and all.

The work of Mary Pickford as Stella Maris is overshadowed by that of the character of Unity Blake, a homely girl, uncouth and misshapen, who creates big moments in the photoplay, and whose emotional work is a revelation. The superior work of Unity Blake is apparent in scenes where Unity and Stella Maris appear together on the screen.

Miss Pickford frankly admits that Unity Blake more than shares the honors with Stella Maris, and that she, herself, loves the part of Unity Blake. This may seem a strange confession for a star to make, but the fact is that Mary plays both parts herself. The dual role is made possible by clever photography, and Miss Pickford is seen talking to herself, and walking off the scene with herself.
Synopsis of “Stella Maris.”

Stella Blount was an orphan, tremendously rich, living with her Uncle and Aunt, Sir Blount and Lady Eleanor, in a big stone castle by the sea. She was afflicted with a mysterious disease which had paralyzed her from childhood, and her room was always kept lighted, day and night. The twinkling light, seen from far off on the ocean, led John Rica, a distant relative, to name her Stella Maris – Star of the Sea – and by this name she was known for the rest of her life.

Stella Maris was an unusually beautiful girl, tenderly loved and surrounded by every luxury wealth could command. Separated from the world and all knowledge of sordidness and sorrow kept from her, she developed an angelic nature and a purity of mind and heart which caused all to love her as an almost supernatural being.

In his youth, John Risca had entered into an unfortunate marriage with a girl of lowly origin, whose beauty had infatuated him. He discovered that she had a secret appetite for liquor, which she proceeded to satisfy, despite his pleadings and protestations. He separated from her, though he contributed generously to her support. Ten years of dissipation reduced her to bestiality, and as she could get no servant to remain in her service she took little Unity Blake from an orphanage. Unity was a homely child, and if anything, gifted with less than an ordinary degree of intelligence. She submitted without complaint to the cruelties of Mrs. Risca until one day, in a fit of rage, the drunken woman beat Unity with a red hot poker, for which she was arrested and sent to the penitentiary for three years.

Overwhelmed with shame at the publicity of the trial, John Risca

Continued over
determined to leave the country, but was persuaded to remain by Sir Blount and Lady Eleanor, who begged him not to wound Stella Maris, who loved him. To rectify the great wrong done Unity, Risca adopted her and had his Aunt Gladys keep house for him. Through unremitting kindness, though he felt no warm affection for the child, he won her gratitude and love, and she delighted in looking after his comfort.

Stella Maris continued to rule her world, of which she termed John Risca her "Chief High Belovedest," and he was a constant attendant at her court, weaving beautiful and fantastic tales of the outside world to amuse her.

The Blounts retain the services of a specialist who has attracted much attention by his marvelous results, and he performs the miracle of restoring Stella Maris to health.

From her first peep into the new world Stella Maris saw how unfounded her ideas and ideals had been, and she learned of poverty, crime and unhappiness. Her childish regard for John Risca turned into the deep love of a woman, and John found that his affection for her had grown to an overwhelming passion. He decided to tell her of the existence of his wife, but was dissuaded by Sir John, who feared to add to the sorrows of Stella Maris.

Mrs. Risca learned about Stella Maris and told her many lies which nearly broke her heart, and caused her to crushingly reprove Risca, who is driven to distraction by his inability to explain the situation. Both underwent mental tortures, and Unity Blake suffered anguish over the troubles of the man she adored. Believing that Risca is about to commit suicide, she nerves herself to a terrible act of self-sacrifice, and kills Mrs. Risca and destroys herself. Her deed is attributed by the police to motives of revenge.

Stella Maris slowly adjusts herself to the world as she finds it, and sees the true worth of John Risca.
The Widow’s Might

Scheduled Release Date: 28 Jan 1918
Jesse L. Lasky Presents

JULIAN ELTINGE in

"The Widow’s Might"

By Marion Fairfax
Directed by William C. De Mille

Country Wide Acclaim

If we must have quasi ladies, then let us have Julian Eltinge, for he is so good looking and so funny that he is a delight any way you put it.

New York Tribune

Of course, Mr. Eltinge is it.

Chicago Tribune

Mr. Eltinge created a furore.

Salt Lake Herald-Republican

Press Book and Exhibitor’s Aids

A Paramount Picture
JUST WHAT YOU NEED TO KNOW ABOUT "THE WIDOW'S MIGHT."

The star, Julian Eltinge, is without question, the greatest feminine impersonator of stage or screen. This is his third Paramount picture and follows "The Countess Charming" and "The Clever Mrs. Carfax."

The author is Marion Fairfax, who wrote the production especially for Julian Eltinge.

The Director, William C. de Mille, is one of the most famous of filmdom, being particularly well known as the director of both stage and screen versions of "The Warrens of Virginia," and of Geraldine Farrar's famous picture, "Carmen."

The cast is excellent, headed by pretty Florence Vidor who also appeared with Mr. Eltinge in "The Countess Charming"; and including Maym Kelso, James Neill, and Gustave von Seyffertitz.

The photography settings and the star's gowns are exceptionally fine.

Here are the facts: Now how are you going to let your patrons know what you know? In other words: HERE'S WHAT WE'RE DOING FOR YOU—WHAT ARE YOU DOING FOR YOURSELF?

First of all be sure to hook up with our million dollar advertising campaign!

There are three ways in which you can do this. They are (1) Always using the trademark on your newspaper advertisement, (2) Always showing the trademarks in your lobby or on the front of the theatre, and (3) Always flashing them on the screen inside the theatre. WE'RE PLAYING UP THE TRADEMARK AND TELLING THE PEOPLE TO WATCH FOR IT.

SEE THAT THEY GET A CHANCE TO FIND IT WHenever THEY LOOK FOR IT.

There are hundreds of thousands of persons reading these ads—see that you get your money's worth of them!

THE CAST

Dick Tavish........Julian Eltinge
Irene Stuart........Florence Vidor
Horace Hammer,
Gustave von Seyffertitz
Mrs. Pomeroy Pomfret...Maym Kelso
Red..................James Neill
Pete..................Larry Steers
Cob..................George McKenzie
Director........William C. de Mille

CONTENTS

1. Cover—with Billing
2. About the Picture and Accessories
4. Promotional Ideas
5. Biographical Sketch
6. Ad Layouts with Mats
7. Ad Layouts with Mats
8. Ad Layouts with Mats
9. Ad Layouts with Mats
10. Lithographs
11. Advance Publicity
12. Advance Publicity
13. Advance Publicity
14. Advance Publicity
15. Cast and Synopsis
16. Synopsis Continued
17. Current Releases—Paramount and Artcraft

ACCESSORIES

(To be obtained from your Exchange)

Paper
Two one sheets
Two 3 sheets
Two 6 sheets
One 24 sheet

Photos
10 8x10 black and white
8 11x14 colored gelatins
2 23x28 colored gelatins
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure
Series of Advertising Layouts:
Mats
Press Book
with sales talk, card and letter
announcements, suggestions for
lobby and other displays.

