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Buster KEATON

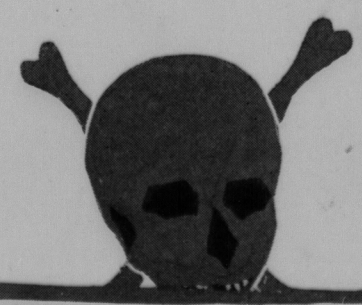
in The HIGH SIGN

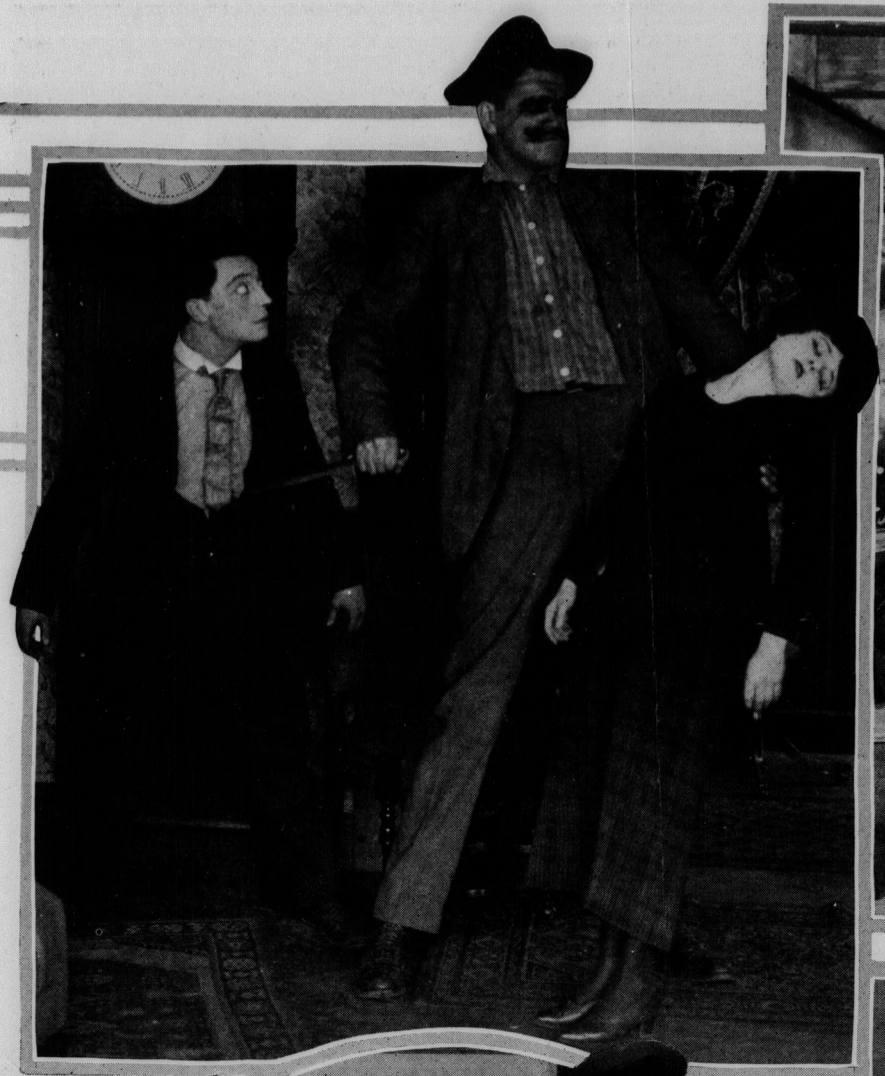
A Comic of A Weird Secret Society Which Will Turn Your Theatre Into A Merry Lodge of Mirth

Written and Directed by BUSTER KEATON
and EDDIE CLINE *for* JOSEPH M. SCHENCK

METRO PICTURES CORPORATION, 1476 Broadway, New York—*Exclusive Distributors*

J. E. D. MEADOR, *Director of Publicity and Advertising*





Why Keaton Comedies Are I

THEY PLEASE

Because they are so wholesomely entertaining from start to finish with that brand of liveliness that can be enjoyed by young and old.

