

I HAVE SEEN THIS BUSINESS GROW FROM ITS VERY INCEPTION FROM A
WE HAVE BEEN GIVEN FIRST.... WHEN WE OPENED THE NICKEL-ODEON AS WE CALL IT
IN NEW YORK, AND WE HAD AS MANY AS THREE SUBJECTS TO MAKE UP A 15-MINUTE
OR... ~~EXCEEDED~~ 5 MINUTES, AND THEN WE HAD AS MUCH TROUBLE.... THAT WAS THE
BEGINNING OF THE PICTURE, PICTURES, AND WE CAN..... GOOD LOOKING GIRLS,
THERE ARE SOME SCREEN. WE HAVE MANY, ~~EXCEEDED~~ LADIES AND GENTLEMEN
THAT ARE AS YET IN THE LABORATORY..... YOU DO GET THIS, THEN YOU DO GET
MUCH BETTER WORKMANSHIP THAT IS NOT ALL THAT IS ONLY 50 PER CENT.....
MAKING THE PICTURE, OVER 50 PER CENT IS IN THE HANDS OF THE EXHIBITOR (hear
hear). UNLESS HE IS ASSURED, UNLESS HE AND UNLESS THE PUBLIC KNOW... AND THEY
KNOW WHAT IS COMING, WHAT HE IS GOING TO SHOW THEM, WHAT HE IS GOING TO HAVE
IN HIS THEATRE, TO KEEP HIM ADVISED OF WHAT IS COMING. I WOULD RATHER LOSE
MONEY..... LOSE MONEY AND HAVE... IN THE PAPER. (Applause)

..... AND IN YOUR THEATRE AND YOU HAVE THE ADVANTAGE THAT YOU ARE... POSTERS
LET THE MAN KNOW, YOU CANNOT FAIL. THAT IS WHAT I BELIEVE AND THAT IS WHAT
I TRY TO TELL HIM THAT I HAVE EXPERIENCE OF SO MANY THINGS IN THE 50 YEARS
.. [BUT I FEEL AS CONFIDENT TODAY AS I DID YEARS BACK THAT WE HAVE ALL AGAIN
REACHED THE STAGE..... BETTER UNDERSTANDING BY THE PRODUCERS ALL OVER THE
WORLD AND THE TECHNICAL VALUES THAT ARE GOING TO BE USED THAT WILL BE AT
OUR DISPOSAL, THAT WE HAVE A VERY BRIGHT FUTURE AND IT IS IN OUR OWN HANDS
AND WE MUST MAKE THE BEST OF IT. WE MUST NOT LET THE OPPORTUNITY PASS.
THANK YOU. (APPLAUSE)]

I AM OVERWHELMED AND I SINCERELY BELIEVE THAT.... AND MYSELF AND MRS. ZUKOR
IS MORE THAN WHAT WE REALLY DESERVE. I THINK THAT IN HONOURING ME YOU ARE
HONOURING THE INDUSTRY..... GREAT CONTRIBUTIONS TO THIS INDUSTRY. I ACCEPT

CINEMA INDUSTRY HONOURS ADOLPH ZUKOR

Almost everyone of importance in the film industry paid tributes at the ~~Mayfair~~ Hotel to Adolph Zukor. Presiding was the leader of the industry in Britain, J. Arthur Rank.

An American tribute was paid to the guest of honour by the Dozen of American chiefs here, Sam Rckman Junior.

Now came the great man who has completed 50 years in Motion Pictures.

Sir David Griffiths of the Kinematograph Renters' Society made the presentation of Georgian Candlesticks, something for ~~at~~ the home, so naturally Mrs. Zukor was interested.

Tobacco cake of a masterpiece modelled by Bebe Daniels, long time favourite on both sides of the Atlantic is an old friend of Adolph Zukor.

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Hundreds of people shook hands with the great man who, more than any other, gave Motion Pictures to the world.

MR. ZUKOR BANQUET

intro clapping -

RANK

Mr. Zukor, Ladies and Gen: It is a great privilege to preside over this banquet and to have the honour of proposing the toast to our honoured guest. I don't know why I was asked - possibly because I am a very short speaker or (laughter) it may be that as Mr. Zukor is a fellow flour miller he wanted a flour miller to propose his toast this evening (laughter). You may not know that Mr. Zukor's several generations in the flour milling business, and so we are both, we both have provided the means for many lots of --- (misheard) I was last week (cut) We like you (to Mr. Zukor) (applause) and we respect you and are delighted that in your golden year of Golden Jubilee we are able to honour you this evening.

I had the pleasure of lunching with Mr. Zukor on Monday, I haven't seen him 50 years in this industry etc.

ECKMANN [I HOPE MR. ZUKOR WILL BE WITH US FOR MANY YEARS SO THAT WE CAN CONTINUE TO BENEFIT FROM HIS INTEGRITY AND FROM HIS WISDOM.]

TOAST MASTER ~~LADIES AND GEN. I ASK YOU LADIES AND GEN. THE TOAST IS YOUR GUEST OF HONOUR MR. ADOLPH ZUKOR (WHIRR OF CAMERAS THEN APPLAUSE) FOR YOUR GUEST OF HONOUR MR. ADOLPH ZUKOR (APPLAUSE)~~

ZUKOR

MR. CHAIRMAN, MR. ECKMANN, DISTINGUISHED GUESTS, LADIES AND GEN. OF THE FILM INDUSTRY. [I WOULD NOT BE TELLING YOU THE TRUTH IF ~~IE~~ I DIDN'T ~~XXXXXX~~ TELL YOU THAT I AM DEEPLY MOVED AT THE WONDERFUL THINGS THAT MR. ~~XXXX~~, YOUR CHAIRMAN MR. ECKMANN SAID ABOUT ME IN HIS VERY WARMING SPEECH] AND I FEEL THAT EVERYTHING THAT WAS SAID ABOUT ME APPLIES TO EVERY INDIVIDUAL WHO IS IN THIS INDUSTRY AND IS TRYING TO DO HIS BEST TO UPHOLD THE GOOD REPUTATION, THE GOOD REPUTATION OF OUR INDUSTRY THROUGHOUT THE WORLD ...

THIS GIFT FOR MYSELF AND MRS. ZUKOR BECAUSE IT SO HAPPENS THAT I LIVED TO
SEE THE DAY THAT WOULD CELEBRATE THE 50th ANNIVERSARY, AND I WANT TO ASSURE
YOU THAT WE HAVE... (cut) PARAMOUNT END TITLE MUSIC and APPLAUSE

BEBE DANIELS

ON THIS GREAT OCCASION, YOUR GOLDEN JUBILEE (applause)

CROWD SHOT "HE'S A JOLLY GOOD FELLOW"

RANK

MR. ZUKOR, WE OFFER TO YOU TONIGHT OUR SINCERE CONGRATS ON REACHING
YOUR GOLDEN JUBILEE. AS A FELLOW MILLER MAY I ~~SAY~~ SAY TO YOU MAY
THE OLD MILL GRIND NOT FOR. ^{THEE} BUT HEALTH, WEALTH AND PROSPERITY
(applause)