

= The Millionaire Milkman =

The Millionaire Milkman is a 1910 American silent short drama produced by the Thanhouser Company . The film focus on Jack Cass , a young millionaire , who has affections for a society girl named Clara Moore . Jack receives a letter of warning about Clara 's real interest , his money . Jack decides to decides to test his suspicions and the character of Clara , by having newspapers announce the ruin of his mind and his fortune . Clara calls Jack to confirm the story and breaks off the engagement . May Dustin , the orphan girl who Clara 's family treats as a servant , expresses sympathy for Jack . Jack becomes infatuated with May and becomes the milkman to see her every day . The two are married and May learns that Jack had never lost his fortune . The cast and production credits are unknown . The film was released on December 16 , 1910 , and met with mixed reviews . The film is presumed lost .

= = Plot = =

Though the film is presumed lost , a synopsis survives in The Moving Picture World from December 17 , 1910 . It states : " Clara Moore is a society girl who has won the affections of Jack Cass , a young millionaire . He thinks she loves him , but it is really his money that she adores . Prompted by a letter of warning , Jack decides to prove his sweetheart 's love . One reason is that he privately disapproves of the way Clara and her mother have treated a poor relation , an orphan girl , who has been left in their care . Instead of giving her a home , they make a servant of her . Jack 's plot works like a charm . His faithful valet gives the newspapers the story of the failure of Jack 's mind , and that young man 's ruin . Clara reads it and when Jack calls and admits that the reports are correct , she returns his ring and says that all is over between them . In fact the only person in the house that shows any sympathy for Jack is the poor relation , May Dustin , and naturally he compares her with the heartless society girl . Jack wants to see more of May , and invents a unique way of doing so . He buys out the milkman who serves the family , and in that way is able to call on May everyday . Liking soon ripens into love , and May agrees to wed Jack , although thinking he has nothing in the world but a meager salary . After marriage she is told the truth and finds that her husband has money enough to supply her every wish . As for Clara , she has lost her only chance to win a prized millionaire . "

= = Production = =

The writer of the scenario is unknown , but it was most likely Lloyd Lonergan . He was an experienced newspaperman employed by The New York Evening World while writing scripts for the Thanhouser productions . The film director is unknown , but it may have been Barry O 'Neil or Lucius J. Henderson . Cameramen employed by the company during this era included Blair Smith , Carl Louis Gregory , and Alfred H. Moses , Jr. though none are specifically credited . The role of the cameraman was uncredited in 1910 productions . The cast credits are unknown , but many 1910 Thanhouser productions are fragmentary . In late 1910 , the Thanhouser company released a list of the important personalities in their films . The list includes G.W. Abbe , Justus D. Barnes , Frank H. Crane , Irene Crane , Marie Eline , Violet Heming , Martin J. Faust , Thomas Fortune , George Middleton , Grace Moore , John W. Noble , Anna Rosemond , Mrs. George Walters .

This film was an early example of the use of the character names Jack and May , which were repeatedly used by Lonergan in various productions . Film historian Q David Bowers mentions that patrons who watched the film did not know the protagonist 's name , as " it must have become a studio joke to decide who was to play Jack and who was to play May . In actuality , names such as Jack and May were used in printed synopses to keep track of who was who , but such names were usually not mentioned in the film 's subtitles . " The previous and first usage of the two leading character roles was in Dots and Dashes .

= = Release and reception = =

The single reel drama , approximately 1 @, @ 000 feet long , was released on December 16 , 1910 . At least one theater advertised the film as a comedy instead of a drama . The film had a wide national release , theaters showing the film include those in Kansas , Pennsylvania , South Dakota , and Arizona . The film was shown in Singapore in 1913 .

The New York Dramatic Mirror praised the film for its well @-@ execution , but it didn 't miss a chance to balance it by criticizing the actor who played the milkman , " The Laura Jean Libbey style of romance is here presented with more than the usual success . ... The purchase of the milk delivery job was not convincing and the milkman talked too much at the camera ; otherwise the picture is not seriously defective in detail . " The Moving Picture World gave a positive review , concluding that " The life and action which characterize the Thanhouser productions are all present , while the photography is satisfactory and helps to make a good picture . "

An unrelated comedy film with the same title was released by Pathé Frères on December 25 , 1912 .