

FUTURE BRIGHT FOR SCREEN INDUSTRY

Had a Lowly Start, but Now Ranks Among Leading Enterprises.

STARS DESERT STAGE

By ADOLPH ZUKOR.

THE progress of the motion picture industry in both its artistic and technical development is comparable to that of the musical score...

INSURANCE BIG FACTOR IN WELFARE OF NATION

Compiles Valuable Statistics on Industrial Mortality and Is the Basis of Our Modern Credit System.

Though insurance and the insurance agent are almost as much the butt of the joke page as matrimony, there is probably no commercial industry in the world that has contributed as much to community welfare work as the insurance man.

Employers

when solicited for your Workmen's Compensation business asks the following questions: (1) What security does the insurance carrier offer for the complete payment of those claims which may extend over a long period of years?

Protection For Your Prosperity

Do not permit the fact that you are rushed with business—the ripples of the wave of prosperity that is coming—blind you to the increasing need of adequate insurance protection.

Hartford Swept by Wave of Prosperity

with the same day in 1914 are as follows: City Bank, Connecticut Trust, etc.

Hartford Fire Insurance Company

Hartford, Conn. New York Office: Howard Hampton, Manager, 58 Maiden Lane.

Life Insurance

Our Guaranteed Low Cost Life Insurance policies guarantee every figure and eliminate all uncertainties.

At this time I had a considerable amount of money invested in motion picture theatres in New York and other cities.

It occurred to me that this stimulus would be provided by the introduction of a new stage star and famous dramatic successes to the screen.

The prosperity in insurance and manufacturing fields quite naturally has been reflected in the banks.

The employer when he pays his premium also is entitled to have the claims of his employees handled promptly and paid fairly and liberally.

The employer when he pays his premium becomes entitled to a safety engineering and inspection service, which will, in addition to the great benefits of protecting his workmen, reduce his insurance cost.

The employer should demand absolute assurance of the full payment of compensation claims to his workmen and of full protection in case of a catastrophe.

The Travelers can meet these demands of the employer in every particular and with an excellence of service which only years of experience, volume of business and liberal expenditure can provide.

But it was not until we attempted to stage even one of the important stars of the stage that we realized the real struggle of the legitimate artist toward the then despised motion picture.

It was then we were convinced that in order to break down the barriers of prejudice and to bring the foremost exponents of the spoken drama toward the younger generation would be artistic suicide.

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