The Tabloid Talkie

By W. E. Hill

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The cartoon comedy. The boys who draw the cats and dogs in the cartoon comedies are having it lots easier these days of sound shorts. Not having to print the fighting letters "WHAM!" "GRRR!" "PFT!" or "BIFF!" is a big saving of time and ink.

The natural color talkie. While not aiming at anything highbrow, producers of sound shorts with color photography try to make them worth while. So that oftentimes these color sound shorts are historical as well as ornamental, and are a great asset to history lovers. "The Passion of a Queen" is the title of this color talkie, and is a graphic portrayal of life at the French court under Marie Antoinette. You see her being dancing at Versailles with the captain of the Swiss guard. "Queen," remarks the caption, "you certainly shake a mean minuet!" And to think that just a block or two away a frenzied mob of revolutionaries is yelling: "Give us liberty, or give us bread!"

The comedy sketch. For those talkie fans who like a little innocent fun once in a while, "I Want My Panam, Kid," will be very much in demand. Especially where the mother-in-law loses her balance and falls in a sea of minces meat. And, being a sound picture, you can hear the minces meat.

The trailer. "Painted Puppets" is this week's bill and the trailer shows the scene in which Loria Larrie, about to go on for her big number (this, strange to say, is a back stage film), sees through a gauze screen her dear old grandmother, who has beenypressing her to and from the theater those many moons, hugging and kissing Jon, the property man. Loria, having been engaged to Jon for going on eight years come Michaelmas, collapses in the wings. However, hearing the music of the theme song ("When It's Love Time in Sunny Italy"), she drags herself on the stage to great applause. Of course you won't learn all this from the trailer. Otherwise you'd not come to find out what it's all about, next change of bill.

Supertart Pictures

Grand opera in capsule. Well, if there isn't our old friend Phantom changed by Mephisto into a pretty young man right before our eyes.

Illustrated songs. The mike cordially invites any who feel so inclined to join in the chorus of "I'm Making a Rainbow for You." The verses are all about a hard, stern, callous business man thinking no more about firing his competitors on the wall than you would think about stepping on a bug! Well, anyway, he hears a little girl crooning this refrain to her doll, and something seems to crack inside him. Two great big salt tears roll down his icky cheek and on an impulse he goes to see his old mother in the country. At eye close of day he sings her the refrain, "I'm Making a Rainbow for You!"

The educational. The camera takes us sightseeing through a rubber overhanging factory in the heart of Lithuania while the mike explains what we see: "Each bit of rubber as it is cured and con
densed is marked and tagged. For instance, a piece of rubber numbered eleven will correspond with the number eleven in the file. After the rubber is numbered and filed, it is taken to the department which the young Lithuanian factory girls laugh
ingly call the 'bouncer.' Here every bit of so-called bouncer, or resilience, is re
moved by stretching and pounding. If this were not done, each rubber overhanging would bounce and become lost in the dark corners."