THE DUMBELL WHO TALKS EVERYTHING BUT ENGLISH.

YOUR MAIL BOSS —

= THE STEMCG WHO UNLOADS THE MAIL JUST WHEN IT'S TIME TO GO HOME. =

SKBLX ?!! —

NOW YE KNOW YE SWIPED IT!

THE DUMB ISAAC WHO PARKS HIS 'SPENCERIAN' NEAR WHERE HIS BRAINS SHOULD BE, THEN PESTERS YOU FOR IT.

OH WELL I'VE A DATE WITH THE DENTIST ANYWAY.

= NO =

SMOKING.

KILL IT!

THE "BIRD" WHO WHISTLES.

THE QUICKEST WAY TO COLLECT YOUR ACCIDENT INSURANCE.

- J. R. IGLESHAM -
ROMANCE IN OUR MIDST

To many of us the word romance suggests love—such as we see "in the movies," on the stage, and in our fiction. To others it suggests success in life, triumph over adversity, rise to power from humble beginnings—supreme achievement. The fact is, romance is any or all of these.

By reason of the very nature of the business in which we are engaged, we Foxites live and work in a constant atmosphere of romance. The pictures we produce and sell are based on the stories of fictitious personages, as portrayed by our actors, and yet, because it is so close to our vision, many of us fail to realize that here in our midst is a man whose life story is fully as romantic as any ever pictured in one of his own productions. It is the coming into the motion picture business nineteen years ago of this man which Fox Folks is commemorating in this issue.

In nineteen years he has risen from poverty to power. The fight he has waged against certain malevolent influences in "big business" which would have throttled our industry in its infancy is one of the splendid traditions of the motion picture business. The advent of this man into the entertainment field nineteen years ago probably is the most important single event in the short but brilliant history of film production.

In the eyes of the world he is a tremendous success—he is romance personified; yet to his friends he is still a real, red-blooded, kindly human being and a desirable citizen. Let us unite whole-heartedly and honestly in wishing this man, affectionately known as "W. F.", many happy returns of his business birthday.
FOX FOLKS

STORY OF 19 YEARS OF UNIQUE ACHIEVEMENT

Fox Film Corporation Anniversary Directs Attention to An Extraordinary Record of Persistent Progress

This issue of Fox Folks is designed to commemorate nineteen years of achievement by a certain magician of motion pictures, whose business is amusement—and whose amusement is business. It is to give to newcomers among us something of the history of the man who is our leader and whose name is borne by the gigantic motion picture producing and distributing organization we serve; whose success is our success.

It is difficult to review the accomplishments of William Fox without allowing ardor to approach glorification. And glorification is one thing Mr. Fox doesn't want, especially from his employees. Devotion and friendship—yes. But the hallelujah stuff—that's out.

Such attitude of mind is to be expected from a man whose philosophy runs like this: "I regard this life only as an adventure. Money making is an idle pursuit; the only thing worth while is achievement."

A great adventure it has been, indeed, for Mr. Fox. From a position most humble, he has risen to wealth and power. He has seen the fulfillment of his fondest dreams. But he is still dreaming and still achieving.

"Great Oaks from Little Acorns"

The organization of which Mr. Fox is commander-in-chief had its inception nineteen years ago, when he created the Greater New York Film Rental Company. This concern occupied his entire time from 1904 to 1913, in which year he assumed the leadership of the Box Office Attraction Company. Two years later he organized and became president of Fox Film Corporation.

Denied in boyhood all the advantages generally regarded as requisite to success in business—that is, all save a sound brain and a keen intelligence to direct it—he has risen steadily to a singularly enviable position. He has done more than his fair share to provide the world, through his pictures, with entertainment, education, and in unlimited measure the best of all human mirth.

Mr. Fox is a product of the famed lower East Side of New York. His early childhood was like that of his companions, but lurking in his young mind was an unsuspected ambition and artistic sense. His parents were poor, and young William had to give up a cherished hope of high school and college to go to work at small wages in a cloth sponging shop. But he added to his very limited schooling by reading standard authors whenever possible.

Penny Arcade the Starter

Before he was 21 he had become foreman of the cloth sponging establishment, and at 25 was its owner. Thus he had matured from a pale-faced youngster, with the haunting eyes of a dreamer, into a man ready to meet big business and absorb it.

Popular among the amusements of that day was the penny-in-the-slot arcade. With unusual exploitation he marveled "how the money rolled in." Having saved a modest capital, he negotiated for and purchased a penny arcade. With unusual exploitation he scored success, and soon had two pennies coming in where only one came before. Encouraged by this venture, he took over two more penny arcades—and with equal success. His office was...
NAME OF FOX IS NOTED THROUGHOUT THE WORLD

How Founder of Our Organization Rose from Humblest Beginning to be Leader in Film Industry

desk room in 14th Street, for which he paid $10 a month.

Soon thereafter he leased the Dewey Theatre in 14th Street and presented vaudeville programs; then the Gotham Theatre in 125th Street, followed by the erection of the City Theatre on 14th Street. Business boomed under keen judgment and progressive methods.

His next move was the leasing of the Academy of Music in 1909, at a yearly rental of $100,000—a record breaker up to that time. This he conducted four years as a stock company house.

In his vaudeville theatres, Mr. Fox had already presented motion pictures—then a comparatively crude product—as a feature of his programs. He noted the growing popularity of pictures, and his instinct told him they had come to stay. He extended his activity from renting films for his own houses to renting them for distribution to others. For this purpose he organized the Greater New York Film Rental Company.

In 1913, his faith confirmed, he determined on a policy of showing more pictures and better ones. He became a producer as well as a distributor and exhibitor. He organized the Box Office Attraction Company as a producing concern.

(Continued on page 6)

Fox Productions—His Favorite Cake

(With that Good Old Familiar Aroma—Only Better.)

*Drawn by Sol Greenberg, Contract Department*
Impressive Testimony to Nineteen Years of

Upper picture shows the Fox studios at Rome. Twenty acres of ground surrounded by a concrete wall contain an administration building and two studios (one of glass), each 100 x 250 feet. Here is used one of the most complete lighting systems in the world, including ten high intensity arcs of 100,000 candle power each.

The City Theatre (right), built by Mr. Fox in 14th Street. This is probably the most important of his earlier ventures—before Fox Film Corporation came into existence. In this building he maintained his offices for several years.

Below is a panorama of the great Fox “film city” in Hollywood. Ground properties, improvements and equipment represent an outlay of $1,500,000. This Fox plant contains everything from paved streets to a complete zoo.
Monumental Achievement by William Fox

Above is the world’s greatest motion picture studio—the famous Fox plant in New York. Besides the hundred offices and immense laboratory, it houses two vast stages, the larger being 275 x 100 feet. The building, including lighting equipment, represents an investment of approximately $3,500,000. Its opening marked a significant step forward in the film industry.

To the right is the four-storied building known as the 54th Street Annex. It contains a complete reserve studio. This building was acquired when almost miraculous expansion of activities in the main studio made necessary greater office, studio and storage facilities.
Within a year, with the future of the five and six reel photoplay assured, and with mechanical improvements to enhance their effectiveness, Mr. Fox decided that his producing company was not based on lines sufficiently comprehensive to keep pace with the development he visualized. Already established as among the most progressive producers and exhibitors, he organized early in 1913 Fox Film Corporation, which absorbed the business of the Office Attraction Company and began immediately to produce on a larger scale.

High-Speed Expansion

The single studio at Fort Lee soon proved inadequate. Others were acquired. More companies were organized and more stars engaged. Additional branch offices were established from the Atlantic to the Pacific. Canada was invaded and branches established there. Gradually the Fox banner has penetrated every part of the world.

In addition to all this work Mr. Fox organized the Fox Circuit of Theatres, additional houses being acquired from time to time. At this day the Fox theatrical business is in itself one of the largest in the amusement field, and is quite apart from the Fox picture production organization, although the head quarters are situated in the studio plant at New York.

In 1916, the Fox studios and the laboratories on the West Coast were completed and began operation. The following year production activities East and West were doubled.

In the spring of 1919 Mr. Fox went abroad, accompanied by his general manager, Winfield R. Sheehan. He extended his service in Great Britain from headquarters in London. Fox branch offices sprang up in the leading cities. A Fox building was acquired in Paris, and Fox representatives extended in Belgium, Holland, Italy, Scandinavia and the Orient. Recently, branches have been founded in Mexico, South America and Cuba.

Meanwhile came the fulfilment of Mr. Fox's greatest dream—building and moving into the now famous Fox Film plant in New York, covering the entire block front on Tenth Avenue between 55th and 56th Streets—the largest motion picture plant in the world under one roof. It represented an investment of $2,500,000. Its output capacity totalled 3,000,000 feet of film weekly. Its floor area aggregated 150,000 square feet.

Despite the belief then that this building would permit all necessary expansion for years to come, so rapidly did the Fox interests broaden that in one year from the formal opening of the main building on May 24, 1920, it was found necessary to acquire a new four-story building one block south, at 54th Street.

New 16-Story Building

A building operation of which Mr. Fox is justly proud is that now under way in Philadelphia. In April next will be dedicated the Fox Theatre building 16 stories in height, at Market and Sixteenth Streets—a magnificent structure to grace one of the most prominent points in the heart of the Quaker City.

The scope of Fox production sweeps within its limits spectacle, melodrama, romantic drama, high and low comedy, farce, animated cartoon, news reel; and within the last half-year has come an other important unit—the Industrial and Educational Entertainments Divisions, the possibilities of which are well-nigh limitless.

Mr. Fox has met the need of every picture-goer, whatever his or her taste or mood. His past work gives place to no man's. And the broad white pages of the future are lying open and ready, a silent challenge to us all.

GREAT BRITAIN "LOOKING UP"

A super-cinema has been opened at Ilford with accommodation for 2,500 people, where comfort and an absence of crowding are a specialty. With a view to making this a social centre, something after the style of a Continental café, a very spacious entrance hall with seats and accommodation for perambulators has been arranged, and overhead are a café lounge and roof garden. Dancing also is being introduced as a special attraction, in addition to the pictures. Now, Fox Folks on the other side, have you got anything to beat this?

SAM EDWARDS,
London Exchange.
Fine Exploitation Device for Fox Anniversary Week

The Philadelphia Exchange is scoring a notable success in bookings for Fox Anniversary Week. One of the reasons for this success, according to the Fox Folks correspondent, is a novel idea that Manager George F. Dembow evolved. He had made an imposing sign, 10 feet high and 8 feet wide, and placed it at the entrance of the exchange. The heading of the sign reads as follows:

WILLIAM FOX’S 19TH ANNIVERSARY WEEK JAN. 28 to FEB. 3, 1923, INC. HONOR ROLL

Exhibitors Theatre Town

Every exhibitor who signs up for Anniversary Week has his name and the names of his theatre and town neatly painted on this sign. It has a black background; the heading is in a combination of green, gold and blue, and the names are in white. Soon after the sign went up, exhibitors came flocking to sign up.

Eating Up Fox Folks

Only 9 months old, and tiny “Betty” Elliot has a well-defined taste for good literature. (Look at the magazine she is devouring.) The proud daddy of little Betty is W. Brown Elliot, Fox News representative at Lock Haven, Pa.

N. Y. NEWSPAPER COMMENT ON WM. FOX

“When William Fox takes off his coat and goes after anything, you can always count upon results.”

“William Fox as a citizen is always in the forefront for all movements for civic and social betterment.”

“A man might have much money in cash or assets and still be remarkable for the having or the holding of it. But William Fox is remarkable for the way he made it and has it serve him.”

“He is not a man of thought, he is a man of action. He grasped a fact, and this fact was that while work was a luxury, amusement was a necessity.”

“William Fox as an executive, as a producer and as an interpreter of public taste had great possibilities, which have proven to be the cornerstone of the huge commercial and artistic institution which bears his name.”

“One could pretty well write the story of the film business and miss nothing of its romantic revolutions, by writing the story of William Fox. He has been constantly in the thick and thin of it.”

“Today his abilities and indomitable industry are expressed better than we can tell them by the size and solidity of Fox Film Corporation.”

“He is a fighter—an independent first, last and foremost; and this industry may never know how much it owes to William Fox for its freedom from monopoly. In every tendency in this futile and dangerous direction you could always be sure of one opposing force, and that was William Fox. You can still be as sure.”
Let All Pull Together For the Big Week

By E. H. Collins, Manager Anniversary Week Campaign

This issue of Fox Folks carries a message of Progress and Achievement. It commemorates William Fox's debut in the motion picture industry nineteen years ago. In addition, it serves to remind you that from Sunday, Jan. 28, to Saturday, Feb. 3, 1923, is Fox Film Corporation Anniversary Week.

Months ago we laid plans to celebrate this Anniversary Week by making it a phenomenal record-breaking period of sales and collections as a tribute to William Fox for his ceaseless energy in building up an organization such as he has today.

Anniversary Week is international. The Fox banner will hang from theatres in every country of the civilized world. This should give you some idea of the importance of our Big Week.

To make our celebration all that it should be, your aid is necessary. You, as a Foxite, may contribute your bit in the form of added energy and effort in the performance of your daily duties.

The sales organization at present is concentrating to line up its respective territories for maximum results; but unless the personnel of each office chip in and contribute their share of the work which remains to be done, the efforts of the Sales Department will be, in a measure, wasted.

Assistant managers should help the field forces get properly set by following up pledges to see that these are fulfilled 100 per cent.

The bookers have a mighty important task. Unless their prints do double duty and work solid every day for maximum revenue, we are throwing time and labor to the winds. Taking prints out of service for long shipments means lost revenue, and exhibitors who want to contribute towards our Big Week may do so much more effectively by giving their bookings for the week prior or subsequent to Anniversary Week. This is a matter for the bookers' earnest consideration.

Cashiers and bookkeepers must see that their collections equal their billings for the Big Week. They must reduce their outstanding, and we hope that when our drive is over their books will be clear, with not a cent owing to the Fox Corporation.

Many times it has been said by exhibitors that they would gladly book for Anniversary Week, but that on such occasions prints come to them in poor condition. Here is an opportunity for inspectors and examiners to insure success by inspecting every print and reel before it goes out of the vault. We realize that the close bookings afford little opportunity to do this, but feel certain that arrangements are possible whereby this condition may be remedied.

Shippers and poster clerks also have distinctive duties to perform. Probably more serious complaints than of poor film are those concerning late shipments or no advertising matter. Our future success depends upon ability to take care of our business properly; therefore, every effort should be made to render better service for the Big Week than the exhibitors ever received before.

Foxites who do not come in direct contact with exhibitors, bookings, shipments of film, etc., may do their part by disposing, without delay, of the additional work caused by Anniversary Week.

Never let it be said that Foxites shirked or laid down on their duties.

May there be many more "Anniversary Numbers" of Fox Folks, and may each carry with it a story of still greater achievement, progress and strength.

C. P. SHEEHAN TO VISIT SO. AMERICA

C. P. Sheehan, Eastern District Manager at Buffalo, spent several weeks at the home office preparatory to making a tour of the Fox Exchanges in South America. He sailed away on November 25 and expects to be gone three or four months.

MAYBE YOU'RE NEXT

Promotions have been coming fast of late—which keeps every Foxite on his toes. One never knows when he will be touched on the shoulder by the home office and notified that he has been selected for a job higher up. This is a fine healthy condition and means progress for us all.
C. W. Eckhardt Made Assistant to General Manager Sheehan—Sidney Meyer Succeeds Him At Chicago—Harry Heyman is Omaha Chief

Four members of the Sales Department got a mighty thrill out of seven words last month. The words were, "Please take note of change in staff," which introduced a notice issued by General Manager Sheehan of some promotions that were indefinitely heralded in last month's Fox Folks.

Effective Monday, November 20, Clyde W. Eckhardt, one of the "Grand Old Guard" of Fox Film Corporation, was lifted from his job as manager of the Chicago Exchange and brought to New York as assistant to General Manager Sheehan.

Sidney Meyer, who has been king-pin at the Omaha Exchange, became Chicago manager November 6. The vacancy at Omaha was filled by advancing Harry Heyman from assistant manager to manager, while E. A. Bell, salesman at Omaha—and who, by the way, was the first Fox Folks correspondent at the Nebraska branch—replaced Mr. Heyman as assistant manager.

Mr. Eckhardt started under the Fox banner in November, 1915, in a subordinate position at the Pittsburgh office. He had been through the mill as agent for various stage productions, dramatic and operatic. He knew the show business. In less than two months, having demonstrated his knowledge and executive ability, he was made manager at Pittsburgh, and remained there until June, 1917, when he was called to the home office. In September of the same year he was assigned as manager at Chicago.

Sidney Meyer was employed as a salesman at the Omaha office in September, 1917. In April of the next year he became manager, filling this position continuously until his recent promotion.

Mr. Heyman started with us as a salesman in October, 1912, at the Omaha Exchange. Because of excellent progress in his sales work he was appointed assistant manager in November, 1920, from which position he has risen to manager.

Earl A. Bell has been a salesman at Omaha since December, 1920. Prior to that time he was connected with Realart about a year. Mr. Bell is a lively stepper when out after contracts, and we'll probably hear more of him in the future.

Hint to Correspondents

O, Reader! had you in your mind
Such stores as silent thought can bring,
O, gentle Reader! you would find
A tale in everything.

—Wordsworth.
Educational Entertainments Needs Ideas for Pictures—A “Call to Arms”

The Educational Division needs ideas for pictures. A recent and urgent request for suggestions, made specifically and personally to Exchange Managers and its receipt acknowledged by all of them, has had but meager results. Suggestions were few, though promises were many.

H. E. Hancock, Director of the Educational Division, here and now not only repeats this request, with increased urgency, to our branch managers, but appeals to all Foxites to aid in filling the gap which the managers thus far have failed to fill.

(1) We call our educational pictures “Educational Entertainments” because entertainment value must dominate every subject. For example, a picture on “How to Grow Asparagus” would be educational, but it certainly would lack the essential entertainment value. We put out no educational unless it carries a “punch”—whether this be in thrill, in magnificence of scene and color, or in some unusual factor that will cause the spectator to “sit up and take notice.”

(2) There is no limit to the expense to which Mr. Fox will go to produce the right kind of pictures in this field. But the right kind of picture is one with a worth while idea behind it—in other words, a “punch.”

(3) An exchange manager is in a peculiarly favorable position to offer suggestions, since he is so closely in touch with his public’s needs and tastes. But every Foxite is in a position to furnish one idea at least that may contain the kernel of “Educational Entertainment” success.

Our General Manager has made plain his keen interest in this matter—has expressed with emphasis this interest.

The Educational Division is in immediate need of ideas for its output. Hence this renewed appeal to “come across.” Full credit will be given in every case. Address H. E. HANCOCK, Director Educational Division, Fox Film Corporation, 55th St. and Tenth Ave., N. Y. City.

From Missouri—So They Were Shown

The St. Louis Exchange is feeling quite chesty over the fact that it was able to get a large representation of Fox pictures in the programs shown to educators at the 47th annual session of the Southeast Missouri Teachers’ Association. “A Connecticut Yankee” was included in the regular program.

In addition to this feature, many single-reelers produced by the Fox Educational Division were shown at various times, and the product of Fox Film Corporation was brought most prominently before the teachers. The fact that the pictures were shown at all meant, of course, that they had first received the endorsement of those in charge of the convention.

This gratifying representation was made possible through the efforts of G. E. McKean, manager of the St. Louis Exchange; C. W. McKean, of the Educational Division, and Miss S. E. Edwards.

E. H. Conway Doing Special Publicity

E. H. Conway, one of the handsomest and best known publicity writers along the Gay White Way, is now handling the New York publicity, under direction of V. M. Moses, for “The Town That Forgot God”—which picture was a part of the mantle that descended upon Mr. Conway’s shoulders after the departure of Will Page. Mr. Conway retained his handling of “The Village Blacksmith,” on which he was engaged previously.

Conway’s career as a “pesky press agent” includes work for Metro, John Curt, the Hippodrome and the People’s Liberty Chorus. He has been general press representative for the Orpheum Vaudeville Circuit, and at one time was assistant editor of Spur Magazine. Since coming to Fox he also worked on “Silver Wings” and “Who Are My Parents?”.
E. B. McCaffrey Takes On Another Job

Home Office and Exchange Co-operation

By E. B. McCaffrey

The Mail Order Department has successfully passed through its experimental stages and must now be considered an essential unit of the corporation's sales organization.

The campaign covering the sale of "Over the Hill," "Queen of Sheba" and "A Connecticut Yankee" was carried on independent of the sales force in the field for the purpose of definitely establishing its direct sales value. And while establishing this value the department also has created a better and closer feeling between exhibitors throughout the country and the home office in New York.

Their personal letters have furnished us with first-hand information regarding their local conditions, the quality of service they receive from our exchanges, their frank opinion of the value of our product and their appreciation of the fair business principles upon which this corporation is built. It is expressions of this kind, testimonials of confidence voluntarily given, that make the officials of this company realize that their years of effort in building and improving the industry are appreciated.

The Fox Educational Department is going out into a new field to spread the doctrine of fair dealing and better pictures, to establish the power and value of the screen, and to unite theatrical and non-theatrical organizations in a close bond of friendship and mutual understanding; each working for the benefit and uplift of the other.

The greater part of this work will be carried on by mail direct from the home office in New York; but if we are to obtain the greatest possible results we must receive 100% co-operation from the sales force in the field.

This co-operation must start naturally from a thorough understanding of the ideas in back of the Mail Order and Educational Departments, and it must terminate only when the Fox banner is planted in every town and hamlet in the country, and when Fox theatrical and educational film productions are appreciated wherever there are eyes to see.

THE IDEAL SALESMAN

"He had a head to contrive, a tongue to persuade, and a hand to execute."—Edward Hyde Clarendon.

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Team Work Explained

Mrs. Crimsonbeak—See how nicely that team of horses goes along. Why can't man and wife trot along pleasantly like that?

Mr. Crimsonbeak—Well, you see there is only one tongue between those two horses.—Witness.

E. B. McCaffrey, who for some months had been in charge of the Mail Order Department at the home office, handling last year's specials, has pulled himself up another rung on the promotion ladder. He has been appointed sales manager of the Educational Entertainments Division, taking over the duties of E. J. O'Donnell, resigned.

"Handsome Mac" is another member of the sales organization to make an unusually fine record in short order. He connected with Fox Film Corporation by means of the Contract Department in September, 1921, and almost immediately was shot to the Indianapolis Exchange to understudy the Hoosier manager. From there he went to Buffalo to absorb additional knowledge, then back again to the old home nest in the Sales Department. His appointment as manager of the Mail Order Department came in June of this year.

McCaffrey, in company with Jack Sichelman, head of the Contract Department, has recently been visiting Fox exchanges.
FOX NEWS "ASSIGNMENTS"

By Don Hancock

Our first "assignment" this month is to wish a Merry Christmas to all.

***

The Fox News staff smokers were resumed Saturday, Nov. 25. These gatherings mean a good dinner, a good talk and a good time. We find that a get-together of this sort is invaluable in promoting good fellowship. The officers elected are: Don Hancock, president; P. R. Shorey, vice-president; Fred Delavan, treasurer; Russell Muth, secretary. In Mr. Muth's absence in South America, James Seeback was appointed acting secretary. Our guest at this meeting was H. E. Hancock, director of the Educational Entertainments Division.

***

We welcome to our list of field representatives, Jack Flannagan, who is covering the Cleveland, Ohio, territory. Flannagan comes very well recommended and so far has turned in negative of excellent quality.

***

William Loweree, our assistant cutter, was forced to undergo a serious operation at the Flushing Hospital recently, but is now back at the joining table.

***

Our secretary, Tess Green, tells us that Helen Fox is making a collection of passes for "The Village Blacksmith." Where she gets them we do not know, but we suspect that when she has gathered 500 she will invite all her relatives at present living in New York—and their friends.

***

Fred Delavan covered an assignment up-state a few weeks ago and came back with a deer tied to the running board of his dilapidated Dodge roadster. We all partook freely of deer steak and chops for a few days, but we have a suspicion that Del sold at least half the beast to a Flushing butcher and made another payment on his machine.

***

Question: Why do the cameramen dislike daylight saving?

Unanimous answer: Because in the winter, when we have standard time, it gets dark at 3:30 P. M., and they don't make moonlight lenses.

John Kuhne, who joined Fox News a few weeks ago, as assistant cameraman, has been put on the regular cameramen's staff. It is always a pleasure to advance the ambitious worker, who shows that he means business without question. Kuhne is referred to by the young ladies as "Who's the Beau Brummel—ain't he grand?"

***

John T. Parkerson, Fox News Editor at Paris, with supervision over all of Continental Europe, is now in New York enjoying his first visit to his "old home town" in six years. John says he hardly knew the place when he arrived. That's the fault of the New York pace.

Christmas on the Avenoo

Oh, hear the merry sleighbells ring!
Oh, hear their joyous ting-a-ling!
It's Christmas time!

And snow and winds are blowing through
Our whiskers on Tenth Avenoo—
Oh, joyous winter clime!

Within our fine and cozy wraps
We plod through lines of frigid chaps
And frolic in the snow!
While breezes bite and make the nose
Much like the reddest kind of rose
That ever dared to grow!

The walk so full of ice and sleet
Makes walking awful on the feet—
But on we go!
Content to live and labor here
And help to substitute some cheer
In place of woe!

Behold the joyous shop displays
That mark the festive holidays
And win our heart!
While throngs are romping to and fro
With Christmas spirit all aglow,
To do their part!

So let us sing our Christmas song
With lightened hearts and voices strong,
'Mid ice and snow!
Which I submit is classic rhyme
Prepared and sent to you in time—
Three months ago.

Frank A. Tierney,
Educational and Industrial Divisions.
“Who Are My Parents?”—Information Below

Well, let’s see. Upper lefthand corner are Edgar, 8½, and Norman, 5½, sons of Abe Blumstein, booker for the Fox Vaudeville Circuit. Below them is Philip Rettino, nine weeks old, whose birth was recorded in Fox Folks. His father is Frank Rettino, of the Laboratory machine developing room. The baby in circle above and the youthful “hairweight champion of the world” on the right are respectively, Augusta Evelyn Walker, 3 months, and Woodrow Wilson Walker, eight, children of C. A. Walker, poster clerk at the Kansas City Exchange.

The Long and Short of It
There, little girl, don’t cry;
They have lengthened your skirts, I know;
But don’t you fret,
You’re a long way yet
From the girls of the long ago.

They have added an inch or two,
But, there, little girl, don’t cry;
For a frisky breeze
Still shows your knees,
As the race of men goes by.—Exchange.

Here’s a Foxite Hint
“And your friend really married his typist. How do they get on?”
“Oh, same as ever. When he dictates to her, she takes him down.”—Exchange.

“POP” O’CONNOR IN LUCK
Thomas O’Connor, familiarly known to the employes at the 54th Street Annex as “Pop,” has just received a bright ray of sunshine in his troubled life. About 25 years ago he bought some lots in Long Island which subsequently became tied up in litigation and remained so until a few weeks ago, when “Pop” again got possession of his rightful property. He has sold some of them for several thousand dollars. Quite a windfall for “Pop,” and his friends feel that he deserves it.

Speaking of Photoplays—
A mosquito is a great screen actor—and he always gets by.—Staley Journal.
Home Office School
For Better Letters

Realizing the extremely important part that is played today by the business letter, and as a means of helping our employes to put every possible atom of force into the letters that go out from this concern, General Manager W. R. Sheehan and General Sales Manager R. A. White recently arranged with L. C. Wilsey, of New York University, to give a course of instruction in “Better Letters” at the home office to employes whose duties require the dictating or typing of business letters. Sessions are held in the Contract Department offices from 6 to 7 p.m. every Monday. The course will extend over a period of several weeks, and later an entire afternoon every two weeks will be devoted to the discussion of actual letters.

The use of forceful words and the proper presentation of ideas will receive condign emphasis throughout the course. The effectiveness of a business letter is in direct ratio to the ability of the dictator to present his ideas clearly, and of his typist to turn out a cleanly written, properly punctuated and attractively set up document.

So, day by day, in every way, letters from Fox Film Corporation will be getting better and better.

JUST A FILM

Handle me carefully; I’m awfully thin
Through hard work and long journeys
in a round tin.

Sometimes you scratch me, and spoil
by good looks,
And you cut me to pieces like ordinary crooks.

Without me your living is gone in a day;
So just treat me rightly in every way.

Please give a thought to my mission in life.
I give laughter and tears, but never bring strife.

I can do this as long as I’m treated well,
Until old age creeps on and my remnants sell.

A. BARBER,

You Know Her—
Guess Who She Is

Fox Folks is fortunate this time in being able to reproduce a hitherto unpublished photo of our own little Shirley Mason. It is greatly treasured by its owner. It shows Shirley at the age of 12, when she was playing in “The Poor Little Rich Girl,” the second season out, having taken the place of her sister, Viola Dana, who starred in this play on Broadway.

CONTRACT DEPT. TEAM ARE “SOME” BOWLERS

The bowling season is again in full swing. On November 4 the bowlers of the Contract Department, Messrs. Becker, Friedlander, Klein, Lincer, Glynn and Krane, met and vanquished the team of the Auditing Department, Messrs. W. Wyckoff, G. Eisele, J. O’Connor, J. Meyers and H. Sham, by a score of 2046 to 1859 in a three-game series.

On Nov. 18 the Contract Department men repeated their victory by a score of 2104 to 1997 in a three-game series.

The Contract Department extends an invitation to any department in the corporation for a series of games. For further particulars, see Messrs. Glynn and Krane.
Necessity of Complete Information
With All Propositions Submitted

By J. Sichelman, Manager Contract Department

DURING my recent tour of exchanges I found in many instances salesmen were not forwarding, in their telegraphic propositions, complete data and information concerning these. When such propositions are not completely and entirely covered, it is a very difficult matter to give them any consideration.

In order to avoid complications, confusion and delay, salesmen should submit a complete detailed explanation, embracing number of days, admission price, terms regarding advertising, and such other information as is necessary, together with a recommendation that will enable us thoroughly to understand each proposition and the conditions pertaining to it.

The Contract Department is earnestly desirous of extending complete cooperation to salesmen and branch managers, and to obtain for them immediate action on all propositions. If these are intelligently and properly submitted, delay will be reduced to a minimum. As an illustration of the incomplete method, a salesman submitted a proposition for approval covering a small town in which our home office records indicated three theatres. The proposition was rejected on account of insufficient revenue; the salesman was notified to this effect, and instructed to recanvass the town.

It eventually developed that two of the three theatres were permanently closed, and that the third, on which the proposition was submitted, was open only one night during the week. Had this information been conveyed in the salesman's wire the matter would have been viewed from a different angle.

I feel that if intelligent and complete information regarding the theatre and general conditions—in fact any information which will help us to arrive at some conclusion—is submitted, it will result in quicker action and less friction and confusion.

Sometimes the story cannot be told comprehensively in a wire; and for that reason I would suggest that the proposition itself be wired in and a notation made in the wire that a letter will follow. In this letter you can go into all details.

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Contract Department

J. Sichelman, Manager

Hugo Kessler, Correspondent

Did you hear that outburst of noise last Tuesday evening? Nine of the boys were battling as to who would win the hand of Mildred Mehlstein. The next morning Mildred paraded into the office with a sparkler on her engagement finger. Lots of luck, Mildred, you heartbreaker.

***

We announce these new arrivals to our staff: The Misses G. Leavy, S. Itzhowitz and Katz, also Major Muncaster and M. Garfinke.

***

It is rumored that a certain little girl from one of the other departments is running around with our chubby Aaron Hershkowitz. They say love will find a weigh.

***

Ingenuity among doctors has reached its climax. Beatrice Foster, our dainty comptometer operator, when she was little, had her tonsils removed, and the doctor, instead of using an anaesthetic, sat her upon his knee during the entire operation. She recovered rapidly. Girls—you can get his address from Beatrice. (With apologies to Mr. Glynn.)

***

Our hats off to Anna Fishman, who can travel to and from Borough Park every day without the aid of a timetable.

***

We have a married men's bowling club, with Moe Krane as captain, and its members challenge any married or single men's team in Fox Film Corporation. Can the Contract Department bowl? Ask the Auditing Department.

***

Ben Herz came in the other day with a bandaged head. He tells the following story: It was election evening. A fellow bet him $10 on Miller. Ben said, "I'll raise you $5, on Smith." The next thing Ben knew, two lumps were raised on his head. It's all right, Ben; we, too, lived in Yorkville once.
Up and Down the Corridor

Even Gordon Stiles and Phil Shorey, two leading figures in the Corridor's Intelligentsia, admit that any man's style in business letter writing can be improved—if he will "listen in" ardently.

The Fox Folks workshop, following temporary exile in the Annex, down street, is back on the Corridor. We celebrated our return on Thursday, Nov. 30 (you know the day).

William C. Munn, whose position as cashier and paymaster of Fox Film Corporation makes him as popular a Foxite as one can find around the home office, has celebrated the arrival on November 8 of a new son. The youngster weighed 8 pounds at birth, and has been named Walter Allen Munn.

One of the inter-department promotions of the past month which we feel was well earned is that of Frank La Susa, formerly of the Laboratory office, who has been transferred into the department of H. E. Hancock, director of the Educational and Industrial Divisions. Frank is well pleased with his new and interesting duties.

Steve Williams, head of the information department, was laid on the shelf for ten days as the result of a wrestling bout with a trunk. We were all mighty glad to see Stephen back, with his smile broader than ever.

Our editorial thanks are due to Eddie Arbuckle, of the 54th Street Annex, for the use of his truck, and Tom Stewart for his strong right arm, in helping us move our quarters back to the main tent.

We want to know why our handsome projection room operators, Jimmie Lefanti, Patsy Pucciarelli and Fred Boehringer, don't get their heads together and have their photos taken for Fox Folks.

Every month Colin Duffus, head of the raw stock department, promises us some gossip from his gang. If he doesn't come through pretty soon we're going to get tolerable peevd.

“Developments” in the Laboratory

AI FREEDMAN, Business Manager
By D. T. FACTOR

Mr. and Mrs. William Muranski wish to thank the employes of the Laboratory for expressions of sympathy upon the recent death of their daughter, Florence. Mr. Muranski is mechanic of the machine developing room.

We are very sorry to report the death of Mrs. Maxwell, mother of Henry J. Maxwell, foreman of our toning department. She was killed in an automobile collision in Philadelphia, her home town, on October 15.

Our co-worker, Oscar Geyer, of the tinting department, took a two weeks' leave of absence on account of an ailment from which he had been suffering four months. He is much improved as a result, having gained six pounds the first week out.

A Christmas Belle

This little Holiday vamp was hiding in one of the ordinary lead pencils which I. Krotosky supplied to the Auditing Department. Evelyn Finkler is the artist who coaxed her to come out and look pretty for the Folks.
"Double Exposures" from the Studio

Max Golden, Business Manager
N. M. Hollen, Correspondent

This promises to be the greatest winter ever spent in these parts for Director Harry Millarde, especially at his home where there is plenty of June sunshine. Ogg-Goo—Daddy—Goo-Goo!

Miss Goldsmith has been a frequent visitor to the Wild West show at Madison Square Garden, getting points to improve her horseback riding.

Ray Lissner has moved over to Passaic Park, and since then the Erie trains are on time.

Dave Solomon, assistant to Director Millarde, came back from England without the proverbial monocle. Said he lost it on a trip to Paris. My word!

Someone suggested that the reason Tom Molloy looked so natty in his new brown suit was because it matched his brown hair. Geo. Grainer turned to Aron Rinelhart: "Don't try to match yours." (Aron is quite bald.)

We hear Mr. Ryan won second prize in the golf tournament. Second from which end?

Moe Altman is taking music lessons from a professor in Hackensack, N. J. Hope it isn't on the saxophone.

Director Brennon came on the set the other day and noticed some dirt under the rug. Calling Jules, he asked: "Did you sweep under the carpet?" "Yes," said Jules, "I swept everything under it."

So wonderfully realistic were the effects achieved in making the flood scenes in "The Town That Forgot God," that the other day a patron at the Astor Theatre pulled on a rain coat and, rushing to the box office, asked for a rain check.

Have you noticed Billy Haxton's new suit with the bell bottom cut to the trousers? Someone suggested he line his trousers with copper and use his feet as clappers for the bell.

During the filming of street scenes in Mr. Brennon's latest picture, Mr. Brennon was giving instructions to one of the men in Italian. After a while the man turned and said, "Voos hos er gezoogt." Mr. Brennon turned and asked Teddy Altman, "What did he say?" Teddy replied, "What did he say?" Mr. Brennon: "That's what I want to know." Teddy: "I'm telling you"—etc., etc. It sounded like Weber & Fields doing their old act.

Mr. Boxer, the man with a thousand neckties, slipped up one day last week and repeated on the tie of the day previous. This must not happen again.

Why do so many girls of the model type come and ask for Sam Corso?

The rivalry between the Gordon Edwards company and the Harry Millarde company is amusing. The first talk Italian among themselves, while the others smoke English tobacco in their pipes. Painfully foreign, eh?

Mike Higgins claims he was knighted while in Italy. For what, Mike—knight work?

MAJOR MUNCASTER IS NOW A FOXITE

A new student in the Contract Department, who brings with him considerable military distinction, is Major John H. Muncaster. Major Muncaster was graduated from West Point in 1908 and served actively in the army until 1920. His service included two years in the Philippines and seven months in Mexico with General Funston's expedition when that commander occupied Vera Cruz in 1914.

When the United States entered the war Muncaster was sent to France as a major in the 15th Machine Gun Battalion, where he served until his transfer to the 14th Infantry. He was in command of the 11th Infantry during a part of the Argonne offensive.

Upon his return to the United States he served as Assistant Adjutant-General, Eastern Department, with headquarters at Governor's Island. He retired from active service as a major because of impaired vision due to service in France.
Picked from the Fields

Among the Fox Workers in Great Britain

Lewis S. Levin, Managing Director

London

Sam Edwards, Correspondent

We on this side have our own ways of traveling towards the goal of all Foxites—the 100 per cent. proposition. The 100 per cent. applies not only to contracts, but to each individual’s efforts combined with cheerfulness, fellow-feeling, and co-operation.

***

“Nero” is now playing the sixth week of its exploitation run, and the sales force is concentrating to beat the record of “Sheba.” The stamp of approval by one of the most critical cities of the world places a most effective weapon in the hands of our representatives.

***

We had recently a visit from that wonderful comedian, Lupino Lane, whose first production for this firm, “The Reporter,” is now drawing crowded houses at the New Gallery, Regent street. Anyone who has met Lupino Lane can readily understand the secret of his success, for not only is he a natural comedian, but a man of charming personality.

***

It is correct that our genial data clerk, George O’Connell, is suffering from strain through lifting his books, and is inventing some appliance to do this for him.

***

Why does Mr. Aldworth, who takes care of travelers’ returns, hide his oil paintings? We would all like to see them. One who has viewed his art says they are “all worth” a place in an art gallery.

***

Many holidays were made brighter this year through the “Contract Department Thrift Club,” organized by Alfred Staines, assistant to Mr. Hopton, our sales manager. Every member holds one or more shares, drawing payment at vacation time and Christmas.

***

“Foggy” (R. J. Fogwell), our popular publicity manager, and incidentally the owner of a Nash car, is some speed hound. You cannot get Managing Director Levin, Sales Manager Hopton, London Branch Manager Gray, or Sam Edwards, in that Nash with “Foggy” at the wheel for quids. We’ve all had some. “Foggy’s” hobby is explaining speedometer trouble to London “cops.” His last argument cost him twenty bob and costs some car!

***

Sales Manager George Hopton is in bad at home. Friend wife talks about going home to mother. It’s like this: “Sir” George has wife’s permission to stop at the office late every night but Saturday. Must get home for early dinner on Saturdays—though if you knew Mrs. Hopton you’d marvel that “Sir” George is not home for dinner every night. Scrutinizing contracts keeps him late—so he says. We believe him. Last

Two Pals from London

Eric Langton, technical manager at the London headquarters, put on a smile and his most comfortable pair of slippers and went out into the garden with his little daughter “Pat” for a photo. Fox Folks is mighty glad to welcome our distant cousins.
WHERE THE PROFITS GROW

Saturday boys from the provinces, in the persons of Special Salesmen Dickinson of Lancashire and Rothwell of the Midlands and Branch Manager Browne of Newcastle-on-Tyne, with an avalanche of "Nero" bookings, cost George his dinner—perhaps a wife. Wicked Nero!

B. Staveren, the London Exchange accountant, when the checks are not rolling up has speech with "Lizzie" (Miss Cox, invoice typist). He's very extra over the "phone and doesn't allow Mr. Exhibitor to forget he is very much alive.

***

Is it true that Bill Andrews is endeavoring to persuade the powers that be to insure his maturing book?

***

The stalwart support of the hospital department, Alfred Shaw by name, has acquired an officer's khaki coat. All the girls now have taken to saluting him when he arrives every morning.

***

As Christmas is drawing near, would a certain young man from the basement whose object in life is to deliver films to the top floor, accept a button hook from a few admirers?

***

Geoffrey Musson, data clerk, waits at a discreet distance from the office each evening. Is it to meet a young lady from our technical department?

GLASGOW
DAVID REID, Manager

Salutations to all Fox Folks from Merrie Scotland. May your business and your collections never grow less. To say nothing of your salaries!

***

Our booker, Helen Davidson, tips the scale at 12 stone, 7 lbs. Assistant Despatch Clerk Peggy Drain moves it at 13 stone, 7. Assistant Cashier Jean Graham topples it right over at 15 stone. Contrary to most hefty folk, their weight only adds to their energy, for three harder working lassies would be difficult to find.

***

In support of the above (not that they need it!) we are willing to back our Big Three at tug-o'-war against a similar number from any Fox branch in the world. And at their respective jobs, too!

***

Our main office is undergoing renovation, and the foreman painter is Adonis personified. But Ida McFadzean, our assistant booker, indignantly denies that she took any notice of him when she went in there 20 times yesterday. Says the smell of paint is good for the lungs. What a tale! It made everyone else cough!

***

Our Motto—"Tis better to have sold a short film than never to have sold at all."
**PICKED FROM THE FIELDS**

**CARDIFF**

S. G. NEWMAN, Manager

The staff at this branch are enthusiastic over the fact that we are to have a Foreign number of Fox Folks, and it is being looked forward to with keen interest. We hope to be able to supply some interesting news for each issue of the magazine.

* * *

Our annual dance, to be held November 15, is the second; and although the first was a great success we are endeavoring to make this one even greater. We are relying upon the exhibitors in this territory to patronize us, and so far we have plenty of promises.

* * *

Miss Porter, our general typist, came to the office the other day flash- ing a brand-new diamond ring. Hurry up and let us know the date, Miss Porter, we are dying for excitement. Wonder who will be the next? We have a suspicion.

* * *

An exhibitor called at the office from an obscure place in South Wales, and asked if he could have “Over the Hill” for one day at 15 shillings. If he called at the end of 1924 we might be able to find him a few sprocket holes.

* * *

Mrs. Isaacs, who was with this company for four years, came to the office a few days ago to give her one-month-old son an introduction to the staff. He is quite a bonny boy, and should make a good filmite when he is old enough.

* * *

The staff had a very enjoyable evening when they were invited to the reception following the marriage of our cashier’s sister, Miss Cohen. We presented her with a very nice traveling writing case and the evening was spent in thorough enjoyment. In fact, I think there were a few headaches in the morning.

* * *

This is the latest from Wales: An exhibitor who had “Over the Hill” on second run asked an old man who had seen the film before how he enjoyed it. The patron replied: “Look you, but they baint acting as good as they did first time, Mun.”

---

**Eric**

**Guess He’ll Do It, Too**

Folks, meet David John Colohan, newly appointed field representative for Fox News at Athlone, Ireland. Mr. Colohan says: “My resolution for the New Year is to supply Fox News with not less than one good picture each month; and to beat this whenever it is possible to do so.”

We need YOUR contribution for the next issue of Fox Folks.

**TO FOX FOLKS**

I wonder if we give a thought
To the great word “understanding,”
The basis of success in life,
Keynote of Peace outstanding.

Fox Folks has come to show the way
With news and happy chatter,
So that we who read it day by day
Can do the things that matter.

A. BARBER,

Write something for Fox Folks today!
WHERE THE PROFITS GROW

NOTES FROM THE CONTINENT

By Edward Auger, Managing Director
France, Belgium and Switzerland

Henry Fournier, our sales manager, journeyed to Antwerp recently and signed first, second and third runs in that city for all our productions at 200 per cent. increase over last year’s figures. Although a Frenchman, he moves as rapidly as any American in America, is a great admirer of our methods and sales systems, and reads Fox Folks to the last line. (We think he is looking for “dope” on some of the New York officials he knows, or probably longs to see something about himself there.)

***

Louis D’Hee, our technical director, a well-known writer with a number of theatrical plays and popular books to his credit, knows what the Latin public wants. Sometimes, however, he is “up against it.” For instance, he pondered over “Shame” for nights. In America it may be a “shame” to marry a Chinese. Here they don’t care a rap whether anyone is married to a heathen, a Russian or a Negro; so the “punch” in the American version was “dead” here. But he found a connecting link by making the supposed mother a woman of the gutter.

***

“Tommy” as we call him—short for Thomas Hale—our shipping director, slipped out, got married and honeymooned to Austria somewhere in the mountains. He says a fellow needs a “flivver” to carry the Austrian money, and a secretary to keep count of it. It cost him 2,000,000 Kronen for 10 days’ stay; but that represented about 60 cents in our money, I guess.

***

You can’t beat the Swiss for showing pictures at high altitudes. Mr. Boimond, our Switzerland manager, has made arrangements for the use of Fox films at such popular winter resorts as St. Moritz, Mont Blanc and Jungfrau; hotel altitudes of from 12,000 to 15,000 feet above sea level, and right in the eternal snows.

***

Mr. Viguié, our Paris branch manager 12 years military service, medals and decorations across his chest (including American), wounded a number of times, lieutenant in the aviation with a few victims brought down during the war—is some “business getter.” Fox Week, one-half of the Paris theatres had Fox films; on the “Grands Boulevards” out of 12 theatres 9 showed Fox films. Even our competitors congratulated us. Viguier wants to know if there is some way to get them all to show Fox films during Anniversary Week. American boys, please send suggestions.

***

Selling films on motorcycle is what Mr. Fausser, our Strasbourg, Alsace-Lorraine, branch manager has to do in order to make more than one town a day; in this way he can cover any number of places during a few days’ trip.

***

A cry from Mr. Lafon, Marseilles branch manager: Why not Marseilles in Fox Folks? Well, I guess this will answer his “kick.” Although only five feet in height, he knows how to defend Fox interests among the sharp and quick-witted southern Frenchmen. You have heard about the “sardine” in Marseilles that was so big that it blocked the entrance to the port. Well, you ought to hear Mr. Lafon tell about it.

***

It is rare to find a Frenchman who doesn’t talk all the time. The medal goes to Mr. Lestienne, our Lille manager; he could not even get up to greet Mr. Fox at our banquet. Later he wrote us a long letter about it—two pages. Some of the boys said it was too much champagne, etc. All wrong. A cafe owner the “big” exhibitor in Lille, tried to get him “soused” so that he could rent “Queen of Sheba” at his own price. Mr. Lestienne walked out of the place with the biggest contract this fellow ever signed—and carried the man upstairs to bed.

***

Our Brussels branch is moving into spacious new quarters. “Queen of Sheba,” “Over the Hill,” and “Nero” have made it necessary to modernize the exchange and have a projection room. Words of praise reach us from exhibitors as space and telephone accommoda-
FOX FOLKS

PICKED FROM THE FIELDS

tions are provided for them. Ponsart, the crack salesman, can ask and secure better rentals than anyone in Brussels.

***

Mr. Johnson, of our Lyon branch, writes that the exhibitors are now coming to buy instead of having to run after them. This on account of the two weeks' run of "Over the Hill" at the best theatre in Lyon. No picture was ever played more than one week in that city. To "Queen of Sheba" and "Over the Hill"
goes the honor of introducing longer runs in Lyon.

***

Mr. Mares, of the Bordeaux branch, is a newcomer with our organization, but promises great things for Fox films in that territory.

***

The entire French staff wishes to "welcome" Fox Folks and are anxious to get acquainted through its pages with the wonderful world encircling organization of Fox films. Greetings and Success to all!

OKLAHOMA CITY

A. C. BUCHANAN, Manager
BILL MALONEY, Correspondent

Our key cities are practically closed and great credit must be given to our crack sales force—Messrs. Smith, Kuttnauer, Beddoc and Weinberger—and most of all to the guiding hand of the chief. We've got what they want and have sold them. ***

Bill Jenkins, while inspecting a print of "The Lamplighter," was heard to say: "I don't know whether or not this is the right print, but it has a big lamp in it."

***

If Booker Jones wishes to know where all his tobacco goes, ask Bill Maloney.

***

In a raffle recently Bill Maloney paid $4 for a 50-cent pound box of candy. Bill says he was born with two strikes on him.

***

Duck hunting is Lou Kuttnauer's favorite pastime.

***

Our reliable Bess McCharen has decided to remain with us. The fellow with the white socks seems to have lost out.

***

Diana Larsen has received some flattering offers to go into the movies, but she prefers the Red Buick and her Spanish. 'Tis better to study nature along with one's books.

***

Harry Sheeran says he's engaged. Just a ruse to keep them away. Harry, we're from Missouri.

CINCINNATI

R. KNOEPFLE, Manager

The Cincinnati office extends the compliments of the season to all Foxites.

***

George Wotherspoon, our publicity man, is still batting for 1,000, exploiting our specials in the key cities. So realistic did he arrange a lobby display on "The Fast Mail," that railroad strikers mistook it for a round house and placed pickets before the theatre.

***

Al Walsh, our West Virginia representative, is getting in some good licks down around Gonk and Gravel Switch. It is interesting to hear Al tell of the time he followed a lead for a town to reach which he had to walk eight miles—only to discover that there was no theatre and that the inquiring party was interested in having a look at some still photos. As Al says, he told that fellow plenty.

***

Pledges for Anniversary Week are coming in from all directions, and exhibitors are generous in their response to our call. All indications are that we shall have the biggest week ever. Jim Neff who is keeping a check on Anniversary Week activities, is receiving 100 per cent cooperation from every one attached to this office.

***

Manager Sichelman and E. B. McCaffrey, of the Contract and Educational Entertainments Departments respectively, spent four days with us, during which time they visited most of the key cities.
WHERE THE PROFITS GROW

Kansas Bert

KANSAS CITY

B. E. Edwards, Manager

RICHARD MELVIN, Correspondent

Sam Dembow, assistant general sales manager, now on tour, arrived in Kansas City November 12, from Omaha, and spent some days here. No man from the home office is more welcome.

Several of the boys from the office attended the Lawrence-Nebraska football game on Armistice Day, in the new stadium at the Lawrence, Kansas, University. From this office was Joe Levy, our city salesman. Joe made a bet on Kansas, and all through the game rooted for the boys in the red sweaters. After the game Joe proceeded to collect his bet, believing Kansas had won. Then he learned that the boys in the red sweaters were the Nebraska bunch. Now Joe claims that he was double-crossed—that someone switched the sweaters before the game.

Jimmie Worrell is our new night shipper, and is performing in fine fashion. He is determined to learn the film game, and from all appearances will succeed very rapidly.

OMAHA

HARRY HEYMAN, Manager

E. A. BELL, Correspondent

Blanche Levy, our cashier, stepped into the office of Earl Bell, assistant manager, and sold him a membership in the Red Cross. Fifteen minutes later she returned to Bell's office and demanded the Red Cross button and membership card, saying she had another customer and was out of buttons and cards. She promised to give Bell another button, but at this writing has failed to do so. She deserves a promotion. Some saleswoman!

A ton of brick fell into this office last week in the form of a wire from the home office promoting the genial Sidney Meyer, branch manager, to the position of manager of the Chicago district. All in this office are inclined to feel that they have lost a real friend.

The local Commercial Club has adopted a slogan, as follows: "Grow with growing Omaha." Harry Heyman told the selling staff that this applied to Fox Film Corporation, too. He further added that the only way we could grow would be to get more contracts which would produce more revenue. Right.

Max Brodsky has just been added to the selling force. Max has been a stock salesman, and they tell us he is a speedy worker. We are hoping that all the promises will be fulfilled.

Frank Wood, actor, director, theatre manager and all-around showman has been added to our staff in the capacity of exploitation man. Frank has more ideas in a minute than Heinz has beans or pickles.

Miss Geerdts, who takes the stenographic notes of Mr. Heyman, is a demon for work. One can see sparks fly from her typewriter in pounding out matter.

Eddie Solig, chief booker, and Mr. Grassgreen, home office auditor, have been very chummy since the visit of the latter to the Omaha branch. Eddie insists on calling him Greengrass.
PICKED FROM THE FIELDS

HAVANA

H. H. Pollock, Manager

JOSEPH ELLIS, Correspondent

Three events worthy of note have occurred recently to disturb the ordinary tranquility of life in Havana. A cyclone hit the coast last week, and for three days we were deluged with heavy rains; today, after a vigorous campaign, the elections took place, and if you have resided in Cuba during such a period you will appreciate this item and probably ask “how many were killed in the fun?” Last, but by no means least, the new exchange had its first run here tonight.

***

The reception of William Farnum’s splendid acting in “A Stage Romance” by the patrons of the Teatro Capitolio promises well for the future. It is too early to predict how much the Cubans, and the several thousand visitors from the States who pass the winter here, will show their appreciation of Fox Film Corporation’s work in studying the local need for high-class entertainment. Things look rosy for the exchange, however, and from an observation of the exhibitors as they leave the office after interviewing J. P. Ryan, the general manager of the West Indian District, and Mr. Pollock, the branch manager, good business should be done.

***

Under the direction of Mr. Ryan the organizing of the Havana branch has gone on apace, and during the few weeks he has been here a very live and efficient office has sprung into being. The Cubans taken on the staff have already acquired a marked degree of enthusiasm.

***

That we have all been kept moving pretty fast goes without saying, and we are now equipped with a list ranging from our latest big specials to a box of typewriter erasers. Extending a perspiring “mit” (don’t forget it’s dashed hot down here), we wish our friends in other branches good luck.

So This Is the Famous “Over the Hill!”

WASHINGTON

GEORGE A. ROBERTS, Manager

M. BLICK, Correspondent

Among recent visitors to this oasis was our former manager, J. S. Hebrew. His appearance on the scene was most welcome.

***

Also Mr. Krotosky, general purchasing agent, from the home office. This was K’s third trip to Washington in connection with outfitting of the new office. And may we remark that it’s going to be some office. A beautiful place, with new and modern equipment of the finest sort.

***

A. C. Nelvin, our minister plenipotentiary to the city of Baltimore, is certainly administering the Fox product to the exhibitors there and 100 per cent. of it, too
WHERE THE PROFITS GROW

PHILADELPHIA

George F. Dembow, Manager
George W. Lees, Correspondent

We're out to show this wide world that "Philly" can lead them all. In the race for Fox Anniversary Week pledges we plan to run second to no one. Up to the present writing we have to our credit 205 individual pledge cards for Anniversary Week—and we still have more than two months to go! Of course, the ultimate rating must be on the percentage basis—but we'll look after that, too.

***

There are two fellows here I've neglected scandalously. They are two very necessary fixtures—our bookers. These two boys are a combination hard to beat anywhere. Our feature booker is Samuel Sagan. Our short subject booker is Frank Kelly. Kelly gets his dates from exhibitors by treating them with kindness—and oh, so gently. Sagan tells them jokes and while they are beyond self control with laughter, he gets in his work that brings home the bacon.

***

Where once stood Frank Mackin's headquarters for iron kellys and fedoras, and a host of other stores, now rises the future Fox Theatre of Philadelphia. The work is going forward steadily, and the Stanton Theatre, which is adjacent, will "look sick" when the last nail is drive into the building.

***

As this issue of Fox Folks will no doubt be the last one of the current year, we take this opportunity of wishing all our brother and sister Foxites a Merry Christmas and a happy and prosperous New Year.

CHICAGO

Sidney Meyer, Manager
Frank N. Jones, Correspondent

The month of October was very eventful in this office. The several visits of R. A. White, both for sales conferences and for instruction of branch managers of the Middle West District, have kept us keenly alive to the fact that big business is in force. Those who called from other branches were: Rudolph Knoepfle, Cincinnati; W. D. Ward, Detroit; Harry Bailey, Indianapolis; B. E. Edwards, Kansas City; E. F. Tarbell, Minneapolis; Sam Dembow, Jr., ass't general sales manager; Geo. E. McKean, St. Louis.

***

The promotion of our chief, Clyde Eckhardt, to be assistant to General Manager Winfield R. Sheehan at the home office has given everybody here great joy, tempering our regret at losing him, for it is a peculiarly significant proof of appreciation for the remarkable work he did while in command at Chicago. We are now getting settled into the new groove under the guidance of Sidney Meyer, as manager; though Mr. Meyer had called at the office so many times in the past that most of us knew him before the change. The office staff to a man—and a woman—stands solidly behind him.

***

Those two mighty hunters, Lou Dreher and Ernie Grohe, have had their heads together recently. Late Saturday afternoons they eagerly plan their trip for Sunday. We have been invited to a "hosenpfieffer" banquet so many times and been left waiting, that we think they must feed all the "game" to Dreher's celebrated beagle bound to encourage the brute.

***

All connected with sales departments were invited to attend a banquet given by the Film Board of Trade. It was a pleasant gathering, getting all the exchanges together in social and business spirit. Very interesting "get together" talks were given, Mr. Eckhardt winding up the evening with a short talk.

***

The Holidays will mean much this year to at least one in our office. In anticipation we can almost hear the bells—wedding bells. They will ring far away from Chicago, however. We think Matt Cavanaugh intends to take a trip to New England.

***

Much credit must be given to Sarah Zeman, Sarah Silverman and John Schoeneleben of the contract department, and Lou Dreher, Geo. Benson and Dave Goodman of booking department, for they have been almost swamped with work during the past month. This same applies in fact, to all departments; but others have practically a year to handle the same amount of work.
PICKED FROM THE FIELDS

In the Town That Made F.O.B. Famous

This photo of the sales force at the Detroit Exchange was made during the shirtsleeve period, on the occasion of a visit by General Sales Manager R. A. White.

First row, left to right: Lee Reaper, mascot; Mr. White, W. D. Ward, manager; J. H. Birkenhauer, assistant manager; A. D. Knapp (Fox Folks Correspondent); N. H. Wider, Tom Bibo. Back row: Frank Stuart, Floyd Chrysler, Ira Cohen, special representative, and F. R. Cleaver.

DETROIT

W. D. Ward, Manager
Frank E. Stuart, Correspondent
Manager Sichelman, of the home office Contract Department, and E. B. McCaffery, of the Educational Entertainments Division, spent several days in the Detroit office and visiting surrounding towns, getting full details regarding Fox pictures in this territory. They left last week.

***

John Birkenhauer, office manager here, has been losing weight recently. We are not sure whether or not there is a woman in the case.

***

Our old faithful, Henry Wilhelm Rebe, cashier, has the bookkeeping department going at full swing now with the assistance of Dorothy Schecter and Al Campbell. Rebe says that our outstanding balances are a thing of the past.

***

Lee P. Reaper, of whom you have heard, is on a diet. There is a reason Lee has two automobiles—one of which he would sell cheap.

***

Manager W. D. Ward won the fur-lined oil stove at the exhibitors State convention when he walked in with his fifteen-dollar plush hat with a pink lining.

***

Young Cleaver is "knocking them dead" in the sticks. He found a town called Auburn, Michigan, installed a picture machine in Odd Fellows' Hall, and sold the barber the idea to operate a show there. By the way, this also fixed Cleaver up with the wire he sent to the home office last week, with a Fox contract.

***

Ira Cohen is still on the job, full of pep, and I hear he gets deposits with every contract.

***

We certainly have an up-to-date booker in Floyd Chrysler. He wears spats and flapper ties. Floyd has the exhibitors all charmed for dates.

***

Manager Ward was looking over a photo taken of his sales department yesterday, and claims that none ever looked better to him. Now, boys, show Ward we are for him. PEP UP.

***

A Merry Christmas To All and A Happy New Year.
WHERE THE PROFITS GROW

BUFFALO

CHARLES N. JOHNSTON, Manager
CLAIR S. WILLIAMS, Correspondent

The moving of our new office to its new home, 496 Pearl Street, might have been appropriately titled "One Big Thrill." Each and every one lent a helping hand, and in almost as short a time as it takes to tell it, we were in; and while we are not yet completely settled, work is being turned out in a speedy manner.

***

The formal opening of the new home will occur on November 23, with officials from the home office and many invited guests participating at the dedication. Through the untiring efforts of our District Manager, C. P. Sheehan, and Manager Charles N. Johnston, the work of building and arranging the new home was accomplished in a surprisingly short time. This Fox office is the last word in exchange construction along film row in Buffalo. Too bad you can’t all be with us at the formal opening.

***

There’s not much news with us Fox Folks this month. All are in a happy frame of mind and pass out that “something” which makes it a pleasure for exhibitors to come in contact with us.

***

Charles W. Denzinger, our veteran checker, met with a painful though not serious accident in Syracuse, recently. While crossing a street he was struck by an automobile, but a hospital examination showed that he had escaped with bruises and severe shock. While still unconscious his identification was aided through a paper he clutched in his hand. This was part of a herald of “Monte Cristo.” He believes in advertising under all circumstances.

***

The Buffalo officials had the pleasure recently of entertaining Manager Sichelman of the home office Contract Department and E. B. McCaffrey, sales manager of the Educational Department, who were making the rounds of the branches. An impromptu luncheon was served at the Touraine Hotel and attended by the entire sales force of this office.

BOSTON

H. F. CAMPBELL, Manager
C. D. NEWBEGIN, Correspondent

We are proud of the anti-censorship victory we won on election day in the old Bay State, and we don’t believe there is anyone at the State House with the nerve to introduce another such measure.

***

Just a word in regard to our picture directors. There have been few cuts in our recent releases. One more reason why we need no more censorship boards.

***

Our educational department, under new management, reports very gratifying results, especially with Boston’s public schools.

***

At last! We can ship films to St. Johns, N. B., collect for transportation charges. Back to pre-war basis, we say.

***

Up in Lowell on the third day of “Silver Wings,” over two hundred patrons were turned away. Not so bad, after what that city has suffered during the mill strikes.

***

Way down in Maine, we are advised. "Monte Cristo" has cleaned up in every nook and corner.

***

Our poster department spent one exciting evening pasting that little label, "Who Are My Parents?" on the old photos. We agree with the home office—one magnetic box-office title!

***

Our only blonde, Miss Mildred Carlman, has resigned to accept a new position as—well, er-er-Mrs.

***

Manager Campbell is in Maine hunting. Good luck, Harry. This is your first real rest in seven years, I hear.

***

Miss M. Canty, our assistant cashier, has been seen embroidering these days. We wonder when it is coming off, Margaret.

***

The harmony boys of our shipping department—Banks, Linsky, Brennan and Simons—would like to have a little professional act of their own.
PICKED FROM THE FIELDS

MONTREAL

L. H. Watrous, Manager
W. R. Mitchell, Correspondent

Just had a visit from traveling auditor Morris Caplan. (He sure seemed to like Canada.) His first visit, you know. (Called it the land of the free.) And now will somebody please page Bob Wyckoff and "Pardon My Nerve" O'Shaugnessy.

***

The theatrical five-pin bowling league is now in full swing. Our captain, manager Watrous, insists that we grab the cup this season, and if assistant manager Wells persists in rolling at his present stride (he swings a mean ball) it will only be left for booker Mitchell to make the same showing this year as he did one night last season, at which time he won the silver cup.

***

Miss "Smiles" Chapdelaine, our (hold-up) bookkeeper and cashier, had a birthday Friday, October 27. Nearly forgot to draw the salary check, in the excitement of being 21. However, "Sammy" sauntered in from the shipping department and asked "Smiles" if she had seen the photoplay "Pay Day." This fixed things up, and another birthday passed.

***

Manager Watrous expects "Monte Cristo" to make the territory ours this season, and salesman Workman seconds the motion.

***

Will someone please answer the question. Why do so many film people come to Montreal during the vacation period? (We do not see how they can "beer" it.

INDIANAPOLIS

Harry N. Bailey, Manager
J. C. Shea, Correspondent

All the big Fox specials released in this territory so far have received unusually warm praise from the Indiana Board of Endorsers. In the opinion of the members of this board, Fox Film Corporation has set a very high standard of better screen entertainments with these photoplays.

***

Manager Bailey attended the autumn session of the Anti-Blue Law League of Indiana, held at the Severin Hotel, at which local motion picture problems were discussed. Ralph Hayes, of Will Hays' office in New York City, was the chief speaker. One of the members, a school superintendent, said in the course of a short address: "Whatever they do, don't let them take Tom Mix away from us." This sentiment was enthusiastically endorsed.

***

John Gilbert is rapidly coming into fame out this way through his work in the star series as well as his work in "Monte Cristo." "All we have to do," one exhibitor told George Landers recently, "is hang out a shingle with Gilbert's name and we are sure of good business."

***

Tom Dowd, assistant manager, is using his persuasive Boston manner in lining up the neighborhood theatres for next year's product. To assist him in this work he uses a Ford coupe. During the last week Tom ran into two other cars at busy street intersections. But he says the other fellows were to blame.

Lots of men would leave their footprints
Time's eternal sands to grace,
Had they gotten mother's slipper
At the proper time and place.

—Clipped.
WHERE THE PROFITS GR

PITTSBURGH

FRANK DREW, Manager
W. Z. PORTER, Correspondent

Hallowe'en was fittingly observed by most of the members of the Pittsburgh office, at the home of Helen Joyce, head inspectress. The affair was a scream from start to finish.

Raymond James O'Toole, day shipper, was easily the winner of all prizes. Despite his five feet ten, and 150 pounds, he managed to squeeze into a Miss America dress, which had to be hooked in the rear with rubber bands to ensure breathing space, and also to avoid any possible calamities or "coming out parties." With a handsome wig of curls, and a face painted up as sweet sixteen, one hardly recognized the husky who was a terror to baseball umpires during the summer season.

Miss (?) Raymond arrived in a taxi-cab escorted by Bill Porter, cashier, dressed as the Spaniards are not. Bill is one of those quiet and retiring chaps in a crowd—but when you get him alone! And, oh! how he can eat and drink for a little fellow.

Patsy McGann, as a Hula-Hula dancer, put the Hawaiian Islands to shame, both in brevity of shredded wheat and art of dancing.

Helen Joyce made a cute little hostess in a Japanese costume. Our booker, Joe Hanna, must have heard the wedding bells clearer and nearer each time he looked at her. Joe was attired as a farmer.

Miss Marie Wearing, inspectress, wore a "period dress." (Why called period we don't know, though the stop was rather abrupt.)

Elsie Settlemeyer, inspectress, although attired as a dancer, didn't dance. Margaret Kime, inspectress, similarly attired, did likewise. Catherine Joyce was a cute little boy in the corner.

Lee Grossman, shipper, as a clown, found a good team-mate in Ray Trimmer. Samuel Savage, bookkeeper, al-most made good as Al Jolson, voice wouldn't let him. Pearl Brody, typist, wore a fancy dress, but her Henrietta Lipshitz, in red dancing, did most of the fancy dancing. Hamilton represented the navy.

Among others present, but not in costume, were: Samuel Wheeler, assistant manager, and his wife; Virginia Smith, stenographer; Florence Grostein, biller; Olivia Scholl, inspectress; Francis Guehl, assistant booker; Reynold Segendraulh, Oliver Anderson. H. T. Ward, James Close, Paul Francis Keele; Edward Kleiber and Fred Weismiller.

Music for dancing was supplied by Miss Joyce, pianist; Edward J. Kleiber, violinist, and Fred Weismiller, clarinet.

MINNEAPOLIS

E. F. TARBELL, Manager

Greetings, Mr. Fox. We of the Minneapolis office are pleased to extend to you our best wishes on your nineteenth anniversary in the motion picture industry, and to assure you of our heartiest co-operation during the present season, to the end that when the one-fifth century mark arrives, your success will even be greater.

October 29 was Free Cigar Day—Why? Earl Stewart, of our shipping department, and Eleanor Sorenson, of the inspection department, signed on October 28 a contract covering a longer term than any film contract we have in the office. The entire office extends best wishes for their future happiness.

Before the next issue of Fox Folks goes to press we will be in our new quarters—a building of our own. This has the entire force keyed to high C and we hope to be able to send a picture of the Minneapolis organization and its new home.

We take this opportunity of wishing Foxites throughout the world a very Merry Christmas and a prosperous New Year.
FOREIGN DEPARTMENT

A new firm has been started as part of the Foreign Department. Its name is “Hanrahan & Solomon.” All advertising and accessory requisitions promptly filled.

All efforts to obtain information from our Harold (Block) Lloyd as to the title of his next picture have been vain. He won’t divulge the big secret, but assures us of a good box office attraction.

Rebecca Weiner, our invoice typist, went day dreaming the other morning. She was figuring up what beautiful Russian sables, paradises, etc., she could buy if she only had a portion of the amount for which she daily issues invoices. Cheer up, Rebecca. Probably one of these days a foreign buyer may come in and it will be love at first sight. You never can tell.

We’ve learned from good authority that Bertha Grassgreen is spending her good money on a course in domestic science. How foolish, Bert. Stromberg can give you a few points by this time.

Dave Kalmowitz is surely getting to be a little information bureau. In addition to his regular routine he is able to tell you at once the financial position of any of his fellow-workers.

Oh, Boy! Did you see that roll of bills Simon Solomon flashed the day after election? By the way, Solomon is captain of his district.

We understand Seymour Lang is preparing for the operatic stage, and that he spends quite a bit for throat gargle. What kind, Seymour?

We have The Fast Male in our department—Morton Fein, who sure does make some noise with his leather heels. Why not O’Sullivan’s, Morton?
Rumbles from the Requisition Departme

W. E. Sennett, Manager
Irving Klesmer, Correspondent

Now we're hep to all the commotion that's been going on here for the last few weeks. 'S just Frank Kizis polishing up on a few steps to pull on the folks back t' hum, by cracky!

***

We've nick-named Floyd Johnston the "Preachin' Po'ter." To hear him orate on topics of the day is a treat. Yesuh, Mistah Johnston, you-all wuz built to wield yoh tongue and not a mop.

***

Joe McKeon's sporting a new brand of perfume every day. He's the chap that takes the "goils" up on the elevator in the Annex. We wonder if that's the reason?

***

Max Weiss tells us his brand-new baby boy is seven months old and is headed straight for the Presidency. Well, well, have you ever seen it to fail?

***

Of course, it's none of our business, but Alonzo A. Adams (some monicker) is so fond of apples we wonder, if we'd accidentally walk off with his favorite fruit during lunch hour, would it be swiping "Adam's apple?"

***

We'd like to know where Jack Solle got the "meerschaum" he's been toting around recently. It's a mean looking howitzer!

***

Tom Simonson blew in Saturday afternoon looking like a "Second Louie"—all decked out. Upon requesting Tom to brush away the horse-fly that persisted in clinging to the vicinity of his collar, he looked hurt. On closer ex-amination we discovered the insect to be a tie.

***

"Bill" Shawkey and Stanley have been making things hum around the tables lately. Bill is the tireless chap with the sphinx-like face and Stanley is the blond Fine fellows, these!

***

Joe Goldberg, who was away for a time, is with us again. Joe was a credit to the corporation and we're glad to have him back.

***

Should you chance to enter the spacious domain of the stock department in the basement and marvel at the trim, neat and orderly way the advertising is stored away, just hunt up Abe Finkelstein and Max Lowenhardt and blame it on them.

***

Yes! Ben Rosenzweig is the cheery fellow with the great big green sweater and still greater smile. But why the green sweater?

***

Ever since Al Jacobs, the portly foreman of the stock department, came to us from the studio floor he seems to have taken on weight. Why visit the Catskills when the Clearing Station is so handy?

***

Sally Levy and Al Buchholz, D. S., like the Siamese twins, always together—except at lunch.

***

At last Willie Brick has decided to get a passport and enter the city every morning, legitimately, instead of stowing away on a B. R. T. subway train and being smuggled through. He's a resident of Long Island City.

(Drawn by Artist Shulman, Sign Department)
There are few eligible young men left now, and the girls had better hustle a bit and grab a mate before it is too late. Do your marital shopping early.

When it comes to filling rush orders, no one has anything on Julia Wolpin. Just give her your order, then—swish—wrrr—bing—bang! There is your finished report. Now, don’t I think a teeny little bit about you, Jenny?

Martin Coln has left us. His position as head of the advertising accessories department is being filled by Clarence Schmidt. This is but one of several advances made by “Schmiddy” since he came to us.

Edwin Roos has the wanderlust again. Being a bit afraid of present conditions in the Near East, due to Mustapha Kemal, he decided to enter, once more, the ranks of the Western Traveling Auditors.

Florence Gelula recently had a severe attack of hysterical laughter. Rumor says the cause was one of Mr. Goodman’s jokes. We knew Goodman would eventually come into the limelight via Fox Folks.

We are glad to see Ida Wolpin back on the job. She was quite ill for a time, but now looks the picture of health.

Marie Koeppler, a recent addition to the Auditing Department, is a bear for home remedies. Kefosene oil plays a big part in every preparation, and Marie claims her doses can’t be “matched.”

On the level, we had no coffee klatch in our office. What sounded like a coffee grinder to folks outside was only a new calculating machine we were trying out.
HERE AND THERE!!

THOSE HOLIDAY DINNERS CERTAINLY CLAIM MANY A VICTIM.

SIGN DEPT.
A NEW YEAR RESOLUTION NEVER TO LOOK AT THE TIME, WHILE WORKING.

FOX ACHIEVEMENTS... STAND SUPREME.

FOXITES ATTENTION: DON'T MISS THE CLOTHING EXHIBITION HELD BY THE AUDITING DEPARTMENT.

BIG CARNIVAL WEEK AT FOX THEATRES...
VERY LATEST TIPS from OUR HOLLYWOOD STUDIO

There will be two super-spectacular specials to follow "The Johnstown Flood." One will be "Siberia" and the other will be "Dangers of a Great City," preparations for both of which are well advanced.

Tony, Tom Mix' wonder horse, will once more figure in the title of a great popular picture. This recurrence of an unusual honor will come to this noted animal-actor in "Tony Runs Wild," which will go into production at an early date.

Final arrangements have been made for the photographing of the screen version of "Marriage," H. G. Wells' best novel. This special will be ready for release during the middle of next March.

Manuscript preparations have been completed for "Streets of Sin" and this picturization of H. H. Van Loan's latest melodramatic masterpiece will be ready for release in the early spring.

The second Peter B. Kyne story will be under way soon. "The Golden Strain," his first picture under his contract for a series of four, is in the last stages of completion.

Matt Moore and Bert Lytell are among the celebrities to add their fame and prestige to the Fox ranks. Moore will be seen in the leading male role in "The First Year" and Lytell will co-star with Alma Rubens in "The Golden Butterfly."

"Daybreak" looms as one of the brightest prospects of our releasing schedule of the New Year. This story is well thought of by executives at our West Coast Studios and it is hinted it will be a revelation in unique drama.

"Separate Rooms," a title, by the way, which should sell any picture, is about to emerge from the continuity writer's study and will soon start as a living thing in our studio. It will be among the bigger Fox releases next February.

"The First Year," conceded to be Frank Craven's greatest stage hit, is certain to be developed into one of the foremost screen hits, too. It will be one of the outstanding units of the John Golden series of clean American plays and already its filming has aroused unprecedented enthusiasm at our West Coast Studios.
PUT "PEP" INTO your efforts if you expect to be a part of the salt of the earth.

IT IS UP TO YOU to refuse to stay down. It is better to head the list than to be footing the bill of the laggard.

A SUBJECT DESERVING of a veritable flood of advance discussion is "The Johnstown Flood," the great Fox spectacle soon to come.

SWEET DISPOSITIONS should not sour when put to acid tests. Hence the normal thing for a film salesman to do when he is harassed by a surfeit of competition is to remain pleasant and meet the test by convincing the prospect that he needs Fox films.

A WHOLE PALACE full of pleasure is in the offing for exhibitors who gain the most of their pleasure from counting profits. This joy will come as a result of playing "Palace of Pleasure," that forthcoming Fox special par excellence. And, the early booking gets the plum!

THIS NUMBER of Fox Folks is dedicated to Alma Rubens, primarily because during this and last season she has been consistent in offering in Fox specials a series of sterling performances, which have proved and are proving of real box-office value to exhibitors everywhere. In fact, she has done the best screen work of her whole brilliant career in Fox pictures and there seems to be general recognition of this on the part of the cinema - going public. Finally, it is perfectly safe to predict that the best of her artistry is yet to be seen—in forthcoming Fox features. And, she is worth a high place in the list of talking-points in behalf of all that part of our product in which she figures as a feature player.

IT IS ALWAYS the ideal time for a get-together meeting among all Foxites. Fox Folks endeavors to provide the means of this getting-together each month. The moral is, read Fox Folks with care and with regularity if you would join your fellows in this cause of keeping posted on the swift progress of our great organization.

FOX VARIETIES are forging ahead not only because they are living up to their brand name by offering a very wide variety of entertainment, but because they are setting a new high standard for excellence in the production of one-reelers. Despite their comparative smallness in size—or length—they are earning the right to be called little giants.
Alma Rubens in Fox Specials is Sales Point Worth Impressing with Energetic Persistence

EVERY TIME Alma Rubens is in the cast of a William Fox special, our Sales Force is given ample cause and impetus to boast of an extra added attraction. Invariably she adds charm to any picture she graces with her cameo-like beauty and her brilliant artistry.

Established long since as one of the foremost stars of the screen, her fame and popularity are world-wide. She is just now in the midst of ingratiating herself with exhibitors and public more than ever due to the happy and showman-like roles Mr. Fox is assigning her.

Already this season she has been received with unusual acclaim because of her superb performance in “East Lynne.” But, it is generally conceded she has eclipsed this histrionic achievement in her later picture, “The Winding Stair,” one of the very finest productions ever made in our West Coast Studios.

In her third and very latest appearance in a Fox special for the current year, her co-starring with Bert Lytell in “The Golden Butterfly,” Miss Rubens “caps a climax” to the extent the whole film world can be assured right now that this is probably the greatest effort of her entire cinema career as replete as it is with extraordinary accomplishments.

“The Golden Butterfly” is a marvelous feature to sell. It has everything the present-day movie audience craves plus Alma Rubens. There is no better promise on the motion picture horizon and there is no more memorable or more exquisite characterization than that which Miss Rubens draws in this exceptional promise.
Beautiful Alma Rubens Has Bert Lytell as a Co-star in “The Golden Butterfly,” Her Latest

This is to be Alma Rubens' greatest and most brilliantly successful season if her newest artistry is to be any criterion. That it will be a criterion there can be no doubt, for she will appear in the stellar feminine role in “The Golden Butterfly,” which bids fair to be one of the best-sellers any film-selling organization ever had the opportunity to offer.

As if he were determined to make sure of giving the exhibitors full measure, Mr. Fox has engaged Bert Lytell, one of the most popular of male stars, to play the leading masculine role opposite Miss Rubens in this supreme attraction.

“The Golden Butterfly” is based on an original story by Evelyn Campbell dealing with a modern theme—the redemption of a girl whose conniving father has taught her the world owes them a living, and to get it, no matter what the price. Bradley King of the Fox scenario staff has made the most of this dramatic situation in adapting the story for film use. John Griffith Wray is the director.

Miss Rubens, who played the role of a little American dancer stranded in Morocco in “The Winding Stair” under Mr. Wray’s direction, will play the role of the captivating heroine, and Mr. Lytell is the principal factor in working her redemption. Frank Keenan had just completed his masterly portrayal of the aristocratic old Grandfather Grenfal in the Fox screen version of James Oliver Curwood’s story of the Northwest, “When the Door Opened,” and was at once selected to play the part of the conniving father.

Huntly Gordon has been cast as the villain of the picture, and Herbert Rawlinson has an important character role. Vera Lewis and Carolyne Snowden have been assigned to the two principal feminine roles in support of Miss Rubens.

Fresh from their success in filming “The Winding Stair,” Miss Rubens and Mr. Wray have moved to completely new surroundings in “The Golden Butterfly,” which is Mr. Wray’s second picture under his contract with Fox. “The Winding Stair” breathes the romance of Morocco and the dash of the French Foreign Legion. “The Golden Butterfly” is filled with the pulse-quickening drama of a modern American city’s underworld.

Both pictures can be classified as salesmen’s delights since each goes a long way towards selling itself without needing a lot of the power of persuasion so indispensable to the selling of so many films.

Meanwhile “The Golden Butterfly” with all its grand array of stellar supporting cast is sure to carry Miss Rubens forward to more advanced goals of world-wide popularity as one of the most capable actresses on the screen and one of its rarest beauties.
Alma in "Winding Stair" is Acme of Allurement

There will be no one against Alma Rubens in her characterization of the American dancing girl marooned in Morocco. Already her artistic achievements in this role in "The Winding Stair," now current, have brought her more words of praise from critics than she had received before for a single screen effort.

She is the very acme of allurement in this supreme attraction and attention is called to this fact in the hopes of focusing the highest expectations of all on her future appearances in Fox pictures.

It is doubtful whether or not another actress could have put the power of personal charm into this character as Miss Rubens has done. She has drawn a picture of the emotions of a girl pretty widely known as the true type.

In her numerous engrossing love scenes with the dashing Edmund Lowe, she rises to great heights of realism without resorting to the usual "acting" which so often mars performances. Besides, she is beautiful to look upon and there is a peculiarly irresistible lure in the Rubens kind of beauty.

With such an auspicious start as this popular star has made in "The Winding Stair," it is fair to assume she is going to add her full share of box-office power to the several other productions in which she will appear for Fox ere the 1925-26 season has run its full course.

By all means, such an initial performance warrants a quite persistent use of her name in connection with sales talks on all pictures in which she figures. This is the point Mr. Fox wishes to have impressed by his salesmen everywhere. Talk Alma Rubens in Fox pictures as an evidence of the good faith of this producer in engaging the best of stellar talent as a fixed rule. She is a fine example of this rule.

True, there are other selections equally as commendable, but the fact remains, Miss Rubens is an asset in any cast, for she has a tremendous personal following wherever photo-play fans abound.

Cameraman Risks Neck to Get Scenes That Sell Films

The life of a movie cameraman isn't always smooth sailing. Often it has its ups and downs.

As for example—

When John Griffith Wray took his company down to Laguna Beach, on the coast of Southern California, to make some exterior scenes for "The Winding Stair," the script called for scenes showing Edmund Lowe, the leading man of the picture, being buffeted about by a heavy surf and pounded against the rocks of a cliff.

The right location was found and Mr. Lowe prepared to do his "Neptune stuff." Then the problem arose as to how best to photograph the scene. Shooting from the top of the cliff would give the picture a bad perspective; from the bottom of the cliff, on a narrow ledge of rock-studded shore, the angle would be too low.

Finally it was decided to try getting the scene from halfway down the cliff. A chair for the cameraman and a support for the camera were rigged up and lowered on ropes to within one hundred feet of the bottom of the cliff. Joe Valentine, second cameraman of the company, was lowered in the improvised chair and Mr. Lowe was given his cue to start his end of the game.

From his precarious and unsteady, dangling perch in mid-air, Valentine cranked away. Down below, in the heavy surf, Lowe battled with the breakers and finally was flung ashore—inflicting his knee severely and causing him to be laid up for two days. But the point is, Valentine "got his shots" perfectly and they form some of the most thrilling scenes in this dramatic production.
Alma Rubens as Lady Isabel in “East Lynne” and Her Conception of How Others Played It

(1) As Alma Rubens plays Lady Isabel in the Fox film version of “East Lynne;” (2) How Mrs. John Drew looked when she created the role in 1872; (3) As Rose Coghill portrayed it in 1895; (4) When Mrs. Scott Siddons, celebrated English actress, played the part in 1865; (5) Impersonating Margaret Illington in the same role in 1907.
“The Ancient Mariner” Should Be Shown in All Communities During the Forthcoming Yuletide

One of the Many Beautiful Scenes in “The Ancient Mariner.”

It is the last stretch of the race to sell and secure play-dates for “The Ancient Mariner,” the great Christmas special which William Fox is offering this year to meet the pronounced demand of exhibitors for a truly big picture appropriate to the Yuletide spirit.

Based on “The Rime of the Ancient Mariner,” the immortal poetic masterpiece by Samuel Taylor Coleridge, this story has been developed into one of the most impressive photodramas of modern times.

Although it is distinguished by a series of extraordinary episodes in fantasy, there is interwoven into it a modern story which is not only a parallel to the wholesome spirit radiated in exquisitely executed allegory, but is an up-to-the-minute romantic drama of compelling force within itself.

As is well known by now, Henry Otto, creator of the cinema scenes of grandeur in “Dante’s Inferno,” directed the fantasy sequences of “The Ancient Mariner,” and every member of our Sales Force can rest assured that he has more than covered himself with directorial glory in this, his most ambitious effort. Verily, all of the fantastic scenes are rich in colorful extravaganza of the most awe-inspiring sort.

Bradley King, who made the adaptation and wrote the scenario, had as a definite objective to preserve and
Unique Fox Christmas Special Meets Demands
For Ideal Entertainment During the Holidays

promulgate the Christmas spirit in a way to entertain royally. She achieved even more, because she has managed to grip with an unbroken suspense seldom equalled.

In taking this initiative in the matter of providing a Christmas special for the exhibitors, Mr. Fox has gone to a great deal of expense which would not have been necessary had he been satisfied merely to meet a specified demand. Explicitly, he has attempted frankly to make "The Ancient Mariner" one of his most lavish productions. His reward should come in the form of record-breaking runs in every community not only during the forthcoming holidays, but during the early weeks of the New Year to follow.

Paul Panzer, who gave such an excellent account of himself in the Fox screen version of Channing Pollock's stage triumph, "The Fool," will be seen in the title and leading role. All Fox executives agree he does the very best work of his film career in this part and it is safe to promise much in the way of finesse of performance for this sterling exponent of the silent drama.

Many weeks were devoted to pains-

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“Wages for Wives” Proves as Good in Reality As It Looks on Paper, Which Means It’s a Wow

Here is one picture an exhibitor should buy with nothing more than its “specifications” on paper to base a judgment upon.

It is “Wages for Wives” and the title alone breathes box-office power. It just sounds like a pippin of a picture, and, it is!

Being based on the John Golden stage success, “Chicken Feed,” gives it prestige right at the start.

Being directed by Frank Borzage, a box-office director in all the term implies, certainly adds to this prestige.

Having a grand galaxy of prime screen favorites in its cast cannot have any other effect than a most helpful one. Indeed Jacqueline Logan, Creighton Hale, Earle Foxe, Margaret Livingston, Zasu Pitts, David Butler, Claude Gillingwater and Dan Mason are all names which mean bringing people into theatres in big droves.

There is an added strength in the fact that this is a 100 per cent human story involving every-day folks who might be anyone’s neighbors or near relations. The scenes are laid in a typical small American town and the action is of that natural variety, which gains a maximum of suspense through a careful avoiding of the artificial.

Yet, it is not the old story. There is something refreshingly new in the situations which have been developed deftly for this production and master touches abound.

Really an exhibitor needs no further assurances to lead him aright in regard to this supreme attraction. It is simply one of those happy selections devoid of all erring and that means showmanship, the thing theatre owners crave most for their houses.

Creighton Hale

Jacqueline Logan

A Scene in “Wages for Wives”
However, there is further attractiveness in the rollicking elements entering into this comedy of married life and this should not be overlooked in presenting the multitude of merits this one production offers.

It is impossible for anyone to go wrong on "Wages for Wives." It will pack theatres just as sure as it is properly advertised and exploited. It is simply a natural winner.

The Sales Force can well be proud of this achievement of Mr. Fox, because it surely will elicit strong endorsements and high praise from all quarters as the product of a master showman.

Fox Folks feels confident there cannot be too much urging of extra efforts on this feature, because it seems to be such a foregone conclusion that it will be a real "clean-up" everywhere.

When further consideration is taken of the perfect combination of exploitation values this picture has, it will be recognized readily that it belongs in the rarity class. Exhibitors should be apprised of this in impressive terms. The average exhibitor would like to have a feature like "Wages for Wives" every day of the year. But such masterpieces do not come along that rapidly. Now that one does come along, the word of information should be passed along.

Incidentally, in concluding, it should be pointed out that Miss Logan and Mr. Hale, in the two leading roles, give such exceptional performances as to warrant classifying these characterizations as the best of their careers. Earle Foxe and Miss Livingston also add some new laurels to their records while Mr. Gillingwater and Mr. Butler match their best histrionic efforts of the past.

Yea and verily, there is some performance in "Wages for Wives." It will be memorable for that.
2,400 Clever Men and Women and 1,800 Horses Join Forces to Make “3 Bad Men,” Epic of West

Maps of San Bernardino County, California, fail to show the prosperous and thriving community of Fordville—yet, Fordville is there. It boasts a population of 2400 citizens. In a nearby corral are quartered 1800 head of horses. More than 450 prairie schooners and wagons are parked half a rifle shot away.

Fordville’s leading commissary is a place of some circumstance, accommodating 650 guests at a single meal. Fordville also boasts electric lights, although there is not a power house or a copper wire within many miles. This newest addition to California’s population has neither mayor nor village government. Director John Ford is the sole constituted authority, and his word is the only law.

Fordville, be it understood, is the camp erected in the heart of the Mojave

Here they are! All in one bunch! The greatest aggregation of celebrities in the history of the films and they are all answering the call to arms in “Three Bad Men.” Director Ford is sitting in the front row with the “African Hat;” to his left is George O’Brien. At Mr. Ford’s right is Otis Harlan and on the opposite flank is Alec Francis. Standing from right to left are: George Irving, little Georgie Harris, Priscilla Bonner, J. Farrell MacDonald, Tom Santschi, Frank Campeau, Grace Gordon, Lou Tellegen, Vester Peg, Bud Osborne, and Charles Brinley. From right to left in the back row are: Joseph Ricksen, Jay Hunt, Ernest Shields, Walter Perry and Duke R. Lee.

You may be able to count the vehicles in this picture, but you may not try when you know that three business managers had their hands full keeping “tab” on them.
Fordville, a Mighty Town, Arises on Mojave Desert That a Great Picture May Be Created

Desert, 35 miles Northwest of Victorville, Calif., to house the big William Fox company now shooting "3 Bad Men," with John Ford of "Iron Horse" fame, wielding the megaphone.

The picture is the most gigantic and pretentious photoplay ever attempted by any producer, and is another epic of the winning and making of the West. The cast assembled is also one of the greatest in motion picture history.

The hero of the story is "Smiling" George O'Brien; the "3 Bad Men" are Tom Santachi, Frank Camneau and J. Farrel MacDonald. Others in the cast are Otis Harlan, Alec Francis, Jay Hunt, Duke Lee, Georgie Harris, Walter Perry and George Irving.

The feminine lead is entrusted to Olive Borden, a newcomer to the screen, and a young girl of much charm. Mr. Fox selected her for this important role after having seen her work as leading woman with Tom Mix in "A Yankee Senor."

It will be weeks before Mr. Ford and his tremendous troupe will have finished their work in the desert.

"Three Bad Men"—all the romance that surrounds these magic words is brought out by J. Farrell MacDonald, Tom Santachi and Frank Camneau into whose hands has been intrusted the characterizations of the "terrible trinity." All have appeared before under the direction of John Ford who is bending every energy to make "Three Bad Men" the outstanding photoplay of his career.

This is just part of the moving delegation of cameramen that were assigned to Director John Ford when he filmed the spectacular outdoor scenes on location in the Mojave Desert for his newest western production.
Schertzinger Leads Whole Army in Arizona Trip to Complete Big Scenes in "The Golden Strain"

LEDBY VICTOR Schertzinger, more than 600 inhabitants of the Hollywood film colony journeyed to the wilds of Arizona where the outdoor scenes of what promises to be this noted director's greatest picture, "The Golden Strain," were filmed.

"The Golden Strain" is the screen version of Peter B. Kyne's "Thoroughbreds" and there is every indication, according to advance reports, that the picture will be as great a box-office attraction as "The Iron Horse," "Over the Hill" or other notable Fox hits. Much of the picture was shot at the historic 10th Cavalry Post and the troops have an important part in the production. In addition to the cavalry, Schertzinger employed 1000 Apache Indians in many of the sequences, and the director is staking his reputation as a master of his craft on the success of this.

The indoor shots were completed some time ago at the Fox West Coast studios and everything was in readiness for a quick exodus to the wilderness. In addition to the 600 actors and actresses, it was necessary to take along a whole regiment of cooks, carpenters and others who, while not appearing before the camera, were nevertheless essential.

The story is laid in the Eighties and Madge Bellamy is said to be unusually charming as a belle of that world. Others who have important roles in the production are Hobart Bosworth, Kenneth Harlan, Ann Pennington, Coy Watson and Frank McGlynn, Jr.

This Photoplayer is Also Some "Sax" Player

CREIGHTON HALE, who plays Danny Kester in "Wages for Wives" toots a wicked Saxophone—and it is no unusual thing to find him sitting with the musicians on the side lines helping out with the musical numbers. Milton Dickinson, who does many a risky stunt on the West Coast lot, came over to join the little orchestra on the above occasion.

"Wages for Wives" is the film version of the John Golden play, "Chicken Feed." It is the second production to be made under the Fox banner by Frank Borzage—whose brother Dan, by the way, plays the accordion in the picture.
Fox General Manager Finds West Coast Studio Hive of Activities on His Arrival from N. Y.

When Winfield R. Sheehan, vice president and general manager of Fox Film Corporation, reached Hollywood Thursday, Oct. 15, he found the Fox lot humming with activity as the final half of this season's productions were getting under way. On his return from a three month's business tour of Europe, Mr. Sheehan remained at the office in New York City only two weeks before he entrained for California to get into touch with production activities.

Two pictures had just been completed as Mr. Sheehan reached the studio, and five new Fox supreme attractions were being launched. Three completed pictures were in the cutting room being edited preparatory to shipping them to the home office, two were in preliminary stages and three more were in work. In addition, six comedy production units were at work on the lot.

Tom Mix greeted Mr. Sheehan with the news that he had just finished filming "The Best Bad Man" under the direction of J. G. Blystone and was going right to work on "My Little Pal." Tom's new picture is based on Gerald Beaumont's story, "The Gal-

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lant Guardsman.” Tom portrays the role of protector to a little orphan girl. Lillian Hayward wrote the scenario, and Blystone is directing.

Frank Borzage had the film version of “Wages for Wives” ready for screening and was busy on his plans for launching “The First Year” into production. Both are John Golden stage successes. Borzage has cast Matt Moore in the leading role of “The First Year.”

Victor Schertzinger made such a hit with “Thunder Mountain,” based on John Golden’s “Howdy Folks,” that he had been assigned to direct “The Golden Strain,” another outdoor picture. It is the first of the four Peter B. Kyne stories to be filmed by Fox this season.

Madge Bellamy and Kenneth Harlan play the leads in “The Golden Strain,” while Ann Pennington, Hobart Bosworth, Frank Beal and Lawford Davidson contributed important roles. Eve Unsell wrote the adaptation.


Buck Jones was out on location in the midst of filming “Her Cowboy Prince,” his fifth Fox starring vehicle of the season. It is a romantic drama of the old West. Among other things it involves a trip of American cowboys through Europe. R. William Neill directed. Beautiful Helena D’Algy is the heroine. W. S. Van Dyke was in the cutting room editing “The Desert’s Price,” which Buck completed before “Her Cowboy Prince,” was started, and now Van Dyke is preparing to film the sixth Jones picture of the season.

Henry Otto was busy with “The Ancient Mariner,” which is to be presented as a special Christmas season release. The fantasy portion of the picture, the visualization of Samuel Taylor Coleridge’s poem, with Paul Panzer in the title role is bound to evoke a lot comment because of the supernatural beauty of the settings. Production will be started soon on a modern love story, paralleling the theme of the poem.

Emmett Flynn will wield the megaphone on a new romantic drama now in the course of construction.

George Marshall, Supervising Director of Fox comedies, announced completion of “Hold Everybody,” fourth of the Helen and Warren married life comedies directed by Albert Ray, and “The Brain Storm,” an Imperial Comedy directed by Robert P. Kerr. The latter had gotten so far ahead on the Van Biber series of two-reelers, starring Earle Foxe, that he took time off to put Sid Smith through his paces.

Edwin Hill is Promoted to Scenario Editorship

EDWIN C. HILL, for twenty years a reporter on The Sun and one of the best known newspaper men in New York, has been elevated to the position of scenario editor at the Fox lot in Hollywood.

From the time he started as one of Dana’s young men until he developed into a star reporter under the tutelage of Chester Lord, Mr. Hill devoted all his journalistic energies to The Sun. A few years ago William Fox persuaded him to join his staff as the editor of Fox News. Then Mr. Hill went to join the production staff at Hollywood in an executive capacity.

He has had a large share in bringing out the strong program of motion pictures emanating from the Fox studio this season. Recently Mr. Hill’s name has appeared on the shelves of books shops as the author of “The Iron Horse,” the novelization of the Fox film epic of that name which dramatizes the building of the first transcontinental railroad.

In the post of scenario editor, Mr. Hill is building up a strong staff of scenarists. He has, in fact, been in active charge of developing this department, and the conferring of the title is merely a formality. Among the writers who are on the Fox staff are such well known scenarists as Frances Marion, who adapted four of the John Golden plays for Fox; Eve Unsell, Edfrid Bingham, Bradley King, Lillie Hayward, and Robert N. Lee.
Borzage Starts Filming of "The First Year"
With Matt Moore Heading Great All-star Cast

FRANK BORZAGE has started filming Frank Craven's greatest stage triumph, "The First Year."

Frances Marion made the adaptation of this comic tragedy of married life which is the sixth of the John Golden Unit of Clean American Productions which Fox is bringing to the screen during the current season.

