



As A Film Star Sees The Picture's Future

Gene Gauntier Surveys the Photoplay Field and Tells Us What Is Needed There

George Siegmann Moulded by Nature to Assume Heroic Roles.—Evelyn Selbie Sings in Mournful Numbers of the Tragic Fate That Befell Her Kat.

Recently Miss Gene Gauntier, the famous motion picture actress appearing in Warner's Three Part Features, was approached and asked to give her opinion of the future of the motion picture industry. She replied in her characteristic style as follows:

"I believe thoroughly in the future of the motion picture, but to what heights it may reach I would not dare to predict—it depends on the manufacturers. At present we are compelled to give the audience what it wants—not what is good for it. We may not carry out our ideals or we would bankrupt our employers—or so they think. The great crying need is for good original scenarios—not adaptations of books or plays. There is a new field of literature awaiting those who have the unique talent necessary for their production. We need



George A. Siegmann

big writers—not necessarily those who have risen to heights in other fields of literature, but those who possess originality enough to create this new literature. "But how few possess the talent to become great in it! For it requires not only a solid technique to stand on, but a vivid imagination that can express in action without words all human emotions—it requires a fine sense of dramatic proportion, and, above all, that indefinable quality we call, for want of a better name, 'The Picture Eye.' When we have mastered pieces in the new literature, when we have producers who are artists, with ideas, when we have actors who do not act, but are living and breathing the characters they portray, then, and not till then, will the photoplay become the dangerous rival of the theatre."

George A. Siegmann holds a prominent place in the Reliance Stock Company, and this prominence is due both to his ability as an actor and to his innate personality. He is cast in heroic mold, and naturally finds himself cast for roles that demand dominance, virility and forcefulness. Mr. Siegmann is popular with all with whom he comes into social association, and especially with his brother members of the New York Screen Club.

Evelyn Selbie, of the Western Essanay Company, is in mourning for her cat. This was no ordinary cat, and its demise has left an aching void on the back porch of Miss Selbie's bungalow, to say nothing of her heart. The bereaved refuses to speak to V. A. Potel for an indefinite period. Potel recently kicked the cat in the dark, but it must have hurt the feline elsewhere as well for death ensued within a few days. The funeral was quite an elaborate affair, Harry Todd being chief pall-bearer. An ill-timed grin decorated his features during the performance of his sad duties, but everybody knows that Todd is a cat-hater and that he was therefore deriving pleasure and profit from these post-mortem proceedings. The Essanay Koo-Koo Klub was present in force, and the following epitaph was engraved by Miss Selbie over the grave under the lonesome California pine:

Here lies my kat: Potel's the rum
Who boasted he would stum it.
He kicked my kat to kingdom kum,
I seen him when he done it.
Here lies my kat:
And if Potel
Denies the deed,
He lies as well.

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News of Photoplays and Photoplayers

CECILIA LOFTUS TO BE SEEN ON THE SCREENS AS CLORINDA THE HOYDEN

The Famous Players to Present Mrs. Frances Hodgson Burnett's Drama, "A Lady of Quality," as Its Important January Release.

For its release of January the Famous Players will present the prominent star and international stage favorite, Cecilia Loftus, in the famous novel and play, "A Lady of Quality," by Frances Hodgson Burnett. The play is an idyllic blending of the romance, beauty and daring of the days of knight hood, and the film version has developed into a brilliant reproduction of the warmth and color of a picturesque period.

In the role of Clorinda, the headstrong, tempestuous hoyden whose father's contempt for the other sex extends even to his own daughters, but who later wins his respect and grows up among his dissolute companions, learn-

The God of Girah (Eison—2 parts)—An English colonel steals an idol of Boddah from the temple of Girah, thinking it will never be missed. However, the result of this act overshadows his entire life. Priests of Girah demand its return, but the colonel denies that he has it. His servants league themselves with the priests against him. His life is attempted through the agency of the deadly cobra, one of the many unusual and thrilling scenes, and his liquors are poisoned.

Fifteen years later, he comes to the United States with his nephew. One night, his eyes failing him, he sends his valet for a private secretary. A moment

Sioux Indians Take to the Tango

Isadore Bernstein Introduces the Motion Picture Within a Convent's Walls

The Feature Film Protective Association Organized to Protect Feature Film Men From Pirates.—The Killing of Madero Filmed for Warner's Features as "The Fugitive Law".

The thirty-two Sioux Indians of the Broncho Motion Picture camp at Santa Monica canyon have become so versed in real American ways and manners that they have taken up the tango craze.

