

## Paramount Observing Fifth Annual 'Better Pictures' Week

Backed by an array of the "best motion pictures" ever produced at any one time in the history of the screen, film producers are predicting that the season which opened this week will be the most prosperous in a long time—not only to themselves in box office receipts, but also to the picture-loving public in higher standards of screen entertainment.

For the fifth year the picture industry is setting aside one week as a "better pictures" demonstration. Out of courtesy to Paramount Pictures, which will be shown in most of the 15,000 theaters throughout the country, this week is known as the fifth annual Paramount Week.

Adolph Zukor, president of Famous Players-Lasky Corporation, producers of Paramount pictures, says the industry today is in better shape than it has ever been and that the severe slump has cleaned up the industrial waste everywhere.

"You ask me if business will be good this fall," says Mr. Zukor. "That depends, first, upon the pictures doesn't it? Recent evidence on Broadway is proof enough that people, as always and under any conditions, will flock to good attractions."

"When I say that pictures are several times better than ever before—that may sound extravagant. But that's my sincere judgment."

"In the first place, we know here, pretty clearly, what the entire market is producing. I mean our competitors. It is our business to know, and we know they are away ahead of past products. So I speak for pictures in general."

When Mr. Zukor referred to "recent evidence on Broadway" he had in mind "Blood and Sand," a new Paramount picture starring Rodolph Valentino, which has broken all records at the Rivoli and Rialto Theaters. This picture is now on view in Indianapolis at the State Theater.

Other Paramount pictures soon to be seen are expected to be equally successful. Among these is "Burning Sands," a desert picture produced by George Melford from the novel by Arthur Weigall, with Wanda Hawley and Milton Sills in the featured roles. It is heralded as the answer to "The Sheik." Another is "To Have and

Hold," a George Fitzmaurice production. This is a costume play of the early Jamestown settlement period from the novel by Mary Johnston. The leading feminine role is portrayed by Betty Compson, supported by Bert Lytell and Theodore Kosloff.

"Manslaughter," a Cecil B. De Mille production, from the novel by Alice Duer Miller, is being awaited eagerly and another picture of which much is expected is "The Old Homestead," the Denman Thompson classic, which has been put onto the films with Theodore Roberts as Uncle Josh.

### On View Today

The following attractions are on view today: "Laughs and Ladies," at the Shubert-Park; Stella Mayhew and others, at Keith's; "For Goodness Sake," at the Murat; Tolpman's Revue, at the Lyric; musical comedy and movies, at the Rialto; burlesque, at the Broadway; "Blood and Sand," at the State; "Monte Cristo," at the Apollo; "Nice People," at the Ohio; "Her Gilded Cage," at the Circle; "Oath-bound," at Mister Smith's; "The Son of the Wolf," at the Isis; "The Bonded Woman," at the Colonial; and "The Branded Man," at the Regent.

### ONLOOKER

#### Disapproves of Insulting Tactics on Part of Policeman.

To the Editor of The Times: Monday afternoon at 12:05 o'clock, to be painstakingly exact, I saw one of the rudest exhibitions on the part of a policeman that I ever witnessed. At a certain downtown street intersection, known for its heavy run of traffic, I saw a corner policeman—probably sore because he had to work on Labor day—do more to injure the good name of Indianapolis than all the posters, campaign, slogans and movements ever instituted could offset.

An automobile, driven by a party residing in a State far enough from Indiana for the occupants to be totally unaware of Indianapolis' traffic signals, crossed the street when the warning sign was set "Stop." Evidently the driver of the car did not see the sign, nor the policeman, so far as he was concerned. The policeman, with vile and abusive language, ordered the driver to back the car the

### PRIMA DONNA

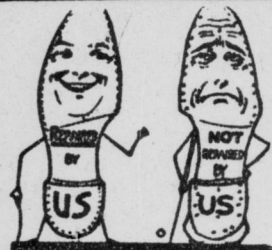


EMILY EARLE, who is the prima donna with the Shubert unit vaudeville show, "Laughs and Ladies," at the Shubert-Park this week.

entire distance across the street, through a jam of cross-town traffic in which it would have been difficult to drive in a forward direction. When the signal was turned "Go," this traffic policeman stopped the driver of the same car and proceeded to render a lengthy homily on crossing streets and evading traffic signals. The hero, who was the driver, remained silent, listened politely, and

after about five minutes drove away, seemingly disgusted. He was not disgusted with the policeman, unfortunately, but with Indianapolis. Guardians of justice should not endanger a city's reputation in their official "zeal."