A genuine all-star cast of real box-office power has been secured for the leading roles in the picturization. Heading it are Matt Moore, selected because of his peculiar fitness for the role of Tom Tucker, and Kathryn Perry, who because of her delightful interpretation of the young wife in the Fox "Married Life of Helen and Warren" two-reelers, has made casting directors come to regard her as the typical young American wife. Kathryn is the apple of Tom's eye as the dear Grace Livingston.

Next comes J. Farrell MacDonald, who is the high-sounding Dr. Myron Anderson, Grace's bachelor uncle, the guide, philosopher and friend of the young couple.

For the role of the flippant, cocksure Dick Loring, Fox has secured John Patrick, Hollywood's leading young character actor. "Pa" and "Ma" Livingston will be enacted by Frank Cooley and Emily Fitzroy.

For the part of that disturber of male hearts and domestic tranquillity, Mrs. Barstow, Margaret Livingston has been chosen. Carolynne Snowden is cast as the faithful but dumb Hattie, whose boners cause the young couple no end of embarrassment.

Fox is Never Daunted in Giving the Best Service

MAX ROTH, Home Office representative, and, Harry Bailey, manager of the Buffalo office, put over one of the fastest shipments of film, to an exhibitor, that has been recorded in or near Buffalo.

The Strand Theatre at Binghamton, N. Y., being without a show, called the Buffalo office to have "The Iron Horse" shipped to them right away.

No trains being available, and the trip by automobile being impossible, a plane was hired. The film was rushed to the airfield, in record time, where Don Gould, pilot of the ship, was waiting with motors roaring and the film was soon up in the clouds three thousand feet, and going at a rate of 100 miles an hour, for Binghamton.

The manager of the Strand Theatre at Binghamton, met the plane, and with the aid of a fast car, the film was rushed to the Theatre, where in a few minutes, great crowds were thrilled with the showing of the season's greatest production, "The Iron Horse."

Verily, Fox stands, for service.
Head of Our Big Comedy Lot Addresses a Few Important Remarks to Our Whole Organization

By Erle Hampton

NEVER IN THE HISTORY of the William Fox organization has the outlook for a banner comedy year been brighter. Under the supervision of George E. Marshall, a department of laugh creators has been built up at the West Coast Studios that is the biggest and most proficient of any in the motion picture business. For quality and variety the comedy pictures bearing the Fox label in 1925-26 will appeal to every type of audience if it is humanly possible for the best comedy writers and directors extant to create them.

"One dominating feature of Fox comedies this year will be cleanliness," said Mr. Marshall, discussing the plans of the organization. "We have found by the popularity of the Van Bibber series, that the public does not want suggestive comedy. It is the public who will guide us at all times in making comedies. Bathing girls and custard pies have been eliminated by the public itself. What they want to see on the screen are the humorous things in life, which might happen to their next-door neighbors—things true to life and funny.

"We have abandoned the old comedy policy of making pictures out of a series of 'gags,' strung together without rhyme or reason. Our plan is to take real stories, funny situations and develop their humorous angles. From the results to date, I think we have met with satisfactory success. Our comedies, in reality, are two-reel humorous features.

"Fox this year has the best stories and the finest comedy directors in the business.

"We have added to our staff Felix Adler, one of the best known title writers and comedy men in the field. Adler will take care of the titles on all productions and I believe we can look for some fine comedy creations. Other writers in our comedy organization devoting their attention to Imperials are Andrew Bennison, Bryan Foy and Murray Roth.

"The big point I wish to stress to the Fox salesmen as well as others in the organization is that Fox comedy makers will have the best of everything—stories, actors and directors, with an assortment of each that will please every possible type of motion picture fan."

And now that Mr. Marshall has told us about his big organization, let us tell you something about the man at the head of it.

George "Speed" Marshall is amply qualified for his important post. He has been "in pictures" twelve years and has filled every post in the making of motion pictures from "extra" to director. And this embraces property boy, grip, assistant director and finally director. Marshall's first directorial effort was a three-reeler featuring Harry Carey. He came to Fox after this, but his association with this company was interrupted for a year during which he directed serials with Ruth Roland.

Upon his return to Fox, Marshall was assigned to direct Tom Mix in "horse operas." His comedy vein was so apparent that when Mr. Fox decided to make the Van Bibber series from the popular Richard Harding Davis stories, he and Sol M. Wurtzel, general superintendent of the Fox Studios, selected Marshall to direct them.
Tom Mix is a Champion Chance-taker and He Defends His “Title” in “The Best Bad Man”

No star appearing in motion pictures takes the chances Tom Mix faces and that, too, without a murmur, according to J. G. Blystone, veteran Fox director, who was at the small end of the megaphone during the filming of the star’s newest vehicle, “The Best Bad Man.”

“Mix,” said Blystone, “never asks ‘Can we do this?’ On the contrary, he asks what the continuity calls for, and then says: ‘All right; now let’s find the best way.’”

One of the most striking proofs of the modern Buffalo Bill’s daring is the fact that he does all his hair-raising stunts while wearing regulation cowboy boots and cumbersome spurs.

The average stunt-man, when about to make a desperate leap, removes all unnecessary trappings—and resorts to special boots with fiber or rubbersoles. Mix does nothing of the sort. He wears the same tight-fitting breeches,

the same high-heeled boots, and the inevitable spurs with huge jewels.

“And if you think that’s easy,” said Blystone, “try jumping from a rapidly-moving train to the back of a galloping horse—without any trick work on the part of the camera squad. This star takes his own jumps, and he takes them without artificial aids.

In support of the modern Buffalo Bill in “The Best Bad Man” are Clara Bow, Cyril Chadwick, Paul Panzer and the attractive Judy King. As in all productions this season, Tony, the wonder horse, plays an important part.

Serving as Flying Fool Gets Sid Up in the Air

Sid Smith was up in the air this month on the Fox lot filming “The Flying Fool,” one of the latest Imperial comedies to get under way. The hilarious story was written by Bryan Foy and Murray Roth. Marian Harlan is the heroine of the comedy, and Harry Woods is the villain. Harry Tenbrook plays the role of the aviator. William Courtwright appears as the heroine’s father. “The Flying Fool” was directed by Lew Seiler.

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Senator Walker Lays Cornerstone of New Fox Exchange Building Being Erected in New York

WITH OFFICIALS of the city and state, stars of stage and screen, and 300 exhibitors of the metropolitan area taking part in the ceremonies, Senator James J. Walker, Democratic candidate for mayor of New York City, wielded the trowel at the laying of the cornerstone of Fox Film Corporation's New York Exchange, 343-45 West 44th Street, on Wednesday, Oct. 28.

Beauty and utility have been combined in the plans drawn for the building by the architects, Wilfred, Inc. It will be the most scientifically laid-out exchange in the country, with every modern appliance for the handling and distribution of films and accessories. Construction will be absolutely fireproof. The building will be reinforced concrete, with all steel partitions, a full sprinkling system and every other known safety appliance. The exterior will be of burnt red brick with a purplish cast. The plans call for a beautiful marble entrance hall with massive highly decorative oak doors.

Elaborate provisions have been made for the comfort and convenience of visiting exhibitors. The location was chosen because it is most readily accessible to exhibitors in all parts of the metropolitan area. Showmen in New Jersey and Long Island will find it as easy to get to as exhibitors in Manhattan and the Bronx.

A beautiful lounge and reception room, opening out of a palatial projection room, will be fitted up for the comfort of visiting exhibitors on the third floor. There will also be vaults for the storage of films.

Harry Buxbaum, manager of the New York Exchange, will have his offices on the second floor, surrounded by the members of his staff. Plans call for large rest rooms on this floor for the office force.

The shipping room for handling incoming and outgoing films will be on the street floor. This most important branch will have every appliance to expedite handling. In addition there will be a film examination hall, a bureau of information, the auditing department and the cashier's office.

Posters, press books and other accessories for exploiting and advertising pictures will be handled in the full basement. Machines will be used for folding, wrapping and counting to insure utmost speed in supplying the needs of showmen. An electrically operated dumbwaiter will convey films from one floor to another.

A unique feature of the ceremonies was the placing of a can of films in the cornerstone instead of the usual papers. Great care was taken to insure that the film was typical of present-day production. Excavators of future generations discovering the motion pictures sealed in the masonry of the new Fox exchange will be able to visualize the civilization of the early twentieth century.

After laying the cornerstone Senator Walker headed the list of important guests at a luncheon given at the Rose Room of the Hotel Astor. James R. Grainger, general sales manager of the Fox organization, was the host.

Tony Gets Temperamental and Tom Gets Strategic

IT HAS BEEN SAID that actors are the most temperamental creatures in the world, but during the filming of "The Best Bad Man," Tom Mix was forced to the admission that animals can be just as temperamental.

The animal in question was Tony. It seems the wonder horse got out of his stall "on the wrong side," and there was a merry clash of wills when horse and master started early-morning sequences.

"Tony very seldom tries upstage business," Mix explained later, "but everything was all wrong on this occasion. We had to do a hard jump and Tony just wouldn't even try. So we had a hot time."

During the melee Tom lost his hat and Tony acted like a bronco. Finally Tom dismounted and removed the saddle. Then he left Tony severely alone and started toward another horse. This had the desired effect. In a moment Tony was nuzzling his master's shoulder. He wanted that saddle placed where it belonged—and he got it. This ended the temperament for the day.

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It Looks Like Another Race “War” is Brewing

Pictured above is a “noisy” scene from “East Side, West Side,” with Barbara Luddy reading the Irish Times and Georgie Harris reading The Jewish World. From all appearances Barbara has just seen an advertisement quoting green flannel for $150 a yard, but by Georgie’s expression it would appear that the price of “gaffila fish” has gone up. “East Side, West Side” was directed by Ben Stoloff, with Miss Luddy and Mr. Harris in the leading roles. It is a comedy bringing out humor of the Jewish and Irish races.

Seven Little Foys Grown Up with Beards Full Bloom

The Seven Little Foys have grown up at last and acquired a baffling facial adornment. Here they are as George E. Marshall, supervising comedy director, presented them, with two additions to the family, at the Criterion Theatre, Los Angeles, when the Fox laugh makers put on a show. Left to right they are Bryan Foy, Ben Stoloff, Lew Seiler, Murray Roth, Sid Lanfield, Dan Keefe, Tom Buckingham, Felix Adler and George Marshall.
Behold! A Donkey Serves as a Reading-room!

Hallam Cooley, who portrays the role of "Warren" in the Married Life of Helen and Warren, was trying to read a story about himself in a fan magazine. After being interrupted several times, Hal went out on a Rowland V. Lee set and borrowed a donkey and enjoyed reading about himself in peace and quiet. "Helen," otherwise Kathryn Perry, insists that Hal wouldn't have been so interested in the magazine if he hadn't found his name there.

For Sale—One Fine Pup!
For Why? Too Much Teeth!

Friends told Margaret Livingston that young pups had a penchant for chewing up things, but she did not believe them.

Recently an admirer gave Miss Livingston a youthful Airedale. The second day of young Mr. Airdale's residence in the Livingston menage, the little Fox actress purchased a new pair of silver brocade slippers which she intended to wear at an important social function that evening.

When time for dressing came, Miss Livingston's maid was unable to find one of the new slippers. Then under a large davenport the young Airedale and the missing slipper were found. All of which explains why a certain pup, once happily domiciled in a cozy Hollywood home, is now boarding in a nearby kennel.

Felix Adler Joins Fox as Title Writer for Comedies

Felix Adler, former vaudeville headliner and short story author, has been added to our West Coast Studio's staff as chief title writer for the comedy units.

Mr. Adler, who is a title writer of note, comes to the Fox organization after several years in the same capacity at the Mack Sennett Studios.
Future Helen and Warren Films Bid Fair to Augment the Interest in This Great Series

MABEL HERBERT URNER began writing the "Helen and Warren" stories more than fifteen years ago, and they met with immediate popularity. They are now syndicated in more than five hundred newspapers throughout the United States and Canada, and William Fox bought the rights to produce them as a series of two-reel human-interest comedies, several of which already have scored hits.

"Helen and Warren" have been called the best known couple in America. It is hard to define the peculiar charm which all classes of people seem to find in their adventures in domesticity, but it is certain the charm is there. It is probably the fact that Helen is so very much like every wife and Warren so much like every husband, just as Warren's aunt has the essential characteristics of most "in-laws" on either side of almost any family.

There is never anything startling or dramatic about the "Helen and Warren" plots and certainly nothing (Continued on Next Page)

Being Peacemakers Makes 'Em All Sea-Sick

IT WAS A VERY SEASICK Helen and Warren troupe that arrived at San Francisco on board the S. S. Emma Alexander while shooting scenes for "The Peacemakers."

The seasick trio, Hallam Cooley, the screen "Warren," Director Albert Ray, and Kathryn Perry, who portrays "Helen," could see nothing funny in making comedies on board a boat. Of course the joke was on Hallam as he had been vacationing at Catalina Island prior to this voyage, getting himself fit for the trip. Director Ray and Miss Perry could not feel sorry for Mr. Cooley, and doubted his vacation story very much.

Supporting Miss Perry and Mr. Cooley in "The Peacemakers" were Marion Harlan, Grant Withers, Sidney Bracey, Lucille Ward and Ernie Shield. And almost needless to add, they did some suffering too.

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strange or unusual in their backgrounds. They are essentially tragedies of the trivial and chronicles of the commonplace.

They are well adapted to screen use because each is complete in itself, and each a slice of everyday life, crammed with all the alternating humor and pathos which makes up the married life of the average American couple. They cover a wide variety of incidents, most of them humorous.

The first one to be screened as all know is “A Business Engagement,” and is based on an incident with which every young wife is no doubt familiar. Warren comes home to announce a dinner engagement with a business associate on the night of Helen’s birthday, which he has forgotten. Upon this beginning is built a whole series of humorous misunderstandings, with final mutual explanations and forgiveness.

Other episodes, which will be revised for screen purposes, are:

“Warren Proves a Disgruntled Guide to the Lures of Greenwich village.”

“A Neighborly Evening of Bridge is Followed by a Humiliating Disclosure.”

“A Turbulent Episode Ends a Hot and Hectic Sunday with His Family.”

“A Half Hour in Warren’s Office Results in a Startling Discovery.”

Kathryn Perry is well cast in the “Helen” role, and Hallam Cooley gives an excellent characterization of the unsentimental “Warren.”

Had Real Barbecue for

of Impressing Realism

THE BEST WAY to get realism into an outdoor barbecue is to give the extra a real barbecue. Such was the belief of Director J. G. Blystone, Fox megaphone wielder, during the filming of Tom Mix in “The Best Bad Man.”

So the Mix chuckwagon was ordered on the lot and a nice fat steer transformed into toothsome morsels. Then, when Clara Bow whacked the dinner call on the bottom of a dishpan, the two hundred extras came running—

for they knew what was in store for them. Thus Blystone got a real picture and the extra had a real meal.

London Fox News Man on
Stay of Study in America

G. THOMAS CUMMINS, who represents Fox News in London, England, has arrived at the Home Office for a two months visit during which time he will observe the manner in which the newsreel is made up twice weekly, and will obtain first-hand information on the various Fox News departments and their workings. Mr. Cummins’ trip to New York was arranged for by W. R. Sheehan during the General Manager’s recent European tour and as a result of the visit he will return to the British territory with a keener knowledge of the requirements of Fox News.

News pictures photographed by Mr. Cummins that have been used in Fox News include King George and Queen Mary at Braemar; International Polo Matches; Hendon Air Pageant; Interview with Marconi and the recent British War Maneuvers.
"PRACTICE WHAT WE PREACH"

By Roy Crandall

"WILL YOU SAY 'Thank You'?"

"Will you ask your family, friends and employees to say 'Thank You'—urge all with whom you come in contact to voice that short and simple expression of appreciative courtesy?"

These two "meaty" paragraphs from the introduction of a unique letter recently announcing the formation of the American Thank You League are given credit for starting a tremendously important and extraordinary movement.

In this busy land there are uncounted leagues, societies and associations brought into existence for various reasons, but a league which has for its sole purpose the spreading of courtesy and the saying of "Thank You" is so unusual in character that it has created a nation-wide interest.

By a strange coincidence this Thank You League came into being at about the time our famous picturization of the John Golden stage success, "Thank You," was approaching a general release, and, it was therefore considered worthy of investigation. Why was it created? What was its purpose? These questions were propounded to the Corresponding Secretary of the organization.

"To smooth life's rough places, to contradict European editors who say Americans are the most impolite of all people and to help business," was the reply. "To teach or to remind more people to say 'Thank You' for a favor granted is to help business because a pleased customer becomes a steady customer. And to encourage membership in such a League is to prove one's faith in finer social and business relations. It is a simple thing to ask and an equally simple thing to do, but the rewards will be large and almost immediate, for courtesy is the road to friendship.

"Not alone is the courteous custom of saying 'Thank You' the hall-mark of good birth, thoughtful training and a kind nature, but it is an evidence of wisdom, for it opens closed doors, breaks down sales barriers and swells dividends."

Admitting that the response to his appeal had fairly bewildered him this executive of this unusual organization amazed his questioner by showing him more than one hundred columns of editorial comment clipped from the leading papers of the country.

"There must be a nation-wide feeling that more courtesy is desired," he continued. "A belief that the spread of the 'Thank You' habit would make life more pleasant and speed up business seems to be general. The editors actually jumped at my first letter and urged their readers to consider the League purpose seriously. And then letters poured in; men and women asked that their names be enrolled as members. From every city in every state these commendations and applications for memberships sped through the mails. Statesmen, lawyers, learned college professors, famous ministers, big business men, actors and sportsmen—men in all walks of life submitted their names."


General Barnum endorsed his card with this statement: "I gladly enroll in a League which purposes to spread 'Thank You' and I hope you will continue your drive until you have 110,000,000 earnest members."

Unhesitatingly we endorse this praiseworthy organization and wish for it great good will and constant growth. Its purpose is creditable. Courtesy in daily life, social and business, is highly desirable. It wipes out bitterness and makes this world a better place in which to live. It puts one's foot upon the rungs of the ladder of success and makes more certain and more speedy the climb to the top.
"The Ace of Hearts" is the official title for the feature production for release April 18. "Streets of Sin" replaces "Married Cheats" as the release for April 4.

* * *

Eighteen of the two-reel comedies on the ambitious Fox $2,000,000 comedy program for 1925-26 have been completed, and, George E. Marshall, director general of this unit of our product, is concentrating his attention on turning out the next eighteen as promptly and as excellently. He has the well-known Felix Adler writing the comedy titles now and that means much.

* * *

"Cupid a la Carte" is the title of the new O. Henry, just completed. Daniel Keefe directed it and Florence Gilbert, widely popular for her brilliant work in Van Bibber comedies, plays the leading role. Carroll Nye is the hero with Maine Geary and Sidney de Grey in important supporting roles.

* * *

"One Increasing Purpose" by A. S. M. Hutchinson, author of "If Winter Comes," has been purchased by Mr. Fox and will be produced on an elaborate scale, taking its place as one of the leading specials on our 1926-27 schedule.

* * *

"The Desert's Price," Buck Jones latest starring vehicle is completed and promises to increase this popular player's popularity prodigiously. Florence Gilbert, Montague Love, Edna Marion, Ernest Butterworth and Arthur Houseman are in the supporting cast. W. S. Van Dyke directed from a scenario prepared by Charles Darnton and based on the popular novel by William MacLeod Raine.

* * *

Georgie Harris and Barbara Luddy are the latest to sign long-term contracts with Mr. Fox. Both are pint-sized fun-makers and they won their spurs in "East Side, West Side," the first comedy of a new series.

* * *

Scenario Editor Edwin C. Hill and Casting Director James Ryan have been two of the busiest men on our West Coast lot for the last several moons. But, as Al Jolson remarks blandly, "You ain't heard nothin' yet." Both of these gentlemen have just started the next lap of their race to finish our 1925-26 product by redoubling their efforts.

* * *

"Daybreak," which will be one of the early Fox specials, is an adaptation of the stage success, "The Outsider," and big plans are made for it.

* * *

"My Little Pal," which is to be a Tom Mix starring vehicle, is from Gerald Beaumont's story, "The Gallant Guardsman" and is described as "an ideal story for the world's greatest western hero." 

* * *

Margaret Livingston, whose latest notable work is done in "Wages for Wives," says that most of her fan mail comes from married women, which is surprising in view of the fact she is recognized as a screen "vamp" and it would be expected that most of her admirers would be young men.

Western Canada, noted for its hard grain production, boasts this year the biggest crop since 1915, and while the price is not what it should be, the benefit of the farmer, and therefore the entire Western Canadian territory, no doubt with the New Year, or February at the latest will see a great improvement in business due to the crop.

There was a young lad of Kilpeaco. Whose nose was as red as a beacon. But, by saying, "It's white," Twenty times, day and night, He cured it, and died an archdeacon.

Page Twenty-four
This is of a Tremendous Importance to All
Charged With Duty of Selling Accessories

By LEWIS LEVIN

TO SAY THAT IT is just as important to sell advertising accessories as it is to sell film sounds like an exaggeration. But it takes only a few moments reflection to prove how closely the booking of films and the sale of advertising matter are bound up with one another. No great amount of experience is required to know that even the greatest film ever made would prove a very sad box-office attraction indeed, if it were not advertised. Equally obvious then is the fact that the greater the amount of advertising used, the greater will be the appeal to the public and consequently increased success at the box office.

Broadly speaking, there are two great mediums of direct advertising open to the exhibitor. First, the newspapers, and second, the billboards and theatre lobby. With the first medium we are, not for the purposes of this article, so directly concerned. Let us then pass on and examine in detail the uses and possibilities of the second medium by considering the various kinds of publicity material that we manufacture.

These fall broadly into three classes: first, lithograph posters and Window Cards; second, lobby photos; and third, heralds, slides, cuts and mats.

The first of these accessories, viz: lithograph posters are the oldest and most efficacious form of advertising used in the show business. The proof of this efficacy lies in the fact that throughout the many years that show business has been in operation, this form of advertising has never been abandoned nor changed, but, on the contrary, is used more and more extensively as time goes on.

Each size of lithograph poster has its distinctive use and value. The one-sheet, by reason of its convenient size, is an ideal advertisement to be used in the lobby and on the front of a theatre as well.

Three-sheets, six-sheets, and twelve-sheets are the more far flung banners that convey their message to the remotest portions of the exhibitor’s territory.

Twenty-four sheets are the “grand ballyhoo” which proclaim the magnitude of an attraction. Window cards are the small but quietly persistent salesmen stationed in all places where people spend their money; that is, in the stores and business premises, to remind them of the particular amusements they should spend their money on.

(Continued on Next Page)
Lobby photos serve a three-fold purpose. First and foremost, they beautify and adorn the "Show Shop." Second, by their attractiveness they compel the interest of the passersby and third by their graphic information they clinch the prospect into a customer.

Slides and heralds do for the showman at a minimum of expense what all the previously mentioned accessories do at a greater cost. They also have the great advantage of acting entirely on live prospects because their appeal is directly made to the patron present in the theatre.

Having seen how logically and how scientifically each form of advertising accessory is designed to do its particular kind of work, let us see whether we in turn, are doing as efficiently our part in selling it. That brings us to the proposition stated at the outset of this article, namely: are we attaching as much importance to selling our advertising accessories as we are to selling our films? The answer is clearly, no. For, how many salesmen take the same amount of pains to secure from the exhibitor an order for the maximum quantity of all the different kinds of advertising accessories as they do to secure the highest film rentals? Theoretically we all know that the more advertising the exhibitor uses in connection with a film the better will he insure results. But practically speaking, to what extent does the salesman influence him to buy a considerably greater quantity of posters, window cards, lobby photos, heralds, etc., than he usually orders?

Finally, in branch offices the efforts of the sales force should be augmented by, first: keeping the advertising stock in perfect order; second, requisitioning from the Home Office sufficient advertising matter at all times long enough in advance so there will be no shortage.

Third, reminding the exhibitor in due time to place his order if through an oversight he hasn't done so.

Fourth, writing special letters to draw attention to particularly attractive posters or accessories and securing increased orders.

Fifth, filling and shipping orders promptly.

Sixth, keeping an attractive display of advertising accessories on view.

In conclusion, there is one way for you to determine whether you are selling your proper share of advertising.

You may be sure that you have not done your full duty either toward the exhibitor or to your company if his advertising order on every booking including short subjects does not amount to at least 10% of his film rental.

Second Kyne Film Titled; Wray to Make "Manhood"

ALL PRELIMINARY preparations have been completed for the picturizing of the second of the Peter B. Kyne stories on this current season's Fox schedule. Its title has been settled upon as "Rustling for Cupid" and it will be made by the ever-busy John Ford as soon as he finishes work on his latest giant epic, "Three Bad Men."

"Rustling for Cupid" will be not only a typical Kyne narrative of that peculiarly virile variety for which this famous author is noted, but it is predicted it will develop into one of the most actionful heart-interest pictures of the year.

It is at present set for release on February 28 and it is expected to prove one of the outstanding highlights in late winter entertainment.

Another interesting development in our West Coast production department is the decision to have John Griffith Wray direct "Manhood," also a late February release. This production is planned on the basis of intense silent drama plus distinct novelty in directorial treatment.

Mr. Wray already has established himself in the Fox ranks as a creator of supreme attractions with widespread appeal as well as high commercial value. He seems gifted in dividing his attention between his extensive artistic inclinations and the requirements of the box-office, a gift which long since made him popular with exhibitors throughout the world. It is not a conjecture, but a patent fact, that Mr. Wray is at his best in the making of Fox specials—he is certainly eclipsing his own past brilliant record.

Both "Rustling for Cupid" and "Manhood" loom as strong added attractions to a motion picture output without superiors in these current times. Each will be given every advantage of the unlimited Fox facilities for making only the very best of the top-notch cinematic treats.
The King is Dead—Long Live the King!

With David Butler deposed as Squash King of Hollywood Athletic Club, another Foxite is elevated to throne. He's none other than that sterling director of "Lazybones" and "Wages for Wives," Frank Borzage. Gaze upon the coronation ceremonies, participated in by George O'Brien and Earle Foxe.

Beal Gets His Place in the Sun Among Fox Stars

FRANK BEAL, who played the part of the "Colonel" in the Van Bibber series, was cast for an ideal part in "The Best Bad Man," starring Tom Mix. Beal put a great deal of soul into the role of "Peggy" Swain's father and won high praise from Director J. G. Blystone. As soon as Blystone finished with Beal, he was drafted by Director Victor Schertzinger for the leading military part in Peter B. Kyne's story, "The Golden Strain."

South American Leader Visits Our Home Office

J. H. MUNCASTER, New York representative for Fox Films in South America, has been absent from his headquarters at Buenos Aires, Argentine, for the last several weeks during which time he has been engaged busily at our Home Office, completing arrangements for our biggest South American season, opening April 1st.

Nineteen Nationalities in a Single Fox Picture

ROWLAND V. LEE'S staff and cast engaged in filming "The Silver Treasure," adapted from Joseph Conrad's story, "Nostromo," reads like an index of nations. No less than nineteen nationalities are represented. In the cast George O'Brien is Irish, Lou Tellegen is French - Greek - Dutch, Helen D'Algy is Spanish, Evelyn Selbie is Italian, Otto Matiesen is Danish, David Makarenko is Russian, Stewart Rome and Hugh Crumplin are English, and George Kuwa is Japanese.

In the technical staff there are representatives from Australia, Canada, France, Norway, Russia, England, Wales, Scotland, Peru and Mexico.

Among the extras there has been discovered in addition Argentinians, Chileans and Brazilians. With the final check, it is hoped to find every country on the globe represented so that the assembly will be completed.

If George O'Brien had selected Ireland instead of San Francisco for his birthplace, Rowland V. Lee could lay claim to being the only American in the company.
ADDITIONS TO OUR 1925-26 LIST OF Supreme Attractions are contained in a statement that shows in a convincing manner that the House of Fox is determined none shall exceed it in the producing field.

Included in this statement and of foremost importance are the titles of seven hitherto unannounced productions Fox has added to the list of Supreme Attraction releases for the season. These are "Dangers of a Great City," "The Road to Glory," "Daybreak," "Separate Rooms," "Manhood," "The Golden Butterfly" and "Palace of Pleasure."

This makes nine new Supreme Attractions that Fox has added to his release schedule since the original announcement at the beginning of the current season. The others are "The Ancient Mariner," adapted from Samuel Taylor Coleridge's great lyric poem, and "Streets of Sin," an original story by H. H. Van Loan, selection of which was announced earlier.

Other news of the Fox program for the season contained in the new announcement which had not been divulged heretofore, has to do with the selection of two new Tom Mix starring vehicles and some title changes.

The new Mix pictures decided on since the annual announcement are "My Own Pal" and "Tony Runs Wild." This brings the number of vehicles selected for Mix to date up to six and leaves only one hole to be filled to complete his 1925-26 series.

"The Golden Strain" is Peter B. Kyne's first contribution to our program under a contract which gives the Fox company the sole right to picture Kyne stories for a period covered in the agreement. It is a virile tale of old Virginia and the romantic West of the old cavalry days. It is told in the inimitable style of the author, who is a product of that section of the country. Kyne knows the spirit of the West and the civilizing influence of the Army in its making.

"Streets of Sin" is an original story written by H. H. Van Loan especially for Fox. Speaking of it, he says, "I consider 'Streets of Sin' my best story. I put my heart and soul into the yarn and I firmly believe that it will be enjoyed by the great host of motion picture theatre goers. It is a melodrama. I am like the other one hundred and ten million in this country in that I love melodrama. I have never written any other type of story and I doubt if I ever shall."

Among the previous stories which Mr. Van Loan has written for the Fox organization were "The Speed Maniac," "Three Gold Coins," "Red Terror" and "Winning with Wits."

The great success of "Dante's Inferno," caused Fox to delve into the great storehouse of classical literature to bring forth, for special Christmas release, a film version of "The Rime of the Ancient Mariner," with the title abbreviated to "The Ancient Mariner."

The preparation of the scenario of "The Ancient Mariner" was assigned to the capable hands of Bradley King, who gave to the screen the picturization of "Anna Christie."

"Dangers of a Great City" is an adaptation of the stirring old melodrama by Alfred Kennedy which thrilled an earlier generation. It is chock full of situations which will lend themselves to screen adaptation in a perfect manner.

"My Own Pal" and "Tony Runs Wild," the two new Mix starring vehicles included in the announcement, as the titles suggest, will be typical Mix pictures with Tony playing important parts.

YOU KNOW JUST how superior the first 1925-26 block of Fox pictures are, because you have seen most of them. You can depend on it that the final output of the current season will move the standard of excellence forward quite a few furlongs. Mr. Fox is concentrating his incomparable showmanship on seeing to it that each succeeding picture surpasses its predecessor. This is something to bear in mind and to remark upon to exhibitors.
Tom and the Boys Seem to be on a Wild "Toot"

Tom, Tom and the Piper's Son, also a Tom, are presented herewith, representing the musical abandon of the cast of Tom Mix's latest picture, "The Best Bad Man." The Fox Western ace is easily recognized. To his left is Tom Kennedy, heavy in the picture, and to the right Tom Wilson, blackface fun maker of the films par excellence.

Beautifying the Boosting Game Down in Oklahoma

This is how W. A. Ryan, our Oklahoma City branch manager "dressed up his snappy roadster for the parade held at the opening of the Greater Movie Season in that city. As a single glance at the attractive floral decoration will reveal, Mr. Ryan went in for beautifying the boosting game. This is high-class enterprise of the sort worthy of emulation.
The Grand Gallery and Galaxy of Antipodal Leaders

If your eye-sight is good enough to permit you to peruse the printed matter on the above engraving, you will know all that's necessary by way of explanation excepting that these likenesses are of the members of the best film organization in all Australasia—Fox Film Corporation, (A'sia) Ltd. Inspired by the commendable leadership of Stanley S. Crick, Managing Director, these boys keep Fox Films moving forward constantly in the Antipodes and are largely responsible for our pronounced premiership there.

Page Thirty
Door of Opportunity is Opened by “When the Door Opened” for Exhibitors to Give All Treat

ANY EXHIBITOR of any class can be enthusiastically assured of giving his patrons a very delightful photodramatic treat if he will play “When the Door Opened.” This is one of those big pictures which is sure to please the big and the little: the younger generation will get as much “kick” out of it as the adults.

Although it is based on a theme worthy of the consideration of the most intellectual, it has been visualized in such a direct and forceful way as to place it within the mental reach of the least blasé audience extant.

It is replete with charming romance of a general appeal and tremendous melodrama as well as spectacle, especially in flood and storm scenes which for absorbing realism have seldom been equalled on the screen.

The pre-view showing of “When the Door Opened” at the Home Office proved to be an event of transcending importance solely because of the power of this supreme attraction to grip and hold a genuinely hard-boiled assemblage with such comparative ease.

Next to the high production merits, undoubtedly the artistically delectable performance of Jacqueline Logan, in an unusually romantic role, stands out as a high-light deserving of wide heralding. Miss Logan long since won her place in the cinema sun as a star of the first magnitude, but she is more stellar in “When the Door Opened” than she ever was before in her immensely successful career.

Scarcely second to her in dramatic achievement is Walter McGrail in the leading male role. As a disillusioned husband, temporarily defeated in life by the wanton faithlessness of his wife, as portrayed by Margaret Livingston, Mr. McGrail rises to commanding heights when caught in the maelstrom of a second potential love affair with a girl even more attractive.

Frank Keenan, Robert Cain, Roy Laidlow and Walter Chung are also in the cast and each draws a cameo-like characterization.

In addition to the box-office value of “When the Door Opened” as a Fox super-special, it has James Oliver Curwood as its author and this is a name to conjure up in the public mind extensively and always profitably for the exhibitors.

Reginald Barker directed the picture and has, perhaps, shown his best directorial skill, especially in the staging of the flood scenes and the thrilling destruction of the huge French-Canadian castle in which most of the action of the story takes place.

“When the Door Opened” certainly does open the door of opportunity for exhibitors throughout the world to give their patrons the rarest kind of a film treat and all should be apprised, as well as convinced, of this undeniable fact.

Without question this is one of the 1925-26 pictures which is bound to advance the popularity of the Fox product by many margins.

As Popular Fox Salesman Looks to Our Cartoonist

As our Australian artist, Tom Ferry, sees Gus Dieppe, Fox salesman in the New South Wales branch.

Gus was with our organization many years ago, and is a successful salesman, and one of the most popular film men in the Antipodes. There are few exhibitors who do not know him.

MORE THAN a billion dollars a year roll into the box-offices of motion picture theatres of the United States. It is the duty of every loyal Foxite to do his share towards seeing to it that Fox Film Corporation gets its just share of this business.

Page Thirty-one
Publicists Under Observation

With Beth O’Shea, of the Publicity Department, Doing the Observing

It’s too bad about Roy Crandall—once the official mirth-producer of the Publicity Department. Gone are the good old days when he regaled us with newspaper experiences and made us chuckle at many a well turned story or limerick. He now reads us “Thank You League” testimonials and delivers long, intricate sermons on the virtue of courtesy. Worse yet, he’s developing a “Pollyanna” complex which seems likely to be fatal. There was a time when he could harbor a human grouch with the most pessimistic of us, but now he exhales happiness as naturally and with as little effort as a rose exhales perfume. From morning till night he’s glad, glad, glad! And his evenings, once spent in pursuing the elusive and hilarious gods of pleasure, are now passed in his chaste room at the Allerton where he thinks up new things to be thankful for and glad about. It’s a very sad case.

* * *

What is this plan afoot to turn all our blase New Yorkers into Los Angeles realtors? One might have thought as calm a person as Gerry Rudolph could have kept his head, even among “Californiacs,” but his first letter back from the West Coast Studios is reported as being as full of good roads, sunshine and orange groves enthusiasm as the rest of them. Well, maybe the oranges are sour, as the fox said of the grapes. Those of us left behind with a winter ahead, must find consolation somewhere.

* * *

The genial editor of Fox Folks had been in the department, but was on his way downstairs when a phone call for him was put on Joel Swenson’s phone.

“Where’s Davenport?” called Joel, with his hand over the mouthpiece.

“In Iowa,” said one of our new members helpfully, and wondered why we laughed.

* * *

It is rumored that Jose Mattienzo, who recently left the publicity department, went in response to a call from Manager McGraw of the Giants. One of the National League scouts, it seems, was on the edge of the crowd who gathered in Central Park to watch the Fox ball game one evening some months ago when Matty was umpiring. An argument arose, in which a decision of Matty’s was questioned, but the stalwart Spaniard held firm and uttered the words which have since become immortal!

“As far as I’m concerned,” said Matty, “he’s out.”

* * *

New Members: Sam Kootz, R. L. Weingarten and Hattie Magzamer. And, all of them look ambitious enough.

Paul Couldn’t Be Spared
From Great Xmas Special

Jere Austin has been cast to succeed Paul Panzer in the bandit role in Buck Jones’ newest starring vehicle, “Her Cowboy Prince,” which has just gone into production at our West Coast Studios.

The reason for the substitution is that Mr. Panzer could not be spared from his work in the title role in “The Ancient Mariner,” the Fox special Christmas release, which is now in the making on the Fox lot.

The Long and the Short of It is,

Fox is the only one who can supply adequately the long and the short of the program. Any salesman can show any exhibitor wherein the all-Fox show will increase his show of profits. Any two or three of the Fox short subjects plus a Fox supreme attraction will delight the most blase as well as the most unsophisticated. Yes sir, that’s your “cue”—make it Fox and Fox, all the way through.
This is the front of the Kino Theatre in Warsaw, Poland, and gives a good idea to what end Polish showmanship goes to exploit Tom Mix and his wonder horse, Tony, because of their great popularity there. The announcement of the playing of a Fox picture starring Mix is always the signal for capacity business in Warsaw as it is in all the other cities of the whole world. This cut-out of the modern Buffalo Bill and his incomparable mount is amazingly realistic and certainly makes a most pronounced and business getting flash. As is obvious, the entrance display clinches the tie-up and is very well arranged to attract the eyes of pedestrians going in either direction.

This Fox Player Gets a Reputation with a Wallop

EMILY FITZROY is forever whipping or abusing some defenseless young woman—in the films!

In her last three pictures made at the William Fox West Coast Studios, she is cast as a shrewish woman who imposes her will on whatever girl who happens to be in her charge.

In "The Winding Stair," the John Griffith Wray production of the famous novel by A. E. W. Mason, she is the proprietress of the Cafe Iris, a Bohemian cabaret in Casablanca, Morocco. Alma Rubens is a stranded American dancer, forced to eke out an existence on the seven francs a night at this gay and colorful resort.

When Edmund Lowe, as the hero in the guise of a French Foreign Legion officer, comes to the cafe, finds the dancer, falls in love with her and tries to take her away from the sordid environment, Miss Fitzroy berates and abuses the helpless Alma after the hero leaves. Finally, in a rage at her insistence on seeing the young officer, the cafe woman gives her a beating and throws her out, bag and baggage.

In "Lazybones" and also in "Thunder Mountain," two previous Fox pictures, Miss Fitzroy administers whippings to Zasu Pitts and Madge Bellamy, respectively.

Miss Fitzroy says she hopes her "fans" over the country won't think she makes a practice of this sort of thing off the screen!
WHO'S WHO AND WHAT'S WHAT
ON OUR GREAT HOLLYWOOD LOT

By JACK HILL

"The Golden Strain" is the title of the first of the four Peter B. Kyne's stories, to be made at the West Coast Studios. It is an adaptation, by Eve Unsell, from "The Thoroughbred," recently published in the Cosmopolitan Magazine. Some idea of the value placed upon the production can be had from the importance of the cast which includes such names as Hobart Bosworth, Kenneth Harlan, Madge Bellamy, Ann Pennington, Frank Beal, Lawford Davidson, Grace Morris and others.

* * *

Director Rowland V. Lee, having finished the major part of "The Silver Treasure" which incidentally proves to be a masterpiece, is now busy on the script of his new picture, "Daybreak," which will go into production soon.

* * *

Frank Borzage has completed "Wages for Wives," an adaptation of the John Golden stage success "Chicken Feed." It has been the privilege of the Publicity Department to see the picture in the studio's projection room and no smoother or more captivating comedy drama has been made these many years. Foxites will be delighted with it. By the time this edition of Fox Folks is printed Mr. Borzage will be busy with "The First Year," another of John Golden's Unit of Clean American plays. Matt Moore will play the part of the unlucky small town husband of the story.

* * *

Director John Blystone right now is in the midst of cutting "The Best Bad Man" with Tom Mix as star and Clara Bow playing the principal feminine lead. Judging by the "rushes" this is a real Mix picture, punctuated with thrills and breath-taking moments.

* * *

Emmett Flynn will shortly start a new picture called "Palace of Pleasure," an adaptation of a German stage play by Bradley King of the scenario staff.

* * *

R. William Neill is now directing Buck Jones' latest picture, "Her Cowboy Prince." Scenario by Charles Darnton. Beautiful Helena D'Algy has the lead opposite Mr. Jones.

* * *

W. S. Van Dyke is getting ready for the next Buck Jones picture, which is being put into script form by Thomas Dixon, Jr.

* * *

Benny Stoloff, whose lion comedies have made him famous, has just finished a new Imperial, "East Side-West Side" with Georgie Harris and Barbara Luddy in the two principal roles. As the name suggests, the comedy is a very humorous story of the intermingling in the East and West sides of New York of a Jewish boy and an Irish girl.

* * *

About the busiest man on the lot is George Marshall, Supervising Director of Comedies. Under Mr. Marshall's watchful eye is now shooting an O. Henry story, another Helen and Warren and three Imperials, the latter directed by Bob Kerr, Lew Sейler and Benny Stoloff.

* * *

Daniel Keefe is making another O. O. Henry. This one titled "Cupid a la Carte." Florence Gilbert and Carrol Nye have the principal roles.

* * *

Tom Buckingham is now making his 13th picture for William Fox. Despite this ominous number, it is the newest of the Helen and Warren series.

* * *

Buck Jones admits that he is a good horseman, but as a sailor he is not so sure of himself. Notwithstanding the noted Fox western star has trekked the Philippines with a couple of side trips to France and Italy, he confesses that he never would have made a deep-water trouper. Just now, with Direc-
actor Neill, Mr. Jones is riding up and down the Pacific in a big steamer, making scenes for his newest picture, "Her Cowboy Prince."

* * *

If any one knows how to heat up a waterfall, particularly one of these that spill its water content over a 16-foot drop in the Sierra Madre Mountains, they will confer a great favor on Tom Mix. In his newest picture Tom had to swim down a mountain stream and then over the falls to rescue pretty Clara Bow.

Tom was curious and stuck a thermometer into the water just before he made the initial plunge. The mercury shot down to 41 minutes before the scene was finally completed. Mix thinks that Edison or someone could invent a net work of electric wires just across a stream that might warm the water up a bit and he would be much obliged if they would start work on their experiments at once.

* * *

George O'Brien is going to have a hair cut. To keep in the character of his newest picture, "3 Bad Men," the raven locks of "Smiling" George have not been shorn these five months or more, but it will all have to come off in a few days when Director Ford gets to the West Point sequence of the story; then it is that George will have to give the barber a chance to do a good day's work. "If it gets any longer," declares George, "I will have to begin using hair pins."

* * *

When Foxites crack a nice English walnut in their homes this winter it is not unlikely that the walnut itself may have been grown on the ranch of Miss Alma Rubens, William Fox actress. Miss Rubens, be it known, is the owner of a 25 acre walnut ranch located near San Mateo, Calif. Incidentally, walnuts this year are not only bountiful but a market quotation records the highest price ever paid for the product in the history of California. So it would seem that Miss Rubens, besides being a comely and clever actress, is a pretty smart business woman.

* * *

Madge Bellamy just now is enthusiastic over the role of Dixie Dennis-ton, which she is playing in "The Golden Strain" directed by Victor Schertzinger. In it Miss Bellamy wears a number of very beautiful gowns of the 1870 period. Old to Miss Madge, and the part particularly fashionable costumes are very becoming, wherefore, all jubilation and enthusiasm.

* * *

Margaret Livingston, our best little vampire, has just completed a series of very beautiful photographic poses of pictures depicting the famous sirens of history. The characters personated were of Delilah, Cleopatra, Salome, Semiramis, DuBarry, Catherine of Russia and others. It is not unlikely that the next issue of Fox Folks will show some of them.

* * *

The best Charleston dancer on the Pacific Coast is Judy King. The diminutive little comedy leading woman is in great demand therefore, at all Hollywood social events.

* * *

Ann Pennington, she of the nimble feet and dimpled knees, is back again on the Fox lot, this time playing an important role in "The Golden Strain." Miss Pennington is very proud of the fact that she recently lost 10 pounds through a course in reduction. Incidentally, Miss Pennington is now ready to establish herself as an actress and try to forget that she was once Broadway's most famous jazz artist.

* * *

With eight companies now shooting at the West Coast Studios, with three more scheduled to start within 10 days, one of the busy places on the lot is the office of Bill Darling, Chief Technical and Art Director. Bill can build anything in a day; whether it is a one-story building or an Egyptian city matters not to the versatile chief.

* * *

Some idea of how busy Sol M. Wurtzel, General Superintendent of the West Coast Studio is at this time may be had from the fact that he forgot the other day to inquire which team won that day's game in the Post Season's Pittsburgh - Washington series. This is all the more remarkable from the fact that there are three hours difference in time between Washington and Los Angeles, and the results of the game are known out here before 1 P.M. As a young man Mr. Wurtzel, won a reputation as quite a speedy ball player and still remains a very ardent fan.

Page Thirty-five
Fox Stars and Featured Players; the Current and Coming Fox Pictures in which They Appear

George O'Brien
The Iron Horse
Havoc
The Fighting Heart
Thank You
Silver Treasure
Three Bad Men

Edmund Lowe
The Fool
East Lynne
Winding Stair

Margaret Livingston
Havoc
Wheel
Yankee Senor
When the Door Opened
Wages for Wives

Tom Mix
Lucky Horseshoe
Yankee Senor
Everlasting Whisper
Best Bad Man

Walter McGrail
Havoc
When the Door Opened

Billie Dove
Lucky Horseshoe
Fighting Heart

Florence Gilbert
Man Four Square
Sky Jumper
Big Game Hunter
The Wrestler
The Feud

Marion Harlan
Thank You
Man Four Square
Failure
Shoes
All Abroad
Peacemaker

Ann Pennington
Golden Strain
Lucky Horseshoe

Hobart Bosworth
Golden Strain

Frank Beal
Man Four Square
Best Bad Man
Big Game Hunter
The Wrestler
The Feud

Madge Bellamy
The Iron Horse
Havoc
Lightnin'
Lazybones
Thunder Mountain

Alma Rubens
East Lynne
Winding Stair
Golden Butterfly

Leslie Fenton
Havoc
Thunder Mountain
Lazybones
East Lynne

Buck Jones
Timber Wolf
Lazybones
Durand of Badlands
Her Cowboy Prince
A Man Four Square

Paul Panzer
The Fool
Thunder Mountain
East Lynne
Ancient Mariner
Best Bad Man
Her Cowboy Prince

Carol Lombard
Durand of Badlands

Earle Foxe
Wages for Wives
Sky Jumper
Big Game Hunter
The Wrestler
The Feud

Kathryn Perry
Business Engagement
All Abroad
Peacemaker
Hold Everybody

Georgie Harris
The Wheel
Three Bad Men
East Side West Side

J. Farrell MacDonald
The Iron Horse
Kentucky Pride
Lightnin'
Thank You
Lucky Horseshoe
Three Bad Men

Jacqueline Logan
Thank You
When the Door Opened
Wages for Wives
The Golden Strain

Lou Tellegen
East Lynne
Silver Treasure
Three Bad Men

Jay Hunt
Lightnin'
Thunder Mountain
Three Bad Men
Man Four Square

Judy King
Best Bad Man
Love and Lions
Heart Breaker
Sweet Marie
All At Sea

Olive Borden
Yankee Senor
Three Bad Men

Hallam Cooley
Business Engagement
All Abroad
The Peacemaker
Hold Everybody

Diana Miller
Her Cowboy Prince
Fighting Heart
Business Engagement
All Abroad

Marjorie Daw
East Lynne
AUSTRALASIA

S. S. CRICK, Managing Director
ABBEY CARTER, Correspondent

The entire Australasian organization received with the deepest regret the sad news of the death of our editor, John Weier. Though so far away from us, his splendid work in bringing us all closer together through Fox Folks has earned for him our greatest regard and esteem. To Mrs. Weier we extend our sincerest sympathy.

To Delbert E. Davenport, our new editor of Fox Folks, we send our best wishes and a friendly welcome.

Trade shows recently held in Australia, to launch the new season, have proved very successful. This snapshot was taken at one of the trade shows, and shows Manager Les Keast, of the New South Wales branch, shaking hands with J. J. Phelan, one of the oldest exhibitors in the State. At the time this photograph was taken, Mr. Phelan had just shown Mr. Keast a Daybill which is 24 years old, in which there were 20 items on the program, the longest film being 60 feet.

It is with regret that we chronicle the departure of Miss Sheridan and Miss Bohun for "fresh fields." During three years with us "Terry" was very popular. A farewell party was given to her by the Fox Club, and a presentation was made by Mr. Woodward.

During the Newcastle trade screening of "The Iron Horse," one of the clients, who is also the Registrar of Births, Deaths, and Marriages in a New South Wales town, was wanted by a man who called at the theatre, and wished to know if he would marry his daughter immediately. However, the Fox picture won, and the wedding was postponed.

OMAHA

B. B. REINGOLD, Manager
C. H. SYNDER, Correspondent

An exhibitor from a small town of 2,000 sent in a check for overage on "The Iron Horse," and apologized for the fact that he only charged 20c admission for children.

Cheer up, Claire—only 7 more days and he'll be home.

Everyone in the office has the Charleston contageon since Helen Dishner introduced it.

The largest rental for any one picture for one engagement in the history of the Omaha office was secured as a guarantee on "The Iron Horse" with a most probable average it will be by far the largest.

Our office was honored last week by the presence of several American Legionnaires, who attended the National Convention here. Our Fox News cameraman was certainly on the hop taking shots of the gala events.

Mr. Reingold has been confined to his home with illness, but by telephoning, kept things humming.
WINNIPEG

J. A. WILSON, Manager
L. CORMICK, Correspondent

There have been several changes—and additions—to our personnel since our last attempt as correspondent. We have had Eve Rosenthal with us for several months now, and we'll say she's a smart little trick. We have just welcomed a new shipper, Alfred May.

Our energetic booker, "Mister" Wilson, keeps the ladies of the office on the jump—and they sure do jump—just for the pleasure of one of his fascinating smiles—MAYBE.

Grace Olds, our long suffering cashier, has been rather downcast of late. Although she has been accused of being so on account of the non-appearance of a certain exhibitor in the office lately, she indignantly denies it.

Our boss, Add Wilson, is more than busy these days. Since the removal of all exploitation men from Canada, he is kept pretty much on the go helping exploit pictures as well as attending to his usual work.

We have just received notification of Ira Cohen, our Canadian District Manager, being transferred to the Detroit district. This news was received with great regret by the entire Winnipeg staff, for Mr. Cohen and his energetic methods have always been most welcome.

Simultaneously with the receipt of the above news, we have also received notification that J. P. O'Loughlin, present Branch Manager of the Toronto office, is to succeed Mr. Cohen. Knowing Mr. O'Loughlin, we feel quite elated, and will certainly be glad to extend every co-operation.

Joe Palansky, our young salesman, has gotten safely and well over his New Year holiday and is out in the sticks of which our territory is certainly most composed of. He is succeeding quite royally in towns where others have failed and just to show that he knows how to do it he periodically turns in a simon-pure one hundred per cent proposition.

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CHICAGO

GEO. F. DEMBOW, Manager
SELMA HACKMAN, Correspondent

John Nolan, student, who has been with us several months, has returned to New York to take up other duties. We sure will miss him around the office. Wishes for his success are extended to him by the Chicago office.

Richard Salkin, a newcomer to this office, replaces Mr. Nolan as city salesman.

Among our newcomers is Miss Mildred Schneider, secretary to Mr. Dembow, replacing Mr. Brennan, resigned.

Careful attention to conditions in this territory shows a greater eagerness for information on the part of exhibitors in general. They feel we are giving them something big for their screen.

"Day by day in every way we are plugging harder and harder for our short film service." Our aim for the season 1925-26 is to prove to the exhibitor that we have the best short subjects on the market. Every salesman is pounding this fact into the ears of the exhibitors.

All departments are now on tiptoe, all set. The shipping, inspection and poster departments receiving and handling new supplies. Tobin and Walsh are unpacking new film at the same time they are shipping out the junk film. Miss Schroeder and her flock are running off miles of new prints. Clayton and Gorelick, our poster clerks, are filling their shelves a-plenty with new paper with the hope that New York shall give us every item for each picture at one time so that we can meet the demands of the exhibitors.

Contracts are speeding through with the greatest efficiency and care, thanks to Miss Zeman. Everything in our bookkeeping department is in apple-pie order. Lest we forget let us mention our two billers, Lee Rosenberg and Rose Baer. Built alike as two peas and work together in full harmony. Our stenographers, Ruth Gordon and Ann Wisch, are busy.
MILWAUKEE

JOHN LORNETZ, Manager
L. J. MILLER, Correspondent


* * *

Under the guiding hand of Manager John Lorentz, former Seattle and Chicago salesman, our rapid growth is assured.

* * *

Let us introduce the balance of the staff:
L. J. Miller, Salesman—formerly of the Minneapolis branch.
Jos. M. Hicky, Salesman.
Paul Schulz, Salesman—formerly of the Minneapolis branch.
Harold Koebler, Booker.
R. Radmer, Cashier.
Katheen McDermott, Assistant Cashier and Biller.
Esther Gaulke, Stenographer and Contract Clerk.
Elmer Fremy, Shipping Clerk.
Elmer Lund, Poster Clerk.
Carl Trandt, Night Shipper.
Hazel Miswald, Inspector.

* * *

Fox Folks is new to most of us. Its spirit of good fellowship and cooperation, in addition to the valuable information it imparts, about our organization and its product, is keenly appreciated.

A Few Words Anent the New York Sales Winners

By Bernard Sholtz

THE WONDERFUL combination of H. H. Buxbaum and Dave Gross plus the dynamic New York Sales Organization has not only broken records in distribution this year, but has also compelled the rest of the competitive Exchanges of New York to take notice and marvel at their accomplishment.

Due to the splendid harmony and cooperation at the New York Exchange, everything is moving along with perfect precision, and from all indications Buxbaum and Gross will make this a banner year for the Fox.

As this is our first venture in blowing our own horn, we will limit ourselves for the first time by quoting Shakespeare:

"A man who hath a tongue
Say, is no man
If with his tongue
He cannot win a contract."

The above sentence will introduce to you the spirit and personality of our New York go-getters.

Baby Green—May He Have Colorfully Great Career

PERMIT US to pause in our pursuit of propitious propaganda long enough to introduce to the rest of the Fox family, Baby Burton David Greene, six months old, in the arms of his father, Irving Greene.

Mr. Greene has been connected with our Inspection Department at the Home Office for the last eight years, and, is popular with his fellow-employees.

Baby Greene gives promise of being a husky and successful bearer of his own family name and who knows but what he will some day do his share towards doing some of the great work with the Fox Film family, too!
LABORATORY

AL FREEDMAN, Production Manager
FRED BULLOCK, JR., Correspondent

With finished negative of the new Fox specials constantly arriving from the coast, the Laboratory has broken all previous records in turning out positive prints.

* * *

Congratulations to Harry Dansky and Harry Cohen upon their advancement to executive posts as Laboratory supervisors; also a hearty welcome to Morris Breggin, who comes to the Lab office in an important capacity from the Auditing Department.

* * *

Foxites will be glad to learn that Lily Coane, in charge of the joining and examination staffs, is once more in the best of health following an operation for appendicitis.

* * *

Mildred Taliaferro and Tessie Corning, during the absence of Miss Coane, managed the joining section.

* * *

Another love story was written into the book of romance by Cupid when Herman Blumenfeld of the negative force persuaded Tillie Pipp Etkin to exchange hearts at the altar.

* * *

Harry Raff surely qualifies as an expert in handling the big negative drying drums, which revolve beneath specially heated air vents, so Harry is on the job to see that the film goes through on schedule.

* * *

The Lab office now boasts of three stenographic experts: Anna Horowitz, Bella Levine, and Tillie Kessler. George Ehrhardt, our cashier, and office manager Bill Hitter can now dictate to their heart's content.

* * *

Here's good news! Among the promotions recorded this month are those of Bill Roach, transferred to the office; Ben Feinberg, formerly of the Auditing section, but now in the office; John Flaig, handling reprints; Milt Frost, joiner's helper; Tom Ryan and Anthony Gratta, assisting Joe Stoughton, foreman of the printing room; and Rene Richards, who becomes assistant to Jim Brown, chief projectionist.

Auditing Department

EMANUEL PREISS, Manager
GEORGE EISELE, Correspondent

It is a pleasure to record the merited advancement of several of our worthy co-workers.

* * *

Ehrich Spellman has advanced to the position of Disbursement Auditor and there will be no less scrutiny of the expense accounts, as Ehrich has been thoroughly drilled by his predecessor, Harry Reinhardt. Mr. Reinhardt is now attached to Jack G. Leo's staff.

* * *

Morris Breggin, having been drafted by the Laboratory, Geo. Allen, Joseph Cohen and Wesley Wyckoff have all been assigned duties involving increased responsibilities.

* * *

Wesley's duties as credit clerk and on percentage engagements have been taken over by Bernard E. Cohen, formerly of the New York Exchange.

* * *

William Linder has resigned as assistant to M. W. Hill and he has been replaced by Benj. Schulman.

* * *

Another newcomer for whom our welcome mat is out, is Louis Millei, who replaces Joseph Devlin on the voucher register.

* * *

The latest to start at the bottom of the ladder is Morris Berman, replacing Louis Corsetti as office boy. Louis has been drafted by the Advertising Accessories Division.

* * *

Ehrich Spellman's promotion made possible the advancement of Richard Gobber. Dick's work on the foreign exchange records is now being handled by a prodigal son, Burt Wolpin, who was formerly connected with the New York Exchange.

* * *

Newcomers in the accessories division are Rose Rosen and Raymond Schriever, replacing Beatrice Arnovitz, who resigned and Sol Rosenthal, who was transferred to the Laboratory.
CLEVELAND
WARD E. SCOTT, Manager
ETHEL EPSTEIN, Correspondent

The long anticipated visit from our General Sales Manager became a reality during the past month. Mr. Grainger’s visit to our office was indeed a brief one, but even in the short time spent with us, we were able to appreciate why he is the most talked-of sales executive in the industry. With such a leader to set an example for the rest of us, we cannot help but win.

An even stronger urge and added incentive (if that could be possible) for bigger and bigger business is felt by Salesman Robert Drew since the arrival of the stork, leaving a wonderful baby girl.

We miss the cheerful countenance of Hal Smith, who has been transferred to the Detroit office, where he once again becomes associated with his chieftain of olden times—Frank D. Drew.

Al Goldman, who was one of our signing salesman of former days, returns to the Fox fold in charge of the eastern territory, which was Hal Smith’s field of endeavors. He is further proving the old statement that history repeats itself and is not losing any golden moments in sending in contracts all along the line.

For a few days Manager Scott was delighted to be able to renew home ties through the visit from Denver, Colorado, of his mother, father and sister. They wanted to and did see for themselves the wonders and beauties of the far-away city they were hearing so much about.

From the way “The Iron Horse” was being booked during the month of October, Abe Chapman thought the theatres were all going to close down in November and he is very much relieved to learn such is not the case. It certainly did take some fine maneuvering of prints to satisfy all the exhibitors in the manner we did.

For the past few weeks it kept us busy explaining to the local exhibitors that City Salesman Davidson had not gone on a belated vacation, but had merely joined temporarily the field workers, hitting some of the high spots in the country territory.

Our Nineteen Happy Hustlers in Busy Omaha

This is the whole office staff of the Omaha Branch of Fox Film Corporation. Individually and collectively this group presents much happiness, intelligence and all the other elements entering into successful film work out in the field.
Contract Department

N. B. Finkler, Manager
Jess Vertun, Correspondent

Yes! We have no bananas, but we surely have plenty of propositions.

Those exchanges who are not familiar with the routine of the Contract Department, lend us your ears and you will hear! This department is divided into four sections, each section handling certain branches. Each day, when propositions are received in the sections you can hear these exclamations from our crew: “Gee!! Twenty more props. from Philadelphia, fourteen from Salt Lake”—and then from another part of the room comes “Mine beats them all—Chicago twenty-five, Detroit eighteen and fourteen for Atlanta!”

* * *

Our section heads are all peppered up about their branches and are willing to work late into the night in order to see their offices come out first.

* * *

And the statistical group! What compilation of figures! They add them as quickly as adding machines. And how! Branches know their comparative charts WHAT?

* * *

Bessie Blum seems like a Home Office representative. Two months ago she was in Chicago and Pittsburgh. Now she left for Detroit. What is it, Bess?

* * *

Sam Weintraub, our midget section-head, received his daily mail, and upon looking it over found an envelope which he thought contained a number of propositions, but instead he was surprised; it was an offer for him from Mr. Singer of Singer Midgets.

* * *

Jim Glynn says if anybody wants to know who the boss of his house is, let them start something. If that’s the case, Jim, who pulled the hair out of your head, roots and all? The moral of this is “Speak when you’re spoken to!”

* * *

Howdy folks, meet the newcomers of the Contract Department: Misses Martin, Sarentino, Greenwald, Weintraub, Fried; and Misters Kelly, Birmingham, Friberg, French and Sack.

BOSTON

H. F. Campbell, Manager
Grace E. Donovan, Correspondent

Hello folks! It sure is quite some time since you have heard from this branch, but from now on you will find us on this page.

* * *

We welcome the following new members: J. Reardon and J. Golstein in our Shipping Department and M. Howard and F. Miller in our Inspection Department. We hope new recruits will find their work pleasant and profitable.

* * *

Mr. Wycoff has been spending a few weeks with us, and we trust he found our Poster Department in A-1 condition.

* * *

Student Charles B. Dyar is going to spend several weeks with us getting acquainted with the various branch office operations.

* * *

Everybody in this branch is peppered up with dates, but exhibitors are not hard to find when product such as ours is released. It certainly looks like ‘A Fox Year.’

* * *

Month of October brings sounds of wedding bells and the first event in our branch is that of Frank Wolf, cashier, whose marriage took place Oct. 19th. We all wish Mr. and Mrs. Wolf a life of happiness and prosperity.

TORONTO

J. P. O’Loghlin, Manager
Catherine Cameron, Correspondent

James R. Grainger, our genial General Sales Manager, paid us a visit, and it was our first visit from him and to say that he left his impression on the sales staff of this office would be putting it mildly. It was just one continual jump from one prospect to another and their names on the dotted line with lightnin-like rapidity. His go-get’em spirit still lingers with the boys and they’re all stepping out in emulation of the Grainger method.

* * *

Here’s a little secret: Miss Levine, our bookkeeper and biller, went and done it, yes, sir, went and got engaged and left the rest of us flat on
the lot. The staff presented her with a beautiful silver coffee percolator and a speech by Mr. O’Loghlin. It was a toss-up, which was the best of the two. Miss Levine made a dainty, though short speech in return, opening by saying “I think I’m going to cry.” The rest of the female staff appeared at times to have a dreamy look. I wonder if they are thinking of coffee percolators? Next!

Miss Clare Rosenthal, has been promoted to bookkeeper and biller. Mrs. O. Hancock is our newcomer and harmony reigns supreme.

This office is not too proud to notify the cock-eyed world that we are second in sales of the entire organization. Other exchanges wanting the recipe for this state of affairs, write our manager.

Bill Stewart, Exploitation man, gave the race track fans at Thorncliffe a sure-fire winner last Tuesday at that enticing merry-go-round. He took the Lucy Dalton, a replica of an old-time locomotive up to the track under its own “steam” with a banner on the tender “THE WORLD’S BEST BET—THE IRON HORSE.” Got a summons for blocking traffic, but did the race horse lovers a favor, and the Judge forgave him telling him “Go and sin, no more.”

BUFFALO

H. J. BAILEY, Manager
FRANK KING, Correspondent

We have had the pleasure of having James R. Grainger with us for a day or so this month, and it is needless to say that we all were glad to have him with us, and sorry to see him leave. His pleasing personality was felt by all. He injected many an ounce of pep into the sales force, and the results are excellent.

We want to welcome to our exchange, Harry J. Bailey, our new manager who comes to us from Indianapolis. We welcome him and want him to know that we are all with him 100 per cent. Mr. Rowell will take care of the Rochester territory, and though we are losing him as manager we will see him in the office often, with big returns from his territory.

Max Roth, of the home office, is still in Buffalo, but not very STILL. He keeps everything moving at a fast rate, we hope he does not leave us too soon.

We also have with us that little beau brummel auditor, Moe Grassgreen, who is spending his annual auditing visit at this office. Mr. Grassgreen is also installing a new bookkeeping system, which will save this office time and expense.

Norman Sheehan gave a birthday party at his residence on Lafayette Avenue, this month, and a good time was had by all. It is said that many did not get to sleep at all that night, because we have heard a lot of the fellows were feeding kittens. From all reports, a certain exhibitor, in this territory was planning on buying a new seating arrangement for his house, the day after the party. The boys all came early and stayed late.

We also have with us, Harry Gibbs, special representative from the home office. Harry is not a stranger to this office.

We want to welcome a new stenographer to this office. Miss Mildred Morningstar is the person.

We are going to try to have a picture of our office for next month’s issue, and we believe we have as fine an office as there is in this town. Under Mr. Roth the entire office was rearranged, and by his artistic eye, we were able to make the office just double in beauty, and space.

We saw a little bit of Albert Karsten, of the Publicity department, who was in Niagara Falls last week, putting the natives wise that there really was an Iron Horse. He had parades, red fire, and a general uproar in the Power City, and they all knew that the Horse was in town.

The girls in our inspection department, under the leadership of Miss Evelyn Benz, include, Ruth Domroes, Bertha Binick, Ruth Kibbler, Josephine Suks, and Evelyn Koehler, and they are making rapid strides with the new patching machines recently installed.
PHILADELPHIA

EDGAR MOSS, Manager
ESTHER DIAMOND, Correspondent

We welcome to our fold Nat P. Fleisher, salesman, who will cover our upper-state territory, around the coal regions. Nat brings with him a personality and popularity with exhibitors that are bound to materialize into many a Fox contract.

* * *

Kelly, our booker, even worked on Yom Kipper to get his dates set and confirmations out to the exhibitors on the bookings he already has for Fox Anniversary Week.

* * *

Lucien Bell, our illustrious cashier, has a mania for C.O.D.'s. His slogan is "Pay me—C.O.D." However, once Bell over-reached himself. The Fox Theatre called us on the 'phone and wanted to know what the idea was for the C.O.D. on "Havoc."

* * *

We enjoyed a whirlwind visit from our General Sales Manager, J. R. Grainger, who from our personal observation during his short stay, bore out the sobriquet of "The Human Dynamo."

* * *

We believe we once read somewhere that Mr. Grainger stated that desks were never made for sales managers. Is such is the case, we can safely say our Mr. Moss is closely following in the big chief's foot-steps. He has made more mileage than the Prince of Wales.

SALT LAKE CITY

H. BRADLEY FISH, Manager
WINONA KNOWLES, Correspondent

Miss Ruth Vancott, one of our stenographers, took suddenly ill on Monday morning, October 5th and was rushed to the hospital where they operated on her for appendicitis. She is getting along very nicely and we expect her back to work soon.

* * *

D. T. McElhinney, our Idaho salesman, is sure a whiz. He has closed for our product in two towns that we have been out of for nearly two years. Keep up the good work, Mac, for we want the business in our office. In Blackfoot, Idaho, he closed for 70 feature pictures.

* * *

J. L. Tidwell, our Southern Utah and Nevada salesman, is not lagging behind either. He has sent in several good contracts and vows that none can beat him as a salesman. It looks like a red-hot race for the salesmen.

* * *

Wm. M. Hughart, our Montana salesman, although we haven't seen him, we know that he is all right by the contracts he is getting. That's what counts in this game so we hope he keeps up the good work.

* * *

We are all pepped up over the weekly standing of branches and have watched our climb from 34th in the United States to 22nd which was accomplished in a period of 5 weeks. No wonder our standing has improved with all key towns closed but one, Helena, Montana and Hughart has his guns turned on that account 24 hours every day of the week.

* * *

We have a new addition to our family. Our new shipper, Bob Milliner, is a very promising young man and we look forward to big things from him.

* * *

We also have a new inspector, Miss Isabel Hutchinson, who with our other inspectors, Miss Inez Smith and Miss Dora Jones, keep our films in excellent condition at all times.

Did you ever hear of a beauty contest winner who did not want to become a moving picture star? There is one and so far as Hollywood knows, but one in the whole world. She is Miss Estelle Randall, recently awarded first honors in a state-wide beauty contest in Utah. Among other things given the prize winner was a day's visit to the Fox West Coast Studio. Miss Randall, accompanied by her father and mother, saw all the sights and met the many Fox stars at work on the lot. The young lady is exceedingly pretty, petite of figure and possesses an undeniable charm, yet she announced, after having spent a day seeing the pictures made, that the life of a movie actress had no appeal for her, and was perfectly content to return to her home in Ogden, Utah, where her father is a leading banker.
A Best Dressed Woman in "The Silver Treasure"

The best dressed woman on the silver screen and she never follows the fashion!

This is true of Hedda Hopper, who plays Mrs. Gould in the Fox production, "The Silver Treasure," now nearly completed by Rowland V. Lee.

Miss Hopper's creed is that every woman shall dress to suit her individual type, regardless of the whims of an up-to-date mode. Of course she does not effect leg-of-mutton sleeves or bustles, but by the same token she does not effect the extravagantly short skirt so popular today. Long clinging lines are vastly becoming to Miss Hopper's style of beauty, so long clinging lines she wears.

As a touch of novelty the train on her evening gowns may be draped on the side in place of in the back as was comme il faut ten years ago, but the general effect is highly individual.

Miss Hopper bows to the dictates of fashion by using the most gorgeous of the materials woven especially for today's courtier and adores the novelty touches which are a large part of a well kept wardrobe, so that the general effect is decidedly smart but never outré.

For her sport outfits Miss Hopper wears the smartest of frocks, coats and chic sport hats, but the frock invariably requires more material than is usual in such costumes as it is never more than eight inches from the floor.

Another interesting phase of Miss Hopper's gown selection is their versatility. She has discovered that the same gown may be worn in such a manner as to present an excellent por-

trait of an aristocratic gentlewoman or a vampire who would make Cleopatra—the vampire par excellence—envious.

For instance, one stunning gown which is part of the Hopper wardrobe is a black lace boasting long draped sleeves which fall to the floor. By standing absolutely erect with the arms held gracefully at the side no more decorous costume can be imagined. But by simply crooking one knee and placing one hand carelessly against the back of the head it becomes alluringly seductive.

Hedda Hopper

Fox Has Remarkable New Library on Hollywood Lot

The Fox West Coast Studios now boasts the finest Motion Picture Reference Library possessed by any motion picture studio. It is doubtful if there is today a public library in the United States which possesses the wonderful lists of reference books and magazines to be found in the new Fox adjunct.

George Engleton, a book collector, spent many years in gathering this material. It was his purpose to assemble the most complete library for motion picture use that could possibly be developed. Before the task was quite finished Mr. Fox purchased the library which numbered many thousand volumes, installing Mr. Engleton as librarian.

Since the acquisition of the books Mr. Fox has spent many thousands of dollars supplementing Mr. Engleton's collection.

There is "Dust" in industry.

And, as a reminder of the main essential, there is an imperative "try" in it, too.
Wherein Exhibitor’s Enthusiasm Cost Him Sleep

When an exhibitor’s enthusiasm for a motion picture causes him to lose his sleep over it—it must be some picture!

This is what happened to George F. Bromley of the State Theatre, Alexandria, Minn. He is the owner of the largest motion picture houses in a popular summer resort district which is patronized by discriminating film patrons from New York, Chicago, and other large cities of the country who spend their vacation at the lakes.

Bromley booked the William Fox productions, “Kentucky Pride,” “The Fighting Heart” and “Lightnin’” to meet the demands of the summer visitors. The photographed performance of the last of the pictures was not over until nearly midnight.

The success of the performance banished all thought of home and sleep from the theatre owner’s mind. He was so overjoyed at the hit made by the pictures that he remained up until long after midnight to get a long distance telephone connection because the local Western Union telegraph office was closed for the night.

His opinion of the pictures was expressed in the following wire to Edward T. Gomersall, manager of the Minneapolis branch of Fox Film Corporation:

“If ‘Kentucky Pride,’ ‘The Fighting Heart’ and ‘Lightnin’’ are examples of what Fox has for exhibitors, anyone holding Fox contract can borrow money on it. Account tourists from all over United States resorting at lakes here, as critical audience. All are high in their praise of these productions. Congratulations.”

But We Like Lady “Cop”

Better, Stern as She Is

In the picture to the left Barbara Luddy, feminine lead and “Benny” are just about to place Georgie Harris, the Jewish boy, under arrest for trying to “steal the picture.”

Georgie is trying to appear as innocent as he can, but Barbara and Benny have entirely different opinions of the whole affair.

Foxites must admit that Director Stoloff would make a real honest-to-goodness “copper”, but he is a much better comedy director.

“THE ANCIENT MARINER”

(Continued from Page 7)

taking filming of this picture on a beautiful Pacific Isle off the coast of Southern California, and, as a result, it will no doubt win much praise as a photographic gem rarely duplicated.

The time between now and Christmas is very short and there is no time to be lost by any part of the Sales Force if “The Ancient Mariner” is going to be given the opportunity of proving itself the greatest Christmas special ever offered by any film producer. Therefore, now is a time for ceaseless effort in behalf of this latest high achievement from the Fox studios.
Fox Purchases “What Price Glory,” “Cradle Snatchers” and Six Belasco Stage Triumphs

WHAT PROBABLY constitutes the season's most important deals of stage and screen were announced this month by William Fox when he made public the fact that he has purchased the screen rights of “Cradle Snatchers” and “What Price Glory,” Broadway hits, and six David Belasco plays.

In addition to the four plays which made David Warfield's reputation—“The Music Master,” “The Auctioneer,” “The Grand Army Man,” and “The Return of Peter Grimm”—the Fox-Belasco transaction includes film rights to “The Lily,” in which Nance O'Neill starred, and “The Comedian,” in which Lionel Atwill played the title role.

David Warfield's portrayal of “The Music Master” in 1901 established his reputation as a character actor of outstanding ability.

In 1904 came the production of “The Auctioneer,” in 1907 came “The Grand Army Man,” and in 1910 “The Return of Peter Grimm,” each of which brought Warfield new laurels. “The Lily” established Nance O'Neill's reputation as a character actress. In the play she enacts the role of an older sister who has sacrificed the pleasures in life to obey the whims of her selfish father. She rebels when her father tries to bend his younger daughter to his will, and the ensuing conflict builds up to a smashing climax. “The Comedian” is the story of a beautiful young girl who falls in love with a matinee idol.

Introducing the “three-in-one dress,” as worn by Mary Akin in the O. Henry comedy, “Transients in Arcadia.” With simple rearrangements, this dress can be converted into an afternoon frock, a sport outfit or an evening gown.
As Accessories Head He Stacks Up with the Best
By Abbey Carter

FRANK MANNING

The young manager of the poster advertising accessories department at Head Office, Sydney, Australia. He controls the receipt of all material from America and that produced locally, and the fulfilling of the requisitions from the branches throughout Australia and New Zealand.

We have heard quite a lot in this country of the efficiency of the New York printing department, but—well, we'll back Frank and his department against all comers!

In addition to his popularity at work, Frank is also an expert dancer and a clever and generous violinist at the Fox club parties.

Be Wise. Side-step the resilience of Fate. Don't stand still if you expect ever to avoid being strangled by the tentacles of can't, which remember, after all, is mere asinine cant.

Page Forty-eight

"Hold Everybody" Latest Fox "Helen and Warren"

"Hold Everybody" is the latest "Helen and Warren" comedy finished at the Fox West Coast Studios. Directed by Albert Ray under George Marshall's supervision, this humorous sketch of married life is more of a mirth-provoker than its predecessors.

Kathryn Perry and Hallam Cooley continue as the leads and are supported by Grace Darmond, Sidney Bracy and Frank Rice.

This series of two-reelers based on stories by Mabel Herbert Urner, published in newspapers throughout America under the title "The Married Life of Helen and Warren," has been given a popular reception by motion picture audiences.

Moreover, exhibitors have found that they can get cooperation from the paper in their town which runs the stories. When a short subject can secure additional exploitation without extra expense, it should be put down as a good bet.

"Jackie" Logan is Now in Demand as a Writer

Jacqueline Logan these days is inundated with offers from Sunday editors of leading newspapers throughout the United States to write feature stories about the pictures. A dozen or more magazines are also earnestly requesting stories from Miss Logan's easy flowing pen.

Writing stories is not a hard task for the petite star since she has several years work as a reporter on leading Denver and Salt Lake newspapers to her credit.

"Next to playing in Fox pictures, I would rather write stories than do anything else," Miss Logan confided. "I am going to take the money that I earn from my stories, however, and devote it to some worthy and helpful charity."

Co-operation is one operation which does not cut things out for you, but gives you a "cut" in the profits of progress.
ON TO HOLLYWOOD!
IT'S THE JOURNEY THAT LEADS TO FOX SUPREMACY IN 1926-27!

Convention Number ~ March 1926
Information for Those Who Are To Attend the 1926 Sales Convention of Fox Films

Convention to be held at Los Angeles, Calif., with the Hotel Ambassador as headquarters from April 7th to April 23rd.

Those leaving New York must have trunks at Grand Central Station before noon of April 7th.

Those leaving Chicago must have trunks at Dearborn Street Station before noon of April 8th.

The equipment of train is as follows: from New York, three sleeping cars and a special dining car; from Chicago, club car, dining car, four sleeping cars and combination observation and sleeping car.

All meals served on train are table d'hote; all meals served at Ambassador Hotel are a la carte.

It is not necessary to tip porters and waiters on train.

Cigars, cigarettes, playing cards, etc., at your pleasure—no charges.

All matters pertaining to train or trip, please take up with W. H. Rudolph, master of transportation, Car C, Compartment E.

"It's the journey to the greatest film goal."
ON TO HOLLYWOOD!

FROM April 7th to April 23rd the eyes of the Fox world will be on Hollywood, because there at our great West Coast Studios will be held the annual Sales Convention. Nor can this gathering of our clan be compared to any previous one, so vastly more important is to be this forthcoming affair. The augmenting of the elements of importance comes as an inevitable result of the tremendous expansion in producing plans for the new season of 1926-27.

Beyond doubt Fox Films has set a mark for its next program which cannot be even remotely approached by any competitor. No other producer ever had such a truly grand array of stage triumphs and fiction best-sellers ready for filmization as William Fox has in hand at this moment. At no time has a Sales Organization been called together to be familiarized with a product of such transcending superiority in both box-office value and entertaining merit. Therefore, those who send their way to Hollywood this April are destined to be treated to thrills of prospective achievement and film sales such as could not be likened to anything accomplished previously in the motion picture industry.

It is well that all assume the attitude of being receptive to the utmost in superlatives, for only superlatives will convey adequately the proper idea of what Fox Films is going to furnish the exhibitors during the whole of the coming season. Just the most incomplete reminder of what is in our line-up is sufficient to convince anyone that the utmost use of superlatives is justified fully. "Three Bad Men," and "What Price Glory," "The Music Master" and the five other David Belasco stage hits, "Is Zat So?" and 'The Cradle-Snatchers," two reigning Broadway smashers now, "Pigs," and the other new John Golden plays, Charles Hoyt's nine greatest plays and Clyde Fitch's "The City," and, Hutchinson's "One Increasing Purpose!" What a mouthful! And yet, this is not one-half of the definite promise Fox Films holds for the exhibitors' increased profits.

If any outstanding fact is needed to impress what importance the chief executives of Fox Films attach to our 1926-27 product, it is supplied in the action of Winfield R. Sheehan in his relinquishing of most vital duties at our Home Office to concentrate his personal attention on our producing activities at Hollywood, where all those attending this April convention will find him one hundred percent (and then some) on the job to insure every member of our Sales Force with more sales force than was ever granted any such body before.

So, on to Hollywood! And, in the spirit of conquerors supreme!
Fox News is the First Feature "Roxy" Lands For His New $10,000,000 Theatre Now Building

WITH THE BEAUTIFUL new $10,000,000 Roxy Theatre rapidly nearing completion, S. L. "Roxy" Rothafel, whose organizing ability and showmanship is responsible for its erection, and who will preside over it as managing director, has just broken ground for the building of the motion picture programs he will present when he signed a contract for Fox News.

The contract was signed in Mr. Rothafel's office in the Steinway Building before a notable audience of film folks. James R. Grainger, general sales manager, Fred C. Quimby, short subject sales manager, and Truman Talley, managing director of Fox News, represented Fox Films at the ceremonies.

The acquisition of Fox News constitutes the only official announcement to be made thus far by Mr. Rothafel concerning the motion picture portion of the program by which the celebrated impresario will bring before the New York public the utmost in entertainment.

The important place the news reel holds in the program of any motion picture theatre's presentation was the subject of a brief address by Mr. Rothafel after the blotting of the signatures.

He said: "My act in making Fox News the object of the first motion picture contract for the Roxy Theatre is my tribute to the value of motion picture news reels in the making up of a motion picture theatre's program. The importance of the news reel in a program is not exceeded by any other unit, with no exceptions. Imagine, if you can, a motion picture program without a news reel. It cannot be done."

Interviewed shortly after, Mr. Rothafel made many enlightening comments on the relative value of news reels and other units of a motion picture theatre's presentation.

"News reels are no longer speculative propositions," he said. "They have proven their drawing and holding power and any exhibitor trying to get along without a news reel will not, in my opinion, go very far."

Our Portrait Expert in Finest Photo Studio

WHAT IS THE MOST vital factor in connection with the exploitation of internationally famous moving picture stars? In Hollywood, the exact center of the moving picture universe, this question frequently arises.

The answer is—according to Fox Films officials—the very best photographs obtainable. No star can shine without the requisite background. The secret of that background, in nine cases out of ten, is to be found in the mysterious recesses of a camera.

But the camera must be intelligently handled. Winfield R. Sheehan, general manager of Fox Films, was firmly convinced of this when he employed for exclusive Fox portraiture one of the best-known camera artists in the United States.

Max Autrey, recognized throughout the moving picture world as a master of his craft, has been placed in absolute charge of the special studio fitted for him by the Fox organization.

This studio, situated in the heart of Fox Films West Coast Studios in Hollywood, is equipped with the last word in modern photographic paraphernalia. It is beautifully finished in soft gray, has a marvelous northlight and luxuriously furnished dressing rooms, and boasts of one of the most elaborate and expensive darkrooms, and printing establishments in the United States.
W. R. Sheehan is Back at West Coast Studios to Stay Until 1926-27 Product is All Completed

FOLLOWING A STAY of five weeks at the home office, to which he came from Los Angeles where he had been for four months, Winfield R. Sheehan, vice-president and general manager of Fox Film Corporation, has returned to our West Coast lot.

Immediately upon his arrival at the Fox studios in Hollywood Mr. Sheehan started devoting his future time exclusively to production activities. He relinquishes supervision temporarily over the other departments to which he had directed his attention for the past ten years, and during which time he organized the extensive chain of branch office exchanges in the principal cities of the United States and Canada and in thirty-seven foreign countries and established one of the largest distribution organizations in the world.

Having mapped out the most ambitious program in the history of Fox Films, due to the purchase of the greatest number of outstanding stage successes and works of fiction ever secured for one season's screen production, the engaging of several new and highly successful directors and the placing under long and short term contracts of several noted artists, Mr. Sheehan will remain at the Fox studios until the completion of next season's products.

He will immediately proceed with the casting of "What Price Glory," and the assignments of directors and players in "The Music Master," "The Auctioneer," "The Return of Peter Grimm" and other Belasco plays, "Seventh Heaven," the John Golden unit production, the several plays pur- from Sam H. Harris, the Selwyns, "Is Zat So," "One Increasing Purpose," A. S. M. Hutchinson's latest novel, which is claimed to be greater than his "If Winter Comes," and upwards of thirty other productions.

He plans to have production activities at their peak by the time the annual Fox convention is held in Los Angeles in April.

Gladys McConnell Signs a Fox Films Contract

GLADYS McCONNELL has just signed a Fox Films contract as the result of her work in "A Trip to Chinatown," which was filmed from Charles H. Hoyt's famous comedy drama. She has also had featured roles in "Elsie in New York" and "From the Cabby's Seat," both O. Henry stories which were the basis for Fox Films productions.

Miss McConnell graduated from the Hollywood high school in February of 1923 and soon after began her screen career at Universal City as the result of a screen test given Hazel McConnell her sister, then one of the coast's well known stage successes. Gladys appeared near the end of the test as Hazel's maid and when the film was run, Gladys was recognized as a young horsewoman who had made insistent demands for employment.
Rich in Romance and Tremendous in Thrills, “3 Bad Men” Looms as Sensational 1926-27 Triumph

Olive Borden and George O’Brien
Carry the Love Interest

The Three Bad Men On the Job
To Protect a Good Girl

1926 Wampas Stars Confirm Fox Casting Judgment

WHEN THE WAMPAS selected their thirteen Baby Stars from among the most promising of the younger generation of actresses in Hollywood, they but confirmed the good judgment used by Fox Films casting office during the last year.

Five of the thirteen Baby Stars played leading feminine roles in Fox productions, all of which were well under way or finished before their selection as Baby Stars became a fact.

Janet Gaynor was “discovered” and put under contract with Fox, then given the feminine lead in “The Johnstown Flood,” one of the biggest releases of the year, under the direction of Irving Cummings.

Sally Long had the feminine lead opposite Buck Jones in “The Fighting Buckaroo;” Marceline Day was cast as the ingénue in “Hell’s Four Hundred” under the direction of John Griffith Wray. Edna Marion played the lead in “The Garden of Edam,” a clever comedy made under the direction of Lloyd Bacon.

And way in the beginning of the season—long before the Baby Stars came up for consideration—Dolores Costello was selected by Fox to play with Edmund Lowe in “Greater Than a Crown” under the direction of R. William Neill.

Then, as a final remaining proof of the good judgment of both the Wampas and Fox Films comes Olive Borden, Baby Star of last year who promises to create a sensation with her work in “3 Bad Men,” Fox Films tremendous epic of the West and “Yellow Fingers,” an intriguing tale of the South Seas in which she stars.

Page Four
“3 Bad Men” Retained as Title for New Fox Epic

Clear the Way for the Grand Array of “Three Bad Men”

It is an adage that a good man can’t be kept down. It is now found that “3 Bad Men” can’t be kept down either, for Fox Films announces that the original title “3 Bad Men” for the film epic which for a time was known as “The World of Promise,” will be retained.

Here is an example of a title which just refused to eliminate itself. After the picture went into production it was felt that the original title did not fit because of the magnitude which the film so rapidly developed. It did not seem to be a title broad enough for such an epic as the production really is and, after considerable debate, the more comprehensive title “The World of Promise” was adopted.

It was not long, however, before film reviewers, critics and others began to protest. It was not that “The World of Promise” was not a better title: it was, rather, that the original title insisted on tripping off everybody’s tongue whenever the production was mentioned.

At any rate the original title insisted so much on its own right to existence that it had to be recognized. Further debate was held by Fox Films officials and as the matter was more and more discussed it came to be seen that “3 Bad Men” was broad enough, no matter from what angle regarded, to fit this Ford production and if as an empty title it refused to die, certainly as the real title of an epic photodrama it will carry its burden from the showman’s view point. So “3 Bad Men” it is again—and for keeps.
Fox Will Present His Grandest Array of Western Productions During the Coming 1926-27 Season

Watch for the Westerns for 1926-27! Preparations are under way for the greatest season of Western productions in the history of Fox Films. The best writers and the best directors in the business will be assigned to make Tom Mix and Buck Jones productions in an effort to put the real, colorful, thrilling west in films—the sort of a west that has all the romance and action that fans of western stars crave.

Already there are at work on forthcoming Mix and Jones pictures Adela Rogers St. Johns, noted Cosmopolitan magazine author; J. Allan Dunn, novelist; Gerald Beaumont, celebrated for his short stories of the plains; Jackson Gregory, who has supplied more material for western pictures than almost any author and John Stone, who created the picture version of "Three Bad Men"—undoubtedly the greatest story of the west ever filmed.

Tom Mix is working at present on "Hardboiled," a story of Dude Ranch life by Shannon Fife, which has been adapted by Charles Darnton and is being directed by J. G. Blystone.

In the meantime Julian LaMothe is preparing the scenario for "High Society," the Mix story written by Adela Rogers St. Johns, which probably will be the western star's first picture of the new season.

"Dead Man's Gold" will be another Mix western. It's a peach of a story and a great title. It is a novel by J. Allan Dunn, adapted by James B. Smith. John Stone is doing the scenario.

"The Silk Hat Cowboy," the title originally announced for Mrs. St. Johns' story, will be applied to another tale, written specially for the Mix personality by Gerald Beaumont.

Four more pictures, with equally well known authors, will be announced to you shortly for the Mix list.

Buck Jones is already at work on his first picture for next season. It is "30 Below Zero," an original story by John Stone, who also wrote the scenario. Bob Kerr is the director and he is packing more thrills into the production than you could get out of an electric chair.

"Dark Rosaleen," a story by Max Brand, another of the foremost American writers of the west, will be the second one for Buck. The scenario is being written by John Stone.

"Desert Valley," a novel by Jackson Gregory, is the third on the Jones list. It is being adapted by Robert Lord, who has written some of the most popular western stories ever produced by Fox.

Now Take a Look at That Serious Married Look

Alma Rubens, the newest real bride on the Fox lot. Miss Rubens slipped away quietly and became the bride of Ricardo Cortez. The ceremony was performed at Riverside, California. Immediately after the ceremony Miss Rubens left for location at Ashton, Idaho, where exterior scenes for "Siberia" were shot.
The instant Buck Jones got back to Hollywood from a big fishing trip in the Canadian woods, they hustled him back into the harness and almost before he had a chance to get his feet under his home table once, he found himself in the midst of work again in what will be his first release on the 1926-27 program entitled "30 Below Zero." Robert Kerr is doing the directing and the whole company has been taken to Truckee, California, where exterior scenes are being taken. In the picture above, you can get some idea (from Buck's facial expression) what he thinks of so much frigidity.
“Jimmy” Grainger Signs Up Hoblitzelle Circuit

“JIMMY” GRAINGER, general sales manager of Fox Films, put over a tenstrike, when, as the climax to six-months of negotiations, he secured the signature of Karl Hoblitzelle, President of the Interstate Amusement Corporation, controlling the Majestic theatres in Dallas, Fort Worth, San Antonio and Houston, Texas, the Majestic Theatre in Little Rock, Ark., and the Lyric Theatre, Birmingham, Alabama, to a contract calling for 100 per cent. first run of Fox Films product for a period of five years, beginning with next season’s releases. This, the most extensive contract of its kind ever entered into between a producing corporation and the head of one of the most important chains of theatres in the country, means that the Hoblitzelle circuit of theatres will play every feature, comedy, variety and news reel released by Fox until 1931.

Mr. Hoblitzelle is not unacquainted with the output of Fox Films. Early last spring this showman purchased Fox Films product 100 per cent. for his entire circuit. The new contract therefore is convincing evidence of the satisfactory results he obtained from the initial booking.

Comedy Chief Suggests National Laugh Year

OUT IN HOLLYWOOD, at the Fox West Coast Studio, they’re getting ready for a tremendous event. It is to be known as National Laugh Year and the idea was suggested by George E. Marshall, supervisor of comedy production. Mr. Marshall candidly admits that he derived his hunch from Laugh Month, which has just come to a close. However, he believes one month out of twelve is not enough to devote to laughter.

Only a few days ago Mr. Marshall called a meeting of his staff of directors, actors, actresses, gag-creators and other persons who are engaged in the manufacture of mirth. None of them knew what it was about and Sid Smith finally broke the ice by demanding—diplomatically but firmly—a showdown.

Raising himself to his full height—which is a gnat’s eye-winker over five feet—Sid began: "We are here, Lafayette. Now, pray tell us why. Am I fired—or do you want me to sign a new contract for more money?"

Whereupon Mr. Marshall produced a letter and proceeded to read it. It was from a New York screen critic, congratulating Fox Films, Supervisor Marshall and his whole staff upon their success in putting the comedy film on a higher plane that it has ever known before. The chief, however, did not attempt to hog all the credit. He passed the congratulations along to his associates, from directors down to property men and, as the rural editors put it, a good time was enjoyed by all.

Frank Borzage Promotes Brother to a New Job

LEW BORZAGE, Director Frank Borzage’s brother, is his assistant director on “Early to Wed,” his newest production for Fox Films. Lew succeeds “Bunny” Dull who has worked with Mr. Borzage for the last five years, but who has been elevated to a full fledged directorship by Fox Films.

Lew himself has worked with his brother almost as long in the position of second assistant and served his apprenticeship as an assistant in 1921 when “Bunny” left the troupe in the middle of a picture to return to California to be married.

Matt Moore and Kathryn Perry head the cast in this clever story of young married extravagance. They are supported by Belva McKay, Arthur Housman, Ross McCutcheon, Harry Bailey, Albert Gran, Julia Gordon and Rodney Hildebrand.
FOX IS assembling what looks to be one of the most important staffs of scenario writers in the business to prepare next season’s productions for the screen.

Some of the biggest stage successes of this and former years are included on the Fox schedule and many of them are already in preparation.

Among the scenario writers already signed and assigned to productions are Bradley King, Eve Unsell, Dorothy Yost, James T. O’Donohue, Agnes Leahy, L. G. Rigby, Amos Lighton, Hope Loring and John Stone. Several other important names in the screen writing register will be added to this list.

Bradley King is at work with John Griffith Wray, the director, on “The Return of Peter Grimm,” the David Belasco-David Warfield stage success of several years ago. Others of the Belasco-Warfield list to be made by Fox are “The Music Master,” “The Grand Army Man,” “The Auctioneer” and “The Lily.”

Eve Unsell is preparing “The Family Upstairs,” Sam H. Harris’ Broadway success, written by Harry Delf.

Dorothy Yost is writing an original story as yet untitled. Because of the novel nature of this picture, further information is withheld.

Kenneth B. Clark is writing the continuity of “One Increasing Purpose,” A. S. M. Hutchinson’s novel, which will be made in England by Frank Borzage.

The script for “What Price Glory” is in preparation by James T. O’Donohue, in collaboration with Laurence Stallings, author of the play, and Raoul Walsh, who will direct the picture.

“Pigs,” John Golden’s recent New York hit by Patterson McNutt, is being adapted by Amos D. Lighton and Hope Loring. Agnes Leahy is preparing “The Lord’s Referee,” a magazine story by Gerald Beaumont and John Stone is at work on “Dead Man’s Gold,” a novel by J. Allan Dunn.

Fox Variety Enthusises a Atlanta Newspaperman

EDWARD DANFORTH, editor of the Atlanta Georgian and Sunday American, writes in his paper:

“You folks can rave over your Norma Talmades and Charlie Chaplins and ‘throbbing stories of the South Seas’ and ‘gripping problems of love and marriages,’ but take it from me the greatest picture of the year, the fillum with a real punch, is a scenic at the Metropolitan this week, showing hunting dogs on the point and retrieving birds. If you do not react to that picture you are deader than the free silver issue or the turkey trot.”

The charming scenic that brought forth Mr. Danforth’s glowing praise is the Fox Variety subject: “My Own Carolina.”

Charles Cohen Appointed Exploitation Director

CHARLES P. COHEN has been appointed Director of Exploitation for Fox Films by General Sales Manager, James R. Grainger to replace Ned Holmes who has gone to California to fill an important position in the production Department under W. R. Sheehan, vice-president and General Manager.

Mr. Cohen is an experienced showman, having managed several theatres before entering the exploitation field.

His work in this field gave him the opportunity to study presentation and feature management under S. L. Rothafel “Roxy” at the Capitol Theatre.

Because of this varied experience Mr. Cohen is fitted for his new position, the intricacies of which he has mastered by serving as Assistant to Mr. Holmes.

Page Nine
When a Director's Mother Bobs Her Hair

Director Frank Borzage's mother bobbed her hair, and when she appeared on "The Dixie Merchant's" set at the studio, Frank was so enthused about the result that he decided to give her a screen test. Lew Borzage Sr., the director's father, Madge Bellamy, Claire McDowell, Jack Mulhall, Evelyn Arden, are interested spectators while Frank Good and his assistant, Irving Rosenberg, prepare to take the shot. Whether or not Director Borzage intends to star his mother in the films remains a moot question.

Back in the Day When Ray Starred in a Play

"HELEN AND WARREN" have just discovered that Director Albert Ray was once an actor in Fox pictures. It was while they were making scenes for the latest "Married Life of Helen and Warren" comedy, "Too Many Relations" that an electrician brought Mr. Ray a page from an old trade magazine.

It was a Fox advertisement of "Vagabond Luck," starring Albert Ray with Elinor Fair playing the leading feminine role. Director Ray disclosed some interesting facts regarding his starring days.

When Albert Ray was being starred by Fox Films in 1919, Ben Stoloff, now a Fox Films comedy director was property man on Mr. Ray's set. George Schneiderman, who was responsible for the photography in the Fox Films "Iron Horse," and who has also completed grinding on "Three Bad Men" was the cameraman on "Vagabond Luck," a five reeler. Walter Faxon, the "grip" on the "Too Many Relations" who has worked with Director Ray on all the "Helen and Warren's" was also the "grip" on "Vagabond Luck."

Kathryn Perry and Hallam Cooley are playing the roles of "Helen and Warren" in "Too Many Relations" with Arthur Housman, Belva McKay, David Butler, Grace Goodall, Mickey McBan and Jimmie Boudwin completing the cast.

Benny Stoloff Directs

Latest Van Bibber Hit

"THE MAD RACERS," latest Fox Films Van Bibber comedy, has gone into production at the West Coast Studios under the direction of Ben Stoloff.

