

# The World's Greatest Masterpiece of Photo-Play

## "The Coming of Columbus"

AT THE

# Victor Theatre

This wonderful moving picture production, in three films, is acknowledged to be the most expensive, the most elaborate and the most wonderful moving picture film ever made. It took three years to produce and cost \$75,000.

We have secured the sole rights for its exhibition in Richmond and the films will be shown for a limited time only, three days—

### Monday, Tuesday and Wednesday

At No Increase in Prices

The vital events in the life of Columbus are faithfully reproduced with historic exactness. In this picture Columbus and his followers live, breathe and move—it is as though you were carried back to the fifteenth century and lived with the people of those times—as though you, too, were at the brilliant court of Isabella; on the long and perilous voyage and at the landing in the New World when it was yet a wilderness. Each step in the life of this great man is traced with lifelike realism. "The Coming of Columbus" appeals to people of all ages, old and young alike, but its educational

feature makes it of particular value as a means of instructing the young. The pictures bring home to them as no other method could possibly do the series of events in history at the time of Columbus.

The entire equipment of the Victor Theatre is new and every improvement has been included to make it safe and comfortable. The ventilation is perfect; the lighting system such that, while objects can be clearly seen, the light does not interfere with the pictures. The auditorium is cool and inviting—an absolute relief from the hot and dusty streets. Pictures are sharp and vivid, yet easy on the eyes.

### Don't Miss "The Coming of Columbus"

and we feel sure that once you visit the Victor Theatre you will return to see the many other excellent films which are changed daily.

## THE VICTOR THEATRE, - - - - - 800 East Broad Street

# Plays at the Theatres This Week

**BIJOU THEATRE.**  
Kinemacolor.

**EMPIRE THEATRE.**  
Vaudeville.

**COLONIAL THEATRE.**  
Vaudeville.

**LUBIN THEATRE.**  
Vaudeville.

**VICTOR THEATRE.**  
Pictures.

Kinemacolor at Bijou.

While the advantages of motion picture reproductions made by the Kinemacolor process are causing prices to soar in cities where they have earned a just popularity, the Bijou, in an endeavor to establish them as a permanent and popular feature of picture display, will to-morrow introduce an entirely new program whereat the highest prices of admission will be 5 cents, this theatre being the only house in the world where the wonderful invention improvement in animation picture productions is viewable at such a modest price.

To-morrow's program will introduce new and educational subjects presenting the brilliant colors of horizon photography, the brilliant plumage of feathered tribes and the gaudy costumes of foreign militia.

There will also be the regular picture plays presented in the monotone photographic style, making a complete program of selected picture features shown during continuous performances in the afternoon and night. No change in any way, except the nominal charge of admission.

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**EMPIRE VAUDEVILLE**

Vaudeville De Luxe.  
Week Commencing To-morrow.

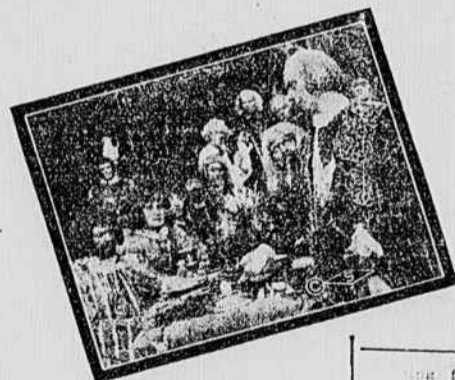
**Miller & Tempest**  
"Kix & Trix"—Guess What?  
The House of Perfect Ventilation

**Lewis & Chapin**  
New Patter, Chatter and Songs.  
Bargain Matinee Daily at 3:00, 10c.

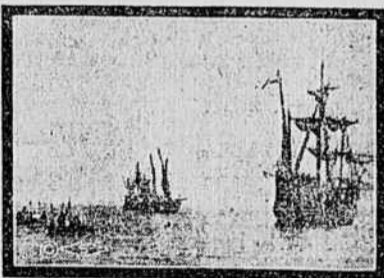
**West and Elliott**  
Black-Face Comedians  
Evenings, 7:30 and 9, 10c and 20c.

**Bonnie Bertie Gaylord & Herron**  
In the Delightful Skit, "On and Off."  
Photo-Plays Beyond Compare.

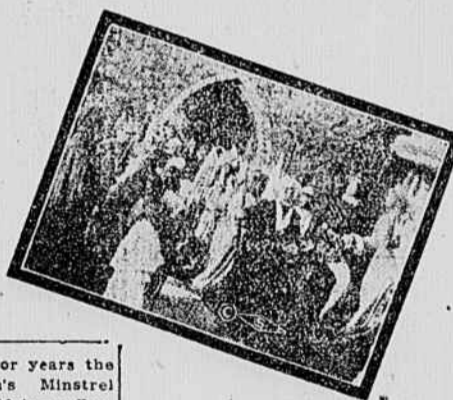
**Margaret Ryan & Co.**  
In the Season's Surprise and Greatest Novelty.  
A Last Word—COME EARLY!