Heralds
Slides
Window Cards
Music Cues
ADVERTISING SUGGESTIONS FOR "THE WIDOW'S MIGHT"

POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE EXHIBITING PICTURE)

Dear Madam:

This is just a line to tell you that Julian Eltinge, the famous female impersonator, is coming to the Theatre on. in a production called "THE WIDOW'S MIGHT."

I hope you will not fail to see Mr. Eltinge in this amusing picture.

Manager.

POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE EXHIBITING PICTURE)

Dear Madam:

Referring further to the new Julian Eltinge photoplay called "THE WIDOW'S MIGHT," which is to be shown at the Theatre on. this play was adapted for the screen by Marion Fairfax and directed by William C. de Mille.

Don't forget the date of this showing, please.

Manager.

SUGGESTED LETTER
(TO BE SENT 3 DAYS BEFORE SHOWING)

Dear Madam:

We all know there is nothing the ladies enjoy more than to see handsome gowns well displayed, and I think you who have seen Julian Eltinge will agree with me that no woman has ever looked more charming in smart clothes than has this famous female impersonator. In his latest picture "THE WIDOW'S MIGHT," Mr. Eltinge wears some stunners.

You may be interested to know how Mr. Eltinge first entered this line of work. While very young his parents moved from Montana to Boston, and at the early age of 14 he was forced to go to work, and entered a Boston wholesale house.

He joined the Boston Cadets, an organization which numbered many Harvard boys amongst their members. This organization was in the habit of giving amateur theatricals, and someone was needed to play the part of a young woman called "Miss Simplicity." Because of his pink and white complexion the part was allotted to Mr. Eltinge, and he made such a success of it that he never was allowed to play any but female parts thereafter.

Shortly after he jumped into fame and received as high as $1,500 a week in vaudeville. After appearing in many productions on Broadway, Mr. Eltinge succumbed to the lure of the screen—to release his pictures, of course, through Paramount.

We shall look forward to seeing you at the Theatre on. and hope you will bring a large party with you.

Yours sincerely,

Manager.

FOLLOW-UP POST CARD (TO BE MAILED ON DAY OF SHOWING)

Dear Madam:

This is the day we are showing the Julian Eltinge picture—"THE WIDOW'S MIGHT." Don't fail to come and see it, please. You will be well repaid as well as amused.

Manager.
ADVERTISING SUGGESTIONS FOR

“THE WIDOW’S MIGHT”

LOBBY A life sized cut of Julian Eltinge, backed by a painted cardboard picture
DISPLAY of a Western ranch with cows painted on scenery in the distance, and in one
corner a large calendar with the head of a beautiful girl thereon would add to the interest.

You could have another figure of Mr. Eltinge dressed as a widow, holding up in the
right hand five large letters as follows:

M I G H T

Mimicry Impersonation Gripping Humorous Thrilling
these five words to be printed directly under the five letters.

STREET DISPLAY A good idea would be to have some Boy Scouts dressed as
AND THROWAWAYS girls holding a banner reading:

“THE JULIAN ELTINGE ORDER OF BOY SCOUTS”

AND THESE boys could pass out slip sheets on which could be the type taken from the
local newspaper reading as follows:

“See Julian Eltinge at the……..Theatre today in
“THE WIDOW’S MIGHT”—with a big

M I G H T

Mimicry Impersonation Gripping Humorous Thrilling

WINDOW Ask your local window dressers to co-operate with you. One could have
DISPLAY a figure dressed in handsome mourning apparel to represent a widow. This
would give a good opportunity to display all kinds of rich mourning gowns, wraps and
accessories, and you could have the widow followed by five men as follows:

1st—a soldier in uniform
2nd—a golfer in golf togs
3rd—a tennis player in tennis suit
4th—man in street dress
5th—man in evening clothes,

and a sign reading:

“YOU ALL KNOW THE POWER OF ‘THE WIDOW’S MIGHT’—IT IS MIGHTY!

It is to be seen at the………………Theatre on………………

Another window could have the figure of a stunning girl with a baby in her arms, and
in this window could be displayed baby accessories with many suggestions for Christmas
presents. This window could have a sign reading:

“If you were in love with a girl, and caught her sneaking into the apartment
of a notorious crook with a babe in her arms, would you forsake her, or would
you give her the benefit of the doubt?

The answer is told in “THE WIDOW’S MIGHT,” which is to be shown at the………..
Theatre on……………

CAR Some advertisers think this class of advertising most effective, next to news-
CARDS paper. Take a photograph of your lobby or window display and have it
reproduced on a car card with a photograph of Mr. Eltinge down in one corner.

HOUSE ORGAN You could carry out this same plan on the cover of your House Organ for the
days you are showing the picture.

NEWSPAPER ADVERTISING Offer to print a cut in the newspaper of the best window display and
arouse interest in this way, not only of your patrons, but of the shop-
keepers as well.

IF YOU WANT SPECIAL SUGGESTIONS, WRITE TO
EXHIBITORS’ SERVICE DEPARTMENT

485 Fifth Avenue, NEW YORK
JULIAN ELTINGE'S LIFE STORY

Julian Eltinge was born in Butte, Montana (but his parents moved to Boston, Mass., while he was still very young), and it was in that city that he went to school and spent the greater part of his childhood. He was forced to go to work at the early age of fourteen.

The story that he is a Harvard man doubtless owes its origin to the fact that Mr. Eltinge whose real name by the way, is William Dalton, belonged to the Boston Cadets, a military organization, many of the members of which were Harvard men. The cadets were in the habit of giving excellent amateur productions yearly, and it was at one of these, namely, "Miss Simplicity," that Julian Eltinge gained his first notoriety as a female impersonator. During his whole association with the Boston Cadets, Mr. Eltinge was working in a Boston wholesale house.

Subsequently he appeared in several vaudeville engagements, receiving sometimes as much as $1,000 or $1,500 a week. His success in vaudeville led him still another step up the ladder of success, and in "The Fascinating Widow" in the dual role of Mrs. Monte and Hal Blake, he scored a phenomenal success. This was at the Liberty Theatre, New York City, in 1911.

After touring in the same production until 1914, he appeared in "The Crinoline Girl," in the role of Tom Hale, at the Knickerbocker Theatre, also New York City. Mr. Eltinge continued in "The Crinoline Girl" until 1915 when he started in on his latest and greatest success, "Cousin Lucy," in which he has played until very recently when he followed the example of most of his fellow actors and succumbed to the lure of the motion picture.

Mr. Eltinge is appearing at the .......... Theatre this week in his newest Paramount photoplay, "The Widow's Might," written for him by Marion Fairfax and directed by William C. de Mille.
A great firm giving merchandising counsel advertises that “Keeping everlastingly at it brings success.” The fact that they have piloted thousands of concerns to success and have been successful themselves for many, many years lends credence to their assertion . . . By using these attractive, dominating cuts, and “keeping everlastingly at it” you, too, can attain that high measure of success that characterizes the concerns that consistently advertise.

