

# Shut Your Eyes and Take Your Pick -- Shows Promising



A short scene from the comedy drama, "Our Blushing Brides," starring Joan Crawford and Robert Montgomery at the Fox Elsinore for three days, starting Wednesday.

## Timing Laughs Ticklish Problem in Talkies; One Director Has Solution

One of the most perplexing problems of the all-talking screen, one which has puzzled directors and technical experts for many months, has been solved by Victor Schertzinger, Paramount mount director.

The problem concerned the length of time an audience laughs after a funny bit of dialogue or action. If the audience laughter is prolonged the lines which follow the laugh-provocation may be smothered.

On the stage, where comedians can hear the laughter of their audiences, they always "ad lib" or do follow-up pantomime. But talking screen actors, of course have no contact with audiences and thus cannot gauge reactions to their funny stuff.

Schertzinger evolved a working plan to eliminate "lost lines" in the screening of all-talking pictures. His method has its beginning in the writing of the scenario and is completed in the actual filming of the picture.

Briefly, it consists of providing "filler" lines and "business" after each possible laugh line or gag in the action of the story. In the actual camera work on the picture, it is subsequently necessary to insure a variety of camera angles on each scene in order that later deletions in cutting may be made without interrupting the smooth flow of the finished picture.

Schertzinger tried out his plan in the filming of "Nothing But the Truth," some months ago, and he has been using it ever since. At every point in the action where there was a possibility of winning a laugh, the writers supplied additional relevant but unimportant lines and business to follow immediately after the potential laugh.

When filming the picture, Schertzinger was careful to allow cutting leeway at every one of these points in the story. Subsequently, when the picture was presented to a preview audience, it was possible to get a definite audience reaction to all of these situations and lines.

Where audiences did not laugh, the "ad lib" lines and business were eliminated by cutting. At the point where the audience laughed, the subsequent "padding" provided the necessary delay to avoid smothering the following laugh or important story point.

Adoption of the Schertzinger plan for general use is forecast on all comedies to be filmed at the Astoria plant of Paramount and one of the most vexing problems in the new technique of sound picture making promises to be solved for all time.

## The Call Board . . .

By OLIVE M. DOAK

### FOX ELSINORE

Today — Richard Dix in "Shooting Straight" and Fanchon and Marco's "Country Club" Ideas.

Monday — William Powell in "Shadow of the Law."

Wednesday — Joan Crawford in "Our Blushing Brides."

### CAPITOL

Today — Richard Dix in "Shooting Straight" and Fanchon and Marco's "Country Club" Ideas.

Wednesday — Ruth Chatterton in "The Laughing Lady."

Friday — Buck Jones in "The Lone Rider."

### GRAND

Today — "Hot for Paris" with Victor McLaglen.

Wednesday — "The Furies" with H. B. Warner and Lois Wilson.

Friday — Buck Jones in "The Lone Rider."

### HOLLYWOOD

Today — "Hot for Paris" with Greta Garbo.

Wednesday — Ruth Chatterton in "The Laughing Lady."

Friday — "Hunting Tigers in India."

### SHADOW OF THE LAW

Today — Richard Dix in "Shooting Straight" and Mary Lawlor in "So This is London."

Wednesday — "Gold Diggers of Broadway."

Friday — "Annie Christie," with Greta Garbo.

Wednesday — Ruth Chatterton in "The Laughing Lady."

Friday — "Hunting Tigers in India."

### SO THIS IS LONDON

Today — "Hot for Paris" with Victor McLaglen.

Wednesday — "The Furies" with H. B. Warner and Lois Wilson.

Friday — Buck Jones in "The Lone Rider."

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