Earle Foxe and Florence Gilbert are again playing the leading roles. Lynn Cowan, Frank Beal, Lawford Davidson, Jean Arthur, Frank Cooley and Patrick Rooney complete the cast in "The Mad Racers."
Here's How Beautiful Olive Borden Really Is

A unique outfit in which Olive Borden does her "Daily Dozen."
Miss Borden is now engaged in her preparation for 1926-27 Fox productions.

Fox News Scores Beat on Lenglen-Wills Singles

Drama is found in unexpected places. Who would suspect a news reel of hiding a little action drama up its sleeve? Here are the facts. Fox News wanted to beat its competitors with the film of the tennis match between Helen Wills and Suzanne Lenglen. When the steamer bearing negative dropped anchor in the bay, a tug was chartered to expedite the delivery. Another news reel company had decided on the same course. The two tugs raced down the bay with every available pound of steam churning the propellers. It was one of those close affairs with the result very much in doubt. Then the little god of fate threw his monkey wrench into the works. The competitor's tug lost way and finally stopped.

Fox News picked up the negative, rushed the printing and developing and, as many times before, was first on Broadway with the event. Many cities across the country received the benefit of this fast service, the film being sent by train and in several instances by airplane to the first run houses. The Fox News had beaten the field with the scenes of the Wills-Lenglen singles tennis match.

Persian Diplomat Calls Madge Ideal American

Ricardo Edelstein, Consul-General of Persia, paid Madge Bellamy a sincere compliment.
"I think," said the Consul-General, "that you may well consider yourself exactly what the peoples of the old world regard as the ideal American."

Page Eleven
Matt Moore and Kathryn Perry in “Early to Wed”

MATT MOORE and Kathryn Perry proved such an ideal young married couple in the Fox Films screen version of John Golden’s stage success, “The First Year,” that they have been reengaged by that company to play the parts of another young couple in a comedy on newlyweds titled, “Early to Wed,” an adaptation of Evelyn Campbell’s story, “Splurge.”

Frank Borzage, who directed, these in-laws (Kathryn Perry is Owen Moore’s wife) in “The First Year,” will again handle the megaphone for “Early to Wed.”

In “Early to Wed” we have a socially ambitious young couple trying to make a meager income do that which would tax a fat substantial one.

Mr. Borzage, ever reticent about predicting, after reading the scenario of “Early to Wed” said that he thought he had “the” domestic comedy. A cast of surpassing excellence supports the leads in this picture and includes Rodney Hildebrand, Albert Cran, Julia Swayne Gordon, Belva McKay, Ross McCutchen, Arthur Housman and Harry Bailey.

EXTRA! As we go to press, a wire from Hollywood bears the glad tidings that Zasu Pitts has been added to this cast. Now you know it’s a wow!
It Seemed Like a Tower of Babel to Vic

“Not so easy!” said Victor Schertzinger, when he was called upon to direct several hundred Russian extras in a Siberian sequence—but at this moment Fox Films rolled in a loud-speaker and Lou Tellegen, master of languages, agreed to interpret Vic’s limpid English into understandable Russian. Picture shows Schertzinger holding the ’phone. To his right is Glen MacWilliams, top camera hound for Vic. Kneeling is Billy Tummel, assistant director. The village was built at Westwood near Los Angeles.

Clyde Eckhardt Assumes Important New Duties

CLYDE W. ECKHARDT, who for the past three years has been assistant to Winfield R. Sheehan, vice-president and general manager of Fox Film Corporation, has been assigned to the position of district manager with supervision of the territories served out of the Chicago, Milwaukee and Minneapolis offices.

Mr. Eckhardt will have his headquarters in Chicago where he is a well known and popular figure in film circles. Prior to his coming to New York, Mr. Eckhardt served the Fox company in the capacity of district manager in the city to which he is now returning.

In all Mr. Eckhardt has been with Fox Films in various capacities for ten and a half years and is considered one of the highly valued employees of the corporation. His going in the sales organization, it was explained in Mr. Grainger’s announcement, is due to the fact that Mr. Sheehan will in the future devote practically all of his time to the supervision of production at our West Coast Studios in Hollywood.
In Any Attire, Janet Looks Like a Sure Bet

Who Will Be “Music Master” of the Screen?

Who will be elected as the Music Master of the films? Suggestions are being invited from everyone throughout the country.

Is there another man who can present on the screen the same fine characterization which David Warfield created for the stage? Those who saw this David Belasco play will never forget the role of the “Music Master,” one of the most lovable characters that was ever given body and breath on the stage.

Now the officials of Fox Films are searching for an actor who will give the screen a portrayal equally fine and as humanly lovable.

Two other Belasco plays, “The Auctioneer” and “The Return of Peter Grimm” offer a similar problem to the picture producer.

Baby Flynn is Getting “On” to the Game Early

Mary Jean Flynn is watching her “Daddy” Emmett Flynn direct a scene in his latest production “Yellow Fingers.” Whatever it is Mr. Flynn is showing his small daughter she seems very much interested.

Wandering Fox Publicist Returns to Fold and Work

Miss Beth O'Shea, of Fox Films, has just returned to the Publicity Department after three month’s leave of absence in Europe. She reports that the finest possible way to learn something about a language quickly is to go to the movies and study titles.

Miss O'Shea sailed, on a Norwegian freighter, to Marseilles, stopping some time in Barcelona en route, and then went on to Copenhagen for Christmas with Danish friends. She returned to France through Germany and Belgium and spent a month in Paris before crossing to England from whence she returned home.

Page Fourteen
Harrison Ford Gets Acquainted With Felix Cat

Margaret Livingston, now playing the leading role in “Hell’s Four Hundred,” introducing Harrison Ford to her Felix cat.

New Fox News Staff Cameraman in Italy

Of Italian birth, Villani joined the Fox News staff January 1925 as a student cameraman, and, within four weeks, was assigned to a camera. Six months later he was promoted to the position of staff cameraman in Washington, D.C., where he remained until his present appointment. During his stay in the Capital he covered such important events as the trial of Col. William Mitchell and the opening of the 69th Congress.

Mr. Villani’s extensive knowledge of Italy fits him admirably for his new position, and the Fox News foreign staff is splendidly augmented by his appointment to his important territory.

ETTORE VILLANI, pictured here, has been promoted to the important post of Staff representative of the newsreel for Italy, with headquarters in Rome. He sailed from New York February 24th, on the S. S. “De-Grasse,” to take up his new duties.

Fox Varieties are the best one-reel featurettes on the film market today and every Fox salesman who fails to impress this fact on every exhibitor is missing an opportunity to win his favor. Nuff sed.
"SILENT SALES MEN"

Convey Sales Message Throughout U. S. and Canada

IT IS AN admitted fact that not a single person can correctly calculate the true value of Uncle Sam’s powerful mail force. Facts which have been received through authentic sources from Washington advise us that the government employs almost a quarter of million men who daily cover the United States and almost as many men cover Canada for their mail department.

Fox Films secures the full benefit from these “silent salesmen” who number for both countries the almost unbelievable sum of one half million men, who really and truly are “silent salesmen” for our organization.

We have constantly been devising means to build up the revenue in each territory and with this thought in mind, four individual campaigns are now in operation.

First, there was inaugurated a Mail Order campaign on the twenty-nine specials released during the season of 1924-25. This campaign has proven to be of splendid value and assistance insofar as putting many dollars worth of business on our books.

The second campaign is the sales promotion campaign on the current season’s product. This particular campaign was conducted for the sole purpose of enlightening exhibitors throughout each territory without our product for the current season. Records indicate that sales promotion work always benefits an organization because sales promotion campaigns convey messages that arouse a proper amount of enthusiasm and supplies the exhibitor with a complete knowledge of our product.

The third campaign which is known as the Small Town Campaign is in our opinion one of the finest revenue builders for each exchange. The proposition in itself gives you an opportunity to secure business from exhibitors who have not been on our books for one year, two years, or never before. In addition, we also keep a close follow up to secure additional service from those prospects aside from the Small Town proposition. Our recent revised Small Town proposition, you will admit was one of the very best propositions ever offered to any exhibitor.

At present there is a campaign being conducted wherein we offer non-theatrical prospects an opportunity to contract for current product, providing the prospect does not conflict with a theatrical account. To date there has been sent to these non-theatrical prospects approximately 25,000 letters.

Recently, you have been informed of the merging of the non-theatrical and Mail Order departments and while the purpose of this move was to work out a plan of economy, still the one big thought that we had in mind was to put double pressure behind Mail Order and Non-Theatrical campaigns. This now means that the half million of “silent salesmen” deliver our messages which make up the four campaigns to the thousands.
Extra! Buck's Che-ild is a Daring "Kiss Bandit"

Hollywood has a brand new "Kiss Bandit." Maxine Jones is holding up her "Daddy" the genial Buck for a kiss. Mr. Jones was about to make his "getaway" on "Silver Buck" when Maxine rode up on her swift steed and got the kiss.

Casting Big 1926-27 Fox Films a Big Problem

Another of the modern plays about which there has been much conjecture, concerning who will portray the film roles, is "The Cradle Snatchers." The casting of the three modern matrons, who insist on their prerogative of finding exactly the same sort of diversion as their husbands, requires a solution, for which the opinions of theatregoers will be welcomed. The delightful winsome, highly spirited wives carry the burden of the play's success and they must, like all other wives, be picked with exceeding care.

The laugh provoking characters in "Is Zat So?" "Hap" Hurley, the fight manager and "Chick" Cowan, the concrete domed pugilist, need more than a little attention to their casting. Hurley, whose sarcasms would turn to acid the milk of the world's most tranquil cow, offers a neat little problem that cannot be tossed lightly aside.

Going a bit further back in the theatrical world, we come to Clyde Fitch's last play, "The City," which gained him a permanent niche in the dramatic hall of fame. The power of the play was greatly heightened by the excellence of the cast. Tully Marshall, who played the weak willed "George Hannock" established himself in this role as an actor of the highest estate. Walter Hampden as his half brother—"Hannock" being the one whose birth is shadowed — made his part memorable. Many others of the cast gave performances hard to equal, in roles that required the utmost in histrionic ability. To find players who will give just as highly satisfactory screen interpretations is, in itself, a task of sizable proportions.
POT SHOTS FROM THE WEST COAST LOT

By Robert M. Yost

Ben Jacksen, business manager of the West Coast Studios, was temporarily out of his office, having undergone an operation recently in Hollywood Hospital.

* * *

Matt Horgan filled Mr. Jacksen's place during his absence. Harry Bailey has been made assistant to Mr. Jacksen. He took up his duties shortly before Mr. Jacksen was taken ill.

* * *

Alma Rubens was sent off to Idaho on location with the Victor Schertzinger company making "Siberia" with wedding bells ringing in her ears. She married Ricardo Cortez on the afternoon of her departure for the land of 30 below zero.

* * *

George O'Brien had his hair cut recently for the first time in six months. During the period when he emulated Samson, George was working in John Ford's big production, "3 Bad Men" and "The Johnstown Flood."

* * *

Work is progressing rapidly on the lot on the biggest motion picture stage in the world. When completed, this stage will measure 300 by 190 feet—big enough to put a baseball field inside of it—and will be two stories high. The upper story will be occupied by dressing rooms.

* * *

Sol M. Wurtzel, studio superintendent, and Edwin C. Hill, scenario editor, besides being busy with the last four productions on this season's schedule, are hard at work with preparations for the opening guns on next year's productions.

* * *

Olive Borden, the clever little new Fox Films star of "Yellow Fingers," has moved into her new bungalow. She is in good company. Her neighbor is Jacqueline Logan.

Fox Films Westwood location is beginning to assume the proportions of a cosmopolitan city. Many of the permanent sets formerly on the East Lot, which have been razed to make way for additional stages, are being rebuilt in Westwood.

* * *

Bunny Dull, who for years has been Frank Borzage's trusty assistant director, and who worked with him on "Lazybones," "The First Year" and "The Dixie Merchant," has been raised to a full-fledged directorship by Fox Films. His first assignment will be an O. Henry Comedy, under the supervision of George E. Marshall.

* * *

Gladys McConnell, who has graced two O. Henry comedies, "Elsie in New York" and "From the Cabby's Seat," besides having a featured role in "A Trip to Chinatown," has been signed to a long-term contract by Fox Films.

* * *

Buck Jones is getting his ear muffs and rubber boots together for his first picture for next season, which will be "30 Below Zero" and will be made in the cold, cold snow country.

* * *

Tom Mix is nursing an injured foot as the result of a mishap when he was making one of his celebrated flying leaps in "Tony Runs Wild." Tom tore a ligament in the foot and bruised his shoulder when he landed up against a big boulder in Mint Canyon.

* * *

Harry Beaumont, who directed "Sandy," with Madge Bellamy playing Elenore Meherin's heroine, is no stranger on the Fox lot. This is his fourth picture for Fox. The other three were made four years ago, the last one being a Shirley Mason starring picture.
Noting the Fifth Birthday of Our Lab

Fred Bullock, Jr., Correspondent

Greetings! April 16th marks the Fifth Anniversary of the Laboratory in New York, and arrangements are being made for a suitable celebration. It is planned to have a theatre party and after theatre supper. This will be a real “Get Together” occasion where the executives and staff of the Lab, as it is affectionately known, will loyally pledge “Progress!”

* * *

The story of the Laboratory is a great culmination of other stories—each an integral link in the Lab chain, which is itself an important link in the chain of Fox Enterprises. First, there’s the story of Vision—as represented by the founder, William Fox; then, Genius—the development of the idea into something tangible, as shown by the vice-president, Jack G. Leo; next, business and technical efficiency—the progressing element as demonstrated by Alan E. Freedman, production manager, and E. H. Smith, superintendent. Finally—there’s the story of Co-operation, as typified by Foxites mentioned in the succeeding paragraphs.

* * *

As we wander thru the Laboratory, the Story further unfolds—a script still in the writing. Courtesy is symbolized by the Information and Record Clerk, Fred Olfenbuttel, while Loyalty is truly synonymous with Jerry Murphy, Lab Guard.

* * *

A glance into the negative cutting room gives us the meaning of Good Will, a score of workers cheerily doing their bit. Here we note Max Rothstein, foreman, and his assistant, Ruth Watson, both of whom possess the rare quality of Initiative. Right next door is where film is timed for the printers, and we see Joe Reck, Leo Freedman, and several of the staff—a gentle reminder of the important attribute—Responsibility.

Adjoining is the Hand Developing Department, of which Tom Frost is foreman. In this section, positive accuracy is necessary, for toning and tinting of most delicate coloring is constantly being accomplished. And the apt comparison is—Skill.

* * *

We next see the Titling room, where Dick Maedler and Herman Freedman operating title cameras, literally shooting away at black cards with white lettering. The thought created is that of—Beauty. Then, to be noticed, is the title and general printing section, guided by Charles Thompson. Comedy and Fox News titles are printed here, the impression received being—Production.

* * *

Over in the corner, we note the Chemical division, in charge of Fred Etzold. As you know, motion picture photography is technically a chemical process, so the appropriate link is—Science.

* * *

Now we come to the Medical Emergency Hospital, ably presided over by Mrs. Geneva Hardy Furman, Trained nurse. Her task is to insure the
health of the workers, and to render assistance in case of accident or illness. The symbol most readily brought to mind is—Aid.

* * *

Now, we cross the corridor to the gigantic film printing section—a veritable maze of machines, operated by expert Foxites. Here we find Joe Stoughton in charge, and the trait brought to mind is Efficiency. Next, we peep into each of the two Developing rooms: the Negative division, in charge of Bill Meuselbach, and the amazing Positive Developing rooms, where ultra-modern apparatus is used under the direction of Lawrence Fasola, and the impression given in each instance is Service.

* * *

Then we reach the joining reclama-
tion and examining rooms' where more than forty girls, supervised by Lily Coane, are speedily and accurately concentrating upon the work at hand: and the comparison is Industry. In this group two girls, Chickie Lesser and Mary Bottino, are charmingly associated with Ambition.

* * *

The projection room, with its miniature screens and battery of projectors, attracts attention. Jim Brown, the section chief, points out the significance of the changing views—Education. Next on the visiting list is the Machine Shop, where Master Mechanic Al Johnson and his assistant Gus Zimmerman and Fred Uhlenbusch are daily proving the value of—Ability.

And now we reach the Laboratory Office, to greet manager Bill Hitter, Supervisors Harry Cohen and Harry Dansky—here to learn and understand the motto of the Lab, and of the Firm: Loyalty, Efficiency, Honesty, Courtesy. The idea given is—Inspiration.

* * *

So it goes—the Romantic Story of the Fox Laboratory is as yet unfinished; new chapters will be added, old chapters revised, but the final work of art will tell of the Joy of Accomplishment, the Reward of Effort, and the Beauty of an Ideal.

The Mystery of the Legs
That Beggar Description

Director Benny Stoloff discovered a brand-new pair of legs during the filming of his latest O. Henry picture. But there is dark and deep mystery involved. And, Mr. Stoloff is doing his best to solve it, but up to now he has not been able to ascertain whether or not the said new legs really belong to Gene Cameron, who played a leading role in the comedy.

Alma Rubens in N. Y. On Six-weeks Honeymoon

Alma RUBENS and Ricardo Cortez, recently married, are in New York on their honeymoon. Miss Rubens has just completed her role in the Fox Films production, "Siberia." One of the reasons Miss Rubens gave for making New York City their honeymoon destination was that she wanted to ride on the busses and walk up Fifth Avenue. Miss Rubens and Mr. Cortez will remain in the Metropoli-
tan city six weeks or until Mr. Cor-
tez finishes a picture here.
When There's a Fire Drill in Our Rome Branch

The first person in the picture from left to right is Mr. Fox, General Mgr. and Head of the Fire Dept., as well. After him comes Mr. Cassina, the Exchange Mgr. at Rome with a bucket of real frascati wine on his head. He did not want to go alone and therefore dragged along Mr. Malpassuti our film editor. Mr. Malpassuti, you will note, could not leave his lira behind and having poetical wings you will see him in a flying position. He imagines he may have the opportunity to sing on the lira as Nero did during the burning of Rome. He is also wearing his count's crown and is prepared to sell it for the best offer. Mr. Malpassuti believes in extinguishing as much as possible and has taken hold, in his flight, of the biggest extinguisher which at being jerked in such a manner is cooling Mr. Jauch's brain (Chief Fireman) who was stopped while counting several thousands of lires for remittance to New York. Of course the dog is neither hot nor cold. This particular drill, notwithstanding Mr. Cassino's impression was very successful and all the employees were out of the premises in less than 30 seconds, and everybody else, including the persons in this picture were at their respective places.

Cameraman Ben Miggins is the gentleman with the short trousers and wrist - watch and this picture shows him right in the heart of the Syrian Desert with three typical natives. Needless to add, he filmed some truly great scenes during his notable expedition.
IN THE HOME OFFICE SPOTLIGHT

By Fred Bullock, Jr.

To Billie Munn belongs the distinction of being known personally to the entire Home Office personnel. And no wonder! Bill is our Cashier, having been on the job in this capacity for the past five years. One of the new ideas put into effect this season by his Department is the plan of paying all salaries by check instead of by cash. All of Bill’s Foxite friends drop in to say “Hello” to him at least once a week, generally on Saturday morning. There’s a reason!

* * *

Our Mailing Room, ably presided over by Kate Young and Marty Berri- gan, has undergone a complete transformation during the month. Jack G. Leo, the Vice-president, planned and gave his personal attention to the modernization of this section, with the result that the best available mailing equipment, files, and machinery were installed, a new time-saving system devised, and a protective wire cage built to cover the entire room.

* * *

When the first annual drive of Fox Films was under way, a temporary stenographer quietly accomplished her share of the work, and just as quietly went her way. Later she reappeared as Stenographer in 1916, to be assigned in 1918 as Secretary to Manager Sidney Abel. Then, in 1920 came her promotion to the position of assistant secretary to the President, William Fox, and finally in 1923 she was rewarded for her keen devotion to duty by being appointed Secretary to William Fox. Folks, may I present Miss Mildred Zinneman!

* * *

Interest in motion pictures is a great thing, but as in the case of Deon De Titta it must be backed by ability in order to get you anywhere. Back in 1916, Deon was manager of a small movie theatre. He visited the Fort Lee studio one day, accidently met Jack G. Leo, and was hired to start as Projectionist at the 46th Street office. That was just a beginning, and today, Deon De Titta is Chief Projectionist of the Home Office, and special Projectionist for William Fox.

* * *

Personality always means a story, and the story of Miss Lillian Forma is logically that of personality. Originality and perseverance are two splendid traits oftenest associated with Lily, as she is known by her many friends, therefore it is no surprise to know she has progressed so wonderfully in the short space of five years. Starting as a stenographer, she was transferred to Mr. Sennett’s Requisition staff, and in 1925 she was awarded the merited position of Assistant to Charles Devlin, Secretary of Winfield R. Sheehan.

Favorite Expressions of Some Favorite Men in the Publicity Department

By Rose Tannen

Mr. Moses:—“Now I’m warning you for the last time, GET UP, GET IN OR GET OUT.”

Mr. Weingarten:—(Patting himself on the head) “That’s a darn good break.”

Mr. Cohen:—“O! Miss Sch—i—ff!”

Mr. Gallup:—(In a sugary tone) “Is there anything I can do for you?” (Perhaps that’s the reason the girls are so sweet to him)

Mr. Swensen:—“Greetings.”

Mr. Myers:—(Keeps his favorite expressions to himself.)

Mr. Fine:—“I’m going to change my name to ‘Dandy.’”

Mr. Doherty:—“S—a—y” (He probably forgot the rest spending so much time on the first word)

Mr. Crandall:—“Thank You.”

Mr. McElwaine:—(Likes the ladies, but afraid to admit it.)

Mr. Nathan:—“Stenographers don’t know nothin.”

Mr. Collins:—(The gentleman in the cage) “Darwin was right.”
Wherein a Couple of Wills Find a Way

Kathryn "Helen" Perry and Hallam "Warren" Cooley looked all over for a rowing machine in which to do "their daily dozen." Not being able to find one the genial couple invented a machine of their own. They are here shown using golf clubs for oars.

Youngster Takes to Rime Telling of His Favorite

FURTHER EVIDENCE of the popularity of Tom Mix is found in the New York Telegram of Wednesday, January 27th. It requires no added comment. The lily needs no further adornment. When kids start to poetize, an actor has scored big. The article is printed below:

"We print the poetic unburdening of our youngest contributor, Alfred Calistro, of No. 106 Christopher Street, New York City. It is dedicated to the strong and silent Mr. Mix of the Broad Open Spaces, where men are cowboys:

Tom Mix is the cowboy king,
A man who's got some pep and sting.
When it comes to shooting up the town
You'll always find that Tom's around.
Tom has a trick horse, Tony,
A rarin', rantin' he cow pony.
And say, can Tony act!
What I mean, that's a sure enough fact.
Tom's a good actor and Tony, too.
And their best picture I've seen is 'The Lucky Horseshoe'."

Dad, Son & Company

The gentleman holding the little boy's hand is M. Krane, assistant manager of the Mail Order Department. The boy is his son and as may be seen, there's a lot of fatherly pride in evidence.
A DDED IMPETUS has been given to the Home Office basketball tournament by reason of the generous offer made by Douglas N. Tauszig, assistant to the vice president, to donate prizes to members of the winning team. The eight teams entered in the race have played some exciting contests.

Games played during February resulted as follows: Contract 13, Office 9; New York Exchange 15, Fox News-Scenario 10; Office 24, Requisition 16; New York Exchange 2, Publicity 0, Auditing 22, Fox News-Scenario 7; Laboratory 19; Contract 14; New York Exchange 2, Contract 0; Laboratory 46. Publicity 24; Office 22; New York Exchange 18; and Requisition 40, Auditing 11.

The five leading scorers among the players include Snyder, of the Laboratory, 55 points; Star, of the Office, 38 points; Kizis, of the Office 26 points; Roach, of the Laboratory, 21 points; with Greene, of the New York Exchange, and Berman, of the Auditing, tied with 18 points each.

During March, the outstanding basketball feature will be the Foxites League Basket Ball Dance, to be held at Washington Irving High School on the twentieth of the month. In addition to the league game between the Office and Fox News-Scenario teams, there will be a special exhibition contest between the girls of the Laboratory and the girls of the Studio. Then, Harry Kosiner, of Mr. Fox office, will bring his Knickerbocker Collegians along to give those present all the latest dance tunes. All Foxites in New York at the time of the Dance are urged to be present, to have an enjoyable time and root for their favorites.

Here's Smiling At You!

**Tommy Reinhardt**

"MY OWN PAL"—that’s the appropriate title bestowed by Foxites of the Home Office upon smiling Tommy Reinhart, five-year-old son of Fred Reinhart, Laboratory projectionist.

Tommy, like his Dad, is very popular, and his glorious smile is a treasure. However, being a versatile fellow, Tommy dabbles with painting, has performed over the Radio at Station W.M.A.C. and appeared in "When Knighthood Was in Flower."
Hitting Same High Mark Twice in Chicago

F OR THE SECOND time in less than one month a Fox production was chosen to open a new theatre in Chicago. The magnificent North Center Theatre, seating more than 3000, was opened on Wednesday, February 3rd, with the Fox picture, “The First Year.” This production, directed by Frank Borzage and adapted from John Golden’s stage hit, gave the house an excellent kick-off with the hilarious comedy provoked by its leading players, Matt Moore and Kathryn Perry. A first night crowd, won over by the many screaming laughs in the production, went away disseminating highly favorable word-of-mouth advertising—the cheapest and yet the most valuable in the showmanship world.

The North Center Theatre is operated by the Woodlawn Theatre Company, of which Andrew Karzas is the president. The new theatre compares favorably with any in the city, as to beauty and size.

The other new theatre, the Terminal, controlled by the Ascher Brothers, opened on January 9th with the Fox production “The Gilded Butterfly,” starring Alma Rubens.

Fox Artist Exhibits His Prize Paintings

M AXWELL B. STARR, the brilliant young artist who co-operates with Manager Arthur Skoler of the Poster Display Department in posters and other art work, recently displayed at a private exhibition more than fifty of his prize-winning paintings.

The Exhibition was well attended by Fox Films executives, who congratulated Mr. Starr upon his talent.

Two oil paintings, The Lotus Lady and The Golfer (a portrait of I. Montefiore Levy’s daughter) were accepted by the Chicago Art Institute for their 1925 Annual Exhibition, Mr. Starr being the only artist with more than one exhibit.

Of particular beauty were the courthouse decorations, Peace and Plenty. These mural sketches won first prize in the Annual Exhibition of the American Academy of Design, first prize in the Chaloner National Competition, besides receiving the Beaux Arts Medal.

Other exquisite subjects were The Laughing Artist, a self portrait, which was granted the National Academy of Design first prize; Adolescence, a nude painting, awarded the Canon first prize and exhibited by the Na-
Harry Bailey’s 5 Years
Under the Fox Banner

HARRY BAILEY, who has recently won a promotion of Assistant Business Manager of the West Coast Studios, came to the Fox fold five years ago when he handled “Over the Hill” in San Francisco. Mr. Bailey is an old time showman having been an advance agent and theatrical manager for many years.

After his work with “Over the Hill” Mr. Bailey went to the West Coast lot where he became the business manager for different companies. Then he handled the presentation of “The Iron Horse” in Philadelphia. From that he was promoted to Business Manager of the Fox comedy unit and remained in that position until several weeks ago when he assumed his new duties as Ben Jacksen’s first assistant.

Elizabeth Pickett has been transferred from her position as assistant manager of Fox Varieties to the production department at our West Coast Studios and is now out in sunny California, very much on the job and simultaneously getting acclimated.

PHILADELPHIA

EDGAR MOSS, Manager
ESTHER DIAMOND, Correspondent

A fable on what can be accomplished if you make up your mind to do a certain thing. This exchange set about to get in the greatest amount of play dates ever secured between Fox Anniversary Week and Convention time, so that we could go to the convention with a clear mind and satisfactory record. It is surprising the way the exhibitors have responded to our efforts. It goes to prove, beyond any argument, that you cannot just sit back and wait for results, for no matter how good a territory you have, the exhibitors still must be pressed for the dates. MORAL—Get busy.

* * *

With further reference to the above paragraph, we are really beginning to worry that we won’t have enough business to make a decent week’s revenue in the months of June and July.

* * *

At this time, we have in our midst Auditor Hill, and it is astonishing how many valuable suggestions have emanated from him. His ideas have enabled us to function with an ease and thoroughness that at the least has saved us a third of our time in handling office detail.

* * *

Our Thursday night screenings have proven to be a huge success and has been the means of imbuing our office organization with more of that Fox spirit. The pictures reviewed to date have definitely proven that they are with the leaders of the industry.

* * *

We all take our hats off to Mr. Zagrans, assistant manager. It was he who instituted in this exchange a new “date” form. This has proven so successful and such a big help that it was taken up by the Home Office and now several other offices are using this form. We could cover reams and reams of paper discussing Mr. Zagrans’ many very good ideas, but—well—’nuff said!
Our heartiest congratulations and best wishes are extended to our office debutante, Celia Lefskc, who is wearing on her left hand a ring of a brilliance that rivals the stars. Now that the ring has been entirely paid for, the wedding date has been set for the fall.

* * *

Star salesman Davis has won his well-earned reward, for we understand he will be with the elite at the Los Angeles convention. Al is now saving his money for a tuxedo, as he takes it for granted he will be furnished a certain number of free meals.

And Here's Another View of the New Madge Bellamy

Meet the new Madge Bellamy, "Sandy" brought to life on the screen via Fox ingenuity. Incidentally, Madge managed to dodge the bobbed-hair fad longer than most actresses.

Step up and meet Mr. Sid Grauman, Los Angeles showman, as he appears in the imagination of Tom Mix, Fox Films western ace. Sid has not seen this picture!

Harry Collins to Hollywood!

Genial Harry Collins, who organized and has presided over from its inception our "still" department of the Publicity, will go to Hollywood with the convention delegates and will stay, to continue his "still" activities at our West Coast Studios.

Mr. Collins is recognized as a leading authority on what the newspapers and magazines want in the way of "still" pictures.
Important Changes in Our Foreign Organization

CLAYTON P. SHEEHAN, who has just succeeded Sydney E. Abel, as manager of our Foreign Department, announces the following important changes in the Fox Films foreign organization:

1 SPAIN, Valencia Branch—L. Rubin appointed temporary Manager succeeding J. Mateo.

2 ENGLAND, Liverpool Branch—G. Dartnell appointed Manager succeeding W. S. Thompson.
   Manchester Branch—T. Charles appointed Manager succeeding G. Dartnell.

3 IRELAND, Dublin Branch—C, H. Philipp appointed Manager succeeding L. S. Bowers.

4 SCOTLAND, Glasgow Branch—D. Reid appointed Manager succeeding H. Henri.

5 JAPAN—Head Office moved from Kobe to Tokyo.
   Address: Nihonbashi Ku, No. 12 Motodaiku Machi, Tokyo, Japan.
   to which all communications for Japan are to be addressed.

6 CHILE Head Office has been opened at:
   Calle Nuevayork 11, Santiago, Chile under management of A. Rezende.

Are “Special Acts” a Bane to the Movies?

During the past two years the larger New York motion picture houses have been showing a large number of presentation acts and prologues in connection with feature pictures. More recently, the smaller exhibitors have displayed a tendency also to experiment with this new form of entertainment.

It is a tendency which should be discouraged, says Fred C. Quimby, Fox Films short subject sales manager, partly because it takes the program time formerly allotted to comedies and other short reel films, but principally because the expense of securing these elaborate programs forces up the admission price to a point beyond the reach of the average picture goer.

Mr. Quimby believes that the factor which has had most to do with the popularity of motion pictures is the low price of admission. Plays have always been a luxury to many people, but there are few men who couldn't afford a “movie” for himself and his family at least once a week in the days when a “movie” was just a “movie.” Since the advent of presentation programs, admission prices have practically doubled, and the “movie” has become an occasion.

This condition might be justified if there were any reason to believe that those who can afford to pay more for their entertainment are better pleased with what they are getting. But there is not.

On the contrary, the Metropolitan Theatre in Atlanta recently proved exactly the reverse. This theatre, like many others, had been specializing in musical acts and, when its musicians walked out on strike, the management anticipated a decided slump in attendance. The slump never came. Throughout the whole period of music-less programs the house held its former box office level, and its audiences seemed to enjoy their pictures without trimmings as much—if not more—than with them.

In New York—as elsewhere—it has become increasingly apparent that motion picture patrons want motion pictures. If they want vaudeville, they go to the vaudeville houses.
A U S T R A L A S I A

S. S. CRICK, Managing Director
JOHN E. DAVIES, Correspondent

Nell Linder, who in the six years that she has been connected with the Australasian Head Office as Cashier and Book-keeper has never once been known to lose her temper. Efficient and popular, always, in the vernacular “on the job,” Nell still finds time to enliven the pages of “Fox Folk Junior” with an occasional pithy par, and it is to her capable guidance in the capacity of Treasurer and Advis-
er, a post which she has held since the “Fox Club” sprang into being, and to which has recently added that of Joint Secretary, that the Club owes its smooth and hitherto unretarded advancement. “Fox Always” is Miss Linder’s motto.

Like “The Iron Horse” sweeping onwards and thrilling with romance, the vernal malady has overwhelmed Sydney and Head Offices. Frank Manning, Manager of the Printing Department and George Collett, Projectionist are soon to swell the ranks of the Benedict’s. While Stan Pentreath, cinematographer has already joined this order, and Misses Gwen Foat and Eileen Guneen have recently announced their engagements.

* * *

The Trade Screenings held periodically at the Prince Edward, Sydney’s foremost motion picture theatre, and incidentally where “The Iron Horse” is soon to unfold its wonders to the Australian public, are proving increasingly popular. Even the busiest exhibitor, parliamentarian and press-man is generally found absent from his office on this auspicious occasion.

* * *

Excitement and keen anticipation are rife in Head and Sydney Offices at the prospect of our occupation of the new building in which we hope to be ensconsed about the end of March. Many of us make daily trips to the site in the lunch hour, and our enthusiasm over this future palace of service and efficiency is a by-word with the other Exchanges.

* * *

The Staff was treated to a screening of “When the Door Opened” on Wednesday, the 13th January, and everybody prophesied great things in store for this winner.

MINNEAPOLIS

SYDNEY E. ABEL, Manager
NORWOOD F. HALL, Correspondent

We heartily welcome C. W. Eckhardt to his new position. He seems much closer with us now and we hope his visits will be more frequent now.

* * *

Deepest sympathy to salesman, W. W. Adams, over the loss of his sister.
SALT LAKE CITY

H. BRADLEY FISH, Manager
RUTH VANCOTT, Correspondent

Uncle Sam slipped up on us the other day and failed to put "The Ancient Mariner" on the only train to Ephriam, Utah. The exhibitor had done big advertising and would have disappointed his patrons had it not been for the quick action of Mr. Fish who jumped in his car and drove the 130 miles in 3 hours and 40 minutes (and this through a blinding snow storm).

* * *

The other day, our manager proved the saying "where there is a will there is a way." "The Horse" has not been sold in Boise, Ida. (the only remaining key point not sold). Mr. Fish went to Boise, interviewed the secretary of the Chamber of Commerce, the editor of the leading newspaper, one of the leading merchants, and then the principal of the High School. After this preliminary work and when he was already to shoot, then he went to Mike Nielson who opened his little Grand Theatre that same day and laid out a plan. As a result Mr. Fish made a deal with Mr. Neilson whereby he will show "The Horse" in the High School auditorium three days in March. The auditorium seats 1400 and is finer than any theatre in Boise. Full projection equipment including a motor generator will have to be shipped in to the school for this special showing. Mr. Fish tied up with the student body of the school (whose enrollment is 5000) whereby they will sell tickets on a commission. The High School orchestra has been engaged and special rates for admission have been made for the student body.

* * *

Our "old reliable" Leonard Tidwell who has covered Utah for us for several years is taking a swing in the Idaho territory for a change. He knocked over a good one a few days ago when he sold a new theatre in American Falls, Idaho, our entire output and arranged for the showing of two subjects each week. This theatre the "Irene" opened Tuesday Feb. 16th with "The Fighting Heart."

* * *

Our competitors and exhibitor friends are asking us lately if we have taken over the Kinema Theatre in Salt Lake. It is no wonder when you see the list of subjects they have played since New Years.

* * *

We don't like to crow but did you notice we were selected as honor member in Fire Prevention for January by the Intermountain Film Board of Trade.

MONTREAL

WM. C. GEHRING, Manager
E. MCAUSLAN, Correspondent

Hello! Folks! This is station MONTREAL broadcasting. Listen in for we will be on the air every month with the latest news.

* * *

Montreal is very proud of its Bowling Team. Well, there is a reason. It is the best team in the Film Exchange League.

* * *

One visitor we are always glad to see, is Smiling Auditor Grassgreen who was with us in the past month and expects to return in April.

* * *

Please note that all our Lady Foxettes have bobbed hair. As you can see that the talk of long hair being in style does not mean a thing to us.

* * *

Edith Armstrong, our popular little stenographer, has resigned, ill health being the cause. With saying au revior to E. Armstrong we welcome to the staff Mary Peterson.

Notice to Correspondents — Fox Folks welcomes news notes of all kinds, but especially desires items of local activities which possess international interest.

Page Thirty
CHICAGO

CLYDE W. ECKHARDT, Manager
SELMA HACKMAN, Correspondent

Well, our office is not as slow as some people may think inasmuch as we have two marriage announcements to make. Esther Pierson, switchboard operator, was married New Years Eve to John Person. Not much change in name, is there? Rose Baer, biller, was married to Morris Richter, Sunday, January 31st.

* * *

A sales conference was held at this office on January 23rd, presided over by Max Roth of the Home Office who arrived in Chicago on January 22nd. The following branch managers were present: E. T. Gomersall of Minneapolis, B. B. Reingold of Omaha, M. A. Levy of Kansas City and J. Lorentz of Milwaukee.

* * *

The girls of this exchange certainly make a beautiful rainbow hue with their smocks inasmuch as each girl has a different colored smock. We all agree on the fact that they are wonderful for the office. Mr. Dembow, who was a little bewildered when he first beheld his female employees in their new attire, called upon Ann Wish as a delegate of one, asking whether the artists would spare a day


Page Thirty-one
and decorate the interior of his home. We refer you to Ann for the advantage of a smock.

* * *

Sandy! Sandy! Sandy! This picture should set the world agog. The Chicago public is anxiously waiting to view this wonderful production. It should sweep the city like a tornado. Our lobby has been decorated with Sandy advertising matter in the most conspicuous places, and we have noticed that not an exhibitor comes into this exchange but what he stops to carefully note each and every still as well as the press matter.

* * *

Well, it's like home again for one of our ex-employees has returned to work in our midst. She is Bessie Sosen of the bookkeeping department. She came back to work as though she had never been gone, for she did not forget one particle of her work.

* * *

Credit is extended to our chief booker, Louis Dreher, for the following slogan which is being put on every outgoing piece of mail. All other exchanges have our permission to use it if you so desire: IF YOUR BUSINESS IS SLIPPING SAND THE TRACKS WITH "SANDY."

OMAHA

B. B. Reingold, Manager

Faye S. Gerelick, Correspondent

Charles Snyder, Assistant Booker, has his family pulling for Fox. His father, a conductor on a Chicago-Omaha Route, was instructed by Charles to pick up a film at Irwin, Iowa, in order to meet a close booking. On arriving at Irwin, there was no trace of the film and the train was held up for ten minutes, while Mr. Snyder, Senior, posthaste a messenger to procure the film. 100 per cent co-operation in that instance and additional revenue on a Fox Week booking.

C. Paulson, Traveling Auditor, is our visitor at present. He is a newcomer to this Branch and we want to say it is a pleasure to have him here.

* * *

Fox Anniversary Week went over with a bang in this part of the territory. Five Fox pictures were booked at five first-run houses in Omaha on the same day—for the first time in the history of Fox here.

* * *

Donald Lee Madsen, first saw the light of day, Thursday, January 20th. The proud father, S. A. Madsen, Booker, has already played the part of the boastful parent and told us that Donald has expressed his ambition to follow his footsteps. The office force presented Donald with an ivory bed, which was outfitted, "Fit for a King."

* * *

Clare Sitts hasn't as yet decided whether to enter into the Grocery or Drug business. Some one played a joke on Clare and she received a flock of samples in answer to inquiries sent in her name.

ST. LOUIS

G. E. McKeen, Manager

J. A. Feld, Correspondent

The 8th Annual Film Ball took place January 28th and as usual was well attended. Dora Burkin was quite lucky—having received $5.00 for attendance prize.

* * *

There have been quite a few valentines received at the office. One in particular, received by Elizabeth Stanton, was that of an old maid—by the way she just received her diamond ring.

* * *

Our sympathy is extended to A. W. Boswell in the loss of his brother and Sam Caruso in the loss of his mother.

* * *

Max Milder, Home Office Representative, is a welcome visitor.
CLEVELAND
WARD SCOTT, Manager
ETHEL EPSTEIN, Correspondent

With the vision constantly before the staff of the necessity of making a showing to be proud of during Jimmy Grainger Month, the supreme effort put forth by the organization made all previous months, drives and special weeks sink into the background. George Roberts was the messenger of good tidings imparting the spirit of the Drive to the Eastern field chiefs assembled at our office for the occasion—Rudolph Knoepfle, Harry J. Bailey, W. J. Kupper, Ira H. Cohen, G. T. Landis, Frank D. Drew and J. P. O'Loghlin.

Another distinguished visitor during the past month was Ned Holmes, Director of Exploitation. His interesting talk on accessories certainly pep-ped up the sales staff. The meeting was the chummiest ever held and the boys sure got into the spirit of the session, leaving no problem untackled.

Our branch manager believes in "spreading his stuff." Down South that means expanding. Up here in Northern Ohio it means hitting your auto on high and "keep-agoin'." Manager Scott hits around this territory in bird fashion—and how he can hop on it.

Bob Drew, our Toledo salesman, means business—and intends to grab off one of the Jimmy Grainger Month prizes or bust his new Essex car. Anyway, he's had to buy two new tires since the first of the month. But boys, keep your eyes peeled on Al Goldman. He's speeding them up in such fine shape in his territory 'long the river,' that we've got a bet on him, that's all.

The exhibitors in southwestern district are all glad to see Dave Klein back at the wheel fully recovered from his recent accident. This oldtime showman is one of the most popular covering that territory. The other day he was voted into the order of deputy sheriffs of Marion county. We now have two members in good standing, to whom the town is open in Marion—Salesman Klein and Exploiteer Ferri.

City Salesman Davidson was one of the "stars" at the Annual dinner-
dance of the Cleveland exhibitors at the Music Box. If there was a single man or woman in that huge crowd of 1500 who didn't know our local explorer by his first name, we missed him. Anyway, before he left the party, he had a couple of neat contracts tucked away, which shows that with Davey it's always "business before pleasure."

Traffic Department

Jack Salle, Manager
Ben Waxenberg, Correspondent

Among the events that figure most prominently in our minds after a month replete with noteworthy occurrences in this department, is the arrival from our Hollywood studios of the negative of "3 Bad Men." Rush negatives were procured from one of the local American Railway Express depots here in record time through the usual procedure resorted to by Manager Jack Salle in insuring against any possible delay of negative en route from the Coast. This procedure as innovated by Manager Salle and recounted here usually results in the saving of at least 24 hours delivery time.

Immediately upon receipt of Mr. Wurtzel's telegram from the Coast giving us the time that the negative was dispatched, the train number and the probable time of arrival in Chicago, the terminal city for all shipments to the East, Manager Salle communicates with the express agent at Chicago, apprising him of the importance of putting the shipment on the first fast East bound train and requesting him to immediately notify us of the number of the train that he proposes to transfer the shipment to. Armed with that information, Manager Salle starts the heart breaking task of "pulling wires" to secure permission from the American Railway Express officials for our own big truck to pick up the negative as the train pulls in at the depot. This permission is usually granted after many tense hours of waiting and innumerable telephone calls and not until our truck returns with its precious load, the negative turned over to the Laboratory and the Fox executives do we breathe easily again.

* * *

The writer nursing a bad cold purchased a bottle of cough mixture for a dollar and as later events demonstrated, inadvertently put the bottle in one of the inevitable bins in this department. One of the boys here rummaging around for something or other came across the bottle, sampled the medicine and finding that it had a very agreeable licorice taste invited the rest of the "gang" to do likewise, which apparently was done, for I now have an empty medicine bottle to remind me of a dollar unfortunately spent.

* * *

As our official appellation, Traffic Dept. implies, not only does all of the Corporation's film traffic have its source in this department, the Traffic Dept.' of course being essentially that of a forwarding depot for the Laboratory's daily output of prints, but all film returned to the Home Office from any one of our domestic exchanges must pass through this receiving station. It is a dull week here indeed unless at least 15 exchanges consign their returns to us. Some of these returns are temporary exchange bookings others big accumulations of old and discarded prints that have outlived their usefulness in the territories served by these exchanges. These returns are carefully sorted and labelled by us, each print being eventually subjected to a minute scrutiny by the Laboratory reclamation department and those deemed worthy of reclaiming are kept in the vaults for possible reissuance or special orders, while those impossible of salvaging are run through mutilation machines and sold to artificial leather manufacturers who pay handsomely for the privilege of converting our world beaters into sundry artificial leather products.
DENVER

MELL S. WILSON, Branch Manager
LORENCE CHAMBERS, Correspondent

BOY, PAGE WEBSTER

He forgot a number of things when he explained “Go-getter;” but we've learned a lot about that word since our new Booker, Mr. Gillen (popularly known as Charley) arrived. Where he got all that “wim, vigor and vitality” we don't know, but he certainly keeps us all “hopped up” around this office. More power to you, Charley!

They Know Their Groceries

And no “if” goes when we say that about our selling force — we mean FORCE—now comprised of Harry E. Brooker, Robert A. Cain and Henry Frederic. Judging from the contracts now coming in, this Triumvirate is covering the territory in no mean manner.

MARY'S TYPEWRITER

Mary had a little Typewriter, And, gee, she loved it so That every day Mary worked This little typewriter was sure to go. Now, Mary got a new machine But this we don't just get Altho' she says she loves it too, Mary's started pounding her new pet. And, by the way, Mary Bottone is our billing clerk; and it must be conceded that after twelve years billing on the same typewriter, she deserves a new one.

NO APPLESAUCE

We admit with pride that we have a real as well as “reel” shipping department. Why not—with Ralph Johnston, the efficient shipper in charge and such capable assistants as Helen Close and Mabelle Allen. And,—we've got a hunch their motto is— “Service with a smile.”

DID BEN DARER?

We'll say he did when he run his big black shiny Ford sometime ago into something—he doesn't know just what yet! But, we are glad to see our poster clerk, Ben Dare, back on the job again after a most involuntary seven weeks “vacation” in a hospital, occasioned by an automobile accident. If you crave “mellerdramer” Ben, take it out in moving pictures!

CALGARY

MR. J. H. HUBER, Manager
MRS. G. C. REEVES, Correspondent

H. Wood was introduced last month as our Traveller. As he has now been with us one month and had the opportunity to show his stuff we are pleased to bestow upon him the title “Salesman.” Keep it up Harold.

We are all pleased to have in our midst T. J. Cleary, T. A. He comes from the “Land of Sunshine and Roses,” but he must admit that “Sunny Alberta” is certainly doing itself proud this year. We've a wonderful hockey team, but no ice. You Southern Foxites just laugh that off when you say that we are neighbors of the Exquimos with the North Pole for a street lamp post.

Harry Tubman's baby has another tooth. That makes three now.

There seems to be a lot of action in the Inner Office. If action means anything “Jimmy Grainger Mooth” is a success.

Shipper Frank Cole is as busy as ever. His difficulty now is getting enough shipping cans to go around.

FAMOUS SAYINGS!

By our Cashier.—“Wonder how the Scotchman is?”
By our Booker.—“First open date August.”
By our Steno.—“Is he married?”
“Has he got a car?” Does he Charleston?”
By our Shipper.—“Yes my dear.”
By our Inspector.—“Get out of here, I'm busy.”
BUFFALO

HARRY J. BAILEY, Manager
FRANK KING, Correspondent

Mr. Bailey, our manager, is sure rapid fire, and a go-getter. If the business is not there Harry is pounding his pencil in all of our customers face's and a signature on the dotted line follows in order. There is not one exhibitor, who is served by this office, who has not been visited by Mr. Bailey, although he has only been in this office a short time.

* * *

We are all looking forward to that little wee bit of a visit that we get once in a while from none other than Max Roth.

* * *

A certain exhibitor reports this one: Harry Bailey, U. B. Gross, salesman, and Bill Rowell also a salesman, were going down state one day when the train came to a halt. Mr. Bailey got off and looked around for a first-class shirt store, Mr. Gross, went for the first tea room, and Bill Rowell, went through the train trying to find out if anyone left anything.

* * *

Norman Sheehan gave a farewell party at his home just before leaving for a trip to Florida. It was in the early morning hours when the "gang" left Norman's house, and a good time was had by all.

* * *

Miss Mary Connery, our contract clerk, is reported as having been given free rides on the South Park car line, and we have heard that she knows Rob Nichols, the conductor.

* * *

We have as a selection for the lead in the "Music Master," none other than G. Emerson Dickman, our shiek, city salesman. He says he is all ready now, after taking seven of the Thomas hair restorer treatments, and he now has flowing locks. His ability to tune a radio, makes him even more capable.

* * *

We take this time and pleasure to welcome to our fold a newcomer, in the person of E. Doniger, student Doniger says he will never forget Buffalo, because his first Sunday spent here, was sightseeing Buffalo from a fast moving fire truck, where he accompanied a Fox News cameraman, on a fire run for the movies.

* * *

Miss Barone has fallen in line and has had her hair bobbed. She is the first one in this office with the first "Sandy" bob, and it looks good.

* * *

Miss Burr, who also happens to be Miss Newman's chaperon, is busily engaged in trying to find a perfect man. She states that she has looked as far as Niagara Falls, but so far no results. Maybe we will have better news for you next month, and in any event she is not giving up hope.

* * *

Rose Bayerl, our cashier, is also on the lookout for the same thing. She insists that her perfect man must be a good skater, and she's hoping that he will not always have a skate on. (Miss Bayerl is our champion on the ice skates)

* * *

Bill Rowell seems to be a kind of a safety first fellow, as he was seen in Buffalo last week, with a snow shovel tied to the back of his car. Bill says that Rochester has had its share of snow this year, and they won't catch Bill, napping.

Schramm and Ahern Are Assigned to New Duties

WILLIAM P. Schramm, for the last several years manager of the Educational Sales Department, has been transferred to the position of office manager of the Publicity Department, succeeding Maurice Ahern, who has been assigned to Clayton P. Sheehan's staff in the Foreign Department.

Both of these faithfuls have been affiliated with Fox Films in executive capacities for quite a few years, Mr. Schramm having a record of seven years of continuous service to his credit.
"3 BAD MEN"

STANDS

AS THE TITLE OF JOHN FORD'S LATEST AND GREATEST SCREEN EPIC OF THE FAR WEST, AND IT

Stands

AS A SAFE GUARANTEE OF FOX FILMS SMASHING ALL BOX OFFICE RECORDS DURING 1926-27.

OF ALL THE NEWS THAT'S GOOD NEWS TO THE EXHIBITORS OF THE WHOLE WORLD, IS

"3 BAD MEN"
EXECUTIVES AND DEPARTMENT HEADS
FOX FILM CORPORATION

President .................................................. William Fox
Vice-Pres. and General Manager ............... Winfield R. Sheehan
Vice-President .............................................. Jack G. Leo
Vice-Pres. and General Counsel .................. Saul E. Rogers
Treasurer .................................................. John C. Eisele

GENERAL STAFF
General Publicity and Advertising ................ Vivian M. Moses
Shipments and Requisitions ............................. W. E. Sennett
Exchange Disbursements ............................... Harry Reinhardt
Purchase and Repairs ................................... I. Krotosky
Editor, Fox Folks ......................................... Delbert E. Davenport

SALES DEPARTMENT
General Sales Manager .................................... James R. Grainger
Assistant General Sales Manager ..................... Jacob Sichelman
Short Subjects Sales Manager ........................ Fred L. Quimby
Mail Order Sales .......................................... Aaron Fox

AUDITING DEPARTMENT
Comptroller ............................................... Emanuel Preiss
Exchange Auditor ......................................... M. Goodman
General Auditor ........................................... R. B. Simonson

FOREIGN DEPARTMENT
Manager ................................................... Clayton P. Sheehan

PRODUCTION DEPARTMENT
New York Studio
Scenario .................................................... Hamilton Thompson
Film Editor ................................................ Hettie Grey Baker
Business Manager, Laboratory ....................... Alan E. Freedman
Superintendent, Laboratory ......................... E. H. Smith
Studio Manager ............................................. William Bach
Electrical Manager ....................................... Walter J. Quinlan

Los Angeles Studio
Production Manager ..................................... S. M. Wurtzel
Scenario Editor ........................................... Edwin C. Hill
Film Editor ................................................ Thomas N. Miranda
Casting Director .......................................... James Ryan
Publicity Department .................................... Robert M. Yost

FOX NEWS
Director-in-Chief ........................................ Truman H. Talley
News Editor ................................................ James E. Darst
Chairman, Editorial Council .......................... John J. Spurgeon
Foreign Editor ............................................. Harry Lawrenson

FOX VARIETIES
Production Manager ..................................... Ray L. Hall
Assistant Manager ........................................ Elizabeth Pickett
The Fox News Airplane and Private Hangar at Curtis Field, Long Island

Fox News Number ː April 1926
AND AFTER the Sales Convention, let there be a convincing of contracts at a rate of speed never duplicated before.

* * *

PEP 'EM up to playing more Fox pictures and the superior quality of Fox pictures will salt 'em away as permanent customers.

* * *

MORE THAN incidentally, do not lose sight of the fact that Fox Varieties will be more varied and more valuable as assets for exhibitors than ever during 1926-27.

* * *

AS EVERYBODY in our organization knows now, “Three Bad Men” make one mighty good photoplay triumph. The point is, to let all the exhibitors know all about it.

* * *

THE HUM of new-season industry is on full-blast at our West Coast Studios. The hum of sales activity should be equally as pronounced in every section of the globe. These are a couple of hums which harmonize beautifully.

THIS ISSUE of Fox Folks is devoted largely to the general and very important subject of Fox News, because this branch of Fox Films activities has reached a point of such pronounced premiership as to deserve very special mention. There is no newsreel in the field which in any way matches Fox News for all-around qualities and interest; there is no short subject obtainable which can compare with it for continuous entertainment value. The admirable enterprise and the dynamic energy with which every human force is brought to bear in making every issue of this series of “views of the news” a feature for any motion picture program deserves high compliments. Moreover, simultaneously is supplied ample incentive for the Sales Organization to proceed upon the sound theory that there is no reason whatever for any picture theatre to be without Fox News as a regular attraction. The season of 1926-27 should witness a truly sensational advancement in the sales of this unit of Fox Films and such progress will be witnessed, too, if every member of the Sales Force will make this subject a part of every discussion with every exhibitor. Fox News is worthy of setting new high sales marks which never can be approached.

* * *

IT SHOULD NOT require so very much salesmanship to sell the Fox brand of showmanship and every time you sell an exhibitor our product one hundred percent you are extending to him a fine manifestation of genuine friendship.
BROADWAY PREFERENCES
FOX NEWS

The following figures indicate the preference for FOX NEWS shown by the leading Broadway theatres using composite news magazines made up from the four newsreels. During the past twelve months 1,787 subjects were used by these houses as follows:

<table>
<thead>
<tr>
<th>News Magazine</th>
<th>Number of Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX NEWS</td>
<td>654 Subjects</td>
</tr>
<tr>
<td>Nearest competitor</td>
<td>499 &quot;</td>
</tr>
<tr>
<td>Next nearest competitor</td>
<td>472 &quot;</td>
</tr>
<tr>
<td>Third competitor</td>
<td>162 &quot;</td>
</tr>
</tbody>
</table>

The foremost motion picture theatres of the country thus place their stamp of approval upon

FOX NEWS
FEW PEOPLE REALIZE, as they sit in the comfortable chairs of the modern motion picture theatre and watch the recorded events of the world pass before their vision on the screen, the tremendous amount of energy and effort that goes into the production of the newsreel of today.

Released regularly twice a week, year in and year out, the newsreel transports the spectator around the globe within the short space of ten to fifteen minutes, stopping for a glimpse, first here and then there, wherever anything of importance or interest is transpiring.

Fox News, acknowledged by the motion picture industry today as the leading and most progressive American newsreel, blazes the trail in recording indelibly for posterity the passing history of our age. The bi-weekly reel, witnessed by thirty million people in the U. S. alone, is, in truth, the "moving finger" that "writes, and having writ, moves on."

In recent issues of Fox News we have, for example, seen before our very eyes the floods that ravaged Western Europe; the famous Wills-Lenglen tennis match; the War in Morocco and the elevation by General Primo de Rivera of the new Caliph; the many phases of winter life in Florida; the opening of the British Parliament by King George and the never-to-be-forgotten receptions accorded to the heroic crew of the steamship "President Roosevelt" both in England and in America.

We have spent a day through the magic of the camera with that well known figure Will Rogers; we have been for a while with the men of the U. S. Submarine Service at Panama; with the pilots in New York harbor. We have ridden with Fire Chief Kenlon of New York City on a wild dash, in a special auto, through the city’s streets to a big fire.

The latest spring fashions from Paris were displayed for our leisurely inspection. We have seen the baseball teams of the big leagues in training down South and we have witnessed the rush to the new gold fields of Northern Canada.

When Ramon Franco, the Spanish flyer, completed his intrepid flight from Spain to the Argentine at Buenos Aires, we were on hand to greet him. We watched President Cosgrave and Governor General Tim Healy of the Irish Free State attend a garden party in Dublin. We saw the pages of history turned back to that day, nine years ago, when Czar Nicholas II of Russia reviewed for the last time the army that was destined, very shortly afterwards, to oblivion, together with the House of Romanoff itself, at the culmination of the Red revolt.

It takes no great imagination to visualize the vast organization that must ever ceaselessly function to produce this mirror of our daily existence. That organization is as broad as the world-wide activities of Fox Film Corporation itself, and perhaps even broader, when we consider that Fox News cameramen are operating not only in every country where Fox Films are, but in many others besides.

Several hundred cameramen are constantly watching the course of events within the bounds of our own United States, always on the alert for interesting happenings, and often travelling to well nigh inaccessible places with their cameras when the "story" calls. The News Desk in the Home Office is at all times in touch with these men, directing their activities, to the end that Fox News will get the pictures first, when ingenuity and enterprise can contrive, and, at all times, as soon as our competitors.

The Foreign Desk is the point of contact with the many cameramen.

Page Three
abroad. From the civilization of Paris and London to the jungles of The Amazon and the snowy wastes of Alaska, Fox News men are on the job constantly.

No matter where or when an event of importance occurs either at home or in a foreign land, one thing is certain, somewhere near by, amid the whirr and click of motion picture and still news cameras, a Fox News cameraman will be recording the scene in celluloid for our eyes. And as often as not, the Fox man will be the only movie operator present. A surprising number of subjects in Fox News are "exclusive."

All this activity, from the filming of an event to its reproduction on the screen, is but the highly specialized routine of the newsreel that is directed from its headquarters in the Home Office. The production of Fox News is beyond doubt one of the most far-reaching endeavors of Fox Film Corporation. Far reaching, in fact, for there are no less than sixteen foreign editions of the reel released every week.

The twice-a-week tour of the world from the vantage point of a theatre divan chair is realized only by the concentrated energy of an organization that is complete and truly world-wide.

The Fox News Cameramen’s College

Inaugurated by Winfield R. Sheehan, two years ago, the Fox News Cameramen’s College has served well its purpose of contributing towards making the Fox newsreel the best in the field. Many of the most prominent figures in the motion picture industry have spoken at its sessions, which are held twice monthly in the offices of Fox News.
Fox News Cameramen Jack Painter and Al Gold are shown above, making motion pictures of the return to New York City of Captain Fried, the hero of the S. S. Roosevelt, and his crew, who won undying glory for their bravery in saving the lives of another crew from a sinking ship in stormy Atlantic seas. Painter is the cameraman on the extreme edge of the roof to the left of the picture and Gold is working from the rear of the automobile seen in front.
“Interesting Personalities in the Day’s News”

By H. L. (Escusit please)..............................With apologies to the newreel

The Fox News basketball team, having achieved the remarkable feat of losing six games out of six played, is now open to consider offers for exhibition tours throughout the U. S.

* * *

By the time these lines appear in eight-point, Truman H. Talley, Fox News Director-in-Chief, will be in California at the Convention. We know that he is following the progress of his department on the screen and that he hasn’t forgotten the “gang” back east.

* * *

There is no truth whatsoever to the rumor that “Three O’clock in the Morning” is the favorite song of the Cutting Room Staff. Ben, Bill and Kennedy all deny this with cutting glances.

* * *

When News Editor Jim Darst returned from Palm Beach, he reported that the Governor of California had wired the Governor of Florida, congratulating him on the real estate boom down there . . . Yes, he did!

* * *

Cameraman Jack Painter and Al Gold have the highest respect for the police force of a certain New Jersey town. We hear they are contemplating presenting its members with a loving cup—full of razzberries!

* * *

Sam Moore mapped out a cross-country air trip for the Fox News camera plane some time ago. On reliable authority, we hear that Buffalo was safely reached within the record flying time of four weeks and three days! And to think that twenty years ago airplanes were hardly practicable.

* * *

Jim Donohue, who invented the telephone, has mastered that instrument to the extent that he is now able to carry on two conversations simultaneously over two separate phones. Und so hat sein alter Mann!

* * *

Gangway! Helen Fox, typist de luxe, and then some, on the News Desk is going into Opera. Going to essay a “heavy” role too.

* * *

The somewhat unusual jubilation in the Fox News office a week or two ago was not without cause. Ben Miggins bought a new hat! Keep this under yours.

* * *

Elsie Boland, fashion’s gift to an appreciative universe, is said to be in favor of a law to abolish cable messages in code. Particularly after five thirty, when one has appointments one simply must keep!
The Big Chief of the Biggest Newsreel

Truman H. Talley, Director-in-Chief of Fox News, at his desk, from which goes orders to our cameramen in every nook and corner of the whole world.

DID YOU KNOW THAT:

Between forty and fifty million people throughout the world see Fox News every week?

Every Monday and Thursday more than 30,000 feet of negative is screened in Fox News projection room, from which the newreel is edited?

A Fox News contract was the first film booking to be signed by S. L. Rothapfel for the new Roxy Theatre.

Fox News owns its own aeroplane used in filming those splendid air scenes so often seen in the reel?

Every title in Fox News is written over several times before it is finally considered to be the best possible description, in the fewest words, of the subject it concerns?

All Fox News cameramen are required to be in readiness for an assignment at any time during the day or night?

The four Broadway theatres showing composite newreels regularly use more Fox News subjects than those of other newreels?


Page Seven
The Importance of Cameramen to a Newsreel

By James E. Darst

The success of Fox News rests, ultimately, on its staff of cameramen.

Painstakingly, through seven years of progress, a working force of alert, capable and loyal men has been built up. Today there is no important section of the world that is not covered by a Fox News Cameraman, constantly watchful for the unusual, the beautiful, the amusing, and on his toes day and night for the chance at a smashing big news story that will win recognition for him and the organization.

At strategic points are placed the staff men. In the smaller cities are the footage or field men, who submit negative on approval, as free-lance correspondents do to newspapers. These men are alert and loyal because Fox News maintains a liberal policy toward them, paying the top rate for accepted film and bonuses for unusual effort.

All of them are wide-ranging in their activities. Each is ready at a moment’s notice to take train, automobile or airplane to a far-removed spot to get the picture of the railroad wreck, the flood, or the dog that plays the piano.

Fox News cameramen are picked men. The streets and woods are full of men who own some sort of machine, can turn a crank and pose as experts, but few and far between are the men who know a news picture when they see it or hear of it and who can cover it in the Fox News way.

One of our men was “kidded” by a rival cameraman because he was taking unusual pains on a certain story.

“If you worked for Fox News,” responded our man, “you would last about a week.”

We believe—and we think our reel proves it twice a week—that Fox News cameramen are the elite of the profession. There is a certain definite policy governing the make-up of Fox News, and our cameramen learn it, or depart. The standards aren’t easy.

James E. Darst, News Editor

The process of selection has resulted today in a working organization that is unbeatable. I have just finished an extensive trip to many sections of this country and Canada, visiting our men in the field, and I can honestly say that I never met a finer, more loyal and intelligent group of men. Almost without exception they are the sort you would choose to take the message to Garcia. They are in love with their profession, asking nothing better than to deserve the title “A Good Cameraman.”

Some are men who have been with us for years. Some have tried other reels and have decided to throw in with the one their ripe judgment tells them to be the best. Others are newcomers—bright youngsters who have shown the stuff in emergencies. All of them realize that Fox News is growing at an unprecedented rate and that this is their opportunity for advancement.
Newsreel Cameramen Always Where There's News

A striking picture of a battery of newsreel cameramen filming a wrecked schooner off Nantucket. Larry Ellis, Fox News staff cameraman at Boston, is second from left.

Closeup of He Who Gets Our Paris News Closeups

Filming Shah of Persia For the Fox Newsreel

Staff cameraman and Paris Editor Al Brick, with headquarters in the French capital. Brick was one of the star men on the New York camera staff.

Staff cameraman Frederic Fesneau, of the Paris Office, (almost seen at the right of the picture) filming His Royal Highness, the Shah of Persia.
Two More Van Bibber Comedies, Sure to Win

FOX FILMS announce the completion of "The Mad Racer," the seventeenth of the Van Bibber two-reel comedies, featuring Earle Foxe, Florence Gilbert and Frank Beal. It is directed by Ben Stoloff, under the supervision of George Marshall.

The next of this rollicking series is directed by Lewis Seiler, and is called "Rah Rah Heidelberg," adapted from a sketch by Richard Harding Davis. Besides the three principals, Earle Foxe, Florence Gilbert and Frank Beal, there are Lynn Cowan, Jere Austin and Edna Marian.

King Earns Promotion Through Good Work

Frank King, Fox News staff cameraman at Buffalo, N. Y. King was recently promoted from Field representative for his territory to the staff, in recognition of his excellent work.

"One Increasing Purpose Is Sixth Best-Seller"

"ONE INCREASING Purpose," A. S. M. Hutchinson's new novel, which has been bought by Fox Films, is listed as the sixth current best seller. Frank Borzage will direct the screen version and will make most of it in England.

Staff cameraman and Berlin Editor Russell Muth, with headquarters in the German capital. Muth's territory embraces all of Eastern Europe. Muth is a New York trained cameraman of many years experience.

Muth "Covers" Eastern Europe for Fox News

"One Increasing Purpose Is Sixth Best-Seller"
Reek and His Trusty Race-filming Akeley

Our Man on the Job at Passaic Mill Strike

Staff cameraman Edward Reek of the Home Office. Reek is shown with the Akeley camera which he uses to film many of the splendid horse race pictures seen in the newsreel.

Staff cameraman Carl Larsen of the Home Office on the job in Passaic, New Jersey covering the Mill Strike for the newsreel. Several still and motion picture cameras were smashed during the riots near the picketed mills and, from the expression on Carl's face, we imagine he is wondering whether or not it will be safe for him to venture any further with the small portable camera he is carrying.

Noted Archaeologist Aids Fox Production

Frederick Smith Webster, noted archaeologist associated with the Smithsonian Institute, Washington, D. C., is assisting in the building of a Garden of Eden at Fox Films west coast studios, to be used in "Fig Leaves," a production being made under the direction of Howard Hawks. George O'Brien will play Adam and Olive Borden is Eve.
Our "Contact Man" at Our Nation's Capitol

George Garvin, Fox News representative at Washington, D. C. Mr. Garvin acts as contact man between the newsreel and the various U. S. Government Departments in the national capital. Fox News, largely due to Mr. Garvin's invaluable services is on the friendliest possible terms with the U. S. Government.

His Job is to Keep on the Trail of Big Events

JAMES N. DONOHUE, Assistant News Editor, Fox News

Ben Loweree, Head Cutter

William T. Loweree, Assistant Cutter Fox News

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He Directs Sales of Fox News in America

One of the Big Powers Behind "Shooting Line"

Fred C. Quimby
Short Subject Sales Manager

John J. Spurgeon
Chairman of the Editorial Council of Fox News

George H. K. Mitford
Editor of Fox News

Ben Miggins
New York Staff Cameraman

Page Thirteen
Fox Adds $50,000 Worth of Cameras for 1926-27

Fifty Thousand dollars of cameras and special lenses has been added recently to the equipment of our West Coast Studios. Of this amount $10,000 was expended for the most modern lenses which the market afforded. This brings the total camera investment to $125,000. The Fox picture plant is rated as the best equipped in all Filmland.

Twenty Bell-Howell and five Mitchell cameras are in constant use. In addition the studios have four Akleys and two ultra speeds. Fifteen still cameras are in continuous use on sets during production.

Michael Lesching is superintendent of the Fox laboratories on the coast. Armin Fried, a graduate of Liepsig University, is camera technician and in charge of the machine designing department. He has been employed by the Fox Studios for the past nine years.

Fried has perfected several inventions that have been of vast benefit to the industry and the latest of these is the gyroscopic camera car. It is a platform mounted on four wheels and with this the camera operator can follow action from room to room, upstairs and down, indoors and out and into any location where the actors can go. The gyroscopic car was first used, and proved its success, in the making of "3 Bad Men." Fried is now constructing, in his own shops at the studio, fifteen new vigneting devices.

Fried personally inspects each camera in use each day to guard against defects which would necessitate retakes. Thirty cameras is the usual number in use and as four men are required to each camera 120 are employed in this department.
All's in Motion at Out Hollywood Studio for Next Season's Big Motion Picture Triumphs

PRODUCTION FORCES of Fox Films West Coast Studios have been lined up for the first big drive of the new season. Within a month eleven pictures will be started, according to an announcement by Winfield R. Sheehan, vice-president and general manager.

Mr. Sheehan will maintain a guiding eye over the production, "What Price Glory," which will be directed by Raoul Walsh and "The Pelican," to be directed by Frank Borzage. The tentative starting date for "What Price Glory" is April 15.

Seven pictures will be made under the supervision of Sol M. Wurtzel, general superintendent of the studios. These are:

"Going Crooked," directed by Emmett Flynn, with a cast that will include Hallam Cooley, Lou Tellegen, David Butler, byron Munson and Arthur Honsman. The two leads have not yet been announced.

"The Return of Peter Grimm," directed by John Griffith Wray, from the celebrated David Warfield-David Belasco stage success.


"Pigs," with Janet Gaynor, directed by Irving Cummings from the stage success by Patterson McNutt.

"The Lily," David Belasco's stage play, directed by Victor Schertzinger.

"The Devil's Master," a John Ford production, adapted from Gerald Beaumont's magazine story, "The Lord's Referee."

"Fig Leaves," now in production under the direction of Howard Hawks, with a cast including George O'Brien, Olive Borden, Ralph Sipperly, Phyllis Haver, Andre De Beranger, Eulalie Jensen, William Austin, Dorothy Dunbar and Cecilia Evans.

The first Western production under the supervision of Edwin C. Hill has just been completed, with Buck Jones as the star. It is "Thirty Below Zero," and was directed by Robert Kerr.

"Dead Man's Gold," is the second picture to go into work under Mr. Hill's supervision. It is a starring vehicle for Tom Mix and was adapted from the novel of the same name by J. Allan Dunn. Thomas Buckingham will direct. The cast will include Frank Campeau, Eva Novak, Sam Allen, Harry Gripp, Frank Hagney and Virginia Marshall.

Kenneth Hawks will supervise production on two pictures yet to be made on this season's schedule and which will go into work immediately. They are "Dangers of a Great City," featuring Edmund Lowe, Madge Bellamy, Leslie Fenton, and "Pals in Paradise," a Peter B. Kyne story. R. William Neill will direct the former and Albert Ray will handle the Kyne story.

Why Margaret Livingston Visited Florida Land

MARGARET LIVINGSTON, Fox Films star, has gone to Florida. Now many people have gone to Florida and for various reasons—some for business, some for pleasure, some for treasure, some to escape alimony and some to collect it—but Miss Livingston is nothing if not original and went for a reason most unique.

When an interviewer asked why she was making the trip Miss Livingston said: "I'm going down to F-l-a because the ads about the beaches and the spray, the 'ators and the fads. I'm going down so I can catch a cute young everglade: I want to get one that will match my Titan locks' deep shade. I want to see Miami's shore and Hialeah's track—and then I'll like the Coast the more, when later I get back."
George Sidney is Chosen to Play Warfield’s Role in Film Version of “The Auctioneer”

RIGHT ON THE HEELS of the news that Fox Films had purchased, among other David Belasco stage success, “The Auctioneer,” David Warfield’s first stage hit, comes the announcement that George Sidney will be cast in the title role. This exceptionally human comedy will be released next season.

George Sidney, probably more than any other actor now in films, has fitted himself for the part of the “Auctioneer” by his characterization of Abe Potash in three productions, “Partners Again,” “Potash and Perlmutter in Hollywood,” and “The Cohens and the Kellys.”

The kindly old Jewish merchant who sacrifices himself to keep his friends from harm is a role that will never be forgotten as long as the stage is adorned with such fine actors as Warfield. George Sidney may have a very exacting pattern to follow, but, he, if anyone in films, can answer the demands made by the precedent set. Newspapers all over the country have carried the story concerning the nation wide search for actors who will fill the roles created by David Warfield. The choice of George Sidney is the first answer to the question, in so far as it concerns “The Auctioneer.”

Other prominent members in the cast are Madge Bellamy, Charles Farrell, Gladys McConnell, Janet Gaynor and J. Farrell MacDonald. The rest of the cast and the director will be announced later.

Baby Wampas Star Chosen to Play Charmaine In Our Great Film of “What Price Glory”

A WAMPAS BABY STAR has won the honor of being the first player cast for the screen version of “What Price Glory.” Winfield R. Sheehan, general manager of Fox Films, announced that Dolores del Rio will play the only feminine role in the story, Charmaine de la Cognac, the girl who causes all the trouble between Captain Flagg and Sergeant Quit.

Simultaneous with this announcement Mr. Sheehan made known that April 15th would be the starting date on this production.

Dolores del Rio is one of the youngest actresses in pictures in point of service. She was discovered in Mexico City by Edwin Carewe, the director, who induced her to give up a social career as one of the leading belles of the border country’s capital and devote her time to the silent drama. Her first picture was “Joanna.”

Miss del Rio is a full blooded Mexican girl. She was born in Durango, Mexico, and was educated in St. Joseph’s French convent, Mexico City. Her education was supplemented by frequent trips through Europe so that her mein, as well as her appearance, is decidedly continental. She was regarded in Mexican society as the most beautiful girl in Mexico City.

Janet Gaynor in “Pigs”

JANET GAYNOR, who has just finished her role in “The Shamrock Handicap,” Peter B. Kyne’s story directed by John Ford at Fox Films Studios, has been cast in the feminine lead in “Pigs” a screen version of the John Golden stage play. “Pigs” will be directed by Irving Cummings.

Harry Beaumont, having completed work on “Sandy” has started “The Family Upstairs,” a screen version of the current Broadway success by Harry Delf.
Edwin C. Hill to Supervise Western Productions

EDWIN C. HILL, one of the most widely-known newspaper men in the United States and for the past year and a half scenario editor of Fox Films, has been promoted to the position of Supervisor of Western Productions, according to announcement of Winfield R. Sheehan, general manager of the Fox organization. He will be succeeded as scenario editor by Ned Holmes.

Prior to his removal to Southern California, Mr. Hill was identified with the Fox corporation in New York. Characterized by the Saturday Evening Post as "The best all-around newspaper man in America," Mr. Hill as a member of the staffs of the New York Sun and the New York Herald, had enjoyed wide experience in world affairs.

Mr. Hill's first work with Fox Films was as editor-in-chief of Fox News. Following a tour of Europe and America he installed a system whereby airplanes became a vital factor in film news-gathering.

Mr. Hill, who was as well known in Washington as he was in New York, was an intimate friend of Theodore Roosevelt, Woodrow Wilson, William H. Taft and other national celebrities. One newspaper sent him to Europe to interview Mussolini when that dignitary first drew the attention of the world by his political activities in Italy.

Going to the West Coast a little more than a year ago, Mr. Hill became scenario editor and first assistant toSol M. Wurtzel, general superintendent of fox Films. In this capacity he assisted in the selection of stories and the supervision of productions. He reorganized the scenario department, established a more thorough reading department and encouraged many prominent authors to take a keener interest in the cinema. While he was scenario editor Mr. Hill novelized "The Iron Horse."

Mr. Hill has always felt that Western pictures, with men like Tom Mix, Buck Jones and other popular stars must fill on increasingly large part of the amusement schedule of men, women and children in all sections of the world. For this reason, he feels a keen and appreciative interest in his new position as supervisor of Western production. New and better stories, broad and more elaborate settings and a livelier interest in these productions as a whole will be the keynote of his new activities.

Victor Schertzinger is preparing to go to work on "The Lily," David Belasco's stage play.

THE LINE-UP of the major league baseball teams and the line-up of Fox Films for 1926-27 are the two most interesting subjects of the day. And, photoplay fans have as much to be excited pleasantly over as the baseball fans have.
World's Largest Motion Picture Stage Is Now Completed at Our Great West Coast Studios

Work is completed at our West Coast Studios on the world's largest motion picture stage. It is 300 by 190 feet. Six smaller stages were demolished to make room for this super stage. The new stage cost $150,000.

The super stage includes eighty-eight dressing rooms, occupying three stories at one side of the structure, and eliminating much waste of time in actors traveling to and from sets.

William Darling, technical engineer of the Fox Studios and Thomas E. Manners, Los Angeles architect, designed the stage.

With this reconstruction Fox Films begins the use of a new type of stage lighting which will do away with the floor spiders and electric cables which are now used to carry the current to the sets.

Calvin Hoffner, electrical engineer of the Fox studio, perfected this system. All the electrical cables will be over head and the lights will be shifted on overhead runways, leaving the floor entirely clear of lighting equipment. All lights will be operated by remote controls with simple wall switches, similar to those used in dwellings, housed on two dead-front pannels constructed on a wall near the floor. The Fox Films stage is the only one in Hollywood lighted by the Hoffner system. The cost of installation will be $16,000.

Twenty thousand feet of million C. M. cable is being laid underground at a cost of $25,000. This will distribute the current from a new power house, where two new 300 kilowat generators have just been installed. These generators, with those formerly in use, provide enough electric to light a city of 60,000 population. This current will be controlled from two new switch pannels and distributed about the studio where 25 additional rotary Aashcraft spots have been installed.

A new office for Hoffner is also being constructed at the new powerhouse. One hundred and fifty men are employed in this department and this number will be increased with the completion of the reconstruction work. Twelve of these men are on inspection work. Their job is to see that all equipment is in perfect condition before it is put into use.

Another new 300 kilowat generator has also been installed at the Westwood plant of the Fox Films studio. This will supply the current for lighting the out door sets that are constantly in use at the Westwood lot. There is also in construction at Westwood, the largest panorama and treadmill with a sky-backing in the industry. This work will cost complete $20,000.

Hoffner has also found time to install three new centrifugal pumps which have a capacity of 40,000 gallons of water per minute. They are operated to make any water scenes on the Hollywood lot eliminating the necessity of many location trips.

Another Imperial Pair of Laugh-winning Aces

Two new Imperial comedies have been completed at our Hollywood Studios, which equal the high standard achieved by these two-reel specialties during the current season.

"Eight Cylinder Bull," directed by Max Gold and Alfred Davis, features, in its cast, Jean Arthur, Harold Austin and Ralph Sipperly, the well known Broadway actor.

"A Polar Baron" is directed by Lex Neal and has, in the leading feminine role, the new Fox contract player, Gladys McConnell, besides Gene Cameron, Ernie Shields and Frank Coleman.

These comedies are made under the supervision of George Marshall, who is in charge of the comedy division at the Fox West Coast Studios.
Now Fox Films Has the World's Largest Stage

The world's largest motion picture stage. This photo shows the new building at the Fox Films West Coast Studios which is now in construction. It is 300 by 190 feet and six smaller stages were wrecked to make room for this mammoth structure. It is large enough for a baseball diamond. A feature will be the new lighting system. All the "Spiders" or "Octopus" with their tentacles of electric cable will be floor. All lamps will be eliminated from the system will cost $16,000. Three floors of 88 dressing rooms is under construction at the west side of the stage.

TROPHIES

Cups presented by Fox Films to the Santa Cruz Polo Club.
Marshall Says “Laugh Month” Proved That Exploitation of Comedies Gets Results

NATIONAL LAUGH MONTH, now passed, proved of such value in the exploitation of comedy short subjects and brought such an increase in box-office returns of motion picture theatres that Fox Films has increased its usual program of forty-four two-reelers a year to fifty-two, according to George Marshall, comedy director general of the Fox West Coast Studio. These eight additional pictures will be novelties of a character all their own, but Mr. Marshall is not ready to announce their type.

Laugh Month was the first concerted effort to bring to the attention of theatre patrons all over the United States the laugh producing value of short comedies and the exploitation work was more than justified by the increase in patronage, which, says Marshall, shows that this type of picture has values which have not been discovered even yet.

The exploitation work of the Fox Films exchanges was devoted chiefly to the “Married Life of Helen and Warren” series, the O. Henry stories, the Van Bibber series and the Imperial comedies.

Newspapers which are publishing the “Married Life” series co-operated with theatres showing the pictures. Book stores which were selling the O. Henry books and the show houses that run the O. Henry comedies united in publicity campaigns, while dozens of advertising and publicity hook-ups were found for the Van Bibbers and the Imperials.

Reports from all the exploitation men of the Fox Films exchanges have been compiled and carefully studied with the net result that:

All agree that good, clean comedies, made with good, competent casts, by competent directors from scenarios that have real story values, have a tremendous box-office pulling power that is just beginning to be understood as the result of Laugh Month exploitation.

“However,” said Marshall, “unless we do make good comedies all the exploitation in the world won’t put them over. Exploitation is valuable only when the product exploited fills the bill. We are making clean, wholesome comedies, with a story. The greatly increased business this year proves that we are on the right track.”

Important Changes in Several Fox Branches

JAMES R. GRAINGER, our General Sales Manager, announces the following changes: Walter J. Price, formerly Fox Manager at Charlotte, assumes management of the Washington office. John Fuller, former salesman of the Charlotte office, has been appointed manager of that branch. Both the Washington and Charlotte offices, as well as Pittsburgh, are under the supervision of District Manager George W. Fuller. I. J. Schmertz, for years with the Fox organization at its New York exchange, has been appointed Manager of the Albany office, replacing James F. Dermody who has been transferred to another branch.

E. T. Gomersall, formerly manager of Minneapolis, has been appointed manager of the Indianapolis office, replacing George T. Landis who has been transferred to another office.

SPEAKING of the growing popularity of so-called super specials, it seems certain Fox Films are destined to do a lot of record-breaking growing during the dawning new season. Verily, never did any producer have so many prospects of super specials. In fact, there is plenty to indicate that Fox will not make anything else but super specials henceforth.
Fox Sets New Precedent in His Little Theatre For Private Showings on Our West Coast Lot

FOX FILMS own little Theatre has just been opened at the West Coast Studios with the showing of "Yellow Fingers," a photo drama of the South Seas featuring Olive Borden, Ralph Ince and Claire Adams.

This is one of America's finest and best equipped miniature showhouses, and cost $50,000. It is a combination of Italian and Spanish architecture, designed by William Darling, Fox Films technical director, and Thomas E. Manners, Los Angeles architect.

The interior is 25 by 59 feet, large enough to seat 150. One half of the auditorium space is filled with leather divans. A 9 by 12 foot screen occupies the miniature stage. The remainder of the stage is artistically curtained and it is large enough for small performances.

The interior finish is all in darker colors. Eighteen inch beaming is used to house the indirect lighting system and has mission finish. Ornamental grills in the panneled ceiling provide ventilation and the heating is from an electrical furnace. The flooring is one of the features of the structure. An asphalt diaphragm protects from dampness the artistic linotiling in the cement.

The Fox Little Theatre is equipped for regular private presentations, with arrangement for orchestra and other features known usually only to large houses.

Fox Has "Little Theatre" of Own Right on Lot

The latest Little Theatre. This is the entrance to the new show house at Fox Films West Coast Studios. It is the finest and best equipped theatre at any motion picture studio. The interior is 59 by 25 feet and the stage is large enough for small productions.
NED HOLMES, one of the best-known figures in the theatrical world, has just been appointed scenario editor of Fox Films, according to announcement by Winfield R. Sheehan, general manager of the corporation. Holmes is now in Hollywood and will assume his new duties immediately.

Before going to the West Coast Holmes was actively engaged in exploitation work for Fox Films in New York. He is regarded as one of the most thoroughly informed motion picture experts in the United States.

In company with scores of men and women who have made rapid strides in the motion picture world, Holmes entered the amusement world through newspaper channels. At various stages of his career he has been employed by some of the greatest dailies in America.

His first theatrical engagement was as a junior publicity representative under Major John Burke with Buffalo Bill's Wild West Shows. After making the rounds of circus organizations he became the traveling representative of some of the best-known theatrical stars in the United States.

This list included Lewis Morrison, Rose Coghlann, Kathryn Kidder, John Drew and others. Among the comedy stars who came under his direction were DeWolf Hopper, Marie Cahill, Grace Van Studdiford and others.

Among the first to advocate road shows for mammoth motion picture productions, Holmes introduced this system with Paul J. Rainey's African hunt and followed it with successful runs with "20,000 Leagues Under the Sea," Four Horsemen of the Apocalypse," "The White Sister" and "Abraham Lincoln."

Having managed large theatres in New York, Chicago, San Francisco and other cities, Holmes was a pioneer in the movement to apply showman methods in the handling of motion pictures for the benefit of exhibitors. He organized and managed the original exploitation for First National and Fox Films.

Buck Jones is on a Buying "Spree" in Europe

IF ALL GOES WELL Buck Jones will probably have to charter a ship of his own to bring back all the things he plans to buy while abroad. Buck and his wife have left for a two months' rest in Europe--Buck's first vacation since he joined the Fox organization which was seven years ago.

The only luggage the family carried were plenty of empty trunks and a Bell and Howell camera with which Buck will keep a photographic diary of the trip.

The Jones first stop is London where Buck will fill the first trunk with English made clothes with which to startle the natives back in Hollywood. Mrs. Jones will be marking time or maybe picking up a thing or two, but once she gets to Paris, her buying orgy will begin. Next on the list will be Germany where Mrs. Jones will again do the spending. She at one time owned one of the finest police kennels in California and has just been waiting for this chance to replenish her stock of blooded canines.

Then the wandering pair will head for the Rivera and Monte Carlo where Buck trusting his beginner's luck has got it all figured out that he will break the bank at least once. Anyway he will make enough money to see him through Italy with the principal stops Rome, for statues and antiques and Venice for whatever one buys in Venice.

Next in line is Spain for Spanish shawls.

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Fox, Sure to Set New High Mark in Westerns, Has Fine Array of Stories for Mix and Jones

FOX FILMS, during the 1926-27 season, will give the screen a series of Tom Mix and Buck Jones productions that will set a new standard for "westerns." Authors whose fiction is rated among the best in current literature have been engaged to write special stories to fit the personalities of these stars and many of the leading novels and short stories have been purchased.

Among the authors who are at work on Special stories or who have contracted to write them are Adela Rogers St. Johns, Jackson Gregory, J. Allan Dunn, Gerald Beaumnot, Shannon Fife, Charles Darnton, Max Brand and John Stone.

Mix has just finished work on "Hard Boiled," one of Shannon Fife's stories that is full of dude ranch humor, with a fighting finish, while Jones has completed production on "30 Below Zero," an original story by John Stone.

On his return from Europe Jones will start work on Stone's screen version of Max Brand's fiction masterpiece, "Dark Rosaleen," a dramatic story of a horse, a cross of mustang, Arab and thoroughbred, that runs wild on the range until the one man who understands her gets her and wins a big race.

Above:
Buck Jones in "30 Below Zero."

Below:
Jones in a love scene with Eva Novak in the same Film.
Cameramen Get Their First Chance to Be Seen
At This Year’s Wampas Frolic at Hollywood

FOR THE FIRST TIME in the history of the Wampas frolic, Hollywood’s gayest annual event, cameramen were accorded an important part in the festivities when Sid Grauman took charge of this monster cinema event.

Thousands of spectators who jammed Shrine Auditorium were given an opportunity to see, at close-range, some of the most famous “crank experts” in the business. Twenty-five cameramen, all members of the American Society of Cinematographers, appeared upon the platform and were introduced to the throng.

Chief among those introduced by Mr. Grauman were four from Fox Films West Coast Studio. The list included Dan B. Clark, vice president of the association; George Schneiderman, Frank B. Good and Reginald Lyons.

“Virtually every studio in Hollywood was represented,” said Mr. Clark, who has served for seven years as chief cameraman to Tom Mix. “Mr. Grauman, feeling that he wanted the public to see the ‘men behind the guns,’ asked our society to participate in this year’s frolic.

“In this connection, Mr. Grauman said he had a growing conviction that the cameraman has meant a great deal, and will mean much more, to pictures and their proper presentation. He said he was proud of the fact that the Cinematographers’ Association has done so much to improve the craftsmanship of its members. He said every picture shown in Grauman’s Egyptian Theatre has been photographed by members of this association—and not a single picture has proved unsatisfactory from a photographic standpoint. This speaks volumes for the improvement we have shown in our work—and that was why Mr. Grauman wanted to have the public see the men behind the cameras. We appreciate his courtesy—and we thanked him for his thoughtfulness.”

Eight Novelty Comedies are Added to Fox List

EIGHT NOVELTY comedies will be added to Fox Films schedule for 1926-27, making the season’s total fifty-two instead of forty-four. The Van Bibber, Helen and Warren, O. Henry and Imperial comedies will be continued, according to George Marshall, comedy director general at the West Coast Studios.

The first of next season’s O. Henrys will be “The Lickpenney Lovers,” with Gene Cameron and Arthur Housman in the cast and the second will be “The Complete Life.”

“Rah-Rah, Heidelberg,” the last of the 1925-26 season’s Van Bibbers has just been finished, with Earle Foxe and Florence Gilbert in the leads and Frank Beal and Lynn Cowan in featured roles. It will be followed by “The Swimming Instructor,” with the same cast, as the first for 1926-27.

“The Family Picnic” starts the 1926-27 year for “The Married Life of Helen and Warren” and it has a cast that is unusual for quality and quantity in a two-reeler. Kathryn Perry and Hallam Cooley have the leads and in featured roles are Arthur Housman, Belva McKay, Grace Goodall, David Butler, Mickey McBan, Jimsy Boudwin and Pal, the dog. “Easy Payments,” with Miss Perry and Cooley in the leads, will follow “The Family Picnic.”

“Eight Cylinder Bull,” starts the Imperial comedies on their way for 1926-27. In the cast are Jean Arthur, Harold Austin, Ralph Sipperly, Fred Walton and Scott Seaton. This picture has just been completed and “A-I Society” is now in the making.
New Fox Exchange Just Opened in New York is One of the World's Finest of Film Centers

To its String of highly efficient film exchanges engaged in distributing pictures throughout the world, Fox Film Corporation added another on March 22nd, when James R. Grainger, general sales manager, threw open the doors of the beautiful and up-to-date new building at 341-43 West 44th Street, which will house the New York Exchange, a vital distributing center for the large metropolitan area serving greater New York, Long Island and Northern New Jersey. In honor of the opening Mr. Grainger, Exchange Manager, Harry Buxbaum and his staff played host to a large number of exhibitors and other folks of the industry at a buffet lunch which was served on the top floor of the new building.

The new Fox exchange is built from standardized plans carefully worked out which will facilitate the functioning of every department.

These plans were originated and worked out in their every detail by Vice President Jack G. Leo, to whom the full credit is due for setting a new high standard for film exchanges. Mr. Leo has been receiving scores of messages of congratulation from many sources.

The new structure is absolutely fire-proof, scientifically laid out and attractive to the eye. The architectural style of the building is Spanish Renaissance. It is built of reinforced concrete with a brick front, its color being red with a purple cast.

Every department of the exchange is housed in the new building. Harry Buxbaum's office is on the second floor where he is surrounded by the members of the sales and office staffs.
With two pictures “in the bag” for 1926-27, the third one on the schedule was started March 22nd. It is “Dead Man’s Gold,” starring Tom Mix and directed by Tom Buckingham.  

* * *

This is a fast moving, two-fisted, thrilling story of the type you like to see Mix in. It is adapted from a novel of the same name by J. Allen Dunn. Eva Novak plays opposite Mix and others in the cast are Frank Campeau, Virginia Marshall, Harry Gripp and Frank Hagnay.  

* * *

Do you recall little Virginia Marshall who played with Mix in “My Own Pal?” Well, this is the same little girl and you know what a kid means with Mix. It means that this picture will be another knock-out.  

* * *

Howard Hawks has finished shooting the most gorgeous fashion show ever attempted in pictures for “Fig Leaves.” With Olive Borden as the central figure, twenty five of the most beautiful girls in the motion picture colony were used to display gowns, frocks and lingerie costing more than one hundred thousand dollars. This sequence was done in color and it should be a big winner.  

* * *

Buck Jones is in Europe for a well-earned vacation. The trip will take two months. Before leaving he completed work on “30 Below Zero,” his first picture for next season.  

* * *

John Ford is also taking a brief rest. He is on his way to his home in Maine, but will return in a month to begin work on “The Devil’s Master,” a Gerald Beaumont story. This one appeared in the magazines as “The Lord’s Referee.”  

* * *

Emmett Flynn is getting ready to go to work on “Going Crooked,” a screen version of the current stage success. Several revisions are being made in the script, but Emmett expects to start production early next week. The cast has not been entirely decided upon, but it will probably include Lou Tellegen, Hallam Cooley, Billie Dove, Arthur Housman and David Butler.  

* * *

Jim Ryan is the busiest man in Hollywood. All he has to do is “The Family Upstairs,” “Pigs,” “What Price Glory,” “Going Crooked,” “The Devil’s Master,” “The Lily,” “The Pelican,” and “The Return of Peter Grimm.” After that he can resume his golf for a day or two.  

* * *

The success of the 1925-26 comedy product has resulted in eight more pictures being added to the schedule of George Marshall’s department for 1926-27. These will be novelty comedies the nature of which is withheld for the present. Suffice it to say that George has a lot of good ideas in mind and the series, released as Imperials, will supplement Van Bibbers, O. Henry’s and Helen and Warrens.  

* * *

As the comedy line-up looks now, the release schedule will be as follows:  
Eight Van bibbers  
Eight Helen and Warrens  
Eight O. Henry’s  
Twenty-eight Imperials  
This makes fifty-two comedies instead of forty-four, one for every week in the year.  

“Early to Wed,” the matrimonial successor to “The First Year,” has been completed at Fox Films studios under the direction of Frank Borzage. Matt Moore and Kathryn Perry, the newlyweds in the Frank Craven piece, are married again in “Early to Wed.”
"Fig Leaves" Is a Whale of a Picture with Novelty Knockouts Galore and a Great Cast

ONE OF THE biggest dramatic novelties of any season is nearly completed. It is "Fig Leaves," an original, colorful history of clothes, from Eden to the Twentieth Century and, from the elaborate preparations and enormous expenditures in sets, costumes etc, it gives promise of being a sensation.

"Fig Leaves" is an original story by Howard Hawks, who is also directing the picture. George O'Brien and Olive Borden have the leads and others in the cast include Phyllis Haver, Andre DeBeranger, Eulalie Jensen, William Austin and Dorothy Dunbar.

The script has been prepared by Hope Loring and Louis D. Lighton, two of the most noted scenarists in the motion picture world.

"Fig Leaves" opens in the Garden of Eden, with Adam and Eve. George O'Brien is Adam and Olive Borden is Eve. Their Eden is no ordinary garden. It is the conception of great creative artists and the result of months of work. Stupendous and original in every detail, it blends satire with truth. The dinassours and the well known snake will be there—and many other comedy creations of the prehistoric day. It would be unfair to reveal now the comedy creations that are planned, but the sequence will take audiences through a prehistoric day, among living, breathing prehistoric animals.

All this action takes place in a vast setting. Adam and Eve

An Amusing Scene in "Fig Leaves"
wrestle with their family problems. Then comes the question of clothes—and the perennial battle is on!

William Cameron Menzies, who designed the “Robinhood” sets for Douglas Fairbanks, and who is considered the foremost exponent of his art in America, has conceived and created this Garden of Eden as well as the elaborate modern sets that follow. This should convey to you more than words can describe.

From the Garden of Eden, we travel to the home of Adam and Eve Smith in this modern age, with its modern problems—particularly the problem of clothes and the complaint which Eve Smith inherited from her original sister.

A fashion sequence is included in the continuity that will be, without question, the most gorgeous thing ever presented on the screen. Olive Borden, alone, will wear $50,000 worth of clothes. This is fact—not exaggeration! Fifty models, selected from the most beautiful girls in the motion picture colony, will be used to display the gowns, wraps, negligees and intimate apparel dear to the hearts of the dear, dear girls.

Adrian, regarded as the foremost designer of clothes in New York, has created every gown that will be worn in “Fig Leaves.” Each dress and wrap has been designed to suit the personality of the girl who will wear it and Mr. Hawks expects to achieve an effect that will be startling.

But don’t get the idea that “Fig Leaves” is merely a fashion show. The display of finery is merely incidental to a dramatic story interspersed with fine, subtle comedy. The great Garden of Eden sequences should furnish a world of laughs, and humor will penetrate the drama at every point. For, after all, what subject is more potent with humor than woman’s age old quest for clothes? To fortify himself on this score, Director Hawks has had assigned to his company Andrew Bennison, one of the star comedy writers on George Marshall’s staff. He will work with the picture from start to finish.

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Fox Buys Ford’s ‘Great K & A Train Robbery’

FOX FILMS announces the purchase of the screen rights to “The Great K. and A. Train Robbery,” a novel by Paul Leicester Ford to be produced for release during the 1926-27 season. The cast will include Madge Bellamy, Charles Farrell and J. Farrell MacDonald. The director will be Irving Cummings and the scenarist Bradley King.