Isadore Bernstein, general manager of the Pacific Coast Studios of the Universal, at Hollywood, Calif., has invaded a virgin territory with motion pictures. Mr. Bernstein's little daughter is receiving her education at the Ramona convent, near Alhambra, Calif. Bernie is

STANDARD SET BY WORLD SPECIAL FILMS STAMPS ALL ITS RELEASES

"A Son of His Father", A Lubin Release, Illustrates the Strength of Heredity.—A Supposedly Bogus Count Proves to Be the Real Article

When the World Special Films Corporation announced their advent into the feature end of the motion picture business, they said they would handle nothing but what they considered the best of the world's output of both the European and American manufacturer which it was possible to secure.

Up to the present time they have fully lived up to their promise. Hundreds of films have been offered them for exhibition, the vast majority of which they refused as not being up to the standard. Phil Gleichman and Emanuel Mandelbaum are both pioneers in the film game, and their sole aim is the upbuilding of the motion picture business. In order to carry out this policy they realized that they would have to be in a position to market their films all over the United States. In order to accom-

A Son of His Father (Lubin Special—2 parts)—Will Temple, a gambler, leaves his wife, Mary, alone most of the time with their baby boy, Harry. The night Mary can stand it no longer is the night Will is the heaviest winner. Will decides to leave his home and wife and go his way undisturbed. He leaves a note to her to that effect and that she will be well cared for, and also an enclosure to be given to the boy when he becomes of age. Then he goes away and eventually becomes proprietor of a gambling joint out West.

Harry grows to manhood and on the day of his majority learns from the note his father had left that there is \$1,000 and interest awaiting him in the bank. Inadvertently his father has told him in



A RAG PICKER OF PARIS
(Warner's Special Film Corp.)



DANIEL FROHMAN
(Famous Player)



THE GREAT GAME (Essanay)



IN THE POWER OF A HYPNOTIST
(Warner's Features Program)



MARGUERITE LOVERIDGE



THE PARASITE (Lubin)

Eva Unsell Now on Universal Staff

Has Made an Envyable Reputation as a Writer of Successful Scenarios

Irvin Willat in Foremost Rank of
Photoplay Photographers.—Thomas
Ince, of the New York Motion Picture
Company, Secures Miss Tsuru Aoki
as a Recruit.

Miss Eva Unsell, who has until now been a reader with the De Mille Play Agency, and who is also known as one of the best scenario writers in the country, has joined the Scenario Department of the Famous Players' Film Co. Miss Unsell has written many scenarios for the Kalem Company, the most notable among which is "The Pawnbroker's Daughter." She has made a careful study of the work, and has some original ideas on the technique and construction of film stories. She has had a valuable training as a magazine writer and journalist, having been associated with the "Kansas City Post."

Irvin Willat has won much well-deserved praise from an appreciative public and from his conferees in the picture world for the strikingly excellent photo-



Irvin Willat

graphic work he turned out in the films of the "Soldiers of Fortune." When Augustus Thomas selected a company to go with him to Cuba to produce this famous military drama for the All-Star Feature Corporation he chose Mr. Willat as photographer, and the choice proved a wise and fortunate one. Mr. Willat had previously given ample proof of his ability as a photographer for Imp, the New York Motion Picture Company and Reliance.

Fred B. Murphy, well and favorably known in motion picture circles, is receiving the congratulations of friends on his return to his post as manager of the Waterville, Maine, Exchange of the Mutual Program. While he was away the business fell off, but immediately assumed its former volume on his return.

Peter Lang, the justly popular photoplayer, celebrated his silver wedding anniversary last week at his handsome home in New York City. Richard Morris of the Lubin Company, acted as Master of Ceremonies and the occasion was made memorable by many pleasing tokens of esteem which were showered on Mr. and Mrs. Lang by their hosts of friends and admirers in and out of the profession.

Thomas Ince, director for the New York Motion Picture Corp., at Edendale, seems to be in the field for every big attraction, regardless of cost. Recently he signed a contract with clever Miss Tsuru Aoki, whose work with the Majestic Company in the film, "The Oath of Teana Sani," has been meeting with such success. Mr. Ince has five new film dramas in which he will feature Miss Aoki. Miss Aoki was contemplating a season in vaudeville when the pictures "got" her.

Oliver Morosco is now considering an offer from Thomas H. Ince, vice-president and general manager of the New York Motion Picture Corporation, for the motion picture rights for several of the former's successful Hawaiian dramas. "The Bird of Paradise." Mr. Ince is also negotiating with David Belasco for the motion picture rights for several of the former's Belasco successes. This would include "Daring of the Gods" and "Madame Butterfly."

Director Albert W. Hale, of the Majestic Motion Picture Co.'s studios at Los Angeles, has given unusual care to the staging of the important two-reel production of Elmer Harris' "Romance and Duty." It requires settings in both America and Europe, and in it appear a German prince and a company of gallily uniformed Uhlans.

ing to drink, smoke and swear as freely as any of them, until the derision of the man she loves at her masculine manners and dress prompts her to renounce them and become a Lady of Quality. Miss Loftus has a part that lends many opportunities to display her unusual talents as a character actress. The thrilling and sometimes pathetic incidents that enter into the character's later career, the successful wives of Sir John Oxon, the beau ideal of London Town, to win her untutored heart, after which he coldly spurns her, her piqued but faithful marriage to the old Earl of Dunstanwold, and the terrible and tragic scene, subsequently, when she comes face to face again with Sir John Oxon, are faithfully portrayed.