THEY INTE

Because their fast-mov will keep the audience i wondering what new for ious activity is about to h

THEY ARE NOVEL

For Buster Keaton has blazed his own path in the realm of comics and with the skill and ability acquired through long years of acrobatics on the stage makes use of every possibility that will bring out the merry smiles. Also the Keaton comedies stand out for their ingenuity in presenting many mechanical devices all aimed to tickle.

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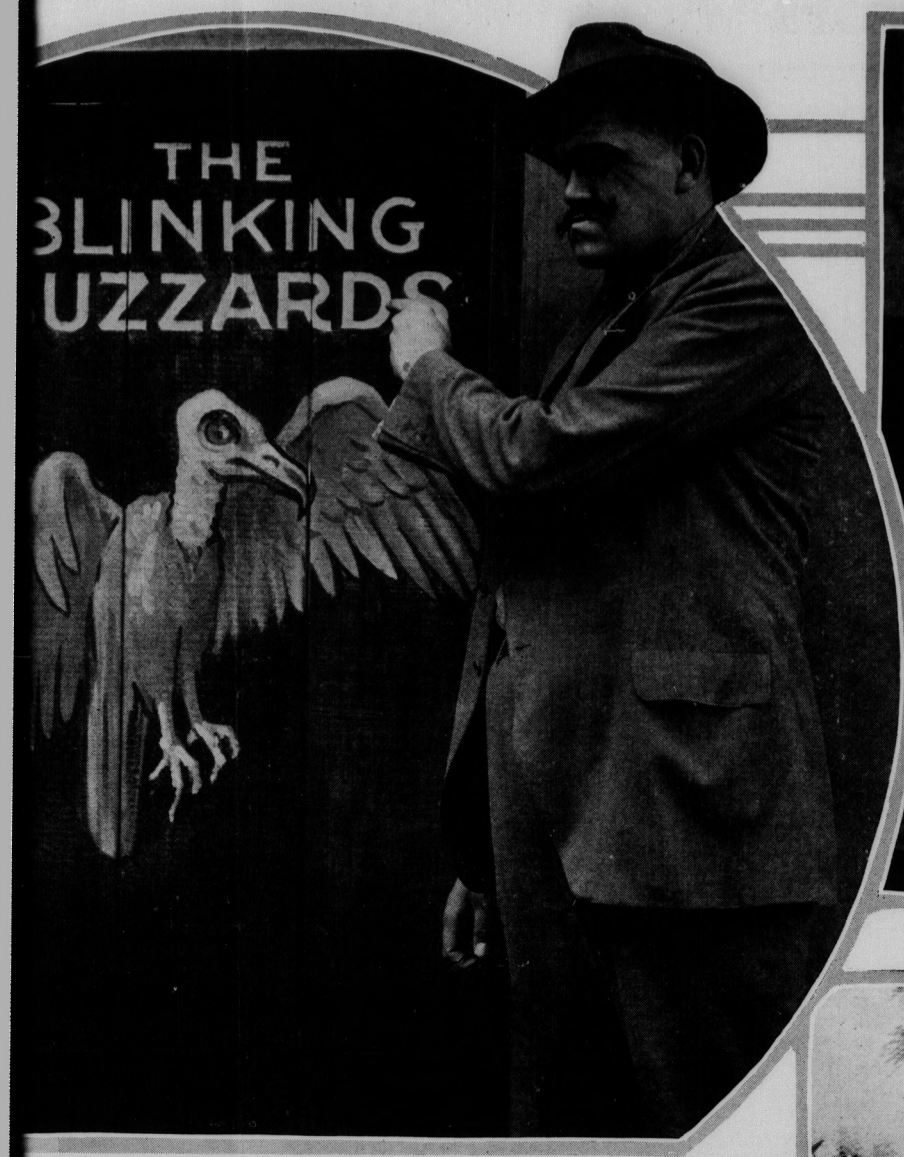

s Are Profitable To Exhibitors

EY INTEREST

se their fast-moving action
p the audience in suspense
ng what new form of hilar-
vity is about to happen.