The story concerns a train holdup, in which nothing is stolen except two letters. The ownership of a railroad, the K & A, is in jeopardy, being juggled by an unscrupulous magnate. The president of the railroad will be wiped out if his road is gobbled up. His daughter is very much admired by the superintendent of the road, who interferes to prevent the robbery. When he gets the letters he finds that his unwelcome interference has placed the road in further danger. When he is about to bring financial destruction upon the president, thereby losing all his chances with the daughter—but that is where the story takes a different twist and it’s too good to be given away at this stage of the game.

The author of the story, Paul Leicester Ford, wrote several novels and was rising to prominence when a bullet ended his life. Among other stories Ford wrote “Janice Meredith.”

THE OBSERVING OBSERVER

When you are not sure whose phone is ringing in an office with a switch-board complication, just follow the example of one of your fellow foxites, who came out with this one the other day. “Your phone’s ringing, everybody!”
Our Branch Office and Co-workers in Algiers

Exterior from the street. Note padlock on brass sign which has to be taken in every evening, otherwise the Arabs would steal it.

From left to right:

Margaret Confesses She is a Real "Rube"

JUST BECAUSE one is a film celebrity is no reason why one should affect the high handshake or look askance at the hoi polloi.

Take Margaret Livingston, for instance. Margaret, the flapper-vamp of Fox Films, visited New York this month.

"I'm a rube," confesses this celluloid Siren, "and I can prove it. The first thing Sis and I did when we landed was to climb on a rubberneck bus and take a trip to Chinatown. The setting is great but it seems to me it's rather over-acted. Then we went for a ride on the L and I wanted to try the subway, but sis objected because we didn't have any shin-guards.

"The biggest thrill I've had in New York was in the automat. I thought "catch-as-catch can dairy lunches were bad enough, but the automat is even worse. My thumbs are so sore that I'll have to give up the ukulele for at least a month—but I know now why New Yorkers carry canes!"
Tauszig Basketball Trophy Won by Lab Team

THE FOX FILMS Inter-department Basketball Tournament, in which eight Home Office teams participated, has been completed, and the silver Trophy, donated by Douglas N. Tauszig, Assistant to the Vice-president, is now in the possession of the Laboratory. The Lab players who went through the season without being defeated are Joe Stoughton, manager; George Schneider, captain; Joe Kizis; Bill Roach; Tom Ryan and Irving Rappaport.

As a surprise, Mr. Tauszig awarded handsome pearl penknives, engraved with the player's name, to the six members of the Champion Fox Team.

During the final month, the struggle for honor positions in the race was keen, so much so that three clubs (the Office, New York Exchange, and Contract Department) finished in a dead-heat, tied for second place with 5 games won and 2 lost.

High scoring honors went to George Schneider, captain and right forward of the Lab quintet, who rang up 107 points. Al Star and Frank Kizis, of the Office five, won second and third places, respectively, with 65 and 62 points.

Without question, the most exciting game of the three months season was that between the Laboratory and the second place Office aggregation. The fellows of the Office team battled gamely, and were leading 11 to 10 when the first half ended, but in the final moments of play the Lab stars forged ahead to win by the score of 27-21.

One of the novelty features of the season was the fine exhibition playing of the Girl's basketball team, composed of Lily Coane, manager, Chickie Lesser, captain, Gladys Helfer, Evelyn Sims, Alice Steinkamp, and Ruth Watson. The girls showed up amazingly well, and proved that the fellows have no monopoly in basketball generalship.

Great credit is due the Officers of the League, who conducted the entire schedule of games with good judgment and real sportsmanship. They are Frank Kizis, president; Fred Bullock, Jr., Executive Secretary; Joe Reck, Treasurer; and Al Grimaldi, Business Manager.

Fox Films Opens $500,000 Branch in Australia

MARKING AN IMPORTANT step in the development of film exports from Los Angeles to the antipodes, Fox Films dedicated last week in Sydney, Australia, the biggest motion picture headquarters building on that continent. The new $500,000 offices were opened with ceremonies participated in by crown ministers representing the Australian cabinet, officials of the province of New South Wales, nobles, titled personages and political and civic leaders, as well as hundreds of exhibitors.

Fox Film Corporation is the first of the motion picture companies to invest heavily in real estate in Australia and the opening of the new Fox headquarters marks an epoch in the constantly increasing business relations with that dominion.

News of the dedication was received by Winfield R. Sheehan, general manager of Fox Films, in a cable from Stanley S. Crick, managing director for Australia. Crick also cabled that he was sailing to attend the convention of Fox Films sales forces being held in Los Angeles.

Harry Beaumont, having completed work on "Sandy" is at work on "The Family Upstairs," a screen version of the Broadway success by Harry Delf.
DENVER

MELL S. WILSON, Branch Manager LORENE CHAMBERS, Correspondent

Miss Lee, branch cashier and with Fox for nine years, says that red-haired women make good wives, and if they don’t they have the reputation of making their husbands good. Miss Lee by the way, has not as yet had a husband. Prospects please write.

* * *

Bob Cain, Tourist for Zone One, says that expert salesmanship is when you sell a widow a two-pants suit in which to bury her husband.

* * *

One of our present unsolved mysteries, according to Gillen, our branch booker, is “Why do the girls in the office spend so much time and money on their complexions and then make it all unnecessary by wearing knee-length skirts.”

* * *

According to Mr. Wilson, our branch manager, “the meek may inherit the earth, but it will be after all the aggressive ones are dead.”

* * *

“There is a good reason for courtship being short now-a-days,” says Miss Clark, our “demure” contract clerk, “it shouldn’t take much courtship for these short marriages.”

* * *

“To be certain of a jury disagreement” says Shipper Johnston, “just get a husband and wife on the same jury.” Johnston, by the way, is married.

* * *

Henry Frederic, Zone 3 Representative, believes that many persons who think they are all run down are merely all wound up.

OMAHA

B. B. REINGOLD, Manager FAYE S. GERELICK, Correspondent

Fox Films still holds a place in Blanche Levy’s heart. Blanche came home from Florida for a visit, and a few hours after her arrival, she presented herself at the office. She looks very well and happy and informed us that she has already started on her first million.

* * *

We have discovered another of Mr. Paulsen’s accomplishments. Mr. Paulsen had dinner with Mr. and Mrs. Reingold one evening at their home, and when the meal was over, up went Mr. Paulsen’s shirt sleeves, in preparation for the usual culinary procedure. Mrs. Reingold declares she couldn’t have done better herself.

* * *

A comical situation! Ed Rostermundt called on a lady exhibitor only to be told that she was due at the station in five minutes in order to catch a train. She admitted that Ed was the fastest worker she ever saw, for she signed a Comedy Contract before train time.

* * *

Max Milder, Special Home Office Representative, spent a week in our exchange in connection with a date drive. His name is certainly worthy of mention in view of his co-operation and the invaluable assistance rendered this office.

* * *

Having made a success on the road, John Dickson, resigned, with an outlook for something “higher up.” While in the employ of this exchange, John rose from the ranks of booker to salesman. May luck be with him always!
CLEVELAND
WARD SCOTT, Manager
ETHEL EPSTEIN, Correspondent

As a tribute to Mr. Scott, the local organization has set aside the month of April as a Scott Month in order to make a record showing in business and collections during the time our Chief is away attending the Convention. The reaction of the effort made by the sales staff is being felt by the booking department, which is being flooded with play dates. But they can't come any too fast for Booker Hunt who fills the exhibitors' booking charts with Fox Dates and makes them like it.

Cleveland Foxites are considerably agog over our new home which is now in the course of construction, and which, from the plans, should be one of the finest Exchanges in the city.

One wondered why on one fine sunny Saturday morning the girls reported at the office considerably "dolled up" and at first blush it appeared to be quite a co-incidence. Later developments revealed a dark plot afoot covering a party staged at the Golden Pheasant Restaurant. Yes, a good time was had by all.

Salesman Dave Klein covering the southwestern territory together with Exploiteer Roger Ferri, were guests at a party given at the home of exhibitor, Ed Reynard of Marion. The occasion was a celebration of the signing of "Sandy" for the Grand Theatre and Mr. Reynard's way of expressing his appreciation of the co-operation he has received from our organization. This exhibitor is so enthusiastic over Fox Product that he makes it a point to use the line "Fox Picture" on all the special paper and novelties that he puts out to advertise our productions.

Be it distinctly understood that Salesman Bob Drew's less than six months old baby is already apprentic-
Promotion's a wonderful thing, and Home Office folks are heartily glad that popular Harry Collins, whose "Still" activities during the past five years in the Publicity Department have meant a great deal to our Corporation, has been singled out to supervise the taking of photographs for publicity purposes at the Fox West Coast Lot. Harry is a modest fellow and doesn't say much, but he knows pictures. And favors artistic "stills." We believe in Harry and his ideas, and wish him further success!

Those who know Arthur Skoler, manager of the Poster and Lobby Display Department, admire him for many reasons—and two especially: his creative ability by means of which he has systemized and yet individualized the Department since his advent in 1919; secondly, his readiness to help the other fellow. Mighty rare combination: these qualities, which is honestly one reason why "Art" and Progress are keeping pace these days.

Whenever any athletic enterprise is conducted by Foxites at the Home Office, you'll inevitably discover that Frank Kizis, secretary to Jack G. Leo, is the live wire responsible. In addition to giving his earnest attention to the countless duties of his position, Frank usually manages to win a place on the Fox Baseball, or Football, or Basketball teams in due season.

Then, during the four years that he has been with Fox, Frank has studied Art in the evening at Cooper Union and recently received his diploma. Like any other wide awake fellow, Frank is popular with the girls—but who can blame the girls!

Ever speak to Elsie Hoyler? Probably every Foxite at the Home Office has had occasion to say Hello! to Elsie, for she is our Chief Telephone Operator. Elsie has been with the Firm for five years, and two months ago she assisted Vice-President Jack G. Leo in the telephone questionnaire campaign, the results of which were published in the February issue of the finest house organ imaginable—our own Fox Filks. Miss Hoyler reports that the telephone using Foxites in New York have profited by the suggestions made at that time, and now observe with profit the rules of courtesy and efficiency.

Joe Hart, Assistant to Mr. Leitstein in the Fox Theatres Section, has been displaying a glorious smile, and incidentally handing real quarter cigars to his friends and fellow workers. The reason? Well, Joe is celebrating on account of Mildred Marilyn Hart, who arrives on February tenth, and ever since has given her Dad a chance to tell how beautiful and clever one particular little girl is becoming. We of Fox Films sincerely congratulate Joe and his wife upon their good fortune.

MINNEAPOLIS
SYDNEY E. ABEL, Manager
NORWOOD F. HALL, Correspondent

We enjoyed a short visit by Auditor Wilson, who is always welcome here. His helping hand often sets us aright on many details and we always are glad, contemplating his return.

We wish Mr. Gomersall, our former manager, all the success possible in his new work. We would feel our loss greatly if it were not for the fact that we are going to like our new manager, S. E. Abel, every bit as much for his friendly personality has won our confidence at once, and we pledge ourselves to do our utmost to help him make the Minneapolis Branch the foremost in the country.
On the Fourth Floor, Annex Building

P. W. Becker,
Correspondent

Perched aloft on the fourth floor of the Annex Building, two valuable links in the Fox chain—the Safe Department and the News Library—pursue their diurnal labors in quiet and seclusion. In charge of the first department, which involves the custody of the Vaults, is Aaron Hiller; while Arthur Eaton is Chief News Librarian.

Since the larger part of the Safe Department’s business is telephonic, it is important that Mr. Hiller be thoroughly acquainted with the proper and courteous usage of the invention of the late Alexander Graham Bell. And it is in this phase of his work that he so eminently is successful. His telephone manners are unimpeachable. He eschews the cacophonous, eardrum-destroying farewell slam of the receiver so often observed in other business men; instead, he says good-bye in a quiet voice and considerately lowers the hook with his right index finger. He has been complimented generally upon this virtue.

As with an orator, Mr. Hiller’s voice forms an important phase of his career, and it is necessary that it be modulated and resonant; that his vocabulary be extensive. He explains his vocal achievements by saying that as a youth he was trained to sing in a Temple, and sacrificed a career as cantor by entering upon commercial pursuits.

Mr. Eaton has inaugurated in the Library the policy of allowing his charges fifteen minutes a day for recess, during which time they often ascend to the roof and indulge in muscular sports or discussions of poetry, high finance and contes erotiques. A part in these discussions is often taken by Mr. Hiller’s compère and coadjutor, Carl Young, co-custodian of the vaults. Other participants include Mr. Eaton’s assistant, as well as Alphonse Grimaldi, who has been mentioned prominently for next year’s Carnegie medal as a result of his recent life-saving adventures off the coast of Long Island, and your correspondent.

Taken as a whole, the inhabitants of the altitudinous regions of the Annex—the fourth floor—are enthusiastic adherents of Fox principles, and in the highest sense deserve the name of Foxites.

BUFFALO

Harry J. Bailey, Manager
Frank King, Correspondent

The ever-smiling face of Auditor M. Grassgreen was seen here again this month, and along with him, J. Cohan, student auditor. The many friends of Mr. Grassgreen were glad to see him back, and at the same time hear of the promotion of Mr. Grassgreen, from auditor to that of Asst. Manager of the Boston office. We always thought those Bostonians were lucky.

E. Doniger, student, who also could double for a well-known motion picture star, has taken to the sticks, and is getting the low-down on how to sell a tough exhibitor.

James Darst, News Editor of Fox News, was a welcome visitor to this office this month. Mr. Darst met all of the office, and made a big hit with all of us, many meeting Mr. Darst for the first time. He was taken to see Niagara Falls, and he tells us that he cannot see the reason for the high cost of ice.

As for "The Johnstown Flood," we were confronted with the news of a prominent exhibitor saying that in playing this picture it was the first time in all of his career in show business that he has had to give an extra show at night, to take care of the crowds. You can take it from us that this type of expression is typical of Fox product this season.
Italian Head Office—Rome Exchange Staff

Left to Right—Bottom Row: A. Giordani, Fox News Cameraman; Miss Ovidi, Film Mounter; Miss A. Paparozzi, Contracts; V. Malpassuti, Film Editor; B. Fux, General Manager; C. Coulter, Chief Accountant; Miss Missoni, Italian Secretary; Miss Manna, Store; Miss N. Madiai, Contracts; Miss B. Meozozi, Contracts.

Left to Right—Centre Row: L. Morelli, Office boy; Miss Sacchi, Film Mounter; Miss Ceccarini, English Secretary; Miss C. Madiai, Bookkeeper; Miss Latini, Film Mounter (Rome Exchange); Miss Masci, Film Mounter; Miss Forniti, Bookkeeper (Rome Exchange); Miss Diodati, Film Mounter; G. Brex, General Shipper and storekeeper; G. Fanciulli, operator.

Left to Right—Top Row: M. Biondi, storekeeper, shipper (Rome Exchange); A. Vaselli, Booker (Rome Exchange) A. Uccellini, Traveller; M. Francisi, Bookkeeper, G. Jauch, General Cashier; F. Bernardeschi, Temp. Messenger boy; O. Nwsini, Bookkeeper Statistical Clerk; B. Todaro, Assistant Shipper. (H. O.)

Sipperly Repeats Stage Triumphs on the Screen

RALPH SIPPERLY, in the Imperial comedy, “Eight Cylinder Bull,” is a well-known stage actor, remembered for his role in “Six-Cylinder Love,” which he played on the New York stage before he appeared in it as a Fox Films production.

Sipperly went to California to play the lead in “The Fall Guy” and after completing its run in Los Angeles he turned his attention to the screen.

Page Thirty-five
George A. Roberts Wins New Promotion at Fox Films

WITH THE DEMAND for Fox Films, Van Bibber, Helen and Warren, O. Henry, and Imperial Comedies growing every day and with a similar situation existing in regard to Fox News reel and Fox varieties, it was found necessary by James R. Grainger, general sales manager of Fox Films Corporation, again to expand short subject sales force which is now functioning under the supervision of Fred C. Quimby, short subject sales manager.

As the first step in this direction, Mr. Grainger has assigned George A. Roberts, veteran branch manager, special representative and film salesman, to the short sales department as assistant short subject sales manager.

In addition Mr. Grainger plans to allow Mr. Quimby to organize his own staff of salesmen to handle nothing but the one and two-reelers released by the Fox company.

Mr. Roberts joined Fox in 1920 and worked as a salesman out of the Cincinnati exchange for two years. His excellent work there earned for him the position of manager of the Fox exchange in Washington, D. C., where he remained for more than two years. He was again promoted to the position of special representative, working out of the home office in 1924, which work he was doing when Mr. Grainger assigned him to be Mr. Quimby's assistant.
THE Screen Epic of Greatest Promise!

WILLIAM FOX Presents

"3 BAD MEN"

By John Stone

Civilization marches West! Home-seekers in search of gold, liberty and happiness!

The dramatic tale of 3 Bad Men and a Girl

Cast of 25,000 with

GEORGE O'BRIEN
OLIVE BORDEN
J. FARRELL MacDONALD
Tom Santschi, Frank Campeau, Lou Tellegen,
Alec B. Francis, Priscilla Bonner
and the Prairie Beauties

JOHN FORD Production

A Mighty Achievement for Every Exhibitor
EXECUTIVES AND DEPARTMENT HEADS
FOX FILM CORPORATION

President ........................................ William Fox
Vice-Pres. and General Manager ............... Winfield R. Sheehan
Vice-President ...................................... Jack G. Leo
Vice-Pres. and General Counsel ................. Saul E. Rogers
Treasurer ........................................... John C. Eisele

GENERAL STAFF
General Publicity and Advertising .................. Vivian M. Moses
Shipments and Requisitions ......................... W. E. Sennett
Exchange Disbursements ........................... Harry Reinhardt
Purchase and Repairs ................................ I. Krotosky
Editor, Fox Folks .................................... Delbert E. Davenport

SALES DEPARTMENT
General Sales Manager ............................ James R. Grainger
Assistant General Sales Manager ................... Jacob Sichelman
Assistant General Sales Manager ................... Fred C. Quimby
Mail Order Sales .................................. Aaron Fox

AUDITING DEPARTMENT
Comptroller ......................................... Emanuel Preiss
Exchange Auditor ................................... M. Goodman
General Auditor .................................... R. B. Simonson

FOREIGN DEPARTMENT
Manager ............................................. Clayton P. Sheehan

PRODUCTION DEPARTMENT
New York Studio
Scenario ............................................... Hamilton Thompson
Film Editor .......................................... Hettie Grey Baker
Business Manager, Laboratory ...................... Alan E. Freedman
Superintendent, Laboratory ....................... E. H. Smith
Studio Manager .................................... William Bach
Electrical Manager .................................. Walter J. Quinlan

Los Angeles Studio
Production Manager ................................ S. M. Wurtzel
Scenario Editor ..................................... Ned Holmes
Film Editor .......................................... Thomas N. Miranda
Casting Director ..................................... James Ryan
Publicity Department .............................. Robert M. Yost

FOX NEWS
Director-in-Chief ................................. Truman H. Talley
News Editor ........................................ James E. Darst
Chairman, Editorial Council ...................... John J. Spurgeon
Foreign Editor ..................................... Harry Lawrenson

FOX VARIETIES .................................. Ray L. Hall
A Scene from "3 Bad Men"

After-Convention Number ~ May 1926
THE SCREEN EPIC OF GREATEST PROMISE!

WILLIAM FOX PRESENTS

"3 BAD MEN"

BY JOHN STONE

Civilization marches West! Home-seekers in search of gold, liberty and happiness!

The dramatic tale of 3 Bad Men and a Girl

CAST OF 25,000 WITH

GEORGE O'BRIEN

OLIVE BORDEN

J. FARRELL MACDONALD

Tom Santschi, Frank Campeau, Lou Tellegen,
Alec B. Francis, Priscilla Bonner
and the Prairie Beauties

JOHN FORD PRODUCTION

A MIGHTY ACHIEVEMENT
FOR EVERY EXHIBITOR
EVERY RECENT year has been a Fox year, but this new one shall be the Fox year.

FOX HAS the film goods par excellence. Whosoever cannot sell our 1926-27 product should fold up his tent.

THIS YEAR'S Sales Convention was the biggest success of all. Now to make this year's Sales likewise the biggest of all!

GET THEM to play the new Fox product early and the results will inspire them to keep on playing the whole output until late.

THOSE EXHIBITORS who get genuine enjoyment out of the sweet music of incoming jingling coins should be referred to "The Music Master," which, like all the David Belasco hits William Fox will produce this year as screen specials can be depended on to increase all picture theatre prosperity.

NEVER IN THE history of the motion picture industry has any producer offered such a vastly superior line-up as Fox Films does for this 1926-27 season. Propaganda impressing this incontrovertible fact cannot be too persistent or too emphatic. The very air should be filled with discussions of the triumphant progress of Mr. Fox and his associates in assembling the big bulk of all the available screen material which has achieved success either in play or book form. Talk Fox like you never talked Fox before. Exhaust your supply of superlatives and then be assured there are not enough superlatives to do justice to the product achievements of our incomparable corporation.

"FIG LEAVES" seems destined to join "3 Bad Men," "What Price Glory" and "Seventh Heaven" in breaking picture house records this year. The Adam-and-Eve sequence alone should make "Fig Leaves" a veritable sensation everywhere, especially with such favorites as George O'Brien and Olive Borden playing the roles.

"WHAT PRICE GLORY" is sure to bring the price and the glory to every exhibitor showing it. If there are any exhibitors in any territory who fail to become aware of this fact, it will be the fault of someone in our own organization in that field. Moral: see to it that every exhibitor in your field knows all about "That Price Glory."
BROADWAY PREFERENCES
FOX NEWS

The following figures indicate the preference for FOX NEWS shown by the leading Broadway theatres using composite news magazine made up from the four newsreels. During the past twelve months 1,787 subjects were used by these houses as follows:

- FOX NEWS: 654 Subjects
- Nearest competitor: 499
- Next nearest competitor: 472
- Third competitor: 162

The foremost motion picture theatres of the country thus place their stamp of approval upon
Annual Sales Convention At Our West Coast Studio

The Story as Told by Pictures Is One of Happiness and Harmony

These two pictures tell the story of the hilarious harmony which prevailed at the convention. In the top one you will recognize General Manager Winfield R. Sheehan and General Sales Manager James R. Grainger, both in happy moods.
The above picture is especially interesting because it shows Vivian M. Moses, our Director of Publicity and Advertising (to the lady's right) enjoying himself immensely after accumulating a wealth of material for the coming season's publicity. Below is a larger group of those who helped to make the convention a huge success.
One of the interesting events of the very eventful week was a speech by Tom Mix and here he is acknowledging the tumultuous applause with which his appearance on the platform was greeted by the Fox Sales executives gathered from far and near. As usual, Mix made a hit. His discourse was not lengthy, but every word he uttered in his own modest way counted prodigiously for building up the "pep" of all.

This picture is interesting chiefly because it gives a close-up view of Winfield R. Sheehan, our general manager, who is devoting all of his time exclusively to production at our West Coast Studios. The only one in this picture minus a hat is Raoul Walsh, the director who is making "What Price Glory."
Everybody seemed anxious to show James R. Grainger a good time. J. Farrel MacDon-ald sang and played "his head off, for him and as is recorded in the picture below Virginia Valli strived to save him the trouble of even feeding himself. As usual, Jimmie Grainger was one of the most popular figures on the scene and he did his share to insure success.

Clayton P. Sheehan, manager of the Foreign Department, is here seen seated at a desk surrounded largely by members of his own staff, all of whom enjoyed the visits to our Studios immeasurably.
Janet Gaynor distinguished herself in the role of hostess. In the picture to the Left she is posing with Clyde W. Eckhardt, our District Manager whose headquarters are now at Chicago. To the right she is posing with James R. Grainger. Below is a "shot" of the Fox Films special as it is leaving Chicago bound for Hollywood. Mr. Grainger and Mr. Eckhardt are the "center of attraction" in this group too.
Last but not least, we introduce Gerald K. Rudolph, who needs no introduction. He stands on the extreme left end of the line. He kept busy throughout the convention, helping to show the delegates around, for he had been to Hollywood before.

Ford Bids 'Em Goodbye

Just as the delegates to Fox Films Convention in Los Angeles were bidding their farewells to the home office, John Ford, brilliant director of such fine pictures as "The Iron Horse," "Kentucky Pride," "Lightnin," "Thank You," "The Fighting Heart," and now "3 Bad Men," dropped in on his way to a well-earned vacation in Maine.

Mr. Ford has just completed another racing picture, "The Shamrock Handicap" and every year he goes to Maine to hunt and fish. With the inevitable bull-dog pipe in his mouth, the modest director smilingly refused to be interviewed, other than to make his usual remark, "The pictures must speak for themselves, boys, good-by."

Strength, Not Length, Counts

Food may be measured by the calory, music by the bar, dry goods by the yardstick, and beauty too often by the lipstick. However, measuring the entertainment value of a motion picture in feet and inches is one of the things that simply can't be done.

Such is the deep-seated conviction of George E. Marshall, supervisor of Fox Films comedy production. He wonders why so many exhibitors insist on advertising the length, rather than the strength, of their programs.

"Still, it isn't as bad as it used to be," said the comedy chief. "Most of us can recall such advertising phrases as 'six thousand feet of thrills,' or 'nine reels of mystery romance.' Somehow it reminds me of the recommendation Ezra Kendal gave his departing cook. It said: 'She was the tallest cook we ever had'."

"I believe that a two-reel comedy can hold as much genuine entertainment as a seven-reel feature. Sometimes more. We are getting away from slapstick and depending more and more on genuine humor. That discriminating persons appreciate our efforts in this direction is attested by the success of the Fox comedies based on the Richard Harding Davis Van Bibber stories, the Mabel Herbert Urner 'Married Life of Helen and Warren' newspaper tales, and the O. Henry humorous masterpieces.
WITH PLANS formulated at the Fox Films national convention in Los Angeles recently, and later at six regional sales conventions, covering 25 exchange centers, our salesmen and bookers are fully informed on Fox plans for the 1926-27 season.

James R. Grainger, general manager, and Fred C. Quimby, short subject sales manager, presided at the Eastern District meeting at the Hotel Astor, New York, on May 1st and 2nd, at which the forces in New York Boston, Philadelphia, Albany and New Haven were represented.

Fox representatives in Washington, Charlotte and Pittsburgh attended the session at the Hotel Washington in the Capital, over which District Manager George W. Fuller and George Roberts, assistant short subject sales manager, of the home office presided.

At the Hotel Stadler, Cleveland, E. C. Grainger met the representatives from Cincinnati, Buffalo, Detroit and Cleveland.

The Chicago meeting was held at the Hotel Drake, in charge of District Manager Clyde W. Eckhardt, with Chicago, Milwaukee, Minneapolis and Indianapolis men present.

Omaha, St. Louis, and Kansas City forces, gathered at the Hotel Muehlbach, Kansas City, with Max Milder of the home office in charge.

The other meeting was at Memphis, with representations from that city, New Orleans, Dallas, Oklahoma City and Atlanta in charge of District Manager Lou Remy.

Everything is practically in readiness to lay the Foundation for the greatest sales campaign in Fox history. James R. Grainger has returned to his office in New York enthusiastic at the general outlook, as laid before him in Los Angeles.

Plans that he put in operation earlier by frequent jumps around the country to the various branch offices are well along, and additional impetus has been given by the “close-up” discussion of conditions at the national meeting of the managers and others.

Before leaving San Francisco, to which a visit was paid that ever will be memorable for the reception accorded the Fox party by the Chamber of Commerce and Chief of Police, Dan O’Brien, Father of George O’Brien, corded the Fox party by the Chamber of Commerce and Chief of Police, Dan the Fox star, Mr. Grainger issued the following statement:

“We are meeting with an enthusiastic reception all along the line. I am convinced that the Fox sales organization is more enthusiastic for the new season’s product than ever before in the history of the organization.

“We have come in contact with our studio executives, stars and directors and every man on leaving Hollywood is sold 100 per cent. They all prophesize the greatest season in the history of the company.

“During the convention, Mr. Fox made the declaration to all managers present that in large cities where a monopoly of exhibition existed and where Fox product was not rightfully placed, he would build theatres to insure proper presentation.”

Obviously, a very prominent reason for the optimism, and enthusiasm of the sales force is the wide appeal of the 1926-27 program which includes 5 Giant Specials, 30 special productions, 7 Tom Mix starring vehicles, 7 Buck Jones pictures, 52 comedies, 26 Varieties and 104 issues of Fox Newsreel.

Mr. Grainger was pleased especially at the comprehensive grasp of his far-reaching plans shown by all the managers; and likewise at the illuminating suggestions set forth here and there during the convention’s run—April 12 to 17 inclusive.

The deadwood has been eliminated, it was plain, and high-powered efficiency was indicated everywhere.

It was clearly evidenced by Mr. Fox that his pictures would be shown wherever there was a market, no matter what the opposition. Every
confidence was expressed that the salesmen would have the best possible films to offer the exhibitors at very reasonable terms.

The production organization has been systematized remarkably through Winfield R. Sheehan, general manager, now being able to devote his time exclusively to that work. Reports from the directors in production and about to start are that everything "would be out on time," and in some cases ahead of schedule.

The splendid regard in which the Fox company is held was mirrored in receptions in Chicago, Los Angeles, San Francisco and every stop-over. The banquet at the Hotel Ambassador, was described in the daily newspapers as "the biggest ever held in Los Angeles."

It was at San Francisco however despite all the fine things elsewhere that the Fox men were accorded such a whole-hearted reception as to cause them to wonder if they hadn't been mistaken for "heroes home from war," as one of the party put it.

Chief of Police, O'Brien sent a squadron of his bluecoats and motorcycle cops to escort the party from train to hotel. The freedom of the city in the truest sense was given them. "There are no cautionary words," a city father declared, "because we know there is no need for any. You all can do as you please—and you all, we are sure will please us by so doing." In many sight-seeing tours in the Golden Gate city the party always was accompanied by motorcycle escort.

San Francisco gave Fox officials a lot of advertising, and San Francisco will get a lot of advertising by word-of-mouth and otherwise from the Fox men who visited George O'Brien's home town.

About the best compliment that the Chief of Police, O'Brien could he paid was that his son George's pictures were going as good everywhere as in San Francisco. And it is true.

Youth Keynote in Fox Screen Version of "Pigs"

WITH THE CASTING of Richard Walling, son of William Walling, the actor, in the featured male role, Irving Cummings began production recently on a screen version of "Pigs," the current Broadway stage success, at Fox Films West Coast Studios.

Youth is the keynote of this delightful comedy drama by Anne Morrison and Patterson McNutt and Fox casting officials have remained true to the spirit of the play in selecting the cast. Walling is looked upon as one of the screen's youngest and best possibilities, while Janet Gaynor, the little sensation of Mr. Cummings' picture, "The Johnstown Flood," has the feminine lead opposite him. Besides these two youngsters, the cast of "Pigs" includes Gene Cameron and Gladys McConnell, both recently signed by Fox by virtue of their youth and dramatic possibilities. Others in the picture are George Irving, Arthur Housman, Tempe Pigott, Doris Lloyd and Herbert Prior.

The casting of young Dick Walling for the part of Tommy Atkins, Jr., is one of those "Aladin and the lamp" stories which come to light ever so often in the picture world.

Walling, his career pointed toward a first cameraman' job, was a member of the Fox publicity staff as still cameraman. Mr. Cummings has been searching for weeks for a boy to play the lead in "Pigs." The boy had to have youth, untarnished by the complex of gin and jazz; he had to look like an unsullied lad of the farms; and he had to be able to act. It was in the midst of this search that young Walling strolled into Mr. Cummings' office. Abe Fried, Cummings' first cameraman, spied him.

"There he is now!" Fried shouted. "Who?" asked Cummings, while Walling, confused, tried to make a hasty exit.

"The boy for 'Pigs'!" said Fried.

And so it was. A screen test followed and Richard Walling's name was signed to a long term Fox contract.
Fox Films Studio Activities Furnishes Evidence That It Will Be Ready for the 1926-27 Season

A TOUR OF FOX Films Studios in Hollywood furnishes ample evidence that this company will be ready for the new season which begins in August. At present, only two current season feature releases are engaging the attention of the production forces, while six of the big 'uns for next season are in various stages of progress.

As regards the Fox comedies, the situation is even better. George E. Marshall, supervisor of all the two-reel product, has reported to General Manager Winfield R. Sheehan that his slate is clean of pictures to be released this season, and that four of next year's two-reelers are in work.

The two current season features unfinished are "Black Paradise," which is fully filmed but not yet cut to presentation form, and "More Pay—Less Work," which is about half-filmed.

"Black Paradise," with Madge Bellamy and Edmund Lowe playing the leads, is an underworld drama whose sequences include a South Sea Isle and a realistic volcano eruption. Leslie Fenton and Doris Lloyd also figure prominently in thrilling scenes of bootlegging activities.

"More Pay—Less Work" is an adaptation of Peter B. Kyne's noted story, "No Shennanigans," in which the celebrated character "Cappy Ricks," has his usually important part. Mary Brian was obtained especially for this picture. Charles Rogers also is featured.

Among the features being prepared in anticipation of the 1926-27 season are "What Price Glory," perhaps the most ambitious of all; "Pigs" the John Golden stage success; "Fig Leaves," which is a great novelty; "Dead Man's Gold," starring Tom Mix; "The Lily," scenario by Howard Hawks, adapted from the Belasco hit of sole years ago; "The Family Up- New York flat life, and "Married Life," a fantastic tale of a "yes man" among the ladies.

In addition to these, Fox has productions undergoing laboratory treatment and final titling at the home office studios in New York. First in importance, is "3 Bad Men," which John Ford spent a year in making and which will be without doubt one of the outstanding films of next year's releases.

A big company, which included George O'Brien and Olive Borden as leads and J. Farrell MacDonald Tom Santschi, Frank Campeau and Lou Tellegen, spent months in the Mojave Desert, the prairies and Wyoming Hill country. Whole villages were drafted and nearly an entire county's population used in shooting scenes of the land rush of 1877 into the Northwest territory. Neither expense, time or trouble was slighted in tremendous photodrama produced by the same director who handled "The Iron Horse."

The other picture now being cut and titled is "30 Below Zero," a Buck Jones starring vehicle, which pleted before his recent vacation to Europe. It is one of seven westerns in which he will be seen next season.

Despite all the present activity, the West Coast forces are only getting under momentum for a gigantic list that embraces 49 dramatic productions, 52 comedies and 26 "Varaties." Only one company as yet has used the amazingly big and ultra-modern new Fox stage at the Hollywood plant. This honor fell to J. G. Blystone and his company for interiors in "The Family Upstairs," in which Virginia Valli and Allan Simpson are featured.

Madge Bellamy is about to sail for a six weeks vacation in Europe, having just done "Black Paradise," among nine big productions during the last year, her most notable characterization being "Sandy," now packing 'em in everywhere. She has an even more imposing schedule awaiting her return.

Alma Rubens is recuperating in...
New York after a strenuous year under the Kleigs and on locations. She probably will go to Europe for sequences on one of several pictures before a great while. John Griffith Wray, the director, is also in New York, taking screen tests for "The Return of Peter Grimm" and "The Music Master," which David Warfield made immortal under David Belasco.

"Pigs" from the stage success by Patterson McNutt and Anne Morrison, which is still going big on the road after a long New York run, is a "homey" story of general appeal concerning a lad who brought home the bacon with pigs. Richard Walling, son of William Walling a new "discovery," and the winsome Janet Gaynor are the leads in the film version of this litter of laughs.

"The Family Upstairs" is an adaptation of Harry DeFit's comedy-drama of one particularly funny family in a New York flat. In addition to Virginia Valli and Allan Simpson, J. Farrell MacDonald is in the cast, assuring another brilliant character depiction.

"Dead Man's Gold" glitters with the pulse-pounding escapades and riding of Tom Mix and his only Tony, the wonder horse. "Fig Leaves," an original story, has George O'Brien as the modern Adam and lovely Olive Borden as a very dressy Eve.

Belle Bennett has what is generally hailed as a "plum" in the title role of "The Lily," the old Belasco success. She was obtained for the part from Samuel Goldwyn. Matt Moore, Margaret Livingston and Lou Tellegan are ideally cast for "Married Alive," Ralph Strauss story about one man and many beauties, to whom he could not say "No."

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Fox News First with Gold Rush Pictures

FOX NEWS scored a decisive "scoop" with motion pictures of the new gold rush to Northern Ontario, Canada, screening the pictures throughout the Dominion and the United States from a week to ten days ahead of all its competitors.

Red Lake, the scene of the new Klondike, where more than a thousand claims have already been staked, is situated hundreds of miles from any railroad and is accessible only over vast and desolate snow wastes. The new mining camp is seven days' journey by dog team from the town of Hudson, the nearest center of civilization.

Frank Holmes, Fox News cameraman in Winnipeg, realizing that the round trip by dog team would involve weeks of delay, decided to make the journey by air. In the first flying machine ever seen over the trackless snows, he filmed the frenzied rush to the newly discovered Eldorado.

The trip, however, was not without mishap, for as the plane neared Red Lake, a blinding blizzard forced the aviator down, and, in landing, the machine crashed into a thirty-foot snow drift. After digging themselves out, it was seven hours before the engine could be started, owing to the 30 below zero temperature.

Then Red Lake was reached, and after films of the mining activities were made, the plane turned around for him. Fox News once again had scooped the story.

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Cleveland Press Critic Hails Helen and Warren

THE FOX FILMS comedies based on "The Married Life of Helen and Warren," which have won such popularity wherever shown, received this additional praise in the Cleveland Press when "Moving Day," the latest comedy of the series was shown in that city:

"'Moving Day' is a William Fox Comic showing this week at the Stillman. If you ask us it's a lot more interesting than the feature picture called 'The Bat'. . . There's much real comedy in 'Moving Day.' If you see it you needn't bother if you miss part of 'The Bat.'"
“Fig Leaves” Becomes a Rare Treat with the Completion of Unique Adam-and-Eve Sequences

THERE NEVER has been any doubt as to the super-size of “Fig Leaves,” but not until the Adam-and-Eve sequence was completed at our West Coast Studios did it take on the proportions of a veritable knockout.

George O’Brien, as Adam, and Olive Borden, as Eve, score tremendously and both are sure to advance their fame very considerably through these latest histrionic efforts.

Incidentally, “Fig Leaves” is a picture which just naturally sells itself and it should prove a salesman’s joy.

The pictures on this page, being from the Adam-and-Eve sequence, explain themselves and they reveal the humorous trend of the treatment of this phase of the very unique story.
And in this additional scene from "Fig Leaves," it is plain to be seen that Eve (Olive Borden) has converted the dangerous well-known reptile into a quite docile creature—docile enough, in fact, to show some excellent table manners, which is a wonderful achievement as snakes go!

Alma Rubens Back at Work, Starts "The Pelican"

ALMA RUBENS, Fox Films star, who arrived in Hollywood recently has returned to the Fox studios to assume the lead in "The Pelican," which has gone into production under the direction of Frank Borzage.

Miss Rubens was summoned from the side of her new husband, Ricardo Cortez, with whom she was honeymooning in New York, by Winfield R. Sheehan, vice president of Fox Films, after an unavailing search was made of the picture colony for a girl to play the dramatic role of Wanda Heriot in this international stage success by F. Tennyson Jesse and H. M. Harwood.

"The Pelican" was produced in England with Fay Compton in the leading role and in America with Margaret Lawrence essaying the dramatic lead. The title comes from the trait of the pelican that will pluck its breast to feed its young with its own blood. "The Pelican" is the story of an English woman, whose child the father denies. The child is legally declared illegitimate, though the mother is innocent. Years later, the mother sacrifices a great love in order that her boy may have restored the rightful heritage of his name. It is one of the most powerful dramas that has come to the stage and Miss Rubens will be required to portray a woman over a period of twenty years fraught with varying emotions. "The Pelican" will be Frank Borzage's last picture before he leaves for England to begin preparations for the filming of A. S. M. Hutchinson's novel. "One Increasing Purpose."
Fox Films Announces Complete Cast for Big Photoplay Version of “What Price Glory”

Because of the importance of Fox Films’ screen version of “What Price Glory” the “rumor age” in connection with the make-up of its cast has been unusually long, but Winfield R. Sheehan, General Manager of Fox Films, has now made definite announcement of players as follows:

Captain Flagg .......... Victor McLaglen
Charmaine de la Cognac .......... Dolores Del Rio
1st Sergeant Quirt ........ Edmund Lowe
Sergeant Ferguson .... J. F. MacDonald
Lieutenant Moore .......... Leslie Fenton
Private Mulcahy ........ Ted Moore
Corporal Lipinsky .......... Barry Reid

Victor McLaglen is considered a very apt choice for the part of Captain Flagg and a very careful choice as well, for Fox executives spent months on the problem of filling this important role. McLaglen’s ability as an actor, while the most important factor in his selection, was not the only one which counted in his favor. His appearance, and his adventurous life as a soldier in the Boer War and the Great War (in which he earned a Captaincy with the Cheshire Rifles) and as a professional boxer, gold-miner and carnival trouper, have given him the necessary manly qualities to handle the part “right.”

Out of the host of aspirants for the part of Charmaine, Dolores Del Rio was one of the few who stuck to her candidacy after Mr. Sheehan announced that the photodrama would follow the Stallings-Anderson story exactly. Many who had hoped to play the role had pictured themselves before the camera decked out in high heels and everything else that is supposed to make French women “chic.” But Mr. Sheehan’s announcement meant that the screen Charmaine, like the one in the play, would be typical of the women of provincial France, dressed in the homely garb in which the boys of the A. E. F. remember her. Dolores Del Rio knew that her appearance would carry through any make-up and Fox executives are sure that her continental appearance and manner, to say nothing of her proven ability, are assets.

Edmund Lowe, who has been playing leads for Fox Films with great success, steps into the part of Sergeant Quirt to take on a role entirely different from the kind of work he has been doing. The realism with which “What Price Glory” will be put on means that there will be lots of “dirty work” for the handsome Edmund, and he is reported to be enthusiastic over the chance to change his style and get mussed up.

J. Farrell MacDonald will make an ideal Sergeant Ferguson. He is counted on to lend as much to the part as he did to that Corporal Casey in “The Iron Horse” and that of Mike Costigan in the forthcoming “3 Bad Men.” Well-known as he is in filmdom, it is not generally known that he has the right to sign himself “Lieut. J. Farrell MacDonald, United States Army,” for he once wore the silver bar on Uncle Sam’s uniform. Leslie Fenton’s ability to portray the actions of a high-strung individual will again be called into service in playing Lieutenant Moore, the over-worked officer who threatens, in an outburst of “nerves,” to withdraw his men from the trenches.

Raoul Walsh considers his job as director of “What Price Glory” as the biggest of his career, for Fox Films intend to make the picture not merely a screen version of the play, but a national tribute to the unsung millions of the A. E. F. A sequence in the Philippines and another in the Boxer Rebellion will start the story back in the days when Captain Flagg and Sergeant first began their personal feud.
Victor McLaglen Wins Prize Role of Captain Flagg in Fox Version of "What Price Glory"

WINFIELD R. SHEEHAN, vice president of Fox Films, has announced the man who will play Captain Flagg in the screen version of Laurence Stallings' sensational stage play, "What Price Glory." He is Victor McLaglen, actor, soldier and adventurer.

The decision was arrived at after conferences between Mr. Sheehan and William Fox in New York and terminates a search of four months for the right actor in the East and on the West Coast.

McLaglen, besides being a fine actor, is a soldier of fortune, and his adventurous background, carrying him to all parts of the earth, had not a little bearing upon his selection to play the bombastic Captain Flagg. As a lieutenant in the Royal Irish Fusalliers he saw service in France, in Mesopotamia and Bombay and his trail leads through Hawaii, the Fiji Islands, Tahiti, Australia, and Africa. So, McLaglen knows the ground that Captain Flagg soldiered over probably as well as any actor in the world.

McLaglen's latest work on the screen is in "The Unholy Three" and "Winds of Chance." He stands six feet three and weighs two hundred pounds. McLaglen's physical prowess may be attested by the fact that he fought a six round draw with Jack Johnson immediately after that fistic worthy won the world's championship from Tommy Burns.

Fox casting officials are now turning their attention to the actor who will play Sergeant Quirt; and they are also scouring California for girls, born in France, to typify the womanhood of the war zone surrounding Dolores Del Rio, who will play Charming in "What Price Glory."

J. Farrell MacDonald has been cast as Ferguson, the company cook, and Leslie Fenton will play Private Lewisohn.

Raoul Walsh, who is to direct "What Price Glory," has finished work on the script and is ready to start production at Fox Films West Coast Studios as soon as a man is selected to play Sergeant Quirt.

“One Increasing Purpose” Now Best Seller

THE FORESIGHT of Fox Films executives in obtaining the screen rights to “One Increasing Purpose,” A. S. M. Hutchinson's latest novel, immediately after its publication, was shown by the recent statement of “The Bookman” that this novel is now the best-seller in this country and bids fair to surpass the sale of that other great book by the same author, “If Winter Comes.”

It will be recalled that Fox made a powerful film from the first tremendous success by this English author and that fine attention to detail which called forth the praises of the critics and the public is to be excelled in the transcription of this latest best-seller to the screen. Frank Borzage will soon take the company to England to make the exteriors in the very localities which were the backgrounds in the novel, thus assuring fidelity and realism.

Even now the casting is under discussion and William Fox himself is very much interested in obtaining absolutely accurate impersonations of the characters which have won their way to the hearts of the public. There is little question that the steadily increasing popularity of “One Increasing Purpose,” which has climbed steadily on “The Bookman” chart from fifth to first on the list in five months, will find an eager public awaiting the release of the film adaptation.
TOM MIX is "coming through" stronger than ever for the new season of 1926-27 and if entertainment quality of production counts for anything (as it most certainly does), this great western star is going to cap several climaxes ere the year has run its course.

"Dead Man's Gold," one of his newest pictures, is a fine example of what to expect of Mix henceforth. This is undoubtedly one of master 'westerns' of all time and it will prove a winner anywhere and everywhere.

Eva Novak, the smiling beauty in the accompanying picture, is the heroine of this story and she does some of the best work of her career in the course of exciting events.

Mickey Moore is the boy in the cast and he "gets across" amazingly in a part of much importance. "Dead Man's Gold" is Tom Mix at his very best and it will be one more source of prosperity to all exhibitors.
Postmaster General Sees Fox News Air Mail Pictures

POSTMASTER General Harry S. New, with his assistants, and officials of the Post Office Department, were present last week at a private screening of the air mail pictures that were released in Fox News, Volume 7-No. 58. These pictures, filmed with special permission of the Postmaster General, depicted the recent expansion in the Air Mail service, and the fact that the heads of the Postal Department requested a special screening of the films received widespread publicity in the newspapers of the country. The instance is but another of the many that are daily emphasizing the important service that the newsreels are achieving, in bringing the actual work of the various Government departments graphically before the eyes of the public.

The screening took place at the Fox Film Exchange in the Capital, and Postmaster General New and W. Irving Glover, Second Assistant Postmaster General, in supervision of the Air Mail Service, were high in their praise of the pictures, being of the opinion that, when the film is seen by the American public at large, there will be a deep realization of what the Post Office Department has undertaken in order to insure safe and speedy delivery of the mails to every section of the country.

Opening with a closeup of Mr. Harry S. New and Mr. W. Irving Glover as the guiding minds of the Air Mail Service, the film depicted, by means of an animated map, the many new extensions of the Service that have recently been inaugurated. As shown by the map, the entire country is now criss-crossed with a veritable network of air lines, over which mail carrying planes are daily winging their way.

Following this, the new express branch air mail line between Los Angeles and Salt Lake was shown in operation, with the departure of one of the mail machines from the Pacific terminus. Then came scenes of the arrival of the “Atlanta Flyer” at Miami, on another of the newly opened lines.

The Postmaster General was then vividly shown the actual operation of the biggest of the Air Mail Lines, the transcontinental route from New York to San Francisco. The cameraman, in the Fox News airplane, filmed the mail machine leaving the Eastern terminus and accompanied it on its hazardous journey, first over the Alleghenies, where a forced landing means death, and then on, high over the rapidly changing vistas of the countryside, to Cleveland. Then the second leg of the 3,000-mile flight, with the mail plane always in sight of the camera, to Chicago, where a beautiful aerial view of the Windy City was had, and where, at times, it seemed to the watching Postal officials that the low flying mail plane would crash into the tall chimneys. The picture of the plane arriving on schedule and landing at the Mayfield, Ill. flying field brought a thrill of pleasure to the official audience.

Wanted! A Real “Cognac Pete” for Big Fox Reel

“COGNAC PETE”—where art thou? This is the clarion call of the Fox Films casting officials handling “What Price Glory,” one of the biggest undertakings in the organization’s cinema history.

“Cognac Pete” — not given much thought at all compared to others in great cast now completed except for this character — is causing Director Raoul Walsh and others plenty of trouble.

In France, there are or rather were quite a few “Cognac Petes”—fellows who sold “strong stuff” to the soldiers and at the same time kept their eyes on pretty daughters, like “charmaine.”

But, in all Hollywood, not one “Cognac Pete” has been found to date.

There’s no assurance “Pete” can be found in France. The war is over, and “Cognac Petes” are not acting the same these days.
“What Price Glory” Film Will Be Historical Data, Professor Shotwell, Historian, Avers

Fox Films are preparing the war scenes in the screen version of “What Price Glory” with such convincing accuracy that the film will rank as historical data and a print will be filed with the material for the official history of the Great War which will be brought out by the Carnegie Endowment for International Peace. In the opinion of Professor James T. Shotwell, Editor of the history, who has already collected material which occupies over two hundred miles of shelves, a print of “What Price Glory” will furnish a remarkable historical record. In a letter to Fox Films Professor Shotwell states:

“I am glad to learn that the Fox Film Corporation has undertaken to make a screened version of ‘What Price Glory.’ Quite apart from the interest of the public in the picture itself, a print of that story, when completed, will furnish a remarkable record. It deals with those parts of war history which have generally escaped the historian: the effect of war upon the common man when faced not merely with danger but with the conditions of life in the trenches under which modern war must be fought. History at best can only generalize when dealing with movements of armies and nations. So the imaginative reconstruction of a story dealing with typical soldiers living under war conditions is a real contribution if, along with the imagination which creates the story, care is taken to present the scenes with convincing accuracy.”

Immediately after receiving this letter, Fox executives announced that a print of “What Price Glory” would be donated to the Endowment. Professor Shotwell has been working on the history for five years and expects at least ten years more to pass before the work is completed. Sixty volumes have already appeared in Europe and publication will start here in the Fall, at about the time that the picture will be released.

Tracy Flannigan Finds a Way—The Fox Way

ONLY TOO OFTEN have exhibitors discovered that they had booked more pictures than they could play in a season. Date juggling became a fine art without which no theatre owner could claim himself a thoroughlygoing showman. But from Tracy Flannigan of the Rembert Theatre, Longview, Texas, we learn of a new way to handle productions when the dates are crowded.

Mr. Flannigan owns the only two theatres in town, the Longview and the Elk. He had kept the Elk closed for many moons, until he discovered that there were a great number of Fox productions that he wanted to show his townspeople. Finally he closed a contract with Fox Films for 49 dramatic features and 44 comedies to be played between April and July. All these pictures will be shown at the Elk Theatre, which is to be known as running Fox productions exclusively. His reason for opening the Elk Theatre was that his dates at the Rembert were booked solid. This is probably the first time in the history of motion pictures that an exhibitor has reopened a closed house in a non-competitive town to book exclusively the product of one producer.

Mr. Flannigan has stated that he believed the Fox product of such importance that he had to show it in his town. He has already expressed his desire to book Fox pictures into the Rembert Theatre next season. This action on the part of Mr. Flannigan is a strong indication of the value of Fox screen offerings.
Jones, Back from Europe, “Mentions” Gouging

“BUCK” JONES is back from Europe for several reasons, among them being a contract for seven Westerns under the Fox banner, but he returned sooner than originally intended.

Wherefore: “How Come?” was a question put him.

Like socking a villain on the plains, that is, on the chin out on the plains, “Buck” retorted:

“It’s a 10-reel story, but I’ve only time for two. First off, Mrs. Jones and I both got nostalgia. Secondly, we decided we were ‘Innocents Abroad,’ the way we had to pay, pay, and pay. Cut back: Show us fleeing London, then Paris, then Brussels, with wolves, labelled, ‘Gyp Artists’.

“Why, Buck,” said Mrs. Jones, “they’ll think you’re a tightwad, talking like that.”

“Cut stuff about being stingy, if any,” interjected the cowboy star. “I had plenty and spent plenty. But I really resented what, I have reason to believe, was gouging.”

“Buck” Jones comes forward to talk seldom in the movie world or elsewhere. He’s the press-agents’ worst nightmare, the way he ducks publicity, and he says such straight from-the-shoulder-things, let conclusions fall where they may.

Now “Buck” and Mrs. Jones (Chamber of Commerce please note) love New York. ’Tisn’t because of the skyscrapers; canyons remind “Buck” of mesas and buttes and real canyons. It’s because there is so much that’s new to see—and because “Buck” can disguise himself as Charles Jones, pull down a hat and just not be bothered.

After all, a movie star has some rights to privacy, is “Buck’s” conclusion—acted, not spoken.

A Harper Is As Good as a Dunham Any Time

A DIN HARPER, of Marion, Ohio, is 65, an ex-farmer and the winner of the Ohio State Fiddling Contest, organized by Fox Films. And, by Crickey, that isn’t the half of it. The boys came home from the war singing “How y’ gonna keep ’em down on the farm after they’ve seen Paree?” but Adin, he has a new version, he has. It goes: “How y’ gone to keep ’em awake on Broadway if they’re born down on the farm?”

The fiddling contest was part of the exploitation work for Fox Films, “The Golden Strain,” a Peter B. Kyne story featuring Madge Bellamy. It is not clear whether Adin found not enough gold in the strain or too much strain in the gold, but anyhow the championship brought with it a vaudeville contract at $250 a week. But after Adin Harper heard that Mellie Dunham, Henry Ford’s four-cylinder fiddler got $1,000 a week he balked. “I’m just as good as Mellie,” said Adin “and I ought to get as much as he does.”

The manager argued and argued only to discover that you can lead a Harper to vaudeville, but you can’t make him fiddle “not for no mere two hundred and fifty dollars.” Talk got the manager nowhere. Adin vowed he wouldn’t fiddle for Old King Cole himself at under $1,000. “Besides,” he added, “I don’t like this here theatre business anyway. It doesn’t agree with me. It keeps me up late and after it gets daylight I can’t sleep. It’s harder than living down on the farm.” They threatened him with trouble for breaking a contract, but Adin Harper had learned a thing or two and walked out, whistling Eva Tanguay’s old hit, “I don’t care.”

BUSINESS conditions in the United States and Canada are sound, which fact constitutes a sound reason for Fox supremacy not only continuing but actually increasing.
NOW that "3 Bad Men" is completed it stands revealed as one of the most remarkable photo-dramas ever filmed and everyone who has seen it is well aware of the fact. It is living proof of John Ford's ability to surpass himself and it undoubtedly will serve to add to his popularity as one of the foremost directors of all time.

"3 Bad Men" is a spectacular achievement of bigger sweep than any predecessor and it contains many brand-new ideas which are bound to distinguished it as being in a class to itself. Therefore, it should be exploited on this basis by all members of the sales organization. No one should permit it to be classified as "just one more big western," because it is a great deal more than this. It is probably the most generally appealing screen entertainment of the whole decade and it bids fair to remain in the public favor longer than "The Iron Horse" or any other similar triumph.

George O'Brien and Olive Borden, Lou Tellegen and J. Farrell MacDonald are only a few of the electric light names provided in this cast composed of dozens of box-office names.
Blystone Initiates Mammoth New Stage for Fox

J. G. BLYSTONE, directing his thirty-eighth photoplay for Fox Films, won the honor of shooting the first scenes ever filmed upon the mammoth stage recently completed as a part of a half-million dollar building program at the West Coast Studio.

With Virginia Valli in the leading feminine role and with J. Farrell MacDonald playing one of the principal character roles, Director Blystone photographed initial scenes in "The Family Upstairs," using for this purpose the interior of a seven-room house erected upon the south end of the enormous stage. Cast with Miss Valli are Allan Simpson, Cecille Evans, Lillian Elliott, Edward Piel, Jr., Jacqueline Wells and others.

In this bubbling comedy of domestic life Blystone who has wielded the megaphone in more than thirty Fox fun-films, injects some of the most human touches of his directorial career. The story, adapted by L. G. Rigby, is contributed by that very humorous individual, Harry Delf, and addresses itself to the efforts of a New York family eager to see a favorite daughter happily married.

There are many slips between the upstairs flat and the license clerk's office in the Municipal building, but pretty Louise, as portrayed by Miss Valli, finally bridges the gap—not because of the members of the family but in spite of them.

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Madge Bellamy Vacationing in Paris

Madge Bellamy has been one of the most excited little persons in all Hollywood for some time because she has been given a six weeks leave from the Fox studio, the first real vacation she's had since entering pictures, and she is going to Europe.

Miss Bellamy left Hollywood for New York in time to connect with the Aquatania sailing on May 5. She goes directly to Paris, where she plans to visit friends, do a bit of sight-seeing and a lot of shopping.

From Paris she plans to go to Vienna, then to Deauville, Monte Carlo and down to Rome; then back to London where she will spend the rest of her vacation.

"It's purely a pleasure trip, you understand," Madge explains, "there isn't going to be a bit of business about it. I'm just going over to see all of the things I've wanted to see for ever so long—the Louvre in France, the famous cathedrals of Rome and the historic old places in England that have fascinated me from childhood.

"You might put it down to a sort of preliminary sight seeing trip on which I can look around and select the place where I will really want to visit next time.

"At any rate I don't know when I've been so excited about anything, even with the passports—all signed I can hardly believe I'm actually going."

Miss Bellamy has been one of the busiest persons on Fox Films lot this year, having taken the featured role in nine big productions, her greatest characterization being that of 'Sandy.'

Miss Bellamy recently completed "Black Paradise," under the direction of R. William Neill in which she is featured with Edmund Lowe and Les- lie Fenton. Upon returning from Europe she will be cast in the featured roles of some of the biggest of the Fox productions for next season.

Belle Bennett, who has just created a sensation in "Stella Dallas," has been signed to play the lead in "The Lily," David Belasco's stage success, which will go into production soon under the direction of Victor Schertzinger. Miss Bennett was obtained by Mr. Sheehan by special arrangement with Samuel Goldwyn.
CRITIC DISCUSSES NEWSREELS
Mordaunt Hall, N. Y. Times Movie Critic and Clayton P. Sheehan
Address Fox Cameramen’s College

A METROPOLITAN motion picture critic’s view on the newsreel as an institution and the problems of the American newsreel in the foreign field were discussed at the last session of the Fox News Cameramen’s College.

Mordaunt Hall, motion picture critic of the “New York Times,” and Mr. Clayton P. Sheehan, Foreign Manager of Fox Films Corporation, were the speakers of the evening at the meeting of the College, held in the offices of Fox News, recently.

Mr. Hall made a distinct impression on the members of the College with his remark, to the effect that, in all the years of his experience within the film industry and as a motion picture critic, he has never been bored by a newsreel. The variety, the movement, the news interest, the novelty and the brevity of the subjects of the newsreel of today compel interest, he said, and for this reason, the newsreel is quite often the most interesting part of a theatre program.

That women are particularly interested in newsreels was a point stressed by Mr. Hall, and he cited numerous reasons for this interest, among which were the fashion subjects, baby pictures and other items of a like feminine appeal that are usually included in the reels.

One of the views held by Mr. Hall regarding newsreels is that a theatre in which these reels would be shown primarily, and to the exclusion of all other material, would prove of great interest to more than a limited group of the movie-going public. He said he, personally, would very much like to see such a theatre established.

Mr. Clayton P. Sheehan, recently appointed to the position of Foreign Manager of Fox Film Corporation, followed Mr. Hall with an illuminating and informative discussion of the achievements and present standing of the American newsreel in the foreign field.

In the opinion of Mr. Sheehan, who spoke from first-hand knowledge, acquired on his personal tours, during the last two or three years, to the various countries of the Orient, Australasia, South America, England and the European continent, the American newsreel has been one of the prime factors in advertising America and American goods to the world in general. The peoples of the various countries of the world where American films and American newsreels are shown have seen and noted products of American industry on the screen, and because they liked these things, have demanded them, even to preferring them to products of competing commercial nations that, in many instances, have had long years of supremacy by them.

And not alone in terms of trade have the American newsreels spread knowledge of America to the world at large. According to Mr. Sheehan, the Latin races, prior to a few years ago, being devoted almost exclusively to the indoor life, as exemplified in athletic contests of every kind. This phase itself is reflecting in the newsreels, in the pictures quite often seen of big cross-country runs, massed drill gatherings and the like taking place in foreign lands.

Great care should be taken, however, that, in the American newsreels that are sent to the different countries of the world, America be not thrust at the peoples of these countries to the point where it is resented. The older countries are waking up to the fact that America has long dominated the motion picture art and beginning to contest.
Borzage to Sail for England Soon to Film “One Increasing Purpose” on Story’s Actual Scenes

FRANK BORZAGE, Fox Films director, will sail from America for England the latter part of May to begin production on the screen version of A. S. M. Hutchinson’s novel, “One Increasing Purpose.” The picture will be made in the exact locations described by the novelist as settings for his dramatic narrative and an Anglo-American cast will be used to portray the story.

Decision to make this film in England was influenced by the success of “If Winter Comes,” a Fox Films version of Mr. Hutchinson’s novel of the same name, which was made two years ago in England under the direction of Harry Millard. The accurate atmosphere and color of old England added such charm to this production that, with its strong dramatic power, it became one of the biggest successes in the history of Fox Films.

Mr. Hutchinson will collaborate with Mr. Borzage on “One Increasing Purpose” just as he assisted Mr. Millard with the filming of “If Winter Comes.”

Mrs. Borzage will accompany the director from Hollywood and they will make a motor tour of England visiting out of the way places in a search for unusual character, type and location materials that are not to be found on the usual tourist trails. This will give Mr. Borzage a bit of rest after a hard year’s work and prepare a broad general background for the more effective collaboration with Mr. Hutchinson in determining the final details of production.

As soon as the author and the director have arrived at a working plan a cast will be selected, drawn and stars under contract to Fox Films and from the screen talent of England. The production will be a matter of international co-operation throughout, from cast to technical staff.

At present Fox Films representatives in England are making tentative arrangements for studios and laboratories so that Mr. Borzage will be relieved of these details. In addition, Fox News cameramen are now busy making scenes in location pictures by Mr. Hutchinson so that the author and the director will have at hand material for a careful survey of locations, types and characters.

Mr. Borzage’s film productions have always found favor with English theatre patrons. Among his creations have been “Humoresque,” “Secrets,” “The Lady,” “Lazybones,” “Wages for Wives,” “The First Year,” and “Early to Wed.” Incidentally “Humoresque” was the medal play for 1920.

Popular Director Signs 2-Year Contract with Fox

DIRECTOR BEN STOLOFF, who has just completed “A-1 Society,” his eighteenth Fox Films comedy, has signed a two-year Fox contract. He is one of the most popular directors on the West Coast.

Mr. Stoloff’s first picture under the new contract has not yet been announced, although it is not likely that he will start a new production immediately.

Mr. Stoloff joined the Fox comedy directorial staff two and a half years ago. He first gained recognition as a director while making the famous lion comedies. Mr. Stoloff directed six lion pictures and several Fox Imperial comedies.

“A-1 Society” is the fourth of the new “East Side, West Side” Irish-Jewish comedy series to be directed by Ben Stoloff in which Georgie Harris and Barbara Luddy are being featured.

Now is the time to give the best that’s in you to the best Fox product ever. Never before has anyone been given more incentive than all Foxites have now.
“The Family Upstairs” Looms Up Big and Classy

Among the stage triumphs most certain to become screen triumphs under the incomparable guidance of William Fox is “The Family Upstairs,” which is already nearly completed at our West Coast Studios. It has developed into something of the perfect photoplay, being chock full of entertainment from the first shot to the last.

One of the interesting things about “The Family Upstairs” is, it serves to bring Virginia Valli onto the Fox program, for she plays the principal feminine role in this comedy drama par excellence. J. Farrell MacDonald is in it, with another one of his inimitable characterizations.

There are several splendid angles for salesmanship on “The Family Upstairs,” but foremost among these is the assurance contained in the fact that Mr. Fox is one hundred percent back of making it a greater film than it was as a stage play.

Virginia Valli in two scenes in “The Family Upstairs.” Yes, it’s J. MacDonald in the top one.
ONE OF THE adaptations of best-selling novels from which most is expected by William Fox during 1926-27 is "Married Alive," now in production at Hollywood.

Matt Moore, who already has established himself as a big favorite in such Fox triumphs as "The First Year" and "Early to Wed," plays the leading role and, according to information just received, he will probably score his biggest hit in the unusual part.

This story runs the gauntlet of human emotions, producing laughter and tears at will, as it were. The accompanying picture shows one of the more serious scenes. Yes, the fainted one is Matt Moore.

"More Pay—Less Work," Kyne Film, Is in Work

"No Shenannigans," the fourth Peter B. Kyne story to be filmed this season was put into production on April 12. "More Pay—Less Work" has been chosen as the screen title for this production.

"More Pay—Less Work" is considered the best of the series of stories centered around the famous Kyne character, Cappy Ricks, a gruff but kind hearted owner of a navigation company. It will be directed by Albert Ray under the supervision of Kenneth Hawks.

The actors already chosen for important roles include Edward Rattcliffe, Charles Rogers, Albert Gran and Otto Hoffman.

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Fox Films is Also First in Supplying “New Blood” in Form of Clever New Players on Screen

WINFIELD R. SHEEHAN, vice president and general manager of Fox Films, is not only convinced that young personalities and new blood are highly essential in the moving picture world, but within the past few months has signed to Fox contracts some of the most promising youngsters who have yet faced the motion picture camera.

"New blood is vital," said Mr. Sheehan, "but with this we have tried to couple ability of the highest possible order. I think the next year will prove that we have selected for this purpose some of the most talented young people in America. Some of these young players have already made enviable records and others are headed straight for stardom."

The list includes Charles Farrell, Barry Reid, Richard Walling, Janet Gaynor, Reata Hoyt, Gladys McConnell, Olive Borden and others.

Of this godly company Olive Borden is perhaps too well known to need further introduction. She went to the West Coast Fox lot from the freelance division but she had already done work before the camera that stamped her as a potential star of the first magnitude. Her achievements at Lasky's and other Pacific Coast Studios had proved beyond question that she deserved the great confidence reposed in her by Mr. Sheehan.

Miss Borden's first picture under the Fox banner was under direction of Emmett Flynn, who cast her as the beautiful Manuelita opposite Tom Mix in "The Yankee Senor." Followed "My Own Pal," "3 Bad Men," "Yellow Fingers," "Fig Leaves" and other Fox Films successes. She is a beautiful, dark type with long black tresses.

Of the other youthful players upon whom Mr. Sheehan is depending so steadfastly, it may be said that all have demonstrated beyond question their claim to distinction.

Janet Gaynor, selected by Irving Cummings to play the difficult role of Ann Burger in "The Johnstown Flood," made such a remarkable showing in this, her initial appearance upon the Fox lot, that this director lost no time in singing her praises to all concerned. Subsequently, she was cast in other high-class vehicles. Eventually she was placed opposite young Richard Walling in "Pigs," another Cummings production.

Young Walling is a son of Will Walling, well-known stage and screen actor, and Mr. Sheehan regards him as one of the best young "finds" in pictures. He is blonde, blue-eyed and winning and it is said that he photographs marvelously. He graduated from the camera division and "Pigs" is his first picture.

Barry Reid, scion of one of the best-known families in Argentina, will have prominent roles in "The Lily" and "What Price Glory." He is slender and dark, one of the best educated youths in Hollywood, and Fox Films executives are convinced he will prove the sensation of the year.

Reata Hoyt, a warm personal friend of Irving Berlin, is known throughout the United States as one of the most attractive dancers who has yet invaded New York. She is blonde and bright-eyed, with a beautiful, child-like disposition, and Victor Schertzinger is authority for the statement that she will easily develop into one of the most stunning actresses in this country. No man in the United States understands young talent better than Schertzinger. He made many marvelous pictures with Charles Ray, Mabel Normand, Jackie Coogan and others.

Gladys McConnell and Charles Farrell, completing the list of the outstanding juvenile of Fox Films releases, have been called the most promising youngsters in Hollywood. They have worked in a number of recent releases, including "A Trip to Chinatown," and Miss McConnell, in
particular, has been featured in a great many Fox comedies. Young Farrell won new honors in "Sandy," a Harry Beaumont production and is now being featured in "Old Ironsides," a forthcoming release for which he was specially loaned to Lasky. Immediately upon completing his duties under James Cruze, Farrell will be cast in many forthcoming Fox releases.

"There will be an ever-increasing demand for young blood of this type," Mr. Sheehan concluded, "and Fox Films will leave nothing undone to furnish the right sort of material."

Earle Foxe Puts in Busy Fox Films Hours

EARLE FOXE is enjoying a short vacation after completion of his eighteenth Fox Films Van Bibber comedy. Mr. Foxe insists he holds the record on the Fox lot for the greatest number of pictures in two years. He has played the lead in eighteen Van Bibber comedies, and been cast in five feature pictures since he signed his contract two years ago. During that time, he has had but on day's rest while shooting a picture.

Florence Gilbert has played the lead opposite Mr. Foxe in all Van Bibber comedies.

Beaumont is Directing "Woman Power" for Fox

"WOWAN POWER," the picturization of "You Can't Always Tell," by Harold MacGrath, has just gone into production at our Hollywood Studios. Harry Beaumont, who directed "Sandy," now sweeping the country, is in charge of the filming.

Kathryn Perry is the Jenny Killian of the opus, while the other lead is played by Ralph Graves. William Walling, whose son, Richard, has copped a featured part in the Fox production, "Pigs," is Jake Killian, the manager of prize-fighters. Margaret Livingston is "The Other Girl."

Lipsitz New Scenario Editor for Fox Films

HAROLD B. LIPSITZ, formerly head of the Fox West Coast Scenario Department, has been appointed Eastern Scenario Editor, succeeding Hamilton Thompson who has resigned. Mr. Lipsitz is recognized throughout the film industry as one of the foremost scenario editors of his time and he richly deserves this promotion.

Discovered! An Old Salt's Hidin' Place "Twixt Films

FOX FILMS West Coast Studio officials have finally discovered J. Farrell MacDonald's hiding place between pictures. Mr. MacDonald recently purchased a beautiful motor boat cruiser and when he is wanted at the lot, instead of calling his home the studio calls the California Yacht Club at Wilmington. If he is not there a message left at the club will eventually reach him when he brings his boat up to its moorings from Catalina or other points in the Pacific. Mr. MacDonald has named his boat "The Lorna M" after his daughter Lorna.
Enter: a New Juvenile Team of Stars

JUST AS SURE as “Pigs” is “Pigs,” this filmization of a famous stage hit will prove the medium by which a new team of juvenile stars will establish themselves in the hearts of photoplay fans throughout the world. Richard Walling and Janet Gaynor are the members of this team and in carrying forward the spirit of youth which predominates in this picture, they prove a compatibility histrionic seldom found.

Another Follies Prize Beauty Joins Fox

WINFIELD R. SHEEHAN, general manager, has added another Follies beauty to Fox Films payrolls.

Reata Hoyt, latest Broadway acquisition, is a charming blonde and was born in England. She has been in America less than two years and went to the West Coast with flattering credentials from Irving Berlin and Maurice Anderson. Victor Schertzinger immediately signed her for the important role of “Christiane,” in “The Lily,” screen version of David Belasco’s legitimate stage success.

In her initial appearance in New York, Miss Hoyt scored a decided hit with the Greenwich Village Follies. This led to an offer from Ziegfeld. In the interim she won wide praise for her interpretative dancing with Ted Lewis. She came to the West Coast to spend a brief vacation. Instead, she signed a long-term contract. Miss Hoyt celebrated her eighteenth birthday recently and Mr. Schertzinger gave her a party on “The Lily” set.

Belle Bennett, playing the leading feminine role in “The Lily,” regards Miss Hoyt as one of the most promising “finds” of the year.

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Trophy Is Awarded by Douglas N. Tauszig to the Laboratory Basketball Champions

Members of the Home Office Laboratory team, who went thru the entire without being defeated, are here shown season of the Fox Basketball League with Douglas N. Tauszig, honorary president of the league, and other officers.

Mr. Tauszig, who is assistant to the Vice-president, Jack G. Leo, is greatly interested in sports activities among Foxites and the beautiful silver basketball trophy is his personal donation to the winning team. In addition, he presented pearl penknives as individual awards, each penknife being engraved with the player's name.

Reading left to right, the Basketball Group is as follows: top row Joe Reck, league treasurer; Bill Roach, center; George Schneider, captain and right forward; Joe Kizis, right guard, Joe Stoughton, manager and left guard Bill Hitter, secretary; Center row Fred Bullock, Jr., vice-president and publicity agent; Alan E. Freedman, business manager of the Laboratory; Douglas N. Tauszig, assistant to the vice-president of Fox Film Corporation and honorary president of the league; Frank Kizis, league president; Bottom row- Irving Rappaport, utility guard; and Tom Ryan, left forward.

ABOUT a year ago Aaron Fox, manager of Mail Order and Non-theatrical Sales, promised to increase business in his department. He not only has kept his promise, but has broken all records and instead of pausing to rest on his laurels he is redoubling his efforts to surpass the records during 1926-27.
AUSTRALASIA

S. S. CRICK, Managing Director
JOHN E. DAVIES, Correspondent

The morning of March 9th, as if an omen of the future success of the new Fox Australasian Headquarters, was perfect and a large and representative gathering of Parliamentarians, pressmen and exhibitors arrived to witness this all important event—the Opening. One might almost have quoted Walt Whitman's immortal lines from "Leaves of Grass," "They come, as was indeed to be expected, for who would sit in mansions such as theirs when offered a mansion such as this with all modern improvements."

Owing to the unavoidable absence of the Lord Mayor, Alderman P. V. Stokes, whose car broke down out of town, the Honorable George Cann, Esquire, M. L. A., Minister for Health, performed the opening ceremony. He expressed his appreciation at officiating at so momentous an event. "This building," he stated, "was built by Australians for the occupation of Australians and incidentally for the entertainment of Australians with the finest films in the world—American films." He also stated that some years ago he, too, was a motion picture Exhibitor but he had relinquished this post for a more lucrative one, that of a Parliamentarian (Laughter) He then declared the building officially opened. Mr. Crick, in his response, informed Mr. Cann that Fox Film Corporation had ever been noted for its caution and he was now about to strikingly demonstrate it by presenting Mr. Cann with the whole building instead of a gold key. Mr. Cann replied that he had already seven gold trowels, six gold keys and sundry gold pairs of scissors and silver-headed spades, but he had never before received the "whole building."

The assembly then adjourned for a tour of inspection of the building, certain members of the staff conducting small parties personally. The visitors were then conveyed by a fleet of cars to the Wentworth Hotel where they were entertained at luncheon. Space does not allow us to report the speeches in full. Sufficient to say that each speaker stressed the importance of the main toast "THE DAY WE CELEBRATE" and the magnificent future of the Motion Picture Industry in general and Fox in particular. Yes, March 9th was a great day in the annals of Fox Film Corporation (Australasia) Limited.

An interesting feature and a good criterion of Fox News service and efficiency was the fact that the films taken of the offices and of the ceremony were exhibited to the staff the following morning. Many Foxites, in addition to being thrilled at themselves "on the movies," saw themselves also in the pictorial pages of many of our papers.

* * *

A large and representative crowd from Head and Sydney Offices assembled to bid adieu to our Chief on his departure to U. S. A. on the R. M. S. "Niagara" on Thursday, 11 March. Mrs. Crick was presented with a bouquet by the girls of Head and Sydney Offices. The Chief was cheered to the echo as the streamer-decked steamer pulled out from the wharf. But hearthy as the cheering was, one wonders how it will compare to that of the great day when he returns.

* * *

The first staff screening since our taking possession of the new building was held on the evening of March 24th. The star feature of the evening "The Outsider" was very much appreciated and the East Side, West Side Comedy, "The Fighting Tailor," was very well received. By way of a house-warming, an impromptu dance was held afterwards.

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We were all very sorry to say good-bye to Mr. Jeune of Head Office, who left our ranks some few days ago. Mr. Jeune, who in his leisure hours was joint secretary of the Fox Club, has been succeeded by Mr. Oliver Wilson, who has already arranged one or two novel little parties.

**ST. LOUIS**

G. E. McKean, Manager
J. A. Feld, Correspondent

Gerald Wagner, who was connected with this office as salesman for the past eight years, has left our employ to become an exhibitor. Mr. Wagner should not have great difficulty in buying film as he is well acquainted with all of the arguments of film salesmen.

* * *

We are well pleased that “Sandy” will be shown at the Loew’s State Theatre the week of May 8th to 15th.

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We are eagerly awaiting the return of Mr. McKean and Bob Werth from the Convention so as to get first-hand information regarding the product for next season.

* * *

Dorothy Coffey has been “walking on air” since receiving her engagement ring, but has finally “come down to earth” as she is now Ass’t Booker.

* * *

Every one seems to have a long face since Eva Wasem, who has been with us for over six years, left our employ to go to California to see her folk. We wish Eva luck in any venture she may undertake and hope that some day she will come back to St. Louis either on a visit or otherwise.

* * *

Genevieve Willie gave us all the surprise when we learned of her marriage which took place last summer.

* * *

Our loss is someone else’s gain. We wish Walter Kelly the best of luck in his new venture.

The spring has turned out many things—even a new hat for Mrs. Taylor.

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We’d like to know if Mr. Werth found pork and beans any cheaper in California.

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**Thoughtful Mix Provides Club Room for Drivers**

TOM MIX believes in comfort for everyone around him. That the chauffeurs who bring visitors to the new Mix mansion in Beverly Hills may not find time drag while waiting, Mr. Mix has had a club room constructed for them.

The room is built over the garage and is equipped with a billiard, card and reading table and a radio receiver.

Mr. Mix decided on this when he remembered the lonely hours he had spent on cattle ranges with nothing to do but sit on his horse and noted the auto drivers wandering about while their passengers were in the house enjoying the Mix hospitality.

---

**Olive Borden Plays Part of Hostess to Orphans**

OLIVE BORDEN, played hostess to many children when Howard Hawks, director and author, was shooting Garden of Eden sequences for “Fig Leaves,” one of the most colorful photodramas ever staged on the West Coast.

Special sets, built for this picture, were so striking that Miss Borden, always eager to bring pleasure to others, expressed a desire to have the orphans of Southern California see the great outdoor stages while George O’Brien and other well-known actors were working.

Hundreds of kiddies, coming as Miss Borden’s guests, got the thrill of their lives watching the handsome George prowl around among prehistoric monsters. Dinosaurs and their mountainous cousins, the brontosaurus, brought chortles of glee from many youthful throats. Miss Borden enjoyed it all quite thoroughly.
IN THE HOME OFFICE SPOTLIGHT

By Fred Bullock, Jr.

Just a man we admire—Delbert E. Davenport: who believes in helping those with ambition. An inspiring and friendly fellow. Foxites know him, or should know him. He edits Fox Folks. "Del" hardly ever has much to say, but his actions count more than words. He is famed as a writer, has founded the American Ambition Association, and also is a motion picture expert. Undoubtedly his philosophy is: Service. And his reward? Just the appreciation of the ones he's helped. The writer knows—he is one of them!

* * *

Once again: the Fox home office personnel had the opportunity to assist the Salvation Army. Their annual maintenance appeal. A noble cause, indeed, and the response was equally noble—100 per cent from the heart.

* * *

Introducing Dan Doherty. Publicity man extraordinary, and a magician with words. Believe it or not—his writing matches his flaming hair: sure Fire. He has charge of Fox Films publicity and, with his associates, has completed a gigantic task—publicity accompanying the Fox Annual Insert. Reams of electrifying copy, describing the merits of each and every picture, telling the story of the stars, and proclaiming the fact of Fox Films superiority.

* * *

Congratulations to Frank Leyendecker. Upon his promotion to the managership of the Publicity Still Department. Frank was formerly assistant to Harry Collins, and richly deserves his elevation to this present post. He's sold on motion pictures; besides, he has definite, constructive ideas. Keep your eye on Leyendecker, and watch him make a "Still" department active.

A rainbow on the horizon—the Fox product of 1926-27. Just think of 3 Bad Men, What Price Glory, Seventh Heaven, The Music Master, or any of the Fox Forty-niners! What a line-up: 49 dramatic productions, 52 two reel comedies, 26 one reel varieties, and 104 news reel issues. It takes a book to describe them. And the book has actually been published; read it, you'll learn more about our 1926-27 Fox Treasures.

* * *

Honestly, it's a rare privilege to be acquainted with a Foxite as capable and charming as Elsie Boland, who is secretary to Truman H. Talley, editor-in-chief of Fox News. Like many other girls, Elsie started her Foxite career as a stenographer. That was eight years ago, and each succeeding year she kept forging ahead, finally to win her present position. We predict great things for Elsie.

* * *

Here's to FOX FOLKS, which celebrates its fourth birthday this month. What a joy it has been to us—a link of the entire Fox family. Recording in an inimitable way, all the news of Foxites. Paraphrasing a famous daily—"If it happens at Fox's, it's in Fox Folks!" For, in this enterprising house organ, is listed Hollywood production pointers, New York activities, European doings, and worldwide Fox events. Like the Organization it represents, Fox Folks is on the job.

* * *

Just as large as his heart, big, energetic Bill Hitter, Laboratory office manager, has to his credit the friendship of all Lab workers. And there's several reasons: personality—he takes a decided interest in each employee who shows signs of ability; sportsmanship—he spends much of his time outside business hours coaching Foxites in baseball, and incidentally man-
aged the regular Fox team for a season; then, consideration—he deals with the many problems that come his way in a human-hearted manner. Big,—that's Bill Hitter!

Publicity Department

VIVIAN M. MOSES, Manager
ROSE TANNEN, Correspondent

HARRY COLLINS ARRIVES SAFELY IN HOLLYWOOD

We were about to weep, in our own language, over Harry Collins being off to Hollywood and taking up quarters there permanently when Fred Myers stopped us short and said, "Ye publicists harken! Why not weep in poetry?" and so here goes—

THE GANG'S FAREWELL TO HARRY COLLINS

The little cage is empty now,
That's why these tears we weep;
The little cage is empty where
Our Harry used to sleep.
We hate like sin to see you go
It fills us with regrets;
What shall we do for kindly cheer
And also cigarettes?
It pains us all to see you go
But, pal, we wish you luck;
And on some not far distant day
I'll pay you back that buck.
—Fred Myers

* * *

—And just after drying our eyes over the departure of Harry, we were surprised by the announcement that fresh tears are to be shed. The soft heart of Fred Myers has taken a melting to Harry Collins and so Fred is hieing to Hollywood to greet him.

FIRE!

Herbert Berg was on his way down and Dan Doherty was the only man left in the Department. A boy coming up to the Publicity Department stopped Mr. Berg for a light.

"Sorry son, have none, but you can get a light from the 'flame' upstairs," said Mr. Berg.

"What do you mean? Is the place on fire?" the puzzled boy asked, see-

ing the young man making light of so serious a situation.

"Dear no," smiled Herb, "I meant the red headed gentleman upstairs."

CALGARY

MR. J. H. HUBER, Manager
MRS. G. C. REEVES, Correspondent

Everything is CONVENTION these days. Our Manager left for the Sun-
shine and Bright Lights Sunday the 4th., and we of course all wished him the jolliest of trips, but we could not help but be just the least bit envious for we all think that Hollywood must be a mighty wonderful place.

* * *

Our Cashier spent the Easter Holiday visiting in Lethbridge, and reports a very pleasant time.

* * *

Some time ago in Fox Folks the question was asked if any one could give the dimensions of a Censor Board. We believe that we can answer the question now, for it appears to us that our Alberta Board is too narrow for human measurement. We all agree that Hells 400 is mighty snappy, and like a cold shower, causes one to miss a beat here and there, but the thing which offends his Imperial Highness most appears to be the name only. We wonder if "Pephisto's Black Sheep" would have been less offensive. We understand of course that the dear man does not even say "Darn" when he is angriest, so it is easily understood how he would hate to see the despised "Hell" so freely advertised; particularly in the flower City of Edmonton where he has his headquarters. We are wondering now just what will happen to our Pet "Sandy." The naughty public are simply scrambling to see her and if old Granny cuts out the INTERESTING parts he will certainly be in for a tough time. Though, as the saying is, "What's a feller to do."

* * *

The main topic of conversation in Calgary is, of course, OIL. Have you heard down there that Alberta is the
coming oil center of the North American Continent? We all of course hope for this, but some of us can't help but be the least bit pessimistic. One member of our Staff eats, thinks and drinks oil, but threatened to annihilate the writer if any mention is made of it.

* * *

Meantime Spring is with us and each day our Shipper is heard using the most awful language. He lives just off the paved streets and Lizzie never was intended for a Mud Scow.

* * *

Our booker reports all things O. K., from his end, but he like the Cashier is mighty glad that Conventions like Christmas come but once a year. He is doing his mightiest though to show no let down in the absence of our Manager.

---

CHICAGO

CLYDE W. ECKHARDT, Manager
SILMA HACKMAN, Correspondent

The month of March has been quite an occasion in the Chicago Exchange. Many distinguished people have visited us. First, Mr. and Mrs. Buck Jones stopped off to say hello between trains on their way to Europe. He gave a radio talk over the Herald and Examiner station W. E. B. H. and we are sure that he had many listeners. All the girls in the office fell in love with Buck and the boys with Mrs. Jones. We all wished them a pleasant trip and will look forward to their next visit which they have promised within the next two months. Buck promises to stage a real party for the gang on his return.

* * *

Jimmy Darst, the dashing young Fox News Managing Editor also blew in town and spent several days with Bill Storz local cameraman.

* * *

The next visitor was Mr. John Ford otherwise known as Jack. Mr. Ford was accompanied by his Father and Mother who were on their way to Portland, Maine, John's old home. They have been spending several months in Hollywood with their son and although they liked the California sunshine they were very anxious to get back to the main woods. Ford also expects to pay us another visit on his return to Hollywood.

* * *

The office was all polished up, the girls were wearing their best and the men Folks laid in a goodly supply of entertainment material to welcome the Convention Special which passed through Chicago April 8th. Everybody was full of pep. The Chicago Daily News Boys Band sent them off from the Dearborn Street Station with a hearty serenade.

* * *

Another dent in a young man's bankroll. Have you noticed the diamond studded wrist watch that our blond stenographer Ruth Gordon is flashing? Our curiosity is aroused. When is it going to happen and who's the lucky fellow? Tell a person, will you Ruth?

* * *

The following conversation was overheard between Messrs. Costello and Benson. Costello:—Have you heard that the Plumb Theatre, Strator had a fire? Benson:—Was it successful?

* * *

Our biller Verna Stanely spent a delightful week with her parents at her home in Evansville, Ind. Yes she brought back quite a few things that are very pretty. And a light shall guide them. So shall our new lights which were installed in our office recently guide the paths of our exhibitors into our sales department to purchase the 1926-27 product which will soon be announced.

Victor McLaglen who will play Capt. Flagg has actually followed the trail of that now celebrated character. His adventures have carried him to China, the Philippines, Hawaii, the Fiji Islands, Australia, Mesopotamia and India.

Page Thirty-five
Fox Home Office Baseball Team Joins Film League

During April, scores of Foxites have been trying out for the Home Office Baseball team, which has become a member of the motion picture baseball league, the other clubs being Famous-Players-Lasky, Metro-Goldwyn, First National, Universal, Pathe, Warner Brothers, and Producers Distributing Corporation.

Practice games have been arranged with several of the above mentioned clubs, and a game has already been played with the First National aggregation, Fox Films winning this contest to the tune of 13-8. Pitchers Al Star and Jake Miller, both of Fox, showed real stuff, being in great form for the coming season. The Fox sluggers, Ed Freedman, Will Keegan, Jake Miller, Frank Kizis, and Irving Rappaport are back on the job, thus constituting an ever increasing menace to the opposing pitchers.

The League opening is set for May 15th, and the baseball season will last until the first of September. During this time each club will play two games with the other seven teams. The club finishing in first place will win the beautiful trophy donated by A. G. Spalding Company.

At present, the line-up of our team is as follows: Jake Miller, Al Star, I. Maxwell, and Milt Frost, pitchers; Herman Blumenfeld, catcher; Joe Stoughton, first base; Ed Freedman, second base; George Tornay, short stop; Will Keegan, third base; T. Morelli, left field; Irving Rappaport, center field; and Frank Kizis, right field. The reserves are J. Keegan, Sam Star, Rifey, Rago, Berg, Ornstein, McAvoy and Birmingham.

Mr. Douglas N. Tauszig, Assistant to the Vice-president, is the Firm Supervisor over the Team, which is managed this year by Joe Reck, of the Laboratory. The captain is Frank Kizis, secretary to Vice-president Jack G. Leo, and sports publicity is handled by Fred Bullock, of the publicity department. Other important officers are Bill Hitter, of the Lab, treasurer, and Phil Hitter, Laboratory timing room, as business manager.

All ready, everyone? Let's—play ball!

**BASEBALL EXTRA**

Opening game will be played at Ebbett's Field, Brooklyn, On Saturday, May 15th.
2 P.M.—First National Pictures vs. Warner Bros. Pictures Inc.
4 P.M.—Fox Films vs. Metro-Goldwyn-Mayer

**OMAHA**

B. B. REINGOLD, Manager

FAYE S. GERELICK, Correspondent

On the sick list this month were: R. A. O'Brien, Ruth Tingley, Clare Sitts and Harry Melcher, who were all afflicted with the popular "Flu."

* * *

A gain for every loss—C. F. Chapman has joined our Sales Force.

* * *

While enroute to the Coast, Mr. Max Roth stopped to visit with us for a few days.

* * *

L. S. Cooper, Cashier, is now operating a modern Taxi Service. The girls all get a free ride home every night.

**BARRY NORTON**, Phyllis Haver, Emily Barrie and Matilda Comont have been added to the cast of "What Price Glory." Norton will play the part of Private Lewisohn. Previous information had named Barry Reid for the role.
### EXECUTIVES AND DEPARTMENT HEADS

**FOX FILM CORPORATION**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>William Fox</td>
</tr>
<tr>
<td>Vice-Pres. and General Manager</td>
<td>Winfield R. Sheehan</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Jack G. Leo</td>
</tr>
<tr>
<td>Vice-Pres. and General Counsel</td>
<td>Saul E. Rogers</td>
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<tr>
<td>Treasurer</td>
<td>John C. Eisele</td>
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### GENERAL STAFF

<table>
<thead>
<tr>
<th>Department</th>
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<tbody>
<tr>
<td>General Publicity and Advertising</td>
<td>Vivian M. Moses</td>
</tr>
<tr>
<td>Shipments and Requisitions</td>
<td>W. E. Sennett</td>
</tr>
<tr>
<td>Exchange Disbursements</td>
<td>Harry Reinhardt</td>
</tr>
<tr>
<td>Purchase and Repairs</td>
<td>I. Krotosky</td>
</tr>
<tr>
<td>Editor, Fox Folks</td>
<td>Delbert E. Davenport</td>
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### SALES DEPARTMENT

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>General Sales Manager</td>
<td>James R. Grainger</td>
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<tr>
<td>Assistant General Sales Manager</td>
<td>Jacob Sichelman</td>
</tr>
<tr>
<td>Assistant General Sales Manager</td>
<td>Fred C. Quimby</td>
</tr>
<tr>
<td>Mail Order Sales</td>
<td>Aaron Fox</td>
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### AUDITING DEPARTMENT

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<tr>
<td>Comptroller</td>
<td>Emanuel Preiss</td>
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<td>Exchange Auditor</td>
<td>M. Goodman</td>
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<tr>
<td>General Auditor</td>
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### FOREIGN DEPARTMENT

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<tr>
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<tbody>
<tr>
<td>Manager</td>
<td>Clayton P. Sheehan</td>
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### PRODUCTION DEPARTMENT

#### New York Studio

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<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Scenario</td>
<td>Harold B. Lipsitz</td>
</tr>
<tr>
<td>Film Editor</td>
<td>Hettie Grey Baker</td>
</tr>
<tr>
<td>Business Manager, Laboratory</td>
<td>Alan E. Freedman</td>
</tr>
<tr>
<td>Superintendent, Laboratory</td>
<td>E. H. Smith</td>
</tr>
<tr>
<td>Studio Manager</td>
<td>William Bach</td>
</tr>
<tr>
<td>Electrical Manager</td>
<td>Walter J. Quinlan</td>
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#### Los Angeles Studio

<table>
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<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Production Manager</td>
<td>S. M. Wurtzel</td>
</tr>
<tr>
<td>Scenario Editor</td>
<td>Ned Holmes</td>
</tr>
<tr>
<td>Film Editor</td>
<td>Thomas N. Avinda</td>
</tr>
<tr>
<td>Casting Director</td>
<td>James Ryan</td>
</tr>
<tr>
<td>Publicity Department</td>
<td>Robert M. Yost</td>
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### FOX NEWS

<table>
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<th>Role</th>
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<tbody>
<tr>
<td>Director-in-Chief</td>
<td>Truman H. Tailey</td>
</tr>
<tr>
<td>News Editor</td>
<td>James E. Darst</td>
</tr>
<tr>
<td>Chairman, Editorial Council</td>
<td>John J. Spurgeon</td>
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<tr>
<td>Foreign Editor</td>
<td>Harry Lawrenceon</td>
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### FOX VARIETIES

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<tbody>
<tr>
<td>Production Manager</td>
<td>Ray L. Hall</td>
</tr>
</tbody>
</table>
DOMESTIC EXCHANGES FOX FILMS

President ............................................... WILLIAM FOX
Vice-Pres. and General Manager...............WINFIELD R. SHEEHAN
Vice-President ..................................... JACK G. L'ECLAIR
Vice-Pres. and General Counsel..............SAUL E. ROGERS
Treasurer ............................................... JOHN C. EISELE

JAMES R. GRAINGER, General Sales Manager
J. SICHELMAN, Assistant General Sales Manager

DISTRICT MANAGERS

HARRY F. CAMPBELL, New England
CLAYTON P. SHEEHAN, Eastern
GEORGE W. FULLER, Washington Pittsburgh and Charlotte
CLYDE W. ECKHARDT, Middle West

UNITED STATES MANAGERS

<table>
<thead>
<tr>
<th>Location</th>
<th>Street Address</th>
<th>Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y</td>
<td>46 Orange Street</td>
<td>I. J. SCHMERTZ</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>114 Walton Street</td>
<td>GEORGE R. ALLISON</td>
</tr>
<tr>
<td>BOSTON, MASS.</td>
<td>78 Broadway</td>
<td>HARRY F. CAMPBELL</td>
</tr>
<tr>
<td>BUFFALO, N. Y</td>
<td>496 Pearl Street</td>
<td>H. J. BAILEY</td>
</tr>
<tr>
<td>CHARLOTTE, N. C.</td>
<td>505 West Fourth Street</td>
<td>JOHN W. FULLER</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>910 South Wabash Avenue</td>
<td>CLYDE W. ECKHARDT</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>514 Elm Street</td>
<td>RUDULPH KNOEPFLIE</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>2100 Payne Avenue</td>
<td>WARD E. SCOTT</td>
</tr>
<tr>
<td>DALLAS, TEXAS</td>
<td>206 South Jefferson Street</td>
<td>PORTER K. JOHNSTON</td>
</tr>
<tr>
<td>DENVER, COLO.</td>
<td>1531 Tremont Street</td>
<td>MEL S. WILSON</td>
</tr>
<tr>
<td>DETROIT, MICH.</td>
<td>159 E. Elizabeth Street</td>
<td>FRANK D. DREW</td>
</tr>
<tr>
<td>INDIANAPOLIS, IND.</td>
<td>326 North Illinois Street</td>
<td>E. T. GOMERSALL</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>1901 Wyandotte Street</td>
<td>MORTON A. LEVY</td>
</tr>
<tr>
<td>LOS ANGELES, CALIF.</td>
<td>914 South Olive Street</td>
<td>J. J. SULLIVAN</td>
</tr>
<tr>
<td>MILWAUKEE, WIS.</td>
<td>721 Wells Street</td>
<td>JOHN NOLAN</td>
</tr>
<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>36 Western Avenue</td>
<td>S. E. ABEL</td>
</tr>
<tr>
<td>NEW HAVEN, CONN.</td>
<td>134 Meadow Street</td>
<td>HARRY GIBBS</td>
</tr>
<tr>
<td>NEW ORLEANS, LA.</td>
<td>1127 Girard Street</td>
<td>B. L. DUDENHEFNER</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>345 West 44th Street</td>
<td>HARRY H. BUZBAUM</td>
</tr>
<tr>
<td>OKLAHOMA CITY, OKLA.</td>
<td>121 South Hudson Street</td>
<td>WILLIAM A. RYAN</td>
</tr>
<tr>
<td>OMAHA, NEBR.</td>
<td>1509 Chicago Street</td>
<td>BEN REINGOLD</td>
</tr>
<tr>
<td>PHILADELPHIA, PA.</td>
<td>1283 Vine Street</td>
<td>EDGAR MOSS</td>
</tr>
<tr>
<td>PITTSBURGH, PA.</td>
<td>1014 Forbes Street</td>
<td>WILLIAM J. KUPPER</td>
</tr>
<tr>
<td>ST. LOUIS, MO.</td>
<td>3314 Olive Street</td>
<td>GEORGE E. MCKEAN</td>
</tr>
<tr>
<td>SALT LAKE CITY, UTAH</td>
<td>46 Exchange Place</td>
<td>H. RADLEY FISH</td>
</tr>
<tr>
<td>SAN FRANCISCO, CALIF.</td>
<td>308 Turk Street</td>
<td>HOWARD J. SHEEHAN</td>
</tr>
<tr>
<td>SEATTLE, WASH.</td>
<td>2008 Third Avenue</td>
<td>G. M. BALLENTINE</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>932 New Jersey Avenue, N. W.</td>
<td>W. J. PRICE</td>
</tr>
</tbody>
</table>

CANADIAN MANAGERS

J. P. O'LOCHLIN, District Manager

MONTREAL ........................................... 12 Mayor Street WILLIAM C. GEHRING
TORONTO ............................................ 287 Victoria Street J. P. O'LOCHLIN
ST. JOHN ........................................... 87 Union Street R. G. MARSH
CALGARY ............................................ 1111 First Street, West J. H. HUBER
WINNIPEG ........................................... 365 Hargrave Street J. A. WILSON
VANCOUVER ........................................ 558 Granville Street C. R. DIPPLE
DON'T BE A —

BE A WISE BIRD ***

*** A wise bird is one who knows the 1926-27 Fox line-up is incomparable and who says so to everybody all the time.

Now-Get-Busy Number — June 1926
Three Big Points to Keep Sharply in the Foreground Constantly

THE MOST popular newsreel on New York's Broadway is Fox News. All the leading picture houses on the Great White Way favor it above every competitor in the field. What is true of Broadway should be true of every community in the world. Getting the point across as pertinently as we can to each Sales Executive: Is it true in your territory? If not, there should be little difficulty in making it true in this new forthcoming season.

