"His Last False Step" Release for Nov. 9

Cast of Characters

Ford Sterling
Phyllis Haver
Charlotte Mineau
Kalla Pasha

Richard Jones, Director

This is a story about a man who truly loved his young and pretty wife; but who could not resist the temptation to have a few marital adventures.

Ford Sterling in the play is married to Phyllis Haver and they have a baby girl and a happy home. But one day, Charlotte Mineau comes into the shop and Ford has to try to make an impression. In the midst of the flirtation his wife comes in so he hastily gets rid of the charmer—no, however before she has eloped him a card with her address and telephone number.

On a pretext of important business, he slips away from home and goes to call on Mineau—only to find himself in the clutches of a gang of crooks and into a budget game.

By a scheme planted by the crooks, his wife discovers him in the charmer's room. A divorce results and he is forced into a marriage with the woman crook.

The night of the wedding which is attended by crooks and ruffs and things his wife comes to the house to get some of her possessions and a queer complication ensues.

The husband's troubles were many, but they were unraveled in an unusual way.

What is a Joke

By Mack Sennett, Producer of Mack Sennett Comedies

In a general way a joke is manufactured from embarrassment. The best and most secret jokes concern the fall of dignity in some way.

There is nothing funny in a dirty bobo falling over a bucket of water, but it is funny when a pompous, stuck-up, snobbish old aristocrat falls over a bucket of water. For that reason, the successful comedy director must have a logical, serious story to "establish" the character of the snob he intends to tip over.

This is the principle upon which all comedy is built.

There are many interesting sights. No one knows how or why, but the screen public has tacitly agreed that certain things are funny and other things are not funny.

For instance, we never can take any liberties with a Shetland pony in a picture. They don't like to see these little fellows made fun of.

The public will enjoy this being poked at a preacher if he wears side whiskers; dress him in any other make-up and you are on very dangerous ground. I never could imagine why this is, but it is true.

There is one character with whom we can always be as rough as we choose—the policeman.

I don't care who it is, everyone in the world is a little afraid of a police man—they always are pleased when things happen to him. You can go as far as you like with a cop.
A Paramount-Mack Sennett Comedy Filled With Laughs

Charlie Murray's Pans

In lindburger there is strength.

If a canary is yellow, why let it sing?

A horse thief is never arrested.

Did you ever keep a record of all the names you've been called?

Did you ever notice how quickly an empty bottle is cast aside.

We all have our little idiosyncrasies.

The first drink is enough.

ATTENTION, EXHIBITORS

The sketches on the following page were made by Cartoonist E. W. Gale and will make an excellent Lobby attraction for your Theatre during the run of "HIS LAST FALSE STEP." If you will tear out the page and display it, the cartoons will undoubtedly interest a large number of your patrons.

Hair cuts a lot with most barbers.

An arm will never understand.

Brains and genius are synonyms.

A condition is something that exists in every family.

Never allow your family ties to choke your.

A nail files more dirt than a bookcase.

An elephant's trunk is never empty.

The undertakers are too deep for me.

Mr. Alonzo has got a wonderful desert.

If you want to keep your body, you must take a receipt—ever from your wife.

The comedy is everybody.

Here's hoping the roof of your mouth will never need a siphon.

When Greek meets Greek, they are generally wrestlers.

Sennett Girls Learn Ballet

Ford Sterling, Phyllis Haver and Charlotte Min/Gus in laughing scenes from HIS LAST FALSE STEP.

EXHIBITORS ARE LEARNING EVERY DAY THAT TO FEATURE Mack Sennett Comedies Means Big Profits.

NOTICE TO EXHIBITORS

NEW LOBBY SETS OF MACK SENNITT BATHING GIRLS

Fifty different poses of Mack Sennett Bathing Girls and Comedians have been selected from more than 880 plates for distribution to Exhibitors. These are all copyrighted photographs, printed from the original negatives and were taken at picturesque locations along the Pacific Coast. They are very beautiful pictures and may be had at the following rates:

Set of 10 (assorted) 8x10 size $2.00
Set of 25 (assorted) 8x10 size 420
Set of 50 (assorted) 8x10 size 7.50

Full information concerning these new lobby sets may be had on application to the

LOYAL STAFF, MACK SENNITT STUDIO
Impressions of Mack Sennett's Paramount Comedy

"His Last False Step"

Shown in this theater.

Charlotte Mineau, the vamp

Phyllis Haver, the wife

Ford Sterling, the husband

The eternal triangle

How the man who bought the pickpocket privilege at the wedding got a good, workable crown together.
SALOME vs. SHENANDOAH

Super Special Two Reel Feature Released October 26

The Exhibitor who does not make this comedy the FEATURE of his program is overlooking a great opportunity for record business.

A word to the Progressive Exhibitor—

I consider this to be the best two reel comedy ever produced under my supervision.

Sid Grauman, one of the foremost exhibitors in the United States, thought well enough of "Uncle Tom Without the Cabin" to play it as the feature of his bill against very strong opposition. Record business for the week justified his judgment. This is a bona fide fact.

I consider "Salome vs. Shenandoah" to be a better comedy than "Uncle Tom Without the Cabin."

MACK SENNETT.