

Exhibitor's  
Campaign  
Book



DOUGLAS FAIRBANKS

*The* **BLACK**  
PIRATE

*Photography in Technicolor*

Released By United Artists Corporation



"Some of these days they'll be kicking the Arabian Nights entertainment volumes out of the public libraries and substituting photographs of Douglas Fairbanks with clipping books of his adventures in the Land of Fantasy."

—Los Angeles News



It is my belief that the motion picture camera should not merely record. It should see through a selective impressionistic eye. It should capture moods as an impressionistic painting does.

In the human mind there is always a flickering revolt against the stifling actualities of life and a desire to escape from them. The screen offers an outlet for the spirit of rebellion. It gives actuality to our dreams—our moments of adventuring into the highroads of romance.

THE BLACK PIRATE is a romance of the sea and it has been our aspiration to catch and reflect the real spirit of seafaring, with all its colors and its odors, its swinging, crooning, shrieking rhythm.

Signed

—DOUGLAS FAIRBANKS

# DOUGLAS FAIRBANKS

in

## "The BLACK PIRATE"

Photography in Technicolor

Released by United Artists Corporation

### How To Put This Picture Over

1. Herald this as a Fairbanks production. The name of this producer-star is perfect box-office language.
2. Stress the fact that this is the world's first exquisite color film—an epoch-making advance in showmanship.
3. Advertise lavishly and confidently. In "The Black Pirate" you have that which backs up the greatest campaign,—Personality, Adventure, Romance.
4. Go into big exploitation—a Treasure Hunt, a Drawing Contest, a Ship Model Contest, or a dozen others—all in this book.
5. Appeal to women! This picture is vivid and artistic romancing. The love interest is emphasized. The sentiment is enthralling.
6. Appeal to men! "The Black Pirate" is red-blooded stuff, dynamic in atmosphere, with the most virile of screen heroes.
7. Appeal to the young! Here is the essence of all adventuring, all imagination, all story-book glamor.
8. Ride along on the profitable tide with the greatest salt-sea photoplay ever produced. Announce it as such.

The cut on this page

JJ-8—Two-Col. MAT ONLY (Mat 10c)



# Catchlines With Ticket-Selling "Pep"

HURRY!

See the marvelous natural color picture of love, romance and adventure in the days of the Spanish Main.

Adventure for the *men*  
Heart throbs for the *women*  
Endless delights for the *children*  
Joyous entertainment for *everybody*.

DASHING  
DIFFERENT  
DELIGHTFUL

Rollicking Romance with the tang of the salt seas!

Thrills that surge like a storm swept sea.

The most successful color film ever produced.

Two days of FEAR taught her to love him!

Vibrant with the rollicking swing of Buccaneer Days.

The romantic glamour of audacious Piracy.

Races under full sail into a hurricane of thrills.

A rip-roaring tale—a high seas adventure attuned to heart-warming romance.

Resplendent Romance—with all the sweeping bigness of the open seas.

All the things that make for adventure in its most alluring form.



JJ-11—Two-Col. Cartoon MATS ONLY (Mat. 10c)

An epic of sea outlaws, among whom to show chivalry is to court death.

Kindles to life that spark of wild adventure that lurks in every heart.

A Page from  
THE  
HISTORY and LIVES  
Of the most Bloodthirsty  
PIRATES  
Who Ever Infested  
The Southern Seas.

"He's a lad of rumgumption!" cried they, for his feat meant fifty pounds a head for every man jack of them.

"Who are you?" she queried gently.

"A pirate who has found his treasure," he told her and, stooping, kissed her hand.

DON'T MISS:

The sword and dagger duel on the sands!

The slitting of the rich galleon's sails!

The powder-monkey's train around the helpless victims!

The new leader's wooing of the fair captive!

The Black Pirate made to walk his own plank!

The battle on the fated merchantman!

The battle royal on the doomed ship!

"You risk your life for me," she said gravely.

"I would do more—I would give it," he told her.

He sends this message:

"And if said Ransom be delivered by noon tomorrow, then will the Princess be given back to you spotless and unharmed, but if ye come against us with ships of war and soldiers, then shall the Princess be put to death and her body thrown into the sea."

WHAT WAS THE OUTCOME?

See  
DOUGLAS FAIRBANKS  
in  
"THE BLACK PIRATE"

"The screen masterpiece"—London Daily Mirror







# A BIG TIME TREASURE HUNT

## "The Black Pirate" Ties Up with a Newspaper

A REAL KEY has been hidden in a public place in this city. An eighteen-word sentence tells exactly where it is hidden. The Evening World will give each day of this week, definitions of three of the words in the eighteen word sentence. Define the words correctly, in order, and you will have the key.

The spaces in each word contains.

--	--	--	--	--	--

meaning to go by.  
word)

--	--	--	--	--	--

6 letter word)

--	--	--	--	--	--

f. (4 letter word)

rate" Treasure Hunt—showing presented in crossword or newspaper use.

### DAY:

Present participle of verb meaning across or through.) Ten letter word. 11. S O U T H - E R N M O S T (Furthest in the direction of the Antarctic.) Twelve letter word. 12. T O (Preposition meaning in the direction of or approaching.) Two letter word.

### DAY:

Narrow thoroughfare, Four letter word. 5. (Place to go in, open.) Eight letter word. 6. (Observe, scrutinize.) Four letter word.



The Evening World's Treasure Hunt Float.

## Benefits Both Theatre and Circulation

### THIRD DAY:

7. C E N T R A L (Middle.) Seven letter word. 8. S I X T H (Ordinal number attached to the name of the English King who was conqueror of the Scots.) Five letter word. 9. P A R K (Place for open air recreation.) Four letter word.

### FOURTH DAY:

10. T R A V E R S I N G (Present participle of verb meaning across or through.) Ten letter word. 11. S O U T H - E R N M O S T (Furthest in the direction of the Antarctic.) Twelve letter word. 12. T O (Preposition meaning in the direction of or approaching.) Two letter word.