EXHIBITOR’S THEATRE

Jesse L. Lasky, presents

JULIAN ELTINGE IN

“THE WIDOW’S MIGHT”

By Marion Fairfax
Directed by William C. De Mille

EXHIBITOR’S THEATRE

“The Home of Paramount Pictures”

ADDRESS

Jesse L. Lasky presents

Julian Eltinge in

“The Widow’s Might”

By Marion Fairfax
Directed by William De Mille

Get a new viewpoint on eugenics! See a man mother a baby and give new impetus to the suffrage cause. All week at this theatre but come early.

Short Reel
Travelogue
Musical Program

We show the famous Paramount Pictures advertised in the Saturday Evening Post.

A Paramount Picture

Stunning gowns stunningly worn are one of the features of this picture. And worn by a man, too. Some of the best known modistes on Fifth Avenue consistently patronize Mr. Eltinge’s show to take notes about the gowns he wears. See them this week at this theatre.

Short Reel
Travelogue
Musical Program

We show the famous Paramount Pictures advertised in the Saturday Evening Post.

They say that a prosperous man’s business speaks for itself — it does, through its advertising.
EXHIBITOR'S THEATRE
“The Home of Paramount Picture’s”
ADDRESS

Jesse L. Lasky presents

Julian Eltinge in
“The Widow’s Might”
By Marion Fairfax—
Directed by William C. DeMille

A Paramount Picture

Captivates the Men
His disguise in this picture is so perfect that no one in his hotel recognized him as the “cowpuncher” who, a moment before, had just “come from the ranch.” Don’t miss this picture.

A man may be able to make a thing superlatively well but the world won’t make a beaten track to his door unless it knows he has it. Do they know that you show Paramount Pictures?
MUSIC CUES
always obtainable
at your exchange.

EXHIBITOR'S THEATRE
"The Home of Paramount Pictures"
Jesse L. Lasky presents
JULIAN ELTINGE
in
"THE WIDOW'S MIGHT"
By Marion Fairfax
Directed by
William C. De Mille

His Gowns Are Copied by Women
More than one great Fifth Avenue modiste has sat in the New York theatres
copying the wonderful Parisian gowns worn by Julian Eltinge in his work.
See them yourself this week at this theatre.

Short Reel Subject
Travelogue
Musical Program

The best proof of the value of advertising lies in the fact that anybody
who amounts to anything uses it.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

Three Sheet
One Sheet
One Sheet
Three Sheet

Six Sheet
Six Sheet

Twenty-four Sheet
NEW METHOD OF FOOD CONSERVATION IN FILMS BY PARAMOUNT.

The producers of Paramount pictures are complying with Food Administrator Hoover's request to conserve edibles and even at the sacrifice of time have without exception observed the custom of serving imitation food in pictures. The notable exception occurs in "The Widow's Might," a new Paramount picture starring Julian Eltinge. In this picture an important scene occurs around a dinner table while the characters are eating. What to do was a problem, for the scene was too important to omit. Director William C. De Mille however, found a pleasant and profitable way out of the difficulty. This was to have the scenes taken at just about dinner time in the Maryland Hotel at Pasadena where the company was staying, and allow the entire company to enjoy the meal with not a cent nor a mouthful wasted while the camera man stored up the scene in his "little old box." "The Widow's Might" will be shown at the Theatre on ..........

JULIAN ELTINGE AGAIN A WOMAN IN "THE WIDOW'S MIGHT."

Julian Eltinge, the famous Paramount feminine impersonator, who is appearing at the ........ Theatre on ........ is again taking the role of a woman in "The Widow's Might." This is a charmingly humorous story of the adventures of young Dick Tavish who sets himself up as a rancher, only to learn that an older hand at the game is going to beat him. How he wins out, with the help of a wig, a baby and an exceedingly pretty girl, makes an unexpectedly refreshing and original picture, which was directed by William C. de Mille.

The remarkable impersonator of fair women, Julian Eltinge whose third Paramount picture, "The Widow's Might" will be shown at the Theatre on ........ has been mingling sight seeing with work while at the Paramount studios in the west. He has been to San Diego, Catalina Island, San Francisco Big Trees and Lake Tahoe.
Julian Eltinge, the famous feminine impersonator, will be seen at the Theatre on in his latest Paramount picture, "The Widow's Might", a story written especially for him by Marion Fairfax and produced under the direction of William C. De Mille.

Many of the outdoor scenes were "shot" in beautiful Pasadena, California and it is said that the gowns worn by the star excel in gorgeousness and style, even those in his previous productions.

The popular feminine impersonator, Julian Eltinge, is to be seen in his latest Paramount picture, "The Widow's Might" at the Theatre on This is a fascinating story written especially for Mr. Eltinge by Marion Fairfax and directed by William C. DeMille. Mr. Eltinge is again given the opportunity to display his famous wardrobe of feminine finery and his talents as a female impersonator.

The story is that of a young New Yorker who decides to dabble in ranching and narrowly misses being robbed by a notorious crook. How he succeeds in foiling the designs of this gentleman through the disguise of a woman, how the disguise gets him into lots of trouble with the girl he loves, but how he at length wins out and saves both his girl and the ranch, makes a story of fun and adventure throughout.

The cast supporting Julian Eltinge in his newest Paramount production, "The Widow's Might" is exceptionally good. It includes Florence Vidor, Gustav von Seyffertitz, Maym Kelso and James Neill among others. The play is a comedy-drama of the best type, written especially for Mr. Eltinge by Marion Fairfax and directed by William C. De Mille.
Press stories to be sent out a few days in advance or during the showing of "THE WIDOW'S MIGHT"

Julian Eltinge, the famous feminine impersonator, will be seen at the Theatre on ....... in his newest Paramount photoplay, "The Widow's Might," a story written especially for him by Marion Fairfax and produced under the direction of William C. De Mille.

At the Theatre this week, Julian Eltinge, the famous feminine impersonator is appearing in his latest Paramount picture, "The Widow's Might," a fascinating photoplay written for him by Marion Fairfax, author of the scenario for "The Secret Game," "The Clever Mrs. Carfax," "Hashimura Togo," "Freckles" and many other Paramount pictures. "The Widow's Might" was directed by William C. de Mille.

Dick Tavish, as played by Julian Eltinge, the man who pays more dressmaker's bills for himself than any other in the world, and who wears some stunning new gowns in his latest Paramount picture, is an enterprising young New Yorker. He decides that 'there is money in cows' and establishes himself on a Western ranch.

How he is obliged to disguise himself as a woman in order to entrap the crook who is trying to steal his farm, and how he finally wins out against all sorts of odds, makes a thrilling and entirely humorous picture which is well worth the seeing.

"The Widow's Might" was written especially for Mr. Eltinge by Marion Fairfax and was directed by William C. de Mille, famed as director of both stage and screen versions of "The Warrens of Virginia;" director of 'Carmen' starring Geraldine Farrar; many pictures starring Blanche Sweet and others.

The cast that was chosen to support Mr. Eltinge in "The Widow's Might" is especially fine, including many of the players who have appeared in his former pictures, such as pretty Florence Vidor, Maym Kelso and James Neill.
Unsurpassed as a feminine impersonator on the stage, Julian Eltinge is now turning his attention to the screen or 'silent' drama and has already appeared in several Paramount photoplays. The newest of these, "The Widow's Might" will be shown at the ......... Theatre on .........

