

BEHIND THE SCREEN

"Close-Up" News and Views of Film-land and Its People.

By Julian Johnson.

IT HAS been reported to the writer from Seattle—a New York theatrical paper also publishes some professional comment on the situation—that the Japanese have started buying picture theatres on the Pacific Coast, and have already annexed half a dozen well known cinema shops in the Seattle business district.

Imitations Are Dangerous.

AN OHIO druggist writes to "The Practical Druggist," a prominent New York Drug Journal, as follows: "Please furnish formula for Castoria. All the formulas I have worked with are either ineffective or disagreeable to administer." To this "The Practical Druggist" replies: "We do not supply formulas for proprietary articles. We couldn't if we wanted to. Your experience with imitative formulas is not surprising, but just what is to be expected. When Castoria is wanted, why not supply the genuine? If you make a substitute, it is not fair or right to label it Castoria. We can give you all sorts of laxative preparations for children, but not Castoria, and we think a mother who asks for Castoria would not feel kindly toward you if you gave her your own product under such a name."

No mother with a spark of affection for her child will overlook the signature of Chas. H. Fletcher when buying Castoria.

Advertisement for 900 Drops medicine, showing the product bottle and text: "Net Contents 15 Fluid Ounces 900 DROPS... ALCOHOL-3 PER CENT. A Vegetable Preparation for Assisting the Food by Regulating the Stomach and Bowels of INFANTS, CHILDREN, THOSE PROMOTING DIGESTION, CHEERFULNESS AND BEST GENERAL HEALTH. OXYGEN, MORPHINE, MINERAL, NOT NARCOTIC."

Advertisement for Fletcher's Castoria, featuring the text "Children Cry For Fletcher's CASTORIA" and "Mothers Must Use Care." It includes a signature of Chas. H. Fletcher and the text "GENUINE CASTORIA ALWAYS Bears the Signature of Chas. H. Fletcher."

Advertisement for Parthol Tablets, titled "How Candy Has Replaced the Old Brown Bottle." It describes the benefits of the tablets for children and adults, mentioning their effectiveness for various ailments.

Advertisement for Resinol, titled "Mother knows Resinol will heal it." It features an illustration of a mother and child, and describes how Resinol helps with skin conditions and general health.

Advertisement for Bellans Indigestion, titled "You need not Suffer." It includes an illustration of a person and describes the relief provided by the medicine for indigestion and other ailments.

THOUSANDS of Positions are daily offered to the readers of The World Help Wanted advertisements.

Advertisement for Cuticura, titled "Clear Your Skin While You Sleep with Cuticura." It features an illustration of a person and describes the benefits of the skin treatment.

Advertisement for Bellans Indigestion, titled "6 BELLANS Hot water Sure Relief FOR INDIGESTION." It includes an illustration of a person and describes the relief provided by the medicine.

meeting house with as much visible affinity as a white bricklayer and a black roustabout would manifest under similar circumstances in Charleston. Probably this ownership of motion picture theatres is simply a shrewd and aggressive business move on the part of admittedly astute Japanese, but there will be those who will attach as much propaganda to it as certain English sensationalists did to the recent invasion of Britain by American film interests.

I hear that Joseph Plunkett, who resigned recently from his post as director of the Strand Theatre on Broadway to become exploitation manager for Adolph Zukor, is about to move again. It is alleged his activities attracted the attention of the Goldwyn Corporation and that he plans to travel on to that organization.

Viola Dana's young sister, Shirley Mason, has been signed as a serial star by William L. Sherrill of New York, and will be featured in a multi-episode affair to be called "The Invisible Ray." No announcements to this effect have been made so far, but I understand they will come this week. Mrs. Sherrill's young sister, well-known as a juvenile leading man, will play in the same piece.

The University of California has established its department of scenarist writing, and there are hints that some sort of degree for special proficiency in this course may be established. Well, while admitting that U. C. may have made more noise about its scenarist curriculum, as best a State in which scenarist-making has been practiced for years to supplant the forgotten craft of wine-making, New York is not exactly behind hand in these matters. Right here in Columbia University, an excellent scenarist course has been conducted for more than a year. This year the picture section of the college on the river heights plans greatly to enlarge its work.

Myron Selznick seems to have knocked a literary home-run by signing a contract for Jack Lait's exclusive screen product for the coming year. The Chicago story-teller is one of the most prolific and efficient now emptying typewriter ribbons of their ink, and his fabrications of all the red-blood, action variety which should make good film material.

D. W. Griffith is about due in New York, and it is said that he promises to build permanent Griffith studios in the vicinity of New Rochelle. Many places have claimed this future optic construction with Long Island previously in the best being, and among Los Angeles would come out masterfully and assert that "the master" had declared his undying loyalty for Southern Boulevard. However, Los Angeles itself admits that the famous director is packing his trunk.

There is a great scandal in celluloid Los Angeles. The myriad actors, actresses and directors have discovered that Charlie Chaplin is really in love with his wife! Previous to their baby's birth rumors of alienation were rife, brought about, presumably, by little Mrs. Chaplin's determination in spite of husbandly objection, to be a film star on her own account. Mrs. Chaplin has recovered her health, and again there is a home difference of opinion over her ambitions, but it is a difference of an entirely different sort now. They are an exceedingly devoted couple.

British film actors are energetically plying their trade both in and out of their home island. Eye Broun, daughter of a branch of the family so celebrated in English political life, has taken a very large troupe of her compatriots to Norway to make a series of Eisen plays on the home locations. Sigurd Isben, son of the mighty Henrik, was once highly opposed to all forms of filmed drama and absolutely forbade any authorization of the use of his father's works. The march of events, however, seems to have changed his mind, and it is reported that he will have a supporting hand in the present British-Norwegian venture.