Cecilia Loftus began her dramatic career under the direction of Daniel Frohman, abandoning a vaudeville income of \$2,500 a week to accept a much smaller salary in order to acquire dramatic experience under Mr. Frohman's guidance. Within two years she had succeeded so capably that Mr. Frohman made her leading lady with E. H. Sothern, then under his management. By a strange coincidence, as in the case of James K. Hackett, Miss Loftus now returns to the same direction, through the medium of the motion picture.

Trapped in the Castle of Mystery (Warner's Features—3 parts)—Colonel Barton's automobile breaks down near the quaint old village of Doromy. While talking with the inn keeper he learns that Doromy castle is peopled with ghosts and that travelers who venture within are never seen alive again. In a spirit of adventure the Colonel sets out for the castle, resolved to spend a night there and disprove the villagers' superstitions. Margaret, the attractive daughter of Gontran, leader of a gang of counterfeiters who have their headquarters in old Doromy castle, is quick to carry word of the colonel's visit and to warn the counterfeiters of their danger. That night Colonel Barton is intimidated and tortured by Gontran's men dressed as ghosts. He goes mad and the next day is found wandering in the fields.

Then fate takes a hand in the game. The colonel's son, Charles, falls in love with the counterfeiters' daughter, who saves him from a horrible death at the hands of the counterfeiters. Escaping, he assists the police to break up the gang, when her father is killed. In an intense dramatic scene Colonel Barton is confronted with a white veiled figure that shock may restore his reason. The experiment is successful and Margaret, although the daughter of a counterfeiters, marries Charles.

Her Legacy (Key-Boe)—Jed Conners, a wealthy but miserly farmer, starves his daughter, Mary, in his greed for gold. A smiling, glib lawyer named Caleb Mundy, wishes to marry her, but she does not love him, and refuses. Mary falls in love with her father's hired man, Jim Grace. Jed Conners makes his will, giving Caleb Mundy as witness. He then hides the will, also some money in a hollow tree. Conners, being very deaf, fails to hear a runaway horse one day, and the result loses his life. Mary cannot find the will. This fact gives Mundy the idea that he can force one successfully. In the forced will Mary is only given the wood lot. She marries Jim Grace and they go to live in a shanty on the wood lot. Mundy is conscience-stricken one night, and thinking he sees a ghost, runs, and falling over a cliff, is later found dead. Mary dreams that her father hid the will and some money in the hollow tree and she and Jim find them the next day. The original will bequeaths everything to the daughter, Mary.

all wrapped up in his child and, principally to afford her amusement, he has inaugurated the practice of taking to the convent every week a few thousand feet of film and a projecting machine. The pictures are run off in the gymnasium of the school. The first picture he took was "The Battle of Bull Run." It was the first motion picture the good sisters at the institution had ever seen. That they were delighted with it goes without saying. The films were furnished by the courtesy of the California Film Exchange.

Lillian Christie, formerly with the Vitaphone and Kalem companies, has joined the Western Essanay ranks at Niles, Cal., where she was warmly welcomed by her new fellow players. Miss Christie has a remarkably pleasant personality and is full of life—both of which desirable attributes she finds little difficulty in reproducing in her screen work.

Mr. Moe Strimer, of the Theatre Film Company, has been elected president of the newly organized Feature Film Protective Association. The object of the association as announced is the getting of better features, the improvement of the condition of exhibitors in general, and the devising of ways and means to protect all feature film men from the so-called pirates.

Irving Cummings, well known as a leading man on the legitimate stage for years, and a screen star of great popularity, has accepted a flattering offer from the Universal Company to join them as a leading man. Three plays, what have made Mr. Cummings famous throughout America and Europe are: "Snatches," "Ashes" and "The Man from Outside."

The Great West Motion Picture Co., manufacturing three-reel pictures for the program of Warner's Features, Inc., has planned a unique campaign in the Gulf of Lower California. Their first three-reel picture entitled, "The Fugitive Law," which is a faithful expose of the killing of Madero, and more recent events of Mexico, will be followed by three features manufactured off the west coast of Mexico.