"The Widow's Might" is the story of a young college man who wins out against the almost overwhelming efforts of some crooks and finally wins back his fortune as well as the girl he loves. "The Widow's Might" was written especially for Mr. Eltinge by Marion Fairfax. It was directed by William C. de Mille.

JULIAN ELTINGE'S DEBUT WAS WITH BOSTON CADETS

Julian Eltinge, the noted feminine impersonator, who is appearing in the Paramount photoplay, "The Widow's Might" at the ......... Theatre, began his career almost by accident. There was to be a play, given by the Boston Cadets, an organization of which Mr. Eltinge was at that time a member — and some one was needed in a hurry to play the part of a young woman in "Miss Simplicity." Eltinge, having as his chief qualification a notably pink and white complexion, essayed the part and made such a success of it that he was never again allowed to appear on the stage as anything else but a woman, — and before long became prominent in amateur theatricals and later in the profession.

Julian Eltinge, America's popular feminine impersonator, who has temporarily deserted the stage for the screen, will appear at the ......... Theatre on ......... in his newest Paramount picture, "The Widow's Might."

This is a comedy drama, written especially for Julian Eltinge by clever Marion Fairfax, and allows the noted actor-actress to display his-her powers of mimicry to the best advantage.

The director, William C. de Mille, chose beautiful Pasadena as the scene of the outdoor bits and some of the views are exceptionally beautiful. The story was mostly supposed to happen at "Coronalta," a fashionable California resort, and Pasadena furnishes the scenery, the beautiful hotels and smartly gowned guests so necessary for the correct "atmosphere."

Dick Tavish decides to be a rancher, and the fact that he is the rankest New York "tenderfoot" that ever set foot in a prairie, does not deter him in the least. Dick, is no other than Julian Eltinge, the famous feminine impersonator, and the way he wins out on the ranch proposition, of course, through the disguise of a woman makes an extremely enjoyable picture which will be shown at the ......... Theatre on ......... This is "The Widow's Might."

This was written for him by Marion Fairfax and directed by William C. de Mille.

Julian Eltinge, the ever-popular Paramount impersonator of feminine roles, will be seen at the ......... Theatre on ......... in his latest photoplay, "The Widow's Might," a story written especially for him by Marion Fairfax and directed by William C. de Mille.
Dick Tavish (Julian Eltinge), is an enterprising young New Yorker who decides there 'is money in cows' and establishes himself as a rancher. After the novelty of this existence has worn off, he finds himself very lonely in spite of the occasional visits of his neighbors, Pete and Red.

It is perhaps partly because of his loneliness that he falls in love with the idealized head of a girl on a fancy calendar sent out by a Chicago firm, whose president happened to be an old class mate of his. He writes his friend about the girl appearing on the calendar and learns that she is the beautiful Irene Stuart who is making such a sensation at Coronalto, a nearby fashionable resort.

When, soon after, Dick learns that he must go to Coronalto to see Horace Hammond, the man who sold him his ranch and whom he believes has put over a crooked deal, he is delighted for he realizes that he will see Irene Stuart with whose picture he is in love, as well as getting a clear title to his ranch by proving Hammer a crook.

We next see Dick accompanied by Red, his pal, registering in the lobby of the hotel at Coronalto. Irene sees him and recognizes him as the man who had admired her picture for the President of the company was her friend as well as Dick's old class mate and had told her of the rancher's admiration of her picture.
Dick's first interview with Hammer is very unsatisfactory, but he resolves to bide his time. While they are talking, Irene, in another part of the hotel, finds a stray baby at her door with a note asking her above all things not to send it to an institution. The whole thing is a plot of one of the hotel maids to blackmail the rich guests. Irene wants to keep the baby, but is prevented by her worldly and very prim aunt, Mrs. Pomeroy Pomfret who sends her down to dinner, bidding her leave the baby for the present, for they have an important dinner engagement with the rich Mr. Hammer.

While this is going on in Irene's rooms, Dick has finished his interview and he and Red are having a consultation about Hammer. Red opines that if they could only get hold of some papers of Hammer's they could prove his guilt. Dick impulsively starts down the fire escape to open Hammer's safe. Unfortunately, he is almost caught by Hammer himself and Irene, who have returned to Hammer's rooms. The latter has promised to help Irene take care of the baby, which she mentions only as a "foundling," and has come back to get some money from his safe.

Dick escapes by a narrow margin by popping into the nearest room on the fire escape - which happens to be that of Irene's aunt. Here he runs into the secret of her life - her wig! Hearing people coming to look for him, Dick has only time to clap this on his head, wrap himself in an evening coat of Mrs. Pomfret's and tell the searchers that the thief went in an opposite direction.

Next he frightens Mrs. Pomfret into introducing him as her friend, the Princess Martini, traveling incognito (for there was no 'princess registered, and he wished to avoid too close questioning.) Thus it is that he continues his stay at the hotel as the 'Princess,' entirely captivating the men, especially Hammer, and taking charge of Irene's foundling for her. His efforts along this line are humorous in the extreme.

It is only when Dick is accused by the unscrupulous maid, first of being the baby's mother, and later, when he has revealed his identity, as its father, that matters come to a crisis.

Dick has now enough evidence to convict Hammer through his valet, and he decides to return to the ranch with the baby, of which he has grown too fond to part. Before going, however, he returns Mrs. Pomfret's wig and sends the suspicious Irene a note, saying that if she chooses to believe the ignorant maid all right - but in his country people take their friends for granted, adding that if she'll take him that way, she'll find his address at the top of the page. Needless to say - Irene takes him - for granted.
PARAMOUNT AND ARTCRAFT RELEASES
NOW BOOKING AND COMING

J. STUART BLACKTON'S.............. The Judgment House
MARGUERITE CLARK............... Bab's Matinee Idol
LINA CAVALIERI..................... The Eternal Temptress
SESSUE HAYAKAWA............... The Secret Game
BILLIE BURKE....................... The Land of Promise
JACK PICKFORD..................... Tom Sawyer
WALLACE REID....................... Nan of Music Mountain
VIVIAN MARTIN..................... The Fair Barbarian
DOROTHY DALTON............... Love Letters
CHARLES RAY...................... His Mother's Boy
MARGUERITE CLARK................ The Seven Swans
JULIAN ELTINGE................... The Widow's Might
PAULINE FREDERICK............... Mrs. Dane's Defense
JACK PICKFORD..................... The Spirit of '17
CHARLES RAY....................... The Hired Man
DOROTHY DALTON.................. Flare-Up Sal

DOUGLAS FAIRBANKS.............. Reaching for the Moon
WILLIAM S. HART............... The Silent Man
GERALDINE FARRAR............... The Devil Stone
DOUGLAS FAIRBANKS.............. Modern Musketeer
Branch Offices of
PARAMOUNT PICTURES CORPORATION
and
ARTCRAFT PICTURES CORPORATION