Police Reserves Called Out at Hearing of 850 Bronx Disposes Cases. The biggest crowd of tenants in trouble ever gathered in the Bronx assembled to-day in and around the Second District Municipal Court House at 122d Street and Brook Avenue. The hearings were before Justice Michael Scanlan in Part I, but there was a postponement for the afternoon. There are 850 cases to be heard, nearly all on dispossess notices, and the crowds filled the court, crowded the corridors jammed the hallways, stocked the stairs and made a big overflow into the streets. The reserves from the Morrisania police station were called out to guard the order.

BRANDEIS HOME AGAIN. Justice Brandeis of the United States Supreme Court, a Swiss Industrial Mission of 224 members and Mme. Ernestine Schumann-Heink, the opera singer, were among those who arrived to-day aboard the steamship Rotterdam from Rotterdam, Boulogne and Plymouth. Mme. Schumann-Heink was accompanied by a daughter-in-law and two grandchildren. Justice Brandeis has been abroad since last June on a mission to Palestine and the Peace Conference.

15,000 NEW PUPILS FORCE SCHOOLS ON PART TIME BASIS

Teachers Report 100 Per Cent. Strong at Opening of Fall Term.

Schools of New York reopened to-day with an attendance of 98 per cent. of the enrollment, according to T. W. Metcalf, directing investigator for the Board of Education. Teachers were on the job 100 per cent. strong. The pupil registration totals about 800,000, an increase of about 15,000 over last year.

An increase of 4,000 pupils was reported in the twenty-two high schools, the total being 71,088. Exact figures showing the enrollment in all schools will not be reported until Thursday, owing to the holiday Wednesday in honor of Gen. Pershing. "It had been hoped that three annexes could be opened to-day at Public Schools No. 158, Belmont Avenue and Warwick Street, Brooklyn; No. 22 at Flushing and No. 35 at Hollis. Labor difficulties retarded the building operations, however, and the additions will not be ready for at least two weeks. Lack of accommodation is again reported. It is said practically all of the 40,000 pupils who were on part time last term remain so, as only about 1,500 additional seats have been provided.

A revival of interest in evening schools is expected, although the school budget does not provide for an extensive programme. This, however, includes some intensive courses created, should a sufficient number of pupils make application. Trade schools and evening high schools are so located that the Board of Education figures every one who desires to attend may reach one of them by a half-hour's car ride. These schools will have courses in automobile mechanics, commercial photography, dental mechanics, operation of the Kelly press, mechanics of advertising, motion picture operation, piano mechanics, superintendency of apartment houses, the theory and practice of camouflage and other classes in mechanical trades and studies especially planned for young women. For the first time in New York an evening high school will be made the legal and educational equivalent of a day high school.

GREAT STRIKE IN CHILI ENDS. SANTIAGO, Chili, Sept. 8.—The Labor Federation of Chili issued an order

Large advertisement for Ludwig Baumann Will Furnish Your Home on Credit. It features illustrations of furniture and text: "Complete House Keeping Outfits on Liberal Credit... Accounts Opened From \$5 to \$5000... American Walnut Bedroom Suit (Four Pieces) \$265.98... Open An Account with any Talking Machine or your selection of Records or anything we sell up to \$35 and pay for it 50c a Week... Victrolas, Grafonolas and Supertones \$25 to \$300... 3-Room Outfit of Period Furniture \$298... In recommending your friends please tell them that we have only 3 stores."

Large advertisement for S. HENRY ADLER, titled "EXTRA TROUSERS FREE! Strictly Custom Tailored Suit to Order \$20." It features an illustration of a man in a suit and text: "United States Worsteds Rosedale Woolens Commodore Worsteds Advance Sale of Fall & Winter Styles... MR. READER—Order Your Fall Suit and O'Coat Now at a great saving, as under existing uncertainties in the cost of labor and material you are sure to pay a tremendous increase in price for your next Fall Suit or Overcoat. Hundreds of yards of United States Worsteds, Rosedale Woolens and Commodore Worsteds purchased by me some time ago when prices of woolens were at least 50 per cent. cheaper than the present market prices, which enables me to place them on sale at this low figure. Suit to Order, including extra Trousers FREE, \$20... Buy Now! All You Can to Keep from Paying Double Prices Later. ADVANCE SALE OF OVERCOATINGS... Prizes of Overcoats will knock them cold this coming Fall and Winter Season. An ordinary cheap overcoat will cost \$50, so get in on the ground floor, place your overcoat order early and help keep my full force of Cutters and Tailors busy during the dull season and positively save at least \$15 to \$20. For this event I have placed in each of my four stores, 70 Nassau St., 3 Church St., 1432 B'way, New York, and 44 Flatbush Ave., Brooklyn, a range of High Grade Overcoatings, consisting of Blue and Black Meltons and Kerseys, Fancy Shetlands, Plaid Backs and Ulster Cloths; also Brown and Oxford Gray, Medium weight, suitable for Top Coating, at a Special price of... OVERCOAT Order \$20... Ready to Wear I have a number of unclaimed Suits on hand, sold by me as high as \$30, which I will dispose of at prices as low as... \$12.50... 1432 BROADWAY, Near 40th Street, Next Door to Empire Theatre... 70 NASSAU STREET, Cor. John... 44 FLATBUSH AVENUE, Near Nevins Street, Brooklyn, N. Y."