

FILM INFLUENCE NOW RIVALS PRESS

(Continued From Page 5)

developed from an experiment into one of the real arts, and in my opinion now have a greater individual influence in the molding of thought, modes of life and modes of dress and general living conditions than any other individual factor in the world."

Rockett's Ideas

It has only been since the advent of action pictures that the press has taken to the playing up in their pages of pictures. It is not so many years ago that news pictures were scarcer than hen's teeth in the daily print. But today wise newspaper editors know that when people can see an event or persons they are better satisfied.

"Political disputes fade into oblivion in a community when a great picture with great stars is showing on the screen. The head of the house takes his family to see the great picture and the great actor and the talk of that house is the picture, no matter what the political situation may be or what local political scrap may be going on. And the reason is a simple one—motion pictures entertain. Motion pictures make you forget the drab realities of life and carry you away into the land of make-believe."

"The great reason for the influence of motion pictures is the fact that they are within the reach of all. The wealthy may go to a picture house and pay high prices to see them, but just around the corner is always a picture house showing fine films at a price within the reach of every purse. There is no class distinction in pictures. The man with a dime and the man with a dollar may see them and be entertained. The pictures are for all and influence and entertain all as a result."

"Look at the influence of pictures today on women's styles. It is a well-known fact that hundreds of concerns making women's clothing follow the modes of the movies. Millions of women the world over watch the styles on the screen and their own clothing is influenced thereby. They see a great screen actress in an unusual morning dress and the first thing you know they are wearing a similar one."

New Ideas

"The motion picture companies are cognizant of this fact, and no one outside of the industry can realize the great amount of energy that is put into the creation of new ideas to further this great service which pictures are giving the women of the world. Fashion shows are becoming features in pictures. They are being made in colors so the women may see the general effect of the styles."

"The modern flapper copies the stars of the screen religiously in dress and action of the screen. And

A Mystery



Unknown Hero

There will be a mysterious event at Broad Ripple Park Labor day afternoon when an aviator will drive an airplane in a sensational event.

the feminine youth becomes more attractive. There are today thousands of young boys with Jackie Coogan haircuts which make these children much more attractive to the eye than the old-fashioned gray-bowl cuts that were once so prevalent. A male screen star flashes across the screen with a new style haircut and a new style is born to the nation. The same is true of the male star's clothes; even his mannerisms.

"Even the furnishings of the home and the general architecture of the home is changing with the styles of the pictures. Yes, I believe that pictures have a great influence on modes of life, thought and dress, and I firmly believe that they will continue so, growing more in importance as the years go by."

Gets Heavy

Lewis Stone gained seven pounds and a heavy coat of tan during the month he spent at the Government's Military Training Camp at Camp Lewis, Washington. He returned from there this week to start work in "The Blonde Saint" for First National.

MOTION PICTURES

EXECUTIVES WILL MEET IN OCTOBER

(Continued From Page 6)

officers will hold conferences with missionaries. On Oct. 26 at 4 p.m. there will be a memorial service followed by the sacrament of the Lord's supper. On the twenty-sixth in the evening at 7:30 and in the evening of Oct. 31 there will be a public mass meeting at which bishops, missionaries and eminent clergymen will speak.

Among the speakers on the program is Bishop Titus Lowe, Singapore; Bishop Frederick B. Fisher, India; Bishop George A. Miller, Mexico; Dr. D. Peter, director of China Council of Health Education; Dr. C. E. Parker, missionary from India; Dr. John R. Mott, New York, N.Y., who has recently returned from a world tour.

The Woman's Foreign Missionary Society spent more than \$2,250,000 in 1925 in missionary work; it has 700 missionaries in service in all parts of the world; it has a membership of more than 600,000 in the United States.

It's general officers are, president, Mrs. Thomas Nicholson, Detroit, Mich.; vice president, Mrs. Frederick F. Lindsay, Minneapolis, Minn., and Mrs. Francis J. McConnell, Pittsburgh, Pa.; vice presidents at large, Mrs. William Fraser McDowell, Washington, D.C., and Mrs. Orville N. Townsend, Janesville, Ohio; recording secretary, Mrs. Charles Spaeth, Madison, N.J.; treasurer, Miss Florence Hooper, Baltimore, Md.

REV. EDMOND KERLIN, returned after a five weeks' vacation, will occupy the pulpit again Sunday morning, at 10:40 o'clock, at the First Evangelical Church, New York St., corner of East St.

THE REV. ELDEN MILLS will speak Sunday morning at the First Friends Church on "Some Thoughts of a Christian."

A LABOR DAY sermon will be given Sunday at 10:45 in the Fairview Presbyterian Church by Dr.

LYNTHURST BAPTIST CHURCH, Lynhurst Dr., south of W. Washington St., the Rev. C. H. Sterick, pastor, morning subject, "Looking For the Kingdom of God," and evening subject, "Repent and Believe."

DR. FRANK S. C. WICKS of All Souls Unitarian Church has returned from a trip to England and will conduct the 11 a.m. service Sunday as follows:

"Lamb of God" Bixell

"Heavenly" Hoffman

"Hymn" Hoffman

"Serenade" Gounod

"Hymn" Hoffman

"Benediction" Rossini

"Canticus Animam" Rossini

DR. WILLIAM HENRY McLEAN of De Pauw University will occupy the pulpit of the North M. E. Church Sunday morning. This being the Sunday before Labor day, Dr. McLean has announced as his subject, "The Firm That Never Failed."

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