

Two-a-Day Policy For Big Coast Theater

California Theater Changes
From Continuous Program—
\$1.65 To Be Top Price

Los Angeles, Sept. 8.—The California Theater, the foremost theater in Los Angeles, has announced a radical change of policy. It will give performances only once in the afternoon and once in the evening, just as is done on the legitimate stage.

The California Theater since its inception had the same policy as similar first-run theaters all over the country of running continuous performances. The prices will scale down from \$1.65. The new policy will go into effect when Cosmopolitan's magnificent production, "Little Old New York", opens there September 21. A statement by Fred Miller, manager of the California, made known the reason for the change of policy.

"From this vantage point, so close to the great studios, I have been in a position to observe the tremendous strides made recently in the photoplay world. I can see nothing but a succession of high-class screen plays, which in my opinion will afford equal, if not greater, entertainment than most legitimate shows. So, in my opinion, the motion picture art has at last reached the stage where such truly worthwhile pictures as 'Little Old New York' deserve just as dignified a presentation as stage plays. It is our intention to hook for the California Theater nothing but the finest attractions that the film market has to offer and to give them adequate presentation."

The California is one of the Rothschild houses.

TESTIFIED AGAINST FAMOUS, NOW PLAYS PICTURES

Dallas, Tex., Sept. 8.—Ed Foy, of Foy's Neighborhood Theaters in Dallas, has signed contracts with Paramount and is playing its pictures all this month at his theaters, at the admission price of 10 cents. When the Federal Trades Investigation of Famous Players-Lasky was held here last month Foy testified that he could not buy any Paramount pictures unless he advanced his admission scale.

Foy's new contract with Famous Players-Lasky is taken to have been made at prices low enough to play to 10-cent admission.

FOX OPENS THEATER ON WEST COAST

Circuit Now Spans Continent—
Has Houses From Coast
to Coast

San Francisco, Sept. 8.—With the formal opening of a new theater in Oakland, Calif., last week, William Fox completed his chain of houses extending across the country and established himself on the Pacific Coast in a single stroke.

The opening marked the most auspicious cinema event of the Western Coast. Motion picture stars from Los Angeles, officials of Oakland and San Francisco, together with notables from the East, were in attendance. Mr. Fox opened his new theater, known as the Oakland, with "The Silent Command", a J. Gordon Edwards production which had its New York premiere at the Central Theater September 3.

A feature of the occasion was the arrival of Tom Mix, talented Fox star, riding his wonder horse, Tony, thru the lobby and down the center aisle. Just before reaching the orchestra pit Mix touched spurs to his mount and Tony bounded forward, leaping over the heads of the musicians to the stage. Responding to the burst of applause which greeted this typical Mix act, Tony knelt and bowed. Mix replied with a brief speech of welcome to the brilliant audience which occupied every seat in the house.

The presentation was in harmony with the magnificence of the new theater and was in charge of S. Barrett McCormick, who will man-

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age the house. Mr. Fox will conduct the Oakland according to the policies which govern the leading theaters in principal cities throughout the country.

SHORT SUBJECTS

(Continued from page 57)

of bees and ants is not more fully shown, especially since the public has read so much of late years about these marvelous insects.

The titles are, for the most part, very good, but at times they do not explain enough. For instance, one title says that the spider is the only one of the smaller insects that can traverse its web without being caught, yet does not say why this is possible. I am informed, from another source, that its legs exude a sort of oil that negates the stickiness of the web. This could easily have been inserted in the title, and a logical question would have been satisfactorily answered.

Despite this fault of insufficient explanations the three subjects shown are very, very interesting, and each would be a novelty on any picture program.

"THE OPTIMIST"

An Educational-Hamilton Comedy

Lloyd Hamilton is featured in this two-reeler, but it doesn't measure up to the laugh-standards that this comic has previously maintained. He burlesques the Pollyanna type—the character that is always intent on spreading sunshine—but after the first few hundred feet of film the comedy ideas apparently ran out, and film-consuming slap-stick gags make up the greater part of the picture.

