

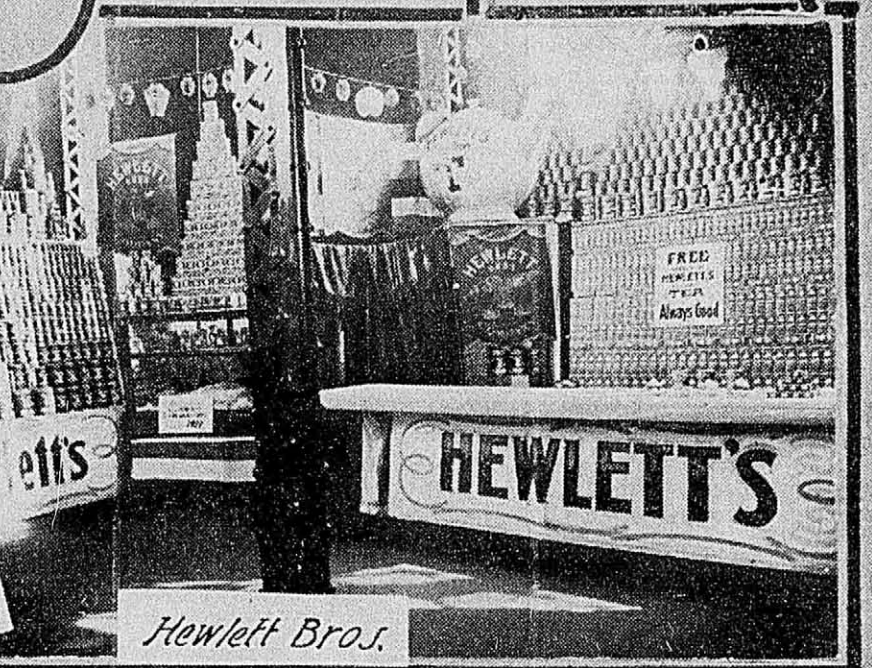
# STRIKING EXHIBITS AT THE STATE FAIR



McDonald Candy Co.



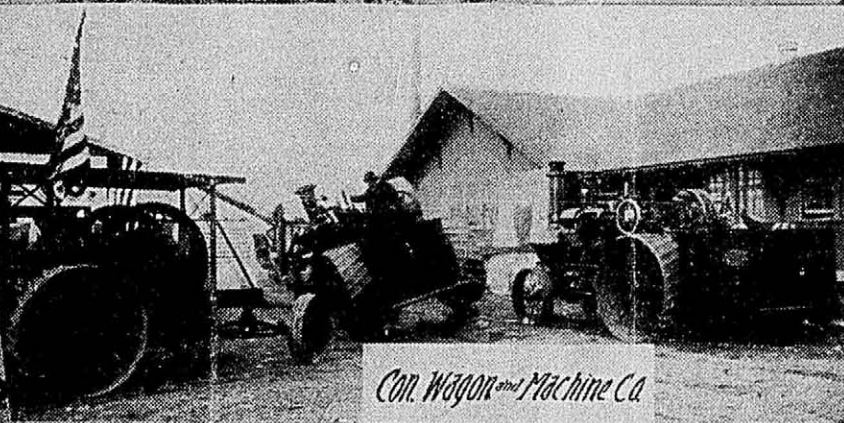
Mehesy Furs



Hewlett Bros.



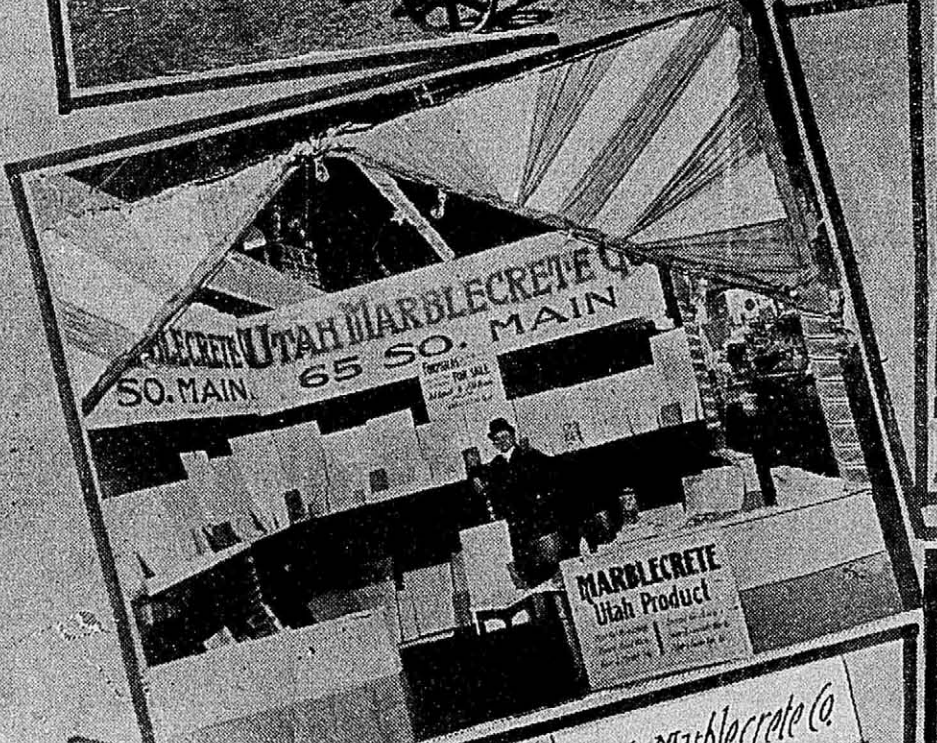
Danielson Plow Co.