### FIFTH DAY:

13. F I R S T (Ordinal numeral contained in name of Shakespearian play in which Joan of Arc figures.) Five letter word. 14. B E H E A D E D (Decapitated, minus top part.) Eight letter word. 15. B A N D S T A N D (Place where music is played in the open.) Nine letter word.

### SIXTH DAY:

16. P O S T (An upright.) Four letter word. 17. T U N N E L (Passage through an obstacle.) Six letter word. 18. B R I D G E (Suspended way.) Six letter word.

Punctuation: Periods after Nos. 15 and 16. Commas after No. 4, 5, 9 and 18.

### GETTING THE SOLUTION

This left the directions to the treasure key, as solved day by day, in the form of an obscure sentence. This sentence then had to be reassembled, as a literary and grammatical exercise, with the following result:

Take southernmost path, Sixth Avenue entrance, Central Park, past bandstand. Traversing tunnel to bridge, examine first beheaded post.

It will be noted that the information doled out from day to day, ended with several important clue words. As soon as the last day's papers were off the press, eager crowds snatched the first issues and, interpreting the definitions to suit themselves, dashed off on the final search.

best" — N. Y. Evening World



THE adjoining column carries the text and layout of a half-page ad. used repeatedly in the New York Evening World's "BLACK PIRATE" Treasure Hunt. It gives the entire scheme of the stunt.

### TWO OTHER TREASURE HUNTS

Try the society Treasure Hunt.

This means an affair arranged by your local Smart Set—a subscription affair.

One such was conducted in New York for the National Navy Club, that tied up directly with "The Black Pirate."

The society folk enjoyed theatre cooperation. Men dressed as pirates checked the contestants at each clue post. The final clue led to the theatre.

Arrange with a newspaper or an automobile dealer for the use of tags, each with a different key attached to it. The keys are distributed from an automobile at certain points, according to advertised schedule. It always draws a crowd. A "Black Pirate" should be in costume aboard the automobile or float.

The Treasure Chest itself will be in the lobby of the theatre or at the auto dealer's or at an auto show, or at the newspaper office. One of the keys distributed will open the Treasure Chest. Suitable rewards may be given to the lucky key holder.

FIND THE KEY  
GET \$250 IN GOLD



Douglas Fairbanks is conducting this week for THE EVENING WORLD a real Treasure Hunt for the Key to the Black Pirate's Treasure Chest.

AN ACTUAL KEY has been hidden in a Public Place in New York City.

The exact place and how to reach it is told in a sentence of eighteen words.

Definitions of THREE of these words will appear on the front page of THE EVENING WORLD (City and Home Editions ONLY) each day this week. By Saturday morning you will have definitions for all eighteen words.

If you have read the definitions correctly—and they are just like the familiar crossword definition—you will have the EIGHTEEN WORDS. Arrange the words in their proper order, and YOU WILL KNOW where the key is.

Whoever gets the key and brings it to Room 1110, THE WORLD, on Monday, between 10 A. M. and 1 P. M.—GETS THE \$250.

For Further Details Read

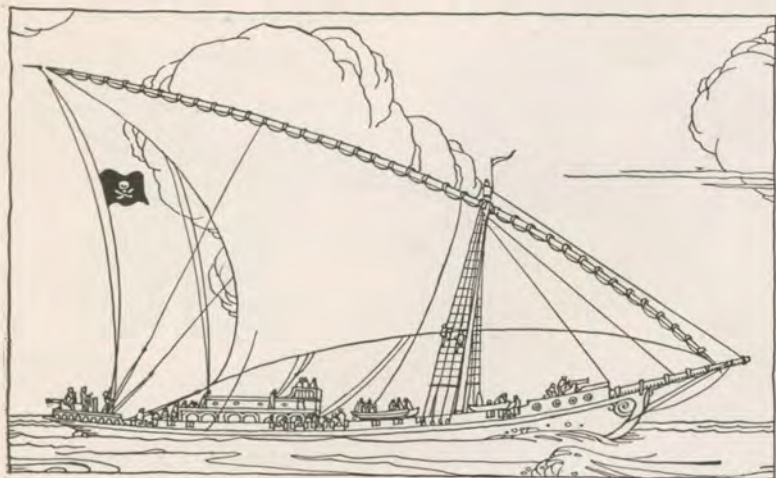
The Evening World  
(CITY OR HOME EDITION)  
To-Morrow

"Prodigiously lovely cinema"—New York World



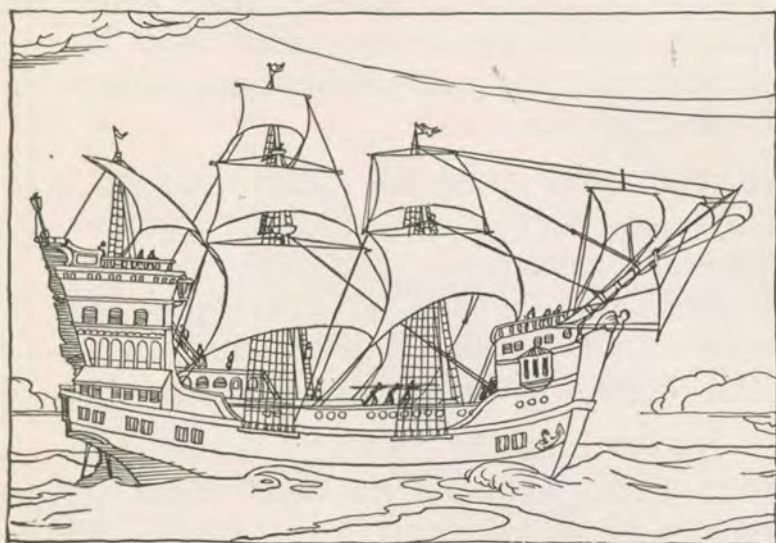
# Here's a Contest that Entertains and Educates

## Paint the "Black Pirate" Ship



### 1. Rakish lateen-rigged Pirate Ship

Pirates favored this type of ship for its speed. However, if they captured a large ship that was unusually fast they would retain that ship; otherwise blow it up after looting it. Douglas Fairbanks in "The Black Pirate" commands a lateen-rigged ship.



