Here's captivating Constance in a Comedy of Cupid—See her "LEARNING TO LOVE" with five beaux to her string. Antonio Moreno heads fine supporting cast.

THE CAST.
Constance Talmadge......Patricia Stanhope.
Antonio Moreno.........Scott Warner.
Emily Fifer.............Aunt Virginia.
Johnny Harren.........Tom Morton.
Ray Hale...............Billy Carrethers.
Alf Goulding...........John the Barber.
Wallace MacDonald......Professor Bonnard.
Byron Munson...........Count Cool Cow.
Edgar Norton............Butler.
Percy Williams.........Butler.

Synopsis.
Pat Stanhope is a hopeless flirt. In turn she makes love to her professor, to a college boy, to a young Chicago millionaire and to a nobleman.

However, she fails to make any impression on her lawyer and guardian, Warner, and for that reason promptly turns to love with him.

As a result of allowing herself to become "engaged" to all her fiancés at once, Pat starts a row which lands three of them in jail.

Warner saves her from scandal, but declares he will compel her to marry the next man with whom she becomes engaged. That gives Pat an idea and she seeks herself in Warner's room and then sends a hint of her escape to a society scandal paper. Whereupon Warner, to save her reputation, forces Pat to marry him.

However, he refuses to live with her, declaring that his wife must be a real woman, not a flirt. Heartbroken, Pat sells for Paris to get a divorce.

On the boat she meets Billy, one of her former college boy flames, who tells her that he is on his way to Paris to heal her shattered heart in wild living. Pat, feeling that she has ruined Warner's life, and anxious to make amends by getting him a divorce, promises Billy, half heartedly, that she will marry him later.

However, Warner, who has been secretly in love with Pat all along, hastens to Paris after her. Both of them later find the "heartbroken" Billy treating three beautiful French girls in champagne at a popular café, and so Pat turns back to her husband and happiness.

JOSEPH M. SCHENCK
Constance Talmadge
"LEARNING TO LOVE"
With Antonio Moreno.
Directed by SIDNEY FRANKLIN.
A FIRST NATIONAL PICTURE.

How to Sell the Picture to the Public.

Exploitation Suggestions for
"LEARNING TO LOVE"

Apart from the comic premise of the story and supporting cast, there are plenty of points of interest in this new Constance Talmadge First National. The story deals with the experience of a young woman who is an exceedingly useful out of the point of view of exploitation.

A Street Stunt.

For instance, there is an amusing street stunt which you could use on, and which would doubtless get a lot of attention. Get a crowd of pretty girls to wear out around the various thoroughfares of the city, and let her distribute to every man she sees a little card reading—
"Don't Learn to Love. Why not marry me?"

If you wish to make the stunt additionally eye-catching, you might perhaps have a small part of Cupid's wings sewn on to the back of the girl's hat, so that you would catch the attention of all passers-by.

Lobby Ideas.

Here is a suggestion for your lobby. It has been proved in the past that lobby displays are quite a big source of revenue, and those showmen who have a big worthwhile situation should make full use of it. If you have a big intake in your lobby, you should have an interesting display. It would otherwise remain in the lobby, the lobby screen division, for a considerable time, and this would certainly mean a loss in revenue from a small display. If you have a big take in your lobby, you should have a big lobby display. The lobby display should be large and eye-catching.

Window Displays.

There is simple key here, with this title, for window display. For instance, you might have a large display in your lobby, which could be used as a window display.

Another angle can be gained from this fact that Constance Talmadge is seen in the hands of the fairy, from which beauty parlor, etc., can get a lot of extra business. An extra amount of the other things usually associated with love affairs can be approached, which will help the showman to have a larger crowd and make dealers with the latest love stories and love songs accordingly.

Press campaign.

From the advertising point of view, your press campaign should be started on your opening date, starting some time prior to your opening. You could, for instance, use a whole lot of small-size advertisements, each with a different angle:

"You are learning to love—so are the girls. They are all learning to love."

"There is always a girl willing to teach you how to "Learning to Love."

"Only the women learn to love. They are all learning to love."

All of these should be in the newspapers as well, and on, whilst another similar idea would be or announcement reading:

"I am learning to love. It is my duty. I have to learn to love."

WHAT YOU WANT TO KNOW
AT A GLANCE

Title: "LEARNING TO LOVE"
Type: Comedy.
Length: 5,000 feet. 6 Reels.
Running Time: 75 minutes.
A FIRST NATIONAL PICTURE.

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The engagement ring was in his voice!
LEARNING TO LOVE

ANTONIO MORENO IN TALMADGE PICTURE

Appears With Constance Talmadge In New Film "Learning To Love"

After ten years Antonio Moreno returns to the Talmadges in "Learning to Love," his latest film. Moreno has been a leading man for ten years and has a First National contract. "Learning to Love" is a fine picture. It was written by James T. Parrott and directed by Fred Newmeyer.

CONSTANCE TALMADGE
Huge Insurance on Talmadge Sisters

£200,000 Each Placed on Lives of Constance and Norma by Producer Scheuern.

How much is a screen star worth—$200,000? The question seems parodoxial, but for the first time in history Constance Talmadge, the new First National star, is earning $200,000. The contract is only 3 years long, and even if the studio man is. He will leave the screen at the end of the third year, but before that time he will be worth $200,000. The contract is a tremendous one, and it is expected that Constance Talmadge will be one of the biggest stars in the business.

CHRIS COWNS WORN BY MISS TALMADGE

Constance Displays Many Novel Costumes in "Learning to Love".

For her in her new First National Coronet, Constance Talmadge, wearing the following charming tiaras:

1. On a scene on a woodland, Constance Talmadge wears a tiara of sapphire, emerald, and diamond, set in gold.
2. On a scene in a garden, Constance Talmadge wears a tiara of rose-cut diamonds, set in platinum.
3. On a scene in a ballroom, Constance Talmadge wears a tiara of moonstones and diamonds, set in gold.

In her hair Constance Talmadge wears a tiara of sapphires and diamonds, set in gold.

Five Leading Men in Film Support Constance Talmadge

And She Makes Love to All of Them In "Learning to Love".

ADVANCE READER

Constance Talmadge has five leading men in her new comedy, "Learning to Love," at the Strand.