FAMOUS PLAYERS-LASKY CORPORATION



Paramount Pictures



WM. E. SMITH

1219 VINE STREET Philadelphia, Pa. October 27,1922.

The Letter

Mr. Jules E. Mastbaum, President, The Stanley Company of America, 1214 Market Street, Philadelphia, Penna.

My dear Mr. Mastbaum :-

Think for the moment of the most emotional occurrence you have ever experienced in your life,

Think of the most dramatic moments you know of, in the lives of your dear ones or your friends ---

Think of the most exciting episodes you have ever read about in the newspapers or magazines ---

Think of the most thrilling novels you have ever read, then of the most gripping plays you've ever seen ---

Count on the fingers of one hand the greatest motion pictures you've ever seen in point of story, action, direction and acting ---

Then take my word for it, until you have seen for yourself, that THE OLD HOMESTEAD surpasses anything you can ever think of in emotional power and thrilling intensity.

Try to visualise, if you can, all the thrills rolled into one, of the ice scenes of Way Down East, the stirring ensembles of The Birth of a Nation and Hearts of the World, the lions of Theodors, the pit of the alligators in Fool's Paradise, etc., etc., etc.,

When you have all this, you have nothing to compare to the cyclone scenes of THE OLD HOMESTEAD.

This is my sermom.

班8: JB

District Managera

The Reply

Stanley PHILADELPHIA, PA,

..... JULES E. MASTRAUM

November 2nd. 1922.

Mr. William E. Smith, District Manager Famous Players-Lasky Corporation. 1219 Vine Street, Philadelphia, Penna.

My dear Mr. Smith:-

Replying to your letter dated October 27th, I heartily concur in your opinion as to the entertainment value of this Paramount picture.

You know I have screened several thousand pictures to determine their merit prior to their presentation in any of our theatres. But I can't recall a single one that filled my heart with thrills and tears and gladness like THE OLD HOMESTEAD did.

THE OLD HOMESTEAD was therefore selected to play an indefinite engagement at the Stanton Theatre, beginning Monday, November 6th. I know that every discriminating theatre-goer will see it. It'll make them forget their troubles, if they have any.

People who never saw a picture before will see The old Homestead. People who never oried in their lives will cry at The Old Homestead. People who never laughed in their lives will laugh at The Old Homestead. People who never knew thrills will thrill at The Old Homestead. People who never knew sorrow will sob at The Old Homestead and people who never knew they had hearts will find them at The Old Homestead."

I rarely endorse pictures because we do not present photoplays that do not attain our established standard, but this Paramount picture clings to my memory so forcefully and so favorably that I have no hesitancy in setting a new precedent by recommending THE OLD HOMESTRAD to averyone who appreciates and enjoys a real picture.

Yours truly,

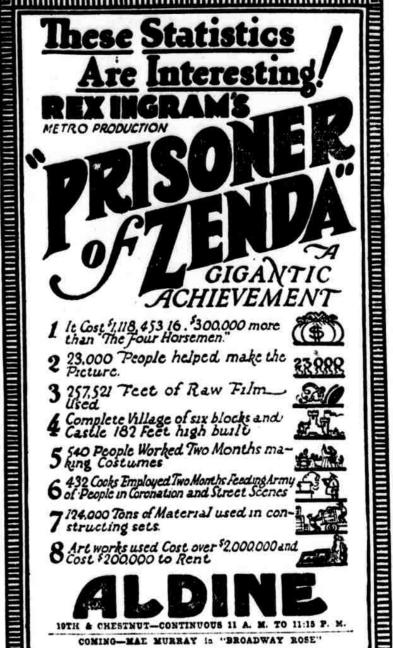
Jules E. Mastham

COMPANY OF AMERICA DIRECTION

PARAMOUNT

William B. DeMille Production

ADDED ATTRACTIONS—CADMAN CYCLE AND BIRD DOGS AFIELD MUSICAL FEATURE—THE GREAT HARMON, VIOLIN VIRTUOSO



4 Complete Village of six blocks and Castle 182 Feet high built

5 540 People Worked Two Months ma-6 432 Cooks Employed Two Months Feeding Army

7 124,000 Tons of Material used in con-structing sets. 8 Art works used Cost over \$2,000,000 and Cost \$200,000 to Rent

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IMMORTAL DRAMA OF AMERICAN HEARTS With Theodore Roberts George Fawcett-Harrison Ford-T. Roy Barnes and Fritzi Ridgway AT LAST!—the greatest emotional drama of them all!— The play that swept America by storm for over 40 years and wrung laughter and tears from millions of hearts! A tale of plain folks in gingham and homespun and of a great love that weathered all trials! A PARAMOUNT PICTURE Adapted from Denman Thompson's play Climaxing in the mightiest cyclone scene that man ever brought to the silversheet.

AT 11:30, 1:30, 3:30, 5:30, 7:30, 9:30

VICTORIA

Cecil B. De Mille's

A Paramount Picture with THOMAS MEIGHAN

LEATRICE JOY, LOIS WILSON TOMOR. Midnight Exira Performance

VAUDEVILLE

ARCADIA: A. M. 16 11 13 E. M. NEXT WEEK IRENE CASTLE in 'SLIM SHOULDERS' NEXT WEEK Will burr in your forever. riscil

CAPITOL 'More to Be Pitied Than Scorned'

VAUDEVILLE

NOVEMBER 13 THOS. H. INCE'S

SKIN DEEP COLONIAL RICHARD BARTHELMESS WHO PLAYED GOD FROM THE PLAY BY JULES ECKERT GOODMAN, FOUNDED ON GOUV-ERNET R MORRIS' STORY OF

THE SAME NAME GREAT NORTHERN Men. Toes West

ALDED-RUTH LLOYD, Soprand VAUDEVILLE

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REVUE IN VAUDEVILLE

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"Mrs. Murphy's Second Flusband"

BILL CHANGED THURSDA

"PINK GODS"

"CAVE MAN LOVE" BEBE DANIELS