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOSTON, Mass.</td>
<td>10 Shawmut Street</td>
</tr>
<tr>
<td>NEW HAVEN, Conn.</td>
<td>131 Meadow Street</td>
</tr>
<tr>
<td>PORTLAND, Me.</td>
<td>85 Market Street</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>729 7th Avenue</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>145 Franklin Street</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>71 West 23rd Street</td>
</tr>
<tr>
<td>PHILADELPHIA, Pa.</td>
<td>1219 Vine Street</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>525 13th Street</td>
</tr>
<tr>
<td>CLEVELAND, Ohio</td>
<td>Standard Theatre Building,</td>
</tr>
<tr>
<td></td>
<td>Prospect Ave. near 9th</td>
</tr>
<tr>
<td>CHICAGO, Ill.</td>
<td>220 So. State Street</td>
</tr>
<tr>
<td>CINCINNATI, Ohio</td>
<td>107 West 3rd Street</td>
</tr>
<tr>
<td>DETROIT, Mich.</td>
<td>278 Jefferson Avenue</td>
</tr>
<tr>
<td>KANSAS CITY, Mo.</td>
<td>2024 Broadway</td>
</tr>
<tr>
<td>ST. LOUIS, Mo.</td>
<td>3929 Olive Street</td>
</tr>
<tr>
<td>MINNEAPOLIS, Minn.</td>
<td>Produce Exchange Bldg.</td>
</tr>
<tr>
<td>SALT LAKE CITY, Utah</td>
<td>133 East 2d South St.</td>
</tr>
<tr>
<td>DENVER, Colo.</td>
<td>1749 Welton Street</td>
</tr>
<tr>
<td>SAN FRANCISCO, Cal.</td>
<td>646 Pacific Bldg.</td>
</tr>
<tr>
<td>SEATTLE, Wash.</td>
<td>Central Bldg.</td>
</tr>
<tr>
<td>LOS ANGELES, Cal.</td>
<td>Marsh-Strong Bldg.</td>
</tr>
<tr>
<td>PORTLAND, Ore.</td>
<td>9th and Burnside Streets</td>
</tr>
<tr>
<td>ATLANTA, Ga.</td>
<td>51 Luckie Street</td>
</tr>
<tr>
<td>NEW ORLEANS, La.</td>
<td>814 Perdide Street</td>
</tr>
<tr>
<td>DALLAS, Texas</td>
<td>1902 Commerce Street</td>
</tr>
</tbody>
</table>
The Hired Man

Scheduled Release Date: 28 Jan 1918
Hitch your wagon to a REAL star

Of all the young leading men none is so easy on the optic nerves as Ray. His fine, easy, sane acting is a balm to the feelings ... Thomas Ince presented Ray in his present vehicle, but he could probably present him in "East Lynne" if he wished to do so and still have him a success. In other words you may hitch your wagon to any sort of star if the star be of sufficient magnitude.


Thomas H. Ince Production

Figure the new patrons that Mr. Ray made for you on his first two Paramount Pictures when you book this picture. Accommodate all of them—that means a "long run."

Press Book

and

Exhibitors' Aids

MUSIC GUES FOR THIS PRODUCTION CAN BE OBTAINED AT YOUR EXCHANGE.
NOTICE

In the future you will find in nearly every press book a special cartoon drawn by "Bress". These cartoons are used by all the larger metropolitan newspapers the day following the first showing, and have been found to be most effective as "teezers" to interest the public in your theatre and your pictures.

WATCH FOR THE CARTOONS!

THE PLAYERS
EZRY HOLLINS, CHARLES RAY
Caleb Endicott.....Charles French
Walter Endicott, his son, Gilbert Gordon
Mrs. Endicott, his wife, Lydia Knott
Ruth Endicott, his daughter, Doris Lee
Stuart Morley.........Carl Ullman
Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

ACCESSORIES
(Obtainable at your Exchange)
Paper
Two one-sheets
Two three-sheets
Two six-sheets
Photos
10 8 x 10 black and white
8 11 x 14 colored gelatins
2 22 x 28 colored gelatins
8 x 10 photos of star
Cuts and Mats on Production
Five one-column
Three two-column
Two three-column
Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
Photogravure
Series of Advertising Layouts:
Mats
Press Book with sales talk, card and letter announcements, suggestions for lobby, newspaper publicity stories and special cartoon.
Slides
Music Cues

TABLE OF CONTENTS
Billing on Front Cover
Contents, Accessories and Cast inside front cover
1. What You Want to Know About the Picture
2. Advance Post Cards and Letter
3. Advertising Suggestions
4. Biography for Newspapers
5. Stock Star Cuts and Mats
6. Ad Layouts with Mats
7. Ad Layout with Mat
8. Lithographs
9. Stock Production Cuts and Mats
10. Advance Publicity
11. Advance and Current Publicity
12. Advance and Current Publicity
13. Review of Production for Newspaper
14. Short Review and Publicity Story
15. Cast and Synopsis
16. Synopsis (continued)
Current Paramount and Arctcraft Releases inside Back Cover
Exchange List on Back Cover

MUSIC CUES
Keep a file of Progress-Advance on your desk. Among other helps, it gives the music cues in every issue.

MUSIC CUES FOR ALL PRODUCTIONS AVAILABLE AT YOUR EXCHANGE
**Things** you want to **know about  
**“The Hired Man”**—A Paramount Picture

**THE STAR**  
This is Charles Ray’s third Paramount picture, following “The Son of His Father,” which scored a big success, and “His Mother’s Boy.”

**THE STORY**  
One of the most appealing, “human-interest” stories of recent days. Deals with the sacrifice of Ezry (Mr. Ray) for the brother of the girl he loves.

**THE DIRECTOR**  
Victor L. Schertzinger—under the direct, personal supervision of THOMAS H. INCE himself.

**THE CAST**  
Includes Charles French, Gilbert Gordon, Lydia Knott, Doris Lee and Carl Ullman.

**THE PHOTOGRAPHY**  
Fully up to the high standard set by Mr. Ince in his former productions. The scenes of the fire exceptionally realistic.

**THE AUTHOR**  
Julien Josephson, popular writer of short stories for magazines.

**AS A WHOLE**  
Enjoyable and entertaining, with much “comedy-relief” and some extra fine characterization work by the star.

---

**WE’RE GIVING YOU A MILLION DOLLARS WORTH OF ADVERTISING ON “THE HIRED MAN”—WHAT ARE YOU DOING FOR YOURSELF?**

By using the trademark everywhere, you are ‘tying up’ with the biggest advertising campaign ever carried on in this industry.

**THE PEOPLE ARE WATCHING FOR PARAMOUNT PICTURES SHOW THE TRADEMARK!**
POST CARD No. 1
(Try sending this out 9 days ahead of the showing)

Dear Madam:

Charles Ray, in “The Hired Man,” is coming to the theatre on. We believe this young actor to be the finest of his kind appearing on the Screen to-day. Doubtless you agree with us and will surely want to see him in this new Ince Photoplay.

..........................
Manager.

