

Seven Million Americans Go Daily to the Movies



Some favorites in local motion picture houses. Top, left to right: Alice Joyce, John Bunny and Florence La Badie. Bottom, left to right: Mary Fuller, Mabel Normand and Ford Sterling.

New York, Feb. 27.—Film fans who go daily to the movies will be interested to learn something about the enormous growth of the moving picture business in the United States during the past few years. Those who have watched the increasing popularity of the movies will probably not be surprised to learn that in the city of New York alone no fewer than 365,000 men, women and children go every day to see the silent drama.

In the United States alone there are 15,000 moving picture theatres, with an estimated daily average attendance of 7,200,000. Between 15,000,000 and 20,000,000 people patronize the cinema theatres daily throughout the world.

Frank L. Dyer, president of one of the large film distributing companies, has prepared some interesting statistics about the industry. According to these statistics over

\$2,000,000 was paid by exchanges to manufacturers and more than \$25,000,000 by theatres to exchanges the past year. On the other hand the public gave up \$275,000,000 to see the pictures. It is estimated there is \$25,000,000 invested in manufacturers' plants in this country, \$50,000,000 in finished pictures and stock and \$120,000,000 in theatres. More than 200,000,000 feet of film was used last year, or 40,000 miles.

Another indication of the widespread interest in the movies is the fact that five magazines dealing exclusively with films and the people of the celluloid world are published. One magazine has a circulation of 200,000, although it has been in existence only three years. It prints monthly pictures of the best known players, interviews with them and stories based on scenarios.

The casual patron who drops in at a theatre for a few minutes' diversion knows what he likes and lets it go at that, but the real fan knows the various makes of pictures, the players by their names and all their mannerisms. It is he who applauds when a new character, whose presence means nothing to the uninitiated, steps upon the screen.

Of all the American picture players perhaps the name of John Bunny is best known. And then there is Maurice Costello, one of the first of the film heroes; Ford Sterling who is rapidly gaining popularity as a comedian; Florence Lawrence, G. M. ("Broncho Billy") Anderson, Mary Fuller, Mary Pickford, Edith Storey, Alice Joyce, Clara K. Young, Arthur Johnson, Crane Wilbur, Earle Williams, Romaine Fielding, Tom Moore,

Augustus Phillips, Lottie Briscoe, William Walker, Beverly Bayne, Mabel Normand, Blanche Sweet, Warren Kerrigan, Edwin August, James Cruze, Owen Moore, Muriel Osriche, Pauline Bush, Vivian Rich and Florence La Badie. All these are names as familiar to the real enthusiast as are the names of the greatest players on the stage.

The enthusiast knows, too, the process by which a film comes into being, from the chrysalis scenario to the palpitating reality on the screen; the names and trademarks of all the companies and which excel in one kind of feature and which in another. Since each separate firm could not economically market its product they have grouped themselves into three groups, known as the Licensed, Universal and Mutual groups. Each group has its distributing agency through which its films are distributed to the exhibitors.

The present tendency is toward more expensive productions, and the result will be that the smaller order houses will give way to larger theatres in which multiple reel pictures are shown.

young college rakes make the best husbands and business men because they have had worldly experience, and therefore have had their eyes opened. It is rank hypocrisy to talk about the necessity of a man's sowing his wild oats. Laws to protect women are springing up all over the country, and this desired protection will be secured the quicker if a single standard of morality is adopted. Too little is known about the ravages made by disease. What we want is the establishment of a custom that will prevent the marriage of sickness with health."

At the Illinois next Friday Miss Rose Stahl will be seen in her new part of "Maggie Pepper," in which New York, Chicago, Boston and other cities have endorsed as a worthy successor of Patricia O'Brien. Charles Klein's piece is called a comedy and the remembrance of the spectator for the play is that it has many bright lines and comic situations, but underneath it all is the sense of the very human story of the department store girl. This story is emphasized by the acting of Miss Stahl, for she makes Maggie Pepper a very real, genuine woman whom one might meet at any time in the transaction of business with one of the big city department stores.

