



**Paramount 1927**  
**Directed by Clarence Badger**

**Cast**

**Betty Lou .... Clara Bow**  
**Cyrus Waltham .... Antonio Moreno**  
**Monty .... William Austin**  
**Molly .... Priscilla Bonner**  
**Adela .... Jacqueline Gadsdon**  
**and Elinor Glyn as herself**

**Photographer .... H. Kinley Martin**  
**Screenplay.... Hope Loring**  
**Louis D. Lighton**  
**Titles .... George Marion, Jr**  
**Editor .... E. Lloyd Sheldon**

**Duration : 75 minutes**  
**Projection speed: variable**  
**Aperture: Sound Academy**

**Score by Carl Davis**  
**(15 players)**



**LIVE CINEMA**



# IT

'IT, hell; she had THOSE', said Dorothy Parker, on reading Elinor Glyn's novelette on which this film was based. Clara Bow was chosen to embody IT— sex-appeal— on film. Cute, with attitude, she had all the ingredients that make people take notice, and to top it all she had fiery red hair. Glyn, a redhead herself, acknowledged that Clara exuded the X factor and explained that Valentino, John Gilbert and Rex the Wonder Horse had IT too. Clara said, 'I was awful confused about the horse, but if she thought it had IT then I figured it must be quite an animal.'

Betty Lou and her friends at Waltham's Department Store figure that their boss, Cyrus Waltham, is quite an animal too. So Betty sets her sights on him. After work, she meets Cyrus's friend Monty, who invites her to dinner. Choosing the Ritz, Betty Lou concentrates her attentions on Cyrus, who is dining there with his fiancée. Betty manages to captivate both Cyrus and Monty but she is only interested in Cyrus. Far from the Ritz, in Betty Lou's tenement block, social workers threaten to take a young woman's baby into care. Betty Lou tricks the authorities into believing the baby is hers and proves that she can afford to support it. Cyrus's fascination for Betty is shattered when he believes she has a baby and he returns to his society fiancée, Adela. Betty is furious and gate crashes a party on Cyrus' yacht. Unable to resist her, Cyrus proposes but she laughs in his face. After much ado, the two make up...

As potent today as she was 70 years ago, Clara Bow's sizzling personality lights up the screen. Carl Davis's score captures the spirit of the roaring twenties and provides a potent accompaniment to the original jazz baby.