Con. Wagon and Machine Co.



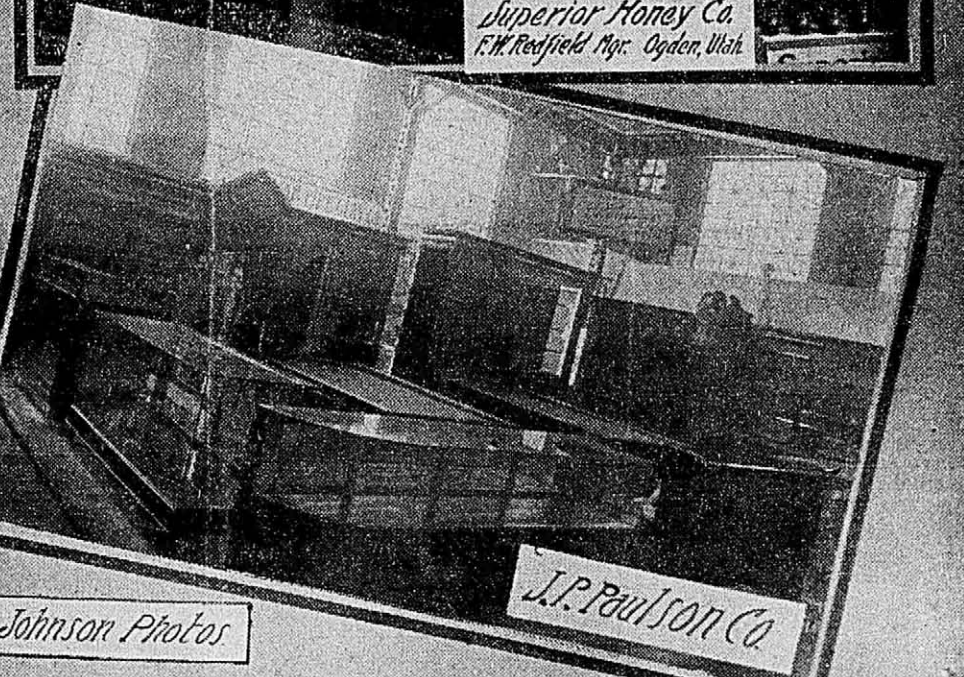
Superior Honey Co.  
F.W. Redfield, Mgr. Ogden, Utah



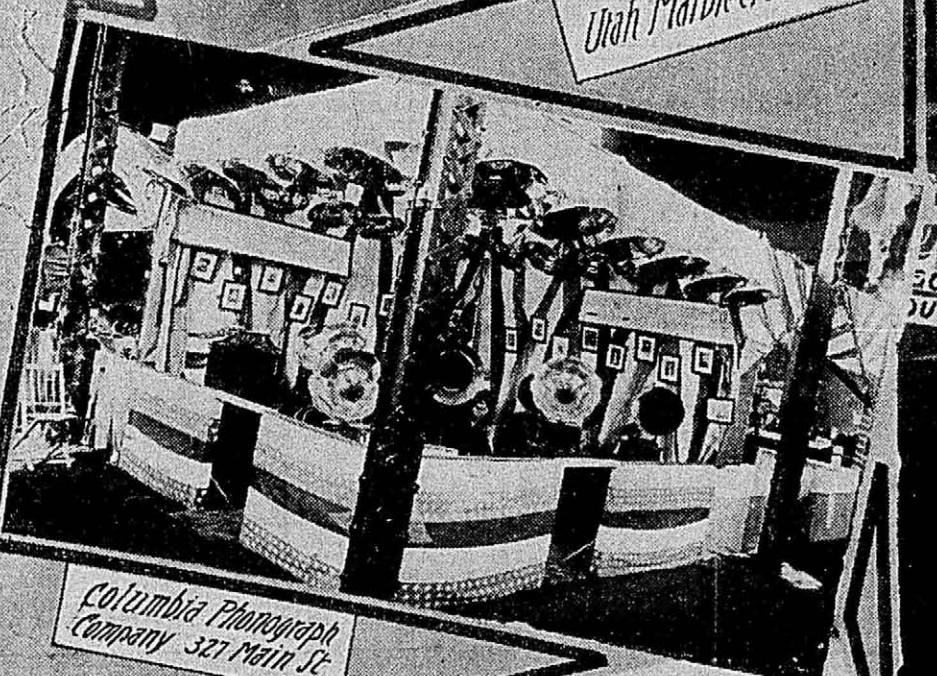
Utah Marblecrete Co.



