

COLOR PHOTOGRAPHY IN 1922

By Carroll H. Dunning, Vice-President,
Prizma, Inc.

Progress during 1922 in the field of color motion photography has been marked by the announcement by several new companies of the acquisition of patents and their intentions to make color films, by the demise of at least one company whose initial work in 1921 gave some promise; and by the gradual acceptance by the trade of the value of color in their productions and willingness to cooperate with color companies to get those results that can be secured in no other way than by means of color photography.

Prizma, Inc., pioneer color company working under the patents and processes of William Van Doren Kelley, has pursued the even tenor of its way, making improvements in its methods, building new equipment in its laboratory and getting better results in its product. During the year Prizma made and released a series of 26 short subjects comprising the only regular short subject service in the world using color photography exclusively.

It made for Music Films, Inc. the series of exquisite little dances in synchronization with the music, that proved to be such a distinct novelty and at once acceptable to the leading first-run theaters in the country. It made the release prints for J. Stuart Blackton's first Prizma color drama "The Glorious Adventure," handling the largest color order ever placed, in its Jersey City laboratory with double shifts working five nights a week for the entire summer. It made color titles, prologues, inserts or embellishments for practically every prominent producer in the industry. Such work as that appearing in Mae Murray's "Broadway Rose" being typical of the improved methods and results secured.

It opened a new office in Hollywood in charge of Captain George Stone to take care of producers on the Coast needing color in their productions, and it saw its product meet with profitable acceptance by exhibitors and public in England, France, Belgium, Holland, Scandinavia and Czecho-Slovakia.

The principal event of all in 1922, however, in the field of color motion photography from a historical standpoint was undoubtedly the premiere showing of "The Glorious Adventure" at the Capitol, New York, in April. Much depended upon the initial reception by the public of this J. Stuart Blackton production because it was the first full length color in the film feature ever to be shown.

The favorable reaction of the public at that time and since as reflected in the box-office both in this country and in Europe furnishes the encouraging answer that color motion photography has a place in the industry.