

Little Sermons On Saving==No. 7

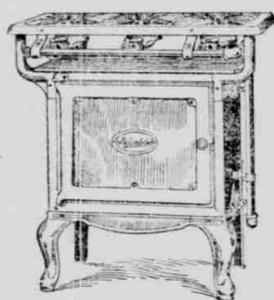
The Time to Act is Now!

We are all of us putting off until tomorrow—manana—something we ought to do today.

We know we ought to save part of our present earnings, and we worry about the future if we don't do it, but we just don't get at it and do it. If anyone should tell us to our faces that we had good intentions, but mighty poor will power, we would resent it—but it may be the precise truth—it certainly is quite true that it takes strong will power to save money, and that a **START** must be made. The most attractive thing in the world is saving when your ambition is on fire and your determination is aroused. It's a game you play with delight when based on a purpose to be accomplished, and a plan that is working out.

The Phoenix Savings Bank and Trust Co.

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Try A Republican Want Ad.

ROMAINE FIELDING TELLS OF THE MOTION PICTURE INDUSTRY

The following paper on "The Motion Picture Industry" was read by Romaine Fielding at the regular weekly meeting of the Rotary club, held Friday noon at Mr. Fielding's studio at the fair grounds.

THE MOVING PICTURE INDUSTRY

By Romaine Fielding

Before entering upon a brief synopsis of the history of cinematographic art, it is necessary to dwell for a moment upon a certain physiological phenomenon, which, after uncertain and irregular developments by various scientists and inventors, made the motion picture a practical possibility. This phenomenon is known as the continuity of persistence of human vision. To quote from the writing of the famous French Professor and Scientist, E. J. Marey, the retina of the eye has the physiological property of retaining for a brief time the impression of an image after the object which has produced the impression has disappeared. The duration of this retinal picture is estimated at one-tenth of a second, the idea of discontinuity is lost, and the image appears to be in continual evidence. If the image shown us is represented in the successive positions assumed by the object in motion, the impression conveyed by the eye is that of a continuous movement without intermission. If the photographs are presented to one eye at the same intervals as separate and successive exposures, the movement will appear as if it actually took place. The existence of this phenomenon was undoubtedly known to the ancients, as a Roman poet and naturalist who lived as far back as 50 to 60 B. C. speaks in his works of pictures, which move before the eye so rapidly that the effect of motion is stimulated. From this ancient period on down through a succession of ages, little advancement was made toward perfecting the motion picture, until the year 1872, when the first important step was taken towards that end when Edward Muybridge, a photographer in the employ of the United States Government, completed a picture of a horse in motion. This, as well as other attempts, did not cause much interest to be centered in motion pictures, as they were at the best only experiments and far from satisfactory, and it was not until the introduction of celluloid as a substitute for glass that it became comparatively easy for a long series of negative to be taken upon a continuous support. That was what really first called serious attention to motion pictures. Each year now sees some important step in this industry and one can not help but view with amazement the enormous strides made by this popular form of amusement.

A digression—gentlemen! Let me speak of the exhibitor and his theatre one moment. As the number of picture shows has increased, even to a greater extent has the demand of the public increased for the best, and only the best, class of entertainment. This includes not only the best quality of pictures obtainable, but also everything connected with the personal comfort of the patrons while in the theatre. A few figures in explanation will not be out of place here. In the pioneer days of picture shows, the amount of capital required to operate in the business was about \$500. The essential things to start a show then consisted of an ordinary canvas curtain, some kitchen chairs, a \$125 projecting machine, and one reel of pictures, the latter costing about \$5 a reel. Then it was as much for the novelty that people patronized these forerunners of the great industry. The films quickly became worn and the pictures blurred and to spend even a few minutes in a hard bottomed straight back chair was hardly a pleasant pastime. It is indeed marvelous to note the evolution of the past few years. There are few photography houses built costing less than \$25,000 to \$50,000, many

costing from \$75,000 to \$150,000, and in the present time quite a number in course of construction costing half a million dollars and more. The hard bottomed, straight back, kitchen chair is done away with and in its place we see expensive opera chairs made for comfort. The squeaky whining panorama has been succeeded by six and seven piece orchestras, supplemented by pipe-organ castles from \$5,000 to \$25,000. Instead of the ordinary canvas curtain we see the most modern gold fibre curtain, which one can look upon with admiration and wonder without harm to the eyes. The operating rooms are of the fire-proof construction and equipped with two or more projecting machines costing from \$500 to \$250 each with motor drive in place of the old hand drive. The cooling, heating and ventilating plants installed in a modern picture house represent an investment of from \$5,000 to \$15,000. By these devices atmospheric conditions in the theaters are kept at a pleasant temperature with the air changing enough to satisfy the strictest expert on sanitation and enabling the patrons to enjoy the show without that stuffy feeling experienced when the air is not thoroughly renovated.