* * *

FOX TOOK the leadership by a wide margin in the two-reel comedy field during the 1925-26 season and it is a foregone conclusion right now that this lead will be not only maintained but increased during the new season. A marked superiority in quality of our various series of fun films makes this inevitable and it is a merit which should not be overlooked in the rush to sell our big feature productions.

* * *

MANY A record is doomed to be smashed when “What Price Glory” is released. Of all the war films ever made, this undoubtedly is the outstanding masterpiece and probably will remain so for years to come. Exhibitors should know this now when it will do some good toward recompensing Mr. Fox and his associates for going to the tremendous expense of bringing this great classic to the screen so soon after its record-breaking New York stage success.
AND FINALLY, the long and short of it is, Fox has the best long and short subjects of them all!

* * *

AN IDEAL way to prove to any exhibitors how vastly superior the Fox line-up is to any other is to buckle right down to comparing 'em attraction for attraction from the top of the list to the bottom. Fox will gain boundless confidence from the most hard-boiled film-buyer in such a comparison.

* * *

HERE'S an advance tip: do not be surprised if "The Return of Peter Grimm" develops into one of the ten best pictures of 1926-27. This David Belasco stage triumph looms as one of the most remarkable filmizations ever made and with Alec Francis in the role David Warfield distinguished himself in to such a great extent, it is certain the public is going to see one of the truly memorable cinema character portrayals of the whole decade. It would be well-nigh impossible to expect too much of this unusual adaptation.

FOX FOLKS welcomes Fox Dynamo, our new weekly house organ, which, as edited by Roger Ferri under the direct supervision of General Sales Manager James R. Grainger, is a veritable wow in all the term implies. It is not only an inspiration for all loyal Foxites, but it is an unlimited source of incomparable impetus to greater deeds in Fox Films sales, the latter of which is its primary purpose in being. Just as its name indicates, this weekly is something really dynamic and it will contribute its full share toward making possible the breaking of all sales records in our matchless organization. Do more than keep an eye on Fox Dynamo—read and study every word in it, for it shows the way to the bigger way!

* * *

EVERY "latest report" from Fox Films headquarters proves that no force on earth can check our progress toward the very zenith of achievement in the way of screen attractions for the season of 1926-27. Our line-up is so far ahead of all competitors that it would be absurd for any of them seriously to try to catch up. If salesmen ever had anything easy to sell, Fox salesmen have it for this year.

* * *

STILL another Fox special which is sure to do a lot of box-office talking for exhibitors everywhere is "The Monkey Talks" and now that it is announced Madge Bellamy will play the leading feminine role, our Sales Force has about everything needed to talk about.
List of Some of the Important Pictures Made by Fox Dramatic Directors

VICTOR SCHERTZINGER
"The Clodhopper"
"Siberia"
"The Boy from Flanders"

JACK BLYSTONE
"Our Hospitality"
"Dick Turpin"
"Soft Boiled"

IRVING CUMMINGS
"Fools Highway"
"The Desert Flower"
"One Year to Live"

EMMETT FLYNN
"The Connecticut Yankee"
"Monte Cristo"
"The Dancers"

JOHN FORD
"The Iron Horse"
"Cameo Kirby"
"Kentucky Pride"

HARRY BEAUMONT
"Beau Brummel"
"Main Street"
"Babbitt"
"Sandy"

RAOUL WALSH
"The Thief of Bagdad"
"The Honor System"
"Regeneration"

FRANK BORZAGE
"The Lady"
"Humoresque"
"Secrets"

R. WILLIAM NEILL
"Broken Laws"
"Percy"

HOWARD HAWKS
"The Road to Glory"
"Fig Leaves"

F. W. MURNAU
"Faust"
"The Last Laugh"
"Dr. Caligari’s Cabinet"
Belasco's "The Lily" Becomes a Fox Screen Marvel with Belle Bennett Triumphant

"THE LILY," Victor Schertzinger's fifth production for Fox Films, is one of the greatest pictures this artistic director has ever made, according to shrewd critics who have witnessed the performance of Belle Bennett and other well-known stars in the screen version of David Belasco's memorable stage success. Preview predictions are to the effect that Miss Bennett has eclipsed her marvelous work in "Stella Dallas."

In addition to Miss Bennett the strong supporting cast includes Reata Hoyt, stunning Follies beauty, and Barry Norton, a striking young aristocrat who came to the United States from Argentina two years ago. He is said to be the handsomest youth in pictures at the present time.

John Sainpolis, who plays the diffi-
cult role of the eccentric father, has done nothing in recent years to out-

rival his realistic portrayals of this important part in the Belasco masterpiece. According to Schertzinger every actor in the cast has recorded some highly dramatic bits of action. Ian Keith plays the role of the handsome young artist, while Richard Tucker is cast as Huzar, the attorney.

Others who give sterling performances are James Marcus, Gertrude Short, Thomas Ricketts, Lydia Ye- 

mans Titus and others. The screen play was adapted by Eve Unsell and is from the story by Pierre Wolff and Gaston Leroux.

Magnificent sets, replicas of celebrated French homes, were built on the mammoth stage recently erected at Fox Films West Coast Studio. Furnishings, supplied by Joseph Basch, include some of the most costly paintings and tapestries ever used for motion picture purposes.

Two sets, in particular, were said to be the most effective yet developed by Fox Films. One, that of the chateau of Count de Maigny, includes a majestic stairway and great stone pillars, with immense fireplaces and some of the most valuable furnishings the antique market affords. The other, with a winding stairway in the home of George Arnaud, the artist, gave Schertzinger’s camera crew exceptional opportunities for unusual shots and magnificent lighting.

The story, centering about the re-

pressed love of an older sister, reach-

es a mighty climax when Odette, 

the long-suffering daughter of the sporty old count, denounces her father and swears the younger sister shall have the love of the man who adores her. This, however, seems impossible, since Arnaud the artist is unhappily married to a woman from whom he is un-

able to secure his freedom. In the dramatic unraveling of the plot both girls win love and happiness after an hour of agony which seems to stretch into eternity itself.

This is Schertzinger’s brand of

drama and it is said that he has done himself proud. Many declare that he has outrivaled his magnificent picture “Siberia,” recently released by Fox Films.

**Prison Executive Lauds Fox Films for Progress**

**THERE IS NO greater source of pleasure, barring the visits of dear ones, if they are allowed, than the movies for the inmates of peniten-

tiaries.**

Tim Burke, chairman of the entertain-

ment committee of the Mutual Welfare League of Auburn, an organization founded by Thomas Mott Osborne, has written Publicity Director Vivian M. Moses a glowing letter of anticipation of the Fox Films pictures for the coming season.

It says in part:

“We wish to take this opportunity to offer you and the Fox Film Corporation our sincere congratulations and well wishes for the splendid and humanly appealing program that you have planned for the coming Motion Picture season.

“Your organization will stand out among all the other producers with the product you are offering.”

**All-Fox Show Wins in a Special Showing At Tokio**

A **N ALL-FOX Films program was used recently at the charity performance, patronized by the German, French and Belgian embassies and the Dutch legation, in the Imperial Hotel Auditorium, Tokio, Japan.**

The show started with “Kentucky Pride,” then came “Fox News No. 56” and next the feature picture, “As No Man Has Loved.”

Fox Films Corporation donated the entire program. Tickets sold from “tops” at yen 3.00 to yen 1.00, and there was a great response.
And "The Lily" Abounds in Big Scenes All Classes of Audiences Will Applaud to an Echo

IT IS the day of big scenes in big pictures — scenes which are memorable. Herein "The Lily" excels. It is a photodramatic masterpiece in the vitally important matter of big moments such as devotees to the cinema crave most nowadays. In short, "The Lily" is literally made to order for the exacting demands of this day and age and there can be no doubt as to its widespread popularity for this reason.

Supplementary to the three scenes we present on Page 3 are offered the two even bigger ones on this page.

In the top one Barry Norton holds the center position between John Sainpolis (left) and James Marcus (right).

In the lower picture Belle Bennett is shown in one of her many remarkably well acted scenes with Mr. Sainpolis. While all the character portrayals are exceptional, the performance of Miss Bennett ranks with the more wonderful characterizations of not only a season, but of all motion picture history.

"The Lily" is an ideal feature for any class of audience and it is sure to be applauded to an echo everywhere.
Fox Was Only Firm That Delivered As Per Contract Throughout 1925-26 Season

A FOUNDATION of good-will and good-faith has been set during the current season by Fox Films with its clientele of theatre-owners that should go far in assuring the coming season’s product a very kindly reception to the exhibitors.

Fox Films for 1925-26 delivered every picture as per contract and promise without a single slip-up.

This obviously represents the most perfect co-ordination in departments from the scenarists’ quarters to the far-flung exchange centers. It represents, in fact, the dream of every producer, but so far Fox Films is the only company able rightly to boast of such success.

“We are the only firm in the business that delivered as per contract, sales terms and specifications,” Winfield R. Sheehan, vice-president and general manager, declares. “It is the fountaining of good-will and good-faith, and I think we are entitled to publicize this to our credit and glory.”

That was his closing remark in a letter he dictated in Los Angeles to James R. Grainger, his general sales manager, in New York. The letter is complimentary generally to the effectiveness of the Fox forces, and particularly to the sales machine perfected by the sales chief.

The letter of Mr. Sheehan follows in part and is self-explanatory of the accomplishment of his company:

“We sold them (the theatre owners) 35 special pictures one year ago. By July 1, we will have delivered each one of the 35 pictures as contracted and sold, ON TIME. In addition there-to, we have given them ‘SANDY,’ one extra release, which they were free to buy or pass up. Therefore, we have kept faith and delivered pictures in accordance with our contract and promise.

“We sold them 7 Tom Mix and 7 Buck Jones’ pictures. They were delivered on time as contracted.

“We sold and contracted 26 Varieties subjects. On July 1, we will have delivered each one sold under contract on date specified, and have kept faith in accordance with contract and promises.

“We will deliver 104 issues of Fox News as contracted.

“We sold under contract 8 Van Bibber Comedies, 8 O. Henry comedies, 8 Married Life Series pictures, 20 Imperial Comedies. We have delivered all except one Imperial, which will be shipped next week; and, by June 15, we will have delivered 44 two-reel comedies which we sold them one year ago under contract for delivery during the year, and we have kept faith, carried out our contract and kept every promise.”

This remarkable performance is of value beyond assaying in the marketing of the coming season’s product. It also constitutes a potent urge for the company’s forces to put over a similar success this coming season. It is at once a great builder of the esprit de corps and in welding confidence in the Fox company in its clientele.

Back of this accomplishment prominently looms James R. Grainger, the sales chief.

“The Grainger system” is based on not only expert handling of film through the company’s 30 odd national exchanges but on square-dealing and no rash promises. His word is his bond, in all truth, and has so come to be accepted by the exhibitors.

If Grainger makes a contract or a promise, both are equally good, as the exhibitors now have ample evidence in the perfect dispatch of films last year and so far this year. They are relieved of worry about bookings. They know that the Fox Company will “keep the faith.”

The Fox officials and forces are entitled to “publicize to their credit and glory” their achievement in the great battle ground of film sales and delivery.

Page Six
“Married Alive” Is a Bright and Snappy Picture Featuring a Brilliant and Lively All-Star Cast

“MARRIED ALIVE,” a delightful story of the adventures of a modern bluebeard and a serious minded professor of philosophy, adapted by Gertrude Orr from Ralph Strauss’ clever novel, is the latest Fox Films production to be directed by Emmett Flynn. Lou Tellegen, Matt Moore and Margaret Livingston have principal roles, insuring no end of real entertainment.

Lou is the suave, Handsome Duxbury, a gentleman of polygamous inclinations whose theory of life is that every man is entitled to as many wives as he can get. Putting his theories into practice he collects four,—an elderly but extremely wealthy woman in Africa, a flighty little Miss, a lovely Vicar’s daughter, and the beautiful daughter of one of the proudest houses in England.

By means of a few “business engagements” he manages to spend part time with each. That is, he does until the professor stumbles upon him at the Vicar’s house and is introduced to another Mrs. Duxbury.

Matt Moore is the professor whose books on women have created such a sensation and whose lectures on free love in one of the larger universities are always crowded. To him women are but creatures engaged in the pursuit of man—interesting specimens to analyze but dangerous to have about.

And until he is forcibly removed to a resort after a nervous breakdown they remain simply specimens under a microscope. But Lady Rocket, shocked and disapproving thoroughly of her nephew’s theories, has decided to give him a lesson and from that point on he spends most of his time running away from the lovely girls with whom she surrounds him.

It is at this resort that he meets Duxbury and one of his wives, a flighty little person who immediately tries to make up to the shy professor. His aunt scents the danger and

Matt Moore and Margaret Livingston in One of Their Amusing Scenes.

Marcella Daly and Lou Tellegen Add to the Mirth.

Page Seven
promptly moves her charge to Bath. Here he meets Duxbury and another wife.

Incensed at the idea of Duxbury deceiving two women he starts to trail the scoundrel, and unearths another wife. From then on the picture is filled with one amazing ludicrous situation after another. The climax comes when Duxbury deliberately chooses jail to living with his first wife, a lady of uncertain years and a "lifted" countenance.

The Professor ends happily.

"Married Alive" is a picture that will appeal to everyone. The situations are unique, the actors are exceptionally well cast and the story runs along with a smoothness that precludes any suggestion of dullness.

Besides the leading characters, the all star supporting cast includes Claire Adams, Gertrude Claire, Marcella Daly, Charles Lane and Eric Mayne.

Whenever an exhibitor gets a picture of this sort, he is always satisfied because he knows his patrons are doubly so. This is exactly why Mr. Fox has put this particular story on the screen.
UNALLOYED enthusiasm and confidence characterized the six regional conventions of the Fox Films sales forces from 25 exchange centers throughout the country held immediately after the national convention at Los Angeles. In every instance, personal pledges were made by the men to the presiding officials that there would be “100 per cent co-operation to make the 1926-27 season Fox’ greatest.”

James R. Grainger, general sales manager, and Fred C. Quimby, short subject sales executive, both of whom presided at the New York meeting in the Hotel Astor, had fully acquainted their assistants in charge of the other five meetings of all plans, and all meetings were conducted on the same general basis.

It was made plain that Mr. Grainger wants a personnel that has full confidence in the Fox product and which can be depended upon to be constantly on the go to assure the fullest possible presentation of Fox pictures in the various districts. The salesmen and bookers whole-heartedly insisted that they shared their chief’s confidence, and that their efforts would be energetic at all times.

All the presiding officials, following Mr. Grainger’s instructions, went into detailed explanation of every feature release, directors, the players and on the new spirit which marked the great success of the national convention at Los Angeles.

It was stressed that Fox has acquired the “cream of youth on the screen,” and that, with the film public ever-eager for new faces, this is the greatest kind of a boon, backed up as it is with many long-standing stars that are big box office bets.

“The Grainger System,” as the sales chief’s well-worked out methods are tabbed by his forces, were gone over in detail. They embrace first and foremost fair-dealing and honest representations to the exhibitors and methods which Mr. Grainger in his long experience knows to be “go-getters.” The men were told that they could guarantee the finest product both in feature and short subject releases.

The meetings closed with this thought firmly imbedded: “Put Fox Films at the top of the industry, for we have the goods.”

The meetings were held in two sessions, morning and afternoon on Saturday, and Sunday was spent in most cases in general discussions during automobile tours and at lunches. The salesmen and bookers were given ample opportunity to ask questions and set their problems before their presiding chief.

At the New York meeting, besides Mr. Grainger and Mr. Quimby, the following were present:

James T. Bailey, Jas. Dermody L. Frieberg, student.

NEW HAVEN—Harry Gibbs, Mgr. R. Cohen, Asst.
Mgr. S. Germain, Booker, B. Simmons
NEW YORK—H. H. Buxbaum, Mgr.
Morris Sanders, Booker George G. Blenderman, Booker, Miss A. Zeiring,
Booker, L. Goldstein, Booker, A.
Mendelson, Booker, J. J. Lee, Asst.
Mgr. E Schweitzer, J. Schwartz, B.
B. Scholtz, C. Kenneth, F. Walsh, B.
J. Heagney, R. Gledhill, Mr. Meyerson,
N. L. Gerber. PHILADELPHIA: Edgar
Moss, Mgr. Chas. Zagrane, Asst.
Mgr. Francis J. Kelly, Booker, G.
Fleischman, Booker, Leon Leopold, A.
Davis, N. P. Fleisher.

At the meeting in the Hotel Washington in the national Capital, District Manager George F. Fuller presided, with the following present.

District manager George W. Fuller, Assistant Short Subject Sales Manager, George Roberts, Supervisor Fox Varieties Ray Hall.

CHARLOTTE: John W. Fuller, Manager, E. Byers, Asst. Mgr. & Booker


E. C. Grainger was in charge of the convention at the Hotel Statler, Cleveland, with the following present:


Hotel Muebch, Kansas City, with the following present:


Another Big Stage Hit Ready As a Screen Hit

"THE FAMILY Upstairs," Harry Delf's comedy hit of a family in a New York flat, which was produced in New York by Sam Harris, has been completed at Fox Films West Coast Studios. It is the thirty-eighth photoplay that J. G. Blystone has directed for this company.

This is the first play to use the new Fox stage, the biggest in the industry, which was employed for the interior sequences. A completely equipped pool hall, among other settings, was built for the scenes where Willie Heller, the lazy son, played by Edward Piel, Jr., does his hardest work.

Virginia Valli has the featured role. Allan Simpson has the male lead. J. Farrell MacDonald is the father and Lillian Elliott the mother.
"Woman Power," a Brilliant Harold MacGrath Opus, Destined to be a 1926-27 "Big Power"

"Woman Power" from Harold MacGrath's story, "You Can't Always Tell," is now in production at our Hollywood Studios, the direction of Harry Beaumont, who scored so sensationally in the current big hit, "Sandy."

It is just suited to Beaumont's best efforts. A nearly-ruined youth finds rehabilitation physically and spiritually in a prizefighters' training camp in the foothills of the Adirondacks. Rugged battling builds him physically and the girl's love puts the sunshine in his soul.

The plot has distinctly out of the ordinary ramifications with sequences in Broadway night clubs, in the ring, in the lovely Adirondack land and on railroad trains.

Kathryn Perry and Ralph Graves play the leads. Margaret Livingston, William Walling, Ralph Sipperly and Robert Ryan are others in the cast.

For all-around brilliance this story is a veritable gem. It is the sort of an attraction which will delight the most blase and even the easily bored just as it will score a ten-strike in the smallest community picture house.

The work of Miss Perry and Mr. Graves, as a romantic juvenile team, is excellent and should result in a reaction entirely favorable to the exhibitor. This is a case wherein smart showmanship has guided the casting.
As "What Price Glory" Nears Completion, It Stands Revealed as the One Greatest War Film

It has remained for William Fox to hit the bull's eye with the preeminently best photodrama based on the recent World War and all predecessors as well as current releases will pale into comparative insignificance when this great cinematic achievement takes its place in the public limelight.

Of course we are referring to "What Price Glory," now rapidly approaching completion at our West Coast Studios, where, under the direction of Raoul Walsh, it has been in the process of filming for quite a few weeks.

Based on what all critics agree is the one outstanding war-play triumph of the speaking stage, this Fox classic for the 1926-27 screen has retained all its original realism to which has been added still some more realism due to the wider latitude the motion picture art affords.

Exhibitors can be advised to start regretting now that their seating capacities are not larger.
A RARE combination of high-tension action and extraordinary love situations the Fox film version of "What Price Glory," soon to emerge as the one biggest war picture of all time. Realism which defies adequate description distinguishes the fights to be seen in this feature. Perhaps no fistic combat was ever seen on the screen that compares with the one Edmund Lowe and Victor MacLaglen stage in this picture. Certainly no re-enactment of the famous battles of the World War ever could be given credit for approaching those to be seen in this film.

As for the romance — an eternal triangle though it be — the one unfolded in this masterly drama is entirely unlike any other human love affair ever conceived. It is the last word in conflict for the favor of a girl. It is the battle royal of two strong men who are real human beings.
ALTHOUGH FOX executives took months to select the right actors to play Captain Flagg and Sergeant Quirt in their production of "What Price Glory," the part which proved hardest to fill, and which has just been given to William V. Mong, has been that of Cognac Pete.

The reason for this is that Cognac Pete is a real person and not a creature of Laurence Stallings' imagination. Stallings is not the only American writer who knows the real Pete. In Captain Thomason's book "Fix Bayonets!" which covers the fighting of the Marines in France, Cognac Pete is not only honored with mention but is immortalized again by a sketch made by Captain Thomason at Bouresches.

Furthermore the Cognac Pete of "What Price Glory" having had a counterpart in every French provincial town, Fox executives want to make sure that the character in the photoplay is real to every American who saw service in France. This is merely typical of the efforts which are being made to make "What Price Glory" a thoroughly accurate production. Joe O'Donnell, an employee of the Fox company, who lost an arm and "Cognac Pete".....William V. Mong
Hilda of China.............Phyllis Haver
Carmen of the Philippines.....Elena Jurado
Lieut. Moore..................Leslie Fenton
Private Lewison.............Barry Norton
Private Kyper...............Ted McNamara
Private Pepinsky..........Sammy Cohen
French Mayor..............August Tollaire
Private Ferguson.........J. F. MacDonald
Soldiers, townfolk, army transports, etc.

"WHAT PRICE GLORY"

The following is the correct "line-up" on the film version of "What Price Glory."

The intimate story of the World War based on the stage play by Laurence Stallings and Maxwell Anderson. Directed by Raoul Walsh—Scenario by J. T. O'Donohoe.

CAST
Sergeant Quirt ...........Edmund Lowe
Capt. Flagg ............Victor McLaglen
Charmaine .............Dolores Del Rio

Page Fourteen
Louis Usabal, Celebrated Spanish Artist, In Hollywood to Make Portraits of 30 Fox Stars

LOUIS USABAL of Valencia, Spain, renowned as a painter of European theatrical stars has arrived at Fox Films West Coast Studios to make portraits of thirty cinema celebrities. Among these are Tom Mix, Alma Rubens, Buck Jones. Margaret Livingston, J. Farrell MacDonald, Madge Bellamy, George O'Brien, Olive Borden, Lou Tellegen, Gladys McConnell, Edmund Lowe, Kathryn Perry, Leslie Fenton, Janet Gaynor, Richard Walling, Reata Hoyt, Barry Norton and Charles Farrell.

While working in Morocco among the Moorish horsemen, Usabal made some celebrated horse studies and it is possible that Mix and Jones may sit for equestrian portraits.

Usabal's fame rests on his work in all the theatrical centers of Europe, England and the American east coast. Among his best known canvases are four internationally celebrated artists painted in Berlin. These are of Eleanora Duse while she was appearing at the Lessing theatre in Gioconda, Cleo de Merode and Loie Fuller during dancing engagements at the Winter Garden and Ruth St. Denis while she was dancing at the Opera Comique. Others are of La Belle Otero, Madrid's famous dancer, and Pablo Sarasato, the violinist, both painted in Paris; Vincente Ballester, Metropolitan baritone and Conchita Piquer of the Winter Garden, both done in New York. Incidentally Ballester is also a native of Valencia and one of Usabal's "old home town" friends.

La Esfera, the principal illustrated
weekly magazine of Spain in a recent issue devoted a lot of space to Usabal’s work and concluded by declaring that of all the world’s artists he had best grasp on the “motion picture styles.”

When Usabal has completed his list of Fox Films’ stars, he will exhibit his work and include some thirty pictures which were hung temporarily in New York. Among these will be sketches about the Alhambra, Cadiz, Seville, Madrid and Valencia, the results of a two year tour of Spain which ended recently.

Usabal’s portraiture work has taken him to Madrid, Barcelona, Paris, Marseilles, Rome, Venice, Berlin, Munich, Dusseldorf, Vienna, Amsterdam, Brussels, Bruges, London, Brighton, Bath, New York, Atlantic City, Philadelphia and Chicago. This wide travel has qualified him to speak as an artist expert on beauty and he says:

“The American women are the best built and have the best figures of any in the world. Their complexions are the best in the world and their faces appear to have the skins of the babies of England. They have the most perfect carriage of any women I have ever seen, which I attribute to the physical culture courses in the American schools. In advancing years they retain their beauty as no other women do.

“In all of my travels in America I have never seen a really homely woman.”

Usabal has had a most interesting career. When eight years of age he began his art studies at San Carlos, the royal academy at Valencia and a year later he received his first prize in art. Blasco Ibanez, famous novelist who gave the world a vivid picture of the world in his “Four Horsemen of the Apocalypse,” made the presentation. The prize was a book on anatomy from an artist’s viewpoint. He has among others two gold medals of the first class awarded in 1910 and 1911 at the International and the National Art Exhibition in Madrid. Other awards were made to him for his work in oils and water colors and sketches and etchings at exhibitions in Valencia, Madrid, Rome, Paris, Berlin, Munich, Vienna and London.

Alec Francis Wins Choice Role of Grimm

ALEC B. FRANCIS, the veteran character delineator, has been selected to portray the title role in “The Return of Peter Grimm,” the first of three David Belasco presentations made immortal by David Warfield which Fox Films will produce for the coming season.

The other two plays are “The Music Master” and “The Auctioneer.”

As theatregoers of another day know, “The Return of Peter Grimm” was the first play to ask the great question, “Can the dead return to commune with the living?” Mr. Francis is considered a perfect choice for Peter, the kindly cultivator of flowers, who died and yet “lived.”

Again and again, the spirit of Peter comes back from beyond the grave, and, through the medium of a small child, guides loved ones into the realms of happiness.

With the choice of Mr. Francis as Peter Grimm and George Sidney for the leading role in “The Auctioneer,” Fox casting officials are now making a survey of players for the featured part in “The Music Master.” Special consideration is being given all three plays because of their high place in the history of the American theatre.

Victor Schertzinger, who recently completed “The Lily,” another old Belasco hit, is directing “The Return of Peter Grimm,” and Bradley King will do the scenario. Mr. Belasco himself wrote the play.
Fox Comedy Production, Entailing a Five Million Dollar Expenditure, Looms O. K.

GEORGE E. MARSHALL, who is the boss of the Fox Comedy lot, is not daunted by the tremendous production schedule he has been assigned, and which will cost the company in round figures $5,000,000.

His first report to Winfield R. Sheehan, general manager who is now engaged solely in supervising all the gigantic Fox outputs, is to the effect that everything is going as smoothly as he could desire.

Already six of next season's releases are in film and others are in the course of production. Those completed include the first of a series of eight Animal Comedies, a new feature of the Fox Short Subject program. These comedies are expected to be a notable hit because of their distinct novelty.

The other comedies completed embrace: Two Imperials, "It's A Pipe," and "Lafayette, Where Are We?" two O. Henry's, "A Complete Life" and "Babes in the Jungle," and a Van Bibber, "The Swimming Instructor."

The comedies in work include the first of the new series of "Helen and Warren Married Life" pictures, based on the celebrated newspaper stories by Mabel Herbert Urner; two Imperials, another O. Henry, a Van Bibber and the second of the Animal Comedies. One of the Imperials, to be titled, "The Steeplechase," is almost finished.

Working with him on these comedies, Mr. Marshall has the pick of directors, who know the art of making fast-moving, genuinely funny films; gagmen, who have the knack of injecting natural and original humorous situations, and titlewriters, many of whom are nationally famed wits.

It is with this ensemble of production talent, coupled with the brilliant array of players and superb story material by some of the greatest humorous writers, that the comedy chief hopes to turn out a group of two-reelers which will set a new mark in short-subject picture-making.

The working basis, Mr. Marshall says, is now so co-ordinated that everything goes along like the well-known Swiss watch.

When all his staff try to tell him how good their stories and pictures are Mr. George Marshall starts to weep. Left to right: Esther Brodie, "Bunnie" Dull, Mark Sandrich, Max Gold, Leslie Selander George Marshall seated at desk; Felix Adler, Lex Neal, Henry Johnson, Eddie Moran, Alfred Davis and comedy business manager Mike Miggins.
Fox Films Will Open Branch Offices In Portland, Oregon, and Des Moines, Iowa

WITH THE FOX Films lineup for 1926-27 conceded to be the greatest ever attempted by a production company, James R. Grainger, general sales manager, is leaving no stone unturned to assure the proper distribution of the pictures to the exhibitors.

During the last six months, Mr. Grainger has opened two new branch-offices at Milwaukee and Memphis, and has completely remodeled and systematized six others. He now announces that within the next ninety days he will put two more distribution centers in operation in Portland, Ore., and Des Moines, Ia.

This will give the Fox organization 37 distributing branches on the North American continent, 31 in the United States and six in Canada.

The exchanges in Portland and Des Moines are not the only ones contemplated by the hustling Fox sales chief. Others are planned at strategic points throughout the country, and the time is not far distant when the Fox company will be in a position to give exhibitors in every territory service unrivaled in speed and general efficiency.

While Mr. Grainger has reason to enthuse at the results already accruing from his sales system plans, he is working for higher-powered efficiency in the personnel of his staffs generally, and is constantly building up these departments with experts in their line.

The Fox sales force shares with Mr. Grainger the great confidence that exhibitors have in his judgment and ability. And this is a confidence which has no duplicate in the entire industry. There is no man whose word is so highly regarded by exhibitors as Mr. Grainger's. To scores of the shrewdest exhibitors in the country, "Jimmy's" say-so on a picture is enough for them to book it.

He sees to it that his salesmen reflect this integrity. He knows that the film business is not a one year affair, and that the confidence of exhibitors can only be held by square dealing—not by taking advantage of clever propaganda to "put over a poor picture."

And since Fox 1926-27 productions are rich in potential box-office drawing power, Mr. Grainger is going ahead, with what he regards as perfect safety, in guaranteeing big things to the exhibitors. He is sold "100 per cent," as is his entire staff, on the unlimited fan-appeal and consequent big receipts of the great program for next season.

A most remarkable feature of the sales organization of the Fox company is the very evident effect of Mr. Grainger's high-powered personality. It runs like an electric current of strong voltage, keeping the men going at top speed, and never satisfied—for Mr. Grainger never sets a limit—no matter how well the sales go.

Austin Is Director of New Van Bibber Comedy

ALBERT AUSTIN is directing his first Fox Films comedy, "The Swimming Instructor," the latest Van Bibber. Earle Foxe and Florence Gilbert are playing the leads with Frank Beal, Lynn Cowan, Bardson Bard, Hazel Howell and Jack Donovan completing the cast. "The Swimming Instructor" is the seventeenth Van Bibber to be screened, and is the first of the third series of eight.

Out to Boost Accessories

Louis Levin, manager of Fox Films Accessories Sales Department, has started on a tour of the Fox exchanges in the interest of accessory sales promotion. Mr. Levin will talk to the Fox salesmen of the value of accessories to exhibitors.
Fox Short Subjects Are Headed for a 100 Percent Clean-up During 1926-27 Season

NO BETTER endorsement of Fox comedies could be had than the announcement by Fred C. Quimby, short subject sales manager, that he has closed a contract with Dave Loew, of Loew’s Metropolitan circuit, whereby the Fox company's 1926-27 two-reelers are assured 100 per cent presentation in the Loew houses.

Dave Loew, shrewd showman that he is, got on the Fox comedy band wagon this season and was so satisfied by the results obtained that when he was approached by New York Branch Manager Harry Buxbaum and Mr. Quimby with the coming season’s output he lost no time in appending his signature to the contract.

In commenting on this booking Mr. Quimby said that he looked forward to a 100 per cent repeat booking on Fox’ 1926-27 comedy releases. He added:

“There is no questioning the fact that Fox comedies, during the present season achieved a plane hitherto undreamed in short subject production. They were well-named ‘the little giants of the screen.’ The satisfaction they gave is evidenced by the way exhibitors who played them are snapping up the coming season’s offering.

“We have yet to approach an exhibitor who played our short product this season who was unwilling to repeat his booking on the 1926-27 list.

“With this splendid repeat business and the new business we expect as the result of the ‘word-of-mouth’ advertising, I am looking forward to rolling up a sales total which will gladden the hearts of our stock holders.

“If I were to mention the amount of sales that I’ve set as my goal for the coming season, there are a lot of my contemporaries who would think I was ‘bugs.’ So I’ll save them their sighs if any, until we make our statements in the fall.”
Walling Leaps from "Pigs" to "The Pelican"

"LIKE FATHER, like son" seems to belong in the case of William Walling, the well known character actor, and his son, Richard.

Young Richard, discovered and featured by Director Irving Cummings in "Pigs," has now been picked to play Robin, the son, in "The Pelican."

He replaces Leslie Fenton, the original choice, whose services are required at present in the making of "What Price Glory." In order not to hold up production of "The Pelican," another selection was necessary.

Richard Walling a few weeks ago was a still cameraman. It is not recorded that he had any bets with his dad, now working in the picture "Womanpower," that he'd climb to movie success on his own. That's what he has done.

Young Richard struck Cummings' fancy for the male lead in "Pigs," and it is reported that the boy made good along with Janet Gaynor, the feminine lead, who also was discovered and "made" by Cummings.

The part, Robin, seems particularly suited to Young Walling, according to Director Frank Borzage. Alma Rubens is the mother who sacrifices in a way commensurate with the female pelican, which is said to pluck its own breast to feed its starving young. In the play, the mother sacrifices the one great love of her life for Robin.

Robert Kerr has made the latest Fox Films O. Henry comedy, "The Complete Life." Ethel Sykes, and Frank Butler have the leading roles with Otto Fries, Grace Goodall, Lawrence Steers, Philip Dunham and Henry Murdock completing the cast.
Discusses Color Photography for Newsreels

The final meeting of the second winter season of the Fox News Cameramen's College, held in the projection room at the newsreel at 800 Tenth Avenue, was addressed by Mr. J. I. Crabtree, technical expert of the Eastman Kodak laboratories at Rochester, N. Y. Mr. Crabtree's lecture dealt with "The Properties and Applications of Color Sensitive Motion Picture Film" in relation to motion picture photography in general and to newsreel work in particular.

Illustrating his remarks with a specially prepared motion picture reel and with stereoptican slides, Mr. Crabtree pointed out the many advantages to be obtained by the newsreel cameraman on certain occasions by the use of panchromatic and orthochromatic negative stock, in combination with proper color filters. Using these methods, he said, it is possible to secure effects obtainable in no other way; effects that might considerably enhance the beauty and effectiveness of particular shots. Aerial photography, so common in newsreel work today, is, in particular, peculiarly adaptable to the use of color sensitive film and filters, in that these go a long way toward eliminating haze which has long been one of the chief obstacles to effective filming from high altitudes.

A Presidential Candidate Visits Tom Mix

While on location at Palm Springs, California, Tom Mix had as his guests Mr. and Mrs. William Gibbs McAdoo. Seated from left to right are Mr. and Mrs. McAdoo, Director Lou Seiler, John Stone, scenario writer, Dan Clark, cameraman and Mrs. Tom Mix. Mr. Mix is at right with the McAdoo's two small daughters. Mr. Mix is filming "Dead Man's Gold."
How Things Are Humming On The West Coast

WITH MORE THAN a dozen of the season’s most pretentious productions under way and with several directors busily engaged in the cutting room, our West Coast Studio is a veritable beehive of activity with Winfield R. Sheehan, general manager, and Sol M. Wurtzel, general superintendent, supervising all productions.

Victor Schertzinger, who finished “The Lily,” as his fifth release for Fox Films, is transferring to the silversheet David Belasco’s memorable success, “The Return of Peter Grim.”

Frank Borzage, just out of the cutting room, is making “The Pelican,” with Alma Rubens in the chief feminine role, while Howard Hawks has been entrusted with an original story, as yet untitled, but having a distinct college atmosphere.

John Ford, who wielded the megaphone during the filming of Fox Films epic, “3 Bad Men,” is making “The Devil’s Master,” from a story by Gerald Beaumont. Tom Mix, having finished “No Man’s Gold,” is well under way with a polo story written by Adela Rogers St. Johns, celebrated short-story writer. This is directed by R. William Neill, whose latest production was “Black Paradise.”

“What Price Glory,” the most sensational and interest-gripping story of the world war, is rapidly being transferred to celluloid under direction of Raoul Walsh, with Victor McLaglen, Edmund Lowe and Dolores del Rio in the leading roles. Advance reports indicate that the story is being filmed with the utmost fidelity.

Irving Cummings, who directed “The Johnston Flood,” “Rustling for Cupid,” and “Pigs,” is now engaged in directing a James Oliver Curwood story, to be released as “The Country Beyond.” John Griffith Wray will soon select his next production for Fox Films, while Harry Beaumont, who scored such a distinct hit with Madge Bellamy in “Sandy,” will soon complete “Womanpower,” with Kathryn Perry and Ralph Graves in the leading roles.

In addition, “Bunny” Dull, for many years assistant to Frank Borzage, is in production with Buck Jones in “The White Eagle.”

Page Twenty-two
All Hail a Second William Fox, Weight 8½ Pounds!

There is a second William Fox in the world now, he having made his advent on Saturday morning, May 8, weighing in at 8½ pounds. Aaron Fox, brother of the William Fox who is so famous in the picture industry, is the father, and, he is authority for the statement that the newcomer is a natural-born leader, because whenever he decided to cry all the other babies in the hospital followed his lead most promptly and docilely.

Baptismal ceremonies were conducted at the youth's parental domicile, 7601 113th Street, Forest Hills, Long Island, on Saturday, May 15. Mr. and Mrs. William Fox are the godparents.

Mother and son are reported doing exceedingly well and Daddy Aaron has gone about his tasks as Manager of Mail Order Sales of Fox Films with renewed zeal ever since he knew the arrival was an heir instead of an heiress.

Master William Fox is the first child born to Mr. and Mrs. Aaron Fox, and, if the former has his way about it, the youngster's destiny is definitely set right now—he will be a motion picture producer, distributor and exhibitor just like his distinguished uncle.

There's Rich Romance of Great Past in This Come-back

You may not remember Lydia Yeamans Titus, but your father will, and he'll get a genuine thrill of reminiscent joy when he learns that the now venerable beauty plays the role of the comical little housekeeper in the Fox Films version of David Belasco's stage drama, "The Lily."

Thirty-five years ago "everybody who was anybody" knew Lydia Yeamans Titus and almost all of them loved her, for not only was she one of the prettiest little women of the stage but she was noted for her sunny disposition and for her amazing charity and generosity to anybody of sawdust or stage who was unfortunate. Her purse, which was unusually well filled, was open to all.

A very full life has been that of the charming woman, who now, when a few notches beyond the half century mark, is playing a small character role and who has been but little heard of since 1900. Now, seemingly popping out of the forgotten past, she comes to the support of Belle Bennett, John Sainpolis, Ian Keith and Reata Hoyt and she had attained fame in England, Australia and America before three of that four were born.

Born on a ship sailing from Sidney to Melbourne, Mrs. Titus arrived at childhood with the odor of sawdust into her tiny nose, for her father was a clown and bareback rider with a small wandering circus and her early life was spent "on the lots." Her mother was the celebrated Annie Yeamans, who came here with Lydia about forty-five years ago and soon created a name for herself as a comedienne; playing with Edward Harrigan, Tony Hart, Tony Pastor, Bill Hoey, Charlie Evans and the original Pat Rooney. Lydia was a beauty at twelve and at fourteen made a hit in impersonations. She became a member of the famous Salisbury Troubadors, of which Willie Collier and the beautiful Amelia Glover, who was known as "Bounding Fawn," were also members.

The cast of "The Arizona Wildcat" includes, besides Mr. Mix, Dorothy Sebastian, Cissy Fitzgerald, Ben Bard, Sammy Blum, Gordon Elliott, Monte Collins, Jr., and Doris Dawson. The picture is being directed by R. William Neil who made "The Cowboy and the Countess"—and you know what that did!
MADGE BELLAMY has been selected to portray "Dora," the pretty slack-wire walker, in the screen adaptation of the international stage success "The Monkey Talks."

This is one reason, apart from a well-earned vacation, why Miss Bellamy is now in Europe. After sessions with the Parisian modistes, she will tour France and the Pyrenees Mountains, studying life in the small circuses and their picturesque folk, of whom Rene Faurois, the playwright wrote so well.

Much of her time will be spent in Toulouse to mingle with the performers who make their homes in that part of France. Sequences also are laid backstage of the Folies Bergere and in indoor circuses in Paris. Arrangements have been made so Miss Bellamy may have every opportunity to become intimately acquainted with types like "Dora."

Jacques Lerner, who was "Foho," the talking monkey, throughout the runs of the play in Paris, London and New York also will have the role in the film adaptation, which is being made by Gladys Unger. It will be his debut in the movies.

The screen possibilities are considered tremendous, as far greater scope is possible than the legitimate play permitted. Lerner, whose work was hailed as simply astounding on the boards, is expected to win greater plaudits on the screen.
Glories of Realism in "What Price Glory"

"WHAT PRICE GLORY" has gone far into production since the shooting of the first scenes representing the Chinese sequence in which Sergeant Quirt shows his superiority to Flagg in the matter of capturing the hearts of women. Mr. Lowe, Mr. McLaglen and Phyllis Haver worked in the first scene of the picture, Miss Haver playing Hilda of China. In this sequence McLaglen is a corporal and Lowe a sergeant.

Prior to the shooting of the first scenes, Captain Arthur St. Remie and Captain Louis Gallocher, commander and secretary of the French Veterans of the World War in California, heading a delegation of seventy-five ex-soldiers of France, who are at the service of Raoul Walsh, the director, and Winfield R. Sheehan, Vice President of Fox Films, inspected the sets. Lucien M. Brunswig, President of the Alliance Francaise and fifty members of that organization also visited the sets.

It was the opinion of the French advisors that the sets representing Bar-le-Duc, capital of the Department of the Meuse, was the most accurate reproduction of a French town that they had ever seen. This opinion applied also to the sets representing the interior of Cognac Pete's and several chateaux which figure in the story.

One afternoon one hundred and fifty American war veterans visited the sets. They were particularly interested in the make-up of Victor McLaglen, playing Captain Flagg and Edmund Lowe, who is the Sergeant Quirt of the story. Lowe's transition from the suave leading man to the tough, but smooth marine sergeant, inspired much complimentary comment.

Seated from left to right are Kenneth Hawks, Olive Borden and George O'Brien now playing the leading roles in "Fig Leaves," Miss Phyllis Haver, also importantly cast in "Fig Leaves" and Howard Hawks their director.
One of the most important castings of the year has been made. Winfield R. Sheehan, Vice President, announces that Alex B. Francis will play Peter Grimm in the screen version of that celebrated David Belasco-David Warfield stage masterpiece, “The Return of Peter Grimm.”

The selection of Francis for this great dramatic role is considered a master stroke of showmanship in studio circles. The lovable, yet powerful character of Peter Grimm demanded a man with a kindly personality who could rise to tremendous dramatic heights and in Mr. Francis Fox Films has obtained that man. Not only will Francis give a capital performance but his name is a splendid box-office bet and, with the direction of Victor Schertzinger, “The Return of Peter Grimm” should be one of the outstanding pictures of the year. As much care and thought is being devoted to the selection of the balance of the cast as attended the choice of Francis. Production has been started.

Ralph Sipperly, star of “The Fall Guy” and featured in “Six Cylinder Love” and many other stage successes, has been placed under a long-term contract by Fox Films. Sipperly’s first picture under the new arrangement is “Womanpower,” featuring Kathryn Perry, Ralph Graves and Margaret Livingston, in which he supplies some of the finest comedy bets in pictures. His next one, after he gets through with Harry Beaumont’s production, will be in “The Devil’s Master,” directed by John Ford.

Incidentally, George O’Brien and Janet Gaynor will have the leading roles in “The Devil’s Master.” And, if it’s a name cast you want, look this one over: O’Brien, Gaynor, Margaret Livingston, Robert Edeson, David Butler, Ralph Sipperly and William Russell.

Richard Walling, Irving Cummings’ discovery, made such an impression upon studio officials with his work in “Pigs” that he was cast immediately in “The Pelican,” which has gone into production under the direction of Frank Borzage. Alma Rubens is featured in this screen version of the play by F. Tennyson Jesse and H. M. Harwood. Others in the cast are Walter McGrail, Lou Tellegen, Emily Fitzroy, George Cowl, Edgar Norton, Charles Lane, Langhorne Burton and Thomas Ricketts.

In “The Pelican” Richard Walling plays the son of Alma Rubens. His likeness to Walter McGrail was one of the deciding factors in his selection for the role, although his work in “Pigs” was chiefly responsible. Mr. Sheehan is of the opinion that Walling is one of the most promising juveniles under contract to Fox. Richard’s work in “The Pelican” will have a great deal to do with future plans for him.

Next time we’ll tell you some more about “What Price Glory,” but we need space for that. Raoul Walsh had a thousand extras in one of the war scenes at Fox Hills lately and the sequence, without a doubt, will be the biggest one of the kind ever caught by a motion picture. The more we see of this production, the more we are convinced that it will be the greatest of all time. If “What Price Glory” doesn’t take the entertainment world by the ears and turn it upside down then no picture ever made can do it.
Clyde Eckhardt Scores a Hit with His Regional Convention Held at Chicago

CLYDE W. ECKHARDT, District Manager over Chicago, Milwaukee, Minneapolis and Indianapolis, got a decided jump on the new season's product when he called a convention for the above offices at the Drake Hotel, Saturday, May 1st, for a meeting outlined in the new season's policies. This convention was one of the finest conducted meetings ever held by a Fox district group.

The meeting was called to order at 10:00 A.M. The boys were called to order by Mr. Eckhardt, who presided throughout the day assisted by Mr. E. P. Gomersall, Manager of Indianapolis, Mr. Sidney E. Abel, Manager of Minneapolis and Mr. John Nolan, newly appointed manager of Milwaukee.

Mr. Eckhardt discussed the problem of cleaning up the old season's product and a final drive for dates that all new material may be ready for playing by the first of September. He then went over the new season's pictures one by one and discussed the particular merits of each subject.

He reviewed the remarkable progress of Fox Film Corporation since its conception and outlined the plans Mr. Fox has made for the future. Also, he informed the boys of the many great opportunities for advancement to executive offices in the company and an exceptionally bright future for the corporation.

* * *

Sidelights of the Chicago Meeting

John Nolan, the newly appointed manager of the Milwaukee office, was surrounded by his chief aides at the Chicago regional convention.
much in evidence with his “trick” sartorial appearance. There is no question but what John was the “Beau Brummell” of the convention.

* * *

Clyde W. Eckhardt made a great hit with the boys when he announced that dinner would be held at Madam Galli’s, one of the most famous Italian restaurants in the city. It was a distinct novelty. The dinner was a great success.

* * *

The boys were never afraid as long as big Jim Raper of Minneapolis was in their midst. Raper is not only a big film salesman, but he believes that he could give Jack Dempsey a good run for his money. Manager Sidney Abel should be congratulated on having such a splendid bodyguard.

* * *

The Indianapolis gang headed by E. T. “Peck” Gomersall wore a snappy looking outfit.

* * *

George Landis displayed a new spring suit.

* * *

Sidney Abel of Minneapolis headed the heavy weight division.

* * *

The boys all looked to be in splendid shape and evidently Sidney has been putting them through the paces on the golf links or the hand-ball court.

* * *

Following the dinner at Madam Galli’s theatre party was given at the Selwyn Theatre, the attraction being Irene Bordoni in “Naughty Cinderella.” They found the young lady not quite as naughty as they had anticipated.

Max Milder of Fox Films Home Office has been in Des Moines, Iowa, looking for a site for the new exchange the Fox company intends to open in that progressive city in the very near future. Milder reports that he expects to have the place all ready for business soon.

O’Brien and Janet Are
In “The Devil’s Master”

GEORGE O’BRIEN and Janet Gaynor have been selected by John Ford to play the leading romantic roles in “The Devil’s Master,” Fox Films version of Gerald Beaumont’s thrilling story of a city underworld feud.

In addition to these screen favorites Ford will have an excellent cast, including Margaret Livingston, William Russell, Robert Edeson, David Butler, Ralph Sipperly, Joseph Moore and many others. The production was launched at the West Coast Studio May 28.

“The Devil’s Master,” regarded by many as one of Beaumont’s best stories, centers about the personality of the Rev. Joseph O’Connell—(“Big Joe”)—the Father-confessor of the Tenderloin. This important role falls to the lot of Robert Edeson.

“Pal” and His Pal

Baby Jerry Madden and “Pal” the wonder dog now appearing in the new Fox Imperial comedy, “The Circus Kid.” “The Circus Kid” is being co-directed by Mark Sandrich and Leslie Selander the latest addition to the comedy directorial staff.
Fred Quimby Discovers an Oversight! Result: Short Subjects Will Be Given Due Attention

THANKS TO Fred C. Quimby, Fox Films Short Subjects Manager Greater Movie Month will recognize the fact that two-reel comedies, one-reel funnies, scenics and newreels are very important factors to be considered when Motion Pictures are being discussed.

Other producers and distributors of short subjects should get together and send the wide awake Fred a vote of thanks. If it wasn’t for him Greater Movie Month would have been brought to a successful conclusion without ever a word having been said about the all-important Short Subjects which make up 50% of the average theatre’s presentation.

Fred, it seems, was looking over the plans of the Hays organization for Greater Movie Season with the interest becoming a man of his standing in the industry when, lo and behold, he found there was no mention of the “little giants,” as the subjects nearest his heart are rightly called.

Said Fred in righteous indignation: “Something has to be done about this.”


The result was a meeting recently of representatives of some of the biggest short subject producers and distributors at the offices of the M. P. P. & D. A. at which the oversight was gone into thoroughly and things set right by the “little fellows.”

Plans were formulated to stress the importance of the short subjects as far as the limited space in the big publicity sheets laid out would per-mit at such a late time.

It was agreed that the Hays organ-i-zation would strive to make up for its initial oversight by sending out special stories to its various lists of trade, fan and daily newspapers and would in many ways point out to all the great importance of the one and two-reel pictures.
Fox Athletic Club Is Organized In New York

DEDICATED to the welfare of Foxites and founded upon the ideal of Fairness, Ambition, and Co-operation, the Fox Athletic Club has recently been formed in New York City. Under the inspiring leadership of Douglas N. Tauszig, the idea of a club to supervise and assume responsibility for all play activities rapidly became a reality.

Within a month, the membership has increased until more than four hundred Foxites have enrolled. At a general meeting to be held during June, the President and Vice-president of the Club will be elected.

Among the activities already started may be mentioned the baseball team, which won its first game, and a tennis tournament, now in progress, to determine which of the girls and fellows shall qualify for the regular tennis team. During July, the Fox A. C. will arrange a series of tennis matches with Pathe, United Artists, and other film companies.

Fred Bullock, Jr., of the Publicity Department, is Secretary of the Fox

A. C. and the Welfare Committee includes Frank Kizis, secretary to Jack G. Leo; Al Star, Mail Order department; Lily Coane, Laboratory; Luke Stager Auditing; John Weinberg, New York Exchange; Max Rothstein, Laboratory; Ada G. White, Varieties; Helen Rebhun, Sales; Camillia Reddy, secretary to James R. Grainger; Anna Ziring, New York Exchange; Ed Freedman, Laboratory; and Kitty Seigel, Legal department.

Neill Discovers How to Direct Wild Sea Gulls

ACTORS may be temperamental, but they're not in the same class in this respect with sea gulls is the conclusion of Director R. William Neill after his experience with these birds in “Black Paradise.” He tried to initiate the colony of gulls at Catalina Island into the mysteries of camera craft, getting an inspiration when an enterprising bird flew up to find what it was all about.

So, Director Neill sent men aloft with crackers to feed ’em and have the birds mill around. But the men were too generous. The gulls fed plenty, got lazy and refused flatly to “work.”

But Mr. Neill knows how to deal with “temperament.” He had a boat launched in their midst. They flew away, screeching indignantly but not before the cameraman “shot” them.

This Dog Has Made 224 Appearances On Screen

PAL, THE wonder dog now working in the latest Fox Films Imperial comedy, “The Circus Baby,” has the distinction of having more pictures to his credit than any actor in Hollywood.

Pal has worked in some of the biggest productions ever flashed upon the screen and “The Circus Baby” is his two hundred and twenty-fourth appearance.
PHILADELPHIA
EDGAR MOSS, Manager
ESTHER DIAMOND, Correspondent

Recently, our efficient assistant manager, Charles Zagrans, tried his hand at playing golf, and he covered the first nine in 98—so he called it a day.

* * *

One night lately, J. Forscher, our contract clerk, while painting the baby coach, got some enamel on his mustache, which made it necessary for same to be amputated, much to the happiness of the office force.

* * *

We extend a welcoming hand to our new city salesman, Samuel Gross. We now know that his territory will be sold 100% very soon, judging from the way he is working now. Another case of E. M.'s efficiency in Philadelphia.

* * *

Sammy has a beautiful Chrysler Car and it was necessary for an extra traffic officer to be placed on Vine street to keep the girls from swamping him after office hours.

* * *

Our new booking desks have been installed in the office, and we are sure efficiency will reign in the Booking Department. We want to thank Mr. Leo for his co-operation in securing these desks for this office.

* * *

Mr. Moss is back again at his old tricks working 48 hours a day. He has closed several big accounts among them being the entire Chamberlain Circuit.

* * *

It has been noticed that some of the girls in the Inspection Department have taken to facial massages. Why? Freckle Season is approaching.

Publicity Department
VIVIAN M. MOSES, Manager
FRED BULLOCK, JR., Correspondent

"This will be a Fox year; we've got the product." With this remark Mr. Moses at once signalized his return from our Studios in Hollywood, and sounded the publicity keynote for the 1926-27 season.

* * *

Incidently, our chief and "Gerry" Rudulph were the principals in a rousing reception tendered by the publicity staff. Dan Doherty, as master of ceremonies, waxed eloquent in his greetings on behalf of the gang.

* * *

The fairy wand of romance has touched the heart of winsome Betty Katz, secretary to Don McElwaine, and her prince charming stands disclosed as Joseph M. Stern. Wedding bells will ring their cheerful melody of love for Betty and Joe this June, the month of roses.

* * *

Credit is due Joe Fine for the creation of some mighty Fine advertisements which appeared in the trade papers this past month. Good ideas are still rare enough to attract attention, and the way these ads are being noticed is a sure sign of salesmanship in advertising.

* * *

The get-together conferences being held every week have brought to light several promising publicity ideas for the new Fox pictures. Also the meetings have given Roy Crandall and Joe Swensen, our distinguished orators, a wonderful opportunity to demonstrate their talents in the reading of production synopses.

* * *

Well, folks, it's a privilege to introduce charming Rose Tannen, the poet laureate of our department. Rose has written some really beautiful poems
recently, and next month in her inimitable way, she'll tell you of interesting publicity activities.

* * *

Hortense Schorr, the clever writer who assists Mr. McElwaine, is always doing something original. This time she's started the fashion of wearing colorful artists smocks at business. The idea has spread like a rumor among the girls, and now the first impression of visitors to the department is that of a rainbow.

* * *

One and all, we cordially welcome Thomas Cummiskey to the staff of publicity writers. Besides being a regular fellow, Tom scored a homer as sports writer with Universal Service, and we consider ourselves fortunate in having a worker of his calibre in our midst.

* * *

"Dancing and Art" is the title of a brilliant article in this month's Stage and Screen Magazine written by Paulette Seligman, secretary to Gerald K. Rudulph. Paulette devotes most of her spare time writing, and a successful literary career is predicted for her.

* * *

Everyone in the office admires the sparkling diamond that popular Jeanne Kaplan wears on the third finger of her right hand. Jeanne good-naturedly refuses to accept the congratulations of her co-workers, as she steadfastly insists the ring is just a friendship gift. However, we can't help thinking how appropriate that ring would look on the heart finger of her other hand.

* * *

BOSTON

HARRY F. CAMPBELL, District Manager

Numerous changes have taken place in the Boston Office since our last contribution to Fox Folks, so we impart the following information—

Moe Grassgreen, one of our traveling auditors, is now office manager, George L. Hager, formerly manager of our New Haven office, is now connected with our sales organization.

Miss Shirley Sitker, formerly inspector, now contract register clerk, and Nora Kelly, a new employe, as stenographer.

* * *

Mr. Campbell, our District Manager, and Tom Jennings, salesman, made the trip to the coast to the Convention and the stories they have told since their return have made us all realize what a truly big corporation we are connected with, and these same two gentlemen together with the rest of the sales force and head booker have brought back from New York plenty of pep from the regional sales meeting.

* * *

Larry Ellis, Fox News Cameraman, came in the office a few days ago with his suit all covered with eggs of ancient vintage. On asking why Larry informs us that he had just taken pictures of the seniors and freshmen at Harvard in which unfortunately he was the target for a barrage.

* * *

Miss Mina Sneider, one of our billers, may soon make application to the production dept. for a position, as she has developed into quite a clever amateur performer.

* * *

We are about to organize a baseball team and would like to hear from some of our exchanges who desire to play us. Of course it is to be understood that we get all expenses guaranteed.

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Miss Borden Cast for "The Country Beyond"

OLIVE BORDEN, the Virginia beauty of the Fox Films ensemble, has been selected for "The Country Beyond," the popular James Oliver Curwood novel to be filmed at our West Coast Studios.

Miss Borden has been enjoying a brief vacation since her completion of "Fig Leaves," in which her beauty is sumptuously set in gorgeous gowns, as well as a Tiger skin in the Garden of Eden sequence of this modern Adam and Eve story.
Fox Team Beats Metro-Goldwyn-Mayer
In New York Movie League Baseball Opener

SEVERAL THOUSAND Foxites of the Home Office enjoyed a field day on Saturday, May 15th, the occasion being the opening game of the Motion Picture Baseball League at the Brooklyn National League Park. This contest brought together the players of the Fox Films and Metro-Goldwyn-Mayer teams, Fox overcoming an early Metro lead to win by the score of 7 to 3.

Equipped with plenty of enthusiasm, colorful banners and attention compelling noise-makers, the Fox Contingent boarded the motor busses at the Studio entrance. Then a spectacular parade began, under police escort, through the theatrical district, and to the scene of the game. Here the 50-piece Boy’s Band of the Immaculate Virgin Mission led the ball players a merry march around the field, while the Fox News cameramen were on the job picturing the event.

John McCooey, Democratic leader of Brooklyn, who was the guest of Vice-President Jack G. Leo and Douglas N. Tauzig, Assistant to the vice-president, tossed out the first ball, and the game was on.

Metro started the game with a run in the first frame and held that advantage until the fourth when our boy’s tied the count. Our team then scored an additional run in the fifth, but this lead was wiped out when Metro accounted for two more runs, making it 3 to 2 in their favor. In the next inning, however, our Murderer’s Row went into action, sending across five more runs. These tallies ended the game’s scoring.

Miller pitched a fine game for our

Left to right: Charles Kunisch, left field; Joe Reck, manager; Jake Miller, pitcher; Al Statz, pitcher; William Keegan, third base; Fred Nunner, first base; Frank Morrelli, right field; Harold Freedman, mascot; Ed Freedman, second base; Herman Blumenfeld, catcher; Irving Rappaport, center field; Fred Arm, short stop; Fred Ragno, catcher.
team, allowing only five hits and striking out five men. Lowenthal, of Metro, received a tribute from the crowd when he fell backwards into the bleachers after making a difficult catch of what appeared to be a certain homer. Keegan, Fox third-baseman, also made a circus catch, when he leaped high into the air to spear a hard hit ball.

Joe Reck, manager of the Fox team, announces the following League schedule for June: First National Pictures vs. Fox Films on June 5th at Clason Military Field; Warner Brothers vs. Fox Films at Clason Military Field on Saturday, June 12th; Fox Films vs. Universal Pictures at Catholic Protectory Oval on Saturday, June 26th.

All Foxite baseball fans are invited to attend these games.

OKLAHOMA CITY

WILLIAM A. RYAN, Manager

Mr. Ryan returned from the Annual Convention very much enthused over the new product. From the information we can gather next year's lineup will exceed anything that the Fox Film Corporation has ever attempted.

* * *

We enjoyed a pleasant visit from Mr. Paulson, Traveling Auditor. His ability is not only confined to checking us up but along other lines. Paulson is quite a philosopher in his own way, and we are inclined to believe that he is following the wrong voca-

* * *

Mr. Ryan, the salesman, and booker attending the Regional Convention held in Memphis on May 1st. Here the "GoGetters" received a sand paper rub-down preparatory to the new season and given information relative to marketing our next season's product. Bob Clark before leaving for Memphis on the good Rock Island bought himself a balancing pole and a pair of shock absorbers. Bob having driven an Essex for the past few weeks believes in preparedness.

* * *

Agnes McClelland has made such wonderful progress with her vocal training that we are all looking forward to her first radio effort shortly. She will sing the "Wahoo" song from "Ain't Love Grand."

* * *

Salesman Wallace Bobb is suffering from a very severe cold,—too many drafts.

* * *

Earl Edgerly, our advertising manager, is contemplating stepping out of the ranks of the bachelors. A little red-headed girl on film row is the cause of Earl's insomnia.

* * *

Mrs. Bamberger's talented daughter took a lead in an amateur theatrical at the Roosevelt Jr. High School on April 30th. The office force was present to offer their congratulations and best wishes.

* * *

Austin Mitchell has set out five acres of berries on his property in Capitol Hill. It will be for us to look for another nick-name other than the butter and egg man.

OM A H A

B. B. REINGOLD, Manager
FAYE S. GERELICK, Correspondent

"There is nothing like FOX pictures after all," says Salesman Dickson, after several months selling other product in St. Louis. "I'm glad to get back with the live wires," says he.

* * *

"If you ever intend to sell motion pictures again when you return to Omaha, by all means get with FOX. This advice was given Salesman Blubaugh, by a business man and friend on his depart from Florida where he had been handling real estate for the past year. With a fine record for
years in the Omaha Territory, his services were eagerly sought, but he came with FOX, following good advice.

The Omaha exchange received a brief visit from Buck Jones. Being very anxious to get back on the lot again, Buck made a non-stop flight being accompanied on the next lap of his trip homeward by Manager B. B. Reingold, a distance of twenty-five miles out of Omaha.

Clare Sills says she doesn't prefer all modern things, that she likes just a touch of pioneering to her romance, and we understand she is getting just that. Her Romeo makes his bi-weekly trips on a horse, not one that Tom Mix would be jealous of, but Clare says he fills the bill.

Introducing Miss Margaret Kelly whom we welcome in the office as Mr. Reingold's stenographer. There are three Irishmen in the Omaha Exchange now and they certainly are an enthusiastic trio of Foxites.

DENVER

MELL S. WILSON, Branch Manager
LORENCE CHAMBERS, Correspondent

It's surprising what a Convention can do! Mr. Wilson's enthusiasm over Fox product and policies, both present and forthcoming, since his return from the Convention has been unbounded and contagious to the extent of having become an office epidemic. We can but say four cheers for the recently widely heralded Fox Convention, if it's effects were as far-reaching elsewhere as they have been in the Denver Exchange.

Our latest acquisition is the services of Harold Ironfield, recently connected with the E. C. Grainger Play Date Department of the Home Office, as Salesman for Zone One. Inasmuch as Denver is Mr. Ironfield's home town, we believe he is as pleased as we over the new connection.

Now Booker Gillen says "Conventions are wonderful things for everyone except the Booker, and being Booker and office manager, all at one time is no cinch." Well, that's because he's so doggone conscientious and a regular "detail hound" at the same time.

Popularity is much to be desired, and so far as Miss Lee is concerned nothing is left to be desired, for we don't believe exhibitors exists who doesn't know our blonde cashier.

Mrs. Helen Allen has recently been added to our "Fox Film Follies" (which title by the way has been bestowed upon the girls of the office) and after a week, Mrs. Allen has readily adapted herself and already become one of us.

CALGARY

MR. J. H. HUBER, Manager
MRS. G. C. REEVES, Correspondent

Our manager arrived back from Hollywood heart-whole and fancyfree (we believe) and he certainly has succeeded in convincing us that, as Hosts, Fox Film Corporation leave absolutely nothing to be desired. We all have a new and complete understanding of the magnitude of the Corporation, of which we are but a very small atom, and feel that we must do everything within our power to come up to the standard set for us.

We have to report the first break in our staff. Miss McGregor, our very congenial Revisor, resigned to accept a position with the Regal Exchange.

Succeeding Miss Mac is Janet Lang, who we welcome to our fold, and we
feel sure that in a very little while she will be very much at home with us.

* * *

Our Censor did leave "Sandy" intact for us, but we believe he must be Scotch, for he objects to seeing the Ice Cream go down Elsie's back and where the gentleman goes after it is quite taboo. We wondered if it was just the wasting of good ice cream!

* * *

Our Salesman, Mr. Wood, has a terrible attack of Circuititus. It seems impossible for him to book anything but circuits lately. He surely does believe in this get-together stuff, but he is certainly making our Booker's hair stand on end trying to make the prints cover the surface desired.

CHICAGO

Clyde W. Eckhardt, Manager
Selma Hackman, Correspondent

The month of May was surely a month of many events for the Chicago office. First of all, we wish to extend our heartiest congratulations to Ruth Gordon, stenographer, upon her engagement. How long will Ruth be with us?

We welcome to our exchange as Assistant Manager, Leroy J. Miller, formerly connected with both our Minneapolis and Milwaukee branches. He surely likes Chicago. That much we know.

* * *

Buck Jones spent several days with us upon his return from the coast. A. L. Burkes, our publicity agent, accompanied Buck to the ball game May 4th held at the White Sox park. The game was between the White Sox and Detroit. Buck pitched the first ball to Ted Lyons, the Sox pitcher who won the game four to two. The ball was autographed by Ty Cobb, Manager of the Detroit, and Eddie Collins, Manager of the White Sox. He was also photographed with Judge Landis, Czar of baseball. There's no denying how popular Buck was at the ball game, and he was proud of the fact that he was presented with the first ball pitched. Many were the kiddies that peeped through the windows just to get a glimpse of him, and when Buck gave them one of his big smiles, their joy knew no bounds.

Madge Bellamy spent a few hours in Chicago on her way to Europe. Madge received many interviews from the local newspaper critics.
BOOST ALL THESE NAMES FOR ALL THEY ARE WORTH, WHICH IS MUCH

FOX FILMS has an unusually grand array of brilliant photoplayers under long-term contracts at present. Among them are many of the leading box-office names of the day while also among them are several who promise to establish new high records as stellar "draws." It behooves all members of the Fox staff in all parts of the world to boost the entire rostrum of players, both individually and collectively, for we must each do our part toward making every member of this exclusive Fox group a world-wide favorite with the patrons of picture houses.

For your information and guidance, here is the complete list of such contract players as of June 1, 1925:

JANET GAYNOR
MADGE BELLAMY
OLIVE BORDEN
ALMA RUBENS
FLORENCE GILBERT
MARGARET LIVINGSTON
GLADYS McCONNELL
KATHRYN PERRY
REATA HOYT
TOM MIX
GEORGE O'BRIEN
J. FARRELL McDONALD
BUCK JONES
BARRY NORTON
GENE CAMERON
EARLE FOXE
EDMUND LOWE
LESLIE FENTON
CHARLES FARRELL
(for whom we have high hopes as an outstanding leading man of the Thomas Meighan and Jack Gilbert type)

ARTHUR HOUSMAN
LOU TELLEGEN
GEORGIE HARRIS
RICHARD WALLING
RALPH SIPPERLY
JERRY the Giant (Jerry Madden)
DOMESTIC EXCHANGES FOX FILMS

President ........................................................................... WILLIAM FOX
Vice-Pres. and General Manager.................................... WINFIELD R. SHEEHAN
Vice-President ..................................................................... J. C. EISELE
Vice-Pres. and General Counsel...................................... SAUL E. ROGERS
Treasurer ............................................................................. J. H. PRICE

JAMES R. GRAINGER, General Sales Manager
J. SICHELMAN, Assistant General Sales Manager

DISTRICT MANAGERS

HARRY F. CAMPBELL, New England HOWARD J. SPRECHAN, Pacific
CLAYTON P. SHEEHAN, Eastern L. B. REMEY, Southern
GEORGE W. FULLER, Washington Pittsburgh and Charlotte
CLYDE W. ECKHARDT, Middle West

UNITED STATES MANAGERS

<table>
<thead>
<tr>
<th>Location</th>
<th>Street Address</th>
<th>Manager</th>
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<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>46 Orange Street</td>
<td>J. J. SCHMERTZ</td>
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<tr>
<td>ATLANTA, GA.</td>
<td>114 Walton Street</td>
<td>GEORGE R. ALLISON</td>
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<tr>
<td>BOSTON, MASS.</td>
<td>78 Broadway</td>
<td>HARRY F. CAMPBELL</td>
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<td>BUFFALO, N. Y.</td>
<td>496 Pearl Street</td>
<td>H. J. BAILEY</td>
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<tr>
<td>CHARLOTTE, N. C.</td>
<td>505 West Fourth Street</td>
<td>JOHN W. FULLER</td>
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<tr>
<td>CHICAGO, ILL.</td>
<td>910 South Wabash Avenue</td>
<td>CLYDE W. ECKHARDT</td>
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<tr>
<td>CINCINNATI, OHIO</td>
<td>514 Elm Street</td>
<td>RUDULPH KNOPFLE</td>
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<tr>
<td>CLEVELAND, OHIO</td>
<td>2100 Payne Avenue</td>
<td>WARD E. SCOTT</td>
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<tr>
<td>DALLAS TEXAS</td>
<td>206 South Jefferson Street</td>
<td>PORTER K. JOHNSTON</td>
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<tr>
<td>DENVER, COLO.</td>
<td>1521 Tremont Street</td>
<td>MEL S. WILSON</td>
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<td>DETROIT, MICH.</td>
<td>159 E. Elizabeth Street</td>
<td>FRANK D. DREW</td>
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<tr>
<td>INDIANAPOLIS, IND.</td>
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<td>E. T. GOMESBALL</td>
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<td>KANSAS CITY, MO.</td>
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<td>LOS ANGELES, CALIF.</td>
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<td>J. J. SULLIVAN</td>
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<td>MILWAUKEE, WIS.</td>
<td>721 Wells Street</td>
<td>JOHN NOLAN</td>
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<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>36 Western Avenue</td>
<td>S. E. ABEL</td>
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<td>NEW HAVEN, CONN.</td>
<td>134 Meadow Street</td>
<td>HARRY GIBES</td>
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<td>NEW ORLEANS, LA.</td>
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<td>B. L. DUDENHEFES</td>
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<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>345 West 44th Street</td>
<td>HARRY H. BUXBAUM</td>
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<td>OKLAHOMA CITY, OKLA.</td>
<td>121 South Hudson Street</td>
<td>WILLIAM A. RYAN</td>
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<td>OMAHA, NEBR.</td>
<td>1509 Chicago Street</td>
<td>BEN REINGOLD</td>
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<td>PHILADELPHIA, PA.</td>
<td>1233 Vine Street</td>
<td>EDGAR MOSS</td>
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<td>PITTSBURGH, PA.</td>
<td>1014 Forbes Street</td>
<td>WILLIAM J. KUPPER</td>
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<tr>
<td>ST. LOUIS, MO.</td>
<td>3314 Olive Street</td>
<td>GEORGE E. MCKEAN</td>
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<tr>
<td>SALT LAKE CITY, UTAH</td>
<td>46 Exchange Place</td>
<td>H. BRADLEY FISCH</td>
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<td>SAN FRANCISCO, CALIF.</td>
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<td>HOWARD J. SHEEHAN</td>
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<td>932 New Jersey Avenue, N. W.</td>
<td>W. J. PRICE</td>
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CANADIAN MANAGERS

J. P. O'LOUGHLIN, District Manager

MONTREAL ........................................................................... WILLIAM C. GEHRING
TORONTO ............................................................................ J. P. O'LOUGHLIN
ST. JOHN .............................................................................. R. G. MARCH
CALGARY ............................................................................... J. H. HUBER
WINNIPEG ............................................................................. J. A. WILSON
VANCOUVER .......................................................................... C. R. DIPPLE
Dolores Del Rio in "WHAT PRICE GLORY"

It's THE Selling Season — July 1926
TWO IMPORTANT CHANGES OF TITLE

Two of the most promising of the 1926-27 productions to be offered by Fox Films have been given new titles which changes it is important to stress.

The original title of "Pigs," the celebrated John Golden stage triumph which has been developed into one of the most generally excellent of all screen comedies, has been discarded in favor of—

THE MIDNIGHT KISS.

The title of "The Pelican," another great adaptation from a great stage success has been changed to—

“MARRIAGE LICENSE?”

This latter title is to appear exactly as it is given here, enclosed in quotation marks and with the "question mark" in.

It is fitting to add that these Fox features merit unlimited advance praise, because it is a foregone conclusion exhibitors will thank salesmen for selling these pictures to them.
GEORGE Washington was first in the hearts of his countrymen, William Fox is first in the hearts of all fandom.

FOX NEWS is setting such a fast pace in its undisputed leadership that it actually seems like its competitors are standing still.

"SUMMER Bachelors," one of the latest master strokes in the story-purchasing department of Fox Films, is still another guarantee of a lot of extra winter dollars for the exhibitors.

INCIDENTALLY, you can assure the whole wide world that "Fig Leaves" is notable for the fact that it leaves nothing to be desired in the way of "peachy" entertainment de luxe.

IT IS OF vital significance that Fox will release a grand total of fifty-two comedies during 1926-27. It means the increase in the popularity of our fun films last season justified an increase in the output for the new year.

THERE is one ism which is never a fallacy and that is optimism. Cling to a cheerful attitude and adverse conditions will not mean much to you. Yield to pessimistic moods and you're an adverse condition yourself. Why be that when there's this Fox 1926-27 output fully capable of arousing the utmost optimism within the most confirmed pessimist?

FOX FOLKS confidently makes the prediction that out of the ten best pictures the critics select for the 1926-27 season at least a majority of them—and possibly eight of them—will be Fox features. That's how transcending in superiority we consider our new product.

GET THOSE play-dates or the lack of 'em will get you! To get the name on the dotted line is one thing and to get the pictures played is another thing equally as important. This phase of our work is worth a very special campaign at all hours of all seasons.

CO-OPERATION is an essential, especially in a world-wide organization such as Fox Films. Therefore, a good way for an employee of this company to make himself essential is to give plenty of the afore-said essential.

HAVE YOU noticed how the news about Fox pictures is being given preference and precedence in newspapers throughout the country here lately? This is something else significant and worth pondering.
Alec B. Francis Gives His Views on "Peter Grimm"

"PETER GRIMM, to me, symbolizes faith, hope and charity—especially charity," declared Alec B. Francis, character actor of the screen, just before taking his position in range of the camera for the first "shot" for the film version of "The Return of Peter Grimm" at Fox Films West Coast Studios.

"Peter is without guile. He is always overlooking others' faults. The finest thing that can be said about Peter, in fact, is—he is human—an intensely human character.

"It has long been my dearest wish to portray Peter on the screen. I am a fatalist and I have thought all along that if Peter was for me to vivify when the time came to present him on the silent stage—why, I would be given the role—nothing on earth could take him from me. I can't begin to tell you how happy I am over the assignment. For many days, now I have been living my role preparatory to taking my place before the camera.

"My great grandfather was a Hollander. This fact gives me even greater interest in the part.

Asked whether he would follow the David Warfield interpretation of Peter Grimm, Mr. Francis replied:

"It would be foolish to attempt such a thing. Mr. Warfield is one of the greatest actors the stage has ever known and to attempt to parallel his performance in any one of his famous creations would be suicidal to any actor, no matter what his histrionic attainments.

"Fortunately, from the standpoint of my own best interests, I did not see Mr. Warfield in the role of Peter. Had I witnessed his delineation I fancy the memory of it would influence me unconsciously in my own work. No doubt, as would be natural, I would be endeavoring to recall just how Mr. Warfield performed this or that bit of business at a time when I should be concentrating on the action in hand, as directed by Victor Schertzinger."

Mr. Francis expressed himself as delighted with the harmony that prevails throughout the company which will bring Peter Grimm to the silent stage. He is particularly impressed with the methods of assembling the cast.

"Helen" Gets a Divorce and Gets a New Hubby

KATHRYN PERRY, who plays "Helen" in Fox Films, "The Married Life of Helen and Warren" series, has been cinematically divorced from "Warren," heretofore depicted by Hallam Cooley. Allan Forrest, well-known stage and movie actor, is her handsome new "Warren." They are "honeymooning," so to speak, "Easy Payments," their first vehicle together.

Mr. Forrest's most recent role was as the real prince in "The Prince of Pilsen."

Virginia Valli Finds Real Niche in Fox Hit

ANY LAST lingering doubt that she is a success in her first starring role as a screen comedienne has been dispelled for Virginia Valli by Winfield R. Sheehan, vice-president and general manager.

Miss Valli has completed work as the star of "The Family Upstairs," based on the Harry Delf comedy stage hit, filmed under the direction of J. G. Blystone. Although for several years one of the leading dramatic stars on the screen, Miss Valli is said by Mr. Sheehan to have hit 'her real stride' as an artist in the comedy-drama just finished.

Page Two
MOTION PICTURES are entering an era of new things, the most important epoch since the action camera was invented. New faces, new themes, new styles of production—everything new to meet the demands of audiences that must be kept interested lest one of America's greatest industries slip from the lofty pinnacle it has attained. This is the opinion of Winfield R. Sheehan, vice-president and general manager of Fox Films, and one of the men whose far-sightedness has contributed greatly to the marvelous advancement of cinema art.

"There was a time," Mr. Sheehan says, "when audiences would sit through a picture with a mediocre plot, played by mediocre actors. Today they are more discerning. Motion pictures must meet this discernment. The oft told story of the boy who loved a girl, only to fall from grace by being accused wrongfully of a crime and being exonerated in her eyes when the villain is brought to justice, won't suffice any longer. Motion picture themes today must be big and different. And with this change we must have new faces, for, good as they are, a little group of screen idols cannot go on forever. Youth cannot be denied. It must be heard—or seen. Another five years will see dozens of names in lights that today are unheard of. And with this metamorphosis of the picture industry must come new ways of telling stories, new treatments, new methods of production and presentation. Everything must be new! We cannot stand still.

"If you will pardon me, I'll illustrate my point with Fox Films productions, because I am most familiar with them. Take 'What Price Glory.' It is a war story, but it is a new war story. It is the lives of two men, professional soldiers, and their reactions to war and love. Although it has a battle background it is really a psychological story and nothing like it has ever been done. It has new faces—Victor McLaglen, Dolores Del Rio and Edmund Lowe in an entirely new characterization.
Raoul Walsh is making every effort to give this picture a new directorial treatment and I believe he is succeeding famously.

"Then we have the David Belasco-David Warfield plays which were purchased for two reasons—one because of their great success and the other because their styles are absolutely new to the screen. They are love stories, every one of them, but they get far away from the hack-eyed type. And if you don't think they will require new screen faces, just try and cast them. Here they are: 'The Music Master,' 'The Return of Peter Grimm,' 'The Lily,' 'The Auctioneer' and 'The Grand Army Man.'

"'Fig Leaves' is another picture that illustrates my meaning. It is a story of the history of clothes, from the Garden of Eden to Fifth Avenue and in it there are featured—George O'Brien and Olive Borden, a new star. 'Three Bad Men,' John Ford's new picture is another. It is a smashing epic of history—the West of the 80's treated as differently as night and day.

"To prove to you that Fox Films intends seriously to give audiences new faces, here are some players who have been put under contract: Janet Gaynor, Richard Walling, Barry Norton, Reata Hoyt, Gladys McConell, Gene Cameron. Have you heard of them? No, not much; but mark my word, you will! For this era into which motion pictures are entering is an era of new things and we intend to keep up with the parade."

Now Olive Proceeds to Prove Her Versatility

Olive Borden has proven to the world in general that she can wear lovely clothes in "Fig Leaves," so she is reverting to the tomboy role in "The Country Beyond." This film version of James Oliver Curwood's story gives the little actress another opportunity to prove her versatility and to show while clothes make a man they but serve a setting for a woman.

Human Stars and Stellar Pigs of the Play, "Pigs"

Janet Gaynor and Richard Walling and two of the Pig Principals in "Pigs" in which the two youngsters are featured. Irving Cummings directed the production which promises to be one of the cleverest releases of the year.

Great Interest in "One Increasing Purpose"

Seldom has a forthcoming picturization of a best-selling novel aroused such a widespread interest as "One Increasing Purpose," A. M. S. Hutchinson's distinctive masterpiece. Inquiries from exhibitors, newspaper critics and movie fans are pouring into the Fox offices in New York and in every case information is sought as to the release date of this feature.

In most cases this author's "If Winter Comes" is mentioned as having been a marked favorite and it is certain he has won a permanent place as a real box-office name.

Preparations have been completed for filming "One Increasing Purpose" in England with Mr. Hutchinson cooperating.
“Summer Bachelors,” Being a Natural Ten-strike
For Filming, is, of Course, Corralled by Fox

WARNER FABIAN, the man who
made exhibitors happy when he
wrote “Flaming Youth,” has created
another story, even more sensational,
in “Summer Bachelors” and the screen
rights have been acquired by Fox Films. The story is running serially
in McClure’s Magazine, the first in-
stallment having appeared in the cur-
rent issue. Which leads us to an even
more important point.

Alan Dwan is to direct “Summer
Bachelors” and will make the picture
immediately, before he starts to work
on “The Music Master.” Dwan is in
the East now completing a picture for
another concern and will start work
at once thereafter on the Fabian
story. “The Music Master” was an-
nounced as Dwan’s first picture under
his Fox contract.

The reason for the change in plans
is two-fold. The first is that “Sum-
mer Bachelors” calls for a summer
locale in Newport, Southampton and
other eastern summer resorts and
Dwan, being in the East at this time,
can take advantage of the fact. The
second reason is that Winfield R. Shee-
han, will not permit “The Music
Master” to go into production until
he is convinced that the finest possible
selections have been made for the
various unique parts in this great
play. While Dwan is making “Sum-
mer Bachelors” search for the ideal
players will continue.

“Summer Bachelors” is a story of
young married men who are left alone
by vacationing wives in the sweltering
days when cool seaside breezes beckon
to them are answered, with various
and entertaining results. Virginia Val-
li will play the chief feminine role
in this production.

Ride ‘Em Wild and Wooly Elephant-boy!

Ernest Shield and Barbara Luddy go for a tropical buggy ride in a Fox Films Animal Comedy. Please note the fiery steed.
Murnau, German Directorial Genius, Chooses
George O’Brien, Miss Livingston and Janet Gaynor

George O’Brien will have the distinction of being the first American actor to play the leading part in a picture by F. W. Murnau, the German directorial genius, who arrived here from Berlin on July 1 to begin work on “A Trip to Tilist” for Fox Films.

Announcement of the choice of O’Brien, which was made in a cable from Mr. Murnau, comes from Winfield R. Sheehan, vice-president and general manager for Fox Films, who is now handling all production activities.

The young star will be supported by Margaret Livingston and Janet Gaynor, it is also learned. This trio of young Fox players so impressed Mr. Murnau in screen presentations he saw abroad that he cabled Mr. Sheehan of his desire to employ them.

The fame of Murnau is so great in the movie world that keen interest has been evinced generally among actors and actresses in Hollywood as to his choices. Other selections probably will not be made until he arrives.

“A Trip to Tilist,” now being adapted by Dr. Karl Mayer from Hermann Sudermann’s noted novel, is expected to be an artistic picture of general appeal. Mr. Murnau will have his own technical staff and cameraman and all the vast facilities of the Fox company at his command.

It is expected that he will follow the same general lines on his first Fox picture as in the making of “The Last Laugh,” and “The Cabinet of Dr. Calgari,” two of his outstanding triumphs. With these, of course, he will be at liberty to blend American methods of proven worth.

Of all the big undertakings of the Fox company engineered by Mr. Sheehan for the coming season, the acquisition of Mr. Murnau stands out most prominently. “A Trip to Tilist,” is being planned to be a memorable advance in American picture-making. His artistry will have greater range because of greater technical and material resources. He is a recognized genius, placed by many capable critics at the very top of the directorial field, and his innovations are certain to go far in bringing something distinctly new to the Fox program and in establishing new standards in the American Studios.

Dr. Mayer, who is doing the adaptation, also turned out “The Last Laugh,” and “The Cabinet of Dr. Calgari,” among other big achievements of Mr. Murnau.

Latest Epic of the West
To be released Sept. 5

“Three Bad Men,” a production of home-making on the prairies and successor to “The Iron Horse,” will be released Sept. 5 by Fox Films, according to a decision just reached by the company executives.

Director John Ford spent a year in filming it in Wyoming and later in the Mojave Desert, and at one time 25,000 took part in the dramatic reproduction of the great land rush in the Northwest territory in 1877.

It is a historical record of Western pioneers, threaded by a love story, in which George O’Brien and Olive Borden are in the romantic roles. J. Farrel MacDonald, Tom Santschi and Frank Campeau play the “Three Bad Men.”

With such other outstanding productions as “What Price Glory,” “The Music Master,” “Seventh Heaven” and “One Increasing Purpose” coming along, the Fox officials decided to make a flying start with the Ford picture. It will be released direct to exhibitors.
“The Devil’s Master” is Great Picture for Any Exhibitor Who Likes His House Packed to Capacity

WITH MOST reassuring regularity our West Coast Studios are turning out 100 per cent winners these busy days and you can add to the list of superlative screen achievements “The Devil’s Master” right now. This is a picture made for packing theatres to their doors and it is going to prove a veritable joy to exhibitors everywhere.

Replete with unusual merits from the opening to the finale, this feature will give George O’Brien’s legions of admirers another opportunity to see him at his very best. And, it’s going to be the cause of increasing his following, too.

The scenes of conflict between O’Brien and William Russell provide the kind of thrills the movie audience of today relishes with the keenest delight.

Add to the foregoing merits, Janet Gaynor as the leading lady, and, John Ford as the director, and, you have something to not only talk about, but to sell.

It Looks as if They Have George O’Brien “Dead to Rights”
Our Directorial List Reads Like Film Blue Book

TO READ the list of directors now actively engaged in making Fox Films productions is like looking over the pages of a Director's Blue Book. Every one of them has at least one big success to his credit and the majority have a long line of screen triumphs after their names. F. W. Murnau, who arrives this month to make "A Trip to Tilsit" made "The Last Laugh" and achieved fame both in Europe and America.

Alan Dwan, who has but recently signed a long-term contract, directed all of Gloria Swanson's latest pictures including "The Coast of Folly," "Manhandled" and "Stage Struck" as well as "Robin Hood" with Douglas Fairbanks.

Alfred Green, who is filming "The Auctioneer," is well known through his direction of Colleen Moore in "Sally," "Irene" and "Ella Cinders" as well as other successful pictures.

Frank Borzage, who has turned out Fox success for the last year and who is now completing "The Pelican," made his name with "Humoresque" and continued to add to his triumphs with "Secrets," "The Lady," "Daddy Goes a Hunting" and others for the Talmadges.

Victor Schertzinger has been turning out pictures such as "Siberia" and "The Lily." Before coming to Fox he directed Jackie Coogan, Charles Ray, and Mabel Normand in some of their biggest pictures.

John Ford has turned out some of Fox Films best specials including "The Iron Horse" and "3 Bad Men." At present he is making "The Devil's Master" with George O'Brien after which he will start "The Story of Mother Machree."

Irving Cummings was noted for his out-of-door pictures as well as his dramatic productions such as "The Desert Flower," "Fools's Highway," "Rose of Paris." He has made "The Johnstown Flood" and "Pigs" for Fox Films.


Harry Beaumont, who has added "Sandy" to his list since coming to Fox, made "Beau Brummel," "Officer 666," "The Gold Diggers," "Main Street," "Babbitt" and "His Majesty Bunker Bean."

John Griffith Wray, who produced "Anna Christie," "Hail the Woman," "Human Wreckage" and many others while acting in the capacity of director general for Thomas Ince, is now working on "Upstream," an adaptation of a popular English play.


Although Howard Hawks' first picture of feature length was "The Road to Glory," made since signing his Fox contract, both he and his brother Kenneth, also affiliated with the West Coast studio, are well known in the directorial world.

J. G. Blystone, who has just finished "The Family Upstairs," and Tom Buckingham have turned out some of the best Western pictures in the business. Al Ray, who has just finished "Less Work, More Pay," a Cappy Rick's story made a name for himself with his treatment of the O. Henry stories. Ben Stoloff and Lou Seiler are well on the road, having established themselves definitely with the manner in which they handled clever comedy situations for Fox.

Orville Dull one of the newest additions to our directorial staff is now directing Buck Jones in "White Eagle."

Lest it might be forgotten, let all exhibitors be kept busy remembering the great money-makers Fox gave them during this waning 1925-26 season. It is a reminder which will help sales in 1926-27.
Alma Does Her Best Work in “Marriage License?”

FRANK BORZAGE’S trip to New York has proven to be a great success, for Alma Rubens is greater than ever in the role of Wanta Heriot in our version of “Marriage License?” And it was expressly to get Alma to play the part that Frank went to New York.

“Marriage License?” is a gripping story of a mother’s love for her boy, paralelling the legend of the pelican who feeds her young her heart’s blood by plucking feathers from her own breast when she can find no other food.

Alma in the role of the beautiful Canadian whose spirit is crushed by the domineering Lady Heriot, does some of the most remarkable work of her career. In the beginning she is a sweet, lovable young girl ready to do all she can to please her husband’s family. They do not accept her because she is a mere “colonial” and they poison her young husband’s mind against her, so that when the baby is born he denies the child and divorces his wife.

The second part of this tremendous drama shows her as a well poised, beautiful woman. She has gone to France with her boy and has reared him there. Then to insure his happiness, she forfeits her own happiness, returning to her husband for her boy’s future.

Walter McGrail and Lou Tellegen have the leading male roles. Richard Walling is cast in the juvenile lead. Others in the cast are Emily Fitzroy, Charles Lane, Edgar Norton, Langthorne Burton, George Cowl, Billie Latimer and Patsy O’Byrne.

One of the Big Scenes in the Big Photodrama, “Marriage License?”

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Alma Rubens meets with an icy reception at the home of the Heriots in "Marriage License?" her latest picture for Fox now being completed under the direction of Frank Borzage. Charles Lane is the stern Lord Heriot, Emily Fitzroy the dignified and unbending Lady Heriot, Walter McGrail, Marcus Heriot, the son who has made the grave mistake of marrying outside English aristocracy and Alma the lovely little Canadian bride whose life is wrecked by her husband's family.

Ralph Spence Is Signed to Title "What Price Glory"

RALPH SPENCE has been signed to write the titles for "What Price Glory," Lawrence Stallings' comedy-drama of the world war. The production, which was directed by Raoul Walsh, is a masterpiece.

Spence, who is a prolific writer of theatrical vehicles, is undoubtedly the ace of title-writing in the motion picture industry. Some of his recent notable achievements in titling photo-plays include "Behind the Front" and "Madamoiselle Modiste."

His present assignment is not the first one for Fox Films. It was Spence who wrote the titles for "A Connecticut Yankee at King Arthur's Court" about five years ago. Even at that time, as now, he was the highest paid title-writer in the industry.

Spence has returned to Hollywood from New York where he has been assisting Flo Ziegfeld in preparing the next edition of the Follies. This was his fifth annual assignment to the role.

As a playwright Spence is best known through his mystery comedy, "The Gorilla," which has found popular favor throughout the country.
"Married Alive," in Completed State, Justifies All Hopes Held for Novel on Which It Is Based

MORE than the usual success has attended the adaptation of the Ralph Strauss novel, "Married Alive" to the screen. In the first place, there were not the customary obstacles because of the author's penchant for description rather than action. There was plenty of action in the novel and there is more than plenty of it in the picture version which will bear the Fox brand.

Of course the wisdom and showmanship back of the selection of the cast has had a lot to do with it. Matt Moore, Lou Tellegen and Margaret Livingston is a stellar trio pretty hard to beat and they are given adequate support by such favorites as Claire Adams, Marcella Daly, Charles Lane and Eric Mayne. "Married Alive" is immensely amusing and as filmed under the direction of Emmett Flynn, it has been developed into the sort of feature which delights all sorts of fans.

It justifies special endorsement which should be impressed upon exhibitors. Everything about it from the title, cast, author and director to the smallest detail gives assurance of success.

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“Bill” Rudulph is Selected to Head Greatest Exploitation Campaign Ever Waged in Filmland

HAVING FORMULATED plans for the most extensive exploitation campaign ever conducted by any motion picture producing corporation, James R. Grainger, our general sales manager, announces the appointment of William H. Rudulph as supervising director of the exploitation department with Chas. P. Cohen retaining his present position as manager.

“We propose to establish the biggest and most thoroughly equipped exploitation department in the business,” said Mr. Grainger on the eve of his departure for another cross-country trip. “Never before in the history of pictures has the exhibitor received the co-operation Fox Films intends to give him during the coming season. We will place from twenty-five to thirty high-powered exploitation men in the field both in every section of the United States and Canada and they will carry on intensive campaigns in behalf of every feature the corporation releases. These purveyors of publicity will maintain headquarters in our various branch offices and work among the exhibitors of the key cities. We believe we will have the outstanding product of the coming season and every effort will be made to assist the exhibitor to cash in on what he buys from us.”

“Bill” Rudulph is one of the best known exploitation and publicity men in the business. He is a graduate from newspaper and theatrical work in both of which he occupied high positions. In pictures he has handled the publicity and management of many of the leading stars including several productions for Marion Davies. For the past several months he has been indentified with Fox Films as a special representative in the sales department and recently covered himself with glory in the handling of all details in connection with the transportation and hotel accommodations of our annual convention in Los Angeles.

Fox Pictures Will Lead Field in Boston, Too

LOEW’S STATE THEATRE in Boston, one of the great show places in the Hub City and from a showman’s point of view one of the most important, is the latest great city theatre to get on the Fox band wagon for 1926-27 releases.

A contract has been closed with this Boston Loew’s house for five Fox special productions, namely “Three Bad Men,” “What Price Glory,” “The Music Master,” “Seventh Heaven” and “One Increasing Purpose.”

The result of this contract gives Fox productions a representation in Boston second to none.

Just before he left on his latest cross-country trip, James R. Grainger, Fox general sales manager, announced the closing of a deal whereby the palatial new Keith-Albee Theatre, the Victory, in Boston, had been aligned to play the forthcoming Fox releases. This on top of the fact that some time ago the Jake Lourie circuit of the Hub City had contracted for the Fox output assures the Bostonian picture fans every chance to see the incomparable 1926-27 Fox line-up of attractions.

“No Man’s Gold” is the final title of the new Tom Mix picture formerly called “Dead Man’s Gold.”

* * *

All the wise ones are betting on Fox in this year’s big race. He’ll finish so many lengths ahead of the whole field that it will take an expert mathematician to figure out the margin of his victory.
Tom Mix is Stepping Along to Goals of Even Greater Popularity During 1926-27 Season

YOU NEVER have to worry if you have sold a Tom Mix feature. It's a cinch a good time will be had by all, including the exhibitor whose pleasure will come in counting his profits.

Just now Tom is stepping along at a lively and reassuring rate on his 1926-27 schedule and with "The Arizona Wildcat" as his latest completed task, he has the whole crowd out at our West Coast Studios more enthusiastic over him than ever. And there's a reason, namely: this premier western star never fails to do things a little different and a little better in each succeeding picture.

"The Arizona Wildcat" is particularly typical of Mix showmanship and is one of those humdingers that cause exhibitors to take their pens in hand to write a big boost for the exhibitors' reports columns of the various trade papers.
If Members of This Cast Should Start to Sing—

Leslie Fenton, another Englishman, who has the part of Lieut. Moore, would sing in unison with Victor McLaglen, while J. Farrell MacDonald, the screen’s most celebrated Irishman, who plays the part of Ferguscn, would contribute “The Wearin’ of the Green” and Samuel Cohen of Palestine, who portrays Private Lipinsky would oblige with “Hotikvoh.”

Ted McNamara, the second American in the cast, who has the role of Private Kiper, is another who would sing “The Star Spangled Banner” and August Tollaire, cast as the French Mayor, would sing bass to Miss Comont’s soprano in their rendering of the “Marseillaise.”

Ex-Follies Dancer Steps Up Ladder of Film Fame

Radiantly blonde Reata Hoyt, who recently finished work in her first movie role, “Christiane,” in the love drama, “The Lily,” has been chosen for a lead in “The Westerner.”

Victor Schertzinger saw in her the ideal type for the young sister of Odette de Maigny played by Belle Bennett in “The Lily.” Both the director and Miss Bennett regard her as an outstanding “find” for dramatic portrayals.

Now, this former Follies dancer has appealed to Jess Robbins as the right person to team with Gene Cameron in his comedy. Miss Hoyt went to California this spring for a nine-day vacation, and finished by signing a long-term contract.