In this part, without a quibble, Miss Stahl does the best acting of her career, and it is acting of such high order as is seldom seen on our stage, if competent critics are to be credited. And the fine acting is not all done by the star, for the Henry Irving estate has surrounded her with a company of players of exceptional worth, John S. Robertson, Lillian Claire, Mabelle Adams, Percival T. Moore, Max Reynolds and Helen Dahl, among the players, do their part in making "Maggie Pepper" one of the best plays produced in many seasons.

AT THE EMPIRE.
The vaudeville bill at the Empire the last half of this week is exceptionally strong, with two acts which might be said to feature the program. Dolly and Mack, on violin and banjo, proved most entertaining, the young lady being an excellent performer on the former instrument. Their act ends with an imitation of a life and drum corps, which is almost perfect. If one were to close his eyes he would imagine himself present at a Decoration day parade.

Davis, who comes from a seat in the theatre in response to a call for a physician, gives an excellent act, which is absolutely new in its scope. Nothing like it has ever before been seen in the tri-cities. You must see it for yourself to enjoy it. Lavine and Inman work a tight wire act with the scene laid in the old farm yard. Knight Bros. and Sawtelle appear in a short sketch concluding with some excellent dancing. Rice, Sully and Sealt in a comedy horizontal bar act, complete the program.

Manager E. T. Dolly inaugurated a new stunt at the Empire last night, known as the "Country Store." Following the completion of the evening program the curtain was lifted, displaying the interior of a country grocery store. Scores of articles stood on the shelves and counter ready for distribution. Tickets bearing numbers were drawn from a box by Mr. Dolly and read to the audience. Similar tickets had been given patrons as they came in the door and those who held the corresponding numbers went onto the stage and received their prizes. Flour, sugar, coffee, waists, cloaks, etc., were given, as well as tinware, hoes, rakes and shovels, and many satisfied customers carried home an armful last night. Much interest and amusement resulted, and owing to the success last night Mr. Dolly plans to have the store each Thursday evening. Monday evening will be amateur night.

St. Paul—Ralph Lopez, the Mexican desperado who took refuge in the mine at Bingham, Utah, after slaying six men, is said by Moses Zimmerman, a horse dealer who met Lopez at Denver, to have appeared at a horse sale in the Midway district here.

IF KIDNEY AND BLADDER BOTHER
Take Salts to Flush Kidneys and Neutralize Irritating Acids.
Kidney and bladder weakness result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it often remains to irritate and inflame, causing a burning, scalding sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread, the water passes somewhat with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness, most folks call it, because they can't control urination. While it is extremely annoying and sometimes very painful, this is really one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast, continue this for two or three days. This will neutralize the acids in the urine so it is no longer a source of irritation to the bladder and urinary organs, which then act normally again.

Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for the kidneys and causes no bad effects whatever.

Here you have a pleasant, effervescent lithia-water drink, which quickly relieves bladder trouble.—(Adv.)

YOUNG & McCOMBS

Spring Has Come Again

From the looks of the stock in our many, many departments of women's wearing apparel. Beautiful new silks in those new Chinese prints and quaint Assyrian designs; also some new patterns and kinds of wash goods are putting in an appearance in our dress goods department. New spring corsets, millinery, suits, coats, skirts dresses, and trimmings proclaim the coming season.