Western Electric Co.



J.P. Paulson Co.



Columbia Phonograph Company 327 Main St.



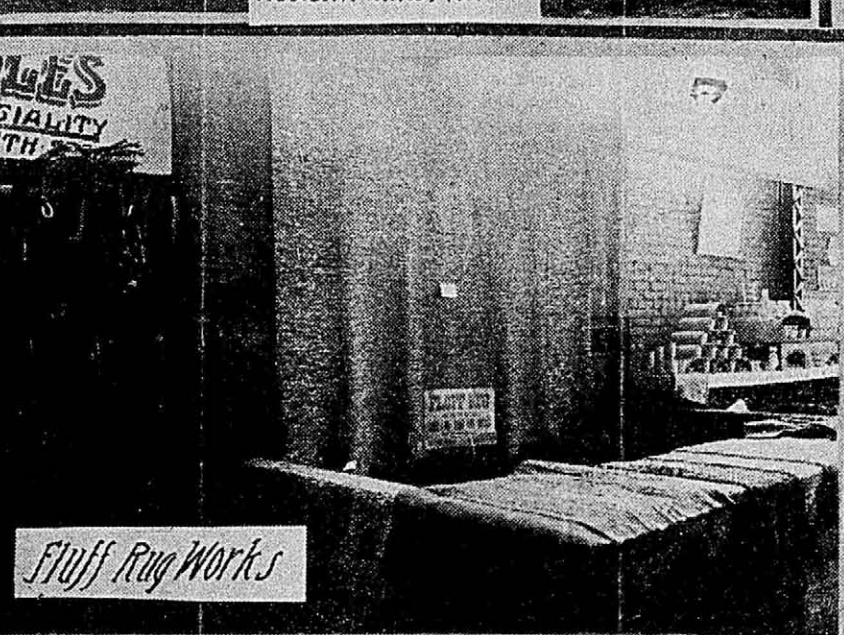
Western Moline Plow Co.



Utah Idaho Sugar Co.  
Dayton Computing Co.



Utah Implement Vehicle Co.



Huff Rug Works



Murray Wire Fence and Concrete Reinforcement Co.



Hess Biscuit & Bread Co. Ogden, Utah

## MOTION PICTURES.

How the Trade Through Exchange of Films is Conducted.

The following information concerning Italy as a field for the sale of American moving pictures is furnished by Consul Albert H. Mitchell, of

Turin. There would seem to be a very good field for American-made motion pictures in Italy. The number of exhibitors of such pictures is very large, and is constantly growing, and as novelty plays a highly important part in the selection of films for exhibition, there is a pronounced demand for foreign films of all sorts. This demand

is only beginning to be met and is likely to increase for some time to come. Foreign films are bought by Italian exhibitors in one of two ways, either through agents having their offices in Italy or in another European country, or from Italian manufacturers. The reason that foreign films are to be bought in large numbers from Italian manufacturers is that these manufac-

turers have a system of exchange with manufacturers of foreign countries. Every important Italian manufacturer exchanges the motion pictures that he produces for the motion pictures produced by a number of foreign manufacturers—generally one foreign maker per country. At the present time only one Italian maker is known to have such an understanding with an Ameri-

can house. It would seem important that American makers of motion pictures who are not already represented in Europe, and even that those who are so represented, should give this system of international exchange careful attention. It is believed that an American house would find it to its advantage to sell pictures direct to an Italian

agent, rather than intrust the sale of its pictures upon such a large market to an agent residing outside Italy. The close ties between the United States and Italy through emigration should not be overlooked when considering the possible popularity of American scenes displayed in motion pictures.

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