### 2. Ornate Square-rigged Galleon

Galleons were the merchantman type of vessels, fitted for cargo and passengers. In fear of pirates they carried more or less armament. Several ships such as this are captured in Douglas Fairbanks' photoplay "The Black Pirate."

NOTE:—These three ship engravings are all on one mat, described as follows: JJ-10—Two-Col. Contest MATS ONLY (Mat 10 cents).

## Rules of the "Contest"

Three different "BLACK PIRATE" ship pictures will be printed, one each day (dates).

Any child 14 years or under may compete.

Paints or crayons may be used in coloring each picture.

Write plainly your name, age and address at the bottom of your paintings, but not inside the pictures.

Send the three colored pictures all together to the Black Pirate Editor of the.....

The three pictures must reach the editor not later than next.....

The winners will be announced next..... and awards mailed to them.

## How to Go at This Contest

Arrange a list of prizes, and have the contest run three days in the week before you open with Douglas Fairbanks in "The Black Pirate."

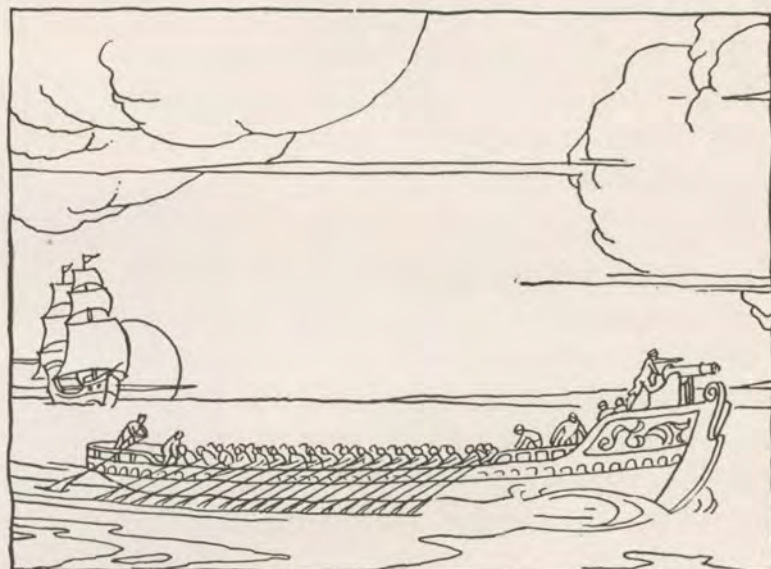
Tie up the contest with ship model-building contests or displays.

Be sure and have the best paintings displayed in your lobby or a good window during the run.

Stress the educational value.

Add essay prizes if you wish.

Use all three pictures at one time if you prefer.



### 3. Galley or Rowing Type of Ship

This picture shows a galley with thirty pairs of oars, and a high forecastle upon which a cannon is mounted. Its advantages were speed and a shallow draft. It was designed for scouting and fighting. In "The Black Pirate" Douglas Fairbanks introduced a thrilling adventure with such a vessel.

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**"A magnificent spectacle" — New York Mirror**



# Red-Hot "BL

## Idea No. 1

### BALLADS

Wooden-legged, hairy chested sailor singing "Black Pirate" ballads on the street.

(A great hit if he really can sing. Let him carry a sheaf of ballads—with your ad on them—to hand out. See the Robert Nichols poem.)

## Idea No. 2

Put on a high pressure contest among the boys for the best

### PIRATE SHIP MODELS

Probably you can get into the schools with this one as an educational feature. Have an exhibition of the completed boats. Enlist newspaper co-operation. Also, start early.

## Idea No. 3

### "GALLEON-ON-WHEELS"

Get hold of a motor chassis and build your galleon over it. Make sails of fly-screen to reduce wind resistance; you can paint them. Send this about town. A most picturesque and satisfying street display.

gin in town... of "grog"—more specifically ginger ale—on the prow of a "Black Pirate" ship on the marquis of your theatre.

Or, have the picture formally launched by a pretty girl. Have her, or some celebrity, break a bottle of bay rum on the screen before the picture goes on. This should attract attention, especially if built up properly with newspaper publicity. Launching "The Black Pirate" with a yo-ho and a bottle of bay rum is novel, at least.

## Idea No. 6

### PIRATE PEEP SHOW

For lobby, or window display rig up part of a ship's side with portholes. Have these portholes open, with illuminated scenes inside from the lobby cards or posters.

## Idea No. 8

### BUCCANEER BOOKS

"The Black Pirate" offers bookstores an opportunity to display all their pirate literature along with a selection of stills from the production. The poem by Robert Nichols, famous English poet, could be hand-lettered as a centerpiece.

## Idea No. 9

### THE PLANK

Supply your lumber yards with banners to put on each load of material sent out for delivery:

PLANKS for Douglas Fairbanks to Walk—in  
"THE BLACK PIRATE"  
Empire Theatre  
This and other fine lumber  
furnished by

SYCAMORE HARDWOOD CO.

"Hailed as a master movie".—*Literary Digest*



## BUCCANEERING

By

Robert Nichols

Attend all you who would forget  
The humdrum round and daily  
fret.

The black ship rocks upon the  
bay,

The bo'sun pipes—we must  
away!