AT THE SPANISH COURT.



THE FLEET OF COLUMBUS.



THE QUEEN AIDS COLUMBUS.

ed picture productions is viewable at such a modest price.

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**Mind-Reading Marvel at Colonial.**

Just one act of the new week's bill at the Colonial will differ from all the others in that it will direct attention of the wonderful foresight of Mme. Zenda, a mind reader, something mystical, mysterious and mentally confusing results from the magical methods by which Madame Zenda is able to distinguish individuals, their troubles, and provide solutions for them. Until Mme. Zenda's appearance on the vaudeville scene, Anna Eva Fay was without a peer in her original and electrifying exhibition, and even greater honors have accrued to the former because of the magnificent successes she has established, working always in the open and without mechanical or physical assistance. Miraculous is really the word descriptive of the power of mind direction achieved by this famous woman.

An elaborate comedy will precede the mystical woman, one of the features of which will be provided by Lewis and Green, two male comedians, in an original comedy creation entitled "Engaging a Cook," studded with funny lines, situations and songs.

In the Melotte twin sisters will be seen the cleverest sister team in the vaudevilles. From the "big vaudeville circuits as are most of the acts now appearing at the Colonial, these pretty and shapely misses will sing and dance in a manner calculated to make them the reigning success of the new bill.

Music in all its glory, amusement and charm will be provided by Gray and Graham. Equally clever as comedians as they are popular musical performers with a novelty musical act, they will stand out as one of the

bill. The features of the new week's bill. The Stanleys, in a comedy shadow-graph exhibition, inclusive of amusing silhouettes in rapid succession, will provide a charming number, thus completing the vaudeville bill.

Perfect picture plays of the usual high grade will add their pleasing season to the complete bill, three performances of which will be given every day, a matinee at 3 o'clock, and two night performances, at 7:15 and 9 o'clock.

**Margaret Ryan Empire Surprise.**

Surprise is the keynote of the new bill of vaudeville novelties to open at the Empire to-morrow with the main feature of the bill, Margaret Ryan, offering vaudeville's twentieth century surprise novelty. In the act of this dashing, untentious comedienne will be seen a series of surprises in distinct character changes, singing, dancing specialties, posing feats, and one elaborate surprise for a closing number that promises to pleasantly thrill vaudeville lovers to the uttermost.

Bonnie Gaylord and Bertie Herron, two of the cleverest girl entertainers in the vaudeville ranks, will offer the novelty comedy sketch, "On and Off." It is a different idea of sketch from any ever seen here, and is offered by Miss Gaylord, a famous cyclonic sou-

brette, and Miss Herron, for years the leader of New Wayburn's Minstrel Misses, when that electrifying offering was a vaudeville spectacle.

Fred Lewis and Daisy Chapin, the clever juveniles and the pretty and talented girl, will offer another of vaudeville's classy numbers in their charming patter and singing numbers, calculated to please.

"Kix and Trix," a comedy acrobatic, singing and dancing number, will be offered by Leon Miller and Grace Tempest, Miller's wonderful tumbling exhibition being classed as one of the most exciting in vaudeville.

A famous black face comedy team, West and Elliott, will complete the vaudeville bill with a high class novelty bill.

Exclusive photoplays of the most perfect variety and seen only at this theatre will round out the entertainment, three performances of which are given every day, a 2 o'clock matinee being followed by two night performances, beginning at 7:30 and 9 o'clock.

The Victor—The Coming of Columbus.

The Victor Theatre, corner Eighth and Broad Streets, will present this week a moving picture drama in three reels, entitled "The Coming of Columbus," the most expensive, elaborate

and wonderful moving picture film ever exhibited.

The vital events in the life of the great discoverer who gave a new world to civilization, are reproduced with historic exactness. To depict with photographic accuracy the great events of history is an achievement to be numbered among the most marvelous of up-to-date science. In these remarkable pictures Columbus lives and breathes and moves. He pleads his cause at the feet of Ferdinand and Isabella. In the accoutrements of an admiral of Spain he stands upon the quarterdeck of the Santa Maria and leads his fleet of three caravels westward from Palos across an unknown sea. He quells a mutiny in midocean. He defies his captives to turn him back. You see him pacing to and fro on the weather side of his high-pooped little vessel. You see his lips move. You see his hands beat the air in eloquent gesture. You see the glint and sparkle of his eye. You see his face deep in thought or irradiated with the inspiration of the dream that led him on. The Columbus of the pictures is alive. It is as if the camera had reached back into the past by some occult power and visualized scenes forever departed.

The making of these wonderful pictures occupied three years. The greater part of this time was taken up in gathering data concerning the life of Columbus to insure historical accuracy in every detail.

The cost of the pictures was over \$50,000. Never before have any of the great picture industries expended such a sum on a single picture to be placed in the balance, to be weighed and judged by critical spectators as to its educational worth, historical value, sentimental charm and spectacular magnificence.