She is 18 and English. Her initial New York appearance was in the Greenwich Village Follies, where her dancing led to an offer from Florence Ziegfeld. In the interim, she did interpretative dancing with Ted Lewis.

Telegen, as Director, Promises Masterpieces

Lou Tellegen is now directing pictures for Fox Films. The former Romeo of the stage and screen, who of late years has run consistently to suave villain parts, has been given “His Wife’s Honor,” a comedy drama of Monte Carlo.

Ten years ago, Cecil De Mille, for whom Tellegen was acting, had him pilot Jack Pickford in his first big picture, “What Money Can Buy.” Then dramatic qualifications which included years as leading man with Sarah Bernhardt and Eleanor Duse, brought him back to the dramatic stage in his own production “Blind Youth,” among others.

His rich theatrical and screen knowledge will be given full play in pictures that are confidently expected by Fox officials to be masterpieces of their kind. Tellegen has just finished “heavy” roles in “Womanpower” and “Marriage License?”
Buck Jones in “White Eagle” is a Great Bet

BUCK JONES has finished “White Eagle” and in the finishing he has added to the Fox list another great bet for showmen. Yes, this is one of Buck’s very best and the star gives one of the most brilliant performances of his career. This is a virile story of a virile man.

Buck Stages a Birthday Party for Little Pals

Buck Jones gave a birthday party for his little pals who play with him in “The White Eagle,” his latest picture. Orville Dull who directed the production stands by to watch and supervise proceedings. Needless to add, a great time was had by all.
THE EXODUS of Summer tourists to Europe included Commissioner John Zanft, Vice-president and General Manager of the William Fox Circuit of Theatres as well as a member of Board of Trustees and Managers of the New York State Reformatory at Elmira, who sailed on the Majestic Thursday, June 24.

Commissioner Zanft has a specific purpose in crossing the "big pond" for an extensive tour abroad and will make a careful survey of theatres in the various amusement centers with an object in view of widening the Fox theatrical interests on the other side of the Atlantic. The commissioner's heartfelt interest manifested in his work at the Reformatory in Elmira will give him an incentive to study prison reform systems of Europe and render a report to Governor Alfred E. Smith upon his return.

The building plan and expansion of the vaudeville and motion picture branches of the William Fox enterprises this coming season promises to surpass that of any previous period in the history of that ever growing organization and immediately upon stepping foot on American soil again, Mr. Zanft will be busily engaged in completing building operations on new theatres which will net more than twenty additional playhouses to the already large circuit under the direction of William Fox in the United States.

In the East, General Manager Zanft will officially dedicate the New Academy of Music on Fourteenth street opposite the Tammany Hall, which will tend to perpetuate the memory of that historic old Academy which is being demolished to make way for commercial advancement on the lower East Side and at the same time the opening of the New Academy will serve to give the historical theatrical thoroughfare a most modern and magnificent Temple of Amusement on the site of the famous Dewey Theatre, where William Fox succeeded in a meteoric manner in growing from one theatre and a small motion picture exchange to the present gigantic chain of theatres and a most powerful film organization.

Another theatre of importance in the Metropolitan District will be opened under Mr. Zanft's supervision on Labor Day, when the new Savoy located on Bedford avenue at Lincoln Place, Brooklyn, seating more than 2,500 persons and devoted to the presentation of vaudeville and plays will be presented to the theatre loving public in that borough.

In addition, Mr. Zanft, representing the Fox interests with affiliations and associates will open new theatres in Detroit, St. Louis, Washington, Kansas City, Chicago, Los Angeles, San Francisco, Cincinnati, Baltimore, Boston and a monumental amusement edifice bearing the name of William Fox in other principal cities of the United States.

Famous Tramp Comedian Joins Fox Fun-makers

DO YOU recall the hobo comedian who stood in the light trough on the vaudeville stage and leaned over toward the orchestra pit until he was in a horizontal position? And how he kept the audience in a state of hysteria—almost—while he cavorted about physically and verbally in that perilous position? He was Eddie Wills, internationally known laugh producer.

Eddie heard the call of the "Kleigs" and recently arrived in Hollywood. He was signed by Fox Films and is at present appearing in "The Lying Tamer," a hilarious affair in which lions play important roles. Eddie has laid aside his tramp make-up temporarily and essays the role of an English tourist in modern-day Africa, seeking thrills.
Short Subject Has Come Into Its Own and Fox Exploitation Deserves Much Credit for Victory

EVIDENCE is coming in daily that the short subject producers' and distributors' drive for recognition of the value of the short subject has gone over the top in a manner worthy of the effort put forth, according to our exploitation department.

With the trade papers back of their cause and special sections and issues gotten up exclusively for the “little fellows,” it is plain the short subject is now attracting as much attention from all sides as the feature attractions and non-movie presentations of the motion picture palaces of the country.

That selling the idea of the importance of the short subjects did not stop with exhibitors is proved by a survey of the motion picture columns of the daily newspapers. As a result of the publicity campaign, many newspaper critics, who formerly “walked out” after the feature had been shown, have been prevailed upon to stay for the “shorts.” The results are noticeable in their columns. The “short” is now accorded the same critical treatment as the feature, and in many instances has so impressed the reviewer that he has given more space to the “little fellow” than to the “main attraction.”

Illustrating this fact is the com-

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Off His Feet and Onto His Ear—Maybe

Arthur Honsman is literally lifted off his feet by a couple of wild westerners in “The Westerners,” a clever two-reel Fox comedy in which he is appearing with Reata Hoyt and Gene Cameron under the direction of Jess Robbins. There’s a lot of fast and furious fun in this one and it will prove a good sample by which to let all exhibitors judge the ensuing comedy releases from the great House of Mirth ruled by William Fox.
ment of a Cleveland critic after witnessing the showing of one of our "Helen and Warren" two-reelers, "A Business Engagement." "The surrounding program at the Park Theatre," this critic wrote, "is far more interesting than the feature film." He added that "The many readers of the 'Helen and Warren' serial are finding real enjoyment in viewing the first of the two-reel productions based on the popular stories by Mabel Herbert Urner."

In exploitation, as well as in straight publicity in newspaper columns, the impress of the drive for recognition has been duly recorded. Instances, too numerous to set down, come to hand daily. Some of the outstanding ones arranged by our Exploitation Department show clearly that Fox went through with all the promises made at the meetings of the drive committee.

One of the most result-getting stunts arranged by the Fox exploiters was in connection with 500 newspapers which run the "Helen and Warren" series of stories. By an adroit appeal in a circular letter, the company succeeded in getting a majority of the papers to accompany each story with a newsletter, mentioning that Fox Films had produced pictures based on the series, giving the name of the local theatres playing them.

They also tied up with a number of the papers by illustrating the stories with stills from production. So impressed were a number of newspapers by the campaign the film company put on that many tied up with the Fox exchanges in their district to take advantage of this exploiting of their feature, and, in this connection, ran all sorts of contests.

Numerous dailies invited letters from their readers as to whether Hallam Cooley and Kathryn Perry looked and acted like the parts they were playing and on other aspects of the picturization. The many responses were a big boost. In return for the publicity thus given the picture, many exhibitors playing these two-reelers ran slides distributed by the newspapers stating that Miss Urner's stories could be read in their pages.

In the case of the O. Henry stories, splendid tieups were made. One was with Doubleday, Page & Company, who has published the works of this famed writer in handy-sized volumes which retail at 90 cents, the first time at such a low price. In a special campaign to advertise the edition, the company has tied up with Fox Films so that every exploitation agent and salesman will work to obtain window displays with book-sellers in the vicinity of theatres that show the picturizations.

It is expected that in magazine and direct mail advertising the publishing company will stress the fact many of the O. Henry stories are being made into Fox Comedies. On June 5 one of his stories, "Girl," was broadcast through station WOR, in connection with the Fox company.

An idea of the many sound methods of exploiting Fox Varieties, which are 15-minute visits to far-away and colorful places all over the globe and odd and new things in the world of reality, may be gleaned from the work now being done on one of them. This campaign is on "Off Shore Trails," which contains beautiful scenes and an elaborate display of motorboats. Letters were sent to more than 200 manufacturers of motorboats and accessories, suggesting the picture be seen and recommended to the companies' customers.

The results and general co-operation were actually surprising. Most of the companies considered it one of the finest methods of advertising their craft, and the exhibitors profited accordingly.

Jack Dempsey's training camp at Pine Hills, Cal., was used by Harry Beaumont, the Fox director, in making "Womanpower" adapted from Harold MacGrath's magazine story, 'You Never Can Tell.'
Fox Invades the Foreign Theatrical Field for Big Successful Plays Suitable to Filmization

FOX FILMS will survey the foreign theatrical field for material adaptable to motion picture treatment.


They are going after both stage and film plays, and will give thorough consideration to an exhaustive list of plays and to others to which they may be attracted or advised to see.

Aside from his activities for Fox Films, Mr. Revnes has been deputized by Sam H. Harris to scan the dramatic field abroad and make recommendations he may deem advisable regarding the securing of rights to successful plays for presentation by Mr. Harris.

Mr. Revnes and Mr. Hornblow will be abroad two months. An initial announcement of considerable importance is expected from them within a few weeks.

It is the belief of William Fox, president of Fox Films, and Winfield R. Sheehan, vice-president and general manager, that much material rich in originality and particularly suited to American audiences can be obtained from European stages.

These plays will be chosen with especial attention to variety and to dovetail with a program of American stage successes to be screened by

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Now Fight or Forever Hold Thy Peace!

Kathryn Perry takes a few lessons in the manly art of self defence from some professional fighters while on location with the “Womanpower” company. In the group are “Kid” Perry herself, the Texas Kid, Kid Wagner, Jimmy Dime, Larry Williams and Gentleman Gene Delmar.
Fox. It is probable some of the foreign plays to be bought will be made in the localities in Europe and elsewhere with which they deal.

For the coming season, Fox has two notable French successes, one of another day, "The Lily," and the recent presentation, "The Monkey Talks," on its production program. "The Lily," a David Belasco sensation, written by Pierre Wolff and Gaston Leroux, has been filmed. Preparations are under way for "The Monkey Talks," which is from the pen of Rene Fauroois.

Three noted novels by foreign writers to be screened are "One Increasing Purpose," by A. S. M. Hutchinson; "Marriage," by H. G. Wells, to be picturized as "Wedlock," and "Married Alive," a fantastic opus by Ralph Strauss.

A recent purchase is the old melodramatic hit, "Bertha the Sewing Machine Girl," which Mr. Sheehan believes is splendidly suited to make a big screen story on New York life.

The Boys with the Slat-tickling Ideas

We have with us those who write the Fox comedies. Coming down from the doorway are—George Marshall, comedy supervisor, Felix Adler, title writer, Andy Bennison, Zion Meyers, Henry Johnson, J. Walter Rubens, Murray Roth, Gene Ford, and Fred Meyers.

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Seventeen Scenarios in Work as Our West Coast Activities Reach High Peak of Dynamic Energy

THE DYNAMIC energy of Winfield R. Sheehan, Fox Films general manager, now handling all production activities, is expressing itself in the speedy yet consistently thorough operation of all the picture-making machinery at the company's West Coast Studios.

This early in the season, Mr. Sheehan and his lieutenants have reason to expect the same splendid showing as last season, when every photoplay was delivered on time as per contract and promise. And this despite the fact the new program is far more extensive.

With the smoke lifting from the first intensified production drive for the early 1926-27 season release, the Fox company has nine pictures on the completed side of the ledger.

And moving toward the ever-grinding cameras are 17 other pictures which are being fashioned from well-known plays and novels and brilliant original stories by the scenarists. In other departments, the cast and technical staffs respectively are aligning casts and building sets.

A peek into the writers' quarters,

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No, They Are Not Looking at the Little Birdie!

Art Deco picture shows Gertrude Claire, Henry Sedley, Lou Tellegen, Tom Mix, Margaret Livingston, and Matt Moore. Emmett Flynn is the gentleman with the dark glasses in front.
where 14 men and women, experts in their line, are working on scripts gives a good idea of the enormous program to be screened in the near future. General Superintendent Sol M. Wurtzel of the West Coast Studios has everything ship-shape in preliminary and other preparations.

James T. O'Donohue, who handled "What Price Glory," is now in the midst of the adaptation "The Holy Terror," by Winchell Smith and Geo. Abbott. Lou Tellegen has parked away his make-up box for suave villain delineation to collaborate with Robert Lord on "His Wife's Honor," which Tellegen also will direct.

Bradley King has the difficult assignment, "One Increasing Purpose," the A. S. M. Hutchinson best seller. Benjamin Glazer is doing "Royal Scandal," from the original story by Harry Carr, which will be directed by Howard Hawks. Mr. Hawks also recently turned out "The Fullback," an early October release yet to be "shot."


Keene Thompson is well along with "Going Crooked," the play by Winchell Smith, Aaron Hoffman and William Collier. L. G. Rigby is fashioning for the screen "Whispering Wires," by Henry Leverage and Kate McLaurin.

"The Great K and A. Train Robbery," by Paul Leicester Ford, is nearly completed in adaptation by Director Lewis Seiler and John Stone and Mr. Stone also is working on "The Canyon of Light," by Kenneth Perkins.

"On the Wings of the Storm," a magazine story by Lawrence W. Pedrose and Elizabeth Pickett, is being put in screen script by Dorothy Yost.

"Pearls of Desire," by Austin Small, is being scenarized by Clover Roscoe. Marion Jackson has the Zane Grey story, "The Last Trail." Charles Darnton is preparing the script on "Kit Carson," an original story, and Wyndham Gitens has "Desert Valley" by Jackson Gregory.

Other assignments are being made as soon as a writer is finished and his other qualifications dovetail with what is desired. And when this season's program is finally in working order for the camera, the hungry maw of studio demands will require the writers, directors and casting officials to turn right around for next season's program.

George Marshall, supervisor of Fox comedies and his little protege Jerry Madden, the clever youngster who has been put under contract by Fox.
"What Price Glory" Creates a New Comedy Team

Many things have been promised and prophesied about "What Price Glory," but no one could have guessed that in casting it Fox officials would create one of the best comedy "teams" of the day. Ted McNamara (Corporal Kyper) and Sammy Cohen (Private Lepinsky) already have under consideration three contracts—one for vaudeville and two for Broadway revues—if they will "team up" after they finish their work on the Fox lot. And if they do they will set the whole town talking, according to theatrical scouts who have watched them at work in Hollywood.

Both of these boys are rather new to "movies." Sammy Cohen, who used to book himself as "Semi Colon," is remembered for his widely known jelly-legged dance. He appeared at the Keith theatres with Nora Bayes and his success drew offers from the managers of the "Passing Show" and "Earl Carroll's Vanities," which he put off when Director Raoul Walsh interviewed him and had him affix his name to a Fox Films contract for the production of "What Price Glory."

Ted McNamara had also had a stage reputation before Raoul Walsh signed him up. In "Battling Butler" McNamara was cast as the fight trainer and made an instant success of the role. It was while characterizing this part that Mr. Walsh first saw him at the time the director made a journey from Hollywood to New York for the express purpose of selecting artists for the screen version of "What Price Glory."

The comedy furnished by these two not only completely fills the bill before the camera but has become a Hollywood sensation "off the lot."

Yes, the Boys Are in the Navy Now

Who says the marines can't be friends with the Navy! Eddie Lowe is a hardboiled marine in "What Price Glory" while George O'Brien, at Eddie's right, and David Butler, at Eddie's left, are both equally hardboiled gobs in "The Devil's Master" — but they are all exceptionally good pals for all of that. Witness this photographic proof. "The Devil's Master" is a John Ford production featuring George O'Brien and Janet Gaynor.
Cameraman and Wife Have Foiled Death in Mexico

BEING a cameraman in the United States is one thing and being a cameraman in Mexico is something else again. J. McFarland, staff cameraman for Fox News in Texas, New Mexico, Arizona and Old Mexico, is authority for this statement.

In the pursuit of his duties as a gatherer of news for the mightiest newsreel of all, Mr. McFarland has had about a dozen of the narrowest kinds of escapes from death in Old Mexico. Once he was thrown in jail by Hipolito Villa, brother of the late Pancho and no less a desperado. It was only by a near-miracle that Mac escaped being shot at sunrise on this occasion and it was all because he tricked the bandit into letting him take a close-up for our reel.

Another time while covering a subject in Chihuahua, both he and his wife were mighty close to death's door when they were attacked by a Mexican who had been crazed as a result of smoking a drug weed. On several other trips Mrs. McFarland shared the dangers with her husband, she having traveled several thousand miles with him.

The accompanying picture shows Mr. and Mrs. Mac with their little daughter, Jacqueline, named after Jacqueline Logan.

Great 1926-27 “Shorts” Program Starts Aug. 22

FOX FILMS’ $4,000,000 short subjects program for 1926-27 will be launched on August 22 with the release of “Jerry the Giant,” “King of the Kitchen” and “Down to Damascus.”

“Jerry the Giant” is the first of the eight two-reel Fox Animal Comedies, in which three-year-old Jerry Madden proudly plays the title role. Jerry was so good he has been signed to a long-term contract by Fox. He is capably supported by Brian Boru, a wise-quacking goose; Pal, the wonder dog; Paul’s understudy, a gay young dog, and several other animals, including an elephant, a jackass, a vampy duck and a circus horse.

The addition of the eight novelty animal comedies to the Fox schedule brings the total of two-reel comedies to fifty-two for the season, one for every week in the year.

Janet Gaynor Replaces Duane in “Peter Grimm”

JANET GAYNOR has been chosen to play Catherine in “The Return of Peter Grimm.” She replaces Duane Thompson, originally cast for the part.

Richard Walling will play the part of James Hartman, whom Catherine really loves, though her guardian, Peter Grimm, wishes her to marry Frederik, his nephew. Miss Gaynor and Walling, the latest Fox “find,” have distinguished themselves as the youthful lovers in “Pigs,” recently completed.
Raoul Walsh to Direct "The Monkey Talks"

"THIE MONKEY TALKS," the Paris, London and New York stage hit, will be directed by Raoul Walsh. The screen presentation obviously will permit far more elaborate and broader treatment than was possible on the stage, and Walsh has the distinction of handling expertly pictures of big scope.

There will be three leads in the cast, as follows: Dora, the pretty slackwire walker, Madge Bellamy; Sam Wick, keeper of Taho, the talking "monkey," Edmund Lowe; Faho, Jacques Lerner.

Margaret Livingston has been cast as Nelly, a volatile vampire, while Lou Tellegen will play Bergerin and Ralph Sipperly the part of Firmin.

Lerner is the foremost animal impersonator in the world. His small stature and amazingly clever make-up baffled audiences during the long run of the play. Lerner has a gorilla and ape farm at Rheims, France, where he studies mannerisms and habits of the animals.

Further acknowledgement that Fox News is the "Mightiest of All" is contained in an announcement that the Newman and Royal Theatres, foremost picture houses in Kansas City, controlled by Famous Players-Lasky, contracted for its complete service.

Usabal Contemplates His Own Handiwork

Luis Usabal, the well known Spanish artist whom Fox Films has commissioned to paint portraits of Fox players and his painting of Madge Bellamy made just before that talented little actress left for her vacation in Europe.
POT SHOTS FROM OUR WEST COAST LOT

By Bob Yost

Alan Dwan and Alfred Green are the latest names to be added to the list of eminent directors now under contract to Fox Films. Green is expected to start work in a very short time on "The Auctioneer," another Belasco-Warfield stage success with George Sidney in the title role.

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Lou Tellegen has one of the most original contracts in Hollywood. After completing his part in "The Pelican" under the direction of Frank Borzage, Mr. Tellegen will direct "His Wife's Honor," a Parisian drama for Fox Films. After that the actor will alternate between acting and directing Fox productions.

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Members of the M. P. T. O. A. visited the West Coast Studios during their recent convention and a good time was had by all. After being taken around the lot motion pictures were made on the various sets which will be released in News Reel form.

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Fox Films is going in heavily for Juveniles—little Jerry Madden is the latest to be signed to a long-term contract. Jerry measures less than three feet in height and is two years old.

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Judith Gilbert, who so ably filled the position of assistant librarian at the West Coast Studios, has been appointed chief of the Research Department, succeeding the late George C. Ingleton.

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George O'Brien has spent most of his time commuting between San Diego, San Pedro and the studio since joining the navy in "The Devil's Master," now being made under the direction of John Ford. Janet Gaynor whose whimsical beauty is fast winning her a high place among the motion picture fans, plays opposite him in the leading feminine role.

* * *

Irving Cummings has gone to Canada to make the exteriors in "The Country Beyond," the screen version of James Oliver Curwood's story in which Olive Borden will star. J. Farrell Macdonald is cast as the happy hearted "Singing Cassidy" of the Northwest Mounted, a role which promises to be another "Casey."

* * *

John Griffith Wray is busy putting the finishing touches to "Upstream" his next production for Fox Films which was adapted from the well known English play by Clifford Bax. Edmund Erickson will assist him in this production also.

* * *

Elizabeth Pickett is in Colorado looking over locations, absorbing atmosphere and collecting material for future Westerns. She is expected back in the West Coast Studio around the end of July.

* * *

R. Lee Hough, familiarly known as "Lefty" is now assisting R. William Neill, who is directing "The Arizona Wildcat," Fox Films latest starring vehicle for Tom Mix. Hough is a familiar person around the West Coast lot, having been part of John Ford's unit before his promotion.

* * *

About the busiest man on the West Coast lot these days is Sol M. Wurtzel. No sooner does he get one bunch of productions finished and off to the exchanges than another crop comes up for his attention. Right now he is busy discussing possibilities for the Belasco plays, of which there are four; preparing for the work of Murnau, the eminent German director who is scheduled to arrive in the early part of July; reading scripts on possible productions.
Mulberry Tree Was Gossip Exchange on Fox Lot During Those “Ancient” Times Ten Years Ago

"UNDER the Mulberry Tree" is to be the title of a book which Kate Morgridge is writing about Fox Films West Coast studio of ten years ago. Miss Morgridge found that her name was difficult to understand so she adopted the name of Morgan, so all the old-timers will remember that it is Kate Morgan who is “spilling a shovelful” to the page.

She was the first “late stay” telephone operator at the studio. She went to work at four o’clock in the afternoon, just about the time the bench under the mulberry tree was beginning to be filled with executives, directors, actors, cameramen, props, standbys, carpenters and everyone else who was big, near-big, little or near-little in Filmland.

There was no one on the gate and the mulberry tree was the gossip center of all Hollywood’s filmland. They all came in “to feed the steam-shovel that scattered the dirt.” And the telephone switchboard was just outside Miss Morgan’s window so what she didn’t hear on the phone she heard from the bench.

“Tell you some of this old-time stuff?” she exclaimed. “Why spoil the sale of the book by spilling it now? However, all the big ones and little ones remember the mulberry tree, but that was the finest mob that ever assembled and I’ll not tell anything that will pull film idols off their pedestals. Somebody might get peevish and tell on me.

“There will be some choice bits from memory. For instance: The time when lightning struck the old residence that housed the executive offices and dressing rooms. It zigzagged over the edge of the roof, hunting a conductor into the ground. There was none, so it continued chasing itself like a border on a flashing electrical sign. Tom Mix, boots, spurs and big hat, got a garden hose, climbed to the roof and stood guard in case of emergency.

Kate Morgan and “Dad” Collingwood

“There was something doing every day and every night. Fox Films may have the biggest stage in the world now but it also had the biggest African golf games in Hollywood. Saturday was payday—and this was Saturday night on old stage one. Eighty-one men, directors, actors, grips, props, carpenters, messengers and everyone else were making loud pleas to ‘Large Richards’ and ‘Small Joseph.’ Wives, sweethearts, and mothers kept the switchboard busy that night, but I could give them no information about their men. I heard about it Monday afternoon, when I found that sixty of the boys had bounced out of the gate on their necks. The other twenty-one resigned.

‘Theda Bara was making ‘Salome,’ almost in the ‘altogether.’ Everyone was ordered off the set unless actually working. Pete, a messenger, couldn’t stand for that, so he climbed the rafters. His neck also bounced in Western avenue. He apologized to Theda and was restored to the payroll.

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“Helen Perry, morning phone operator, and I had a tin film box on the switchboard and among those who helped to keep it full of candy were:


Frank Borzage is Selected to Direct “Seventh Heaven”

FRANK BORZAGE has been assigned to direct “7th Heaven,” and all preparations are made for filming this master story of the decade.

“7th Heaven” is Austin Strong’s drama of spiritual awakening through love and courage in the Parisian underworld, and has scored a great success on the stage, where it was presented by John Golden.

There are several extremely dramatic roles, especially that of the girl, Diane, which Helen Menken interpreted on the legitimate stage.

DAN CLARK, chief cameraman for Tom Mix, the most popular Western star in the world, has been signally honored and now boasts the title of President of the American Cinematographers’ Association.

Mr. Clark, who has cranked for the Western ace nearly seven years, is regarded as a master craftsman and has been responsible for many marvelous shots made with the celebrated Tom. Dan will serve as president until next March.

The association has 84 members, including the most expert cameramen in the business, and every studio on the West Coast is represented.

Other Fox Films photographers who are members are Glen MacWilliams, George Schneiderman, Barney McGill, Ernest Palmer, Reginald Lyons, J. Turner and others. The chief purpose of the association is to improve the technique of its members and develop better pictures for American producers.
Dick Just Can’t Abandon His Trusty Camera

Richard Walling borrowed the big camera in the publicity studio to make a portrait of Abe Fried, who photographed "Pigs," Dick's first picture for Fox in which he was featured with Janet Gaynor. This promising young juvenile, who was considered one of the best still men on the lot—spends most of his spare time with his camera in spite of his success as an actor.

Tony, on Way to M. P. T. O. A. Rodeo, Is Temperamental

Tom Mix was host at one of his famous rodeos given in honor of the Motion Picture Theatre Owners' Association while the seventh annual convention was in session in Los Angeles. At that time he was making "The Arizona Wildcat" and had his entire company on location at the Crags country club in the Santa Monica mountains, but in order to appear before the exhibitors he took his broncho busters back to Hollywood and staged one of his best shows at the Breakfast Club's arena.

The arena is near the former location of Mixville where Tony made his first bow to Mix and the screen. It is real home to Tony and as his uniform good temper won him the favor of Mixville, he made a lot of friends which he cannot forget in his new home at Fox Hills.

All the horses at the Crags club were shipped down by truck to the Breakfast Club's arena and Tony apparently had the idea that he was on his way to his old home. When his truck stopped before reaching his old stable he became temperamental and refused to get out.

In spite of the fact that all the other horses were out of their cars and on the way to the Breakfast Club's stables Tony refused to leave his special car until Mix arrived and after much horse talk assured him that everything was O.K., and that some day they would go back for a visit to the old place.

Tony was still sulky and peevish in his horse way until he arrived at the gate of the arena. Then he caught the spotlight and gave the Motion Picture Theatre Owners one of his best performances.
And It Still Remains True: "Pigs" is "Pigs"

Irving Cummings, his staff and the cast of "Pigs" gather in front of the "Atkins" home in Santa Cruz, California, where the picture was filmed. From left to right, standing are Charles Woistenholme, assistant director, Gladys McConnell, George Irving, Summer Getchel, Tenpe Pigott, Herbert Prior, Bodil Rosing, Abe Fried, cameraman, Joe Valentine, second camera. Seated from left to right are Gene Cameron, Doris Lloyd, Irving Cummings, director, Janet Gaynor and Richard Walling. "Pigs" was adapted from the Broadway success of that name and Richard Walling and Janet Gaynor are featured in the leading roles. It will be released under the title of "The Midnight Kiss."

Fox Actresses to be Best Dressed of All

HOLLYWOOD appears destined to lead the world of fashion, and a big step in this direction has just been taken by Winifield R. Sheehan, Fox Films general manager, by making an appropriation for a great costuming department.

It will be in charge of an expert designer, and will be erected on the East lot of the West Coast Studios. Announcement will be made shortly on the acquisition of three celebrated designers from Paris and another from Vienna. Arrangements practically have been concluded to bring them to the United States.

"It is a well-known fact that Hollywood is beginning to set the world pace in styles," said Mr. Sheehan, "and we are determined that Fox Films actresses shall be the best dressed women in the universe. It will be the purpose of the new department to create vogue, not imitate them."

YE SIGN of ye greatest western pictures—Tom Mix and Buck Jones. And this is to be the best season for both. The former's "Arizona Wildcat" and the latter's "White Eagle" will convince anyone of all assertions stated or implied herein.
NEWSY NOTES OF FOX FOLKS FAR AND NEAR

TORONTO

J. P. O'Loghlin, Manager
Catherine Cameron, Correspondent

Holidays, holidays, everybody is going and coming. Oh! its lots of fun, listening to one after the other, telling tales of good times. "Old Sol" has done justice to his victims so far.

* * *

We have two newcomers, Irene McKellar, Contract Clerk, and Doris Grose, Stenographer. By the looks of things and the ease in which they handle their work, everything is going to be hotsy totsy.

* * *

Abbey MacAuley, our former Contract Clerk, gave us a farewell Saturday, after a little presentation, from the staff, of a Coffee Percolator, and a speech from W. J. Reed. Abbey, although she is being led to the altar, was able to also make a speech.

* * *

We expect next year's product to go over with a BANG—after overhearing remarks on our "Announcement Books." All the boys are on their toes with Jim O'Loghlin to put them away in the lead.

AUSTRALASIA

S. S. Crick, Managing Director
John E. Davies, Correspondent

An enjoyable evening was spent at the Prince Edward Theatre by the Head Office and New South Wales Staff on the evening of April 19th. The picture viewed was of course "The Iron Horse" now in its tenth record-breaking week and continuing an indefinite season. One and all voted the production one hundred per cent. great.

Our Publicity Department is now undergoing a systematic reorganiza-

tion in the hands of John Howden cur new Publicity Chief. The daily bustle and the burning of the midnight oil would seem to indicate bigger things to follow.

* * *

Our congratulations to Frank Manning who succeeds Mr. Jeune as Requisition Agent. Frank in turn leaves the managership of the Printing Dept. in the able hands of Percy Kingston, to whom we also extend our congratulations.

* * *

Dot Swain you were never vain and far from plain, but since you were fain to lose your mane, you've caused Madge Bellamy's star to wane and added to your train, full many a hopeful swain.

* * *

That our favorite, Tom Mix, has featured in "Soft Boiled" and it is believed his next picture is to be "Hard Boiled," the question will soon be asked "HOW WILL YOU HAVE YOUR EGGS DONE NEXT?"

* * *

While having lunch at a restaurant, a man endeavoring to eat a rather tough piece of steak, was heard to remark! "Well! I've heard of "The Iron Horse" and "The Golden Calf" and this must be "The Steel Cow."

CHICAGO

Clyde W. Eckhardt, Manager
Selma Hackman, Correspondent

By the time this issue goes to press, many of our employees will have enjoyed their vacations. Mr. Loeb's idea of a very educational, pleasant and exciting vacation is depositing pennies in a slot machine in a penny arcade. Wonder what he saw! Lou Dreher, our booker, will again spend his vacation in the Northern part of Wisconsin on a

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fishing trip. Frank Flaherty, salesman, is making a trip to the East via automobile, and no doubt will have very much to relate upon his return.

* * *

Mr. Eckhardt has made several trips throughout the territory, visiting the larger accounts with reference to the 1926-27 product. He also made a flying visit to New York.

* * *

Mr. VanGelder, salesman, has returned from his three months’ trip to Europe, and he sure does look wonderful, but who wouldn’t look that way after such a trip. He remembered everyone at the office with gifts, such as pipes for the men (which by the way is the reason most of the male sex are now smoking good looking pipes), and very pretty souvenirs for several of the girls.

* * *

The following is a contribution from our Inspection Department:

**8—MARRIED LIFE SERIES—8**

**ALL ABROAD—MOVING DAY FOR THE FAMILY PICNIC**

**WHERE THE PEACEMAKERS WITH HIS OWN LAWYER AND A WOMAN OF LETTERS WILL MEET FOR A BUSINESS ENGAGEMENT**

* * *

**8—O’HENRY SERIES—8**

**TOO MANY RELATIONS FROM THE CABBY’S SEAT TRANSIENTS IN ARCADIA SAW THE FAILURE OF CUPID A LA CARTE THE LICKPENNY LOVER TRIED TO PRESENT SHOES TO ELSEE IN NEW YORK AT A SOCIAL TRIANGLE**

---

HE SAVED THE DAY

(A Play in One Part)

Time: Noon
Place: Wabash Ave.
Hero: L. J. Miller
Event: Poppy Tag Day

Ah! our hero is rushing madly down Wabash Avenue, trying to make the bank before closing time. A thought suddenly flashes through his mind. What shall he do? He has already covered two blocks of his trip when he is compelled to quickly retrace his steps back to the office, grab his poppy and again start to the bank. He saved the day.

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Publicity Department

VIVIAN M. MOSES, Manager

ROSE TANNEN, Correspondent

Mr. Moses on his return to the office from the West Coast was presented with a carafe. He drank some of its contents—it was water. You should have seen his face. He was awfully glad to get such a gift.

* * *

On his return from a lengthy stay in Hollywood, the publicity gang presented Mr. Rudolph with a cigarette holder which works like magic. When that amiable gentleman beheld it he only smiled, but we knew what he meant. He was making a “mental photograph of his joy.”

* * *

Charlie Cohen, whose exploitation ideas are bringing unrestrained dollar bills flying around the company, has never yet discouraged an idea contributor. The other day Roy Crandall gave Mr. Cohen a great idea and Charlie in his happiness got so upset that he blurted out a “Thank you, Mr. Scandal!!”

* * *

Edward E. Schiff, formerly with the Cincinnati Enquirer, has joined Fox to fill Fred Myer’s position assisting Mr. McElwaine in the Accessories Department. It looks as if
Mr. Schiff will be quite as popular as Fred in a short time.

* * *

Tommy Cummiskey is quite familiar with the characters in the Animal Comedies. He takes pleasure in introducing his favorite, Brian Boru, who is the wisest quacker on the coast, although he is a goose.

* * *

It seems as if the month of April is still upon us, for we are continually showering tears — Hattie Magzamer has left us. Miss Mirian Plaster, who is having her first sight of the “business world,” is taking Hattie’s place. She looks as ambitious as ever a beginner could look.

* * *

Miss Schiff: (Addressing a quartette of the Publicity Department): “You know, I’ve got a funny notion I want to be a movie actress.”

Mr. Schramm: (Our “ever ready” office manager): “You certainly have. It produced a laugh from the four of us.”

* * *

Miss Betty Katz, the wee secretary to Mr. McElwaine, who has been with the Publicity Department for four years, and who has added much to the happiness of our office family, has bid her adieu and merrily skipped off to answer the call of romance. The June Bride is now Mrs. Stern. Congratulations and may you live happily together, forever. (Office chorus): Amen.

* * *

Abe Goodman, formerly handling production of engraving and printing for Universal, has come to join Fox as assistant to Mr. Fine, who is in charge of advertising.

C A L G A R Y

J. H. Huber, Manager
Mrs. G. Reeves, Correspondent

Well, we did beat all competitors with the Amundson-Byrd Expedition pictures, and we certainly are proud of the fact and also of the pictures. They are mighty interesting as well as making beautiful scenic pictures, too. One of our “Zibs,” however, was extremely peeved because we did not show the actual Pole. It sure does beat the Dutch how much some want for a dime.

* * *

We extend to Mr. Cleary our hearty congratulations on his recent advancement to the Los Angeles office. Here’s every wish for your success, Mr. Cleary, but we will miss you up here and please ask Mr. Heinrick to treat us kindly.

* * *

Miss Lang is working in to her new job splendidly. We are rather glad to note though that our shipper’s hair still remains normal in spite of the fact that he was certainly treating it very rough for a while.

* * *

We ran very short of comedies recently so our very genial stenographer tried her level best to imitate the Sky Jumper, but only succeeded in badly bruising her very slender self. It’s a long fall from our windows to the floor, when the chair tips.

* * *

Our Manager and Salesman have been out in the territory for two weeks introducing the new product to our Exhibitors. It certainly looks like a winner and we are hoping to be right in the running to help Mr. O’Loghlin to place Canadian offices in the lead.

Traffic Department

Jack Salle, Manager
Ben Waxenberg, Correspondent

Readers familiar with Fred Bullock’s interesting monthly contributions to Fox Folks will certainly be gratified to learn of his promotion from this department to the Home Office publicity department. Recognition of Fred’s many capabilities was inevitable, and we are all confident that his capacity for creative work,
with which everyone knows him to be generously endowed, together with his innate showman’s ability will enable him to acquire himself very creditably in his new work.

* * *

With Fred’s retirement from this department, the responsibilities of Fox News shipping devolves on Max Sendarson, who relinquishes his duties as domestic shipper to Charlie Major. The weekly increases in exhibitors subscriptions to Fox News hardly seems to disconcert Max at all, and we believe that Fox Films should be congratulated on the acquisition of its new live-wire representative to Uncle Sams’ post office department.

* * *

Domestic Shipper Charlie Major, by temperament a silent man, has one claim to loquacity and that the eloquent way in which he made our giant overhead box escalator talk this past month. Charlie has been particularly abusive of the escalator, having relayed over our “railroad” the entire foreign and domestic exchange releases of ‘The Silver Treasure,” “Hard Boiled,” “The Gentle Cyclone,” three comedies and as many “Varieties,” Charlie modestly consents to share the credit for this remarkable showing with our laboratory.

* * *

Foreign Shipper Frank Maranelli has devised a very ingenious way of “queering” Joe Ornstein with the fair visitors from neighboring departments calling on Manager Jack Salle, who just naturally gravitate to Joe’s desk whenever Manager Salle happens to be out without even so much as a sidelong glance at the rest of us young hopefuls. Frankie between lusty swings of his hammer remarks in a voice just audible to Joe and the fair one, engrossed in a heated discussion of the latest news from Bolshevik Russia, that “Joe had better finish, mopping the floor before the boss comes back,” which for an innocent remark usually has a most amusing effect on Joe and the young lady. Serves you right Joe for curling your mustache.

* * *

Artie Eichen, chauffeur of our big motor truck and every inch a shiek, we’ve observed lately comes to work every Monday morning with a rather haggard look on his face. Artie vigorously denies that he attends prayer meetings in Brooklyn every Sunday night.

* * *

Joe Di Chiaro, hustling guardian of our remarkable time-saving and labor-saving automatic nailing machine, must have been in a whale of a hurry to get down to work recently, for much to the delight of the boys here he brought down a pound of prunes for lunch instead of his accustomed sandwiches. Joe is still writhing under the hearty bawling-out he got from the boys for not bringing down a quart of cream with the prunes.

OMAHA

B. B. REINGOLD, Manager
MARY GILLEN, Correspondent

For the first time under his jurisdiction, we enjoyed a visit from Mr. Remy. Enthusiasm and ideas, sales exploitation—quickly the force of his personality was felt in every corner of the place. Under his direction, an office cannot help but improve.

* * *

We regret the loss of Miss Margaret Kelly, who was compelled to resign because of ill health.

* * *

Mr. Reingold hasn’t been able to hardly bend one knee for the past two weeks, however, he has been hobbling out in the sticks regardless.

* * *

Another booker, Swain Madsen, Jr., just arrived. Daddy is now on his vacation—sleeping days and working nights.
Judging by the enthusiasm of J. "Add." Wilson, our Manager, on his return from Convention and the fact that he was so full of it that we all had to be called into the office where it took him two hours to tell us all about it, it is sufficient to "pep" us up too; and, you can take it from me, that if that enthusiasm means anything then 1926-27 will be the biggest Fox Year on record in this Exchange.

* * *

Our new Announcement Book, now having arrived, we have had a great deal of interest in comparing the merit of same with our competitors, and there is not a vestige of doubt but that in general effect, not only of the make-up of the volume itself but in the product that is offered therein, it beats anyone else "all hollow."

* * *

We welcome Jack R. Frankland to our Sales Force. He comes full of "pep" and we certainly have him strongly sold on Fox already, and Zone No. 2, which is his very own territory, is set for a big increase in business this year.

* * *

Manager Schauffele, of the Lyceum Theatre, Winnipeg, is "hard-on-the-hunt" for a pleasing damsels of the "Sandy type" of sylph-like form, and so keen is he that we have to steer him blind folded into the office when "Eve" Rosenthal, our able stenographer, is present.

* * *

Grace Olds, our genial Cashier, in addition to her manifold duties is real busy in training her able assistant, Ada Lieberman, to handle the entire cashiering during Grace’s absence on her yearly vacation.

* * *

R. C. "Cecil" Wilson, our Booker, having secured a new car is anxious to go out in the "sticks" and with the dazzling contribution of new varnish and the Fox Announcement for

Jimmy Grainger Poses With Our Gang at Toronto

Introducing you to our live-wire organization in Toronto, Canada, they are, left to right: K. T. Kenney, Revisor, J. Trace, Revisor, R. Watkin, Revisor, C. Losev, Poster Clerk, A. Theurer, Booker, A. MacAuley, Contract Clerk, O. Hancock, Stenographer, C. Rosenthal, Biller C. Cameron, Cashier, S. Sutin, Secretary, J. R. Grainger, General Sales Manager, J. P. O’Loghlin, District Manager, W. J. Conway, Salesman, W. J. Reid, Ass’t Mgr. E. A. Brown, Salesman, J. Furlong, Shipper.
1926-27, will fulfill his erstwhile hopes of "signatures on the dotted line."

Jack Frankland, Salesman, is on the home stretch of a long trip since joining our forces and his results to date are really promising. When it comes to whole-hearted interest the Staff of the Winnipeg office won't take off their hats to any of the Fox Branches, regardless of importance and size.

Founder of Great Fox Technical Library Killed

Fox Films sustained a distinct loss and scores of friends and associates were deeply moved when George Ingleton, for many years chief of the technical library maintained at the West Coast Studio, was killed in an automobile accident near Los Angeles, May 19. He was motoring to the studio from his San Fernando home when an axle crystallized and his car crashed into a fence in Dark Canyon. Death was almost instantaneous.

Mr. Ingleton, possessor of one of the finest private libraries in the United States, sold his entire collection to Fox Films some time ago and then consented to take complete charge of the studio department. According to General Manager W. R. Sheehan Mr. Ingleton built up one of the most authentic working libraries on the West Coast. This department now controls thousands of volumes. Many of these are priceless.

Fox Films has started a great advertising campaign in the various motion picture magazines which circulate among the photoplay fans. The ones who will benefit most directly from this are the exhibitors. Hence they should all be apprised of the ends to which our corporation is going to bring home much bacon to them.

How They Boosted a Fox Screen Triumph in Egypt

American methods of advertising American films are embraced with avidity in Alexandria, Egypt. This is the way they dressed up the front of the Majestic Cinema in that city when "The Man Who Came Back" played there, breaking some records and advancing William Fox in his leadership in that field surprisingly filled with enthusiastic film fans.

Olive Borden to Star
In "The Country Beyond"

Olive Borden, popular Fox Film player, will be starred in "The Country Beyond," screen version of James Oliver Curwood's great novel of the Northwest.

This release, directed by Irving Cummings, is being photographed in the Canadian wilds. It will be Miss Borden's sixth leading romantic role under the Fox banner. Other Fox Films releases in which the beautiful little Virginian has been cast are "The Yankee Senor," "My Own Pal," "Three Bad Men," "Yellow Fingers" and "Fig Leaves."
Revealing the Luxury of a Manager’s Office in Egypt

This is the interior of the manager’s office of the Fox Films Branch in Alexandria, Egypt. L. Giordano, the manager there, is seated at his desk. The gentleman standing nearby is A. Colonna, chief accountant. Note the spaciousness of the quarters and the luxuriousness of the furnishings.

"Womanpower" Will Be
A 1926-27 “Big Power”

"WOMANPOWER," from Harold MacGrath’s story, “You Can’t Always Tell,” is now in production at our Hollywood Studios, under the direction of Harry Beaumont, who scored so sensationally in the current big hit, “Sandy.”

It is just suited to Beaumont’s best efforts. A nearly-ruined youth finds rehabilitation physically and spiritually in a prize-fighters’ training camp in the foothills of the Adirondacks. Rugged battling builds him physically and the girl’s love puts the sunshine in his soul.

The plot has distinctly out of the ordinary ramifications with sequences in Broadway night clubs, in the ring, in the lovely Adirondack land and on railroad trains.

Kathryn Perry and Ralph Graves play the leads. Margaret Livingston, William Walling, Ralph Sipperly and Robert Ryan are others in the cast.

“Sandy’s” Husband Now
is Tom Mix’ Villain

BARDSON BARD, the young actor who gave a penetrative portrayal of the inconsiderate husband in “Sandy,” is now engaged in villainous work as Wallace Vansacker, the heavy in “The Arizona Wildcat,” a Tom Mix starring vehicle.

Dorothy Seabstian was obtained to play the feminine lead.

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Film Folk Organize Big Athletic Association

THE BOOM in athletics among employees of the motion picture companies progressed noticeably this month with the formation of a Motion Picture Athletic Association, replacing the present Motion Picture Baseball League.

This new association, composed of twelve large film corporations, will enter athletics, on a large scale, holding tournaments in all branches of sport. At the general meeting held in June, representatives of Fox Films, Famous Players-Lasky, Metro-Goldwyn-Mayer, First National, Pathe, Universal and Warner Brothers were present. These are the teams now participating in the baseball tourney. It was voted to admit United Artists, Film Booking Office and Producers Distributing Corporation into the new association. A tennis tournament will be the first inaugurated by the new united club. Swimming, track, bowling, basketball, golf, hockey, and football will follow at seasonable periods. Officers of the baseball league, which will follow out its schedule, will fill the corresponding positions in the Motion Picture Athletic Association. They are William S. McIlvaine, Famous Players, president; Paul Cohen, Metro, vice-president; Wm. Mullen, First National treasurer; George Ronon, Pathe, secretary; and John Level, Pathe, in charge of publicity.

High executives of each film corporation will comprise an advisory committee, following out a suggestion of Al Freedman, business manager of the Fox Laboratories. The advisory board will act as supervisors of the association, to whom the officers will report for guidance and counsel.

Fox Gains Baseball Lead by Defeating First National

OUR FOX team continued its fine showing manifest in the opening game against Metro, and won an overwhelming victory over First National Pictures on Saturday, June 5, at the Clason Military Academy Field in New York. The score was 16 to 3, and "Lefty" Jake Miller, Fox twirler, held the First National aggregation to one lone hit, while the Fox murderer's row accounted for 15 hits.

The game was featured by the long distance slugging of Fred Morrelli, Fox left fielder; the fine fielding of Ed Freedman, of Fox; and a lustrous home run contributed by Miller.

At the latest meeting of the Baseball League, it was announced that Douglas N. Tauszig, of Fox Film Corporation, had kindly donated a trophy, to be awarded to the team finishing second. The first place trophy is offered by A. G. Spalding & Bros.

Manager Joe Reck, who is proving his quality of leadership in guiding the Fox nine, announces the following schedule of league games in which our team will participate during July: July 10, Fox vs. Famous Players; July 17, Fox vs. Pathe; July 24, Fox vs. Metro; July 31, Fox vs. First National.

Fox Recruits Another Journalist for Titles

MISS HELEN KLUMPH, well-known New York newspaper and magazine writer, is now doing title writing for Fox Films at the West Coast Studios. Her first assignment is the Belle Bennett picture, "The Lily," the old David Belasco success.

She also has been given "The Return of Peter Grimm," another famed Belasco stage presentation, which Fox will screen with Alec B. Francis in the title role. Victor Schertzinger is the director of both pictures.
Dolores Del Rio Plays "Gilda" in "Upstream"

DOLORES DEL RIO, the beautiful Mexican senorita, will become Gilda of the screen version "Upstream," Clifford Bax's English novel. This is the second of four pictures Miss Del Rio has been assigned by Fox Films.

Shirley Mason will return to the Fox Studios as Marjorie Manners in the Bax opus. Walter Pidgeon, now playing Paul Lauzon in "The Pelican," will characterize Arthur Watt, Anders Randolph will play George Gilespie and Ted McNamara will do Henry Hoker.

"Sitting Pretty"—High!

This is a sample of the manner in which the showmen of Bordeaux, France, seek to attract the attention of the public to their feature attractions. In this case the Fox production, "The Painted Lady," is the attraction... The theatre is the Cinema Comedia.

And Thus Exits a Very Successful Fox Season

HONESTY the Best Policy" is the title of the last picture on the Fox 1925-26 program which terminated early this month. It is a story of the underworld where one of the most potent agencies of reform, a girl's love, plays a great part in the life of a crook.

Johnny Walker and Pauline Starke are featured. The other principal roles are played by Rockcliffe Fellowes, Grace Darmond and Mickey Bennett. Chester Bennett directed. Howard Hawks, a Fox director, wrote the story.

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Comedian Refuses Double
Even While in Lion Film

WHEN ERNIE SHIELDS, comedy star, does anything in pictures he strives for realism.

Not long ago they were making an Imperial comedy on the Fox West Coast lot in which the comedian was supposed to drive a flivver right through a high board fence. The director explained that, at a certain point, the action would be stopped and a dummy substituted for the actor in the actual crash. In this way the scene could be made without damaging the comic.

“Are we ready?” asked the director.

Ernie tightened his grip on the steering wheel and nodded.

“Camera!” called the megaphonist and the action started. The flivver was traveling at a 30-mile gait when it crashed into the fence with the actor inside and it required several minutes to clear away the debris.

“Why didn’t you stop?” demanded the director. “You might have been killed.”

Ernie grinned as he picked a splinter from his ear. “Well,” he replied, “for two reasons: I wanted to make the scene realistic—and besides the darned brake wouldn’t work!”

MUCH GLORY at a fair price will come to every theatre playing “What Price Glory.” That this picturization of the greatest of all World War plays will net profits in record-breaking quantities is conceded even by our competitors. Hence it behooves each member of the Sales Force to see to it that all the exhibitors in his territory joins in the conceding without further delay.
Facts and figures which tell a big story—the undeniable story which should be impressed constantly on all exhibitors throughout the whole world!

BROADWAY STANDING of FOX NEWS

The following chart shows the number of news subjects used in composite news reels on Broadway for a 52-week period—from June 15, 1925 to June 8, 1926:

<table>
<thead>
<tr>
<th></th>
<th>Number of Subjects Used</th>
<th>Percentage of Total Subjects Used</th>
</tr>
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<tbody>
<tr>
<td>Fox</td>
<td>587</td>
<td>35.75%</td>
</tr>
<tr>
<td>Pathe</td>
<td>461</td>
<td>28.07%</td>
</tr>
<tr>
<td>International</td>
<td>450</td>
<td>27.40%</td>
</tr>
<tr>
<td>Kinograms</td>
<td>144</td>
<td>8.77%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1642</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
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FACTS

PERFORMANCE and REPRESENTATION

on the screens of our best theatres is absolute proof of

FOX NEWS SUPERIORITY!
EXECUTIVES AND DEPARTMENT HEADS
FOX FILM CORPORATION

President ................................................................. William Fox
Vice-Pres. and General Manager ................. Winfield R. Sheehan
Vice-President ......................................................... Jack G. Leo
Vice-Pres. and General Counsel ................. Saul E. Rogers
Treasurer ............................................................... John C. Eisele

GENERAL STAFF
General Publicity and Advertising.............................. Vivian M. Moses
Shipments and Requisitions................................. W. E. Semiett
Exchange Disbursements .................................. Harry Reinhardt
Purchase and Repairs ..................................... I. Krotosky
Editor, Fox Folks..................................................... Delbert E. Davenport

SALES DEPARTMENT
General Sales Manager ....................................... James R. Grainger
Assistant General Sales Manager ..................... Jacob Sichelman
Assistant General Sales Manager ....................... Fred C. Quimby
Mail Order Sales ...................................................... Aaron Fox

AUDITING DEPARTMENT
Comptroller ........................................................... Emanuel Preiss
Exchange Auditor .................................................... M. Goodman
General Auditor ...................................................... R. B. Simonson

FOREIGN DEPARTMENT
Manager ............................................................... Clayton P. Sheehan

PRODUCTION DEPARTMENT
New York Studio
Scenario ............................................................... Harold B. Lipsitz
Film Editor ............................................................. Hettie Grey Baker
Business Manager, Laboratory ....................... Alan E. Freedman
Superintendent, Laboratory .......................... E. H. Smith
Studio Manager .......................................................... William Bach
Electrical Manager ..................................................... Walter J. Quinlan

Los Angeles Studio
Production Manager ............................................ S. M. Wurtzel
Scenario Editor ....................................................... Ned Holmes
Film Editor ............................................................. Thomas N. Miranda
Casting Director ..................................................... James Ryan
Publicity Department ................................................ Robert M. Yost

FOX NEWS
Director-in-Chief .................................................... Truman H. Talley
News Editor ............................................................ James E. Darst
Chairman, Editorial Council ......................... John J. Spurgeon
Foreign Editor ........................................................... Harry Lawrenson

FOX VARIETIES .......................................................... Ray L. Hall
SAYS THE GOVERNOR OF NEW YORK TO THE GOVERNOR OF FOX FILMS—

STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY

June 29, 1926.

Mr. William Fox,
Fox Film Corporation,
New York City.

My dear Mr. Fox:—

It has been my pleasure to see several of your productions during the past year and I can assure you I have enjoyed many an hour of wholesome entertainment in viewing them.

The presence of carefully selected material and the absence of objectionable features in your photoplays should insure their popularity in schools, churches or civic organizations, as well as in the theatres.

I am looking forward to future presentations of Fox Film Productions at the Executive Mansion.

Sincerely yours,

[Signature]
A BIG STORY, romantic and unforgettable, is contained in the one fact that in the foreign field—any part of it—Fox pictures are the most popular both with exhibitors and their patrons. It is the story of giving the whole world what the whole world wants in the way of cinema entertainment exactly when it wants it. In plain words, Fox Films serves all the races on this earth in a manner which ingratiates our product constantly everywhere.

INCIDENTALLY, it begins to look like Fox Films is looking so far ahead that it is giving its Sales Force a countless number of jumps ahead of the competing field. More than incidentally, each individual member of the aforesaid Force should avail himself fully of the many advantages offered with such a far-in-advance "line of goods." Remember, it is up to the individual to do his share toward insuring the grand total represented by the collective effort. And this is the season.

THERE IS A growing consensus of opinion that there is really no need of any other newsreel now since Fox News has assumed such an encompassing leadership. It is not difficult to show the showman that his worries as to news pictures are over the moment he insures himself with the complete Fox News service of 104 issues per year. Any exhibitor who is not "sold" on our newsreel yet is unfortunate and the slogan of all Fox salesmen should be: "Let there be no unfortunate exhibitors!"
THIS AUGUST issue of Fox Folks is dedicated to our Laboratory, the greatest, most efficient film laboratory in the world. It should be an inspiration to every co-worker in the Fox organization to know more about this vitally important cog in the wheel which revolves so surely to make our product constantly more pre-eminent in its leadership everywhere. Under the energetic personal direction of Vice President Jack G. Leo, a veritable genius in the work of perfect organizing, our Laboratory has not only kept abreast with the very progressive times, but has set the pace no other similar institution could maintain. Unfailingly it has been a sustaining force for our entire Sales Staff, because it has without the slightest interruption at any time served as the source of the best prints obtainable. The salesman can always be sure of his ground in promising an exhibitor the super-fine of prints and the realization of this prevailing certainty could not act otherwise than to augment the zeal with which sales arguments are presented. Therefore, there can be no praise too enthusiastic of this department of Fox Films—the Laboratory is deserving of its three cheers any day in the year and any hour in the day.
How Our Laboratory and Jack G. Leo, Its Guiding Genius, Work with and for Exhibitors' Interests

If it were required to tell the whole story of how our Laboratory succeeds so admirably in serving the best interests of the exhibitors so well and so incessantly in a very few words, it could be expressed simply as follows:

By working day and night, intelligently and efficiently, on a basis of the most highly developed form of true showmanship.

Our Laboratory, you know, is very much out of the ordinary—it is a sort of a combination of a human beehive and a high-powered dynamo. And yet, it is managed so capably that the casual visitor would not be aware of the tremendous volume of work accomplished there in a day, because everything runs so smoothly and with so much faultless precision that there is no undue noise or is there the least suggestion of commotion such as obtains in so many institutions where speed and good workmanship are required.

It is doubtful whether or not the member of our organization who never had visited our Laboratory could possibly realize its full importance as an indispensable hub around which much of the Fox Films progress revolves. The task of supplying a world-wide demand for prints of our releases is far too complicated and too colossal to be visualized adequately at a distance. However, one day's contact with what happens in this vast domain of creation is sufficient to convince anyone that somewhere a real genius has had a hand in building up such a productive center. And there has been and is a real genius back and above it all. His name, of course, is Jack G. Leo, our vice president, who concentrates his attention during practically all of his wakeful hours on this branch of our vast organization.

Mr. Leo is one of the commanding generals who stands as a bulwark insuring ample supplies to our army cut on the firing-line. He sees to it that our every branch is kept armed with enough prints of all our releases, full-length and short, to keep on the march forward on all fronts in all the sectors on this mundane sphere. How he sees to it is a big story within itself: a story of unyielding devotion to duty plus the most complete knowledge of all the intricacies of the game.

Fox prints are noted as the best prints available in all filmdom and this is true because Fox has the best Laboratory extant with the foremost Laboratory authority—Mr. Leo—at its head. How this enviable reputation has been attained through many years of energetic advancement may not be so well known nor will it ever be advertised for the reason that Mr. Leo and his co-workers in this department are modest. But, it has been largely a matter of wisdom in assembling the most up-to-the-minute machinery and processes and selecting the most brilliantly capable experts to run and develop them.
Wherein especially the Sales Force is interested in the Laboratory is that it gives Service with a very big capital S to all patrons in such a way as to insure repeat orders. You can always depend on the film goods being delivered in a state of all the perfection humanly possible. You can specialize in boasting of the superiority of the product of our Laboratory without endangering your standing for veracity. And this is more than something—it is a whole lot.

By way of proceeding on the theory that his department should maintain its high standard as a truly helpful force working with and for the exhibitor, Mr. Leo keeps in daily touch with the demands of our patrons. So closely has he kept in touch with every situation everywhere that he has been able frequently in the past to correct shortcomings in our print service before the one having cause to complain has had time to make it known. As a consequence when exhibitors sign for Fox pictures, it is customary among them to entertain no worries whatsoever as to the service, it being so generally conceded this part of the bargain is assured.

Yes indeed, fellow Foxites, our Laboratory is deserving of the utmost in our pride and we need never to be reluctant to laud it as another one of the great achievements of Fox Films.

A Business Man of the Leading Man Type

Douglas N. Tauszig, who is assistant to Vice President Jack G. Leo and who naturally demonstrates his great interest in all Laboratory activities therefore, is as a motion picture director with an eye for new faces might say, too handsome to be a businessman—he looks like he ought to be a screen idol of the genus leading man. And, he's just as genial as he is good-looking, having that other quality so requisite to screen success, viz: personality. However, he seems too wedded to his responsible position in the busy vice president's office even to think of, let alone consider, any offers emanating from directorial quarters.

A Laboratory number of Fox Folks would not be complete without the proverbial "few words of praise" being writ about Mr. Tauszig. He makes his presence around our Home Office both felt and useful, and, aside from the performance of a multitude of duties as a business executive, he manifests a reassuring interest in athletics as a means for keeping the boys in trim for their work.

New Quarters for Two Fox Films Exchanges

Fox Films now occupies new quarters in New Haven, Conn., at 114-16 Meadow Street. The Albany Exchange has been moved to 1052 Broadway, Albany, N. Y.

Both of these branches have taken up larger offices with modern equipment. Spacious projection rooms, main offices, film and poster departments have all been planned by architects to give utmost facility and service. In this way exhibitors derive direct benefit from expedited shipments and more efficient handling of posters and film.
IN THE LABORATORY SPOTLIGHT
By Fred Bullock, Jr.

Have you paused to consider the part played by the modern Laboratory in the making of motion pictures? The author, the star, the director, the cameraman, the electrician, the property man, etc., have most important shares, but the final test of a good photoplay rests with that mysterious unit known as the Laboratory. Let us, therefore, meet the folks who are responsible for results in this essentially scientific branch of the Industry so far as Fox Films is concerned.

* * *

Executive operation is vested with Vice-president Jack G. Leo, to whose untiring efforts in the face of extraordinary difficulties this organization owes the finest Laboratory in the world. The Laboratory executives who have ably assisted Mr. Leo in this gigantic enterprise are Alan E. Freedman, Business Manager, and Edward H. Smith, Superintendent, both of whom for the past ten years have devoted their dynamic energy to this work.

* * *

To Harry Dansky and Harry Cohen is intrusted the task of supervising the many sections of the Laboratory. Mr. Dansky handles the work through the developing and printing sections, while Mr. Cohen is chief of the joining and inspection divisions.

* * *

Manager Bill Meuselbach, of the negative developing department, receives all negative film produced by the New York Studios or Fox News. Mr. Meuselbach superintends the developing and washing of the film by modern processes, after which it is dried by being wound on great drums and subjected to conditioned air treatment.

Max Rothstein, foreman of the negative cutting room, gets the negative after stripping, and the film is cut and assembled for the sample print.

Joe Reck, chief timer, then gets the negative, and enters the time of exposure for each scene for the guidance of the printing machine operator. This enables the operator to regulate the light on the printing machine when making the positive.

* * *

Joe Stoughton, manager of the printing section, has a staff of experts, thirty of whom handle the printing machines; the raw stock meets the negative and, coupled with it, is processed for showing on the screen. The negative rolls are then returned to the vault for safekeeping, while the positive is sent to the developing room.

* * *

Lawrence Fasola, manager of the positive developing division, supervises the next process, which is entirely automatic. The film enters the developing machine at one end and in a surprisingly short time comes forth developed, fixed, washed and dried, wound on a spool ready for the joining room. The entire positive reel is treated at once, and is not touched by human hands.

* * *

Lily Coane, in charge of the joining and examining rooms, is the only girl department manager in the Laboratory. She assigns skilled young women to cut and join the film in continuity, who speedily complete their tasks and pass the positive on to the inspection room.

* * *

Jim Brown, chief projectionist, has an inspection staff of 14 projectionists whose duty is to detect and correct the slightest imperfection in the print. The print is then sent to the examining room where any faults found in the inspection are corrected, after which the film is waxed and turned over to Traffic Manager Jack Salle,
who arranges for the shipment of the prints to the Fox exchanges.

* * *

There are many other important departments in the Laboratory, however, each having an important bearing on the work of the entire unit. For instance, Tom Frost, manager of the hand developing section, handles all titles, also all film to be tinted and toned. The developing for toning and tinting is a delicate process, being a requisite in the instance of Fox Varieties and certain production scenes.

* * *

Bill Hitter, manager of the Laboratory office, is charged with the personnel and bookkeeping details. He and his staff have at their finger tips data pertaining to the costs and operation of all departments.

Among the department managers having highly specialized tasks are Fred Etzold, chief of the chemical division, H. Duncan, master mechanic of the machine shop, and John Mattson, who is Night foreman of the Fox News laboratory crew.

* * *

Charles Thompson handles all the printing required by the Laboratory, Ed Freedman manages the department concerned with the destruction of film returned by the Exchanges, while Dick Maedler and Herman Freedman do the title photographing.

* * *

Finally, our capable electrical division, under the direction of Chief Electrician Walter Quinlan, deserves special mention for initiative and being everlastingly on the job.

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Alan E. Freedman Holds the High Lab Degree of B. M.

No story of the Fox Laboratory is complete without special mention of Business Manager Alan E. Freedman, whose ceaseless energy is centered on the task of constantly improving a Laboratory which is well nigh perfection itself.

When emergency requires, "Al" rolls up his sleeves and buckles right in with his hearty phrase of action, "Now, boys, let's get busy." With this co-operation and encouragement, is it any wonder that the weekly output of the Laboratories De Luxe, as the great Fox Lab is named, has grown by unprecedented leaps until today it totals more than 2,750,000 feet of film!

The success of any business depends primarily on the loyalty and integrity of its employees. Mr. Freedman, realizing that this spirit is reflected in the quality of the work done, has seen to it that ideal working conditions prevail. Consequently, there exists in the Laboratory a splendid morale—
IN THE OPERATION of the wonderful Fox Laboratories De Luxe, acknowledged to be the finest in the world, particular credit must be given to Superintendent Edward H. Smith for successfully maintaining a technical standard approaching perfection.

During the ten years of his association with Fox Films, Mr. Smith has supervised the scientific side of Laboratory work, specializing on two vital problems — quality of output and efficiency of operation. The first objective has been achieved by combining the skill of experts with the speed of modern machinery and automatic devices, while the second requisite is obtained by carefully reducing waste matter.

Superintendent Smith is constantly in touch with new ideas and inventions having a relation to the Film Industry. If it be an improved color process, a better automatic machine, or some special revolutionary device, Mr. Smith will investigate its merits and report back to Vice-president Jack G. Leo, who is responsible for the supreme management and operation of the Laboratory. When an official O. K. is received, action is the immediate result!

Among the workers of the Lab, "Ed" Smith is unanimously voted "a regular fellow." They admire and respect him for his friendliness, modest manner, and unfailing consideration. They come to him for information, and the advice he gives is always helpful. He works shoulder to shoulder with his staff, encouraging newcomer and veteran alike, eventually accomplishing what is necessary to be done.

Finally, as an indication of Superintendent Smith's devotion to motion pictures, the following thought of his is quoted: "The making of a photo-play is comparable to creative art seeking beauty for its own sake, and is closely akin to pure science which, like the laboratory, seeks knowledge for its own sake."

ALAN E. FREEDMAN
(Continued from Page 6)

faith by the Foxite workers in one another and in the organization.

Then, when Fox activities are planned, Al Freedman always obliges with valued advice and even more valued service. During the present season, he has helped make a success of baseball and tennis.

What the heart is to the human body, that the Laboratory is to the motion picture plant. Likewise, what true worth is to industry, Al Freedman is to us!
Our New York Studios Are Now Humming with Industry as “Summer Bachelors” Gets Under Way

The Big Fox Films Studios at the company’s home office, 850 Tenth Ave., New York, are resounding to the old familiar cries of “lights” and “camera” after two years of idleness. James Dent, appointed Eastern Studios manager by Winfield R. Sheehan, general manager, has everything in ship-shape on two great stages.

The first picture being made is “Summer Bachelors,” fashioned from the Warner Fabian novel of that intriguing name now running serially in McClure’s Magazine. Madge Bellamy, who recently returned from a European vacation and went home to Los Angeles, is back East again playing a featured role.

This big photoplay, which will be a special on the Fox program, has been entrusted to Allan Dwan, an outstanding director.

Three other pictures, including “The Music Master,” “Bertha, the Sewing Machine Girl,” and “One Increasing Purpose,” the latter for interiors, probably will follow “Summer Bachelors” on the stages. Outdoor sequences of “One Increasing Purpose” will be made by Director Harry Beaumont in England, who sailed recently with his wife, Bradley King, who will do the scenario, and a staff of cameramen and co-workers.

No definite time has been set as to how long the Eastern Studios will remain open, or, for that matter, if they will be closed again. Fox Films has such a great program to turn out that a number of other pictures may be assigned for production here.

Mr. Dent has been in picture-making since 1911 when he became an assistant director for the old Vitagraph Company in Flatbush, Brooklyn. Later, he went to that company’s studios established at Bay Shore, Long Island, becoming studio manager. His next position was with Selznick Pictures Corporation as general production manager.

After six years in that capacity, he joined Thomas Ince, and remained with his organization until the death, of Mr. Ince, then joining Fox Films.

Twelve Fox Pictures Start During August

Twelve Fox pictures will be sent on their way into production during this month of August.

Chief among these are “7th Heaven,” and “One Increasing Purpose,” which will be screened abroad. Frank Borzage will direct “7th Heaven,” a picturization of the great John Golden stage hit, while Harry Beaumont is now in England preparing to screen outdoor scenes of the A. S. M. Hutchinson “best seller” novel.

“The City,” the late Clyde Fitch’s memorable play, will be made by R. William Neill, Alfred E. Green, an outstanding new addition to the Fox directorial staff, will have “The Auctioneer.” Raoul Walsh, on completing “What Price Glory,” will turn to “The Monkey Talks.”


Albert Ray has started production on “Whispering Wires,” the stage mystery success. Anita Steward has the leading feminine role. The picture is being made under the personal supervision of Kenneth Hawks.
Release Dates for New Season’s Fox Gems Are Arranged to Give Exhibitors Continuous Hits

FOX FILMS announces the release dates of several outstanding productions for the coming season, given here in order of release:

“Fig Leaves,” directed and written by Howard Hawks, is a story of modern Eve and her six thousand year old plaint, “I have nothing to wear.” The leading players are George O’Brien, Olive Borden, Phylis Haver, Eulalie Jensen and Andre de Beranger. “Fig Leaves” will be released August 15th.

The first Tom Mix production for the new season, “No Man’s Gold,” scheduled for August 15th, is directed by Lew Seiler from J. Allan Dunn’s novel, “Dead Man’s Gold.” Besides Tom Mix and Tony, the cast includes Eva Novak, Frank Campeau, Malcolm Waite and Mickey Moore.

On August 22nd “Marriage License?” will be released. This offering is from the intensely dramatic stage play “The Pelican,” which scored in London and made a bid for greatness in New York. The original title did not possess the box office pull that a screen attraction should have; therefore the change. Alma Rubens, Walter McGrail, Walter Pidgeon and Richard Walling are in the cast. Frank Borzage directed the production.

On August 29th a Harold McGrath story, “Womanpower,” is to be released. Directed by Harry Beaumont, who made “Sandy,” this production includes in its cast Ralph Graves, Kathryn Perry, Margaret Livingston, Ralph Slippery and David Butler.

“3 Bad Men,” one of the most pretentious stories ever made of the old West, will come to the screen on September 5th. John Ford directed this screen masterpiece and there are 25,000 extras in the cast. The last rush, which took place in Dakota in 1877, is the theme around which is created the romance of empire building and the heart story of two young lovers. The leading players are George O’Brien, Tom Santschi, J. Farrell MacDonald, Frank Campeau, Lou Tellegen, George Harris, Jay Hunt, Alee B. Francis, Otis Harlan and Priscilla Bonner. Santschi, MacDonald and Campeau, as the three bad men of the title, contribute a fine bit of acting, which will be remembered for many a year.

The first Buck Jones story, “30 Below Zero,” is in a comic vein that will be found most amusing. Robert P. Kerr directed the picture from a story by John Stone. Eva Novak and Paul Panzer are in the cast. The production is scheduled for September 5th.

The offering for September 12th is “The Midnight Kiss,” directed by Irving Cummings from the John Golden stage hit, “Pigs.” Exhibitors in many localities favored a change in title for this production. The cast includes Janet Gaynor, Richard Walling, Arthur Housman and Gladys McConnell. Alfred A. Cohn wrote the scenario.
"The Family Upstairs," another comedy made from a stage hit, featuring Virginia Valli, Allan Simpson and J. Farrell MacDonald, is scheduled for September 19th. Harry Delf wrote the play which was directed for the screen by J. G. Blystone.

The David Warfield play, staged by David Belasco, "The Return of Peter Grimm," comes to the screen on Sept. 26th. Victor Schertzinger will direct the offering. Alec B. Francis will play the title role. Janet Gaynor, Richard Wailing and Mickey McBan have other featured parts.

The second Tom Mix production, "The Arizona Wildcat," directed by R. William Neill, will be released September 26th. In addition to Tom Mix and Tony, the players are Bardson Bard, who played the husband in "Sandy," Dorothy Sebastian and Doris Dawson.

"Married Alive," adapted from the Ralph Strauss novel, is a whimsical drama of a man more affectionate than judicious, to be directed by Emmett Flynn for October 10th release. The players include Matt Moore, Margaret Livingston, Lou Tellegen, Claire Adams and Eric Mayne.

An Oliver Curwood tale, "The Country Beyond," is scheduled for October 17th. Irving Cummings will direct the picture with a cast including Olive Borden, Ralph Graves, Fred Kohler and J. Farrell MacDonald.

"The Monkey Talks," successful on the Paris, London and New York stage will be directed by Raoul Walsh, with a cast including Madge Bellamy, Edmund Lowe and Jacques Lerner. This dramatic novelty is to be released October 24th.

On October 31st "The Devil's Master" will be ready. John Ford directed this offering, adapted from a story by Gerald Beaumont. The players include George O'Brien, Janet Gaynor, Robert Edeson, Margaret Livingston, William Russell, Ralph Sipperly, David Butler and Jerry the Giant.


Charles Stevenson, Noted Character Actor, is Signed

CHARLES STEVENSON, noted character actor of the stage and screen, has been signed to play the role of Shirley Mason's father in the English sequence of "Upstream."

Stevenson is best known to the spoken stage patrons through his long association with Mrs. Leslie Carter as leading man, also with Olga Nethersole and other well-known actresses. He made his debut in pictures with Ethel Barrymore in 1910 and this is his first engagement in a Fox Films production.

Milwaukee Theatre King Gets on Fox Band Wagon

THE POWERFUL Milwaukee circuit of theatres, owned and controlled by Tom Saxe interests, has fallen in line with many other first-run city theatres in signing for the big Fox Films feature pictures.

The deal has just been put through by James R. Grainger, Fox general sales manager. Mr. Saxe, head of the circuit bearing his name, is known as one of the shrewdest showmen in the country.

He controls the luxurious Wiscon, Merrill, Miller and Strand Theatres.

Page Ten
Janet Gaynor and Richard Walling Continue Fine Team Work in “Return of Peter Grimm”

JANET GAYNOR and Richard Walling, two of the year’s most promising screen finds, have been selected to portray the Juvenile roles in “The Return of Peter Grimm,” Fox Films version of the David Warfield-David Belasco stage triumph. Victor Schertzinger will direct the picture, with Alec B. Francis in the title role.

Miss Gaynor, who made her initial appearance in Fox Films under direction of Irving Cummings, gave a remarkable performance in “The Johnstown Flood,” and was immediately booked by John Ford to play opposite Leslie Fenton in “The Shamrock Handicap.”

Then came another opportunity to work under the direction of Irving Cummings in “The Midnight Kiss.” For this picture Mr. Cummings selected Richard Walling as the male lead, and another find was on his way to screen prominence.

Miss Gaynor, again chosen by John Ford to play the feminine lead in his latest picture, “The Devil’s Master,” was surrounded by an excellent cast, including George O’Brien, Robert Eerson, David Butler, William Russell, Ralph Sipperly and others.

In the meantime, Richard Walling, having completed his work with Mr. Cummings, was selected by Frank Borzage to play a most important role in “Marriage License?” featuring Alma Rubens and Walter McGrail.

Ferret eyes were focused upon this pleasing “boy-and-girl” team, however, and when Victor Schertzinger made known his wishes in connection with “The Return of Peter Grimm” it was found that Mr. Walling and Miss Gaynor were the favored ones.

Alec B. Francis (left) and John Sainpolis in One of the Truly Unforgettable Scenes in “The Return of Peter Grimm,”
Real Jungle Realism Is Assured for “Upstream”

There is to be no question about the authenticity of the Bolivian locale and appointments, the costuming of the natives and the general atmosphere of the jungles in Fox Films version of “Upstream,” the John Griffith Wray production now in process of filming under the supervision of Sol M. Wurtzel, general superintendent of Fox Films West Coast Studios.

Thomas Alexander, one of the outstanding authorities on the little-known interior of South America, has been engaged to co-operate in the technical direction of the Bolivian sequences.

Alexander is internationally known for his research work in South American countries as the representative jointly of the New York Museum of Natural History and the British Museum. He spent much time in the remote sections of Bolivia and Colombia in charge of an entomological expedition and is eminently fitted for the work entrusted to him at the Fox Films Studios.

“South America is still one of the greatest fields for modern exploration,” said Alexander the other day as he sat with Walter Pidgeon and Dolores Del Rio, Leslie Fenton, Anders Randolf and a group of the technicians on the Bolivian location at Fox Hills during the luncheon period.

Pacific Fleet, in Action, in “The Devil’s Master”

Great Dreadnoughts and other ships of the Pacific Fleet in action have been screened in “The Devil’s Master” adapted from Gerald Beaumont’s story, “The Lord’s Referee,” by Fox Films. This was the first time a motion picture company was permitted to shoot dramatic scenes while the mighty ships were in battle maneuvers.

The company was with Rear-Admiral Charles F. Hughes on the Flagship California which headed one of the world’s mightiest sea forces on its Northern journey from San Diego to Puget Sound. Admiral Hughes halted the entire fleet of 11 battleships and 35 destroyers while Robert Edeson, acting as a naval chaplain in the picture, conducted a burial at sea.

Director John Ford and a company of 15 made the trip. George O’Brien, Janet Gaynor, William Russell, Robert Edeson and Ralph Sipperly are in the cast.

Noted Constructor of Comedy Signed by Fox

James Madison, one of the best known comedy constructionists in the theatrical world, has been signed by Fox Films. For many years Madison has been supplying Al Jolson, Frank Tinney and many other stage favorites with what might be termed “super-gags.”

His assignment in the Fox Films program is an enviable one. He will be a member of Director Alfred Green’s staff in the picturization of two notable stage-plays — David Warfield’s “The Auctioneer” and the New York sensation, “Is Zat So?”

Walter Pidgeon and Shirley Mason in “Upstream.”
"What Price Glory" Sure to Serve as Vehicle For Several Players to Ride to Top of Stardom

When "What Price Glory" is released and played over the country, there will be several new names added to the list of screen idols. The great work of the cast in this sensational comedy of the war is destined to make new stars and Fox Films officials are not insensible to this fact. As the result, and to assure the appearance of these actors in future Fox Films productions, Winfield R. Sheehan, vice president of our corporation, has signed nearly every important member of the cast to a long term contract.

The signing of Dolores Del Rio to make three more pictures for Fox Films has been announced previously. Miss Del Rio is achieving outstanding dramatic things as Charmaine under the direction of Raoul Walsh. She goes directly from this picture into "Upstream," a screen version of Clifford Bax's novel, to be directed for Fox Films by John Griffith Wray. Two pictures will follow this for Miss Del Rio, one of which may be "Carmen."

Mr. Sheehan also has announced that Victor McLaglen, who plays Captain Flagg in "What Price Glory," had been placed under a long-term contract.

Edmund Lowe, who plays Sergeant Quirt, is already under contract to Fox Films and his contract has been extended upon the strength of his fine performance in the war picture.

Ted McNamara and Sammy Cohen, who offer some of the most sure-fire comedy seen in any picture in "What Price Glory," appearing as Private Kiper and Private Lepinsky, have also been placed under Fox contracts and will be seen in several productions.

Barry Norton, the handsome young Argentine, who plays Private Lewis-John is under contract to Fox as is Leslie Fenton, who plays Lieutenant Moore, so that exhibitors will be assured of cashing in on the widespread publicity "What Price Glory" is getting in future Fox Films productions as well as in the Laurence Stallings masterpiece.

Another Noted Player is Added to "Upstream" Cast

Noble Johnson, memorable figure in "The Ten Commandments," in which he played the part of slave to Pharoah, has been signed by Fox Films for an important role in "Upstream," the John Griffith Wray production based on the stage play by Clifford Bax. He will portray an Indian character. Dolores Del Rio, Shirley Mason, Walter Pidgeon and Andre Randolf are in the cast.
Mix to Make New Pictures in National Parks

TOM MIX is to make his new pictures for Fox Films in the important National parks of the country. This plan, announced by Winfield R. Sheehan, vice president of Fox Films, is for the purpose of acquainting Americans with the rare beauty of their own country.

Mix is an ardent supporter of the policy inaugurated by Stephen P. Mather, national park commissioner, of giving the parks the widest publicity and doing all possible to encourage travel to the parks and he thinks that the making of motion pictures with them as a background will place their rugged grandeur before more of the world's population than any other manner.

The next of the Mix pictures "The Great K and A Train Robbery," from Paul Leicester Ford's ever popular novel, will be made in and about the Royal Gorge of the Rio Grande in Colorado. The second will be filmed in Ranier National Park. A story for this picture is now under consideration. Others will be made in the Yellowstone, Glacier, Greater Lake and General Grant.

Mix has done more than any other man to give theatre patrons an idea of the beauties of the nation's play spots. Three pictures were made in the Yosemite Valley. "North of Hudson Bay," "The Everlasting Whisp" and "The Rainbow Trail" convey excellent film impressions of its beauties. "Sky High" was filmed in the Grand Canyon of the Colorado.
“3 Bad Men” Will Carry Forward Work of Thrilling Film Fans With Realistic Drama of Building West

Frontiers have passed away as restless feet moved steadily onward. Here and there, however, in the Westland of America, are still primitive reaches. There broods the silence of the days when the country was very young.

One may go there, far out from transcontinental rails, far from the ranches, and, giving the imagination a little rein, have the feeling of a pioneer.

But no more Indians rise up from nowhere. The great herds of bison that roved the valleys are no more. Few are the wild mustangs, once a plague to the home-makers. They have been either killed or tamed.

Those days are long since gone. Indeed, there are few frontiers anywhere on the globe. Even the North and South poles have been “climbed.” Civilization has put its imprint everywhere in one way or another.

Even the dreamer, away out yonder in the Western hills, cannot dream for long. Intruding will come the distant wail of a fleeting train. Or overhead may pass, with a deep droning, the planes of Uncle Sam’s mails.

There remains only one way to know the frontiers as they were in reality. It is in the movies where visual voyages of a few hours may be made. The magic of the silver-sheet can defy time and put audiences in realistic imagery of what once was actuality.

What better educational methods could there be? A great newspaper editor once said: “One picture is worth 20 stories.” And he spoke of a single photograph. What of the potency educationally of many reels of “living photographs?”

The portrayal from historical data of occurrences in the old West are ever popular, becoming more so, if anything, as the wizardry of picture-mak-
ing advances. Undertakings that not so long ago seemed utterly impossible have been accomplished.

Not often, it is true, for such pictures entail tremendous expenditures and are always a big risk. Still, there is something fascinating, something that transcends the idea of money-making, in screening great historical pictures.

A master in making such films is Director John Ford of Fox Films who has spent a year in thorough and painstaking work on "3 Bad Men," a true depiction of the winning of the Northwest in the land rush of 1877, threaded by a romantic love story of a pioneer youth and girl.

Those who saw his "Iron Horse," the picturization of the laying of the first transcontinental railroad, profited far more at once in education and pleasurable thrills than the most colorfully written books could bring them.

They will, too, in the new wonder picture. They will see 25,000 men and women sweeping into the virgin lands, as the Government officials gave the word for the "rush." They will see, as did the pioneers, the great herds of bison. They will see towns take form overnight, as 50 years ago.

The scenes are in the lands of the Black Hills and elsewhere where the hardy home-seekers rushed in, on foot, in all manner conveyances from prairie schooner to one-horse shay, aboard half-wild ponies. Badlands are still there—and bad men, too. And it is from three types of outlaws, who harassed the pioneers, that the picture takes its name.

Bull Stanely, Mike Costigan and Spade Allen, the three bad men, had their counterparts in the long ago in the country of the Teton Mountain range in Wyoming, where Mr. Ford and his big company lived for months. Perhaps the most noted outlaw was "Teton" Jackson.

His "hide out" still remains unsolved as to the fourth exit he used when the "Vigilantes" pressed too close. He is a "boogie man" now in that section, called up by elders to make unruly lads behave.

And there were beautiful girls, budding into womanhood, as Lee Carleton, the brave young lady of the picture, who was loved and won Tom Neville. What courage the pioneers had! It is all well lined, the essence of it, in the story of privations and defiance of "killers," and in the love that flowered despite clutching death.

It would not be right to tell the whole story of "3 Bad Men." The drama of it unrolls with all the realism—though, happily without the fears and woes—that the pioneers experienced as they moved onward to fertile fields and hills of treasure.

A. S. Kempner Rejoins William Fox Interests

ANNOUNCEMENT is made by Fox Theatres Corporation that Alexander S. Kempner has become a vice president of that organization and will take charge of its real estate activities in the future. Mr. Kempner was formerly associated with the Fox interests, having had charge of the real estate activities of the William Fox Circuit of Theatres.

It was a reorganization of these Fox theatre holdings which resulted in the formation of the Fox Theatres Corporation. However, Mr. Kempner had severed his connection with the former organization in September, 1925 and since that time, has been operating in N.Y. real estate in partnership with William Fox.

Years ago as a member of the firm of Louis Kempner & Sons, he negotiated many real estate transactions for the Fox interests, including the purchase of sites now occupied by Audubon, Crotona and other William Fox Theatres. Mr. Kempner is a native of Boston, but has been prominent in real estate circles in New York for many years past.

R. William Neill will direct "The City," Fox Films screen version of Clyde Fitch's great melodrama. It will be made under the personal direction of Ernest Maas.
Whole Austrian Army Cooperates with Fox News

The world-wide prestige of Fox News was recognized in a striking manner recently, when the entire peace-time Austrian Army was placed at the disposal of two Fox News cameramen for the making of a special and exclusive series of military pictures for the American and foreign editions of the newsreel.

Staff Cameraman Hans Pebal, whose headquarters are at our Vienna Office, and Staff Cameraman Russell Muth, who has just returned to the Home Office after a three-year assignment in Europe, worked for nearly two months filming every phase of the maneuvers of a modern army and specially re-enacted battle scenes. Infantry and cavalry units were brought into action and heavy artillery, machine guns, tanks and smoke-screens lent realism to the simulated warfare.

The pictures here show: (left) Cameraman Han Pebal filming a "closeup" of a grenade explosion; (below) Cameraman Russell Muth (at extreme left) and Cameraman Pebal (with megaphone) with the headquarters staff of the Austrian Army, and Cameraman Muth ready to go into action with his camera (above.)
William Darling, Fox Films Technical Director, is Now Busiest Man in Hollywood Film Colony

WILLIAM DARLING, Fox Film technical director, not only has been up to his eyes in work during the past eight months, but from present indications he will be one of the busiest men on the West Coast during the next twelvemonth. Mr. Darling's work-day is from sun-up until long after sunset.

The reason is not far to seek. Under the capable management of Messrs. Winfield R. Sheehan and Sol M. Wurtzel Fox Films Far Western Studio has been fairly humming with activity and there will be no cessation during the immediate future.

With some of the most pretentious productions well under way, and with others scheduled to start soon, Mr. Darling and his associates have been kept on the jump to maintain an adequate lead on the 25 or more directors who are shooting almost constantly and near the Sunset and Western studio.

Including, as it has, the extensive preparations for "What Price Glory," "The Return of Peter Grimm," "The Country Beyond," "Upstream," and many other mammoth productions of the 1926-27 schedule, Mr. Darling's program has been crowded every moment of the day. In addition, he has been actively identified with the preparations for completing the great scenic wall at Fox Hills, the immense outdoor properties of William Fox which will be developed into one of the real show places of California.

"Our Fox Hills holdings have developed so rapidly that it requires much of Mr. Darling's time to keep abreast with the activities there," said Sol M. Wurtzel, General Superintendent of the West Coast Studio. "Hardly a day passes but what Mr. Darling spends many of his working hours there. With the installation of the great scenic wall this will resemble some great city set on a hill. There are villages, city streets, churches, Western sets, immense permanent structures and all the equipment necessary for a huge and separate studio. Hundreds of carpenters, electricians and other trained workers are constantly employed there under direction of Mr. Darling and other Fox workers."

In addition, Mr. Darling, Cal Hoffner and other studio executives and departmental heads are devoting much time and thought to the plans for the erection of the mammoth wardrobe and additional stages to be built at Sunset and Western. Old sets, now being wrecked, will make room for two of the largest stages on the West Coast. These stages are urgently needed and will be rushed to completion. With F. W. Murnau, Frank Borzage, George Melford, Alfred Green, John G. Blystone, Al Ray and many other directors preparing to augment the work now being done by other Fox directors additional stage room is highly essential.
Again Fox Has a Product of World-Wide Appeal

By Clayton P. Sheehan, Foreign Manager

Broadness of vision and a record of progressive achievement have been the outstanding features of Fox Films for almost a quarter of a century. For years it has been the by-word from Stockholm to Buenos Aires and from London to Shanghai that although the productions of some producers have been best suited only for Broadway or for small towns, Fox pictures hold box office records in every theatre, patronized by every race, the world around.

Therein lay our strength and also our independence. We did not specialize in any kind or type of pictures except good pictures. We carefully avoided waving the flag or making an appeal to any particular class or classes. There was no nationalism, sectionalism or racial flavor to Fox production. One rule and one alone was laid down by the executives responsible for production and that was that all the pictures must be true to human nature;—must have a natural appeal. The emotions of humanity are the same the world over.

This well-defined policy has been serenously followed and today its wisdom is more apparent than ever before. The rapid and thorough development of the foreign field has made it imperative that motion pictures appeal to all people and not to any race of men; to men and women everywhere—in other words, be international in scope.

It is an extremely difficult task to achieve such an end. The entire world must be thoroughly combed by experts for men and material. Thousands of plays, books and original scenarios in all languages must be read and analyzed. The leading characters in the play can only be entrusted to stars popular the world over. To directors and artists with established reputations in other countries besides our own must be delegated the task of bringing this selected material to the screen.

The season of 1926-27 gives every indication of surpassing any other in the record of world-wide success and achievement. Never before from an international standpoint has Fox Films presented such a well-rounded array of material.

Prominent on the list of productions are “The Lily,” adapted from the French of Pierre Wolff and Gaston Leroux, by David Belasco; “Married Alive,” from the novel of the well-known English writer, Ralph Straus; “Wedlock,” based on H. G. (Continued on Page 22)

These form a background of productions which have an unquestioned appeal in foreign lands, but there are many other releases for the coming season which will be equally enjoyed from Sweden to the Argentine and from China to Poland.

Most prominent on this list are pictures based on plays which have had international success such as "Whispering Wires," "The Music Master," "The Pelican," "The Return of Peter Grimm," "Seventh Heaven" and "What Price Glory?" To these must be added "Fig Leaves" and "Three Bad Men," which already have won the unstinted praise of every reviewer who has seen them.

To digress for a moment, can you imagine a production based as is "Fig Leaves," on the age-old domestic argument which started in the Garden of Eden and continued uninterrupted through the centuries in every country of the world between every married couple? When you consider in addition that the "clothes question" is probably the strongest desire of the feminine heart, you can judge for yourselves how admirably appealing the story of "Fig Leaves" must be. No pains and no expense have been spared in producing this picture. Its appeal is international as well as its box office records.

To interpret the parts in these productions, there has been established a nucleus of foreign-born stars around which has been grouped American players who are known and in demand throughout the world. In addition to Lou Tellegen, Victor MacLaglen, Jacques Lerner, Alec Francis, Leslie Fenton and Dolores del Rio, the productions of 1926-27 will be distinguished by such prominent players as Virginia Valli, Alma Rubens, Madge Bellamy, Belle Bennett, Olive Borden, Margaret Livingston, Kathryn Perry, Florence Gilbert, Phyllis Haver, Janet Gaynor, Edmund Lowe, J. Farrell McDonald, Matt Moore, George O'Brien and Earle Foxe.

In a brief summary such as this it is impossible to go into detail of the various elements which are certain to make the present season one of the largest in the foreign field. There are, however, certain highlights which cannot be passed over because they have become the talk of the industry. The first of these is the engagement of Mr. F. W. Murnau, one of the leading continental directors who has been placed under contract to direct for Fox Films. The engagement of Mr. Murnau is an innovation in American picture making and one for the success of which we have the greatest confidence. His methods have represented a distinct departure in directorial technic and all the resources of Fox Films will be at his disposal.

Another item of special interest was the recent departure of a company to England to make "One Increasing Purpose." Fox Films has been the pioneer in endeavoring to give the greatest truthfulness and naturalness to its productions. It was the first to conceive the idea of making pictures abroad when the theme and locale of the story required it. "If Winter Comes" has been the outstanding example of this endeavour. The same methods are to be employed in making "One Increasing Purpose" and corresponding results are assured. The scenes of this picture will be filmed in the exact localities that the author, Mr. Hutchinson, had in mind when he wrote the book. In consequence the actual atmosphere, in fact, the very spirit of the story will be projected on the screen.

Tom Mix and Buck Jones will appear in a series of seven pictures each, everyone of which will be admirably suited to the type of production for which both these stars are noted. The fast, romantic action of western photoplays has an international appeal. When you add to this the tre-
mendous publicity and popular approval gained by Mix and Jones in their recent European trips, you have irrefutable proof of their drawing power in foreign lands.

And now for the Fox short subjects which have won for themselves the title of "Little Giants of the Screen." Fox supremacy in this field has long been unquestioned and our position is becoming stronger year by year. The secret of this success is to be found in the wide variety of comedy types which we are distributing, foremost among which are the Van Bibber series by Richard Harding Davis, the O. Henry series, the Married Life of Helen and Warren, the animal comedies and, last but not least, the Imperials. We have found that people wanted real, sidesplitting humor and have spared no expense nor effort to give it to them. In single reels, Fox Varieties and Fox News have always been worldwide in their scope and appeal. They are for everybody, everywhere.

Facts speak for themselves. The array of productions and stars listed for the new season is in itself the strongest sales argument that anyone could wish for. We are not making a single promise that we will not back up with achievement. The announcement of our new product has met with instantaneous approval, all eagerly signing Fox contracts for the coming year. Now, more than ever, has it become the mark of wisdom and profit to be a Fox exhibitor.

SOME PEOPLE may be born lucky, but more to be envied is the Foxite who works himself into luck by earning promotion. Just to be promoted is a joy-infusing experience which inculcates self-confidence, but to advance in an organization such as our's is a recommendation of worth which will be recognized anywhere as far above the average.

There's Quite Some Crowd of Us in Ol' Lunnon

That our co-workers in London are numerous is evidenced in this flash light of the Fox Social Club of that metropolis on the occasion of a recent dance. This club is composed of members of the staff of our head office in London.
Our French Managers Hold a Sales Convention

This photograph was taken during the recent sales convention of our French managers. Included in the group are: J. P. Ryan, managing director for Southern Europe; J. C. Bavetta, managing director for France; Louis D’Hee, editor; and the various managers of the French organization.

Ben Stoloff Wins Big Directorial Promotion

HIGH REWARD for faithful service has just come to Ben Stoloff, Fox Films director, who has been selected to direct Tom Mix in "The Canyon of Light."

Mr. Stoloff, who has been employed by William Fox for several years, is well known as a comedy director. Under the guidance of George Marshall he has developed some of the best of the Fox Imperial Comedies.

He started work on the West Coast lot at a salary of $20 a week and worked his way up from property boy to assistant director. During his school days at Polytechnic High in Los Angeles he was passionately fond of baseball. He became a successful high school player and later developed into a professional. Later he joined the Pacific Coast League and was identified with several of the leading teams. He has played in Sacramento, Portland, San Francisco, Los Angeles, Stockton and other West Coast cities.

"We feel," said Sol M. Wurtzel, Fox Films general superintendent, "that Mr. Stoloff is one of the most efficient young directors in the United States. He has been assigned to Mr. Mix and will make his next picture in Colorado."

The cast of "The Great K and A Train Robbery" includes besides Mix, Dorothy Dwan, Harry Gripp, William Walling, Carl Miller, Edward Piel and Cullen McHenry. The story was adapted for the screen by John Stone.
And Thus the East Matches Progress of West

WHEN Kipling wrote "East is East and West is West and Never the Twain Shall Meet," he didn't include Fox Films in his reckoning.

These pictures of the interior and exterior of the new Palais Oriental Theatre just completed in Shanghai, China, give an illuminating idea of how progressive our Oriental brothers are in the matter of motion pictures. The palais Oriental is the finest theatre in that part of China and will be Fox first run in Shanghai.

All of which shows that Fox pictures are just as popular in the Land of Tinkling Temple Bells and Rippling Rice Fields as they are on Main Street.

Congratulations to the staff of the Manila Office that put over the deal.

Crandall Circuit Grabs Whole Fox Comedy Output

THE CRANDALL CIRCUIT of Theatres, Washington, D. C., has booked the entire comedy output of 52 short subject features of Fox Films for the 1926-27 season.

The contract was closed with John Payette, supervising director of the Crandall string, by James R. Grainger, Fox general sales manager, and Fred C. Quimby, short sales chief.

It represents an increase in revenue on the comedies in the Washington district of more than 300 per cent over rentals of the passing season. The deal stands as one of the biggest negotiated for Capital theatres this year.
Within Our Busy Portals in Busy Tokio, Japan

Delbert Goodman, our manager at his desk in our Tokio, Japan, branch where he has become a fixture through his several years' continuous affiliation with Fox Films.

A. Iga at his desk in this same Tokio office. It is interesting to note how much Americanized this particular corner is. One would not suspect the place really was in the Orient.

Delgado is On the Home Stretch of World Tour

M. Matsusaki, Yokohama's millionaire motion picture exhibitor snapped while on a business visit in our Tokio offices.

Tom Mix Finishes One Hit and Starts Another

Tom Mix who has just finished filming Adela Rogers St. John's original story, "The Arizona Wildcat," left almost immediately for Colorado to make a screen version of Paul Leicester Ford's famous story "The Great K and A Train Robbery," which will begin his new policy of making his Fox Films productions in National Parks. This next story will be filmed in the Royal Gorge of the Rio Grande and Mix will have cooperation of practically every agency in Colorado.

Staff Cameraman F. E. Delgado has been stepping lively—and widely—for Fox News during the last few months. He's been just about everywhere there's been any filming to do and this picture shows him on the job at Rio de Janerio, Brazil, to which section of the globe he hustled from Spain, Italy and other points.
Boys from Abroad While Abroad in America

This picture was taken at the Grand Canyon of Arizona and shows, left to right, Julius Aus- senberg of Berlin, Frederick Andersen of Stockholm, L. Green of Amsterdam, George Forman of Manila, and Clayton P. Sheehan, foreign manager. The picture was taken after the recent sales convention held in Los Angeles and which was attended by all the members of this group.

