

Movietone Proves Hit on Coast Fox Talking Film Device Makes Bow at Tower

Captures Los Angeles While Being Used at Third Showing of "What Price Glory"

(Special to the Herald)

HOLLYWOOD, Nov. 8.—William Fox's Movietone has taken the West by storm. This new talking picture device was given its first Los Angeles presentation November 2, at the new Tower theatre and proved an instant hit. This, in spite of the fact that it is used in connection with "What Price Glory," which is being shown for the third time in downtown theatres.

Gives Complete Orchestral Accompaniment

The Movietone is used for Fox newsreels and as a complete orchestral accompaniment to the big spectacle. The synchronization of sound and sight gives new life to the newsreel and helps immeasurably in putting over the spirit of the great war play.

In the newsreel the speeches of Pershing and Marshal Foch are heard at the A. E. F. convention in Paris, as well as the cheers of the audience, music and applause. The Navy-Notre Dame football game is another striking example of its value, with the dull roar of the crowds coming to the hearer.

Glen Alvine is here from New York doing the special work on Movietone during its Los Angeles engagement and is working on a campaign for other Movietone equipped theatres.

Winfield Sheehan states that within the next two years 30,000 theatres throughout the world will be equipped with Movietone. Fox News is assembling a library of Movietone subjects. So successful has it proved at the Tower theatre, of which H. L. Gumbiner is owner, that the theatre has raised admission prices from 25 and 35 cents to 35 and 50 cents for all performances.

gin a seven feature a year schedule, for the next five years. The new pictures will be super-westerns. Reaves Eason, director for many of the Hoot Gibson pictures has been signed to direct these productions.

Congress Travels by Stage Coach, Says Fight Film Editorial

KANSAS CITY, Nov. 8.—The "Star" in an editorial concerning the proposed legislation of the House, says the House "Congress will travel by stage coach."

Alpine Delivery
For Films in South

DALLAS, Tex. Nov. 8.—The service provided by the Alpine Delivery Co. in the south of Texas, Arkansas, Oklahoma and Louisiana, will be a great factor in the success of the new talking picture device. This service includes delivery of films to the exhibitor, and delivery of the films, which makes a charge of 15 cents per mile each way.

Report Paramount Makes Proposal to Trade Commission

WASHINGTON, Nov. 8.—Paramount has proposed to the Federal Trade Commission that it be authorized to trade with the public. The commission has been asked to investigate the matter. The report states that the commission has been asked to investigate the matter. The report states that the commission has been asked to investigate the matter.