

OPEN MARKET STATE RIGHTS



NAT'L CORPORATION COMPLETES PICTURE "Tarzan of the Apes" Soon to Be Shown on Broadway

After eleven months of effort and constant attention to the production end, the National Film Corporation of America announces the completion of its big production of Edgar Rice Burroughs' "Tarzan of the Apes."

William Parsons, president of the company, reached New York last week and occupied headquarters at 1804 Broadway from which base the exploitation, distribution and exhibition of the big production will be conducted.

The feature itself is now in the assembling stage and within a few days will arrive in New York and will immediately open on Broadway at a legitimate house for an indefinite run at the theater's regular price scale.

"Tarzan of the Apes" was picturized from the famous Tarzan books, four of which are on the market and the sale of which exceeds two million copies.

The National Film Corporation quote the cost of the picture as being in the neighborhood of a quarter of a million dollars. The cast, comprises Elmo Lincoln, Enid Markey, True Boardman, George French, Kathleen Kirkham, Gordon Griffith, Bessie Toner, Thomas Jefferson and Colin Kenny.

Nine cars were necessary to carry the principals and properties to jungle locations in sections of the country in which the numerous scenes were made. Native villages covering many acres of ground were erected in the open. Hundreds of types essential to convey the author's idea of tribal races, were gathered and transported to the scenes and lions, tigers, wild boars, deer and other jungle beasts were secured.

Fifty-seven aerial acrobats were engaged for use in the jungle scenes to impersonate species of the baboon and ape tribes. Noted scientists, familiar with the ape and baboon tribes were conferred with as to proper atmosphere and environment for the story and months were devoted to securing the proper detail.

Over three hundred thousand feet of negative were exposed and from this will be culled the production as it will be presented to the public.

REPORTS SALES

Arthur Sawyer and Herbert Lubin reported last week the successful consummation of a contract whereby their seven-part film spectacle, "The Warrior," had been disposed of for the states of Louisiana and Mississippi. The purchaser for these territories is James R. Grainger, of the Allen Film Corporation of Chicago, Ill. The executives of General Enterprises, Inc., also stated that Mr. Grainger had contracted for the same privilege to the George Loane Tucker production, "Mother," for Louisiana and Mississippi.



ERNEST SHIPMAN, Prominent State Rights Dealer

WHAT TERRITORY IS WORTH

THE MIRROR offers the following confidential selling list as an example of the systematic business methods which are being adopted in the handling of state rights pictures. The scale of percentages was adopted by the First National Exhibitors' Circuit and is being used by Ernest Shipman in disposing of a new production soon to be announced:

Territory.	Divisions of the 100%.	Advance on a Percentage Contract.	Price of Outright Sale.
Southern California and Arizona.....	2 5/14	\$353.57	\$707.14
Northern California, Nevada, Hawaii.....	2 2/14	471.43	942.86
Alaska, Washington, Oregon, North Idaho.....	5	750.00	1500.00
Utah, Colorado, Wyoming, New Mexico, S. Idaho	2%	356.25	712.50
Canada (West of Fort William).....	2%	393.75	787.50
Illinois.....	7 1/4	1087.50	2175.00
Indiana.....	3%	468.75	937.50
Iowa, Kansas and Nebraska.....	4%	843.75	1687.50
Michigan.....	4	800.00	1200.00
Minnesota, Wisconsin, North and South Dakota.	5 1/2	768.75	1537.50
Missouri.....	3%	562.50	1125.00
Ohio.....	6 1/4	937.50	1875.00
New England States.....	7 1/4	1087.50	2175.00
Maryland, District of Columbia and Delaware....	2 1/2	375.00	750.00
New Jersey.....	3 1/2	525.00	1050.00
New York.....	12 1/4	1837.50	3675.00
Western Pennsylvania and West Virginia.....	4	800.00	1200.00
Eastern Pennsylvania.....	4 1/2	937.50	1875.00
All Canada East of Ft. William.....	3 1/2	468.75	937.50
Georgia, Florida, Alabama, Virginia, N. & S. Car.	3%	562.50	1125.00
Louisiana and Mississippi.....	1 1/2	318.75	637.50
Texas, Oklahoma and Arkansas.....	4%	843.75	1687.50
Kentucky and Tennessee.....	2	400.00	800.00
	100%	\$15,000.00	\$30,000.00