POST CARD No. 2
(To be sent out 6 days ahead of showing)

Dear Madam:

Just another word about the new Ince-Paramount photoplay, “The Hired Man,” with Charles Ray as the star. If you saw “The Son of His Father” you would doubtless not wish to miss this production, which comes to the theatre on. If you did not see the above photoplay, you will surely wish to see this one.

..........................
Manager.

SUGGESTED LETTER

Dear Madam:—

Probably no notice from us is required to call attention to the appearance of Charles Ray in “The Hired Man,” the third Ray picture under the Ince-Paramount banner, but we wish to add a line about this production which will doubtless interest you.

You may have been one of those who have followed the rise of Charles Ray through his various productions in the past. You have laughed and cried with him in “The Pinch Hitter,” “The Clodhopper,” “The Son of His Father” and “His Mother’s Boy.”

If you saw any of these pictures you will want to see his latest picture, coming to this theatre on. And if you did not see any of them, let me say to you that I believe there is not a young man before the screen to-day that expresses anywhere near the lieve there is not a young man on the screen to-day who expresses anywhere near the charm and the ability exemplified by Charles Ray.

This latest picture of his gives him all of the latitude of “The Clodhopper” and “The Son of His Father.” In the character of Ezry Hollins he cherishes a desire to educate and lift himself above the clods.

This exemplification of commendable boyish ambition and eventual accomplishment is something that every young person in your acquaintance should see; something that every grown-up will appreciate and adore.

Come to the theatre on, and come early.

Yours for service,

..........................
Manager.

FOLLOW-UP POST CARD
(To be sent out the day before or the day of the showing)

Dear Madam:—

Just a word about the showing of “THE HIRED MAN,” with Charles Ray, at the theatre to-day. Be sure to come—early.

..........................
Manager.
ADVERTISING SUGGESTIONS FOR "THE HIRED MAN"

**LOBBY DISPLAY:** This photoplay has to do with the self-education of a farm boy, Ezry Hollins (Charles Ray). The scene is laid on the farm. The picture therefore lends itself to every conceivable kind of advertising on farm materials, school books, school supplies, and women's apparel suitable for Ruth Endicott, the girl that Charles Ray is in love with. With a cut-out of Charles Ray, why not erect in your lobby—if your house policy permits—show some farm scene. Either a hay-mow, or a barn scene, showing Charles Ray at work by lantern light studying to better himself. By reading over the story of the play contained in this Press Book you may get still more ideas which will help you to conceive the idea for your lobby which will best fit your pocketbook and possibilities.

**STREET DISPLAY:** A hay wagon—if you can obtain one—with a cut-out of Charles Ray seated thereon, or a lad dressed up like Charles Ray—would be good advertising for this play. Your banners for the side of the hay wagon would tell of the theatre, the showing of the picture—and the time schedule for your performances.

**WINDOW DISPLAY** You can sell your farm supply stores for window display on this production. Catch-lines such as this: "THE KIND OF A RAKE CHARLES RAY USES IN 'THE HIRED MAN' in the ...... theatre." "SEE the photoplay—but buy the rake. It will pay you to own one."

For the department stores, you can sell your window display artists on a competitive display, with a prize to the man who takes this Press Book, reads the story of the production, and then makes the display of women's gowns for Ruth Endicott with a little display card reading something like this:

"THIS IS A DISPLAY WINDOW COMPETING FOR THE PRIZE OFFERED BY MANAGER ........... OF THE ........... THEATRE FOR SUITABLE GOWNS WHICH MIGHT BE WORN BY RUTH ENDICOTT IN 'THE HIRED MAN'—THE SWEETHEART OF CHARLES RAY."

For the book stores, this photoplay offers endless suggestions for the display of school supplies—with a cut-out of Charles Ray in the window, plus a little card concerning the photoplay to be run in your theatre and the date. You might even run a contest as follows:

**SUGGESTED CONTEST:** "The ...... Theatre will offer a prize to the school child who will offer the best suggestion as to a list of school supplies to be found in this window which will offer Charles Ray in 'THE HIRED MAN' the best implements with which to get an education. Make out your replies legibly; write them on one side of the paper only; and send to the Contest Editor, ...... Theatre, (address)."

Here's another: "PSYCHOLOGY CONTEST. "PRIZE OFFERED BY THE ........ THEATRE. "Walk past this window once; see how many things you can remember in it, together with the fact that Charles Ray is playing in the ...... on ......, in 'THE HIRED MAN.' Send in your list of things that you have noticed to the Contest Editor, who has a complete list of the articles in this window. The winner sending in the highest number of articles will receive a prize, to be announced later. Remember: You are put on your honor. Once past the window—that's all. Then write what you can remember about the window."

FOR ADDITIONAL ADVERTISING SUGGESTIONS CONSULT

THE EXHIBITORS' SERVICE DEPARTMENT,

485 Fifth Avenue, New York City.
Possessing a variety of talents aside from the histrionic, Charles Ray, star in "The Hired Man," at the Theatre, does not limit his activities to the studio lot. He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and, for his own amusement, writes stories whenever inspired by a particularly good idea.

He came under the direction of Thomas H. Ince three years ago, following two years' experience with repertoire companies on the road. He appeared for some time in two or three-reel pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom overnight in the titular role of "The Coward," following it up with "The Pinch Hitter," "The Clodhopper," and others.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverance to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled the requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement but financial backing.

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes, and is possessed of a winning personality. As he is but twenty-six years of age, his greatest successes are undoubtedly yet to come.
Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange
Ad-cuts and mats that talk back in dollars and cents.

Arthur Brisbane, highest salaried newspaper man in the world has said, "One good illustration is better than a thousand words." Paramount line cuts have repeatedly proved the truth of Mr. Brisbane's statement. Hundreds of exhibitors have told us that the line cuts we furnish are the best business builders they have ever seen. Why don't you use Paramount line cuts to build your business?

Ask your Exchange for Music Cues

EXHIBITOR'S THEATRE
Address
Thomas H. Ince presents
Charles Ray
in "The Hired Man"
Story by Julien Josephson

"Foremost stars, superbly directed, in clean pictures"

Address of Theatre

A Paramount Picture

This is the sort of picture that made Mr. Ray one of the most popular stars of the day.
A typical red-blooded Ince characterization; full of "pep" inspiration, and surprises.

SHORT REEL SUBJECT TRAVELOGUE MUSICAL PROGRAM

We show the famous Paramount Pictures advertised in all the leading magazines.

Advertising is like a mince pie—you have to sample it to find out what is in it.
EXHIBITOR’S THEATRE
showing
“Foremost stars, superbly directed, in clean pictures”
Address of Theatre

Thomas H. Ince presents
Charles Ray
in “The Hired Man”
Story by Julien Josephson

A Paramount Picture

A typical Ray picture—off with the gun at the jump, a mad rush, and a whirlwind finish. Don’t miss it.