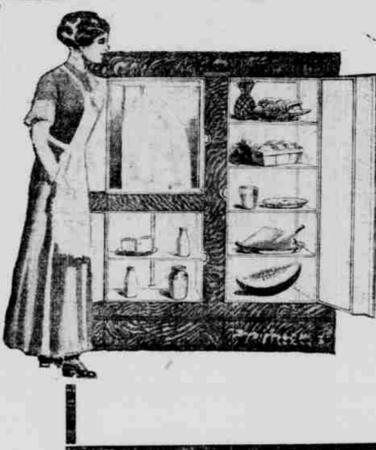
Returning to the pictures themselves. Very few persons who patronize moving picture theatres have any idea of the size of the picture on the film, which is thrown on the screen. A picture on the film is about one inch wide there and a piece not exposed and three-fourths of an inch high. There are about fifteen of these small pictures to a foot of film and the regular length of a reel is one thousand feet. A thousand foot reel is shown in fifteen minutes. Therefore, when looking at a picture on the screen, you see one thousand pictures every minute, or fifteen thousand pictures to every reel. The pictures are handled by several combinations of manufacturers, the largest number being grouped into three companies, the Motion Picture Patent Company, better known as the Trust or General Film Company; the Universal Program, and the Mutual Program. The pictures are loaned to the different exchanges, mostly owned by these combinations, at so much a foot. The exchanges, which are located practically all over the world, in turn rent them to the exhibitors in the different towns and cities in their territory, at so much per reel. Every picture has a release and is released in every exchange city in the United States and Canada on the same day. They are then put on a circuit and travel from city to city for periods varying from three months before they are returned to the point of origin. They are then sometimes sent over another circuit to houses that run what is known as second run pictures or pictures being shown for the second time in that city. By being released in every exchange city on the same date, no picture can be shown in New York City a day earlier than it is shown in Arizona.

A few words in regard to the educational value of motion pictures is apropos here. Of late years there is no branch of education that moving pictures do not cover. In many public schools picture machines have been installed to illustrate various important points in every branch of education. Also in medical colleges, sanitariums, and asylums, you will find machines in use for the education and entertainment of the inmates as well as the corps of workers. Many churches have adopted this modern method of illustrating vital points in a text, and the penitentiaries have been using this method of entertainment and enlightenment for some time. All United States battleships, as well as trans-Atlantic liners, are installing picture machines for the amusement of the sailors and passengers. Uncle Sam has ordered motion pictures for his army officers to illustrate their lectures to the National Guards. The government has also employed a manufacturer to reproduce some of the famous Indian battles of the West, to be taken on the original battle fields with many of the surviving participants in it as possible, the pictures to be preserved in Washington, and used for the instruction of future generations. A contract has been made by the government with the "Pathe Freres" to furnish different views in moving pictures of the Panama canal at the different stages of completion, these pictures to be kept as official records. I very recently read an article stating that a French manufacturer has contracted with a railroad company to install on all trans-Siberian and 24 hour trains. The New York Telegraph stated recently that motion pictures had been taken of the riots in Colorado during the recent miners strike there, these pictures to be used for the purpose of identifying parties taking part in this disturbance. I could continue speaking of the various uses to which motion pictures are put for an indefinite time. Nothing ever invented has done so much to enlarge the scope of the average man's knowledge of things as they are. Through the medium of pictures we see strange people in their home lands; we learn their customs and see them, not thru print, but as tho we were with them. The important happenings of the world are brought to our threshold in exact reproductions of the reality. We learn the habits of strange animals; we see them in their search for food and watch them rear their young all unconscious of the watchful eye of the never-sleeping camera. We see on the screen prominent actors and actresses, who, a few years ago would have highly resented even a hint that there was any probability of their appearing in the "movies." Even the olive "Sarah" has consented to let the screen reflect her

PARKER PRAISES AMERICA FOR HER "ALMIGHTY HEART"



Sir Gilbert Parker. "The Almighty Heart is still stronger in the United States than the Almighty Dollar," recently declared Sir Gilbert Parker, the Canadian novelist, in a speech in London. "The American government has pursued the only course possible to a nation desirous of preserving its deservedly high reputation in the field of diplomacy. It has been in true sympathy with the high mindedness and sensible idealism of the American people in regard to the great events of the world's history."