ONLOOKER.



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foretelling the dreaded storm are the symptoms of women's diseases which point the way to physical and mental breakdown. The nervous irritability, the backache, the dragging pains, are not only hard to endure, but they bring certain knowledge of collapse unless something is done to relieve the sufferer. There is one standard remedy which has shown the way out for nearly fifty years. The women who have "come back" through the use of Lydia E. Pinkham's Vegetable Compound present an argument stronger than words could ever be.

### Clear Baby's Skin With Cuticura Soap and Talcum

Soap, Ointment, Talcum. In every drug store. For sample address: Cuticura Laboratories, Dept. 2, Malden, Mass.

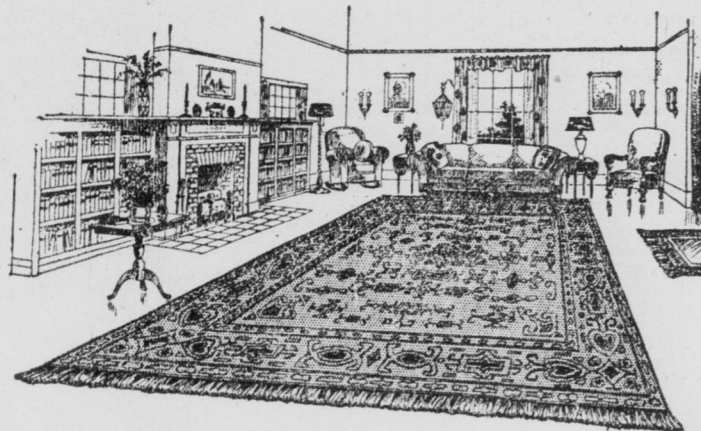
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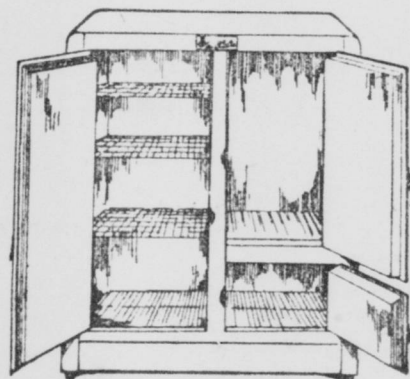


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100-lb. golden oak, enamel-lined Seeger; regularly \$85.00. Sale price	\$56.65	150-lb. golden oak; Seeger; porcelain-lined; regularly \$160.00. Now	\$106.50
150-lb. golden oak, enamel-lined; Seeger; regularly \$112.50. Sale price	\$75.00	75-lb. golden oak; Seeger; porcelain-lined; regularly \$115.00. Now	\$76.65
100-lb. golden oak; Seeger; porcelain-lined; regularly \$135.00. Now	\$90.00	100-lb. all porcelain; Seeger refrigerator; regularly \$275.00. Now	\$163.00

The Taylor Carpet Co.

## What's Today's News in Indianapolis

Ask where you see a RED Diamond

THERE'S not an item in the papers that means so much to men as a five minute talk with any dealer who shows the Red Diamond in his store window.

The most practical kind of advice on bettering your daily shave—illustrated with the New Improved Gillette.

You may think you are getting now everything in shaving that a razor can give you.

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May 5th, 1921

Mr. King C. Gillette, c/o Gillette Razor Co., Boston, Mass.

My dear Mr. Gillette: I am glad that you asked me about my Gillette razor. The old one I have used, I thought represented the last word in shaving comfort, but the new and improved Gillette certainly is proving to be a genuine revelation.

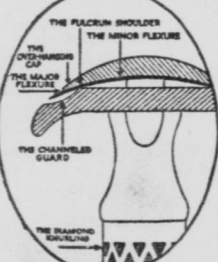
I am sure you know how well we think of your razors, for last year we presented nearly a thousand Gillette Safety Razors at Christmas time to our various friends and never was there a more genuinely appreciated holiday gift.

Please accept my sincere congratulations on the remarkable strides you have made in improving Gillette Razors.

Sincerely yours,

W. J. Burns President

25/WJB



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