First National Pictures, Ltd.

THE SAVAGE

SYNOPSIS
Danny Terry, wild animal writing expert for a scientific magazine, goes to the Mariposa Islands and plays the part of a white savage to put over a hoax on a rival magazine that has representatives accompanying Professor Atwater, who is searching for a white savage. He is found and brought back to civilization and placed on exhibition at a jungle ball which Mrs. Atwater gives to celebrate the announcement of the engagement of her daughter to Howard Kipp.

At the ball Terry's editor appears and tries to expose the hoax but Terry has fallen in love with Ysabel and refuses to expose her father. To save exposure he escapes from the cage and runs out the window with the guests in pursuit. At the ball Ysabel has discovered her fiancé with another girl so breaks her engagement. She rushes after Terry and tells him she knows he is a fake. But Terry groans in his arms and carries her with him to a big cabin on a neighboring estate. There he tells her how he loves her, and she realizes that it is not in vain but tells him to wait until he has escaped. Terry finds a razor in the cabin, shaves off his beard and when the pursuers arrive he is lying on the floor and Ysabel has her hair down and clothing disarranged as though they had been battling with the savage.

They tell the crowd the savage went through the window and as the crowd goes on with the hunt they smile and embrace and the picture ends with Terry and Ysabel finding their real happiness.

WHAT IT MEANS TO YOUR BOX OFFICE

It is rare that a picture is clean-cut and swift-moving as "The Savage" comes to the screen. It is absolutely free from anything but the freshest and most entertaining sort of fun.

Full of sparkling humour and originality, it calls for an intriguing variety of scenery. In order to play a hoax on a scientific expedition sponsored by a rival magazine Ben Lyon disguises himself as a "white savage," the very prize for which the hunters are seeking. The search takes them down into the tropical jungles. Then the "white savage" is captured. The hunters pursue the scientists on the back of a mammoth Brontosaurus. One of the prehistoric beasts which gave such thrilling delight in Mr. Hudson's immensely successful "The Lost World." Brought back to the city, the "white savage" proceeds to fall in love with the chief scientist's daughter—and the comedy situations grow by leaps and bounds.

Fred Newmeyer, who has directed Harold Lloyd for the past eight years, wielded the megaphone in "The Savage."

Brontosaurus Pursues Hunters

Mammoth Prehistoric Brute furnishes Gigantic Thrills in "The Savage."

PREPARED REVIEWS
"The Savage," a First National picture featuring Ben Lyon and May McAvoy, opened yesterday at the Theatre, and sets the pace for the current season's better pictures.

In this picture is everything one can possibly want in a motion picture. There are thrills, love story, laughs by the score.

Most of the story is told in the
He’s Wild, but Oh My!

HE—The Savage
SHE—The Tamer

He never wore a dinner coat—never had his nails polished—can’t even dance—but what he can do will make you want to see more!

NOVELTY—THRILLS

The Wild Man of Borneo has just come to Town. See him at the Regent To-Day.

The Savage

with

BEN LYON
MAY McAVOY

A FIRST NATIONAL PICTURE

No. 862. Newspaper Advertising Block. Price 6/6

All he got was bananas—when he really wanted a kiss!

A BRILLIANT NEW COMEDY

(PREPARED REVIEW)

Motion picture lovers who like good, clean, side-splitting comedy mixed with plenty of thrills and a delightful love story should not miss seeing "The Savage."

The part of the savage seems made for Ben Lyon, and May McAvoy gives a splendid performance.

Ben Lyon is a writer of animal life for a scientific magazine. A rival magazine is sending its writer to the Marquesas Islands with a professor to search for the lost tribe of white savages. Ben is shipped ahead to play the part of a savage and thus put across a hoax on the professor and the other magazine. Ben Lyon does a splendid piece of work throughout.

Then there is a surprise in the nature of a prehistoric brontosaurus which Ben rides wildly over a jungle island. The picture is filled with laughs. It was directed by Fred Newmeyer, who directed Harold Lloyd for the past eight years.
THE POSTERS
First Class Lithos in Full Colours.

48-SHEET
In order to avoid possible disappointment 48-SHEETS should be ordered Six Weeks in advance of play date.

EXPLOITATION

“The Savage” is sheer fun and hilarity built along novel lines that not only make it a complete change to the usual type of humorous entertainment, but give it unusual exploitation angles.

THE MISSING LINK.
The hoax played by one scientist on another whereby a very intelligent and handsome young man is induced to impersonate a wild man of the “missing link” variety affords opportunity to revive discussion as to the actual existence of a type of being half man, half monkey, whose existence adds weight to the contention that man and the ape are descended from the same source.

It may also prove profitable to revive the discussion that recently aroused considerable interest in the press as to the existence of human beings who have been reared by wild animals since their infancy and are in consequence more like animals than men. The following paragraph along these lines should be submitted to Editors of your local newspapers.

STILLS TO SUIT EVERYONE
As an extension of our SERVICE to Showmen, we are now able to offer:

No. 665 Price 3/-
MAY McAVOY in “THE SAVAGE.”
For Programme or Newspaper.

(85 Screen.)

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You can always get two kinds of Heralds with FIRST NATIONAL PICTURES, both are well printed and designed to get business.

DESIGN “A” is a fine colour combination with beautiful pictures of the film. Price 17/6 per 1000, including free overprinting.

DESIGN “B” is a neat 4 page leaflet giving particulars with illustrations. Overprinted with your own details. Price 8/6 per 1000.

In response to numerous requests we can now supply Heralds Plain, thus leaving space for you to do your own overprinting.

Design A, 14/- per 1000. Design B, 5/- per 1000.
Special Prices for Larger Quantities.
Three Styles of Stills for Press and Lobby

**Jungle Effect**

For The Lobby

It might be a good idea to decorate your lobby to get a sort of jungle effect. This would not have to be elaborate. In fact, it would be better. Install a few palm trees that you can probably rent from your florist, and use appropriately colored streamers to complete the effect. A little fake grass matting would improve the group. If readily procurable, get one of those tiny harmless monkeys that are commonly kept in pet shops and place him in one of the palms. This will add a humorous note and prove a crowd drawer.

**Are We Descended From Monkeys?**

Interesting controversy revived by

Amusing Film Comedy.

When first the idea was introduced that the human race is descended from a quadruped which roamed the earth 5000 years ago, the suggestion was immediately met with ridicule and laughter. As more and more discoveries of what are believed to be remains of that quadruped were made, it seemed that the idea of inheritance of physical characteristics and mental traits was a distinct possibility, at least to some extent. Today, with more and more research being done in this field, that possibility became a reality. It is now well known that man is descended from a large monkey-like primate which lived on earth some 100,000 years ago.

**A Hint to the Musical Director**

In several scenes in this picture the captive savage is seen being fed on bananas, and the humour of this situation can be considerably intensified by the use of the song “Est More Fruit” as a theme.

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**D A Y B I L L S**

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He wanted Kissies but she only gave him Bananas.

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