To where upon the sunset Main  
The golden galleons of Spain,  
Like whales besieged by ravenous  
sharks,

Battle with privateering  
barques;

Where on a lone reef in the West  
The bleached skull guards the  
treasure chest;

Where fierce grog prompts a  
fiercer greed

And who shoots last shoots late  
indeed;

Where plank or noose or knife  
await

The man who masters not his  
fate;

Where yellow gold shines bright  
above

All splendours but the eyes of  
love;

Where red blood flows and black  
flags fly

And bold men *live* before  
they die!

Away! Away! We need but  
these—

High courage and a spanking  
breeze.

The buccaneers crowd at the rail,  
See there the black flag upward  
sail!

The bo'sun's whistle shrills again,  
Cheer boys, we're off to the  
Spanish Main!

(Your Theatre)

DOUGLAS FAIRBANKS

in

“THE BLACK PIRATE”

# DOUGLAS FAIRBANKS

in

## “The BLACK PIRATE”

### She Was Worth Fighting For!

She was beautiful. A captive.  
The only woman on this, the terror ship of  
the Salty Seas.

There he stood with hundreds of hands  
reaching out to snatch her away.

Isn't that a situation to stir the blood? It is  
only one of many. A thrill a minute—  
A sensation a second.

The Black Pirate  
is Doug's greatest  
contribution to the  
screen.

Here's high-point  
entertainment. Enjoy-  
able to you whether  
7 or 77.

Photographed in Technicolor



“Great entertainment”—New York Evening Journal



The story of a Great  
Photo - Drama for  
Lovers of Pictures  
and Fiction

# "THE BLACK PIRATE" A I



Her lover supposedly drowned, the Princess finds her only protector in MacTavish, the loyal Scotch robber. At the passage outside her door they meet Michel. "Stand back there," cries MacTavish, "the agreement says 'spotless and unharmed' till noon on the morrow!"



The fatal noon of the morrow comes and goes. "Time is a man!" Michel declares, "we wait for man!" Thence to the terror-stricken Princess the villain gloriously swaggers. A single shot. Michel and his band rush to the deck. They spy an armored galley. The pirate ship returns the fire. The galley sinks.

## Keep a Log of The Pirate Vessel

HERE'S one that will prove valuable because of its novelty. This being a sea picture, get a log book and put it in your lobby where your patrons can register.

You can get into the newspapers with this one by having a celebrity sign first. In a big city, let it be your mayor, or governor or someone conspicuously in the news. In a small town, try to get some visiting celebrity to register first, or stage a contest through the paper for the girl who most resembles Billie Dove and let her register first, and be the guest of honor for the evening.

As time goes on, the log book will become more interesting, especially as people from out of town register. Let your prettiest usherette take the book in charge during intermission, and in that manner you will get a lot of names. Many of them will have value to you later for a mailing list.

### A Cor

Above is  
"The Black  
picture-serial

This feature  
success in the  
ing World.  
cate, 63 Park  
will provide  
of \$20 for the  
in 7-column  
screen.

Have it run just before the photoplay opens, the newspaper to order direct from the Syndicate, you to arrange with the newspaper as to cost.

## Sid Grauman's Prelude

AN elaborate setting at Grauman's Egyptian Theatre, Hollywood, introduced "The Black Pirate," with a scene of a ship's deck. A baritone buccaneer sang "Three for Jack" and other sea ditties. Then sixteen girl pirates romped in, and did a fast swordplay dance, in which at times eight of them were crossing blades with the other eight. A man and a woman then came on the stage with a specialty pirate dance, winding up with a pursuit of the woman into the rigging. The dancing was concluded with a "hurrah" finish of the girl pirates. The show then went into the picture.

clubs, and various organizations will cooperate.

It is a great circulation stunt for newspaper cooperation. A Portland, Ore., newspaper, in connection with a Fairbanks picture, kept such a contest on the front page for thirty-one consecutive days, as the nucleus for a permanent junior readers' club.

Offer a big prize in the name of Douglas Fairbanks if you wish; get merchants and others to come in with prizes; have school authorities and health leaders conduct elimination examinations and field days.

A splendid pony, typifying a pony ridden in "The Black Pirate" by Fairbanks, can be shipped from Los Angeles to Western cities at a total expense of about \$250 to the theatre Query Mark Larkin at the Pickford-Fairbanks Studio, Hollywood, Calif.

See Page 15 for pictures and more details of the Athletic Angle.

"His finest achievement" — San Francisco Chronicle



ONLY (Mat Thirty Cents)



FAIRBANKS

# *The Black Pirate*

Doubloons! Pieces of eight!  
Pirates! Buried Treasure!

Yo! Ho! But here's a tale  
to carry you back over the  
years.

From 7 to 77 — a swash-  
buckling yarn, salty, exciting  
that will thrill you with its  
rousing action and rare  
romance.



Photographed in Technicolor

Doug was never so fine.  
A glorious figure sweeping  
through this true pirate  
story wreaking his venge-  
ance on the boisterous  
buccaneers of the seven  
seas.

There's villainy—buckets of  
it! And a love story as  
beautiful as the girl herself.

*Be a Pirate For a Day and Drive All Cares Away*

“Another high romance” — *Kansas City Star*



# ATTRACTIVE ART ADS.—Each a Magnet

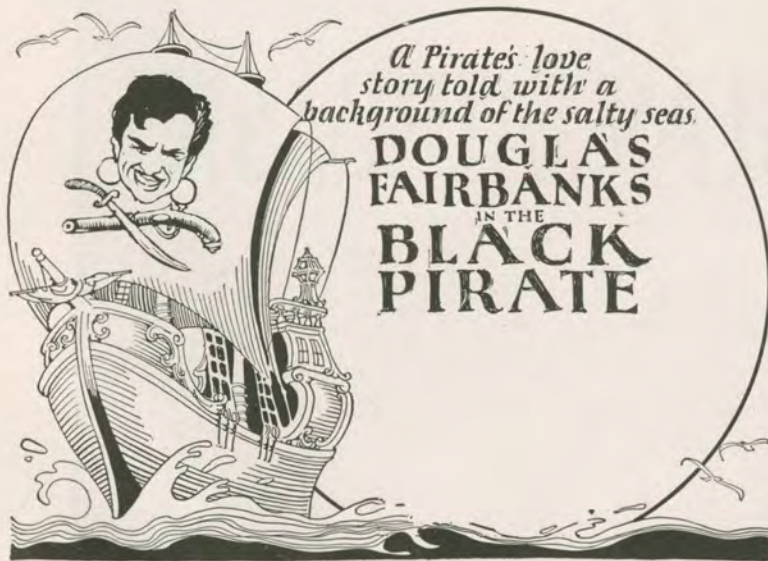


JJD-4—Two-Col. Ad MATS ONLY (Mat 10 cents)