TO PRODUCE IN BIOGRAPH STUDIO

Frank A. Keeney Secures Space for Making of "The Girl Who Saw Life," Starring Catherine Calvert

When Frank A. Keeney went into the motion picture business, organizing the Frank A. Keeney Pictures Corporation, he brought with him a large experience in showmanship. That this experience will be valuable to him in his new enterprise is indicated by the nature of the arrangements he is making for the production of his first picture.

Pending the completion of his own studios, which are to be built near his executive headquarters in the Putnam Building, Broadway and Forty-third Street, he has leased space in the big and finely equipped studios of the Biograph Company, at 807 East 175th Street, the lease to take effect on Feb. 1. On that date he will begin the production of his first photoplay, which is to be entitled "The Girl Who Saw Life," and is to feature Catherine Calvert, the young widow of the late Paul Armstrong, playwright.

As a showman, Mr. Keeney thoroughly realizes the value of giving to the public "something different." At his own suggestion there will be introduced in his first

photodrama a number of unique features, including two big and sensational scenes from sporting life. He believes that the character of these scenes when made known will be a subject of a good deal of talk and curiosity.

He has instructed his director, James Kirkwood, to spare no expense in selecting the best talent obtainable and in providing all equipment necessary for a thoroughly artistic and up-to-date production.

The scenario, written by Ben Kutler, deals with the perils and trials of a beautiful girl, who, by an unexpected twist of destiny, is thrown into harsh and unaccustomed surroundings. She is subjected to a test which brings out previously unknown qualities in her character and develops a series of strong dramatic situations. The plot deals with the basic elements of human nature, striking here and there a tragic note, but to offset any possible depressing effect the story is lightened with a vein of comedy and may be said to be a succession of laughs and thrills.

WARREN CLOSES CONTRACT WITH ARROW

Producer Arranges for Marketing of "Souls Redeemed" and "Weavers of Life"—Ready to Start Another Feature

Edward Warren, of Edward Warren Productions, announced last week that he had concluded a contract with the Arrow Film Corporation, of 1205 Times Building, whereby that company assumes complete charge of the marketing of his productions; not only the two already on the market, but future pictures as well. Mr. Warren said:

"I have spent one year in observation and investigation, and in some measure in experimenting with marketing methods. Of course, we producers have done little else in the last three months but mark time, but the experience has been peculiarly valuable to me in that the conditions which have obtained in the picture industry have given us the first real chance we have ever had to see the seamy side of the business and its constituent parts. If weakness has existed anywhere it has been disclosed in the confusion of recent months; making it possible to discern the elements of true strength by a more vivid comparison with accentuated undesirable conditions.

"I am an optimist, have always been one, and have never for one minute doubted the future of the picture business and the most hopeful note in the varied chorus of pessimism that has been dinning in our ears lately is the firm tone of the substantial men in the industry. And there are a lot of them—but the organization headed by W. E. Shallenberger and Robert W. Priest has made an especially strong appeal to me, both because of the character of the organization and the far-sighted policy of distribution under which they operate. I have found Arrow Film Corporation's connections the very best and their standing excellent. So thoroughly con-

vinced am I of their sincerity and definiteness of purpose that I have turned over to them both my negatives, "Souls Redeemed" and "Weavers of Life."

"There is some unsold territory on the first picture that will be offered by Arrow Film Corporation, while selling work on my new picture has really not yet been started. Nathan Gordon bought New England rights, Franklin Backer has bought New York State and Northern New Jersey, and the African Film Trust has taken the South African territory. The rest of the world is in the hands of Arrow Film Corporation. I have also concluded an arrangement with them whereby they will handle my future productions, and relieved of the anxiety of marketing my pictures, I now go to work vigorously upon my next special feature with unbounded faith in the future of film-dom."