Arrangements have been entered into for the temporary charter of a schooner which will skirt the western coast of Lower California and explore the waters of the Gulf. During this trip pictures will be made of the Japanese fishing concessions, objected to by the United States Government. Exciting plots will be written around the situation, teeming with international intrigue, and American-Japanese interests. The waters of the Gulf of Lower California will be cruised from San Blas up to the Canal Islands which exist in the northern part of the Gulf. Although cannibalism is still to be found there and will be utilized in a three-reel picture entitled, "The Last of the Cannibals."

publish this purpose they have already opened seventeen branch offices, extending from New York to Minneapolis in the North, New Orleans in the South and Kansas City in the West, and they anticipate having a half-dozen more offices open, extending out to the Coast, by the first of January. Every man connected with the organization is ranked among the topnotches in the business. There is Jules Bernstein, at the head of the rental department, a man of exceptional ability and wide popularity; J. K. Burger, the auditor, and Milton E. Hoffman, the brilliant idea man. Mr. Burger has established an auditing department that is without parallel in the business. M. E. Hoffman is another pioneer in the motion picture game and is well prepared to give the exhibitor the benefit of a lot of new ideas that will tend to elevate the tone of the motion picture theatre. The motion picture exhibitor has travelled along the same lines in business for several years, reaping the harvest of a few dollars, but never giving thought to the morrow, but the patrons of the motion pictures are demanding more and more of the exhibitor and the motion picture manufacturer. It stands to reason that no firm can make pictures all of which are always good. How much better is the plan of the World Special. They are absolutely unlimited in scope both of manufacturer and subjects. Nothing is too big or too small for them to exploit, provided it meets with the approval of Messrs. Gleichman and Mandelbaum. As witness, Pasquali's "The Last Days of Pompeii." This photodrama is undoubtedly the greatest creation ever offered the American picturegoer. Produced at a cost of a quarter of a million dollars, amid the very scenes which Bulwer Lytton's wonderful novel is laid, depicting all the characters of the story amid the very surroundings in which they lived, showing the customs and manners of the time and finally the eruption of Vesuvius in all its awful majesty, one cannot fail to realize the greatness of the picture. Another excellent example of their endeavors to please the exhibitor "the best" is their five-reel thriller "Protea," which has created a greater stir than any film ever marketed. "What the Gods Decease," which will soon be ready for the exhibitor, is another. If, in anything, more beautiful than "Protea."

Broncho Billy's Christmas Deed (Essanay)—Christmas—the one day in the year when hearts should be free and gay—a poor man, the father of a young child, wants his offspring to have a Christmas such as every child is deserving of. He commits burglary. For the love of his child he is hanged. A happy Christmas morn is the result. The father is arrested. Broncho Billy, the sheriff, with a true and loyal Christmas spirit, sends the storekeeper a check for the amount of the goods stolen by the poor man, and frees the father to enjoy the remainder of the holiday with his wife and baby.

the letter that it is his poker winnings, and the thing that his mother most fears comes to pass—a desire to gamble. Harry gets his money and very soon finds his way, despite his mother's pleadings, to the gambling table. At first he wins, and he lies to his mother about what he is doing, but eventually he loses all, and rather than face his mother's pleadings, he winds up in his father's gambling house and not knowing it is his son, the father engages him. The son enters his father's employ unconscious of the fact that it is his father who has given him a helping hand. He becomes a dealer through his wonderful and instinctive ability. Later he rescues a Western girl gambler from the insults of a strange house and they become sweethearts. The stranger shows up again and in a game sitting opposite Harry, he falsely accuses the boy of cheating. Harry draws first, and the gambler falls wounded. The father, thinking he has lost all, starts with the others to get him, but he holds them all back. Escape is cut off, he sees Jennie coming and retreats to the adjoining room. There the fight is kept up, with his father's hand, however, the girl learns of the trouble and goes to the sheriff. In front of the school the sheriff finds that the gambler is a notorious crook, wanted by the authorities of many states and immediately goes to the rescue of Harry. When they burst into the room they find Harry has fainted from a wound and a scrawled note beside him tells only to advise his mother, Mary Temple, and then is cut short. On the reverse side, however, the father finds his own letter, and realizes that he has sent his boy wrong. Later a reconciliation follows and the father puts up his joint for sale and both Harry and the girl go back with him. Big in the East the family is reunited and a daughter added.

Inconito (Victor)—Refusing to marry the woman of his father's choice, Rene, son of the Marquis de Villier, is disinherited and goes to the United States to begin life anew as a plain American citizen. Rene, never having attempted to make a living, soon becomes stranded. In a newspaper he reads an advertisement calling for a competent valet. He knows the duties of a valet and applies to a banker for the position. The banker woman artist, Denise, his sitting, he fully rejected. Thus, when Rene applies for the position of valet, the banker exclaims: "You have made a mistake. He offers Rene \$5,000 and a position if he will pose as a nobleman and wear the costume of a valet. It is to the banker and accepts his proposition. After the wedding the vindictive banker receives a plan of revenge against the girl. However, the banker's eyes are opened when a letter announcing that Rene has been reinstated as the heir of the Marquis de Villier.

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