**Knights of Columbus.**

In the preparation of this stupendous undertaking the co-operation of the Knights of Columbus was secured, and through the support and working partnership of this great organization, the caravels were secured and such historical information obtained. More than 350 specially engaged actors were used in the production.

There are a number of portraits of Columbus extant. Two of these are best known, but bear little resemblance to each other. One is that of a

smooth-faced man, with high brow, hair falling almost upon his shoulder, and dressed in simple garb. This portrait was selected as the most authentic by the committee of scholars who visited Spain for the company. This is the Columbus portrayed in the pictures.

Of interest to all Catholics and to the world at large is the fact that the films already have been presented before Pope Pius X, who enjoyed the pictures hugely and sent his blessing and a medal to Mr. Selig, maker of the films, by Father Tomello. It is the first time the Pope ever gave his official approval to a commercial enterprise.

His Holiness not only enjoyed a private view of the film, at which were present his sisters and many of the most distinguished cardinals in Rome, but so greatly was he pleased with the artistic work, that he gave his blessing to all those who took part in the various scenes, and those who were connected with the enterprise.

The magnificent visualization of the incidents in the life and discoveries of Columbus is presented in three reels as follows:

**First Reel.**

Columbus and his young son, Diego, leave a quaint votive shrine in Portugal, and after many hardships find their way to Spain. Here Columbus is successful in interesting the Queen, the Queen's confessor, in his maps and theories. Other ecclesiastics refuse to believe in his ideas, but finally, through the good offices and trust of Antonio, interview with Queen Isabella. This takes place upon the battlefield of Granada. Columbus has been no more than presented to the Queen when the news of the surrender of the Moorish army, unfortunately, interrupts the interview, and in the time given over to rejoicing Columbus is forced to shoulder another disappointment. He is now tried for his sanity by the wise men of Salamanca. They only marvel at his wild theories. Antonio once more visits the Queen in the interests of Columbus, and this time she is so impressed with his theories that she orders her jewels to be sold that she may personally finance the great undertaking. She, however, makes the sacrifice through the generosity of Fernandez, the court physician, and thus is calendared a great day in the world's history. Columbus is made an admiral, outfitted with three ships, and departs in quest of the new world which he believes exists.

**Second Reel.**

The Santa Maria, the Pinta and the Nina, with Columbus in charge, set sail from Palos. As they sail day after day into the unknown, fear seizes the crew and the sailors mutiny and demand that Columbus turn back home. Columbus faces the mutinous sailors, quiets their panic and orders them back to duty. The captains of the other ships board the Santa Maria and insist that he head back for Spain. Columbus refuses. In the tiny cabin of the flagship mass is read and with bowed heads all renew their vows of allegiance to the admiral. In his address, Columbus says: "Men! We have set sail for the Indies across the western seas, and with God's help and blessing, to the Indies we are going. Look you to it that we have no more of this, for, grumbling or no grum-

ing, we are going to find the land we have come so far to seek."

On the dawn of October 12, 1492, Columbus assures his followers that he has seen lights to the westward during the night. A few hours later a dove alights on the rigging of the Santa Maria and is captured by the lookout at the masthead. Floating weeds and branches of trees with berries on them drift by the little fleet. A sailor climbs down the side of the flagship, seizes one of the floating branches and bears it in triumph to the deck. The dove and the floating branches mean that land is near. The masthead lookout sights land at last and sends out the glad tidings to the fleet. The caravels drop anchor off San Salvador. Columbus and the crews of the vessels row ashore. Columbus is the first to step upon the New World. He falls upon his face and kisses the earth. Then, raising his sword on high, in God's name he takes possession of the new land for Ferdinand and Isabella, amid the prayers and rejoicing of his crew. The half-naked

(Continued on Third Page)

**BIJOU**

CONTINUOUS PERFORMANCES DAILY—2:30 to 5:30, 7:30 to 10:45.

**Announcement Extraordinary**

Arrangements have been completed whereby we can show KINEMA-COLOR PICTURES for 5c, and COMMENCING TO-MORROW these really wonderful films, together with a fine program of BLACK and WHITE subjects, will be shown at the hours mentioned above.

**5c All Seats 5c—Positively no Higher**

We Guarantee You the Best Pictures in Town in Richmond's Coolest Theatre.

**COLONIAL**

SIGN OF GOOD SHOWS

WEEK JUNE 10.

Looking Ahead with

**Mme. Zenda & Co.**  
Almost a Seer, this Mistress of the Mind.

**Lewis & Green**  
The Quaint Comedians in "Engaging a Cook."

**Melotte Twins**  
Prettiest Singing and Dancing Stars on the Stage.

**The Stanleys**  
Shadowgraphic Comedy.

**Gray & Graham**  
In Their Comedy Skit, "The Musical Bellboy."

PICTURE PLAYS, Original and Exclusive.

Admission ..... 10c, 20c  
Children at Matinees ..... 5c

Matinee 3 P. M.  
Nights 7:15 and 9 P. M.