Tomorrow we are going to offer a number of

Saturday Hour Specials

2:00 to 3:00 P. M. LISTERINE, genuine in original sealed packages, \$1.00 value, for this hour 69c Drugs, Main Floor	3:00 to 4:00 P. M. MONOGRAM PAPER, linen finish, pure white, "Panel" stationery, 25c value, for this hour 19c Stationery, Main Floor	4:00 to 5:00 P. M. LEATHER BAGS, just received—new line, crepe leather, leather lined, new style stirrup handle, fitted with small coin purse, up to \$1.75 value, for this hour 89c Leather Goods, Main Floor
MEN'S UNDERWEAR , Jaeger fleeces, shirts and drawers, 50c value, for this hour 29c Men's Furnishings, Main Floor	ALPINE CHOCOLATES , in fancy one-pound boxes, 50c value, for this hour 29c Bargain Lane, Main Floor	SEMPRE GIOVINE , Marietta Stanley's famous face cream in cakes, 50c value, for this hour 38c Drugs, Main Floor
SCOTCH GINGHAMS —in plaids, commonly known as the "Anderson Zephyrs," 35c value for this hour 23c Dress Goods, Main Floor	SET RINGS , for ladies, Rubies, sapphires, emeralds, topazes, solid gold mounting in tiffany or fancy, up to \$3.50 value, for this hour \$1.95 Jewelry, Main Floor	HOCKEY CAPS , of wool, for boys. Gray, blue, red and blue, and blue and gray, 45c value, for this hour 25c Millinery, Second Floor

"The Hand-Embroidered Way" OF FURNISHING A HOME

Our spring stock is nearly all in now and we are ready to show you some extra fine merchandise.

We have elegant linens for the home, as fine as any ever made. Just like the expensive, already worked pieces seen in some art departments but these can be worked by your own hands.

You can afford them; the price is low.

All sizes of stamped centers, from 18x18 in. to 72x72 in., with corresponding scarfs to match, 20x45 in. to 20x54 in. These pieces will be found in our Art Dep't, 25c to \$3.75.

Come in and we will be pleased to show you our stock

Art Needlework, Second Floor

The Perfection Oval Toilet Paper and Fixture

This paper and fixture is intended for universal use and is practically the only paper on the market that is equally adapted to all classes of consumers. In the PERFECTION OVAL we have combined all the advantages and retained none of the objectionable features of the old-style wire loop and cabinet packages, revolving or stationary ovals with mechanical cut-offs or the numerous plain, serrated with perforated rolls, which litter the floor with their droppings of imperfect cuts and portions of sheets.

QUALITY
The paper used in the PERFECTION OVAL package is the finest, quality manila tissue cylinder sheet, free from injurious chemicals and other foreign substances; quality as well as weight is always maintained and absolutely guaranteed.

Perfection Oval Fixtures
This fixture being stamped of cold rolled steel is strong and durable; there are no detachable parts to become mislaid or lost; it is a closed fixture with lock and key, giving full protection to the paper, preventing waste and making perfectly sanitary device, as only one sheet of paper is exposed at a time. This delivery of one sheet at a time results in a very great saving of paper and makes the PERFECTION OVAL SYSTEM by far the most economical package or oval system on the market. In economy of space the Perfection has no equal, the roll being held in perpendicular position close to the wall, projecting in no place more than three inches. This can be said of no other oval.

Housefurnishings Basement

SPECIAL PRICE ALUMINUM SAUCE PANS

Here is a wonderful offer that should appeal to the economical and progressive housewife. If you have never used aluminum ware before, this will be an opportunity to try its great merits. Saturday, February 28, 1914, we will sell three sizes of Imported Swiss Aluminum Sauce Pans, 1 pint, 1 1/2 pint and 1 3/4 quart, all worth \$1.39, at \$1.00 for the three, to those who will bring in the coupon below.

This Coupon Is Worth 39c
On a nest of 3 Aluminum saucepans SATURDAY, FEB. 28, 1914
YOUNG & McCOMBS

(Housefurnishings department—Basement)

THE STORE FOR ALL THE PEOPLE

YOUNG & McCOMBS

Cooperative Store Co. Rock Island, Ill.

SLEDS
Going at CUT PRICES—Basement

SPRINGFIELD COAL
Delivery to any part of the city.
Single Tons, \$3.75
Two Tons \$3.50 Ton.
Telephone R. I. 2925.

London—Though the draft of a treaty establishing a peace commission at The Hague recently submitted by the United States is regarded by the foreign office as generally acceptable, Sir Edward Grey said it would have to be considered in conjunction with the self-governing British dominions, as certain special provisions in regard to them would be required.

What is experience? A poor thing, but constructed from the ruins of illusions.

EMPIRE Theatre

Don't Miss This Big Vaudeville Show
Nothing but Comedy
'Who Is Davis?'