We call these One-Column Ad.-Slugs "DINGBATS" They are little, but highly effective



JJD-3—One-Col. Ads MATS ONLY (All three on one mat) Price 5 cents for the mat



JJD-5—Two-Col. Ad MATS ONLY (Mat 10 cents)



JJ-9—Two-Col. Line MATS ONLY (Mat 10 cents)



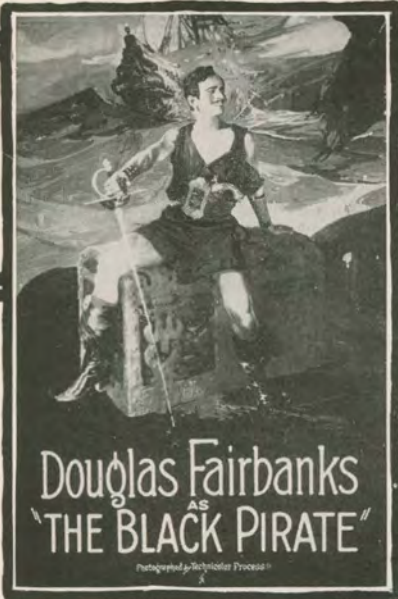
JJ-8—Two-Col. Line MATS ONLY (Mat 10 cents)

"Best of the adventure" — Boston Post



# POSTERS

UNITED ARTISTS  
CORPORATION



Douglas Fairbanks  
AS  
"THE BLACK PIRATE"

Photographed by Technicolor Process

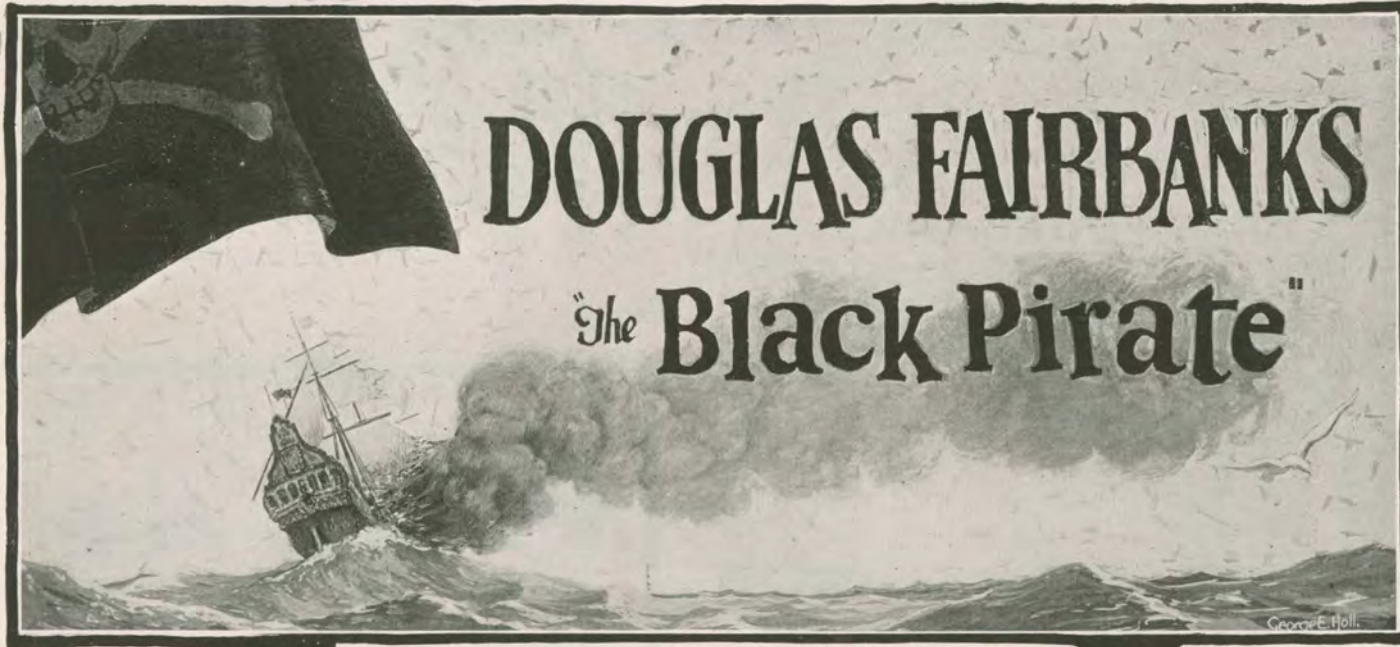
ONE SHEET NO. 1



DOUGLAS FAIRBANKS  
"The Black Pirate"

Photographed by Technicolor Process

ONE SHEET NO. 2



# DOUGLAS FAIRBANKS

## "The Black Pirate"

George E. Hall

24  
SHEET



Douglas Fairbanks  
as  
"THE BLACK PIRATE"

Photographed by Technicolor Process

THREE SHEET NO. 1



Douglas Fairbanks  
AS  
"The Black Pirate"

Photographed by Technicolor Process

SIX SHEET





# Another Page of "Punch" Ads.

JJD-8—Two-Col. Ad (Cut 50c; Mat 10c)



*The Love Story  
of a Bold  
Buccaneer*

## DOUGLAS FAIRBANKS in "The Black Pirate"

*The Adventure of a Lifetime!*

A whoop 'em up, soaked in the sea, buccaneering yarn with love and vivid romance always present.

