

The Tabloid Talkie

By W. E. Hill

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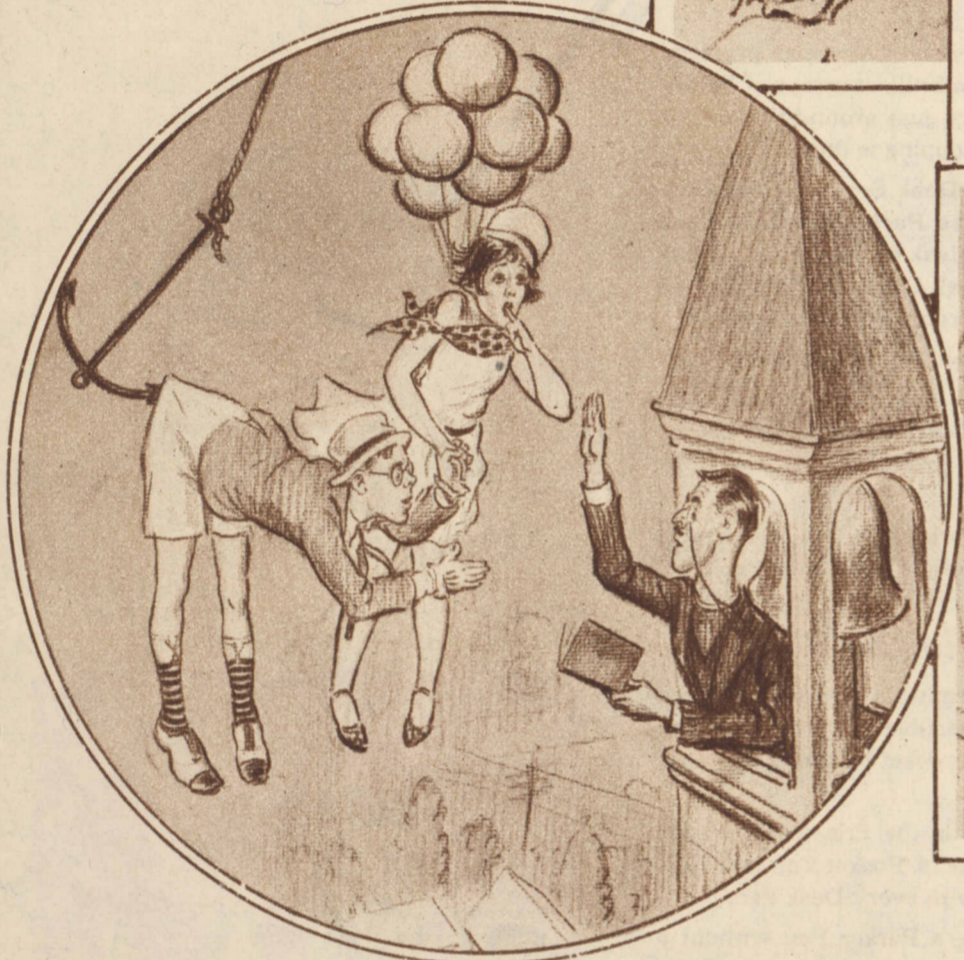
The cartoon comedy. The boys who draw the cats and dogs in the cartoon comics are having it lots easier these days of sound shorts. Not having to print in big letters "WHAM," "GURR," "PST," or "BIFF" is a big saving of time and ink.



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 treat 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 here, dancing at Versailles with the captain of the Swiss guard. "Queen," remarks the captain, "you certainly shake a mean minuett!" And to think that just a block or two away a frenzied mob of revolutionists is yelling: "Give us liberty, or give us bread!"



The educational. The camera takes us sightseeing through a rubber overshoe factory in the heart of Lithuania while the mike explains what we see: "Each bit of rubber as it is caught and conveyed to the factory is numbered and tagged. For instance, a piece of rubber numbered eleven will correspond with the number eleven in the files. After the rubber has been numbered and filed, it is taken to the department which the young Lithuanian factory girls laughingly call the 'bouncery.' Here every bit of so-called bounce, or resilience, is removed by stretching and pounding. If this were not done, each rubber overshoe would bounce and become lost in dark corners."



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



The trailer. "Painted Puppets" is next week's bill and the trailer shows the scene in which Loria Lavie, 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 been chaperoning her to and from the theater these many moons, hugging and kissing Joe, the property man. Loria, having been engaged to Joe 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.



The quartet. The four collegians, in their sound short (which is Ritzzy for small size talkie), are putting over one of those hi-lee hi-loo comic numbers. Pretty soon the boy in the center, who is the Rudy Vallee of the collegians, will sing a torch ballad that just tears at your heart strings entitled, "Why should I fill you with loathing, dear, when you mean so much to me?"



The blues singer. Miss Billie Biltmore, the musical comedy artist, is about to render, via the talkies, another of those nerve wracked songs that are so popular. Billie is going to warble about her Big Boy Bennie, who pokes her in the eye, twists her wrists, gives her best dresses to his girl friends, and never works. O, how she loves him! For no reason at all—maybe just because he's like that.



Superart Pictures



Grand opera in capsule. Well, if here isn't our old friend Faust being changed by Mephistopheles into a pretty young man right before our very eyes.

CHORUS

WELL SMILE AND FORGET THE BAD WEATHER
I'LL KISS ALL YOUR TEARS AWAY TOO
I'M TYING THE SUNBEAMS TOGETHER
AND MAKING A RAINBOW FOR YOU



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 forcing his competitors to the wall than you would think about stepping on a bug! Well, anyway, he hears a little girl crooning this refrain to her dolly, and something seems to crack inside him. Two great big salt tears roll down his icy cheek and on an impulse he goes to see his old mother in the country. And at close of day he sings her the refrain, "I'm Making a Rainbow for You!"

"And now," announces the beautiful lady who, as part of the Superart trade mark, is loud in her praise of Superart films, "you will see and hear the Superart sound feature entitled, 'Be Yourself, Annie,' a romance of the old south before the war, featuring Miss Hazel Begone and a natural color sequence with a ballet of 12,000 Albertina scratch girls."