Exploiting a Great Picture Hit in South America

Fox Folks is indebted to A. Rosenevald, our branch manager at Rio de Janeiro, for the information this picture imparts. The information is: they exploit Fox pictures on a big scale down in South America, too. The attraction is, as you can guess without being able to read a word of Spanish, "The Iron Horse."
Strong Accents from the Foreign Department

By Apple Strudel

One fine morning recently Sir Boss came bounding into his spacious office. Buzz! Buzz!
"Strudel."
"Yessir, Sir Boss."
"I've buried my nose in the last five issues of Fox Folks until I can almost read between the lines. And not a word do I see about the foreign department. Suffering Kleigs and giggling umlaut, what do they think we are? A fadeout? We're not only on the map. We're all over it. See to it, Strudel. Advertise if necessary."
So here we are.

* * *

PERSONAL

Foreign Department. Large, well-conducted, and growing like an exhibitor's bankroll when he plays "Fig Leaves." Able, efficient and industrious aloft hitherto unknown to coworkers. Beavers for toil. Would like to enter into correspondence with domestic brothers. Can exchange cancelled stamps, steamship timetables and one heavily-used print of Fox News 18 months old. What have you? Address c/o Fox Films Corporation, 850 Tenth Ave., N. Y. C.

* * *

Irv. Maas, our bounding assistant manager, persists in making a deep study of difficult questions. For instance: How much is a font of type? Where outside of India can you have the Hindu language printed? Why must boats always sail the day before we are ready to make a shipment? Etc. Stick to it, Irv. With the training you get on your job you ought to be able to edit an encyclopedia on Crossword puzzles.

* * *

Mr. O'Connor, the beachcomber of Rockaway Point, claims that he owns a bungalow, but not the land under it. If you are strong enough, Jim, you and the house can always be one jump ahead of the sheriff.

The Foreign Department's annual chowder and pretzel bending barbecue will take place on a secluded spot on Bear Mountain immediately after the squirrels dig in for the winter. The following trackless train to transport the barbecuists and their keepers has been assembled through the efforts of Messrs. Hanrahan, Farrington and Kalmowitz. 1 commodious, if slightly bent, Buick, 1916 model. 1 down-hill Essex coach and police protection. For the first time in history Fox News has declined to film an important event and will not send a camera man by airplane.

* * *

Ryan has been roughing it on his vacation. Niblick Jawn, the wild Bull of the Jersey Flats, stoutly maintains, however, that this refers in no sense to his golf game. Applesauce, Jawn, we've seen you play.

* * *

Foreign Stenographers Song

Clock
Frock
Smock
Knock
Smock
Frock
Clock

* * *

Art Stromberg must have spent his vacation reading all about the MacSwiggin case and the Whittemore mob by the light of a dark lantern. He got himself so steeped in crime that he returned to our midst wearing the toughest looking underworld cap west of Limehouse. When he went to lunch the gentle folk of Tent Avenue just faded into doorways. Art says the corporation can now continue paying by check. A cash payroll will be absolutely safe with him. Brother, with your get-up, a cancelled check would be in danger.

* * *

Not enough space for everybody this month. Be sure to buy a copy of the next issue. (Adv.)

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Madge Bellamy Honored at Kit Kat Club in London

DESDE EL DEPARTAMENTO DE EXTRANJERO

A L INICIAR hoy una nueva página en español en Fox Folks, el departamento de Extranjero se complace en hacer llegar a sus hijos su saludo paterno.

El departamento de Extranjero es hoy uno de los sitios más prominentes e importantes en el mapa de la Fox Film, sus frondosas ramas, radiantes de vida y de prosperidad, se extienden hasta los lugares más remotos del mundo y en su extenso radio de acción, se cuentan todas las lenguas y razas de la tierra.

Por lo tanto, difícil es la empresa del departamento de Extranjero. Difícil es su obra de dar savia, o vida a sus gigantescas ramas, ajustándose estrictamente a las necesidades y costumbres de su vasto territorio, las cuales varían, hasta en los países que llevan la misma sangre y el mismo idioma.

Sin embargo, el departamento de Extranjero, bajo una administración acertada e inteligente, se mantiene siempre alerta ante los cambios que el tiempo traiga a sus distintas ramas, para estudiarlos y amoldarse a ellos en todo lo que sea humanamente posible.

El Sr. Clayton P. Sheehan, actual gerente del departamento de Extranjero, empleó varios años en un recorrido completo alrededor del globo, estudiando hasta el más mínimo detalle del negocio cinematográfico y de las necesidades y costumbres de cada país; bajo tan capaz dirección, que augura un triunfo decisivo para la Fox Film, las ramas de tan robusto árbol tendrán verdadera inspiración para su crecimiento y desarrollo.

Una nueva era de prosperidad y de ventura, un horizonte diáfano y risueño aguarda a la Fox Films en la próxima temporada.

Como se habrá notado en el 23° Anuncio Anual Fox, en el Minutario, o Marcador de Fechas ilustrado, en el panfleto intitulado Hechos, referente a Tom Mix y a Buck Jones, los vaqueros más populares de la pantalla moderna y en los últimos números del Portavoz Fox, el programa de la Fox Film para 1926-27, que se compondrá de unas 35 películas extraordinarias, 14 dramas del Oeste, de Tom Mix de Buck Jones, 8 comedias de las Aventuras de Tupé Sobrado, 8 de La Vida de Casados de Elena y Fidel, 8 de los Cuentos de O. Henry, 8 de la nueva e interesante serie llamada de Animales Amasistrados, 20 comedias Imperial, 26 cintas de las Variedades Fox y los correspondientes números del Noticiario Fox, incluye las estrellas más célebres y los directores más afamados del mundo cinematográfico, así como las obras más populares publicadas hasta la fecha y un grupo de piezas teatrales de reconocido valor de taquilla, éxitos de las tablas neoyorquinas.

Con motivo de tan soberbio y elaborado programa de producción, aparte de los gigantescos estudios de California que se hallan funcionando a todo andar, se han abierto nuevamente los estudios de Nueva York, con el fin de facilitar y acelerar la filmación del mismo.

"Independencia y Firmeza" es el lema de la Fox Film: Hagamos el lema de la casa nuestro propio lema y triunfemos con ella en 1926-27.

Sol M. Wurtzel, general superinten
dent of the West Coast Studios, has signed Malcolm Stuart Boylan to write titles on ten Fox Films productions. You have seen "Fig Leaves" and you will see "The Family Upstairs" and "Married Alive" shortly. Then you will realize what this new contract means. Boylan wrote the titles on these pictures and they are corkers. His comedy slant is especially pronounced and his work thus far for Fox Films promises well for future pictures.
Business Is Always Good for Fox Films in Japan

This is a scene in front of the Kinema Club Theatre in Kyoto, Japan, on the occasion of the showing of "Dante's Inferno." Business was brisk. And likewise it was lively around the Kinema Club in Kobe, Japan when this same Fox hit was shown there as the left scene testifies.

New Fox Branch in L. A. to be 100% Fireproof

THREE HUNDRED theatre owners and others interested in the motion picture industry in Southern California attended the ground breaking ceremony for Fox Films Corporation's new one hundred and fifty thousand dollar film exchange building in Los Angeles. The new edifice is situated on Vermont avenue, between Twentieth and Twenty-first streets.

Madge Bellamy turned the first spade of earth for the new building and Boyle Workman, president of the Los Angeles City Council started the building work officially with an address of commendation of the progressiveness of one of this city's chief industries.

Ben Bernstein, president of the Los Angeles Theatre Owners Association, represented the exhibitors and Don Mitchell, president of the Los Angeles Film Board of Trade, was master of ceremonies.

Among the official guests were Winfield R. Sheehan, our vice president and general manager; Sol M. Wurtzel, general superintendent of West Coast Studios; and John J. Sullivan, manager of the Los Angeles Fox Exchange.

The new Fox Films exchange will be what is probably the most modern fire-proof building of its kind in America. There will not be a piece of wood in the entire structure. Even the furniture will be metal. The building is designed by W. A. Hudson, with the exception of an ultra-modern projection room planned by William Darling, technical director of the Fox Studios. The building will cover eight thousand square feet of floor space and three immense fire proof vaults will have a capacity of 4,500 reels of film. Fred R. Johnson is the builder.
Fine Fronts for Fox
Founded Far-and-Wide

J. Farrell MacDonald Is
Balboa Club Officer Now

J. FARRELL MacDonald has been
selected as vice commodore of the
Balboa Yacht and Swimming Club,
Balboa, California, according to an-
nouncement just made by the club.

MacDonald is a yachting enthusiast
and has one of the fastest power
cruisers on the Pacific coast, in which
he spends the greater part of his time
when he is not appearing before mo-
tion picture cameras in Fox Films
productions.

In spite of his liking for the sea
and a cruise about the world, Mac-
donald's most famous screen roles
have been land-lubbers. Among his
best known parts are those of Cor-
poral Casey in "The Iron Horse."
More recently he was in the Rocky
mountains of Canada appearing as
"Singing" Cassidy in "The Country
Beyond," a screen version of James
Oliver Curwood's famous novel.

MacDonald owns the Lorna M., a
V bottomed power cruiser designed
by William Hand, Jr., and built by
Walter Besancon at Long Beach,
California.

We have with w
here Mr. E. P. C
Cetran, our mana-
ger at Buenos
Aires.
Director Harry Beaumont is Now in England, Ready to Picturize "One Increasing Purpose"

"ONE INCREASING Purpose," the A. S. M. Hutchinson "best-seller" novel, will be picturized in England by Director Harry Beaumont for Fox Films. It is planned to be even greater in a general way, including box office appeal, than this gifted English author's "If Winter Comes," which Fox screened with remarkable success a few years ago.

The story is a deep study of a character, Simon Paris, who is propelled in his actions to make people kinder to one another after he is miraculously saved in a hurricane of shot and shell in the World War. His life is enwrapped with his two brother's and their families and a girl, Elizabeth Glade, who knows the soul of the man.

The theme is one of appeal to everyone—the power of a purpose in an everyday setting. It also unfolds comedy and humor in great degree. There is a high tide of dramatic situations constantly, for Mr. Hutchinson has a startling insight into human hearts, hopes and foibles.

Mr. Beaumont, accompanied by his wife and Bradley King, who will do the adaptation, sailed July 7 for England. They were accompanied by a camera-crew and co-workers. The picturization will be made in the locales with which the novel deals.

Edmund Lowe, who will become Simon, and Alma Rubens, who will have an important part, sailed for England the early part of this month.

Mr. Hutchinson, Mr. Beaumont and Miss King will confer throughout the filming in England. Mr. Beaumont has distinguished himself in the directorial field by many outstanding successes, including, "Main Street" and "Babbitt" and his most recent triumph, "Sandy," which has won great laurels for the beautiful Madge Bellamy.

Japanese Store Stages a Great Film Exhibit

THE FIRM HOLD which motion pictures have taken on the Japanese mind and the modern advertising methods adapted by these nimble witted folk are evinced by the motion picture exhibit arranged in Osaka, Japan, through the cooperation of the Osaka newspaper, Asahi Shimbun and the leading department store, Mitsukoshi. The account is related by H. Takayanagi and is accompanied by a clipping from the Asahi Shimbun of May 23rd.

The exhibit cost 20,000 yen, approximately $10,000 and includes miniatures of four Japanese motion picture plants, the Shochiku, the Udzumasa, the Nikkatsu and the Makino. Several of these miniature stages are made of glass; costumes are reproduced in detail. The leading American producers are also represented in the exhibit.

The Fox West Coast Studios are reproduced in a miniature set, built to scale on a relief map. In addition there are shown lobby displays from the Tom Mix picture "The Lucky Horseshoe" and from "The Johnstown Flood," as well as costumes from "The Iron Horse."

There is a Hall of Entertainment, in which the foremost pictures of current release are being shown. The visiting public vote for their favorite production and the winner is to be presented with a prize.

By such enterprise the department store brings within its doors all who are picture enthusiasts and, by inference and expectation, spenders of money.
Leading Exhibitors Through the Nation Respond to the Sheehan-Grainger Combination with Zest

"SHEEHAN is making them—Grainger is selling them."

This is the "catch line" that is putting Fox Films pictures over the top for first runs in every important key city in the country. It has impressed exhibitors, and has resulted in contracts being closed in circuits heretofore regarded as impregnable, that is, in the control of companies using their own product and that of concerns in affiliation directly or indirectly.

There are sheafs of contracts which show how the smart exhibitors and big circuits are going over to Fox.

Fred Miller's Cathay Circle Theatre, the newest in Los Angeles and among the most pretentious in the country, will show for extended runs the Fox offerings, "What Price Glory" and "Seventh Heaven" at $1.50 prices. Eleven theatres of the Pantages Circuit, including Los Angeles, San Francisco, San Diego, Spokane, Tacoma, Seattle, Portland, Salt Lake City, Minneapolis, Memphis and Kansas City, have been signed to show the Fox product during the coming season.

In Los Angeles the Figueroa Theatre will play "3 Bad Men" for an indefinite run.

Robert Lieber, president of First National Pictures, has signed a contract to show at his Circle Theatre, Indianapolis, these Fox screen masterpieces, "What Price Glory," "7th Heaven" and "The Music Master."

The Butterfield circuit officials, called "stiff babies" by salesmen, have lined up with Sheehan and Grainger. They are in virtual control of all first runs in Michigan outside Detroit, and usually take their time in signing, as they have the pick of the business. This year, they grabbed the Fox pictures early.

Ike Libson, who has things his own way in Cincinnati, Indianapolis, Louisville, Dayton and other places, saw the handwriting on the wall and lost no time in hitching up with Fox. So did Fred Dolle, another wise and careful mid-west buyer who has the entire field from which to choose.

Then there is the Keith-Albee outfit, who recently bought a big chunk of Producers Distributing Corporation. John J. Murdock and Arthur Whyte of the Keith Circuit nabbed the Fox Giants for their big houses in Cleveland, Akron, Boston and other places. The Loew crowd, which gave Metro-Goldwyn-Mayer and Paramount the right of way, took no chances and made sure of safeguarding the box offices by nailing the Fox big berths for Boston and Buffalo.

The "hard-boiled" Harry Goldberg array of Omaha, controlling 11 theatres, joined in the parade and the deal caused such an explosion that its aftermath came in an announcement by Universal that it had bought a string of theatres there. In Milwaukee, Tom Saxe dumped a couple of old standbys to give Grainger a big contract for his four palaces. Doc Whitehurst's circuit in Baltimore fell in line with a contract that guarantees Fox a de luxe first run in that city every other week, a better showing than any other firm can boast.

The Eastman Theatre in Rochester, the most artistic cinema house in the country, was another luscious plum for Grainger.

But perhaps the best example of the way exhibitors are stringing with Fox is New England, which, until Grainger broke the ice this year, was decidedly a strong Paramount-First National-Metro territory. Fox is away ahead of any company there in closed contracts for the 1926-27 season.

In Connecticut, Grainger and his men have closed every key town. In Massachusetts and Rhode Island, all the high spots have been reached. In Maine, New Hampshire and Vermont, the Fox boys are having things their own way.
Fox Makes Remarkable Complete Film Record of International Eucharistic Congress at Chicago

More than a million people crowded into the little town of Mundelein on a single day! This was the crowning achievement of the 28th International Eucharistic Congress held under the sponsorship of George Cardinal Mundelein, Archbishop of Chicago.

Before other millions, scattered all over the world, this great throng will appear again and again. For the first time in the history of the Eucharistic Congress meetings the events were fully recorded in an official motion picture, made by Fox Film Corporation, for Cardinal Mundelein.

This picture is an official church record and will be shown in churches, schools and monasteries everywhere. Finished prints and negatives of the official picture were turned over to the Chicago Archdiocese with the compliments of Fox Film Corporation, through William Fox, the President, and Winfield R. Sheehan, Vice-President and General Manager. A special print, titled in Italian has been prepared for presentation to Pope Pius XI.

In order to make the picture complete all the facilities of Fox News and Fox Varieties were put at the disposal of the Congress officials. Camera work began in Rome where John Cardinal Bonzano, Papal legate to the Congress with his suite and accompanied by Father Pernin of Chicago, delegated by Cardinal Mundelein to escort the party, set out on their pilgrimage to Chicago. In Paris where the party was augmented by other church dignitaries, another cameraman took up the task. This man accompanied the Cardinal legate and his party to Cherbourg where they boarded the Aquitania. On board the Aquitania, still another cameraman picturized the trip to New York. As the Aquitania reached quarantine, other cameramen from the Fox organization were on hand to photograph the first welcome to America of the first Papal legate ever sent to the United States.

During the days that Cardinal Bonzano with his brother Cardinal rested in New York before leaving for Chicago, these cameramen were constantly occupied seeing that every public function should be recorded on motion picture film.

In the meantime, preparations for picture making in Chicago were under way. Ray L. Hall, Production Manager for Fox Varieties, had been assigned by the Fox organization to supervise the pictures and commissioned by the Eucharistic Congress as Director of the Committee on Motion Pictures.

Three important meetings in Chicago were held indoors, two of them at night. This meant the installation of lighting equipment sufficient to make motion picture photographs. Other meetings were held at Soldier’s Field, the great Stadium in Grant Park. In mid-field, seats were arranged to accommodate 62,000 persons and temporary seats were erected at the south end of the field. At the north end, an altar, 110 feet high flanked on either side by thrones for the Cardinals and with a special throne for the Cardinal legate, had been built. It is estimated that upwards of 200,000 people could be seated and that the average daily crowd gathered in and around the Stadium numbered half a million!

For one or two cameramen to try to picturize an event as stupendous as this was obviously impossible. Getting through the crowds even unencumbered with a camera was a task that will long be remembered by those who attempted it. To make pictures of the events at the Stadium therefore it was necessary to have a large number of cameramen always on hand.

From the day that the famous cardinal red train arrived with Cardinal Bonzano and other princes of the Church, until the Congress was over
this staff of Fox cameramen was constantly on the alert. After the arrival in Chicago, the first meeting of importance was the formal welcome extended in the Coliseum, Chicago’s enormous convention hall. For this meeting lighting equipment was installed and five cameramen of the Fox organization pictured the event.

The formal opening of the Congress occurred in the Cathedral of the Holy Name. For this also photographic lighting equipment was installed. Perhaps for the first time in the history of the Roman Catholic Church has such a thing been done. The lights were carefully dressed and concealed as much as possible to conform with the magnificent scheme of special decoration which had been installed. The service was for the clergy only, and outside of newspapermen, no other persons were permitted in the church, save the cameramen who made the picture and the electricians who operated the lights.

Two cameramen worked from the choir loft, two others from the main floor of the Cathedral, while still another was perch on top of the organ. Although camera and lights are foreign to the ordinary church service, so skillfully were signals handled and so quietly and unobtrusively did the photographic staff work that their presence created no interruption.

From a picture point of view one of the most difficult phases of the Congress occurred on Sunday afternoon of the opening day when twenty-one meetings were scheduled to be held simultaneously in all parts of Chicago. By a careful working out of the schedule, these meetings were covered by twelve cameramen. The task was made more difficult because the services at the Cathedral lasted longer than had been anticipated and the afternoon schedule was hastily revised.

By seven o’clock on Monday morning crowds had begun to assemble at Grant Park for the first great open meeting of the Congress, “Children’s Day.” It was at this meeting that a choir of 62,000 children trained for weeks to take part in the services sang the “Mass of the Angels”. How these children were brought to Soldier’s Field over a specially constructed bridge across the intervening railroad tracks; how they were handled by the sisters who had charge of them, was a part of the story which could not be overlooked. Special men photographed this. Men on top of high buildings in the neighborhood made long-shots of the crowds, cameramen in air planes flying over Soldier’s Field got other pictures. Still others scattered through the crowds at various vantage points carefully selected in advance, made pictures of the service as it progressed.

For three days the exercises at Soldier’s Field continued. Each service differed from the proceeding one and each was photographed in full. In the afternoon other points of interest had to be covered, such as Cardinal Bonzano at the home of Cardinal Mundelein or the camp of Dakota Indians brought to the Congress by a missionary priest.

By far the most difficult job was presented by the day’s services at Mundelein. Forty-six miles from Chicago with railroad, electrical lines and automobiles taxed to their capacity to transport pilgrims, it was found necessary to get the camera staff on the ground the night before the final celebration.

On the same evening the final installation of lighting equipment was used at the refectory at the Seminary of St. Mary-of-the-Lake at Mundelein. Here a formal banquet was tendered by Cardinal Mundelein to Cardinal Bonzano, the other visiting Cardinals and the dignitaries of the church. After the banquet was over, a small army of electricians moved into the refectory, removed the lights and cables so that nothing would be in the way when the crowds began to assemble. The final bit of equipment was removed as the first pilgrims began to arrive shortly before daylight.

In the meantime, in one large room
of one of the dormitories of St. Mary-of-the-Lake a number of cots had been installed for the cameramen. Before daylight the throngs had moved into Mundelein. An hour before the ceremony was to begin it was almost impossible to make any headway through the crowds. In front of the altar, erected before the Chapel building, a camera platform had been built for the moving picture men. From this stand, built in conformity with the general scheme of decoration, everything going on at the altar was in full view. Here a part of the force making the official picture was stationed. Others took points of vantage on other stands and on the roofs of buildings. One man was stationed in the tower of the chapel looking directly down on the altar and the sanctuary. As on previous days, part of the work was done from air planes flying over the crowds.

Not only was the Eucharistic procession photographed from the vantage points of stand and steeple but from other positions on the ground. Two of the cameramen marched the full three miles around St. Mary's Lake, one going in the direction that the procession took and the other in the opposite direction so that no incident need be missed. Both these men made remarkable pictures of the procession during the terrific rain and hail storm which occurred while the march was under way. Many of the pictures secured were extraordinary, some showing Cardinal Bonzano marching in the official procession unmindful of the storm.

At the end of the procession, the pronouncement of benediction marked the close of the services for the people. But for the cameramen one task still remained. That was a struggle through the crowds showing how they were helped from the grounds and how they finally made their way to the railroad and so back to Chicago.

Arrangements have been made for special tennis privileges to members. Just apply to our club officers, who will issue free permits.

This Hall of Southland Heads for Hall of Fame

WEBBER HALL former field cameraman for Fox News at Memphis Tenn., for five years, and who is now staff cameraman at New York.

He worked at the coast for Fox and was assistant to George Schneiderman, head cameraman for John Ford, on "Three Bad Men."

He helped to film pictures of the Navy Arsenal Explosion at Dover, N. J., and was in the ruins when bullets and shells were still going off. Some thrill for a boy from down South!

Mr. Simonson, chairman of tennis, announces that Fox Films is represented in the motion picture tennis tournament, consisting of teams from Famous, Metro, Warners, Hirlagraph, Pathe, Fox, United Artists, and First National. Results to July 20th are: R. B. Simonson, of Fox, lost to J. McDonald, Pathe, 4-6, 4-6; John T. Caines, of Fox, lost to Paul Cohen, Metro, 6-4, 3-6, 2-6, while Percy Heiliger, of Fox, won from C. Waxman, First National, 6-4, 6-4.
Fox Team Tightens Lead in Film Baseball League

Our FOX Athletic Club nine continued its winning way during July in the motion picture baseball tournament, capturing the games with Famous Players-Lasky and Pathe. As a result of these victories, the fighting Foxites are leading the League with four games won and no defeats.

The contest with Famous Players in July at Clason Military Field was the first crucial game of the movie season, Fox and Famous each having won two and lost none. The result, 10 to 4 in favor of Fox Films, testifies to the fighting spirit of our players. Six runs were pushed across by our sluggers in the second: Nunner, Day and Miller contributing timely hits.

Two of the Famous Players runs were accounted for in the fourth, when Cassidy tripled, while the other two registered on Hodges’ single in the fifth. Fox scored the remaining four runs on hits in the pinches by Ragno, Morrell and McCarthy. Jake Miller, the Fox twirler, pitched a magnificent game, and fanned nine of the Famous batsmen.

Our other game played at Bennet Field on July 17th against Pathe proved to be a walkover for the Fox nine, the score being 16 to 4 in our favor. Fox clinched the contest in the first when six runs were sent across the plate on hits by Miller and Riley. The Pathe runs were accounted for largely on singles by Ronon, Snyder, and Hagetter.

Manager Joe Reck, who has guided our Fox team through four league games without a loss, made his first appearance as a player following Riley’s injury and made a single which scored two runs. Jake Miller again twirled a clever game, this time striking out twelve Pathe men. The heavy stickwork was done by Morrell, Daly and Miller, with three hits each.

The Fox Athletic Club entry will play the following baseball league games during August: Saturday, August 7; Fox vs. Warner Brothers; Saturday, August 21—Fox vs. Universal; Saturday, August 28—Fox vs. Famous Players.

Standing of Clubs—July 22

<table>
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<tr>
<th>Club</th>
<th>Won</th>
<th>Lost</th>
<th>Pet</th>
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<tr>
<td>Fox Films</td>
<td>4</td>
<td>0</td>
<td>1.00</td>
</tr>
<tr>
<td>Famous Players</td>
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<td>1</td>
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<tr>
<td>Metro Goldwyn</td>
<td>4</td>
<td>2</td>
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</tr>
<tr>
<td>Universal</td>
<td>2</td>
<td>1</td>
<td>.666</td>
</tr>
<tr>
<td>Warner Bros.</td>
<td>2</td>
<td>3</td>
<td>.400</td>
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<tr>
<td>First National</td>
<td>1</td>
<td>5</td>
<td>.166</td>
</tr>
<tr>
<td>Pathe</td>
<td>0</td>
<td>4</td>
<td>.000</td>
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Fred Bullock Wins a Well Deserved Honor

The worthy will triumph! Fred Bullock, Jr., has just proved this by winning the presidential election held by the Fox Athletic Club by a handsome majority. As president of this thriving Home Office organization, Fred will be given wider latitude in which to indulge in his helpful, good-fellow activities and anyone acquainted with him knows he will take full advantage of his every opportunity to serve well. He is attached to our Publicity Department, where he has established himself as one of the real and ready hustlers.

Always Ready To Go!

The Fox News aeroplane is doing much to keep our newsreel fur in the lead.
NEWSY NOTES OF FOX FOLKS FAR AND NEAR

PHILADELPHIA

EDGAR MOSS, Manager
ESTHER DIAMOND, Correspondent

EXTRA ! ! ! Fox has increased their sales force in Philadelphia. We welcome Master J. Edgar Zagrans, who was born June 28, to our fold. Mother and son are doing fine.

* * *

On Saturday, June 26, our little Cecille Lefske, Assistant Booker, became Mrs. Harry Ross. We all extend our congratulations.

* * *

Our Southern New Jersey salesman, A. J. Davis, made a hurry-up call to Mr. Moss’s home to repair his expensive radio set. After wasting a lot of time and some strong language, the above set did not work. Reason—A plus set to A minus battery connection does not work. For radio advice, “You know me Al.”

* * *

Several promotions have been made recently. Miss Rhoda Chachkin, formerly stenographer in the Booking Department, replaced Miss Kathryn Barracliffe, stenographer in the sales Department. Miss Anne Cohen, formerly clerk in the Shipping Department, became the Booker’s stenographer, and Miss Mary Laschall, formerly Inspector, became clerk in the Shipping Department.

* * *

Anyone desiring advice or drawings on door-bell contractions can get same by writing to Charles Westinghouse Edison Zagrans, of this office, who has become an expert in the above electrical branch.

* * *

We have discovered the THREE BAD MEN in Philadelphia. They are Davis, Fleisher and Leopold, governed by THE DEVIL’S MASTER — Charles Zagrans and commanded by THE HOLY TERROR — Edgar Moss.

ST. LOUIS

G. E. MCKEAN, Manager
J. A. FELD, Correspondent

During the past month, we were favored with visits from Jas. Granger and Max Milder.

* * *

John Nolan, Special Representative, spent a week with us.

* * *

The Bookers are highly elated with their new booking desks.

* * *

Miss Goldie Visel, one of our faithful employees for three years, met with a serious accident July 1st, having been struck by an automobile on her way to work. She is in a serious condition and the entire organization hopes for a speedy recovery.

* * *

We extend our sincere sympathy to Vera Glatt in the loss of her father.

* * *

Traveling Auditor, A. C. Wilson, paid us a short visit.

MONTREAL

WM. C. GEHRING, Manager
E. McAUSLAN, Correspondent

We have a happy daddy in our office. Manager Gehring is the proud father of a bouncing baby boy, 7 lbs., 11½ ounces.

* * *

With the selling season now open, Montreal is busy with contracts. We may be at the foot of the ladder now, but watch us advance.

* * *

Holiday Season has arrived. Our Cashier, Cora Chapdelaine, is taking a trip to the far north. We expect her to return with a bear or some other wild animal for a pet.
Publicity Department
VIVIAN M. MOSES, Manager
ROSE TANNEN, Correspondent

Joe Fine, who for several years has been one of the assistants of Vivian M. Moses, has been promoted to the position of Advertising Manager under Moses as a result of his very Fine efforts and successful results in advertising. Right on the heels of this comes the news that he is the daddy of a Fine 9-pound baby boy. Roy Crandall, our eloquent orator, who in our opinion is second best to no one but Demosthenes, congratulated the important father on behalf of the Publicity staff. We can hardly wait for that not far distant and much laughed at day when Mr. Fine will advertise the cleverest things his boy says and does.

* * *

Want to have your character exposed? Just let Al Nathan read your handwriting. We didn't know we had so many “bad eggs” in this department until Al informed us. That he means well—is the saddest part of all!

* * *

Tell it to Sullivan!
Mr. Berg: “What are you looking for? Miss Schorr: “I'm looking for the lost cord.”
Mr. Goodman: “It is the nearest to my heart.”

* * *

Fred Bullock is always ready to tell of others' ambitions, but when his turn comes, he believes that silence is safer. Perhaps that is because he is in the "Still" Department. Fred's greatest ambition is WORK. He gives most of his time to that because that is what he likes best. He does especially good work in the literary field, and here and there contributes a short story or an article, and as we all know, always lands in Fox Folks with his optimistic sketches and news notes.

* * *

Ruth Lenowitz, secretary to Mr. Cohen, is taking "a permanent vacation." Ruth is going down South to West Virginia and has promised to send us samples of the latest tobaccos.

* * *

Well Folks! It's too sad for words. Betty Katz is "Married Alive." Miss Shirley Wollman, newcomer, is filling Betty's position as secretary to Mr. McElwain. Miss Wollman is yielding to the "reducing fad" while Roy Crandall voices loud in a disapproval.

* * *

We take pleasure in announcing that King Fischer, formerly with Metro-Goldwyn, has joined our exploitation department. Mr. Fischer will take care of newspaper serialization of all Fox products. (Tis rumored that although he is not married, there is not a chance for the fairest of the weakest sex.)

* * *

If anyone happens to slam the receiver on his hand instead of the hook, he hies himself to Mrs. Laura Lambert, secretary to Mr. Moses, who has first aid supplies for almost any emergency.

OMAHA
B. B. REINGOLD, Manager
MARY GILLEN, Correspondent

Introducing Miss Leila Stoddard, whom we welcome to our exchange as Mr. O'Brien's stenographer.

* * *

We recently enjoyed a pleasant visit from J. R. Grainger, General Sales Manager, and Max Milder, Home Office Representative. Mr. Grainger certainly showed us how to "Say it with Contracts," as in less than two hours time he closed first-run Omaha with propositions far exceeding that of last year.

* * *

Mr. O'Brien's Dodge is no longer seen in its accustomed space; his latest investment is a brand new Pontiac. Any demonstration, Mr. O'Brien?
F. A. C. T.  
(Fox Athletic Club Talk.)

Immediately following the Club election in July, the Officers authorized the entry of teams in Basketball, Tennis and Handball. Other activities such as Hikes, Swimming, and Track events are scheduled to begin this month.

* * *

All set! Our Fox A. C. rally and general meeting will be celebrated on Saturday, August 7th at 2 p.m. in the Studio Restaurant. Jack G. Leo, our honorary vice-president, and Douglas N. Tauzig, our Club advisor, will be there. Need we say more?

* * *

The Club constitution, to be voted on by members at the August 7th meeting, has been carefully prepared by George Blake, our club attorney. Mr. Blake has been assisted in this important task by Max Rothstein, Luke Stager, and Doris Berman.

* * *

For those not acquainted with the aim of the Fox A. C., we offer this interpretation by Fred Bullock, our president: the purpose of this organization is to foster good fellowship among its members, further their welfare, and promote athletic activities.

Harry Goldberg, in charge of hikes, says that 107 members favor a Sunday hike to be held during August. Get in touch with Harry, of the Requisition Department, and let him know you’re coming along too.

* * *

Now, folks, if you’re a Foxite employed in New York City, you must realize by this time that the Fox Athletic Club is worthy not only of your interest but of your membership! Our club has 550 active Fox recruits at present, but newcomers are cordially welcomed. Join today!
DOMESTIC EXCHANGES FOX FILMS

President ........................................... WILLIAM FOX
Vice-Pres. and General Manager................. WINFIELD R. SHEEHAN
Vice-President ...................................... JACK G. LEO
Vice-Pres. and General Counsel.................. SAUL E. ROGERS
Treasurer ........................................... JOHN C. EISELE

JAMES R. GRAINGER, General Sales Manager
J. SICHELMAN, Assistant General Sales Manager

DISTRICT MANAGERS

HARRY F. CAMPBELL, New England
CLAYTON P. SHEEHAN, Eastern
GEORGE W. FULLER, Washington Pittsburgh and Charlotte
CLYDE W. ECKHARDT, Middle West

UNITED STATES MANAGERS

<table>
<thead>
<tr>
<th>Location</th>
<th>Street Address</th>
<th>Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>1052 Broadway</td>
<td>I. J. SCHMERTZ</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>114 Walton Street</td>
<td>GEORGE R. ALLISON</td>
</tr>
<tr>
<td>BOSTON, MASS.</td>
<td>78 Broadway</td>
<td>HARRY F. CAMPBELL</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>496 Pearl Street</td>
<td>H. J. BAILEY</td>
</tr>
<tr>
<td>CHARLOTTE, N. C.</td>
<td>565 West Fourth Street</td>
<td>JOHN W. FULLER</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>910 South Wabash Avenue</td>
<td>CLYDE W. ECKHARDT</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>514 Elm Street</td>
<td>RUDULPH KNEFFLE</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>2100 Payne Avenue</td>
<td>WARD E. SCOTT</td>
</tr>
<tr>
<td>DALLAS, TEXAS</td>
<td>206 South Jefferson Street</td>
<td>PORTER K. JOHNSTON</td>
</tr>
<tr>
<td>DENVER, COLO.</td>
<td>1531 Tremont Street</td>
<td>MEL S. WILSON</td>
</tr>
<tr>
<td>DETROIT, Mich.</td>
<td>159 E. Elizabeth Street</td>
<td>FRANK D. DREW</td>
</tr>
<tr>
<td>INDIANAPOLIS, IND.</td>
<td>326 North Illinois Street</td>
<td>E. T. GOMESIALL</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>1901 Wyandotte Street</td>
<td>MORTON A. LEVY</td>
</tr>
<tr>
<td>LOS ANGELES, CALIF.</td>
<td>914 South Olive Street</td>
<td>J. J. SULLIVAN</td>
</tr>
<tr>
<td>MILWAUKEE, WIS.</td>
<td>721 Wells Street</td>
<td>JOHN NOLAN</td>
</tr>
<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>36 Western Avenue</td>
<td>S. E. ABEL</td>
</tr>
<tr>
<td>NEW HAVEN, CT.</td>
<td>114-16 Meadow Street</td>
<td>HARRY GIBBS</td>
</tr>
<tr>
<td>NEW ORLEANS, LA.</td>
<td>1127 Girod Street</td>
<td>D. L. DUDENHEYER</td>
</tr>
<tr>
<td>NEW YORK CITY, N. Y.</td>
<td>345 West 44th Street</td>
<td>HARRY H. BUXBAUM</td>
</tr>
<tr>
<td>OKLAHOMA CITY, OKLA.</td>
<td>121 South Hudson Street</td>
<td>WILLIAM A. RYAN</td>
</tr>
<tr>
<td>OMAHA, NEBR.</td>
<td>1509 Chicago Street</td>
<td>BEN REINGOLD</td>
</tr>
<tr>
<td>PHILADELPHIA, PA.</td>
<td>1238 Vine Street</td>
<td>EDGAR MOSS</td>
</tr>
<tr>
<td>PITTSBURGH, PA.</td>
<td>1014 Forbes Street</td>
<td>WILLIAM J. KUPPER</td>
</tr>
<tr>
<td>ST. LOUIS, MO.</td>
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<td>GEORGE E. MCKEAN</td>
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J. P. O’LOGHLIN, District Manager

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VANCOUVER ...................................... 553 Granville Street | C. R. Dipple |
Madge Bellamy in "Summer Bachelors"
Speaking of Extra Added Attractions—

What a Really Big Extra One

CARMEN

Will Be When William Fox Presents It in Its Up-to-the-Minute 1926-27 Form on the Motion Picture Screen of the World!

And Now is the Time to Start Boosting It to the High Skies!
IT'S IN THE AIR, on the ground and ev'rywhere around — Fox photoplays excel, well, in countless ways!

* * *

FIG LEAVES" started the new season Foxwards with so much of a bang that it leaves competitors stripped of sales argument.

* * *

WE'RE TOO BUSY to indulge in the least bit of idle predicting. So count this as a busy and fast one: Clyde Fitch's "The City" will clean up big, too.

* * *

NEVER ANYTHING that isn't better than ever, is the outstanding, incessant contribution of William Fox to the motion picture screen of the world.

* * *

JUST TO KNOW that Fox is going to make History's most elaborate production of it and that Dolores Del Rio is going to play the title role, is quite enough to reassure the most hardened pessimist as to the unlimited box-office possibilities of the 1926-27 version of "Carmen."

NOW THAT "SUMMER Bachelors" is practically completed and it is a living fact that Allan Dwan has attained one of his most brilliant directorial achievements. Fox Folks is well within the bounds of wisdom in tipping off every member of the entire Fox sales force to start shouting praises so loudly that even a deaf-dumb-and-blind exhibitor will hear all about it and see the wisdom of booking it at the earliest possible moment.

WHOSOEVER FALLETH down in the Sales Field with such dynamic impetus as Jimmy Grainger supplies so copiously and with such an incomparable line-up of superior film goods to back it all up, could not standeth much even if he were granted the whole world's field in which to work with the whole world's screen output at his command.

WHAT PRICE GLORY!" What a wow! Verily, they will be crowding theatres with this super-fine feature many months after most of its contemporaries, at the beginning, have passed from public view and favor. This truly great visualization of the great war play of the stage is one of those master strokes insuring the screen a general increase in popularity.

SOMEWHERE SOMEONE advertises something about "the spice of the program," which inspires the thought that with Imperial Comedies, Fox News, Helen-and-Warren fun films, O. Hensys, Fox Varieties, et cetera, Fox offers the all-spice for every program.
IF THERE IS ANYTHING to be desired in the way of westerns after Tom Mix and Buck Jones supply their quotas, such specials as "Three Bad Men" will meet the desire adequately.

* * *

THE RETURN of Peter Grimm," like all other Fox-Belasco screen productions of the new season, will mean the return of large bundles of profits to exhibitors, a meaning in no sense of the word grim.

* * *

WHISPERING WIRES" is a picture you don't need to tell 'em about in whispers either. Here's a title which arouses the curiosity enough to "pack 'em in" and then the picture gives them more than full value received after they are in.

* * *

IT'S ALWAYS a step in the right direction to watch your step, but you don't need to do much watching (or waiting) while "stepping on it" to let everybody in your sphere know about the truly great qualities of all Fox pictures of the vintage 1926-27. Whether it's a super-production or a one-reel short subject, Fox has all rivals out of step when it comes to comparing.

* * *

FOR TAKING THE longest strides forward in the shortest space of time, we doff our hat to Clayton P. Sheehan, who, in the few months he has been our foreign manager, has made such unprecedented progress as to place Fox Films miles in the lead in every foreign field on the face of this mundane sphere. Just as the Fox 1926-27 program is a record-breaking sensation in America it is sweeping all before it abroad; north, south, east and west.
“Summer Bachelors,” Dwan’s First Special For Fox, Looms as One of the Big Sure-Fire Hits

Probably no picture to be offered to exhibitors during the coming season will have the publicity and exploitation value of “Summer Bachelors,” which Allan Dwan is producing for Fox Films at the eastern studios.

The picture starts with the tremendous prestige of the story by Warner Fabian, who also wrote “Flaming Youth.” Hundreds of thousands are reading “Summer Bachelors” in McClure’s Magazine, in which it is now appearing as a serial. Millions more will read it as a serial syndicated to newspapers throughout the country. Newspaper serialization will begin on October 2 in the Hearst-controlled papers, and by November 1 it will be appearing in the full list of 200 client newspapers. Boni & Livewriter will bring out the book with an advertising campaign behind it in September.

By the time the picture is ready for release, it will have piled up an immense public demand.

With the advantage of an enthralling story, Director Dwan is slipping in lots of box-office punch. To start with, he selected a cast of names that mean something at the ticket window. Madge Bellamy heads the list, with a role that is even better than the one she portrayed in “Sandy.” Allan Forrest, who is starring in the Helen and Warren two reel comedies for Fox has the leading part opposite her. Matt Moore, fresh from his success in “Early to Wed,” has a corking role as an absent-minded professor. Liela Hyams and Clifford Holland make a decidedly attractive couple in the secondary leads. Miss Hyams is the daughter of John Hyams and Leila McIntyre, the well known vaudeville team. Her mother also plays a part in the picture.

For players in supporting roles, Director Dwan has raided Broadway of names that have been twinkling on marquees during the past season. Charles Winninger, star of “No, No, Nanette,” and Walter Catlett, comedian in “Lady Be Good,” are injecting lots of hilarious mirth into the picture. Hale Hamilton, Olive Tell, Cosmo Bellewe, James F. Cullen and Charles Esdaile are other names backed by Broadway reputations.
Hale Hamilton is best known for his portrayals of “Get Rich Quick Wallingford” in this country and on a world tour. Recently he has been playing in “Tin Gods” and “The Great Gatsby” for the screen. Cosmo Bellow, who is the son of Kyrle Bellow, was the British major in “Louis the Fourteenth” and will play the role in the London Company. Charles Esdale played on Broadway in “Loyalties,” “Quarantine,” “The Right Age to Marry,” and other recent successes. Miss Tell played in “Whispering Wires” and “Morphia” on the stage and recently has appeared in “Chickie,” “Womanhandled” and “Duke of Ladies” on the screen.

In addition to that brilliant lineup, Mr. Dwan has corralled as pretty a flock of bathing beauties as ever graced the front row of the Follies.

“Summer Bachelors” is a richly mounted production. Against the background of week-end house parties, New York night clubs, roadhouses and other resorts frequented by husbands at play when their wives are away, it depicts a romantic love story. It gives every promise of being one of the outstanding box-office attractions of the season.

Lila Lee Joins Other Noted Players Sailing For England to Film “One Increasing Purpose”

LILA LEE, who has scored many triumphs on the screen and comes from a recent stage success, has been chosen for the very important role of Elizabeth in “One Increasing Purpose,” which Fox Films will make from the novel by A. S. M. Hutchinson. She arrived in New York on Monday, August 16th and left for England, where the exterior scenes will be made, on Wednesday the 18th, aboard the Mauretania.

Edmund Lowe who has just finished playing the role of Sergeant Quirt in the Fox masterpiece “What Price Glory,” will have the role of Simon Paris, the leading figure of Hutchinson’s emotion stirring book. He and Lilyan Tashman, his wife, who will also have a part in “One Increasing Purpose,” arrived in New York from the coast on Tuesday, August 17th. They also sailed aboard the Mauretania for England on the 18th.

These noted players have met Harry Beaumont in England where the director, with Bradley King, the scenarist, has been discussing the details of the story with the author, Mr. Hutchinson. Many exceptionally striking outdoor locations have already been chosen for the screen offering, with which the producer intends to surpass the excellence of “If Winter Comes.”

Mr. Beaumont writes very enthusiastically from England stating that Mr. Hutchinson was immensely pleased with the choice of Edmund Lowe as Simon Paris and that the author was giving much helpful cooperation. Mr. Hutchinson has shown a keen willingness to assist with titles and will accompany Harry Beaumont in the filming of sequences near London, Stratford, Devon and the English countryside.

Other members of the cast of “One Increasing Purpose,” will be announced later.

Bard Postpones Return to Vaudeville for Fox

BARDSON BARD, known in musical comedy circles and on vaudeville circuits as Ben Bard, has been signed by Fox Films to play the “heavy” in “My Wife’s Honor,” directed by Lou Tellegen.

Bard has appeared in a number of Fox photoplays, giving a good account of himself in villain-type roles. The most recent of these was “Sandy.” He had planned to return to vaudeville when he was prevailed upon to appear in Tellegen’s production.
“The Country Beyond” a Classic of Picturesque Beauty of Scenes and Drama and Romance

Olive Borden leads the chorus in an unusual musical comedy sequence in “The Country Beyond.”
Fox to Film Greatest Production of “Carmen”

DEFINITE CONFIRMATION of rumors that Fox Films would make an elaborate production of “Carmen,” are contained in an announcement by Winfield R. Sheehan, that he has received a cablegram from Edwin C. Hill, special agent for the company now touring Europe, saying he had assembled costumes for the production.

Mr. Hill, who is touring Europe on a special mission for the Fox company, is in Madrid, Spain. According to his cablegram he has collected seven hundred and fifty costumes, the uniforms of toreadors, matadores and Spanish dancers which are accurate in every detail as well as being the most ornate things obtainable. One Cape, Mr. Hill cabled—used by one of Spain’s most noted toreadores—weighs seventy-five pounds and cost two thousand dollars.

The high cost is due to elaborate gold and silver trimmings.

It is the purpose of Fox Films, Mr. Sheehan announced, to present the most elaborate film version of “Carmen” that has ever been produced. Luis Usabal, noted Spanish artist, who was brought here from Valencia for the express purpose of making portraits of Fox stars, has designed the sets for this production and actual shooting will begin as soon as the costumes arrive from Spain. This should be during this September. Dolores Del Rio will play the title role in the production.

Virginia Brown Faire has been signed by Fox Films to appear in J. G. Blystone’s production, “Wings of the Storm,” from the scenario by Dorothy Yost.
Champion Jack Dempsey Recognizes Fox News as the Real Champion of the Newsreel World

The World's Heavyweight Champion is an ardent rooter for Fox Films and is himself no stranger to the eye of the Fox cameras. In the accompanying picture Jack can be seen in the act of being filmed with his German Police dog by Fox News staff cameraman, Fred Parrish of Colorado.

Of recent weeks Jack has been appearing quite regularly before the Fox cameras inasmuch as he granted Fox News the exclusive privilege of filming his training activities in preparation for his coming fight in defense of his fistic title.

During the Champ's six weeks of intensive training at Hendersonville, N. C., Cameraman Eddie Reek of the Home Office was his constant companion, "shooting" every phase of the training camp routine and from his negative several fine newsreel subjects were secured.

Reek was literally Jack's very shadow at Hendersonville, trailing the champion wherever he went and filming almost every move he made. He pictured him at breakfast with his trainers, reading his morning mail; boxing with his sparring partners; exercising with the punching bag and pulleys and even learning the Charleston!

When Jack took his wife, Estelle Taylor, on a side trip to his camp to Asheville, N. C., Tracy Mathewson, another Fox News cameraman was on hand to film the rousing reception given to them by the Cadets of the Bingham Military School which they visited.

Back at the camp again Jack indulged in some real hammer and tongs.
work-outs with his sparring partners and Reek recorded these in celluloid in both regular and slow motion photography. One of these sequences in particular, which appeared as a regular subject in Fox News, was a masterpiece of rhythm and action. The champion went through hours of strenuous sparring with his toughest partners for the benefit of Reek’s slow motion camera and he is utilizing the pictures in closely studying his own manner of fighting with a view to correcting any tactics that appear from the analytical pictures to be in need of improvement.

The King of the Heavyweights knew what he was doing when he selected Fox News to exclusively record his training activities both for his own use and for public presentation. Both are World Champions in their respective fields.

Fox Varieties Winning
A Greater Popularity

The first of the new Fox Varieties, which are visual voyages on the silversheet to the out of the way and interesting places over the world, went to exhibitors on August 22, when “Down to Damascus” was shown.

Fred C. Quimby, short subject sales manager, obtained such remarkable results with exhibitors on these scenes last season that the camera force was enlarged, and an even more ambitious program mapped out.

The early releases, which include “Riches of the Earth,” “Around the World in Ten Minutes,” “The Great Lakes,” “Austrian Alps,” and “Colorado” are of wide appeal individually and in total—being varieties in all truth. “Around the World in Ten Minutes” took five cameramen a year to make.

There will be 26 releases in all. At present, Fox lens are pointed at beautiful scenes and things of general interest in countries in various parts of the world.

Tom Mix Returns from
Double Location Trip

Tom Mix, who has been in The Royal Gorge and in The Yellowstone National Park making two pictures, has returned to Fox Films studio for interior sequences. While in the Royal Gorge, Mix made scenes for “The Great K & A Train Robbery,” a film version of Paul Leicester Ford’s famous novel of the same name and in The Yellowstone he made sequences which will be used in “The Canyon of Light,” a screen version of Kenneth Perkins story which was published recently.

With Mix were Lew Seiler, who directed “The Great K & A Train Robbery,” and Ben Stoloff, who is in charge of the filming of “The Canyon of Light;” John Stone who wrote both scenarios, Wynn Mace, assistant director and Dan Clark, cameraman of both productions. Dorothy Dwan has the leading feminine role in both pictures.

Only the Best Are Good
Enough for Fox Films

Katherine Hilliker and H. H. Caldwell, title writing battery, whose most recent work was “Ben Hur,” have moved into a new office at Fox Films West Coast Studios and have been assigned their first task. Their initial job under a new Fox Contract is to edit and title “The Lily!”

“The Lily” is Belle Bennett’s successor to “Stella Dallas” and, in view of the great success of the latter picture, Fox officials are entrusting it into the expert hands of Miss Hilliker and Mr. Caldwell so that its ultimate presentation will have every benefit worthy of a sterling dramatic production. In the cast of “The Lily,” supporting Miss Bennett, are Ian Keith, John Sainpolis, Gertrude Short, Reata Hoyt, Barry Norton, Richard Tucker, James Marcus, Thomas Ricketts, Vera Lewis, Rosa Rudami and Lydia Yeamans Titus.
Murnau Selects His First American Location and is Honored Guest at Big Hollywood Dinner

F W. MURNAU, who has recently arrived in Hollywood from Berlin, to make "The Song of Two Humans," Fox Films production based on an idea suggested by Herman Sudermann's novel, "A Trip to Tilsit," has selected the location for his only American production. It will be filmed in and about Lake Arrowhead in San Bernardino mountains of California.

This selection was announced only after Mr. Murnau had made a long tour through America and especially the Pacific coast to determine the best location for the production.

The tour included a trip across Canada and through the famous scenery of the Rocky Mountains, where the German director gave especial attention to the districts about Lake Louise, Banff, Sicamous and in the Jasper national park. He motored through the greater part of the Pacific coast section. Stops were made at Victoria, Vancouver and Seattle in the Puget sound district, in the Siskiyou mountains about Mount Shasta in California and in various coastal regions.

Shortly after his arrival in Hollywood Murnau was honored when he was the guest at a dinner given by William Fox and his associates at the Hotel Biltmore there. Will G. Farrell, a prominent business man of Los Angeles, served as toastmaster.

In welcoming the distinguished, Dr. Rufus von Klein-Smidt, president of the University of Southern California, paid a high compliment to his artistry.

"I am in the United States to make one picture for William Fox," said Mr. Murnau, in responding to the toasts in his honor, "but above everything I want you to know that I come to you in a most humble spirit. We have been trying to do things in Europe, just as you have been doing things in America, and I feel that we have much in common."

"I feel, with you, that greater things are in store for the motion picture industry. If I have had some small part in this progress I am very grateful.

"I have always felt that the screen offers endless possibilities. Success will come if we are willing to labor in this great field. We must approach our work with an open mind and in understanding heart. What you and I have done in the past is a beginning; but we must not be satisfied with this. We must work onward and upward in this great industry, giving freely, experimenting where this seems necessary, and always striving for higher and nobler things.

"To my mind, America is the ideal spot for the greater expansion of the motion picture industry. California, in particular, is Nature's own perfect location for the consummation of motion picture ideals. I have been here before, and I hope to come again, but I am always profoundly impressed with your boundless opportunities. Los Angeles, the wonder city of your Western coast, seems specially built for the home of motion pictures. I have seen it grow and I marvel at its magnitude.

"I feel, therefore, that we should be able to make good pictures here, if we can make them anywhere in the universe. I am grateful to my friends, to Fox Films and to all of you who have wished me success in my efforts here. I pledge you my very best endeavor and I assure you it will give me the greatest pleasure to work in an American studio and to co-operate with you, my fellow directors, in elevating the screen drama to the highest possible pinnacle. I thank you from the depths of my heart for this tribute. Let us be fellow workers in the development of the motion picture, but, over and above all of this, let us be friends."
NEW STARS are the greatest need in the movies. The selling and exhibiting of pictures while they are fresh is the biggest problem.

So says James R. Grainger, Fox Films sales chief.

"Fox is spending a fortune annually in striving to develop new stars," he declared. "We are always making screen tests of prospective material. On the whole, considerable success has been achieved, but by no means has the goal been reached. I honestly doubt if it ever will be, and that means an eternal search.

"There are four qualifications necessary in making a movie star. After all, the public makes them, accepting them or not accepting them. These essentials are beauty, youth, acting ability and a distinct personality. I would not attempt to rate them in the order of their importance, for they are all closely linked to one another.

"But it has been my observation that an indefinable something, which has been called 'it' for want of a better word, is what sells a big movie star to the public. It is distilled of beauty in woman, looks in a man, plus youth and emotional range. It is an aura, in a way.

"We can get any number of splendid looking young men and beautiful girls—nature does nobly as a rule—but the obtaining of persons with histrionic abilities and this 'it' is decidedly something else again. It's just like prospectors hunting for gold. One never knows when or where the treasure will be found.

"That's why we are forever prospecting, making screen tests, in the hope of finding persons who will charm the public.

"Then, after we find or rather develop our stars, we have the problem, of course, of selling their pictures. We put them in well-advertised and publicized vehicles, but just 'selling' them to the public is not what I mean.

"What I mean is selling pictures in a big way—getting the most out of them while they last. They only last a little while, like perishable fruit. Other pictures crowd in on them, and they must be sold quickly and kept constantly moving, just like fruit.

"Now and then some great picture is made that is not so ephemeral. They go on for a long, long time, and often are revived. But usually, pictures have only a short life—a tragically short life, salesmen will tell you.

"Competition is of the keenest, too, in the marketing of pictures. One must have as high-powered a sales force as there is to be found in any field. And a company must have the reputation and maintain it of making pictures that speak eloquently at the box office.

"Fox Films has proven it has such pictures. I'm mighty pleased to say, too, that the sales force has distinguished itself. But with all this, there always are ways and means of getting a bigger outlet, to get more money from pictures.

"Mr. William Fox is insuring against this perishability of pictures by setting out to build 20 theatres in the United States. It will be the best kind of a protection in a 30 million-dollars investment in his product."

"Golfing Widows," a Fox Imperial Comedy, has just been finished on the Coast. It will be directed by Max Gold and Alfred Davis under the supervision of George Marshall. The cast includes Barbara Luddy, Archie Burke, Oliver Eckhardt and Dot Farley.

* * *

Reed Howes, the collar advertisement man, who was discovered by D. W. Griffith, has been cast in "Wings of the Storm," Fox production which J. G. Blystone is directing at the West Coast Studio.
ELIZABETH PICKETT, with Irving Rosenberg, cameraman, and John Marshall, his assistant, returned to our West Coast Studio from a month's location trip in Colorado, only to start out again immediately to make four more of our popular one-reel scenes in the wilds of Western Canada, Washington, and Oregon.

From the Colorado trip, Miss Pickett and her cameramen took back some unusually interesting short subjects. One of them, "Rocky Mountain Gold," shows the romance of gold mining, from old prospectors panning nuggets, to 5 gold bricks and their equivalent in gold coin—$28,000.

"We certainly received splendid cooperation from the gold camps," said Miss Pickett, "especially Telluride, where the whole town turned out, and worked in our pictures—just for fun! The big mines, the Tom-Boy and Smuggler, let us burn flares in the lowest levels and suspended all work there until the magnesium fumes could be pumped out with oxygen. Also, Mr. Kelsie, the Superintendent, poured us a gold brick, and held four others on his safe, so that we could use the real thing in a scene where the Old-Timers, armed to their long white eye-brows, escort the gold mule and pack-safe which held $28,000 worth of bullion, down the mountain-side to the bank. The scene certainly looks like a real western—all we needed was a Bad Man!"

In addition to "Rocky Mountain Gold," Miss Pickett and Mr. Rosenberg shot two other Varieties. One of these is "Under Colorado Skies," which shows the Royal Gorge, Pike’s Peak, the interior towns, the scenic grandeur, the basic industries, and characteristic types of "where the West begins." This subject is one of a unique series of separate State Var-
ieties whereby General Manager Winfield R. Sheehan is giving theatre audiences a fifteen-minute visit to the different States of the Union.

The third picture, "Cliff-Dwellers of America," will prove a real surprise to Americans. It shows the famous cliff-cities of Mesa Verde National Park, just visited by the Crown Prince and Princess of Sweden. In addition to the fantastic "Moqui" or "Dead Cities," as the Indians call these cliff-dwellings tucked five hundred feet in the air, in a pocket of the canyon-flanks, a sequence was made to give the impression of how the ruins looked when peopled by this prehistoric race that lived before the dawn of Christianity.

"A skeleton in one of the rooms," said Miss Pickett, "gave me the idea. I asked Superintendent Nusbaum, of the Park Ranger Service, where we could get some actors and 'props.' He most kindly offered us the use of some of his own fine old silver jewelry and robes. And his wife, Mrs. Nusbaum, a wonder with the Indians, recruited a bunch of Navajos from the local road-gangs—and there we were—all fixed with forty extras—at $2.50 a day! They did good work, too, staying on the job till midnight without overtime. The only thing you have to watch out for is their religious superstitions. The old Speaker Chief somehow got the idea that we were going to change him into a skeleton (it was really quite the other way around!) and he nearly led the whole crowd back to the rock-pile!"

Kathryn Gets Her One Life-time Wish at Last

KATHRYN PERRY, Fox Films comedienne, is about to be granted one of the big wishes of her life—she's going to play in a real honest-to-goodness Western! She will play the feminine lead opposite Buck Jones in his next feature, "Desert Valley," film version of a thrilling story by Jackson Gregory.

Ever since she has been in pictures Miss Perry has harbored the wish to act in a western thriller. But being established as the ideal American wife through her work in the "Helen and Warren" series and in "The First Year" and "Early to Wed," under direction of Frank Borzage, she hardly hoped to break into the role of a western girl. However, she proved her ability as an actress and her versatility with her characterization of the little school teacher in "Womannower" with Harry Beaumont, and so achieved her secret wish.

Orville Dull, who directed Jones in his "White Eagle" will direct this production.

William Powell Playing Villain Role in "Gaby"

IN ADDITION to George O'Brien, Virginia Valli, and J. Farrell MacDonald, who play, respectively, the roles of the Prince, the Dancer and an American Ambassador in "Gaby," the character of the villain will be played by William Powell, whose many fine portrayals in heavy roles have made him an outstanding screen player. Howard Hawks will direct the production, which is Virginia Valli's second feature for Fox. The story is exceedingly dramatic, touching on court life in one of the Latin countries of Europe, and based on the career of the Dancer Gaby Deslys.

Eskimos Are Latest to Enjoy Fox Picture Hits

THE ESKIMOS are now included in Fox Films audiences, and are reported to be ardent fans.

On his present exploration trip into the Frozen North, Capt. Donald McMillan was loaned a number of reels, a projection machine and a screen by H. P. Campbell, Fox district manager at Boston.

A radio message just received from him expresses his own and the Eskimos' pleasure in viewing them on the Schooner Bowdoin, his ship. It says: "Eskimos enjoying your films tonight. Am thanking you for them for great pleasure."
"The Arizona Wildcat" is Replete With Scenic Beauty and Typical Mix Action Par Excellence

No one else alive today can do what Tom Mix does when given a locale of scenic beauty in which to enact the intensely interesting story of a true "western." This star puts a certain something unusual into such pictures as "The Arizona Wildcat" which not only makes it immensely popular with all classes of theatre-goers, but also makes it memorable as a rare treat.

It is certain "The Arizona Wildcat" is going to add to Tom's legions of admirers if such a thing is possible, for he already owns practically the whole fan army. Besides giving a splendid account of himself as a delineator of a most heroic character, he rides as his friends like to see him ride best and he gives Mr. Exhibitor everything needed to keep long lines formed in front of the box-office.
When the folks foregather in their favorite movie theatres to behold Tom Mix in "The Great K and A Train Robbery," they're going to get all those thrills which made show-going an event with our grandparents, and, it's a foregone conclusion this sort of melodrama is going to be just as popular today as it ever was. Mix is at his best in one of his best starring vehicles.

Belle Bennett Signed
To Play Mother Machree

BELLE BENNETT has been signed for the title role in "The Story of Mother Machree," based on the late Rida Johnson Young's story of the same name.

Miss Bennett will delineate the role of Ellen McHugh, the mother in Ireland, who, left a widow with a five-year-old son, goes to America in the hope of educating her son and bringing him up as a gentleman, like his father.

It is her activities in America that provide the scenes which are expected to give Miss Bennett an opportunity to repeat some of her former successes in roles calling for mother-love and self-sacrifice.

The production is being directed by John Ford eminently fitted for the work in hand, by reason of his Celtic ancestry.

"The Return of Peter Grimm," Victor Schertzinger's sixth production for Fox Films, is nearing completion at the West Coast Studio. Alec B. Francis, in the name role. Janet Gaynor and Richard Walling have the leading romantic roles. John Roche is the menace.
New Expansion Work Now Under Way at Our West Coast Studios is One of Marvels of All Filmdom

THE EXPANSION and reconstruction program at Fox Films West Coast Studios in Hollywood and Fox Hills is under way, as laid down by Winfield R. Sheehan, vice-president, to meet the increasing demands which William Fox finds for more productions. Sol M. Wurtzel, studio superintendent of Fox Hills, is carrying out the instructions of Mr. Fox to "turn the motion picture lot into a motion picture park" that will be one of the show places of Southern California, the land of scenic beauties.

The principal buildings now under construction at the Hollywood studio at Western Avenue and Sunset Boulevard are two new stages and a wardrobe building, but to meet the requirements of the enlarged studio Cal Hoffner, electrical superintendent is installing a new 500 kilowatt generator and William Darling, technical director, is enlarging and installing new machinery in the mechanical departments.

The two new stages are duplicates of the new stage number 3, recently completed, which is the largest stage on any motion picture lot in the world. It is so large that a major league baseball game can be played on it. With the completion of the work now under way the studio will have nine stages in Hollywood together with the great outdoor plant at Fox Hills but even all this space is regarded as insufficient when all of Fox Films' thirty directors are shooting.

Practically all the ground space of eleven and a half acres in Hollywood studio is now occupied and in designing the wardrobe provision was made for expansion upward as soon as more space is required. The foundations of the wardrobe building are designed for a four-story structure of 132 by 57 feet but only two stories will be built at the present time.

The stages will be equipped with the new Hoffner overhead lighting system and traveling cranes. Cal Hoffner designed these for stage 3 but since they have been in actual use he has found ways to improve them so that the new stages will have the last word in such equipment. The wardrobe will include especially designed fittings for the handling of the thousands of costumes which Fox Films world wide production program makes necessary.

As a necessary result of the increased production, four new little Theatres will be constructed in Hollywood. These will be equipped with the latest devices and arranged for use of theatrical productions when they are not occupied by directors, cutters and others engaged in viewing and giving productions their final touches before they are sent out to the world's theatre patrons. Two new film storage vaults are now nearing completion where all film will be kept. These are designed to prevent destruction by fire primarily but a specially designed system to prevent deterioration has been included in these vaults.

As soon as construction now under way has been completed a scenic studio will be started on the northwest corner of the east lot in Hollywood. This will be built with a skylight to take full advantage of the north light which has proved its marvelous photographic possibilities.

Rapid progress is being made on work already started at Fox Hills. The wall, which incloses 100 acres of Fox Hills, is all completed. It is of Spanish-Moorish design with a gate and keeper's lodge of similar architecture. An Electrical sign, designed in Mission Bell effect, will surmount the gate. With the completion of the wall, the gardeners will begin landscaping the grounds so that Fox Hills will be not a motion picture lot but a motion picture park, one of the showplaces of Southern California.

"Construction now in progress on the east lot at Sunset Boulevard and

Page Fifteen
Western Avenue will meet our immediate demands,” said Mr. Wurtzel. "However this is such a big undertaking that it can not be rushed to completion as fast as we would like to meet demands of exhibitors."

“Three months ago we completed a stage 300 x 180 feet. It was only a relief and now we have two others of the same size under construction. With thirty directors shooting we will be compelled to make additional use of the Fox Hills plant.

“The four new theatres are designed to meet the increased demand for projection rooms but in addition to this we are providing for previews of productions by the studio staff, newspaper and magazine writers and others who are interested in our pictures. One of the new show houses will be designed to accommodate the recently organized Tuesday Night Club. Each week we show to the big Fox Films family a full program of our own products, including a feature picture, a comedy, one of Fox Varieties and a Fox News reel.”

Mary Pickford’s Camera
Man to Shoot For Murnau

THE QUESTION of "Who is to be F. W. Murnau’s cameraman?" has been settled definitely. Winfield R. Sheehan, our vice president and general manager, has announced that Charles Rosher, the man who photographed nearly every big success that Mary Pickford ever made is being brought from Europe to take the scenes of “The Song of Two Humans,” which will be the German director’s first and only picture to be made in America.

Roshers last picture here was "Sparrows," Miss Pickford’s current production. He went to Europe immediately after that was made. Rosher is expected in Hollywood September 15th.

"The Song of Two Humans" is the first picture on which Director Murnau and Rosher have worked together. Others on Mr. Murnau’s staff will be Herman Ring, his assistant director, and Roger Gliese, technical expert and art director.

May Allison to Appear in Two Fox Features

WITH DIRECTOR Harry Beaumont, Edmund Lowe and Lila Lee in England making exterior scenes for “One Increasing Purpose,” May Allison has been signed by Fox Films to portray the gay, tragic role of Linda. Miss Allison will not go to England as the part she is to play is confined entirely to interiors, all of which are to be filmed at the West Coast Studios.

Director Beaumont and Bradley King, scenarist, sailed a month ahead of Mr. Lowe and Miss Lee to confer with A. S. M. Hutchinson, author of “One Increasing Purpose.” With the successful filming of “If Winter Comes” and “This Freedom” fresh in his mind, Mr. Hutchinson is enthusiastic about the picture plans for his latest best-seller. He has given Director Beaumont and Miss King his hearty co-operation in preparing the script and choosing exterior locations that will be in keeping with the spirit of his story.

While awaiting the return of the “One Increasing Purpose” overseas contingent, Miss Allison will appear in Fox Films version of “The City,” by Clyde Fitch, under the direction of R. William Neill.

Another of the popular series of O. Henry comedies, “The Marry Month of May,” is being produced by Fox Films, under the direction of Thomas Buckingham and the supervision of George Marshall. That Fox Films intends to cast excellent players in the short subjects is evinced by the fact that Harold Goodwin and Gladys McConnell are playing the leads in this O. Henry offering.

Page Sixteen
As Great as Belasco Stage Production of "Return of Peter Grimm" Was, Fox Film Version is Greater

It is doubtful whether or not there ever was a more impressive demonstration of how much superior the screen is in unfolding drama to the stage than is given in the photoplay version of David Belasco's great stage triumph, "The Return of Peter Grimm." Here is, literally, a case of proving that the things possible of presentation behind the footlights are limited to a sadly small latitude when compared to what can be done with the aid of a motion picture camera in a modern motion picture studio.

As a photodrama, "The Return of Peter Grimm," now completed, and soon to be ready for the public, stands as one of the very best adaptations of a foremost stage hit ever made. Alec B. Francis, in the title role made famous by David Warfield, offers one of the truly brilliant character delineations of all film history and it is safe to predict that his histrionic mastery is going to be received with the kind of acclaim which borders on the sensational.

Janet Gaynor and Richard Walling distinguish themselves, too, as the romantic duo around whom much of the engrossing plot revolves. Florence Gilbert, as Marta's daughter is splendid also as is Sammy Cohen who enacts the brief but memorable role of the clown.

The exploitation possibilities of "Peter Grimm" are unlimited.

Page Seventeen
Four Pictures of High Spots in “What Price Glory” Speak More Eloquently Than 50,000 Words

Beyond all doubt the greatest picturization of the World War ever made, “What Price Glory” is entitled to dozens of other distinctions not any less important. In point of production value, including its mammoth size and the amazing accuracy of all details pertaining to the scenes of warfare in the midst of which much of the story is unfolded, there can be no comparisons made, because there is no other production of the screen anything like it or nearly as excellent.

Page Eighteen
To Be Hailed For Years as War Film of All War Films, is Destiny of “What Price Glory”

As far as the cast is concerned, it is a veritable galaxy of stars of unquestioned box-office power, including as it does Edmund Lowe, Dolores Del Rio, Victor MacLaglen, Leslie Fenton, William V. Mong and countless others too numerous to mention in such limited space. Directorially, it is superb, Raoul Walsh having eclipsed his every previous brilliant achievement. Drama at its apex, conflict of the breath-taking variety and romance of the most extraordinary sort are blended into “What Price Glory” in such a way as to insure the story an indelible mark upon the memory of all who see it.
Don't Forget to Count Corona in "Glory" Cast

The Corona Typewriter Company has given us a very fine tie-up for "What Price Glory" in connection with the accompanying still. They are having posters of this made and will display them at such places and times as will be pertinent to the release of the picture. In return they ask us to give some publicity to the still for their benefit.

In the above picture Captain Flagg (Victor McLaglen) turns the tables on Sergeant Quirt (Edmund Lowe). The part of Cognac Pete is played by William V. Mong. The part of the typewriter is played by Corona.

Mr. and Mrs. Jack M. Burdow announce the arrival of a baby boy on July 13th. Mrs. Burdow was formerly Miss Rose Walters, well remembered by Home Office workers as secretary to Vice President Jack G. Leo.

"The City" will be produced by Fox Films under the direction of R. William Neill. The prominent players so far chosen are Janet Gaynor, Walter McGrail, May Allison and Robert Frazer. This offering is adapted from a sensational stage play by Clyde Fitch. Produced after the playwright's death, the unusual nature of the production caused critics to acclaim him as an even greater writer than they ever would admit he was during his life.

John Griffith Wray has just shot the final scenes on "Upstream," Fox Films screen version of the English Play by Clifford Bax. The cast is headed by Dolores Del Rio, Shirley Mason and Walter Pidgeon.

Page Twenty
George Melford Starts Mystery Play for Fox

George Melford, one of the "surefire directors of screenland," has just started production on "Going Crooked," adapted from the John Golden comedy mystery play which was written by Aaron Hoffman and William Collier. Melford has made an unusually long string of film successes. His signing with Fox should be a welcome note to exhibitors.

Bessie Love, a former favorite of motion picture fans returns to the screen to gain greater popularity in roles that fit her piquant type of beauty. Oscar Shaw, a leading man and comedian of Broadway plays, has the male lead opposite Bessie Love.

Fox Hills, the new 150-acre "location studio" of Fox Films in Los Angeles, was opened formally to the public Sunday, August 29 with the dedication of a new scenic wall which has just been completed.

Hon. Isadore B. Dockweiler delivered the address dedicating the wall, which was designed by Luis Usabel. Tom Mix assisted by his troupe of cowboys put on a complete rodeo. Winfield R. Sheehan awarded prizes to winners of a Charleston contest.

Page Twenty-one
Rudulph Puts His Army of Exploiteers into 'Fray

An array of 13 go-getters have been deployed about the country by W. H. Rudolph, supervising director of Fox Films Exploitation Department, and he is now recruiting many others whom he knows from his long experience in the industry have the qualifications to put over his company's photoplays.

The exploitation army went into action on August 15, a week before "Fig Leaves," an especially colorful picture which lends itself readily to showmanship, was released to the exhibitors. The agents were armed with all manner of material, including lavish praise generally from pre-reviewers, to crack the season with a big bang on the Howard Hawks production.

In every instance, the appointment was made with the co-operation of branch managers, who are held responsible to keep these troupers busy and working on engagements from which Fox Films can derive the greatest benefit.

The men so far selected by Mr. Rudolph and the territory they will cover follow:

N. J. Harrison Edwards—Headquarters, New York City, including that city, Northern New Jersey, New Haven and Philadelphia sections.

Jack Pegler—Headquarters, Boston, with territory embracing New England.

J. Langdon Burke—Headquarters, Chicago; covering Chicago and Milwaukee territories.

J. J. Gilmore—Headquarters at Cleveland, and covering Northern Ohio.

George Cambrill—Headquarters at Detroit and responsible for all of Michigan.

J. R. Brager—Headquarters at Pittsburg, and embracing Western Pennsylvania.

A. J. Kalberer—Headquarters at Buffalo, covering that city and Albany territories.

H. Manheim—Headquarters at Minneaplis, covering that city and nearby points.


Perry Spencer—Headquarters at Atlanta; territory to include Southeastern and New Orleans districts.

R. C. Cary—Headquarters at Kansas City and covering that locality, Omaha and Des Moines.

Robert K. Kyle—Headquarters at St. Louis, and territory embraced by that city, Memphis and Southern Illinois.

William Taylor at Dallas, and also responsible for exploitation in Oklahoma City and vicinity.

Newsy News Notes

Sammy Cohen, who has just finished a leading comedy role in "What Price Glory," has been added to the cast of "The Return of Peter Grimm," Fox Films version of Belasco's great play in which Alec B. Francis is featured. Romantic leads were assigned Janet Gaynor and Richard Walling. Cohen plays the clown. Florence Gilbert has been cast as Marta's daughter.

Fox Films announces the opening of new quarters for its Salt Lake office, at 216 E. South Street. The offices, poster and film departments have been laid out according to special architectural plans to obtain the utmost in natural lighting, ventilation and rapid facilities for handling advertising and film.

Jack Jungmeyer, for three years motion picture editor of Newspaper Enterprises Association, has been named scenario editor of Fox Films West Coast Studios.

John Ford, celebrated Fox director who has just completed "The Blue Eagle," screen version of Gerald Beaumont's story, "The Lord's Referee," is now supervising the arrangement of his next story.
EVEN THE FOREIGN branches must have a day off once in a while and don’t they know how to use it in Brazil! When the 14th of July, the national holiday, rolled around the Brazilian organization motorboated to a deserted island in Rio bay and cut loose from sunrise to sunset. Robinson Crusoe must have turned in his grave at the thought of the fun he would have had on Juan Fernandez.

Aside from a decent interval for a bang-up lunch the entire day was spent in beach games, swimming and informal fun.

In the accompanying picture Fox Cameraman Delgado is shown making a modern comedy. Hope the tide didn’t come in before you were finished, Del.

And on the way back the gang kept the fishes awake booming out Major Muncaster’s famous song—

Rolling up from Rio
Bound for U. S. A.
After years of playing
In Rio and B. A.
Eu fallo poco Portuguese
Comprendo Espanol
But I’ve forgotten English
For the French “God bless my soul.”
Maxixe para Rio
El tango para B. A.
Mais quand je veux.
Je sais dancer
Les dances de tous les pays.

They sure have the spirit south of Father Neptune’s famous equator.
Leeds, England, Has Something To Brag About

AND THAT'S the Fox Film Co. Ltd. exchange. Here's a picture of the interior and its whole atmosphere suggests a sales argument. "Buy Fox Films" just oozes from every pillar, panel, table and railing.

Certainly when it comes to giving an exhibitor that unconscious, uncontrollable urge to grab his fountain pen and put his name on a Fox contract, Ole John Bull doffs his bonnet to nobody. He has "IT" as Madame Glyn once said.

Celebrated European Technical Director Joins Fox

CARL FREUND, for the past fifteen years one of the best-known camera experts in Europe, has been made technical head of all Fox Films activities in Europe, according to Winfield R. Sheehan, our general manager.

Freund, who is a close personal friend of F. W. Murnau, celebrated German director now in America for the purpose of making one picture for William Fox, has turned first camera on some of the greatest pictures ever made in Europe.

Great technical strides were made by Freund both before and after the World War. His outstanding successes with Murnau and other renowned directors, included "The Last Laugh," "Passion," "Dr. Caligari's Cabinet," and many other outstanding productions.

"Mr. Freund, like Mr. Murnau, is a master craftsman in his line," said Mr. Sheehan, "and Fox Films executives feel especially proud of his acquisition. All technical activities in Europe will be supervised by him."
FOLKS

MOTION PICTURE CONDITIONS IN ENGLAND

By W. J. HUTCHINSON, Managing Director for England

GREAT BRITAIN, comprising England, Ireland, Scotland and Wales, has a population of approximately 50,000,000. The British Isles however, are not to be measured by a population of 50,000,000, but are to be considered as the headquarters of a large percentage of the World's population.

From a motion picture point of view, therefore, England presents an interesting but complicated problem, because the supply and distribution of pictures is a problem that is not confined by the limits of the British Isles, but by the limits, necessities, and the responsibilities of the British Empire.

Page Twenty-five
Fundamentally, the structure of the whole World has gone through a revolutionary change since 1914, because the War brought mankind face to face with a tremendous reality, and broke previously existing bonds by shattering tradition, and building in its place the monument of newly earned freedom in thought-process and action.

The great conflict that is now raging regarding motion pictures really results from this revolution of thought, action, social customs, and established institutions. America, on the one hand, a new, progressive, boyish, vital civilization, surges forward with unspent energy, confident in itself, its present and its future, to carry forth throughout the World its spirit of personal freedom; Great Britain, on the other hand, older through the ages of experience, so far through the trials of unending change, rich in the purchased experience of war suffering, changes of iron-age magnitude, resists the impulsive adaptations of post-war influences to pre-war standards.

Great Britain, therefore, feeling its responsibilities to itself and its responsibilities to its subjects in its far-flung empire, feels within itself, the need of the influence of the cinema to carry forth its own convictions of British stability, during the present period, which it recognizes as one of the most important in the history of mankind.

The manufacture and distribution of motion pictures is today a highly developed business in which tremendous resources are pooled in order to produce a picture that is really worth while seeing.

Great Britain supplies its entertainment to its 50,000,000 people through 4,000 outposts, or theatres, varying in capacity from 200 up to 2,000, and in a few isolated cases 3,000 or even 3,500. Of these 4,000 theatres there are approximately 100 key zones. In addition to the important key-runs, there are the subsequent runs, varying in importance. The purchasing power of these runs measures the amount that Great Britain is ready and willing to pay for the service and supply of motion pictures.

There are several Companies in England today who are manufacturing pictures. They have made a certain quality of British picture, which in itself, has been good, but the quantity of British pictures has been small.

There is, however, an unquestioned demand for pictures which have some distinct connection with the British Isles. The British public want to feel a personal interest in such productions, which goes a long way towards making them a success in this territory. For that reason the foresight of Fox Films in making “If Winter Comes,” “This Freedom,” and “One Increasing Purpose” in England as well as the purchase for production of the works of England’s premier novelists such as H. G. Wells, A. S. M. Hutchinson, etc., has established them more firmly in the favor of the British picture-going public than anything else they could have done.

The theatres of England on the other hand have paid consistently
large prices for British pictures in a real attempt to encourage British production, and to build up a source of supply of British pictures. I have in mind several British pictures which played to 1200 or 1500 theatres in England for many times the amount of rental that a corresponding American picture would have secured.

In the last analysis the motion picture basis rests upon the same fundamental basis as any other business. A very famous English writer clearly defined the fundamental principle of business years ago, in language something as follows:

"If you can make bread just a little cheaper and just a little better than anyone else, the populace will find its way to your shop even if they have to beat their way through a trackless forest."

The same principle applied to motion pictures would read as follows:

"He who can or is making pictures just a little better and just a little cheaper than anyone else has the whole World beating its way through a trackless forest to see such films."

So long as one can go on making pictures just a little better and just a little cheaper than anyone else, just so long will Great Britain and the British Empire recognize in such pictures a service for which they are willing to pay.

This article has so far dealt only with the situation of motion picture production and distribution along general lines, and our letter for Fox Folks should contain some notes on Fox Film Corporation itself.

During the past year we have moved into newer, finer, and better premises in two of our branches. Fox now has in Ireland the finest motion picture exchange in that country. In Wales, Fox now has premises that are equal to the best. During the coming year we purpose securing new premises in two further cities.

These newer, better established premises are to render greater service to the exhibitor, to further our belief in our ability to supply pictures that will meet a demand in the British Isles.

During the last year we released pictures which unquestionably found greater favour in Great Britain than any pictures we had released for several seasons. Noticeably the following pictures met with real approval and real favour. First and foremost "Havoc," the English war play, second "The Iron Horse," third "The Wheel," fourth "The Winding Stair," fifth

"Lazybones" was well received in the British Isles. There is demand for the comedy drama, excellently produced like "Early to Wed." On the other hand the pictures of the great outdoors, like "No-stromo" (Silver Treasure), "When the Door Opened" and Tom Mix, are in constant demand. Dramas such as "Havoc" and the heavier society picture with plenty of action are loved.

During the coming year we look forward to such pictures as "Is Zat So," "7th Heaven," "Return of Peter Grimm," "Music Master," and at least a dozen more to be among the great pictures released during the year by the motion picture producing companies and in the terms of our original discussion we expect to evidence by our figures an increase proportionate to the increase in the service that we are rendering.

FIVE FOX FACTS

Michael Stuart Boylan has put his name to a contract with Fox Films which calls for his exclusive services as title editor for the next three years.

Scott Seaton, character actor of the speaking stage, and a friend of the late Frank Bacon, has a role in the Fox film "The Country Beyond," based on James Oliver Curwood's novel. Olive Borden is the leading feminine player.

Ted McNamara, screen comedian, gave such a good account of himself in his delineation in our version of "What Price Glory," that he was signed immediately to do a comic character in "Upstream," the John Griffith Wray production, which takes one from Labrador to Bolivia by way of London.

Edmund Burns, who made his film debut many years ago in "The Slave" with Valeska Suratt, a Fox Films production, has returned to the Fox Studio for the leading masculine role of Barry McGill in "Whispering Wires" a screen version of the stage play which drew crowded houses.

James Madison, writer of stage comedy and editor of "Madison's Budget," has turned his talents to the screen. He recently was signed to a contract by Fox Films.

The Further You Send It the Better They Like It

IN OTHER WORDS, foreign exhibitors show their appreciation of the Booking Chart by cash payments and new contracts. Following is a letter from Mr. G. N. Bell, Manager in Mexico City:

"Receipt acknowledged 325 Spanish Booking Charts, season 1926-27.

"Before we go any further let me thank you for these charts. They come close to being a Godsend and do much to produce enthusiasm in the exhibitor.

"Just presented one of the charts to a customer of ours here—one of the toughest of them. Guess he liked it. Anyway, before he escaped I managed to get a check for 435 pesos cleaning up his account and he further signed up for 2,900 pesos in new bookings. I'd been working on him unsuccessfully for months.

"I imagine these charts cost a good deal. Worth it. I consider this chart so far above anything else that its superiority can only be measured in stellar proportions."
They’re “Down Under” Only Geographically

MEANING THAT THE Australian Organization will be away up on top when it comes to 1926-27 contracts.

Here’s a picture of their convention held in the Theaterette of the new Fox Film Building at Sydney. It’s easy to understand why they gave it such a snappy name. It would be insulting to call it a projection room.

S. S. Crick, Managing Director, in the centre, Mr. A. A. Gregory, Sales Manager and Mr. C. E. Munro, Division Manager, just beam with pride as they look over their hustlers. Who wouldn’t? One look at those “go-getter” faces and they know that each one is saying in his heart, “Mr. Crick, we are here. And that means the contracts too.”

Nuff sed. Carry on, Australasia.

Du Sollst Überkommen Und Meet the Foreign Department

By APPLE STRUDEL

REWARD

C. P. Sheehan has pledged himself to donate one (1) copy of the Congressional Record to any public-spirited citizen who will bring in dead or alive the melodious (?) canary who trills “Maaaary” “Maaaary” eighty times a day from the vicinity of the ladies rest room. A search has been instituted for the aforesaid missing Mary and she will be tied in the rest room as a decoy.

* * *

I. A. Maas, A. M. F. D. night-boatedit to Troy recently. Constant travel is what broadens the executives of the Foreign Department and gives them their grasp on world affairs. Irv spent two weeks learning the language
of the pretty birds and flowers.  

* * *

Step up, boys and meet Idah the Riddah, Mr. Sheehan’s kitten on the keys. Idah came back from her vacation with her soul on fire to be a Miss Mix. If you want to see her equestrating in her little chaps and poncho go out to the bridal path in Prospect Park any Sunday morning. The gal running after the horse is Idah.  

* * *

FASHION NOTES

Art Stromberg has slipped over another ace. Have you seen his new instantaneous bat-wing tie? Saunter over sometimes and snap it against his Adam’s apple. He’ll love it.

* * *

Sherlock Holmes Day armed with a pith helmet, a bulldog pipe and Australian whiskers disappeared recently into the North woods in search of something or other presumably a censor-proof picture for Australia. The scar on his cheek noticeable on his return is the result of having blithely chirped “Cheerio, Old Bean” to a play
ful native ignited by distilled Adiron-dack pine sap.

* * *

Miss Linet and Miss Margolies please note. Don’t send us any more pictures of country lakes in the daytime. We want to see you do your stuff. Send us flashlights.

* * *

We knew it would happen. Jim O’Conor and his peripatetic bungalow were washed out to sea off Fire Island during the severe storm of August 12th. He was picked up by a revenue cutter in B. V. D’s and a wrist watch. Jim says that’s a—— of a boat to pick up a man who is all wet.

* * *

Don’t call us Polyglots. We hate delicatessen.  

* * *

Even the youngest have caught the habit. Frank De Joria our whispering mercury pulled this fast one on ye scribe recently “An onion is intimate in all languages” quoted Frank. If you do that again young fella we’ll spank you with a passport.

Every Saturday Niblick Jawn threatens to break 84. Har, har, Jawn. Wait ’til you catch it before you break it.

* * *

Senor Garcia, having vacationed, has sunk his teeth into the helpless translating division again. There’s a man who has our number. How can we poor Nordics tell whether his gang has given the correct Dutch or Swedish for “ATTABOY, APPLESAUCE” and other Spencerian titles. Garc just snickers and hisses his famous Latin crack “So’s your old manana.”

* * *

Miss Gotdank, who takes dictation and abuses from Mr. Hanrahan has finally decided that the limit of a self-respecting girl has been reached. Mr. H. recently told her to snap into some invoices and she indignantly retorted that it was none of his foreign business what she wore.

* * *

If the next issue gets by the censors it won’t be our fault.

Here’s a partial list of contents.
The Up and Up on the Dempsey-Tunney Quarrel by P. J. Harahan (The Man on the Inside)

Double-Crossed by the Underwood I trusted by Doris Meyer. (This is a big scoop on the MacFadden publications). and

How they do the Jungle Charleston on the Road to Mandalay by Herr Spilenaar, the w.k. globe girdler. (This is a real hot tamale and will be illustrated by specially posed photographs of Mr. Solomon and a notorious partner.)

* * *

In case you don’t know it, the address of this beehive of industry, known as the Foreign Department, is 3rd. floor back 800 Tenth Ave. Take the elevator if Inspector Keeley lets you in and the elevator is running.

Mayne Kelse has been added to the cast of “Whispering Wires,” Fox Films version of a gripping story by Kate McLaurin and Henry Leverage, which Albert Ray is directing at the West Coast Studio.
To "Donderberg" with the Passengers

This isn't cursing, but is merely the way they have in Java of showing the eager public where to see Fox Pictures. This street car has gone in the movies at least 85 per cent. Another angle of this stunt, to show how shrewd exhibitors are in the Dutch East Indies, is that anyone who gets in the car to ride to "The Fox Show" certainly won't be able to see any rival 24-sheets on the way.

Go-Getter Grainger Gains Great Glory 'Gain

Another big deal has just been closed by James R. Grainger, Fox Films general sales manager, on his transcontinental personal sales-drive. He topped a long series of successful negotiations for his company's photoplays by signing up the Northwest Theatres Circuit, controlled by Finkelstein & Ruben, under the terms of which the firm splits the Fox product with Alexander Pantages. The deal was put through in Minneapolis.

The Pantages circuit will get 22 of the big feature pictures of the impending 1926-27 season and Finkelstein & Ruben hold contracts to play 26. This assures first run presentation at the Pantages with the combination circuit including Los Angeles, San Francisco, San Diego, Spokane, Tacoma, Seattle, Portland, Salt Lake City, Memphis and Kansas City.

This is the first time in three years Fox Films has been sold in the great northern circuit. They were booked last year in opposition houses, and evidently made such a good showing that it was decided to tie up with Fox this year. Another undoubtedly big factor in the consummation of the deal, is the fact Grainger makes no false promises, and is convinced that Fox will this year far exceed past performances in big money-makers.

Grainger is "sold 100 per cent." on his company's product, and seems to stand alone in his field as a "Conviner" of exhibitors. His latest trip through the Middle West has been especially rich in big sales, as he has closed with the Saxe enterprises, Milwaukee; the World Realty Corporation, Omaha, and the Harry Davis of Pittsburg and Saenger Amusement Company circuits.

The deal with Saenger gives Fox 100 per cent. representation in these theatres.
Jarenlang was de algemene klacht van de Heeren Bioscoop Exploitanten buiten de Vereenigde Staten, dat de Amerikaanse films fijnheid, doorwerktedheid en verscheidenheid van onderwerp en handeling missen, welke eigenschappen onmisbaar zijn voor de waardering van het Europeesche publiek.

Deze kritiek heeft de Fox films nimmer kunnen treffen, reden waarom zij dan ook in het buitenland steeds aan den spits stonden, nog staan en deze superioriteit in de toekomst zullen blijven handhaven. Alle krachten worden in het werk gestold om ten volle verzekerd te zijn dat de Fox films deze eerste plaats zullen behouden, hetgeen ten duidelijkste blijkt uit de nieuwe films voor het komende seizoen, zoowel de reeds gereed zijnde als de aangekondigden.


Niet alleen zijn de onderwerpen internationaal, maar ook de acteurs, regisseurs en technische vakvinkigen, die hun beste krachten voor deze films zullen geven. Het is een feit van bizonder belang voor onze vrienden in Nederland en Nederlandsch Indië, dat Lou Tellegen, de wereldberoemde filmacteur, dit seizoen als regisseur onder de Fox baanier zij intrede in het bedrijf zal maken en ongetwijfeld zal zijn roem als acteur evenaren. De Heer Tellegen is een Hollander van geboorte op wiens kundigheden wij terecht zeer trots zijn. De Heer F. W. Murnau, een der best bekende Europeesche regisseurs, wiens roem hem voorgegaan was naar Amerika, vertoef thans in Hollywood waar hij zijn eerste Fox productie voorbereidt, een film gebaseerd op een meesterwerk van Henry Suderman. De Heer Murnau wordt bijgestaan door zijn architect, de Heer Gliese, en een staf van de beste technische vakvinkigen uit Europa.


Dit jaar, meer dan ooit te voren, hebben wij, wien Neerlandsch bloed door de aderen vloeit, een krachtig persoonlijk belang om de superioriteit van de Fox Films in ons land en kolonieën te handhaven.

**IT'S A GOOD SEASON for good work, and, as usual, a poor season for the “poor fish” who cannot work good at any time. The objective of every mortal within the world-wide organization of Fox Films should be to help as prodigiously as possible to break all former records for general, all around work.**

**LOYALTY IS BEST manifested by doing one's full duty with unfailing regularity rather than spasmodically. The spasmodic worker is the first cousin of the inveterate shirker.**
DESDE EL DEPARTAMENTO DE EXTRANJERO

por Ramón García

La sangre hispana comienza a circular con marcado triunfo por las venas de la Fox Film.

Ya hoy se cuentan en el Elenco Fox tres estrellas de primera magnitud de sangre española. Tres prominentes figuras en el mundo cinematográfico que glorifican y exaltan la raza. Tres privilegiados cerebros que piensan como nosotros. Tres corazones que laten al impulso de nuestra propia sangre. Tres almas que sienten como nosotros y que experimentan las mismas emociones. Tres cuerpos cuyos movimientos, cuyo porte y cuyo aire son netamente hispanos. Tres conjuntos cuyo más mínimo gesto y gusto son enteramente criollos. Son ellas Dolores del Río, Helena D’Algy y Edmund Lowe.

Dolores del Río, bella y delicada como una rosa, Helena d’Algy, linda morena de encantos mil, y, Edmund Lowe, apuesto astro de sangre española por parte de madre, aparecerán en varias películas de la Fox Film para la temporada 1926-1927. Tanto Dolores como Edmund tienen importantes papeles en “El Precio de la Gloria” (What Price Glory), cuya cinta precisamente se espera que sea una de las más grandes e interesantes de la temporada. Helena D’Algy, por su parte, acaba de representar un importante papel en “El Tesoro de Plata” (The Silver Treasure), en el cual se destacan sus imponderables dotes de excelente artista.

En estos momentos, además, hálse la Fox Film embarcada en la costosa empresa de celebrar un concurso de belleza en los distintos países de habla española, con el fin de seleccionar la chica más bella y el chico más guapo de cada uno de ellos.

Esta hermosa obra de la Fox Film no puede pasar por desapercibida entre nosotros y esperemos que tienda a solidarizar la gigantesca popularidad e intachable reputación de seriedad y solvencia que se ha captado en el mundo hispano.

¡Loada sea la raza hispana cuya gloria nunca muere! ¡Loada sea la gloria que la iluminó a través de los siglos! ¡Y loadas sean las repetidas muestras de bondad de la Fox Film en presentar ante el mundo los triunfos de nuestra raza en la escena muda.

Aparte de nuestro deber de buen soldado, debemos, todos los que laboramos bajo la bandera Fox, pensar en nuestro propio orgullo, en nuestro propio patriotismo y dirigir nuestras energías incondicionalmente en el sentido no sólo de mantenerla en el elevado puesto que ocupa actualmente entre los nuestros, sino de llevarla a la cumbre del éxito y conservarla intacta en su trono de gloria, porque realizando esta obra habremos elevado también a nuestra propia raza, cuya representación en la Fox se hace más eminente cada día.

Seguid por el camino del triunfo con la Fox Film y mantenedla siempre en la senda que tantos esfuerzos costó conquistar, y encontrareis en ello vuestro propio éxito.

PARAPHRASING a time-honored adage: if with others you don’t succeed, try, try a Fox feature. And of course, the thought is intended for those few remaining exhibitors who are yet to learn something from Fox showmanship.

Page Mr. Earl Carroll

Our own Sam Weintraub, while spending his vacation in Pine Hill, N. Y., has acquired an up-to-the-minute method, in taking his a la “Joyce Hawley” every now and then, as this photograph indicates.

Page Thirty-three
Comedy Supervisor Refutes a Few Wrong Ideas

As to Fun Films and Art of Acting Therein

"CERTAINLY WE HAVE names in comedies," said George Marshall, supervisor of Fox Films comedies, when questioned at the West Coast Studio concerning the adaptability of motion picture actors for both dramatic and comedy productions. "Quite often I hear someone say: 'Oh, comedy! Well, you don't need much of a name for that. Comedy takes care of itself.'

"Nothing could be wider of the mark. I think comedy the best possible training for dramatic work, and it has played a most prominent part in the making of world-renowned stars.

"In comedy, one not only needs a name, but one must have marked ability. Earle Foxe, who won an international reputation in our Van Biber series with Florence Gilbert, is a case in point. Foxe, who can do highly dramatic work as well as the finest sort of situation comedies, is one of the most versatile actors in Shadowland. We frequently switch him from comedy to more pretentious things, but as often as not he appears in a rip-roaring success such as Fox Films version of "A Trip to Chinatown."

Mr. Marshall pointed out that many actors are so versatile that they can fill any role assigned them with the greatest ease. He continued:

"But because they happen to have made their reputations as comedians and comediennees doesn't necessarily mean that they have no dramatic ability. Often we are forced to set aside the comedy schedule in order that one of our players may be loaned to a dramatic production.

"The 'Helen and Warren' series have been held up considerably on this account. Kathryn Perry established herself so firmly as the typical American bride in this series that when the time came to make 'The First Year,' Frank Borzage could visualize no one else in the part, so Miss Perry stopped being Mrs. Warren long enough to play the leading feminine role in that production.

"But Miss Perry is not the only one we are called on to loan. Earle Foxe, had the leading part in 'Wages for Wives.' He played a very prominent part opposite Zasu Pitts.

"His team-mate, Florence Gilbert, goes in for sympathetic parts when she steps out of the Van Bibbers. In the 'Johnstown Flood' with Irving Cummings she had the leading feminine role, and in 'The Return of Peter Grimm' with Victor Schertzinger she is called upon to do some very emotional acting. Besides these two parts she has played Western leads opposite Buck Jones.

"Arthur Housman is another versatile member of the comedy staff. He was a very convincing villain in 'Thunder Mountain,' a villain with a comedy turn in 'Early to Wed' and a spoiled invalid in 'The Midnight Kiss.'

"These are just a few examples. Going right down the list including the youngsters, Gene Cameron, Gladys McConnell, Reata Hoyt, and even little Jerry Madden, practically all have played in features and acquitted themselves very well indeed.

"All of which goes to show that those who act in the two reelers have just as much dramatic ability in most cases as the players in featured dramatic productions. In fact, I heartily agree with the chap who maintained that while practically any comedian could do emotional stuff, not every actor, no matter how great, could put over comedy situations."

"Whispering Wires," mystery-comedy by Henry Leverage, has started on its way to the screen at Fox Films West Coast Studios. Anita Stewart and Edmund Burns are featured in the cast.

Page Thirty-four
Announcing the Advent of Another Sure-to-be Favorite

Another "Born in a Trunk" actress is Leila Hyams who plays the sparkling Warner Fabian flapper in "Summer Bachelors."

Her father and mother were well known to vaudeville as "Hyams and McIntyre," and with them, she made the "jumps" from city to city, getting some of her education from a private tutor, but more of it from actual contact with people and places and things.