THEY AMUSE

Because the sombre way the agile comedian extracts himself from situations is so ridiculous that it is impossible to keep from laughing.

THEY PULL PATRONAGE

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For a Buster Keaton comic is such a favorite with the picture-going public that the theatre advertising one of his smilereels can count upon many additions to its regular clientele. The pleasure enjoyed by those witnessing a Keaton mirthquake is bound to be felt by the theatre, for the public remembers where it has enjoyed itself.

Stories The Showmen and Newspaper Editors Both Want

"ONE WEEK"

Another Keaton Smilereel

BUSTER KEATON AS "BLINKING BUZZARD" IN "THE HIGH SIGN"

Agile Comedian a Continual Scream at ..... Theatre as a Desperate Brigand

When the dark-browed villain tells Buster Keaton that he must ring the bell every time as an employee of his shooting gallery, the sombre-faced comedian starts right in to do it and keeps it ringing all through "The High Sign," the latest of his smilereels released by Metro Pictures Corporation, which is being shown at the ..... Theatre.

With that same comical gravity which has made his other two-reel comics such a scream, Buster energetically slapsticks his way through the strenuous existence of an innocent victim who runs foul of the deep laid plots of a gang of black-handers. Never is the action allowed to lag and the hectic plot fairly sizzles with the rapidity of the changes in the story.

From the first view of the sad-faced Buster as he wearily wades through a tremendous uncut newspaper looking for a job until his final extermination of the gang of blackmailers, after chasing and being chased through a series of trick doors and exits until the evildoers are gradually and effectively laid out all over the house of the girl whose father he is both supposed to protect and kill, Buster furnishes a continuous series of laughs.

Not only does the premiere slapstick artist of the screen go through the many ludicrous situations without ever cracking a smile, thereby further heightening the side-splitting effect, but in addition to his comical contortions, the picture is filled with those many skillful acrobatic stunts, which, as a member of "The Three Keatons," of vaudeville fame, Buster spent so many years in learning.

Buster Keaton himself is naturally the center of the stormy fun, but he is ably supported by a cast which never allows the merriment to lag for even an instant.

"The High Sign" was written and directed by Buster Keaton and Eddie Cline for Joseph M. Schenck.

(Have this typewritten and submit to your newspapers in time to appear the day following the showing.)

"CONVICT 13"

Another Keaton Smilereel

WHERE SMILES = MONEY

And that is what happens when an exhibitor shows a Buster Keaton comedy, for the premiere slapstick artist of the screen, with his sombre-faced stunts, carries an appeal to joviality that even a temper-tried grouch cannot resist.

They all contain that same mirth-dispensing quality which creates a friendly feeling for the theatre showing them. They are listed on this page. Look them over and then get in touch with your nearest Metro exchange and book the Buster Keaton comics.

"HARD LUCK"

Another Keaton Smilereel

BUSTER KEATON LONGS FOR FIVE-REEL COMICS

"Five-reel comedies are easier to make than two-reelers," declares Buster Keaton, the sombre-faced Metro comedian, whose latest smilereel, "The High Sign," is being shown at the ..... Theatre.

Brevity may be the soul of wit when it comes to speaking, Buster allows, but when it comes to action, the agile comedian who has made thousands throughout the country roar at his comical antics, is of the opinion that that soul can stand the addition of some body without in the least detracting from its humorous allurement.

"A comedy, above all things else, must be funny," said Buster. "Of course, everybody does not see things the same way, and what may be a joke to one man may put another to sleep. We try to make every foot of our comedies just as funny as possible and when something gets a laugh from the hard-boiled studio crowd, it is pretty safe to figure that it will prove a real tickler to the less joke hardened audience out in front.

"In making a comic, it is very often true that the completed picture is sometimes so different from the original script that it appears like a different story altogether. It's the snap bits, those things which occur during the shooting of the scenes that so frequently go to make up the comedy situations that they become a part of the picture in preference to the regular scheduled scenes.