LISTEN!

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Get a genuine HERRICK and satisfaction.

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Hardware.

"At the Sign of the Dog"

- 1. How the settlers lived when America was young.
- 2. How wheat is ground into flour.
- 3. How Indian women weave blankets.
- 4. How whiskey is distilled in the mountains.
- 5. How diseased cattle are killed in the Chicago stock yards.
- 6. How skyscrapers are erected.
- 7. How men who make whiskey without paying revenue are called "moonshiners."
- 8. How sheep are sheared.
- 9. How wireless stations are erected along the coast, and how wireless messages are sent.
- 10. How a transfusion of blood is made from one person to another.
- 11. How patients are handled in a hospital.
- 12. How snakes live among the rocks.
- 13. How Red Cross nurses help the soldiers in the trenches.
- 14. How the men used steam shovels to construct the Panama canal.
- 15. How wealthy people live in their homes.
- 16. How poor people of the city live in tenements.
- 17. I have seen and learned about Valley Forge, West Point, the city of Poughkeepsie, and the Hudson river.
- 18. How tobacco is dried and rolled into cigars.
- 19. How natives of the Philippine Islands make hats.
- 20. I have seen and learned about the sea.
- 21. Also about different parts of Japan.
- 22. About different parts of the country of Italy.
- 23. I have followed the course of the Nile river for a long way.
- 24. That people take off their shoes before entering a house in Japan.
- 25. I have noticed that engineers have to get their watches tested before going on with the engine.
- 26. How the natives of Africa live in huts.
- 27. How the natives of India wash clothes on the river bank.
- 28. I have seen and learned all the beauties of Yellowstone Park.
- 29. How tourists cook eggs in steaming pools.
- 30. How rice is grown.
- 31. How people thresh wheat.
- 32. How ground is plowed.
- 33. How gold is mined.
- 34. How food reaches the soldiers on the battle field.
- 35. How cities are bombarded.
- 36. How "Billy" Sunday preaches in Philadelphia.
- 37. I have been and learned all about the Coliseum in Rome.
- 38. I have seen the pyramids of Egypt, and the Sphinx.
- 39. I have seen and learned about the life of Jesus Christ, from his birth to his ascension into heaven.
- 40. How wounded soldiers are carried from the battlefield.
- 41. How oil wells are drilled and worked.
- 42. How oranges grow and are picked.
- 43. How government claims are staked in the West.
- 44. How people flock to the American consul in England to exchange foreign money for American.
- 45. How liquor ruins many homes.
- 46. How recruits are drilled for the different warring nations.
- 47. How the Indians live in their villages.
- 48. How they make beautiful bead work.
- 49. About ranch life and cattle raising.
- 50. How the Mummies of Philadelphia hold their New Year festival.
- 51. How the Dorothy Palmer, a schooner, and another ship had a head-on collision, damaging the bows of both ships.
- 52. How the unemployed get work thru the employment agencies.
- 53. How people christen a ship.
- 54. How agriculture is done in different parts of the world.
- 55. I have learned how scripts are written for moving pictures.
- 56. How moving pictures are made.
- 57. How people travel on camels and elephants in India.
- 58. That farmers are called "ryots" in India.
- 59. How cotton is picked and baled.
- 60. How people of the South boast the "Bey a Bale of Cotton" plan.
- 61. How Southern society ladies make cotton gowns to boost the "Bey a Bale" plan.
- 62. How coffee is grown, picked, and sacked.
- 63. How Japanese women cool a loaf.
- 64. How the Belgian people obtain food.
- 65. That harem in India are called "harems."
- 66. How to act at a mask ball.
- 67. How the Mohawk river flows thru the beautiful Mohawk valley.
- 68. About Niagara Falls and the rapids of the Niagara river.
- 69. How to diggs.
- 70. How to pose.
- 71. How suffragettes carry on their campaigns.
- 72. How suffragettes work for the cause, carry a melting pot thru the streets into which silver, gold, etc., are placed.
- 73. About the latest fashion of dress.
- 74. How people lay corner stones.
- 75. How people flock to the American consul in England to exchange foreign money for American.

HOOKED A GOLDFISH

Madge—How is Dolly getting on in politics?
Marjorie—Fine! A rich brother socialist is going to marry her and let her spend all his money—Judge.

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