When she was old enough, she was allowed to play small parts with her parents, but it was not until a year ago that she went on her own in the stage world she knew so well. That was with William Collier, the same actor who started her father on his stage career years before. Mr. Collier saw her work and liked it so well that he wrote a part for her in "Going Crooked," a farce.

Last fall, when the two older Hyams were playing in "No, No Nanette," Leila decided to experiment in the motion picture field, and played bits in "A Social Celebrity" and "Dancing Mothers."

Next came a lead with George Walsh, and close on the heels of that, her present interesting role in "Summer Bachelors."

Already, the press agents who are quick to sense the rising of a potential star, are printing lists of her athletic achievements before breakfast, her romances and her hobbies, but Leila has a sense of humor and a sense of proportion as well. She is satisfied if the good luck breaks even with the bad, and takes each day as it comes. Characteristically, the biggest thrill of "Summer Bachelors" for her, was not one of her big scenes at all, but a certain wild ride up River-side Drive at forty-five miles an hour with a police escort ahead, and traffic parting before them, as it does for the fire engines.
Gov. Smith Expresses Disapproval of Censorship at Opening of New Fox Branch at Albany, N. Y.

GOVERNOR "AL" SMITH, attending the official opening of the new Fox Films exchange at 1052 Broadway, Albany, N. Y., gave a brief talk in which he voiced his disapproval of motion picture censorship. He declared that censorship is obstructing the further development of the cinema art. This expression of the Governor's disapproval casts a prophetic shadow on the screen. Censorship will soon take its place among dusty relics, along with inquisitions, witchcraft and other antique oddities.

A band of fifty musicians greeted the Governor, who later took luncheon with Comptroller Lawrence Erhardt, of Albany and official representatives of Troy, Utica, Poughkeepsie and Schenectady.

The Fox exchange, among the finest of its type in the country, represents the last word in fireproof film exchange construction. An unusually well equipped projection room is among its modern appointments.

In addition to Governor Smith, his staff and other civic officials, the following representative exhibitors from northern New York were present: Lou A. Buettner, president of the Motion Picture Theatre Owners of Northern New York, Cohoes; George Trilling, New York City; J. M. and L. Schine, Gloversville; W. D. Benton, Saratoga; Mr. and Mrs. Lew Fisher, Hoosick Falls; W. C. Smalley, Cooperstown; C. H. Buckley, Albany; J. E. Roach and Guy Graves, Schenectady; George B. Graves secretary to Governor Smith; Hockstiem, and Henry Freider, Hudson; Walter Reade and I. Miller, Kingston; George Cohen, New York City; Nate Robbins, Utica; R. Landry, Malone; Joe Rose, Rensselaer; B. Ginsberg, Beacon; P. J. Kenny, Callicon; M. B. Silverstein, Catskill; F. H. Starck, Monticello; A. Stone; Charles Gardner, H. Hellman, Albany.

Charles Miller, Rensselaer; C. V. Fish, G. E. Dvore, M. Silverman, Schenectady; G. Battaglia, J. Rosenthal, Troy; E. Tetrault, Miss A. J. Sullivan, J. Christie, Watervliet; K. La Richeux, Camden; J. Kennedy, Champlain; E. A. Pearson, Clayton; A. T. Mallory, Corinth; George Loomis, Frankfort; A. Warren, Massena; T. Scozzafava, Mineville; D. Seymour, Saranac Lake; D. J. Harrington, Saratoga; the Rev. Mr. Blais, Schroon Lake; E. W. Linton, Utica; B. Meeker, Waterford; William Fine, Chester; Neil Hopper, Haines Falls; J. Quitner, Middletown; I. Miller Newberg; C. F. Seegelton, Patterson; Joseph Plunkett, managing director of the Mark Strand theatre, New York City; A. Seigle, Rotterdam; M. Neumeyer, Beaver Brook; William Curry, Cambridge; C. Goodamote, Broadalbin; R. Denton, Elizabethtown; William Van Alystyn, Fultonville; M. H. Flanning, Roxbury; W. W. Hunt, Prattsville; V. J. Hiland, Valley Falls; B. N. Griffing, Red Hook.

F. W. Mausert, Glen Falls; S. E. Severance, Granville; E. Bolton, Hague; C. H. Dopp, Johnstown; J. R. Linney, Lyon Mountain; Gilbert Green, North Lawrence; C. H. Wade, North Creek; B. J. Worman, Westport; H. La Pointe Waddington, and A. M. Barton, Ticonderoga.

IT IS NATURAL and inevitable that the greatest motion pictures would come from the greatest motion pictures studios. Fox Films is responsible for and possesses both.
Ten Feature Pictures Nearing Completion
and 15 On Way to Camera At Our Big Studios

WITH TEN DIRECTORS completing current productions and with fifteen additional megaphone-wielders preparing for immediate activities at Fox Films West Coast Studios, indications are that the Sunset and Western plant of this organization will prove the busiest spot in California during the next six months, according to Winfield R. Sheehan, vice-president and general manager.

"We have been unusually busy for the past six months," said Mr. Sheehan, "but that was only a beginning. From now on until the close of the year we will push to completion one of the most pretentious studio programs ever attempted in this country."

Under the supervision of General Superintendent Sol M. Wurtzel, the following schedule will be launched immediately:

"Wings of the Storm," a thrilling outdoor story written by Lawrence W. Pedrose and Elizabeth Pickett. This will be made in the rugged country in and about Mount Rainier, from a scenario by Dorothy Yost. Romantic leads were assigned Virginia Brown Faire and Reed Howes. The cast will include: William Russell and other screen favorites. J. G. Blystone is the director.

"Whispering Wires," a play by Kate L. McLaurin, based on the book of the same name by Henry Leverage, published in The Saturday Evening Post, has gone into production under direction of Albert Ray. Anita Stewart and Edmund Burns have the leading romantic roles. The cast embraces Charles Clary, Mack Swain, Cecille Evans, Arthur Housman, Mayne Kel- se, Otto Matiesen, Charles Conklin, Scott Welch and others. The scenario is by L. G. Rigby.

"Royal Romance," a Howard Hawks production based upon an original story by Harry Carr, will soon be under way with George O'Brien and J. Farrell MacDonald playing leading roles. The scenario is by Howard Hawks and Max Marcin.

"Going Crooked," George Melford's first production for Fox Films will be launched with Victor McLaglen and Bessie Love assigned leading roles. Gustav von Seyffertitz and other well-known actors are in the cast. The story is by Aaron Hoffman and William Collier, Sr. Continuity is by Keene Thompson.

"The City," the last great play written by the late Clyde Fitch, will be directed by R. William Neil, with Janet Gaynor and Walter Mcgrail in leading roles. The screen-play is by Eve Unsell.

"One Increasing Purpose," Fox Films version of A. S. M. Hutchinson's famed novel, is ready to go into production in England under direction of Harry Beaumont. Edmund Lowe will play the important role of Simon Paris and is now in London with the other players. James Dunn, Beaumont's assistant, and R. F. Berquist, his chief cameraman, are also actively on the job in England. Principal scenes will be filmed at Devon, Stratford-on-Avon, Canterbury and London. Mr. Beaumont and his scenarist Bradley King, are now in London arranging the shooting schedule with Mr. Hutchinson.

"A Song of Two Humans," directed by the great F. W. Murnau, soon will go into production at Fox Films West Coast Studios.

"The Country Beyond," a story of the open spaces, based upon James Oliver Curwood's greatest story, is well under way. Irving Cummings is directing, with Olive Borden in the feminine role. Out - door sequences were made in the Canadian Rockies in Jasper National Park.

"The Return of Peter Grimm," one of David Belasco's greatest successes, is now practically a completed production under the guidance of Victor Schertzinger. Alec B. Francis has
the name role. Romantic leads were assigned Janet Gaynor and Richard Walling. The cast includes John Sainpolis, Bodil Rosing, John Roche, Mickey McBan, Lionel Belmore, Elizabeth Patterson, Florence Gilbert and others. The screen play is by Bradley King.

"The Great K and A Train Robbery," a Paul Leicester Ford novel in which Tom Mix is starred, is being filmed in the Rocky Mountains of Colorado. It is directed by Lew Seiler from a scenario by John Stone. Ben Stoloff will direct Mr. Mix in his next picture, "The Canyon of Light." This will also be filmed in Colorado and the great mountain districts.

"Upstream," a colorful romance of England and Bolivia, is entering its finale in cutting under the watchful eye of John Griffith Wray. Dolores Del Rio, Walter Pidgeon, and Shirley Mason have featured roles.

"Summer Bachelors," based upon Warner Fabian's latest story centering about New York's night life, is nearing completion at the New York Fox Films Studios under direction of Allan Dwan. Madge Bellamy and Allan Forrest have the leads. Others in the cast are Matt Moore, Hale Hamilton, Leila Hyams, Walter Catlett, Charles Winniger, Olive Tell, Cosmo Bellew, and others. The scenario is by James Hamilton.

"My Wife's Honor," a story by Polan Banks, will be Lou Tellegen's first production for Fox Films. The screen's greatest and noted "heavy" lover is now following his schedule from a screen-play by Robert S. Lord.

Productions recently completed, and now in the cutting-room include:

"The Lily," directed by Victor Schertzinger production and based upon David Warfield's stage success, features Belle Bennett, Reata Hoyt, Ian Keith, John Sainpolis, Barry Norton and others.

"The Blue Eagle," a John Ford production based upon Gerald Beau-

Meet Vic and His Best "What Price Glory" Smile

Victor MacLagien has something to be happy over as all who see him in "What Price Glory" will agree. He's one of the big hits of a big hit. No wonder he smiles.
NEWSY NOTES OF FOX FOLKS FAR AND NEAR

ST. LOUIS

G. E. McKean, Manager
J. A. Feld, Correspondent

We were again honored by a visit from our dynamic General Sales Manager, Mr. Grainger, accompanied by Mr. Milder, on August 3rd-4th.

* * *

L. S. Levin was another Home Office caller and gave a very interesting talk on the necessity of selling advertising accessories.

* * *

F. C. Quimby, Short Subject Sales Manager, also paid us a visit and gave an interesting talk on short subjects.

* * *

Business was at a standstill when Mrs. Lobitz, biller at the St. Louis office for six years prior to her marriage, dropped in to convince us that she was happily married.

* * *

We are certain that none of the offices envy us the hot weather we have been having, the temperature on some days reaching 98 degrees and 100 degrees in the shade and no shade.

* * *

Emma Meyer, after much deliberation, finally had her hair bobbed. We now firmly believe the well known quotation, "Frailty, Thy Name is Woman."

OMAHA

B. B. Reingold, Manager
Mary Gillen, Correspondent

To check up on first points in the Sand Hills of Nebraska, Mr. Reingold made a trip with Salesman Avery, and while out on Indian Trail, eighteen miles from nowhere they were caught in a deluge, which caused the distributor of the salesman's car to become soaked and they were compelled to "enjoy the scenery" for several hours before help arrived. This discussion at the Convention by some of the western salesmen caused this little write-up. We would like to match some of our part of the territory against theirs for hardships.

* * *

A tragedy was narrowly averted the other evening when Ruth Tingley, our Contract Clerk, seeking relief from the exceedingly warm weather we have been having decided on a "swim." When she realized she had wandered into deep water (four feet) she became rather frightened and—lost her balance. Another great swimmer lost to the world.

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Our latest visitor—L. B. Remy, our District Manager, and L. S. Levin, home office. This was Mr. Levin's first visit to our branch. During his short one-day visit he conducted a snappy sales meeting, outlining many ideas and plans regarding the sale of accessories.

* * *

Helen Dishner, our biller, arrived at the office bright and early Monday morning August 9th after a very enjoyable outing at Lake Okoboji.

* * *

CALGARY

J. H. Huber, Manager
E. Paynter, Correspondent

Our key tickler, Grace, just returned from our famous summer resort, Banff and from all reports as to her activities they resembled somewhat the Mountain Goat. In other words she was not to be found in any one place for any great length of time. We are glad to see her back full of pep and ginger.
We had with us this month, J. R. Grainger, J. P. O'Loghlin and Max Milder. We were all very pleased to have them with us as it gives us a sense of closer connection with the Home Office to have our bosses blow in on us now and again.

* * *

Frank Cole, our erstwhile shipper, has been moved up to the Booking Department and has his sleeves rolled up to his shoulders.

* * *

We must not overlook George Eastland, a newcomer, to the Fox Fold and who has been appointed Shipper succeeding Frank Cole.

VANCOUVER, B. C.

C. R. Dippie, Branch Manager

Most important item of news from Vancouver is the visit of our General Sales Manager, J. R. Grainger. After absorbing Mr. Grainger's remarks, particularly as applies to forthcoming product, we are more than ever proud to serve under the Fox banner. Mr. Grainger was accompanied by Max Milder who was tremendously impressed with the growth of Vancouver since his last visit.

* * *

Another mighty welcome visitor was the genial "Jim" O'Loghlin, Canadian District Manager. Mr. O'Loghlin straightened out some of our difficulties and made the rounds of the Theatres where he renewed some old acquaintances and lost no opportunity of spreading the gladsome tidings that from now on we lead; the others may follow at a respectful distance.

* * *

Another visitor we were glad to greet was Geo. E. Marshall, our Comedy Supervisor, accompanied by Mrs. Marshall. Mr. and Mrs. Marshall were on a short vacation trip leaving for Banff, Alberta, on the same train that carried Mr. Grainger, Mr. O'Loghlin and Mr. Milder to our Calgary Office.

And we were tickled pink to have a call from George Ballentine, ex-Vancouver Branch Manager, now in charge of Seattle Office, and we greatly appreciate Mr. Ballentine's assistance in ironing out one or two rough spots.

DENVER

Mell S. Wilson, Branch Manager

LORENNE CHAMBERS, Correspondent

A Memorable Visit from J. R.!

'Twas only two days the famous 'Jimmy' Grainger spent with us, but he did more, said more and left more of an impression than most anyone else could have done in two weeks! Of course, we all had anticipations of what Mr. Grainger would be like, but not in our wildest flights of fancy did we conjure a picture anything like the dynamic, forceful and smiling Mr. Grainger we met. We know now why we had a 'Jimmy Grainger Month' and from now on every month is going to be 'Jimmy Grainger Month'—that's what we think of him!

* * *

Mr. Wilson Meets a "Speed Artist"

It may be the season for vacations, but we are strongly of the opinion our Boss doesn't exactly crave the sort of vacation he has been forced to take. A few days ago, Mr. Wilson took a trip down to Colorado Springs in his car, to attend to some business with Mr. Jack Dempsey, and on the way down he met with what he termed "one of these Speed Artists." The meeting resulted disastrously for Mr. Wilson, who sustained a severe cut in the right leg and divers other injuries, to say nothing of a pretty badly wrecked automobile. Although he has become impatient over his enforced confinement, the wound is rapidly healing and no doubt a few more days will find him back to normalcy.

* * *

Another Distinguished Visitor

F. C. Quimby spent a few hours with us, stopping off at Denver on his
way to the West Coast, and the only regret we had of this stop-over was the shortness of its duration.

* * *

The Philanthropist

If anyone has friends among the exhibitors of ZONE TWO, our Salesman Brooker certainly should possess them, for he never returns to the office but that he has some little favor or duty to perform for some exhibitor or a letter of thanks awaiting him from someone. After all, Service must be the keynote to friendship.

* * *

Poster Clerk Par Excellence

Joe Milstein is now in charge of our poster department, and during the few weeks he has been here a decided improvement has been noted in this department. And, considering the conscientious effort Joe is putting into his work, we know it is going to continue to improve.

* * *

Sweet Marie

For the edification of those who might not know, the above title is meant for our new little brown-eyed, curly-haired stenographer, the youngest of the Fox Films "Follies." At present, her chief occupation is 'filling in' during vacation time, and she's some little 'filler in' too. And, oh yes, we mustn't forget to mention that Marie is outrageously flirtatious (?)

Close-ups of the Publicity Staff

By Fred Bullock, Jr.

Our Chief, Vivian M. Moses, is the Director and guiding genius of the entire department. Mr. Moses is a recognized showman, possessing an almost uncanny power of divination—that rare gift which enables one to foretell what the public wants. So it is that Mr. Moses and his staff create publicity and advertising for Fox Films; the great ingredients of humor, tragedy, pathos, and romance are skillfully employed to gain the favorable attention of the millions of motion picture fans.

* * *

Donn McElwaine has turned out a work of art in the "3 Bad Men" press-book. The lay-out is highly original, and must be seen to be appreciated. Bill Rudolph's staff contributed a dandy exploitation section, while the press matter was written in great style by Roy Crandall, Ed Schiff and others. The cover is in three pleasing colors on a distinctive brown paper. Altogether, a mighty achievement, and truly indicative of the Fox spirit of progress.

* * *

Just take Joel Swensen's word for it! Being on location with the "Summer Bachelors" company at Lake Placid is adventure in more senses than one. Especially when an entire movie company starts work at 4:30 a.m. only to find the sun asleep on the job. Even the cooks at the hotel rebelled against such an ambitious rising. Joel, however, was wide awake, and his humorous publicity stories about the event took the papers by storm.

* * *

No chronicle of publicity folk is complete without particular mention of Laura Lambert, secretary to Mr. Moses, whose friendliness and helpful advice have endeared her to every member of the staff. Mrs. Lambert knows motion pictures from A to Z, and many of her suggestions have proven of practical benefit to the firm.

* * *

Office Manager William P. Schramm is lining up a formidable team of bowlers to represent our section in the Fox A. C. inter-department tournament. The members of the team are Schramm, McElwaine, Doherty, Johnston, Goodman, and Cummiskey. Fellow bowlers, beware!

* * *

Beth O'Shea has often publicized the doings of interesting personalities in this department for Fox Folks, modestly refraining from any mention of herself. Therefore be it known that Beth is one of the most popular and talented writers in the publicity office.
A heartly welcome is extended to new publicity members: Calvin Johnston, noted contributor to the S. E. P., who is doing special writing on "What Price Glory;" Abe Goodman formerly with Universal who is Assistant to Joe Fine, advertising manager; Shirley Wollman, secretary to Mr. McElwaine; Douglas Dupont, who distributes publicity copy; and the Costello sisters, Evelyn and Catherine. Here's wishing success to all! * * *

In "Summer Bachelors," Olive Tell is one of the wives who goes away to Europe and leaves her husband—Charles Winniger—to shift for himself during the summer. In the farewell scene at the ship, she wears a gown of black crepe, made to give the effect of a suit by the clever application of pleated crepe flounces, and lace vest and sleeves.

Ed Schiff and Alan Hynd are associated with Donn McElwaine in the preparation of the 1926-27 press-books. Besides initiating some corking copy for the press section on "3 Bad Men," "The Blue Eagle," and "The Flying Horseman," both Alan and Ed have proven veritable gold-mines of publicity ideas. * * *

August was selected as vacation time by most of the gang. Gerald K. Rudulph, manager of publicity, visited his home town of Buffalo; Al Nathan had the time of his life on a vacation celebrating the arrival of young Mr. Nathan; Paulette Seligman traveled all the way up to Canada; Frank Leyendecker, the still expert, was active up in the mountains; Jeanne Kaplan hiked away to South Fallsburg, New York; and Dan Doherty spent most of his vacation with the dentist!

IN THE HOME OFFICE SPOTLIGHT

By Fred Bullock, Jr.

A salute to Douglas N. Tauszig, an executive whose ideas in behalf of Foxites inspires enthusiasm. A real sportsman! His vision, backed by action, brought about the Fox Athletic Club. An organization built upon an ideal—100 per cent Foxite service. For which, please credit Douglas N. Tauszig!

* * *

Lights—Camera! The opening of the New York Studios in July under the skilled direction of James Dent is just another convincing argument that Progress and Fox Films have a great deal in common these days. * * *

Roger Ferri, the founder and editor of our corking sales publication, Fox Dynamo, has created a delightful column, called "Meet the Home Office staff." In his inimitable way, Roger paints an interesting word picture of familiar Home Office characters, which serves as an introduction to Foxites in general.

Rosoff, the noted restauranteur, has been granted the Studio restaurant concession, and since the opening in July "The Club," as the restaurant is termed, has been thronged with Foxites who readily testify that good food and quick service is synonymous with the name "Rosoff." * * *

Beautiful Madge Bellamy, like the legendary fairy princess, came out of the West to win the hearts of Home Office folk. With her enchanting smile, modest manner, and acting genius, Miss Bellamy proves that the most brilliant stars in the film firmament are often the most human. Foxites are awaiting with eagerness her new picture, "Summer Bachelors," now in course of completion at the New York Studios. * * *

Just take G. S. Yorke's word for it! "What Price Glory" is going to be the film sensation of 1926-27. And, honestly, Mr. Yorke is an authority on the subject, as he is in charge of the "What Price Glory" publicity and exploitation campaign.
Our West Coast Fellow-workers Stage Memorable Picnic at Pasadena with Many Notables Present

When Foxites get together anywhere on the face of the earth to enjoy a few hours respite from the strenuosities of work, they invariably stage a party to be remembered, and, our large group of co-workers at the West Coast Studios is no exception. Quite on the contrary, when, under the personal direction of Winfield R. Sheehan, our vice president and general manager, they staged their first annual outing on August 15th at Paddock Field in Pasadena, California, an example worthy of emulation was set.

Twenty-eight hundred guests were served a tempting dinner of barbecued chicken and other delicacies, and, the diversions of the day ranged from sack races for men to potato races for the ladies. Besides, there was a fat man's race in which Harry Bailey, Joe Delfino and other corpulent studio workers struggled heroically for track supremacy. And, there was a baseball game in which the electricians won a victory over the Cameramen.

Tom Mix was very much in evidence due to his wide variety of activities. He directed the brass band, played the bass horn, rode a bicycle, carried his little daughter, Tomasino, around so all could see her and then obliged by umpiring the ball game.

John Ford and Bunny Dull acted as official starters. Max Golden and Benny Wurtzel assisted as judges. Frank Borzage, who needs no introduction as a director, won the milk-drinking contest with George E. Marshall running third in this event.

Assisting Mr. Sheehan in the executive direction of these lively affairs, which continued unabated from 9:30 a.m. until 6 p.m., was Sol M. Wurtzel, general superintendent of our West Coast Studios, while Cal Hoffner, superintendent of the company's electrical department, served as master of ceremonies.

Among celebrated stars present were, Olive Borden, Janet Gaynor, Florence Gilbert, Anita Stewart, Virginia Valli, Barbara Luddy, Belle Bennett, Lila Lee, May Allison, Dolores Del Rio, Edmund Lowe, Lou Tellegen, George O'Brien, Alec B. Francis, Richard Walling, William Walling, Sr., Robert Frazier, Dorothy Dwan, Tom Mix and many others.

Directors of international renown included Victor Schertzinger, Frank Borzage, R. A. Walsh, F. W. Murnau, George Marshall, Ben Stoloff, George Melford, Lew Seiler, Howard Hawks, Kenneth Hawks, Albert Ray, Irving Cummings, John Griffith Wray, Orville O. Dull, John Ford, Alfred Green Leslie Sandler and twenty other megaphone wielders, whose names are household words in America and Europe. Mr. Murnau, who arrived in Hollywood a month ago, is the best known German director in the motion picture industry.

Assisting Mr. Hoffner were Harry Bailey, Robert M. Yost, Matt Hor- gan, Michael Miggins, Erle Hampton, Frank Murray, Tom Lewis, H. M. Love, Elizabeth Riordan, Peggy McCall, Frances Deane and others. The judges included Ben Wurtzel, William Darling, James Ryan, William Moll, Arthur Fields and others. Committees for the women's events included Isabel Johnson, Tamson Johnson, Lucille Lyons, Margaret Minnig, Elsie Court and others.

To add "a good time was had by all" is, of course, exceedingly trite, but it has to be added just the same, and, more than incidentally, it is germane to comment on the commendable spirit which actuates our chief executives in encouraging the staging of such recuperative social functions as this. No doubt it is the manner in which this very spirit is engendered by those that head Fox Films which welds this world-wide organization into one of the most efficient groups of co-workers ever assembled in the history of any big industry.
FOX FILMS crack baseball nine continued its unprecedented winning streak this month, chalk ing up four more decisive victories over the Metro-Goldwyn, First National, Warner Brothers and Universal teams and retaining its lead in the Motion Picture Baseball League with the perfect 1,000 average of eight consecutive wins and no defeats. This is a record unparalleled in the annals of the league since its formation in 1925.

The Fox Films—Metro-Goldyn tilt at the Catholic Protectory Field, July 24, was one of the most thrilling and keenly contested games of the present playing season, the formidable Metro team making its second curtsy of the season to the Fox stars by a 7-4 score. Metro distinguished itself in this game by leading our players in the fourth inning by a 4-0 score, a lead which the Fox warriors, undaunted, overcame in the fifth with a spectacular batting rally which put them in the lead with five well deserved runs.

Our Fox team administered an 11-4 defeat to the First National Players, July 31, our men in characteristic aggressive fashion accumulating six runs in the first three innings. First National's only bid for this contest came in the latter half of the game, when they came through with three runs in the fifth and one in the sixth innings.

The Fox Films team indulged in a batting orgy at the expense of the Warner Brothers outfit, August 7th at the Clason Military Field, an accounting at the end of the game revealing that the fourth place Warner team had gone down to the inglorious defeat of 24 to 5 at the hands of our slugging batsmen. Poor Warners was pummeled for a grand total of twenty-two hits in this game.

The Universal team kowtowed to the superior playing qualities of the Fox stars August 21, Fox winning handily from the U aggregation 14 to 2 after six innings of driving rain. The Fox batting rampage in this game was inspired by the presence of Mr. D. N. Tauszig, who despite the inclement weather, remained in the stands up until the time the game was called in the sixth inning.

Standing—August 23

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<tr>
<th>Team</th>
<th>Wins</th>
<th>Losses</th>
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Lucky seven! That's the number of sports sponsored by our Club at present: Baseball, Tennis, Swimming, Hikes, Bowling, Handball, and Basketball.

Just glance at the Fox A. C. inspiring line-up of Committee Chairmen: Al Freedman, Athletics; Frank Kizis, Entertainment; Charles Cohen, Publications; Dan Doherty, Publicity; Joe Reck, Baseball; R. B. Simonson, Tennis; Moe Krane, Bowling; William Fried, Handball; Herman Blumenfeld, Swimming; Al Star Basketball; and Harry Goldberg, Hikes.

R. B. Simonson, chairman of Tennis, is authority for the good news that Fox representatives have won five straight singles matches in tennis, bringing our team standing up to third place. The film Tournament continues with R. B. Simonson, Percy Heiliger, and John Caines constituting the Fox team in the doubles.

Moe Krane, in charge of Bowling, has been conducting a preliminary contest at Dwyers Academy in order to determine the ten best Foxite bowlers. The high scores will represent Fox Films in the Film Bowling League, which will start in October.
Qualities Easy To Sell
When It Comes To

"SUMMER BACHELORS"

*The Author*—Warner Fabian, famous for his "Flaming Youth"

*The Director*—Allan Dwan, a household word in the household of every movie fan

*The Cast*—Including as it does such prime favorites as Madge Bellamy, Hale Hamilton, Allan Forrest, Walter Catlett

*The Popularity*—Of this story as a serial in McClure's Magazine and its early appearance in book form under the direction of Boni & Liveright.

*And Last, But Not Least, the Producer*—William Fox whose most recent picture of this type was "Sandy," one of the most sensational film hits of many seasons.
EXECUTIVES AND DEPARTMENT HEADS
FOX FILM CORPORATION

President .................................................. William Fox
Vice-Pres. and General Manager ......................... Winfield R. Sheehan
Vice-President ........................................... Jack G. Leo
Vice-Pres. and General Counsel ......................... Saul E. Rogers
Treasurer .................................................. John C. Eisele

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General Publicity and Advertising ....................... Vivian M. Moses
Shipments and Requisitions ................................. W. E. Sennett
Exchange Disbursements .................................. Harry Reinhardt
Purchase and Repairs .................................... I. Krotosky
Editor, Fox Folks ......................................... Delbert E. Davenport

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Assistant General Sales Manager ......................... Jacob Sichelman
Assistant General Sales Manager ......................... Fred C. Quimby
Mail Order Sales .......................................... Aaron Fox

AUDITING DEPARTMENT
Comptroller ................................................ Emanuel Preiss
Exchange Auditor ......................................... M. Goodman
General Auditor .......................................... R. B. Simonson

FOREIGN DEPARTMENT
Manager ..................................................... Clayton P. Sheehan

PRODUCTION DEPARTMENT
New York Studio
Scenario .................................................... Harold B. Lipsitz
Film Editor ................................................ Hettie Grey Baker
Business Manager, Laboratory .............................. Alan E. Freedman
Superintendent, Laboratory ............................... E. H. Smith
Studio Manager ............................................ William Bach
Electrical Manager ......................................... Walter J. Quinlan

Los Angeles Studio
Production Manager ......................................... S. M. Wurtzel
Scenario Editor ............................................. Jack Jangmeeyer
Film Editor ................................................ Thomas N. Miranda
Casting Director ........................................... James Ryan
Publicity Department ...................................... Robert M. Yost

FOX NEWS
Director-in-Chief .......................................... Truman H. Talley
News Editor ................................................ James E. Durst
Chairman, Editorial Council ............................... John J. Spurgeon
Foreign Editor ............................................. Harry Lawrenson

FOX VARIETIES
Production Manager ........................................ Ray L. Hall
FOX STARS WIN FOREIGN MAGAZINE COVERS
HOW ABOUT THE play-dates?  
This is incessantly a burning question which should not be allowed to go out—of the mind of any Fox branch staff.  

WHAT COUNTS MOST now is: Fox is first on every count this season. And, every exhibitor in the world should be given a full account of the multitude of reasons why.

ANOTHER GEM destined to brighten the future of many an exhibitor is "7th Heaven," just now making its way to the screen rapidly. The general prosperity it will bring ere many more weeks pass will be truly heavenly.

THE MOST POPULAR news-reel in the world is Fox News. Lives there a man anywhere who cannot offer convincing argument against the negative answer of any exhibitor not showing the most popular news-reel in the world? We hope that if such a man does live, he is not in the organization of Fox Films.

BOTH ASTRONOMICALLY and cinematically, stars are arousing more interest among people everywhere than ever before. Astronomically, the many new stars being discovered in the Milky Way hold the center of interest. Cinematically, the several new Fox stars are monopolizing the theatre-going public's attention to a very great extent. When it comes to discovery in this latter field, no one can match the vision and the keen judgment of William Fox and Winfield R. Sheehan.

BOX-OFFICE reports are proving how good "Three Bad Men" can be when presented under the auspices of William Fox. It's another ten-strike chalked up in favor of John Ford, who is going to come right back and repeat a little later with "The Story of Mother Machree," which likewise will be an epic in all the word implies.

AS SHOWMANSHIP goes here's a line which presents the proverbial mountain of strength: "William Fox presents David Belasco's 'The Music Master' as an Allan Dwan production." Three names which are as one when it comes to being household words.

BIG BERTHAS galore are on the Fox releasing schedule for the current autumn and the forthcoming winter. It is something of a coincidence that "Bertha, the Sewing Machine Girl" bids fair to be one of the foresaid.
GOSH, BOYS, we just can't get over "What Price Glory." What a wow to be found among so many other wows as Fox has this season!

* * *

BUSINESS CONDITIONS in the United States are great which makes it all the better for great pictures such as Fox Films is offering just now.

* * *

THERE IS NOT going to be any dearth of laughter this season if William Fox has his way about it, because he is literally presenting more and funnier comedies than ever.

* * *

THE BEST SALES argument possible is at the beck and call of all Fox film salesmen and that is: Fox pictures are selling big to all the leading exhibitors throughout the world. It is merely a matter of the call: "Next!"

* * *

TIS BEING discussed openly and there need be no secret about it—our competitors are bewildered by the amazing and unprecedented growth of Fox Films. We can point with pride to an expansion of studio facilities for which there is no parallel in film history. With equal pride we can point to a world-wide popularity of our product such as never has been attained by any other producer. And finally, we cannot be otherwise than proud in noting how generally it is conceded that our 1926-27 program leads the entire field by a wide margin. There is indeed plenty of room for rejoicing, but there also is plenty of room for some more intensified working to keep this forward march going to the sustained bewilderment of any who may offer competition.

YOU CAN PROMISE 'em all the greatest presentation of "Carmen" in all history now that William Fox has decided to go ahead with his screen version of this imperishable masterpiece.

* * *

SUPER - DYNAMO James R. Grainger has been conducting a sales drive in Canada lately, which fact is no news at all to those who came in contact with him there. They always have plenty of cause to know J. R. is around wherever he may be engaged.

* * *

AS TRIUMPH follows triumph, Fox Varieties is developing into a world-wide sensation and Foxites would do well to cease considering them as merely one-reelers when they are proving to be such veritable giants in the matter of eliciting enthusiastic applause in all theatres, large or small. There never was a series of short subjects so strikingly unique as this one.

* * *

"SUNRISE" IS the title of F. W. Murnau's first American-made picture, and, judging from all advance reports from our West Coast Studios, it will be as brilliant as a cinematic achievement as the rise of the sun is a marvel of Nature. Most anything great can be expected from the creator of such a triumph as "The Last Laugh" and it would be pretty difficult to expect too much of Director Murnau, especially now since he has the facilities of the greatest of all motion picture studios at his command. These observations are worthy of being passed along to all who exhibit films.
Director Ford Gives a Glimpse of Possibilities of "Mother Machree" as a Great Screen Epic

There was no "process of elimination" by William Fox and Winfield R. Sheehan, general manager and production chief, in picking the director to make "The Story of Mother Machree" into a photodrama. The qualifications of John Ford stood out sky high, and he was, in the studio parlance, a "natural" for the assignment.

A talk with the husky young Irishman is illuminative of the fact no mistake has been made and that, as far as he personally is concerned, no mistakes will be made in the interpretation of an epochal theme. In the first place, he is cut out for pictures of great scope, and, secondly, he is enthusiastic beyond words over the assignment because he is heart and soul an Irishman and an avid student of Ireland's history and its folklore.

This photodrama, it was made clear in a talk with him, will go beyond the simple, poignant story of Ellen McHugh, (Belle Bennett) the main figure in Rida Johnson Young's story, and reach out to capture the spirit and greatness and sacrifices of Irish emigrant motherhood. Also, in other characterizations, it will tell of men and the boys and girls of the Green Isle and their visions, hopes, joys and sorrows.

"For one, I am rather fed up on
the burlesque of the Irishman and woman just coming to these shores," he said pithily. "That isn't to imply I'm cranky about it. If the comics can get laughs out of it, it's o. k. with me though I don't.

"But I do feel that no one has yet made a picture that has caught the spirit of a great movement—the Irish emigration—to America.

"Do you know 'The Story of Mother Machree'? Briefly, it's about Ellen McHugh, who is left a widow with a five-year-old son, Brian, and who comes to America to work so he may have a chance to be a gentleman, like his father.

"She takes Brian to a private school, after she finally finds work, but the principal, a poor but aristocratic person, fears that the entrance of a poor boy will injure the school's reputation. Snobbery, you know, of the wealthy.

"The principal, however, is so taken by the splendid little chap that she persuades his mother, Ellen, to let her adopt him. And Brian is told his mother has died. His mother, meanwhile, is a nurse for a rich family, caring for the daughter, Edith. Brian grows up, meets Edith and falls in love with her.

"The mother keeps her secret, and only the principal knows the truth.

"Here is a story simple yet laden with drama. Perfectly plausible. A vehicle on which can be borne, I'm sure, the symbol of sacrifice countless Irish mothers have made for their young, whether it has been wrenching themselves from their tumble-down shacks or fine homes or staying behind in Ireland while their children went away.

"It will permit of a picture of broad scope of life in Ireland. All the tears and laughter of the wistful people, of my own ancestors, can be naturally weaved in. I've never been as enthusiastic over a picture. Being Irish, I naturally love all things Irish, and 'Mother Machree' has always been as vivid and true a figure to me as Robert Emmett or Michael Collins.

"I have been spending considerable of my time with an old crony of mine here in Los Angles. He's an Irishman who came over 45 years ago in a sailing vessel. From him I've got more 'heart stuff' than from any books. And I certainly intend to incorporate much of it to bring out the spirit of the Irish people, and 'Mother Machree' particularly, of course, in coming to America.

"This will be possible in various characterizations that are alive in my mind and which I have been jotting down as they come back to me. It will be my endeavor to try and do more than hint of the dauntlessness of these people, their clean hearts and their ideals, which have played an inculcably great part in American history.

"You know there are stories that, while dealing with the life of one individual and in a distinctly different way than the experiences of the reader, suggest to the reader his own experiences of dreams. What I want to say is that 'Mother Machree' means so much to all Irish people because of its symbolism. And I may go further and say that 'Mother Machree' is the story of all emigrant mothers from all lands in its symbolism.

"When you stop to think, America is very young, and we are a country of emigrants—all. That is the big idea back of 'The Story of Mother Machree,' the photodrama. Chiefly Irish, chiefly of Irish motherhood, but of appeal to all nationalities because it is representative of all."

Fox Varieties Subject
Scores at N. Y. Strand

"AROUND THE WORLD in 10 Minutes," Fox Films single reel Variety subject, scored a decided hit at the Broadway Strand Theatre, in New York, where it played during the week beginning September 5th. Many of the "Big Town's" reviewers commented on its novelty and said it was one of the brightest and most entertaining spots on the bill.

Page Four
A Story Gloriously True To Life

THE DECISION of William Fox to film "The Story of Mother Machree" is the result of a world-wide demand. For several years the suggestion to make this picture has come from showmen in practically all nations. That there is no maternal name better known than Mother Machree goes without saying and it is a foregone conclusion that the screen version of her heart-aches and her joys will arouse the most general interest everywhere.

This story as presented in the form of a veritable film epic is gloriously true to life and, as Director Ford has pointed out, although it has to do with an Irish mother, it reveals the stirring sentiments and sacrifices of all mothers of all nationalities.

This is a picture which will sell itself if given the least bit of leeway. About all the Fox Films sales force need to do in its behalf is to present truthfully the facts relative to the incomparable excellence of the production Fox is giving of this great undying story.
Film Version of “Bertha, the Sewing Machine Girl” to be Vast Improvement Over Stage Play

AS PORTRAYED by Madge Bellamy in the Fox screen version, “Bertha, the Sewing Machine Girl,” will be a modern young woman who wins her way to happiness and freedom by her wits and charm, according to Irving Cummings, who has arrived at the Fox Eastern Studios to direct the picture.

In addition to filming the exterior sequences for “Bertha,” Mr. Cummings is planning to secure a number of New York scenes for “The Country Beyond,” based on a novel of the Northwest by James Oliver Curwood. Most of the picture was made in Canada, with Olive Borden and Ralph Graves in the leading roles. Mr. Cummings and his company were on location for several weeks at Jasper National Park, Alberta, Canada. This sequence has been completed, and all that remains is to get some New York City atmosphere to finish the picture.

Mr. Cummings was accompanied to New York by Charles Woolstenhulme, his assistant, and Abe Fried, his cameraman. Paul Nicholson, who has been in New York for a week or two, and Allan Simpson, the hero, followed later.

Mr. Cummings brought with him a script by Gertrude Orr which gives “Bertha, the Sewing Machine Girl” a lighter touch than the original Woods stage version. Bertha, as played by Miss Bellamy, is a girl with a sense of humor which helps her over the difficulties in her path. Heavy-footed melodrama will have no place in the Cummings version of the play although there will be an appropriate amount of pathos.

How Fox Films Are Advertised in England

Fox Films plays second fiddle to no one in Great Britain when it comes to advertising. The above picture shows just how they do it over there, this great “stand” being at the railway station at Hampton, England—at a point which travelers pass in arriving and leaving England.
30,000 Home-town Admirers Attend Opening of Fox Hills, Our New West Coast Production Addition

FOX FILMS and the studio at which they are made are popular in their own home town.

Thirty thousand visitors went through the gates of the Fox Hills Studio on Sunday afternoon, August 29, when the Moorish portal of the new $300,000 Spanish wall along the Santa Monica boulevard front of the 150-acre studio was thrown open to the public.

The formal opening of the gates was set for 3 o'clock, but the first motor party arrived with a caravan of seven cars at 11:30 and lined up before the gates to make certain of being the first to enter. Space for the parking of 2,000 machines had been arranged within the studio grounds, but following the arrival of the first seven cars a continuous stream of visitors came by motor and electric trains so that by 2 o'clock the entire parking space was filled and thousands of other machines formed a solid two and a half mile parking line from the City of Beverly Hills to the City of Sawtelle.

The arrangements for the guests at the opening program ceremony were entirely inadequate for the throng and the late comers declared

Stars and Stripes floating above the tower of the Moorish portal of the new Spanish wall along the Santa Monica boulevard front of the 150-acre Fox Films studio at Fox Hills.
themselves well satisfied with an opportunity to be present. An emergency squad was quickly recruited among studio employees and the guests were “parked” in places of vantage for a radius of a quarter of a mile from the grandstand. After all these places were filled the escort squad took thousands of others about the 150-acre lot and explained to them the details of motion picture making and showed them where scenes were filmed for “What Price Glory,” “The Return of Peter Grimm,” “3 Bad Men,” “The Country Beyond,” “Siberia,” “The Lily,” “Fig Leaves,” “On the Wings of the Storm,” “My Wife’s Honor,” “Going Crooked,” “Gaby,” “Mother Machree,” “Whispering Wires,” “The Great K. & A Train Robbery,” “The Blue Eagle,” “Upstream,” “The Pelican,” “The Midnight Kiss,” “Married Alive,” “The Family Upstairs,” “Sandy,” “More Pay—Less Work,” “Black Paradise,” “No Man’s Gold,” “The Devil’s Master,” “Womanpower,” and the latest lot of Fox Films comedies.

The program proved unusually popular with the throng. A band began the gate opening ceremonies with “The Stars and Stripes Forever,” and a company of United States Marines who had appeared in “What Price Glory,” marched before the stand. The commander received from Margaret Livingston, who acted as hostess for Fox Films, a company flag. The commander in turn delivered the flag to his colors detail of three sergeants who mounted the stairway to the top of the wall and hoisted it to the staff above the tower that surmounts the gateway.

The Hon. Isadore B. Dockweiler, one of the most famous orators of the Pacific coast, delivered a short address in which he traced the development of Fox Films. He told how a few years ago the first Hollywood studio for Fox Films was a residence structure and garage on a four-acre lot among alfalfa fields and orange groves at Western Avenue and Sunset boulevard and traced the progress of Fox Films until today it is a producing and distributing concern that reaches every country on the globe.

Mr. Dockweiler’s address was received with appreciative applause and Tom Mix brought his bronco busters on to the field. These wild west horsemen gave the crowd a novelty in rodeos that included every form of trick riding and fancy shooting.

The program closed with a Charleston contest which was won by Lucille Lyons of the casting department and Claude “Buck” Smith, one of Tom Mix’ troupe, who holds the honors of being the champion cowboy dancer of the Pacific coast. Others who appeared in this contest were Barbara Luddy, of the East Side-West Side comedies, Margaret Sanneborn, Nick Prata, Danny Dowling, Baby Bassette and “Jerry the Giant” Madden, the child star, who is featured in the new series of animal comedies.

Earle Fosse, star of the Van Bibber comedies, was master of ceremonies. Luis Usabal, the Spanish artist, and William Darling, technical director at the West Coast studios, designed the new $300,000 wall. Erle Hampton, assistant to Robert M. Yost, West Coast publicity director, had charge of all arrangements for the day.

Miss Livingston, hostess of the afternoon, was attended by the following celebrated screen stars: Belle Bennett, Virginia Brown Faire, Anita Stewart, Virginia Valli, Dorothy Dwan, Dolores Del Rio, Betty Miller, Janet Gaynor, Florence Gilbert Byrne, Euthe, Patricia Perry, Gladys McConnell, Reata Hoyt, J. Farrell MacDonald, Frank Beal, Victor McLaglen, Lou Tellegen, George O’Brien, Buck Jones, Leslie Fenton, Mack Swain, Arthur Housman, “Heinie” Conklin, Alec B. Francis, John St. Polis, William Walling, Ralph Slippery, Gene Cameron, Lawford Davidson, Edward Peil, Carl Miller, Georgie Harris, Ted MacNamara, Fred Kohler, Harry Gripp, Ben Bard, Gordon Elliott, and others.

Jacques Rollens is the latest addition to the cast of “Mother Machree” which John Ford is directing.
This Latest Expansion of Our Studio Facilities Means Expansion of Fox Prestige Everywhere

OPENING THE GATES TO THE PUBLIC — The Hon. Isadore B. Dockweiler, democratic leader of the Pacific Coast delivering an oration when the portal of the new $300,000 Spanish wall at Fox Films studio, Fox Hills, California, was opened to the public. Thirty thousand visitors heard Mr. Dockweiler's address on the development of Fox Films.

It is vitally important to stress the meaning of all this unprecedented expansion Fox Films is enjoying nowadays. That meaning is, the Fox leadership is advancing, length after length, into a position far ahead of all the others in the film-producing and film-distributing field. The addition of Fox Hills to our already matchless studio facilities on the West Coast is one of several truly big steps in the general direction of undisputed supremacy.

The keen interest in our progress evinced by so many people residing adjacent to our western studios serves as an index to the interest being shown in Fox pictures everywhere: throughout the world. It would be difficult to exaggerate the current growth of this unrivaled popularity and it is not easy to keep pace with it so rapidly does it grow. The big point is the Fox prestige is of incalculable value to every member of the Fox organization and should be pressed into service at all times to maintain this steady increase in business.

Thirty thousand cheer Tom Mix and his wild west outfit at the formal opening of the gates of the new beautiful Spanish wall at Fox Films studio, at Fox Hills, California. Mix is leading his broncho busters.
WITH BOTH ITS Eastern and West Coast studios going full blast, Fox Films production schedule for the current season has reached the half-way mark. Fourteen of the feature productions, including Tom Mix and Buck Jones starring vehicles, have been completed and as many more are in various stages of production. On the West Coast eleven companies are occupying every available inch of studio space, while in the east Allan Dwan has been keeping the big Tenth Avenue Studio in a constant bustle as he filmed “Summer Bachelors” and prepared for the dramatic moment when he is to call “Camera” for the picturization of that greatest of dramas, “The Music Master.”

Making exterior shots in the East is Irving Cummings, who arrived in New York recently. Cummings’ assignment is the celebrated A. H. Woods melodrama, “Bertha, the Sewing Machine Girl,” in which Madge Bellamy is to be starred with a supporting cast which includes Allan Simpson and Paul Nicholson.

Cummings was joined as an exterior hunter in New York and environs by Alfred E. Green, who started bringing to the screen “The Auctioneer.” George Sidney will play the title role, and Doris Lloyd, Gareth Hughes and Sammy Cohen have been cast in important supporting roles.

In work at the West Coast are such productions as “7th Heaven,” “Mother Machree,” “Going Crooked,” “On the Wings of the Storm,” “Gaby,” “The City,” “The Monkey Talks,” “Sunrise,” “Canyons of Light” and “Desert Valley.” Preparations to start on interiors for “One Increasing Purpose,” “The Auctioneer,” and “Bertha, the Sewing Machine Girl,” are also engaging the attention of the studio staffs.

John Ford, who has “3 Bad Men” and “The Blue Eagle” of this season’s schedule to his credit, is directing “Mother Machree” with Belle Bennett in the title role and an exceptional supporting cast which includes Neil Hamilton, Ethel Clayton, Victor McLaglen, Ted McNamara and Rodney Hildebrand.

Frank Borzage is the lucky megaphone wielder to be assigned the filming of “7th Heaven.”

“The Monkey Talks” is at present receiving Director Raoul Walsh’s time. Olive Borden has the lead in “The Monkey Talks,” while the name role is being enacted by its originator on the stage, Jacques Lerner, who was imported from France especially for this production.

George Melford has “Going Crooked” completed with Bessie Love and Oscar Shaw in the leading roles. “On the Wings of the Storm,” a canine story featuring Thunder, the latest dog marvel, is directed by J. G. Blystone with Virginia Brown Faire and Reed Howes as the human leads.

Howard Hawks is not resting on the laurels he gathered by his work on “Fig Leaves,” first Fox release for the current season, but is busy directing Virginia Valli in the name role of “Gaby,” a story based on the life of that sensational international figure, Gaby Deslys. George O’Brien has the male lead in this production.

“The City” is being directed by R. William Neill with a cast of stars which includes May Allison, Walter McGrail, Robert Frazier, George Irving, Lilian Elliott, Richard Walling and Nancy Nash.

F. W. Murnau, the great German director, is the possessor of the directorial rights to “Sunrise,” a story based on an idea suggested to him by Herman Sudermann’s classic novel, “A Trip to Tilsit.” Murnau to date has been occupied with directing the building of his sets, hunting exteriors and the selection of the three principals, namely George O’Brien, Janet Gaynor and Margaret Livingston.
“Gaby,” Alluring and Colorful, Romantic and So Daring, Meets All Demands for the Sensational

They will all want to play "Gaby," because the merest show sense will tell any exhibitor that all the fans in his community will want to see it. This is one of those rare pictures the public goes to the trouble of "shopping" to find.

Being so decidedly daring, "Gaby" will prove most alluring to all classes of devotees to the cinema. It is the story of a gay Parisian dancer who was hired to make love to the un kissed son of a King of a mythical country. It is an exceedingly romantic narrative suggested by the extraordinary life of the late Gaby Deslys for whom a well-known monarch sacrificed much, according to the history of the case.

The combination of George O'Brien and Virginia Valli head the cast, and, a more brilliant duo of screen romancers is seldom seen. They reach true histrionic heights such as generate the kind of power which holds whole audiences spellbound.

Supporting Mr. O'Brien and Miss Valli are such favorites as J. Farrell MacDonald, William Powell, Thomas Jefferson, Merta Sterling and Hank Mann.

"Gaby" was directed by Howard Hawks, who made his mark with "Fig Leaves," which has been received with loud acclaim by both exhibitor and patron from the day of its release.

And, you can depend on "Gaby" developing quickly into a better box-office attraction than even this aforesaid winner.

Although intense romance predominates throughout this latest Hawks production, there is plenty of comedy such as gives it that balance which spells success.
“Summer Bachelors” is Ideal as Entertainment For Wintertime Folk, Either Married or Single

NOW THAT IT is finished and ready to go out for a big record-breaking clean-up, “Summer Bachelors” must be “put down in the book” as a lucky stroke of good fortune for the exhibitors and it surely will prove to be the film salesman’s delight.

Allan Dwan has put more directorial finesse and one hundred percent entertainment value in this one than he ever did put into anything else for the screen, according to the wise- acres. Literally, this latest masterpiece from his realm of megaphones possesses in copious quantities that elusive and highly treasured element best described as “it.” Yea and verily, this picture has it.

And oh what a box-office cast! With every member of it surpassing all previous screen performances besides. Madge Bellamy, in the leading femi-

_Hale Hamilton and Madge Bellamy_

One of Miss Bellamy's many captivating moments

Alan Forrest and Miss Bellamy

nine role, is positively captivating.

Alan Forrest, Matt Moore and Hale Hamilton do a regular Marathon in a great race for top honors as members of the supporting cast while Walter Catlett and Charles Winninger, both stage stars of the first magnitude, make their presence felt much to the diversion of all. Last but not least is Leila Hyams, showing as she does the ability which presages early stardom for her.

Page Twelve
A Picture Like This Doesn’t Come Along Often Enough to Suit the Wise Exhibitors Nowadays

"Summer Bachelors" is a 10-to-1 shot and it represents victory in the box-office sweepstakes. It will do more to popularize Fox with the exhibitors than "Sandy" did and that is saying a big mouthful.

Never a dull moment for anyone when this story starts to unfold with fashionable summer resorts and elite New York night clubs as the loacle moving in colorful panorama. There’s many a hearty laugh to be had from watching the boys play around in the absence of their help-mates. All in all it is just one round of snappy situations such as delight.

And don’t let anyone overlook the exploitation value of the important fact that Warner Fabian wrote this story—the same Warner Fabian who gave to the world that memorable gem, "Flaming Youth."

"Exceptional as a box-office draw in every particular," will undoubtedly be the final verdict on "Summer Bachelors." It is really a "natural" for this day and age of cinema enter-

A Kiss No One Will Want to Miss

tainment de luxe. No one—not even a confirmed grouch—will grumble for having devoted an evening to this one.

One of the Many Scenes That Have to Be Seen to Be Appreciated

Page Thirteen
Eye-witness Pilot of Fox News Plane Describes Tragic Disaster of New York-to-Paris Plane

FOUR FOX NEWS men were almost in the course of the ill-fated New York to Paris plane as it taxied down the field in its vain effort to rise from the ground with its super-weight. One was forced to rush from its path. Then the plane pulled back into its course and lumbered on. It rolled up the knoll that divides Roosevelt and Curtiss flying fields, dove into the thirty foot ditch and crumpled.

"Lieutenant Fonck says that the auxiliary landing gear came off and broke the rudder," said Pilot Louis Meier who was circling over the giant Sikorsky in the Fox News plane. "I saw the landing gear give way as the big ship went over the knoll but didn't see it hit the rudder. The Sikorsky was trundling that enormous load. I didn't believe it would ever leave the ground. I saw the right hand wheel landing gear let go. The car swerved and the wing crumpled. Then the nose dove in, the whole ship broke in half and the latter half of the fuselage seemed to pile up on the forward part.

"I was flying low but saw two men leave the plane and run. They had not got two hundred feet when I saw a spark; then a huge burst of flame and a moment later the ship was a mass of flames. The entire 2,800 gallons of gasoline ignited and formed a mighty blaze. The unfortunate radio man and mechanician trapped in the fuselage, didn't have a chance. They must have been burned to a crisp in a moment."

"Four of us were located on a line parallel to the runway down which Fonck was speeding the Sikorsky," said Cameraman Benjamin Miggins. "We could see the great ship swerve slightly from side to side as it came towards us. The enormous weight created a problem. She couldn't rise. Usually, a plane can take the air from a field the size of either Curtiss or Roosevelt. It looked as though Lieutenant Fonck had decided to drive the Sikorsky the entire length of both fields in the endeavor to leave the ground. Between those fields there is a knoll of considerable height. Beyond it, is a narrow ditch thirty feet in depth. Just before he reached us, Fonck swerved the plane from the path he was following. Then he pulled her back. She went back with a bad jar and a leap. That may have weakened the auxiliary landing gear. He charged ahead, went over the knoll and into that ditch. The landing gear pulled off, the plane taxied and skipped for a short distance, went on her nose, the wing crumpled and she broke in two. A few seconds later, while Fonck and Curtin were running from the wrecked machine she burst into flames. The gasoline supply let go and the fire was tremendous. The dead men couldn't have suffered long. They were in hell on earth."

Early visitors to leading Broadway theatres were startled to see the pictures of this terrible catastrophe on the screen because few had heard of this fate of the Sikorsky before pictures of her in flames were shown. Special editions of the newspapers and Fox News hit Broadway shortly after noon.

If ever a season started auspiciously for any motion picture concern in the whole history of the industry, this current 1926 - 27 season has started more than auspiciously for Fox Films. In fact, the first big features released this autumn scored throughout the country in such an impressive fashion as to take on the proportions and importance of a veritable sensation. Thus early box-office records are being smashed by "Fig Leaves," "Three Bad Men" and other openers. Beyond all doubt this is going to be the Fox year.
MOTION PICTURES IN FRANCE

By J. P. Ryan,
Managing Director of Southern Europe

WITHOUT FEAR of contradiction, I can state that the leading distributor in the Southern European territory is and has been for years Fox Films S. A.

To capture the continental mind and attain the popularity which Fox has attained is only possible by combining two factors: the making of pictures especially designed to satisfy the varying tastes of the peoples of Southern Europe and intensive work on the part of the sales organization.

France, to a certain extent, was the home of the motion picture industry. Its theatres today are good and the presentations and methods of exploitation are steadily improving to a par with those of any other country. The same present condition of the industry holds true for Spain and Italy, Belgium and Switzerland. There can be no question of the discrimination of the audiences.

Due to the varying tastes in different localities, the pictures must have not only quality and merit, but an appeal which can be based only on long ex-
perience with this territory. Fox has this experience. We have been here the longest; our name is established. Fox is a real trademark throughout Southern Europe for quality in pictures.

Some sections lean toward the dramatic comedies, especially those based on pictures and plays of well-known and popular authors. In other parts of the territory, and I might add in the greater part, the films must have action and a touch of sentiment. That accounts for the extraordinary popularity of Tom Mix and Buck Jones throughout Southern Europe. Their recent trips abroad substantiate that statement. Never in the history of the industry has such wide-spread and heartfelt acclaim been given to anyone as these two leading western stars received. The public wants to be agreeably entertained.

The actual mechanics of the distribution of motion picture films throughout Southern Europe is essentially the same as it is in the U. S. We have our associations similar to the American film clubs which are composed of the distributors and many of the exhibitors. Censorship is in force, but is exercised in an extremely intelligent way and does not harass the distributor as it does in many sections of the U. S. Newspaper and trade paper advertising and the use of accessories while not on such a thorough and advanced scale of usage as in the U. S., has nevertheless progressed far beyond the point that most people imagine it to be.

It must be remembered that family life in the Southern European territory is in a certain sense more intensely developed than it is in the U. S. It is no surprising thing to find that most of the families of moderate means in France and the other countries under my supervision have their evenings of amusement planned so that a regular night each week throughout the year is devoted to theatre-going in some form. It is almost unnecessary to add that this form in 90 per cent of the cases means going to the local cinema. They do not dribble in one by one, but whole families arrive at once and stay throughout the entire show. This constitutes a very dependable audience, but it also means that the quality of the pictures necessary to hold this audience cannot possibly be of the too sophisticated type. They must have the appeal to the heart and action to give the proper satisfaction to these people seeking complete enjoyment.
Whole of Southern Europe is Pleased With 1926-27 Film Treats Fox Films Promises

The whole organization of the Southern European territory was especially pleased at the announcement of the product for the coming season. More than ever before we shall feature subjects based on material which has already become extremely popular on the continent in other forms. We are looking forward eagerly to "The Monkey Talks," "7th Heaven," "What Price Glory," "The Lily" and all the other super-productions of the new season. We feel sure that high as we have reached in the past with our productions, the coming year will show that the records and that the name of Fox are even more firmly established than ever before.

We have accomplished the most difficult thing in continental Europe and that is to establish our trademark as heretofore have been lined up with us as a direct result of the wise selection of material for our new product, a selection which pleases the average European immensely from every angle.

Having the best equipped chain of branches of any company, Fox Films is in a better position to serve the theatres and the high grade of service offered without variation is evidently much appreciated throughout this field. And, the best part of it is, we are constantly improving our facilities for meeting the demands of all.

The leader in its class. I see no reason to fear that anything for a long time will jeopardize this position. On the contrary, everything points to our reputation becoming far more firmly fixed.

There were many complimentary remarks from exhibitors in all sections of this Southern European territory when the 1926-27 announcement issued by Fox Films indicated so clearly that this firm would not only maintain its supremacy, but would offer a product which would insure increasing this lead very materially.

Practically all of the few remaining theatres not playing Fox pictures...
Bradley King, Scenarist, Says “ONE INCREASING PURPOSE” Will Be Surprise Picture of Season

“ONE INCREASING PURPOSE” will be the surprise picture of the current season,” is the mysterious statement made by Bradley King, scenarist, who has just returned to United States from England, where she went to confer with A. S. M. Hutchinson, author of the novel which Fox Films is bringing to the screen as one of its giant special productions. It is expected to be even greater than “If Winter Comes,” one of Hutchinson’s previous novels, which Fox brought to the screen.

Miss King went to England many weeks ago with Harry Beaumont, who has been directing the production on sites selected by the author as the ones he had in mind during the writing of the novel. His principals, Edmund Lowe, Lila Lee and Lilyan Tashman, joined him a month ago and were well along with the work they went over to do when Miss King returned. She expects the entire production to be a happy surprise.

In addition to the American players, Miss King said Mr. Beaumont had engaged a number of English actors in London for character roles.

Mr. Lowe and Miss Tashman, “Mr. and Mrs.,” of the screen, Miss King reports, have had a wonderful time, considering the trip abroad their official honeymoon. They were married a year ago, but have had their noses kept pointed cameraward so consistently they didn’t even get a Sunday away together. They are now spending every leisure moment together, drinking in all of the Old World atmosphere that they can without interfering with their time before the camera. Weekends on the continent are the rule and their jumps are made by airplanes to the consternation of Beaumont, who is sleepless until they return.

Miss King said that Mr. Hutchinson had given his cooperation in preparing the screen version of his latest best seller, and he gave the finished script his hearty approval. He was much interested in the filming of country exterior scenes against the beautiful background of Chippenham, Wiltshire, and Black Heath. Part of the action takes place in Mayfair, the fashionable part of London. Mr. Lowe’s wanderings as Sim Paris also take him through Trafalgar Square, Piccadilly Circus, Westminster, Buckingham, Windsor and other well known places.

One of the big scenes is in Selfridge’s, the biggest department store in London, which is the Stupendity’s of the novel. Stupendity’s ball brings in a brilliant fashion show, parading all the costumes worn by women since the time of Eve.

The theme of the picture is human kindness. “Why all this hate?” Sim Paris asks himself when he returns home after the war. He finds that his brother, Andrew, a successful businessman, typifies the relentless-ness of his kind in pursuing wealth. It is in his attempt to combat the selfishness of the post-war world that Sim finds his “ONE INCREASING PURPOSE,” which is running the world on kindness.

The novel has a wealth of characters for the screen. Mr. Hutchinson was particularly pleased with the casting of Mr. Lowe in the role of Sim Paris and Lila Lee in the role of Elizabeth, the girl Sim loves and the one who helps him in his quest. May Allison has been chosen to play the role of Linda, “the loveliest thing in London.”

On the return of Mr. Beaumont and his party from England, interior scenes will be made in Hollywood.

Andre Lavoy, is Lou Tellegen’s selection for the important character role of the Grand Duke Sergy in “My Wife’s Honor” which he is directing for Fox Films.
FOLKS' Mystery, Melodrama and an Extra Measure of Laughs Make “Going Crooked” a Straight Winner

A PICTURE LIKE “Going Crooked” is needed to round out a season’s program, for the exhibitors must give their patrons their quota of murder mystery presented in true melodramatic form with a lot of laughs thrown in. “Going Crooked” fills this order to the proverbial T.

PICTURE LIKE “Going Crooked” is needed to round out a season’s program, for the exhibitors must give their patrons their quota of murder mystery presented in true melodramatic form with a lot of laughs thrown in. “Going Crooked” fills this order to the proverbial T.

Bessie Love is at her best in this picture.

And, what a combination of big names for exploitation! First, there’s a cast with no less than five prime favorites in it—Bessie Love, Oscar Shaw, Gustav von Seyffertitz, Leslie Fenton and Lydia Knott. Next the celebrated George Melford directed it. William Collier, Sr., and Aaron Hoffman, about as well known as anyone connected with any part of the show business, wrote it. And finally, the highly successful John Golden and A. L. Erlanger produced it on the stage where it made a distinct hit.

If there is anything else needed to put this one over, the mere mention of the fact that William Fox is responsible for bringing this clever play to the screen should be quite sufficient.

“Going Crooked” offers a fine example of how completely Fox Films is attending to all details to make pictures which provide every element the theatre requires to bring big business. It is a splendid example to brag about and it will be hitting on all eight cylinders for a good long time just because it has been produced perfectly under one of the most popular of all dramatic formulas.

Leslie Fenton and Lydia Knott

Bessie Love and Gustav Seyffertitz

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Enlightenment on the Vital Importance of Fox Varieties Given in Speech by Elizabeth Pickett

There is a constantly growing cause for attaching more and more importance to Fox Varieties as one of the vital, outstanding units of the motion picture output of Fox Films, according to Elizabeth Pickett, who, in an address before the Tuesday Night Club at our West Coast Studios said much of interest to members of our great organization throughout the world, especially inasmuch as these one-reel gems are one hundred per cent international in their scope, each release being as appropriate for one country as another.

A part of Miss Pickett’s illuminating speech follows:

“First of all, what is a Fox Variety? Have you ever stopped to think that the motion picture is giving you the same general groups that the printed word gives you? For instance, the feature stands for the novel, the newsreel for the daily paper; the comedy the funny sheet; and the Fox Varieties is the magazine article, place or personality.

“Thus, a Fox Variety is fifteen minutes of the snappiest, most beautiful, most unique entertainment which we can give you, regarding ‘the world you live in.’ Two and a half years ago, when Mr. Sheehan started the development of this series, he defined a Variety for me, and I’ve never forgotten it:

“You’re going to make entertainment—first, last, and always entertainment—the most beautiful places in the world, the most fantastic peoples, the most worthwhile personalities, the great artists. Imagine you’re some farmer’s wife in a small-town movie house—and show her the palaces of Damascus which she could never see if it weren’t for you! Imagine you’re a shop-girl in a Bronx movie house—show her how it feels to take a pack trip through the Canadian Rockies! Give your audience, not dull, dry, lifeless travelogues, but bring the world to their eyes—show them the places they haven’t got the time, or the money or the energy to go see—the far corners of the world!”

“There is no more interesting place in the entire corporation to spend a day I believe, than in the Fox Varieties Department. We may be equipping an expedition which needs moisture-proof cameras, special equipment and all kinds of unique things. One of the funniest experiences I’ve ever had was to try to figure out how we could shoot a famous electrical mountain in South America. We were assured by explorers that there was sheet lightning playing about this iron mountain so constantly that it would keep knocking a man down, and the magnet pull was so great that it would pull a camera to pieces. We thought of having a special camera constructed—and then had to give up the idea.

“The people who used to come in and out of our office, were as a rule the most gallant tribe in the world—the explorers. Steffanson in his great wooly jacket—his face covered with whiskers—Amundson, looking like a diplomat and talking like a page from the Arabian Nights—Byrd, with his vision shining out of his quiet eyes—Kermit Roosevelt, with his flares for crossing the Gobi Desert.

“One of the most encouraging things which we have met, is the way the New York Broadway houses book our Varieties. Out of the first ten on last season’s release, eight had elaborated runs in the big theatres on the greatest showman’s street in the world.

“The Capitol Theatre built up their entire presentation about a subject called ‘Old Virginia.’ They gave us a medley of Southern Melodies, a prologue showing the slave quarters—an old plantation; with clog dancing, and mammy songs, and then dissolved right into our picture.”
When There's a Cast Such as "Whispering Wires" Presents, It's Time to Shout in Loud Glee

A baker's round dozen of box-office names is presented in the cast of "Whispering Wires," which means here is a real all-star combination in actuality and not merely in claims.

Behold all in one photoplay, each with a big part in a big mystery melodrama constructed for laughs, Anita Stewart, Edmund Burns, Charles Clary, Otto Matiesen, Mayme Kelso, "Heinie" Conklin, Mack Swain, Arthur Housman, Cecille Evans, Frank Campeau, Scott Welch and Charles Selon. And, you know every one of them for some past brilliant performances. Several of them are pioneers in the electric lights while the others have been featured strongly.

Thrills and laughs constitute the basic ingredient of this picture. It aims at and accomplishes pure, unalloyed entertainment from the start to the finish. It has no other purpose than to make people of all walks of life enjoy themselves hugely.

Albert Ray directed it and incidentally covers himself with a lot of glory by proving he is a master in applying ingenious treatment to give new and novel twists which will delight all.

Henry Leverage is the author and he conceived a great idea when he got this one.
Murnau Starts Production On First American Film

F. W. MURNAU, Europe’s ace of directors, has started work on his first American made production for Fox Films. First shots on the picture, which will be shown as “Sunrise,” were made at San Clements, California, near the historic mission town of San Juan Capistrano situated on the rolling slopes of the Pacific Ocean.

The location was selected to build a little rural railway station and fifty character types of Prussian life are used for the first scenes. None of the principals of the cast are in the first sequences of “Sunrise.” The shots represent the bustling activities of passengers about the station.

George O’Brien, Janet Gaynor and Margaret Livingston, the principals in the cast, were not used by Mr. Murnau for several days, during which time the German director devoted his attention to atmospheric shots.

When Mr. Murnau finished his work at San Clements he moved to Lake Arrowhead, where an entire German town had been built on the shores of this California beauty spot.

Charles Rosher, who arrived from Europe recently, and who is known for his work with Mary Pickford, is Mr. Murnau’s cameraman. Rochus Glase is his adviser on art effects as well as technical director of the company and Herman Bing is assistant director.

Nancy Nash Is Latest “Find” of Fox Films

FOX FILMS has brought forth two feminine “finds” in pictures in the last year—Oliver Borden and Janet Gaynor. Both of these young actresses have firmly justified the faith placed in them by their performances in such pictures as “Yellow Fingers,” “3 Bad Men,” “Fig Leaves,” “The Johnston Flood,” “The Midnight Kiss” and others. Winfield R. Sheehan, vice president of Fox Films, has announced another girl, a “find,” and she will be seen in the screen version of Clyde Fitch’s celebrated stage drama, “The City.” The girl is Nancy Nash.

A few weeks ago Nancy Nash was unknown in Hollywood. She was just a girl, on a vacation from her home in Texas and visiting a chum. Secretly Nancy nursed an ambition to go into pictures. Director Neill was searching for a girl to play Cicely Rand in “The City.” He had given fifty applicants screen tests without result. Nancy’s chum suggested that she try for the part. But, Nancy was due to return home in three days to enter Texas University. She took the chance of incurring the displeasure of her family, obtained an interview with James Ryan, casting director at Fox Films West Coast Studios—and got the part!

The wires between Mercedes, Texas, were kept hot for two days before Miss Nash convinced her family that she should sacrifice a college career for motion pictures. Art prevailed and Fox Films expects to add another Olive Borden or Janet Gaynor to their list of screen players. Nancy Nash has been given a long-term contract.

Others in the cast of “The City” are May Allison, Walter Mcgrail, Robert Frazer, Richard Walling, Bodil Rosing and Lillian Elliott.

Hank Mann, who holds the distinction of having been the first comedian on the Fox lot, is the newest addition to the cast of “Going Crooked,” the film version of the play produced for Fox Films under the direction of George Melford.
THERE MAY BE better fellows hanging around this old universe, but even the Lick observatory hasn't been able to spot them as yet. It never will.

It's a pretty strong test of a man's personality to go through college and law school: to be a salesman, branch manager, district manager, foreign representative, and then foreign manager and through it all not only to hold the affection and admiration of the friends he has made all along the way, but to be better liked and considered a stancher comrade at the end of the road than he was when he first set his foot on it.

They say the truest test of a great salesman is to be able to sell himself. When he does this and in addition closes a life-time contract with the most discriminating buyer in the world he's certainly good. But then that's the kind of a fellow C. P. is and you who read these lines know it as well as we do.

All of which is leading up to the point that on Thursday, September 30th, in St. Mark's Church, Buffalo, Miss Mildred Doyle and Clayton P. Sheehan were married. General Manager W. R. Sheehan was his brother's best man.

There isn't any better way to tell about it than just to state the simple fact, is there? The newspapers devoted columns to it as the social event of the season in Buffalo. The writers dwelt at length on the loveliness of the bride, the charming bridesmaids and of course casually mentioned the men of the bridal party. Editors described in detail the flower decked church and the fashionable throng.

But to us as members of the Foreign Department and to all of his legion of friends the outstanding fact is that the prince of good fellows married the girl.

Members of the Foreign Department of the Home Office Bidding Box Voyage to Their Chief, Clayton P. Sheehan, Foreign Manager, as He Leaves for Buffalo, N. Y. to Embark on the Matrimonial Seas.
Ballade of a Cinema Troubadour

I've kidded the geishas in Tokio
And taken Jap baths in Kobe;
Played patty-cake down in Osaka;
Then shook a mean hoof to Bombay.
The nautch girls made eyes in Calcutta,
But mine never answered their calls
Because I had spotted
Before I globe-trotted
A girl by Niagara Falls.
I tangoed in Mexico City,
In Havana felt almost at home.
I started vendettas in Naples,
Was tossed from a garden in Rome.
I've sung serenades in Bilbao,
But all that tamale stuff palls.
Wine and women are fine,
But a soda for mine
By the side of Niagara Falls.
The boulevards surely are zippy,
But Main Street looks better to me.
It may not have the fog of Ole Lunnon
Or that oo la la la of Paris.
Oh the Unter den Linden is charming,
But whenever the old Buick stalls,
I am happy to ride,
With my girl by my side,
On a trolley car down to the Falls.
'Neath the moon on the blue Carribean
I've watched flying fishes at play.
Said I: "That's the life for a minute,
And his name is none other than
William Fox! Perhaps you recognize
his daddy—he's Aaron Fox, brother
of the William Fox who heads Fox Films. As is plain to be seen by the healthy, husky looks of this babe with a distinguished name, he's coming along fine.

Allan Forrest Resumes Hubbying Opposite Helen

"NOT TO BE TRUSTED" is the first of a new series of "Helen and Warren" comedies to be started at our West Coast Studio. Kathryn Perry has the leading feminine role of Helen and Allan Forrest, who had just returned from our New York studio where he played in "Summer Bachelors," is playing Warren.
THE TUESDAY NIGHT Club is Latest Fox Innovation

The Tuesday Night Club is Fox Films West Coast Studio's latest and most popular organization. There are no membership fees and no dues and there is a 100-percent attendance at every session, because the club was organized so that its members could sit in the overstuffed seats of the studio's own Little Theatre and see full programs of Fox Films products.

The idea originated with Winfield R. Sheehan, vice president of Fox Films; Sol M. Wurtzel, general superintendent of the West Coast Studio and Ben Jackson, business manager, who entrusted it to Robert M. Yost, publicity director. Mr. Yost organized the club, kept it under his own hand until it was working smoothly and then turned it over to Erle Hampton's management.

Each Tuesday night at 8 o'clock, studio executives, directors, screenwriters, actors, cameramen, wardrobe and technical staffs, publicity and other writers see Fox Films programs. These include a drama, a comedy, one of the Varieties and a news reel, so that the entire West Coast organization can view the finished products with a purpose of guiding their future work, bringing out suggestions, critical opinions, general discussions, and the product of a tighter cooperation between all departments.

Studio orchestras play at each performance. Usually the musicians who have been on the set during production of the drama shown are drafted for the studio run of their picture. Actors who have appeared in productions frequently add a bit of their own "Varieties" in person and at the last session of the club Elizabeth Pickett told of her recent Varieties tour of Colorado which resulted in a highly entertaining film showing the mining industry among others on "the roof of the United States."

Membership in The Tuesday Night Club is not limited to studio employees. Wives, husbands and sweethearts are admitted so that its sessions are given the more intimate touch of society events.

The latest films on hand in the Fox Films Los Angeles Exchange are always at the disposal of the Tuesday Night Club by J. J. Sullivan, branch manager, so there is a wide variety in selecting his programs.

After ten sessions, the results have fully justified the organization of the club and interest in it is constantly increasing.

And while predicting, let us not overlook George O'Brien. It already is a foregone conclusion that this is to be his best and greatest year, too.

Imperial Comedies are setting the film fun pace at a faster clip than ever this season. It looks like a Marathon in which the Imperials lead by miles and smiles.

Entertaining thirty thousand visitors at Fox Films studio at Fox Hills, California, when the portals of the new $300,000 Spanish wall was opened to the public. Pat Crisman is showing "The Arab," one of Tom Mix' highschool horses.

Page Twenty-five
Five More Comedy Gems Come Into Being

GEORGE E. MARSHALL, supervisor of the Fox two-reel comedy unit at the West Coast Studios, has added five more of his short subject gems to the "completed list." These are "Society Architect," "The Marry Month of May," "Napoleon, Junior," "Light Wines and Bearded Ladies" and "Golfing Widows."

"Society Architect," is a Van Biber comedy, starring Earle Foxe with Florence Gilbert in the feminine lead and a supporting cast which includes Frank Beal, J. Clifford Rice, Fred Walton, Alec Howell and Arthur Morrison. Robert Kery directed from a scenario based on a Richard Harding Davis story which was written by Jess Robbins and Eddie Moran.

"The Marry Month of May," is an O. Henry story jazzed up by Murray Roth and Jack Magee, with Harold Goodwin, Gladys McConnell, William E. Jamison and Noah Young. Thomas Buckingham directed.

"Napoleon, Junior," is the second of the new animal comedies from a story and scenario by Edward Moran and Edward Marshall, with the animals in the cast supplemented by the following humans, Jerry, the Giant, Gordon Elliott, Frank Coleman, Flora Mae Moore, and the near human canine, Pal. Mark Sandrich and Leslie Selander directed.

"Light Wines and Bearded Ladies" is an Imperial comedy from a story and scenario by Henry Johnson and Benjamin Hulett with Byrnese Beautiler, J. Buckley Russell and Dan Crimmins. Jules White was the director.

"Golfing Widows" is another Imperial, from a story and scenario by Sidney Lanfield and J. Walter Rubens with Barbara Luddy, Archie Burke, Oliver Eckhardt and Dot Farley. Max Gold and Alfred Davis collaborated in directing this one.

Fred G. Sliter in Charge of Fox Milwaukee Office

FRED G. SLITER who was appointed manager of Fox Films Milwaukee exchange by General Sales Manager James R. Grainger in New York, has arrived in Milwaukee and officially taken charge of the office. On his way to Milwaukee, Mr. Sliter stopped off at Chicago where he conferred with District Manager Clyde Eckhardt. He was met in Milwaukee by Eddie Grainger from the Home Office who has been in charge at that branch temporarily.

Mr. Sliter is one of the best known film men in the country, having been associated with the motion picture industry for many years. In 1919 he was New York manager for Mutual. During the world war he was appointed by George Creel as foreign film commissioner to Mexico. While serving in this capacity, he opened the first exchange for the distribution of American-made pictures in Mexico. Following the war he returned to the United States and became Eastern District Manager for Robertson-Cole Distributing Corp. He remained with that firm for two years, at the end of which period he joined First National. For two years he was a field manager for First National. For the past three years he had been manager for the First National branch at Seattle.

Of all the "Summer Bachelors" cast in the Fox film by the name, Matt Moore is the only one who carries out the bachelor role in real life. He lives at Rye with Allan Dwan who directed the production. Allan Forrest is married to Lottie Pickford, Hale Hamilton to Grace Larue and Charles Winninger to Blanche Ring.
New Rendezvous of Fox Films Fans in China

Here are shown exterior and interior views of the handsome new Palais Oriental Theatre recently opened to the public in Shanghai, China. Fox pictures will be featured there and hence it becomes one of the most popular meeting places of the masses and classes of Chinese photoplay fans. As these pictures reveal this is a strictly modern palace of entertainment and offers eloquent evidence of the growing popularity of the movies in this famous metropolis of the Far East.

NOTICE TO FOREIGN BRANCH MANAGERS—

Fox Folks asks cooperation in the matter of securing especially interesting pictures pertaining to Fox Films activities in all parts of the world. Such pictures as are published on Pages 6, 27 and 29 of this issue are acceptable at all times and will be appreciated.
Fox Wins the Foreign Magazine Cover

WITHOUT A SHADOW of a doubt the most desirable place for publicity is the cover of a popular magazine. Many concerns spend thousands of dollars annually to buy this position on the covers of trade magazines. But the cover of a fiction magazine is not for sale and when the picture of a Fox star is used in such a position it is a sure sign of popularity and artistic merit.

A glance at the inside cover of this issue of Fox Folks will show that Fox Managers around the world appreciate this fact and that their efforts to obtain the coveted position have been successful in many instances.

The Home Office, while congratulating those who have accomplished this task, wants to see more countries represented regularly. What territory will be able to boast of the most magazine covers for this season? Send them in; we can never get too many.

Usabal Back in N. Y. to Design Sets for “Carmen”

Luis Usabal, painter of Valencia, Spain, who was imported to Hollywood by Winfield R. Sheehan to immortalize on canvas all the Fox Films feminine stars and who concluded his work on the West Coast by leaving a monument to his versatility by designing the Spanish wall which marks the front of the new Fox “location studio,” has returned to New York.

Senor Usabal’s talents will continue to be directed for Fox Films, as he has many new commissions to execute while in New York. Chief among these will be to design settings for the production of “Carmen” which Mr. Sheehan plans to make one of the most ambitious of productions with Dolores Del Rio in the leading role.

Mr. Usabal completed a number of the sets for this production before he left the West Coast, but as many need the most careful attention to detail he though it best to complete them here with the aid of some of his accomplished countrymen in the New York Spanish colony.

Paulette Duval is the feminine menace in “My Wife’s Honor,” Lou Tellegen’s production for Fox Films. Dolores Del Rio is the leading featured player in the cast.

Ted McNamara Wins a Long-term Contract, Too

TED McNAMARA, a youthful Australian of whom much will be heard with the release of the screen version of “What Price Glory,” has been placed under a long term contract by Fox Films. This was announced recently by Winfield R. Sheehan, vice president of the company.

McNamara’s work first attracted attention in “Shore Leave” with Richard Bartlemeess and Raoul Walsh was quick to sign him for the comedy private in “What Price Glory.”

This is quite some study of Lor- 

aine Stromberg, little daughter of A. T. Stromberg, of our Foreign Depar- 

ment.
Big First Run Showing On Nile Boulevard

YOU MAY HAVE thought that the principal occupation of the Egyptians was digging in the sand to find the missing pieces of King Tut’s Mah Jongg set. You’re all wrong!

Whenever a turbaned Dervish can get a few hours off from beating his wives, he hops on the old camel and lopes down to Cairo to see Tom Mix doing his stuff. The accompanying picture of the Cinema Majestic in Cairo proves this.

Walter McGrail returns to heavy roles, after a season of hero parts, as James Hannock in “The City.”

* * *

Ethel Clayton and Rodney Hildebrand are the latest screen luminaries to be added to the cast of “Mother Machree,” Irish epic which John Ford has just started in production at Fox Films West Coast Studios.

Beaumont Visits Fox Co-workers in Berlin

On his trip to Europe Harry Beaumont stayed for some time in Berlin and visited there the studios of the new Fox European Film Producing Company (F EF) in Staaken near Berlin. The big studios of the FEF together with the wide ground for outdoor photographing were, prior to the war, the largest Zeppelin harbor of Germany. The halls, which previously harbored the greatest airships, have been reconstructed as modern and comfortable film studios and are now used by the FEF for the photographing of the European Fox films. This picture shows Harry Beaumont shaking hands with the manager of the FEF production, Karl Freund, who is Germany’s foremost cameraman. Standing to the left is Julius Aussenberg, General Representative of Fox Films Corporation for Central, North and East Europe, whose initiative and energy have materialized the idea of a European Fox production.
Hi Ho the Merrio? Department Etrangere
BY APPLE STRUDEL

Hey there, Ahern. What do you think you are? A ground hog? You were detected the other evening pushing a man hole cover around on Tenth Ave. What happened? Did you drop a nickel in the sewer?

* * *

You remember Art Stromberg's old Fall hat. Well, that was AN OLD HAT. Art bought it in Pittsburg. He recently noticed that the trees were beginning to turn brown and that reminded him it was high time to put on the old Swedish panama. He searched all over the house in vain. Then he asked Mrs. S., "Oh, that old hat," quoth Mrs. S. "Why that melted last July."

* * *

Said Mr. Smalsbach, with a wheeze, "How many times do ye want those keys?"

* * *

Irv. Maas has been practising conjuring and magic in private in order to entertain his friends this coming winter. He has gotten so good that he plays tricks on himself and then asks himself the answer. Irv took a couple of Coronas out of a box recently and decided to test his powers by making them disappear. They did all right and he spent all day Saturday and Sunday looking for them. Meanwhile another member of the F. D. (no, not fire department altho' we are burning up the track) arrived in Penn station and reached in his side pocket for a match. The look of expectancy on his face changed to surprise and then to wild glee as he drew forth two Coronas. He waved them on high. "There is a Santa Claus," he bellowed and loping commuters simmered knowingly. He was still gibbering over his good fortune when the conductor threw him off at Central Islip. Try your magic to get those back, Irv.

* * *

Sleuth Simonson and his bounding accountants are a restless bunch. They have eight desks in their department, but they never seem to use more than one. Poke your beak in the door some afternoon and join one of the conventions. You'll find seven men giving advice and one man ignoring it.

* * *

Trilled the canary: "I want my Maaaanaaar.""  

* * *

O boys. Thrills and thrills. Doris Meyer all alone with fourteen men the day after Roshashonah on the third floor of 800 Tenth Ave. Talk about Summer Bachelors. (Adv.) Idaho the Ridah says some girls have all the luck.

* * *

Look here, Solomon. If you don't keep your eyes on your shipping documents we'll put a screen around George Eisele's chorus.

* * *

Said Miss Linet to Idaho G.  "Your stocking's wrinkled 'neath your knee."

Said Idaho G. to Miss Linet  "?????? (censored by Mr. Day)"

One bright September afternoon an infernal din arose from the translators barracks. It rapidly assumed the proportions of a revolution. The usual clatter from the ladies' dressing room was lost in the raucous masculine shouts of "Vive ragout.—Hassenfeffer uber alles.—Goulache, goulache.—Hoera voor hache.—Vivas guisado.—Viva fricases. "Miss Hochs, all aflutter, sent in a hurry call for Officer Bruns. A few playful smacks by that gentleman ended the riot. When interviewed later as to the cause of the outbreak he remarked. "Aw, those guys were all fighting about the same thing—Irish stew."

* * *

Yours till Al Smith's next election.
Fox Baseball Team Wins Pennant in New York City Movie League in Remarkably Brilliant Style

FOXITES THE WORLD over undoubtedly will be gratified over the glad tidings from the Home Office, that the coveted New York City championship of the Motion Picture Baseball League was won by the team representing our Corporation. The undefeated Movie champions and winners of the Spalding Trophy, who distinguished themselves this season by decisively defeating time and again the most formidable of the Movie teams, finished three games ahead of the Famous Players nine, our nearest contender for the high honors. Famous Players-Lasky is the recipient of the Tauszig Trophy, kindly donated by our Douglas N. Tauszig to the team finishing in second place, while third place honors go to Metro-Goldwyn-Mayer.

Lack of space will not permit of elaboration on the sterling playing qualities of our team, but every Foxite should be immeasurably grateful to Joe Reck, Fox baseball manager, to whose hard work in rounding out an almost invincible ball team the championship is directly attributed, to Manager Reck's pitching ace, Jake Miller, who pitched our team to eight successive victories in as many trials and to the all-around remarkable team work of Freedman, Morrell, Ragno, Nunner, Porman, Arm, Cramer, McCarthy, Daly, Star, Rappaport and Riley.

Special credit is due for the unfailing support and encouragement to our team of Vice-President Jack G., Leo, Mr. Tauszig and Alan E. Freedman and to Fred Bullock of the Home Office Publicity Staff for his splendid publicity of our games in New York City newspapers and moving picture trade papers.

Fox Films is logically enough THE CHAMPION.

Vice President Jack G. Leo congratulating mascot of Fox pennant-winning team.
Publicity Department

VIVIAN M. MOSES, Director
PAULETTE SELIGMAN, Correspondent

It won’t be long before everybody will be singing that captivating song “3 Bad Men,” the lyric of which has just been completed by our publicity manager, Gerald K. Rudolph.

* * *

Dan Doherty, that prince of good fellows, is to be married to Miss Helene Williams, of Brooklyn. If Dan makes as good a husband as he does a publicity man, we’ll say Miss Williams is just about the luckiest girl we know of.

* * *

Tommy Cummiskey recently acted as “loudspeaker” of fight news from station WHN, but since then the tables have turned. Now he has to “listen in” on a new loudspeaker in his home—Tommy Cummiskey, Jr.—who made his debut into the world Saturday, September 11th, weighing in at 9⅙ pounds.

* * *

Beth O’Shea evidently believes that “She Who Laughs Last Laughs Best.” All of Miss O’Shea’s co-workers looked at her with envy as she started off on her vacation—for alas and alack, theirs was but a memory then.

* * *

If you haven’t met the incomparable director of our Art Department, let’s introduce you to him. His name is Arthur P. Dickson. “Art” certainly knows Art!

* * *

Fred Bullock of our Still section (we’re not referring to ‘fire-water’) refuses to remain still. Club and athletic events keep him busy.

* * *

“Sink or Swim” is the motto of the Costello sisters, and they do the latter excellently, we know. We expect them to conquer the English Channel.

* * *

Sol Abramowitz, Louis Kotcher and Louis Ashley sure have their “ups and downs” in life. It is necessary for them to make many trips daily between the Printing Room and our office, but they, in true Fox spirit, smilingly go up and down.

* * *

“Bowl Ye Bowlers Bowl.” Seems as if the same spirit which caused “The Iron Horse” to become a realization will bring the publicity department to the fore. Abe Goodman has the best record of the department to date, but we expect some more good results from Alan Hynd and Tommy Cummiskey when they enter into this sport.

* * *

Joel Swensen knows how to make everybody start the day off with a smile. A cheery “Greetings,” is his salutation.

Fox Moves Branches in Denver and Cleveland

ON WEDNESDAY, September 1st, our Denver, Colorado, exchange, moved into its new quarters at 2140 Champa Street. Mell A. Wilson, Manager, effected the move without interfering with the service to exhibitors and all other business was carried on in the usual manner. He expressed complete satisfaction with his new headquarters which are scientifically arranged so as to facilitate every function of a film exchange.

Ward E. Scott, manager at Cleveland, Ohio, exchange, announces that he has successfully and without untoward incident moved his office to the new quarters he selected on 2219 Payne Avenue. The exodus from the old stand, he announces, was completed on August 28th.

Blanche Sweet has just signed a contract with Fox Films to play the leading role in a picture temporarily titled “Love o’ Women,” written by Adela Rogers St. Johns. John Griffith Wray will direct Miss Sweet in this production.
Desde El Departamento De Extranjero

Comienzo a escribir y apenas terminado el encabezamiento de estas cortas líneas me interrumpen un mensajero. Huelga el decir lo qué pienso del pobre chico que me interrumpe, pero me contengo y me vuelvo a atenderlo. El mozo, que nota mi desagrado, me dice vacilante: "Una... carta... señor."

Tomo la carta, resgo el sobre y, ¡qué sorpresa tan agradable! me hallo con que contiene un poema escrito por un amigo que habiendo visto "El Pelícano" se sintió tan conmovido que recurrió al eterno Reino de las Musas para expresar de manera hermosa y patente, su profunda emoción.

Y sorpresa agradable digo, porque jamás hubiera encontrado nada que se aviniera tan bien a lo que precisamente pensaba yo escribir acerca de "El Pelícano" sólo que no lo hubiera podido expresar con la hermosura y color que lo hace el amigo, quien pone toda su alma de poeta en tan merecido poema dedicado a la gran cinta de la Fox, en la que Alma Rubens interpreta su dificilísimo papel con tanta maestría, que no puede uno menos que sentir con ella la multitud de sacrificios y privaciones que envuelve su importante parte.

He aquí el poema que acabo de recibir:

"EL PELÍCANO"

¿Qué madre, en el oficio
de su misión sagrada, no ha contado
un cruento sacrificio,
un dolor, un suplicio
sufrido en bien del hijo idolatrado?

¿Qué madre no ha callado
del pecho herido el angustioso grito,
y en sonrisas velado
el llanto derramado
al contemplar su porvenir marchito?

Feliz en su tortura,
la madre bebe de la copa llena
las heces de amargura:
¡es el dolor dulzura
si del ser de su ser ahuyenta pena!

¡Madre! ¡Símbolo eterno,
el Pelícano, es de tus desvelos,
al ofrendar, en tierno
sacrificio materno,
supropia sangre al ser de sus anhelos!

(F. C. T.)

 Esto, desde luego, marca un triunfo más para la Fox Film y expone una nueva prueba de la grandiosa fuerza y atracción de las películas que está produciendo la casa bajo la supervisión personal del señor vicepresidente y gerente general don Winfield B. Sheehan.

Ya habréis visto, lectores y amigos, algunas de las producciones Fox para la temporada de 1926-1927. ¿Hay acaso, algo más halagador y hermoso que "Hojas de Parra", "Un Beso a Medianoche", "Los del Segundo Piso" y otras cintas de la presente temporada que habréis visto ya?

Pues bien, usando términos de boxeo, pudíramos llamar a esto los "en encuentros preliminares"; la lucha principal está aún por venir: tendremos muy en breve nada menos que "Tres Hombres Malos", "El Precio de la Gloria", "El Regreso de Pedro", "El Camino del Amor" y otras super joyas Fox, que quedarán estampadas en los anales de la historia de la cinematografía como lo más grande que se haya producido en todas las épocas.

Sin duda alguna el lugar más ciado para la publicidad es la portada de una revista conocida. Muchas compañías emplean miles de pesos anualmente para ocupar esta posición en las portadas de revistas comerciales. Pero, puesto que la portada de una revista artístico-leteraria no se vende o se alquila, cuando aparece el retrato de una estrella de la Fox Film en semejante posición, es clara señal de verdadera popularidad y mérito artístico.

Véase el reverso de nuestra portada y se notará que los señores gerentes de la Fox en el mundo entero saben apreciar este hecho y que sus esfuerzos en obtener la disputada posición han sido fructíferos en muchas ocasiones.
Matt is Discoverer of
Now Famous Discoverer

JOHNNY HINES is a great discoverer of stars, according to a recent magazine article,—but I discovered the discoverer," says Matt Moore, who plays a lead in "Summer Bachelors," now being produced by Allan Dwan at the Fox New York Studio.

"I met him one night at the Ambassador," said Moore, "and we were around together all evening. Next day I took him over to the old Victor Studio, and they gave him a lead opposite Florence Lawrence. Those were the good old days when leads happened like that."

J. Cal Hoffner, Superintendent of Fox Films Electrical Department, who received unstinted praise from Winfield R. Sheehan, Sol M. Wurtzel and hundreds of men, women and children who attended the first annual picnic of the West Coast Studios, held at Paddock Field, Pasadena, Sunday, August 15. Mr. Hoffner was general chairman of arrangements and acquitted himself most creditably.

Page Thirty-four
Fox News Cameraman Succeeds in Interviewing the Last Pretender to the Throne of France

Another of those “different” subjects for which Fox News is noted and in praise of which hundreds of exhibitors have written to the newsreel, appeared in a recent release of the reel and caused much favorable comment. This was the peculiarly interesting subject, under a Brussels, Belgium, dateline, depicting the last living pretender to the throne of France, the youthful Napoleon V, descendant of the great Bonaparte, as he is today, living in exile in an imposing brownstone mansion in the Belgian capitol.

As is invariably the case with news pictures of this character, this subject was not easy to secure. Staff Cameraman, Frederic Fesneau of the Paris Office however, acting upon cabled instructions from the Home Office of the newsreel, and using his own ingenuity and argumentative ability, managed after several discouraging rebuffs to secure permission from those around the boy Napoleon to make the camera interview.

Napoleon V. Writes America a Note

Other American and European newsreels had previously endeavored to secure the privilege and had failed.

Mr. Fesneau’s picture was as fine a piece of camera reporting as has been seen in many months. With the barriers of red tape down, the youth-

Napoleon Bonaparte

Napoleon V.
ful Royalist lent himself heartily to the filming and appeared before the camera in several attractive character studies; he posed in his library at his writing desk, in the garden of the palace with his sister, the Princess Clotilde, and even playing with his regiment of toy soldiers.

The young pretender, while passionately loving his native France from which his father, the late Prince Victor Napoleon was banished in 1884, spoke animatedly of America and things American. "How big are the American locomotives?" "How fast does the fastest train go?" "Aren't people afraid to live in big skyscrapers?" "Would the American people like him?" — and other such questions typical of his eagerness for knowledge.

The accompanying pictures show the young Napoleon V as he appeared in Fox News, a portrait of his famous ancestor, Napoleon I taken at the age of 17, emphasizing the likeness the boy bears to the "Little Corporal" himself, and a reproduction of the young Pretender's greeting sent through Fox News to the people of the United States. The greeting reads: "I would like to visit your beautiful America."

Raymond Hitchcock Cast in "The Monkey Talks"

RAYMOND HITCHCOCK, veteran stage comedian, has been selected by Winfield R. Sheehan, to play one of the leading roles in "The Monkey Talks," supporting Olive Borden, who will be featured. It was for this picture that the Fox company imported from France Jacques Lerner, animal impersonator, who played the name role in the stage production in France, England and the United States. Lerner is now in Los Angeles and is working in the picture.

National Review Board Honors "Three Bad Men"

THE MUCH sought asterisk of the National Board of Review, which when conferred on a photoplay in the Board's guide of pictures means that it is unusually interesting and well done, has been awarded the great Fox Films giant production, "3 Bad Men."

In explaining the selection of "3 Bad Men" which is a natural successor to "The Iron Horse" and made by the same director, John Ford, the Board says:

"The selection was made because of its interest as an historic story graphically and entertainingly told. The entertainment value of the picture makes it suitable for the family audience including young people."

This Dog Can Trace Its Kin Back 38 Generations

FRANK FOSTER DAVIS, owner and trainer of "Thunder," the wonder dog featured in "Wings of the Storm," now in production at Fox Films West Coast Studios, has traced the ancestry of this canine-actor for thirty-eight generations, covering a period of fifty-two years. This, he states, is equal to 1200 years of a human being's ancestry.

"Thunder" is registered with the American Kennel Club under his real name, Beneva Tillo Von Riedeken-berg, and was born in Stuttgart, Germany. He is a thoroughbred German shepherd dog. This breed became known as "police dogs" in 1904 when the Berlin police department began training them for police service.

Virginia Brown Faire, Reed Howes and William Russell have the leading roles in "Wings of the Storm."

Sherman Ross plays the role of the tennis champion in "The Tennis Story" instead of Richard Travers, as originally announced. "The Tennis Story" is the latest Van Bibber comedy to go into production.
GREAT GOOD NEWS

About

TWO FOX FILMS

"FUTURES"

(1) Janet Gaynor will play Diane and Charles Farrell will appear as Chico in our super-picture extraordinary 

"7th HEAVEN"

(2) Blanche Sweet will be starred in the John Griffith Wray production of

"LOVE O' WOMEN"

These are the two most important motion picture announcements of this current day.
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Vice-President ................................................. Jack G. Leo
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