Come and live those pirate dreams of long ago. Come and see The Black Pirate capture a merchant ship single handed to win his spurs.

Yo! Ho! All ye from 7 to 70 renew your youth and be a pirate bold!



Photographed in  
Technicolor

### SOME STUNTS

A good constructive contest could be worked out with the board of education of your biggest school for a series of essays on the real pirates — Morgan, Kidd, Roberts, Avery, etc., tying up with the picture. For a reward you could give a small silver oar mounted as a desk or mantel ornament.

The silver oar was the emblem of a pirate execution and was always carried at the head of the procession which marched with the pirate to the gallows where he was to be hanged. Perhaps also a Jolly Roger that would be good for a decoration in a boy's room would make a suitable prize offering.

#### A Pirate Ball

Tie up with some society club and a newspaper to stage a pirate ball, the proceeds to go to charity. This will give a chance for a two or three weeks' campaign of publicity, and also the opportunity to feature "Walking the plank," "Burying Treasure," and that sort of thing at the ball. A Pirate waltz could require the women to walk the plank into the arms of their partners. The ball could be a costume affair, elaborately done.

#### Sea Chantey Prize

Offer prize for best sea chantey dealing with the picture. Tie this one up with a newspaper. Let it offer the prize and publish one poem every day during the progress of the contest.

#### "Taking the Town"

Maybe you can have a gang of Black Pirates swoop down on the city hall—by arrangement—raise the Jolly Roger on the flag-staff and capture the town. If you have several houses under the same management, get some motion picture stuff of this and use it to stimulate interest.

JJD-2—One-Col. Ad (Cut 30c; Mat 5c)

## DOUGLAS FAIRBANKS in "The Black PIRATE"



**Discovered!**

**A Buried Treasure of  
Youthful Happiness  
Adventure — Romance**

Come search for it with this most glorious of all pirates.

Come dig up—the thrill and joy of those days, when imagination ran wild with a thirst for buccaneering.

To see The Black Pirate is to enjoy the thrill of thrills. Satisfy the ambition of a lifetime by being a pirate bold or a pirate's sweetheart—*just for an evening.*

**"Best of the sea films"—Los Angeles Express**



# MORE SEAT-SELLING AIDS



Lithographed Window Card (Price 10 cents)



Slide No. 1 (Price 15 cents)



Slide No. 2 (Price 15 cents)

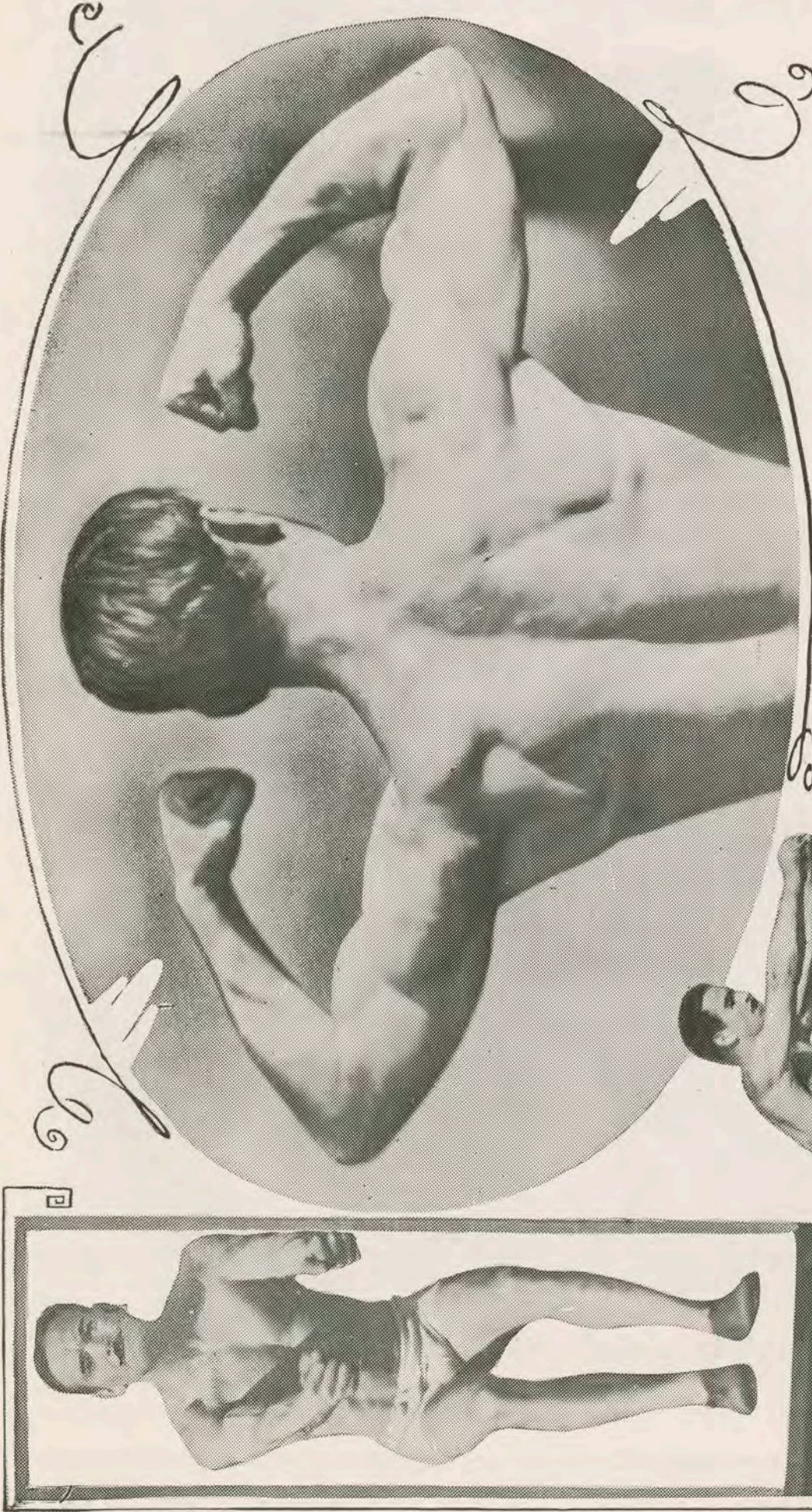


Lithographed Twenty-four Sheet Block Poster (Price \$2.00)