"In a two-reeler there is only film enough to provide a real story, and after all folks like to see a plot worked out naturally along with fun-making. The day isn't so far away, I hope, when I'll be making my own five-reelers, and I know they'll be better than any films I ever have turned out."

Keaton Gives His Regular Cast Short Screen Vacation

Even actors and actresses are entitled to vacations, believes Buster Keaton, the sombre-faced Metro comedy star. As a result, "The High Sign," the seventh of the Keaton comedies, has an entirely new cast supporting the brilliant young comedian, with the exception of Eddie Cline, who shares directorial laurels with the star.

Following the completion of "Hard Luck," his co-workers besought Keaton for a vacation and after a conference with Lou Anger, production manager of the company, it was agreed that they should have a period of recreation, while "The High Sign" was being made and return for work in the next picture. During their vacations all the cast received their pay just as if they were working to make people laugh.

"THE HAUNTED HOUSE"

Another Keaton Smilereel

Only a Broken Leg

While Buster Keaton was in his dressing room after a hard day's work on "The High Sign," his latest Metro smilereel, now being shown at ..... Theatre, an extra entered.

"You know, Mr. Keaton," he said nonchalantly, "I broke my leg in that scene I had trying to capture you."

"What's that!" exclaimed Buster. "Rest yourself on that couch and I'll send for a doctor."

"He's right," the doctor said to Buster, after completing his diagnosis, "he has a broken leg. However, you don't need my services—what you want is a carpenter—it's a wooden leg."

"NEIGHBORS"

Another Keaton Smilereel

EXACTITUDE STRICT RULE IN MAKING OF COMICS FOR SCREEN

Buster Keaton Declares Attention to Detail Necessary to Get Laughs at Right Time

"Exactitude is a religion with successful people in all walks of life," says Buster Keaton, whose latest smilereel, "The High Sign," released by Metro, is being shown at the ..... Theatre.

"The preacher must quote the Bible exactly and the safe-cracker must use just the exact amount of nitro-glycerine or disaster is sure to occur.

BUSTER KEATON

One-col. Star Cut or Mat K-4

"The same is true in the making of film comedies. No little detail which might aid in perfecting the production may be overlooked. Above all, incongruity must be guarded against. If I get a beautiful black eye (in the picture) before breakfast, it is not natural that the optic be in perfect shape before lunch.

"When so many scenes are shot daily, the director sometimes forgets the details of makeup of all the actors in each particular scene. Then retakes are necessary and everybody is made to feel unhappy."

"THE SCARECROW"

Another Keaton Smilereel

Ha! Ha! Ha! Ha!

Nothing but Mirth for the Public When

BUSTER KEATON

starts the laughs with his weird shots in

"THE HIGH SIGN"

At the ..... Theatre

.....

PHRASES *for* CATCHY ADS

When Buster Keaton shows his sombre face it's "The High Sign" for unlimited mirth.

* * *

A house of many trapdoors makes "The High Sign" a hilarious puzzle.

* * *

In which Buster Keaton introduces a gun that can shoot around corners.

* * *

Buster Keaton

½-Col. Star Cut or Mat K-1

Where Buster Keaton adds some new thrills to a shooting gallery and gets some.

* * *

In which a gigantic newspaper contributes a picayune job.

* * *

Where bullets and bandits are plentiful as votes.

* * *

As a bloodthirsty gangster Buster out-buzzards his brother members of the Blinking Buzzards.

A rollicking farce where the course of true love runs fast but far from smooth.

The ACCESSORIES

ADVERTISING ACCESSORIES of the greatest value are available for this Buster Keaton comedy, and will be supplied with those to follow as well. They are all purposeful, and should be made the fullest use of. The list of these accessories follows:

One one-half col. star cut and mat.
Two one-col. star cuts and mats.
One two-col. star cut and mat.
One sheet—one style.
Three sheet—one style.
Six 11x14 black and white lobby scenes with hand-lettered, line drawn title card.
One 22x28 hand-lettered star photograph.
One stock star slide.
Press sheet.

Ask the Metro man about these exploitation aids.

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