PHONE R. I. 708.

Specials For Saturday

At the Longview Market and Grocery

Phone 429, 1107-1109 15th St.

21 pounds granulated sugar for \$1.00
Fresh dairy butter, per lb 28c
Two pounds Good Luck butterine 45c
Two pounds of good butterine 35c
Two can tomatoes 15c
Two cans corn 15c
Two cans baked beans 15c
Two cans red kidney beans 15c
Two cans hominy 15c
Two cans pumpkin 15c
Two packages Life O'Wheat 25c
Three tall cans salmon 25c
Regular 25c cans baking powder 19c
Regular 30c cans fruit at 25c
Four 10c rolls toilet paper 28c
Fifteen boxes Searchlight matches 60c
Four pounds navy beans or Jap rice 25c
Fancy Dill pickle, per doz. 15c
Sauer kraut, per quart 5c
Lenox soap, 15 bars 50c
Seven bars White laundry soap 25c

We carry a full line of, not the cheapest but the best, meats. Also make a specialty of pure leaf lard. Everything in fresh vegetables. Have just opened a fresh barrel of New York sweet cider, gallon, 50c.

THE ILLINOIS

TUESDAY NIGHT, MARCH 3

Richard Bennett's New York Company of Co-workers in "DAMAGED GOODS"

The Play Which Strips the Veil of Secrecy from the Most Vital Sex Problem of the Day.

Condemned by Prudes and Hypocrits.

Hailed by the Enlightened

PRICES:
Parquet \$1.50, \$1.00, balcony, \$1.00, 75c, 50c. Gallery 25c.

Seat Sale Sunday 9 a. m.

Phone 224 Rock Island.

THE ILLINOIS

One Night Only MONDAY, MARCH 2

Laughing Carnival Will Inaugurate With that Everlasting Good Show,

THE BROADWAY BELLES BURLESQUE

With a carefully selected coterie of Comedians, Singers and Dancers.

ZULICKA

"Dance De Armore"

Prices 25c, 50c, 75c. Few \$1.

Seat Sale Tomorrow 9 a. m.

Phone 224 Rock Island

Theater

THE ILLINOIS.

March 2—"Broadway Belles," burlesque.
March 3—"Damaged Goods."
March 5—"Yiddish Players."
March 6—"Rose Stahl in "Maggie Pepper."
March 8—"The Traffic."
March 9—"Excuse Me."
March 15—"Peg o' My Heart."
March 16—"Bunty Pulls the Strings."
March 17—"Bought and Paid For."
March 22—"Eva Tanguay and her vaudeville company."

THE EMPIRE.

High class vaudeville and tabloids
Matinee 2:45 and evening 8:15, except Wednesday and Sunday when there are two shows at 7:30 and 9:15.

AT THE ILLINOIS.

Before a congregation which taxed the capacity of the West End Presbyterian church, New York City, and at the solicitation of Rev. A. Edwin Kelgwin, its pastor, Richard Bennett, on June 8, 1913, delivered a remarkable address favoring eugenic marriages. Mr. Bennett is responsible for the production in America of Eugene Brieux's great sociological sermon, "Damaged Goods," which comes to the Illinois next Tuesday, and in his address before the West End church outlined the purpose in presenting to the public Brieux's epoch making play.

After calling attention to the fact that literature and art had their beginnings in the church which now was called upon to do pioneer work for morality and a stronger, healthier race of men and women, Mr. Bennett said: "This is a woman's age, and woman has a right to come forth and demand her supreme prerogative as the producer of the race. We want to do away with the hypocrisy that has been built up around conventionalities. We want to call attention to the fundamental facts of life without prudery. How many parents here in this congregation can say that they have not lied to their children? The plea of justification in concealing—that is, lying about the truths of life is set up on false ideals by parents who make themselves liars before their children. We want to start with the truth in showing our children the light. Let us tear down the conspiracy of silence and be frank with ourselves. If we can build a single standard for men and women there will be less need of frantic efforts to reform the marriage laws.

"We have deluded ourselves too long with the carping fallacy that