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ADDRESS REPLY TO THE COMPANY

ATTENTION

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Title Page.

"The Primitive Lover".

A photoplay in six reels.

Directed by Sidney A. Franklin.

~~Story by~~ ~~Author of~~ ~~photoplay~~ Edgar Selwyn.

Author of photoplay Joseph M. Schenck.

MAY -5 1922

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Joseph M. Schenck
presents
CONSTANCE TALMADGE
in
"THE PRIMITIVE LOVER"
Directed by Sidney Franklin
An original story by Edgar Selwyn
Continuity by Frances Marion
Cinematography by David Abel
Art Director Stephen Goosson

THE CAST

Phyllis Tomley .....Constance Talmadge
Hector Tomley .....Harrison Ford
Donald Wales .....Kenneth Harlan
"Roaring"Bill Rivers .....Joe Roberts
Indian Herder .....Charles Pino
Indian Chief .....Chief Big Tree
Mrs. Graham .....Matilda Brundage
Judge Henseed .....George Pierce
Attorney .....Clyde Benson

SYNOPSIS

Following her successful comedy feature "Polly of the Follies", Constance Talmadge has produced another sparkling with humor in "THE PRIMITIVE LOVER".

The star appears as a romance stricken girl who reads the "best sellers" for their love scenes at the same time that she is tied to a prosaic, practical husband, Hector, who still fears the memory of his former rival Wales. The memory is a blessed one for Wales is supposed to have gone on a tour of exploration to South America and to have died there.

But it develops that Wales is not dead. He bursts in one evening, cocksure, egotistical and self centered and tells marvelous stories of his explorations. Phyllis is greatly impressed, however; but Hector counteracts this impression by giving away the secret he knew all along; that the report of Wales' death was simply a huge publicity hoax to enhance the inventor's fame and advertise his forthcoming novel.

In turn, Wales accuses Hector of taking advantage of the situation to marry Phyllis. It impresses the wife obviously, and she finds she cannot be happy any longer with Hector. Divorce proceedings in Reno are arranged just as Hector gets the first inkling that she may, perhaps really be very much in love with him.

An Indian's realistic remonstration of how to deal with unruly wives gives Hector another idea that he puts into practice when he hears Wales threatening to treat Phyllis like a "primitive lover". Kidnapping both of them he takes them to a mountain fastness where they are helpless because of Wales' inability to do anything practical. At the moment they are starving the scented aroma of Hector's coffee from the neighboring cabin wafts in upon them. Wales escapes to bring help; but he forgets that in leaving Phyllis alone with Hector he opens the path to a reconciliation, which has been effected by the time he returns.

Wales plays his last card - an ornate eulogy of the success of his latest novel; but the old Indian chieftan again paves the way for happiness by showing how he treats one of his 26 wives when they disobey. The sight of the squaw, crawling back for his love after such rough treatment, has its lesson, and Hector and Phyllis are reconciled.

Harrison Ford and Kenneth Harlan have the roles of the two lovers for Constance Talmadge. The comedy registers A-1. It is bright, snappy, exhilirating. Comedies - good ones - are the hardest things in the world to produce. You'll find "The Primitive Lover" one that fills every need and will appeal to all classes.

MAY -5 1922

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Dated at Washington D.C.
May 5, 19 22

Register of Copyrights,
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