

**D. A. R. Better Films
Committee Report on
Current Movies**

A week or so ago this column called attention to the use of sensational and misleading titles of worth-while pictures, which has called forth expressions of appreciation and gratitude. Today just a word about the same tendency in advertising of pictures in press and programs.

There is a motion picture advertising code to which all responsible employes of the industry are subscribed,

and instances of violation of the ethics and offense to good taste should be protested. In our own security because of the tireless efforts to keep up the standard and reflect the mental attitude of this locality, let us not be indifferent and blind to the dangers that lie about us. Can we not be content to recognize that a picture advertised for "adults only" here has justified this limitation? And again can we not be loyal to the splendid offerings provided and promised to us and exercise a bit of patience until they can get around this way? "The Great Meadow" is com-

ing, "Cimarron," and other outstanding productions are on their way.

This week the young people will doubtless find amusing "The Cohens and Kelleys in Africa," a farce comedy with the friendly enemies after ivory for piano keys. "Oh For a Man" presents Jeannette MacDonald and Reginald Denny in an improbable comic opera type story, providing a setting for some lovely songs. Not a children only picture. "Morocco," an intriguing drama of sophisticated theme. Beautiful photography, the use of sound becomes an art, and the three principals, Marlene Dietrich,

Gary Cooper and Adolphe Menjou, with finished acting, present a very interesting picture. Adults.

"Outward Bound" should receive the most emphasis in the week's program. An A-1 picture. Those who appreciate the fine dramatic interpretations will find this play well worth seeing. Remarkable photography and sound effects. It is a picture with value for mature and intelligent young people, and can be recommended for them. It is quite beyond children, and rightfully a mid-week picture.

PIERCE - ARROW

ANNOUNCES

NEW REPRESENTATION IN HIGHLAND PARK

To the very representative group of Pierce-Arrow owners in this community, and to the many who are contemplating such ownership, we announce that Pierce-Arrow passenger car distribution will henceforward be directed locally by

WILLITS-NASH, Incorporated
129 North St. Johns Avenue

This organization's appointment has been the direct result of its recognized ability to interpret the aims and ideals of The Pierce-Arrow Motor Car Company—and to render the sort of service that properly belongs to *America's finest motor car.*

The new Pierce-Arrows—with Free Wheeling—with traditional Pierce-Arrow luxury and quality—and at substantial savings in price—are now on exhibit at the new Pierce-Arrow showrooms.

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