“Lusty, constantly exciting”—Boston Herald



# HERE'S A DOUG STUNT FEATURE



## Fairbanks Stresses Value of Exercise

**By DOUGLAS FAIRBANKS**  
**I** HAVE been asked to give boys and girls in school advice as to their physical improvement.

Most boys and girls these days think they get plenty of exercise, and perhaps they do. But there is a feature in this connection that I have always been especially interested in and I believe that boys and girls should be. It is this:

The great thing that exercise can do is fix a proper balance between body and mind, to give us a healthy outlook on life so that petty failures will not discourage us too much, nor our petty successes give us too much cause for satisfaction and triumph.

I see physical exercise as the great antidote for the softening and demoralizing effect of too much civilization. It will help you to realize that the fruits and rewards of labor are not nearly so enjoyable as the labor itself, and that the only permanent satisfaction comes from continued activity. The kind of exercise you take is of minor

importance. The main requirement is that it shall be done regularly and in the spirit of enjoyment.

I do not believe that exercise taken in the spirit of indifference does one particle of good. If you can't get the spirit of fun out of it, try some other form of exercise. Generally speaking, exercise of any kind becomes enjoyable when you introduce the element of competition. This does not mean you must confine yourselves to tennis, baseball or other games. If there is no opponent handy to compete with, you can learn to compete with yourself.

If you took fifteen minutes to walk to school yesterday, see if you can do it in fourteen today. Throw your head back, walk erectly, breathe deeply, and you will find that, although it may not be the most exciting kind of exercise, there is considerable fun in it.

In exercises, like almost everything else in life, it is not the outward form, but the spirit behind it that counts. If you have this spirit, you will not con-

fine your exercises to any set form or any number of minutes or hours a day. I suppose that ten minutes of perfunctory exercising in the morning is better than nothing, but personally, I am prejudiced against this kind of thing. It seems to lack the spirit I speak of. I would just as soon confine my thinking to a certain number of minutes a day, or my religion to a portion of Sunday morning.

So let me tell you that if you think that you are living under conditions or among surroundings that make the proper exercising impossible, there are no such conditions or surroundings. Not if you have the right spirit and the desire. I can get the same amount of exercise in a New York hotel or crossing the continent on a train, that I get at the studio or at home.

Beg, borrow or steal the equivalent of two hours' hard exercise a day. If you do this you will keep your body strong and your mind clear. Resist everything that tends to make you soft and satisfied.

JJ-13—Five-Col. Special Athletic Mats Only (Mat 30 cents)



# These Half-Tone Scene Cuts Draw 'em to the Box-Office



*Douglas Fairbanks in "The Black Pirate"*

JJ-1—One-Col. Scene  
(Cut 30c; Mat 5c)



*Douglas Fairbanks*

JJ-3—One-Col. Portrait  
(Cut 30c; Mat 5c)



*Douglas Fairbanks in "The Black Pirate"*

JJ-2—One-Col. Scene  
(Cut 30c; Mat 5c)

## New Two-Color Heralds

These heralds, with a new treatment that is specially attractive, have been prepared for Douglas Fairbanks in "The Black Pirate".

Order direct from

**THE LONGACRE PRESS**  
Incorporated

427-431 West 42nd Street  
New York, N. Y.

Prices:

1,000 to 5,000 at \$3.75 per M.  
6,000 to 10,000 at \$3.50 per M.  
11,000 and over at \$3.25 per M.  
Dating extra at \$1.25 per M.

Send Money Order or New York Draft, or Longacre Press will send parcel-post C.O.D. charges collect.

NOTE—Do not order from United Artists Corp.



*Douglas Fairbanks in "The Black Pirate"*

JJ-12—Three-Column Scene (Cut 75 cents; Mat 20 cents)

"The greatest picture maker"—London Chronicle



# HALF-TONE CUTS AS PUBLICITY AIDS



*Douglas Fairbanks in "The Black Pirate"*

JJ-6—Two-Col. Scene (Cut 50c; Mat 10c)



*Douglas Fairbanks in "The Black Pirate"*

JJ-5—Two-Col. Scene MATS ONLY (Mat 10c)



*Douglas Fairbanks*

JJ-7—Two-Col. Portrait (Cut 50c; Mat 10c)

## NEW STAR PORTRAITS

of Douglas Fairbanks available in 5 x 7 direct from the negative, without advertising text, and with autograph imprinted, at \$3.50 per hundred from the

STERN PHOTO ADVERTISING CO.

136 West 50th Street, New York, N. Y.

Order direct from Stern Photo Advertising Co. in lots of not less than 100. Send Money Order or New York Draft; or receive them Parcel Post C.O.D., charges collect.

Note:—Do not order from United Artists Corporation.

"Another forward stride" — *New York Times*



# Hand Colored Lobby Display Cards



Set of Two  
22x28

Lobby Cards

Each Card 40c  
Set of Two 80c



Set of Eight  
11x14  
Lobby Cards

Price per Set, 75 cents





# The BLACK PIRATE

by MacBurney Gates



Based upon DOUGLAS FAIRBANKS' great photoplay and illustrated with scenes from it.