"THE MODERN WIZARD"

A Max Fleischer Picture

This is a masterfully compiled presentation describing the almost magical growth of the motion picture art and industry. It is in one reel, and shows a scene from the first movie of a public event—the inauguration of President McKinley in 1898—a few short scenes from Edison's first drama, made in 1893, and a scene from Mary Pickford's old two-reeler, "The Good Little Devil", produced in 1911. Then it quickens into comedy, humorously portraying the tortuous projection of the early movie era. To finish up, a few scenes from future Paramount pictures are shown, notably one in colors from "The Tenth Commandment".

While the production winds up into a plug for Paramount—it was produced specifically to aid in the "celebration" of the Paramount Greater Movie Season—it would be a splendid novelty and a good piece of propaganda for the better-class theaters, with or without the trailer of coming pictures.

"THE SPAT FAMILY"

A Pathe-Roach Comedy

"Let's Build" is the title of this, the first of a new series of two-reel comedies produced by Hal Roach. While the picture is largely slapstick it is clean comedy and a welcome change from the clown makeups of the usual short comedies. The Spat Family includes an energetic wife, an ass of a husband and a quarrelsome brother of the wife. In this comedy they build a trick house, and their idea of home construction brings laughs galore.

This series—if the rest are of the same quality as "Let's Build"—should satisfy the reported demand for slapstick, tho the characters look and act human.

"THE WALKOUT"

A Pathe-Roach Comedy

Snub Pollard is featured in this one. It is in two reels, all slap-stick gags, many of which are given entirely too much film. It really has no right to be more than one reel long. Pollard gets messed up in a factory strike, and gets it in the neck steadily from both sides, capital and labor.

"IS CONAN DOYLE RIGHT?"

A Pathe Picture

The use of Conan Doyle's name in this cheap two-reel "novelty" film is absolutely uncalled for, and a reflection upon Pathe's method of doing business. All it does is show a few tricks that fake spiritualists use to deceive the public. Its only references to the spiritualism of Conan Doyle are made in titles, which simply say that altho there are many fakers there may be something in the theory of communication with the dead.

Cheaply produced, horribly photographed. Boring in the extreme.

"DANCING LOVE"

A Universal Comedy

Neely Edwards is the featured comedian in this one-reel comedy. He is not particularly funny, nor has this comedy any unusual laugh-getting qualities. It's coarse stuff, mainly concerned with marathon dancing rudely burlesqued.

"BACK TO EARTH"

A Universal-Century Comedy

This is another Universal slap-stick "comedy", two reels in length, which is moderately funny. The use of an absurd trick of photography is rather stupid. A house is shown flying in the air, with no attempt being made to show even a burlesqued means of operation. The story is about the exploits of crooked real estate agents selling a movable house over and over again. The scenes showing an unusually tall man driving a Ford car are good for a few laughs, as well as the mechanical features of the movable house.

"FACE TO FACE"

A Universal Short Western

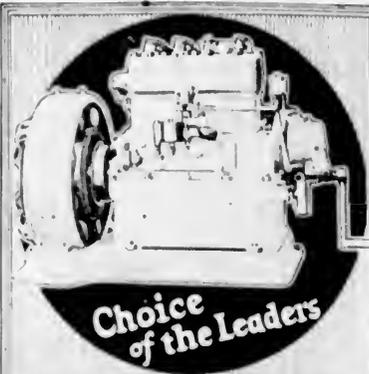
Edmund Cobb is featured in this machine-made two-reel Western. The story is cut-and-dried routine stuff about the capture of cattle rustlers by a young ranger. This kind of film may be all right for people who just go in "to see a picture show," but for people who go in to be entertained it is sad.

"MOVING"

An Educational-Cameo Comedy

Not much fun in this one. It's about the trials of a young couple on moving day, but the only things the idea suggested to the director were some scenes showing an amateur wallpaperer at work, a cop being hit on the head with a sledgehammer and the front of a house being pulled along the street by a motor truck. In one reel.

Will Universal ever make any comedies in which people who act like human beings and not like apes go thru reasonable actions?



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