<table>
<thead>
<tr>
<th>Short Reel Subject</th>
<th>Musical Program</th>
<th>Travelogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>We show the famous Paramount Pictures advertised in all the leading magazines.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To stop advertising to save money is like stopping a clock to save time.
Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your Exchange

SLIDE

Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet
STOCK PRODUCTION CUTS AND MATS

Charles Ray in "The Hired Man"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above
Always Obtainable at Your Exchange
ADVANCE PUBLICITY
Newspaper shorts to be used three or four days in advance of the first showing of "THE HIRED MAN"

Charles Ray's latest Paramount success, "The Hired Man," will be the attraction at the......theatre on......of......week. This picture, which was produced by Thomas H. Ince, is from the pen of Julien Josephson, the well-known short-story writer.

The story, which has a New England atmosphere throughout and is peopled with typical "down East" characters, has to do with the struggle of Ezry Hollins, a young farm hand, to procure an education. Doris Lee, who plays his sweetheart, is one of the most attractive girls of the screen. The rest of the cast, including Charles French, Lydia Knott, Carl Ullman and Gilbert Gordon, has also done some notable work.

CHARLES RAY BURNED IN FILMING SCENE FOR "THE HIRED MAN"

"The Hired Man," soon to be shown at the........theatre, is Charles Ray's newest Paramount picture, produced under the direct and personal supervision of Thomas H. Ince. As "Ezry," the farm hand, young Ray gives a decidedly clever and unique performance, particularly during some very stirring fire scenes which occur in the story and in which he played the hero, getting actually severely burned during the rehearsals.

CORN-HUSKIN' BEE AT ............. THEATRE

In "The Hired Man," which is Charles Ray's newest Paramount picture, and which is to be shown at the........theatre on........, there is not only an old-fashioned "corn-huskin'," but also a real barn dance with a barrel of cider and all the boys and girls in their best "bib and tucker." Charles Ray plays the part of Ezry Hollins, an ambitious farm hand, in love with the daughter of his "boss," which role is gracefully filled by Doris Lee, a new arrival to the world of filmdom. The rest of the cast is very good, and the production was directed under the personal supervision of Thomas H. Ince.

Charles Ray, as "The Hired Man" in a Paramount photoplay of that name, will appear at the........theatre on........ "The Hired Man" was directed under the personal supervision of Thomas H. Ince, and boasts a cast of more than usual excellence, including such popular players as Charles French, Doris Lee, Gilbert Gordon, and Lydia Knott.
Charles Ray's latest success, "The Hired Man," the attraction now showing at the..........theatre, was produced for Paramount by Thomas H. Ince, the noted producer of "Civilization" and other noted photo-plays. The story was originally written by Julien Josephson, and deals with the difficulties that beset Ezry Hollins, a young fellow who works on a farm, in his efforts to better himself and make himself worthy of the pretty daughter of his "boss." There is included in the film scenes of a tremendous fire, wherein Ray plays a heroic part, and also scenes taken at the Los Angeles fair.

Charles Ray, well-loved screen star of "The Pinch Hitter," "The Clodhopper," "The Son of His Father" and "His Mother's Boy," is now appearing in his very newest Paramount picture, "The Hired Man," at the ..........theatre. "The Hired Man" is from an original story by Julien Josephson, and was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself. A novel episode in "The Hired Man" is a county fair, in which Ray wins a hurdle race against overwhelming odds. There is also a delightful love story running through the production; in fact, it is for the beautiful daughter of his employer that Ray makes the big sacrifice which forms the basis of the story.

CHARLES' RAY PERSONIFIES AMERICAN YOUTH

At the..........theatre, clever young Charles Ray, who has come to be the typical American youth, is appearing in a very typically American photoplay entitled "The Hired Man." This is from the pen of Julien Josephson and was directed by Victor Schertzinger under the direct supervision of Thomas H. Ince. The supporting cast includes Charles French, Doris Lee, Carl Ullman, Gilbert Gordon, Lydia Knott and others. Dealing with the attempts of the hero to better himself, at the same time making a tremendous sacrifice for the girl he loves, "The Hired Man" contains a plot of the most intensely appealing type.
ADVANCE AND CURRENT PUBLICITY
Newspaper stories to be sent out the day before or during the first showing of “THE HIRED MAN”

VIVID FIRE SCENE IN "THE HIRED MAN," AT THE....THEATRE

Seldom in the history of motion picture photography has so startlingly vivid a reproduction of a fire scene occurred as in "The Hired Man," which is Charles Ray's latest Paramount picture, produced under the supervision of Thomas H. Ince and directed by Victor L. Schertzinger. No pains were spared and an entire house was burned to the ground, leaving nothing but the remains of a chimney. Charles Ray, as a farm hand, performs deeds of real heroism, having been actually quite severely burned during the filming of these scenes. The rest of the cast, including Doris Lee, Gilbert Gordon, Charles French and Lydia Knott, have contributed their full share to the enjoyment of the production, which is one of the most appealingly "human" of the recent pictures.

Julien Josephson, author of Charles Ray's latest Paramount picture, "The Hired Man," which is to be shown to-morrow at the.......theatre, is a young writer from the State of Washington whose short stories have appeared frequently in the magazines of late. Mr. Josephson was formerly a business man, but has now permanently deserted that life in order to devote his entire attention to the writing of short stories and scenarios. He is now a member of the Thomas H. Ince scenario staff, and gives promise of becoming as well known in that line as he has been in short-story writing.

CHARLES RAY BREAKS UP COUNTY FAIR

In Charles Ray's latest Paramount picture, "The Hired Man," now showing at the.......theatre, there are seen the grounds and side shows at a real county fair. These scenes were filmed at the California fair which was held near Los Angeles, and shows the farm exhibits, the races, and many of the standard fair attractions, including even a balloon ascension. It was noticeable, however, that even the latter failed to attract the crowds until Mr. Ray and his company moved into its vicinity, so great was the fascination of watching a "regular" photoplay in the making. The cast which supports Mr. Ray is exceptionally good, including Charles French, Doris Lee, Gilbert Gordon, Lydia Knott and Carl Ullman.
REVIEW
Newspaper review of "THE HIRED MAN" to be sent out the day following the first showing

In "The Hired Man," Charles Ray, the youthful Paramount actor who has come to be recognized as the typical American boy as Mary Pickford typifies American girlhood, plays a new and somewhat different sort of role from anything he has yet attempted.

This is a farm hand on a large New England farm, who is sincerely and deeply in love with the pretty daughter of his "boss." The sacrifices that he is called upon to make for her are many, and he cheerfully gives up every thought of himself for her sake.

There are some exceptionally effective scenes in which the camera work is more than usually attractive, including a fire scene in which an entire farm is sent up in flames. Mr. Ray rescues several persons, including Ruth, his sweetheart—in real life Doris Lee, and in the rehearsing was severely burned.

A country fair figures prominently also, and in order to film these scenes Mr. Ray, Victor Schertzinger, his director, and an entire company of players, as well as Thomas H. Ince himself, went to Los Angeles, California, where they attended the annual county and state fair.

Gilbert Gordon plays the farmer's dissipated son, who works in the local small town bank, and to keep up with his spendthrift companions embezzles the bank's money. Knowing Ray's affection for his sister and that their father disapproves, this son comes to Ray, as Ezry, and demands the money to repay. Ezry has saved, after years of hard work, about enough money to fulfill the obligation, and he cheerfully gives it up, returning to the farm and the daily hard grind without a word of explanation.