## HERE'S THE BOOK!

Grosset & Dunlap, 1140 Broadway, N. Y., have issued a special photoplay edition of "The Black Pirate" novelization, with wide distribution through all of the popular priced book counters.

Here is a great tie-up. Bound in cloth, the book has a jacket in four colors and is illustrated with eight full-page scenes from the Douglas Fairbanks photoplay. Get after your dealers for effective co-operation.

**E**XHIBITORS duly licensed to exhibit the pictures mentioned herein are authorized to use the advertising material and ideas contained in this book solely for the purpose of exploiting the pictures named herein and for no other purpose.

The use of such advertising material and ideas by all other persons is prohibited.

Copyright, 1926, by UNITED ARTISTS CORPORATION,  
New York

## Douglas Fairbanks Has Wrought a Showman's Box Office Ideal

### ADDED IDEAS

You can do a version of the tried and proven Raffles gag. Stage a search for the "Black Pirate." A man in costume should put this across for you on the downtown streets as a tie-up with a newspaper. The person who captures The Black Pirate must have a copy of the newspaper; or he must be able to recite two lines that rhyme which appeared that day in the "Black Pirate" story in the newspaper; or he must be able to show a certain classified ad in the newspaper which offers a reward, or a certain Black Pirate line in some department store ad.

#### LIBRARY TIE-UP

Public libraries are giving more attention nowadays to stimulation of research and reading as suggested by good motion pictures.

Provide your public library with "The Black Pirate" stills for a display of pirate books. You might cooperate further by printing a book list on your program, or in the form of a book mark.

#### FOR ART STORES

There is a perfect boom in prints and models of old time ships in the art stores. Arrange with one or more of them to display such goods in a tie-up with "The Black Pirate."

#### WORDS COMPETITION

Conduct a contest for the largest number of words to be formed out of the letters in the title to the picture. It is always sure fire.

JJD-1—One-Col. Ad  
(Cut 30c; Mat 5c)



**DOUGLAS FAIRBANKS**  
in  
**"The Black PIRATE"**



HA! HA!

HA! HA!

That's a Funny One

*Make me walk the plank?*

What do I care.

*Steal My girl?*

Yo! Ho! Try and do it.

And so goes The Black Pirate to greet all dangers.

A smile on his face—

A twinkle in his eye—

And love in his heart.

Come and dare with this rollicking prince of pirates.

**MEN—Here's your thrill!**

**LADIES—Here's romance!**

"It's marvelous"—Boston Telegram



## The Music Score

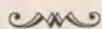
Orchestral accompaniment for "THE BLACK PIRATE" is in sheet music form as follows:

### LONG SCORE (17 Pieces):

- |                                  |                               |
|----------------------------------|-------------------------------|
| 1. Piano-Conductor               | 11. Bassoon                   |
| 2. First Violin                  | 12. First and Second Horns    |
| 3. Second Violin                 | 13. First and Second Trumpets |
| 4. Viola                         | Bb                            |
| 5. Cello                         | 14. Trombone                  |
| 6. Bass                          | 15. Drums                     |
| 7. Harp                          | 16. Duplicate Piano           |
| 8. Flute and Piccolo             | 17. Duplicate First Violin    |
| 9. Oboe                          |                               |
| 10. First and Second Clarinet Bb |                               |

**SHORT SCORE:**—Consists of one Piano-Organ part and one Violin part.

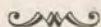
(Scores should be ordered from United Artists Corp. Exchanges)



## Order Blanks

The Accessory Order Blank for Douglas Fairbanks in "THE BLACK PIRATE" is obtainable from any United Artists Corporation Exchange.

Or—You can make out your own order from the identification numbers and prices in this campaign book.



## Trailers

*The Most Beautiful Trailer Ever Offered—All Scenes in Exquisite Color.*

Trailers on "The Black Pirate" can be ordered by exhibitors direct from National Screen Service, Inc.—No. 126 West 46th Street, New York City; No. 845 South Wabash Avenue, Chicago, or 917 S. Olive Street, Los Angeles.

# You *Must* Show This To Your Operator

*Since Technicolor film can be scratched on either side, the operator must be sure that ALL projector rollers, including upper and lower magazine rollers, turn freely and that nothing rubs against either side of the film. You are particularly warned against the lower oil drip pan, sometimes provided as a special fitting on Simplex Machines, which cups around the crank shaft. If this pan is not properly installed it will damage ordinary film and will, of course be especially harmful to film coated on both sides. If it is found to be rubbing against the film it must be removed.*

### CENTERING FILM IN APERTURE:

*In order that the blank spots at the lower edges of each frame of Technicolor film shall not show on the screen it is necessary that the film be accurately centered in the projector aperture. The adjustment is made by the lateral guide rollers at the top of the aperture. If the spot shows on the right adjust the rollers to the left until the spot disappears and vice-versa.*

### THREADING:

*Technicolor film has emulsion, or pictures, on both sides. It is shipped from the factory with an ordinary single coated leader on both ends, which will serve to indicate which side should go towards the light in the projector, that is to say, if the reel is judged by the leader, it will thread correctly. If the leaders become detached correct threading can be determined in the following manner: Hold the film so the pictures appear right side up and with the red mark at the side of the picture at your left. The side corresponding to the emulsion side in ordinary film will now be turned towards you.*

### SPLICING:

*In splicing the film, scrape one end to show red, and the other end to show green, and cement the scraped sides together.*

### SPEED IN PROJECTION

*In projecting film done in natural colors, the best results are obtained by maintaining an average speed of 87½ feet per minute.*

### LIGHTING:

*The beautiful screen results obtainable with this color film can be seriously marred by using too little or too much light on the screen. The operator should investigate this point for himself and determine the best results.*

The Exact Length of "THE BLACK PIRATE" is 8490 Feet

**"Thrilling, exquisitely photographed"—N. Y. News**