ADDED TO CAST

Distinguished Players Are Secured for "False Faces"

In addition to Bert Lytell, who plays the stellar role, and William E. Shay as Wertheimer, a number of players have been added to the cast of Herbert Brenon's production of "False Faces," the sequel to "The Lone Wolf" now being filmed at the Brenon studios on Hudson Heights. Barbara Castleton heads the list as Cecilia Brooke, the leading feminine role in Louis Joseph Vance's swiftly moving romance.

Alfred Hickman, who has taken prominent roles in a number of Brenon pictures, will be seen again as Eckstrom.

STEP IN PLACE OF EXHIBITORS Carl E. Carlton Advises Careful Consideration of Showman's Viewpoint

The gentle art of being able to put yourself in the exhibitor's place is one of the important jobs of the picture producer, in the opinion of Carl E. Carlton, president of Crest Pictures and producer of David Graham Phillips' "The Grain of Dust."

"If it comes to a question of what faculty a producer needs most, outside of sound picture judgment, it is the ability to step, figuratively, into the shoes of the exhibitor, to see things from his point of view," Mr. Carlton declares.

"The producer has occasion to do this more than ever during the present season. When the picture field is full of risks and ventures which may not turn out well. The exhibitor has grown wary. He hesitates to take hold of anything that he cannot be certain will help to keep him on the comfortable side of the ledger. Naturally he is more receptive to the producer who reveals a conception of his needs all along the line.

"The producer ought to keep the exhibitor constantly in mind, not only during the actual making of the film but for the subsequent tasks of marketing and advertising it.

"In his publicity campaign he needs to bear in mind that the public is not spending money as freely as it did a year or two back. Certain types of picture that were assured big patronage then will not attract now.

"The producer who gets a grip on these facts at the outset, and puts out a product that conforms to them, is the one who will carry the exhibitors with him. In making "The Grain of Dust," we have kept the exhibitor and his problems always in mind. It is for that reason that we are confident of its instant success with him, and through him, with his public."

SIX SUBJECTS NOW ARE IN READINESS

Three Chaplin Films Among W. H. Productions Company's Offerings

W. H. Productions Company has not only made a remarkable record in the sales of the Hart productions, but has also been successful in disposing of a great number of territories on the series of twenty-eight two-reel Mack Sennett produced comedies, including three Charlie Chaplins. These comedies will be released commencing Feb. 1, at the rate of one a week.

The first six subjects have already been prepared, and are as follows: "A Small Town Bully," with Mabel Normand, Mack Sennett, Roscoe Arbuckle and Owen Moore; "Friendly Enemies," with Syd Chaplin and Chester Conklin; "A Polished Villain," with Al. St. John, Charles Arling and Mae Bush; "His Diving Beauty," with Mabel Normand, Roscoe Arbuckle and Mack Swain; "His Bitter Half," with Polly Moran and Charles Murray; "The Dynamo," with Chester Conklin.

The advertising matter on each one of these productions will consist of a lobby display of 8 x 10 and 11 x 14 photographs, attractive one, three and six sheet posters and special novelty heralds.

FIRST SERIES COMPLETED

Clifford Photoplay Company Will Keep Faith with Buyers

Producing in its own plant in California, and with the first series of pictures completed, and enough under way to insure delivery up to June, 1918, the W. H. Clifford Photo Play Company is in position to keep faith with all state rights buyers and release on schedule for the United States and Canadian exhibitors.

Nathan H. Gordon, Globe Film Company, Boston, and manager of the Olympic Theater Circuit, has purchased the rights for New England and will open in one of his Boston houses. Over sixty per cent of the territory is now sold. The list will shortly be announced for the benefit of exhibitors everywhere.

Ernest Shipman, who is handling the sales, said last week: "We are in no particular hurry to dispose of these franchises, as the more the buyers realize the demand for the Shorty Hamilton five-reel stories the more thoroughly will they do business, and as there is but one price to all alike we will wait to close the remainder of the territory with the best systematized organizations."