Ruth and her father do not understand this, and regard him rather suspiciously. The fire, started by Ruth's brother's carelessness, breaks out, and it is there that "the hired man" justifies himself in the eyes of the girl he loves and her father. A touching scene occurs when he comes back to consciousness after the fire to find Ruth bending over him, while her father vociferously announces to the assembled neighbors that "there's my future son-in-law—the finest chap yet," after his strenuous abuse of former days.
SHORT REVIEW AND PUBLICITY STORY
To be sent out to newspapers the day after the first showing of "THE HIRED MAN"

The feature at the theater yesterday possessed the double attraction of starring popular Charles Ray, and of being one of the very best of the recent Paramount productions shown at that theatre in that it was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself, and was written by Julien Josephson, the well-known short-story writer.

Ray has come to be known as the "typical American boy," and is at his best in pictures that give him roles of that sort; but in "The Hired Man" he has proved his unusual adaptability, and has portrayed a rough, somewhat uncouth sort of youth, who, through his own efforts and untiring ambition to educate himself, rises to unexpected heights. He works for one Caleb Endicott, a rough, rather "cranky" New England farmer, who tyrannizes over his family, particularly Ruth, his pretty daughter, with whom the "hired man" is deeply in love. A ne'er-do-well son, who borrows all the hard-earned money from "the hired man," complicates matters, and a sudden fire, at which Ray plays the hero in an unexpected manner, reinstates him in the good graces of his sweetheart and her father, the play ending in a highly satisfactory manner.

Charles Ray, one of the most popular of the screen's younger players, is now appearing at the theater in a brand-new Paramount picture entitled "The Hired Man." This was written by Julien Josephson, the short-story and magazine writer, and was filmed under the direct personal supervision of Thomas H. Ince, noted producer of "Civilization" and others.

Dealing with the struggle of Ezry Hollins, the "hired man," to educate himself up to the standard set by Ruth Endicott, pretty college-bred daughter of his "boss," the story portrays one of the most supreme human sacrifices possible, but ends in the most satisfactory manner, with the engagement of the two young people with the complete consent and approval of the father as well as the younger brother, for whom Ray as "Ezry" has sacrificed so much. The photography is exceptionally beautiful, and among the scenes of especial interest is a big fire scene and several "shots" of a large county fair which actually took place at Los Angeles.
THE PLAYERS
EZRY HOLLINS ............... CHARLES RAY
Caleb Endicott ............. Charles French
Walter Endicott, his son..... Gilbert Gordon
Mrs. Endicott, his wife... Lydia Knott
Ruth Endicott, his daughter... Doris Lee
Stuart Morley............... Carl Ullman
Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

THE STORY

Ezry Hollins, a big, good-natured hired man on Caleb Endicott's farm, is a universal favorite, yet differing from other men at the farm. Secretly Ezry cherishes the ambition to educate himself. Every evening after the day's work is over Ezry pores over his books until far into the night.

Endicott's pretty daughter Ruth, whom Ezry almost literally worships, is home from college, and helps him in his lessons, going secretly to the barn where he has his study, for both of them know that her father would never approve. Ezry humbly feels that he is unworthy of Ruth, and keeps his affection to himself. With her help he passes the college examinations and prepares to leave.

In the meantime, Ruth's brother Walter, in a near-by town, has fallen into bad company and is heavily in debt, having embezzled some of the bank's money. On learning that the bank's books are to be examined, he is nearly frantic. Just as Ezry is about to leave for college, Walter tells him his troubles, and as he had expected Ezry in his big-hearted way helps him out, giving him his entire savings, representing the labor and sacrifice of many years' hard work.

Ezry goes back to the grind of the farm, quite mystifying Ruth and Endicott, who cannot understand his sudden return.
On the night of the harvest dance, the great yearly social event of the countryside, Ruth pleads a headache, having promised to go with Morley, the banker's son, whom she greatly dislikes, but who is a favorite of her father.

Seeing a light in Ezry's study in the barn after the rest have gone, Ruth hurries out to see why he had not gone with the others, and, finding that he does not know how to dance, she proceeds to give him a lesson.

Ruth's rejected suitor, Morley, in the meantime has come back to spend part of the evening with Ruth, and finds them together. He makes insinuating remarks about Ruth, and there is a terrific fight, in which Morley gets the worst of it. He rushes off to the dance and tells Ruth's father, who is furious and immediately fires Ezry.

That night Walter, the brother, returns home rather the worse for drink and sets a fire in his room. Ezry, wakeful and getting ready to go, is the only person who sees this, and is barely in time to save Ruth's life, as her room is cut off by flames from the rest of the house. Walter, the son, nearly perishes, and again Ezry plays the hero, and this time it is Walter whom he saves. Walter, seeing that his father persists in misunderstanding Ezry's return to the farm and blames him for the fire, confesses all.

Later, under Ruth's care, Ezry returns to health—for he had been severely burned, and when he realizes that old Caleb is singing his praises to the whole countryside and informing every one that he has chosen Ezry as a son-in-law, his happiness and that of Ruth is made complete.

THIS TRADEMARK ON YOUR ADVERTISING, IN YOUR LOBBY, AND FLASHED ON YOUR SCREEN IS YOUR GUARANTEE OF QUALITY TO THE MILLIONS OF READERS OF THE MAGAZINES CARRYING OUR NATIONAL ADVERTISING CAMPAIGN.

SHOW THE TRADEMARK TO GET YOUR MONEY'S WORTH OF THE MILLION DOLLAR AD CAMPAIGN
Current Paramount and Artcraft Releases

Lina Cavalieri. THE ETERNAL TEMPTRESS
Sessue Hayakawa. THE SECRET GAME
Billie Burke. THE LAND OF PROMISE
Jack Pickford. TOM SAWYER
Wallace Reid. NAN OF MUSIC MOUNTAIN
Vivian Martin. THE FAIR BARBARIAN
Dorothy Dalton. LOVE LETTERS
Charles Ray. HIS MOTHER'S BOY
Marguerite Clark. THE SEVEN SWANS
Pauline Frederick. MRS. DANE'S DEFENSE
George Beban. JULES OF THE STRONG HEART
Jack Pickford. THE SPIRIT OF '17
Wallace Reid. RIMROCK JONES
Blackton's. THE WORLD FOR SALE
Julian Eltinge. THE WIDOW'S MIGHT
Charles Ray. THE HIRED MAN

Geraldine Farrar. THE DEVIL STONE
Douglas Fairbanks. A MODERN MUSKETEER
Elsie Ferguson. ROSE OF THE WORLD
William S. Hart. DEAD OR ALIVE
Mary Pickford. STELLA MARIS
BRANCH OFFICES OF
PARAMOUNT PICTURES CORPORATION
AND
ARTCRAFT PICTURES CORPORATION

BOSTON, Mass.
10 Shawmut Street.

NEW HAVEN, Conn.
131 Meadow Street.

PORTLAND, Me.
85 Market Street.

NEW YORK CITY, N. Y.
729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg.,
Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

ST. LOUIS, Mo.
3929 Olive Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.