

Electric Railway Publicity

Devoted to How to Tell the Story

Photoplay Projected Publicity Plan of Pacific Electric Railway

AN INNOVATION in projecting its publicity has been undertaken by the Pacific Electric Railway by having Joseph Mattingly, producer, produce and release a two-reel photoplay which exploits the wonders and beauties of Southern California. The story is entitled "The Land of Golden Dreams." Most of the land shown in the picture lies along the Pacific Electric Railway System. In the production of the film the company gave every assistance possible. The film covers all points of interest reached via the Pacific Electric lines from the mountains to the sea. It is produced in natural colors.

The film is 1,961 ft. in length. It is novel and humorous in its projection on the screen. As each scene is projected onto the screen a description of the location is given in the sub-title, then this sub-title is built up with a description of the particular scene or town brought out on the screen. This tends to remove the deadening effect that is apparent in so many scenic publicity films.

The film was released through usual booking exchange on April 24. It has been shown at one of the high-class moving picture theaters in Los Angeles, while thirty prints were immediately released and distributed by one of the largest photoplay distributing corporations in New York for projection on the screen throughout the United States.

Through this most modern of all advertising projects, the medium of the motion picture, the Pacific Electric Lines, in projecting this two-reel comedy-scenic, is heralding to the world the beauties of the picturesque section of Southern California. The picture takes a person back to the year 1780, showing the early days of California's famous old missions. Also, taking one back to those carefree days when kindly California nurtured a romantic race—the old Spanish days of the Dons and their environments. With a short bit of film the camera shows the elapse of time.

Then the story on the film is brought to the year 1922, and scene after scene depicts the principal beach and mountain resorts. Included in the scenes is the trip to Alpine Tavern on Mt. Lowe. All of these places are reached by the company's interurban lines. After the beautiful scenes are shown of the snow-covered Mt. Lowe line of the Pacific Electric to Alpine Tavern, the other extreme is shown in the valleys a mile below where countless orange groves and semi-tropic gardens abound.

The film further carries one among the oil fields, to the country clubs and golf courses, then to the beach resorts, where year-round bathing prevails. In the foot hill and valley towns one is carried through the many beautiful citrus groves, the film closing with a view of a beautiful mountain scene.

The photoplay is in short a message to the world so presented as to entertain, instruct and inspire and likewise to make California better known wherever the film is shown.

"Hello, Jones, C'mon Over Here!"

And Jones Is "Coming on Over"—So Are Smith and Brown—So Are the Mesdames Jones, Smith and Brown, Their Close Relations, Friends and Neighbors, Too.

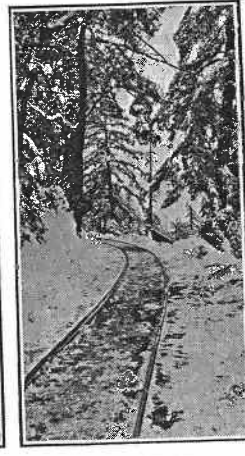
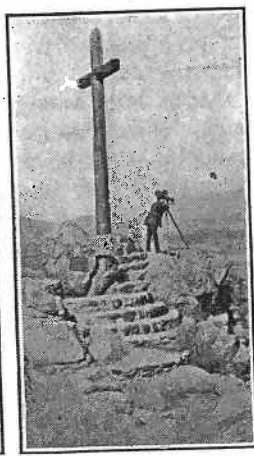
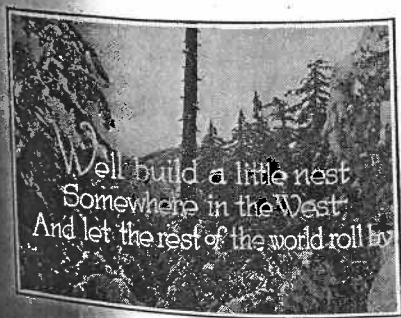
BY W. P. STRANDBORG

Publicity Agent Portland Railway, Light & Power Company, Portland, Ore.

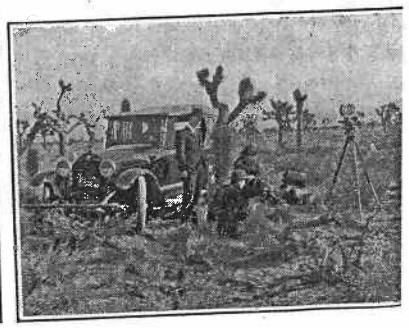
THERE are many ways of looking at this wonderful, fascinating, inspiring idea of "Customer Ownership" now sweeping the nation from border to border and ocean to ocean. The slants from which you may look at it are as varied and interesting as are the methods used in putting the idea into practical operation. It is, however, not the thought of the writer to engage in a discussion of the general subject, but rather to take a single phase of it, and, now and then refer to some of the experiences we have had with it within our own company and the numerous communities in which we operate.

Below—The concluding scene or fade-out appearing in the film.

At Right—One of the scenes, photographing the Arroyo and Vista from Mount Rubidoux near the town of Riverside, Cal.



At Left—A view up the Mount Low line in winter on the way to Alpine Tavern.
Below—Out where the Heat-Devil play on the desert in Southern California.



SCENES TAKEN FROM THE PHOTOPLAY "THE LAND OF GOLDEN DREAMS"

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