

THE HOME
THE WORLD

NEWS OF SPECIAL INTEREST

THE MOVIES
THE PLAYERS

Here are Retated Facts and Fancies Concerning the Activities of Individuals and Organizations, the Home, Fashions and Other Matters.

THE STEEL CHAIN WHICH BINDS THE EMPIRE TOGETHER

The Hon. Lady Gwendolyn Guinness's Fine Address at the Women's Canadian Club.



LADY GWENDOLYN GUINNESS,
Daughter of the Earl of Onslow, and her children.

That Britannia rules the waves is a fact well known to us, but just how Britannia does it and what will be the consequence if she ceases from her task was clearly explained to the members of the Women's Canadian Club on Saturday evening at the German Street Institute. The drifts of snow in the streets did not keep many away, and it was a large audience to which Lady Gwendolyn spoke in an eloquent and forceful way. Mrs. Kuhring presided and on the flag-decked platform were also Lady Tilley and Mrs. E. Atherton Smith. After routine business, during which the treasurer reported \$505.50, of which the Lord Sackville Chapter, I. O. D. E., sent \$50, sent to Sir Edmund Walker, treasurer for Canada of the Scottish Women's Hospital Fund; \$55 to the Maple Leaf Club, London, and \$238.38 cash on hand; Mrs. Leonard Tilley reported the sum of \$1,664.84 sent in for the British Sailors' Relief Fund, which will be forwarded to Mr. R. E. Armstrong, the local secretary of the fund.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of Dr. J. C. Fletcher and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience Against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant, it contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS
Bears the Signature of
Chas. H. Fletcher
The Kind You Have Always Bought
In Use For Over 30 Years
THE CENTAUR COMPANY, NEW YORK CITY.

Uncle Dick's Corner.

TODAY'S LITTLE JOKE

"Canned."
"I am sorry," said the storekeeper, "but we do not appear to have the beans in tomato sauce. Are you mother wanted them in tomato sauce?"
"No," was her quick reply.
"Mama wanted them in a can!"
Collapse of storekeeper.

UNCLE DICK'S DAILY CHAT.

My Dear Kiddies:
For a long time I have been receiving a great number of requests from members of the Children's Corner to let you have a letter from me each day, as well as a special one in the weekly Corner. This I have decided to do beginning today, and I hope you will enjoy same.

On Saturday morning several kiddies rang me up on the 'phone, and asked what the results of the last two contests were, which, in an ordinary way, were expected to be given in Saturday's Corner. I am sorry that this was not given, as the pressure on space, owing to the large number of replies which had to be given, was very great. Now I want you all to look out for the Corner at the end of this week, as then I shall promise to let you have the results of both contests, and at the same time dispatch the dollars which the lucky winners will have been awarded. Won't that be a nice present from Santa Claus on Christmas Day?

Did you notice that extra special contest, particulars of which were given in Saturday's issue, and which will be appearing regularly during the next two weeks in the daily columns? Just fancy, there are twenty dollars to be awarded as a New Year's gift, divided amongst the ten kiddies who succeed in getting the most number of new members between now and then. Of course they will have to promise to keep the two rules of the Corner, that is to do kindly deeds whenever possible and to get The Standard with the Children's Corner regularly. But that is quite simple as every boy and girl will be only too pleased to do a good turn when they get the chance and as to the second promise required, I am sure when you tell them about the splendid features contained in the Corner and show them the past, they won't want to miss such a chance.

Here is a good way to get new members, and perhaps be the very kiddie to win the first prize, FIVE DOLLARS: After you have quite finished with your copy of The Standard, with the Children's Page in same, just you pass it along to your school mate, and then he will see for himself, or herself, just what you find such pleasure in, and then they will want to have the same enjoyment and get The Standard for themselves.

Heaps of love and best wishes that you will have a great time with your sleds and frames, now that the snow has come.

From your
Uncle Dick
Children's Editor.

take a large house, engage a staff and have four lady volunteers to assist. I take \$12.50 per month to send these parcels to the forwarding of the individual parcels. Filing clerk at the Red Cross office for three days a week for three months, and charge of a district for the Soldiers' and Sailors' Families' Association at the beginning of the war, are some of the activities of this patriotic distinguished visitor to St. John. This last named association is something like our patriotic fund, for when war started the pay matters were not settled promptly and much assistance had to be given the families of the fighting men. On Saturday afternoon Mrs. H. A. Powell entertained at tea in honor of Lady Gwendolyn Guinness. The guest of honor wore a becoming gown of black moire and georgette crepe with net overdress and a black velvet hat, fur trimmed. Mrs. Leonard Tilley presided at the tea table and those who assisted in serving were Miss Hewson of Moncton, Miss Ethel Hazel Jarvis, Miss Kathleen Sturdee and Miss Madeline deSoyres. Among the guests was His Honor Governor Wood.

War Work.
In conversation with a Standard representative yesterday Lady Gwendolyn Guinness told of her trip across Canada, where she and Captain the Hon. Rupert Guinness had spoken in every town of importance in the west, twelve towns in Ontario, and before many Canadian Clubs and I. O. D. E. Before coming out to Canada, "where," said Lady Gwendolyn with a smile, "I came for a rest. I was busy at all sorts of work." She was instrumental in starting the first prisoners' of war fund for the naval division interned after the capture of Antwerp. This fund is now one of the recognized channels for parcels and the committee have been obliged to

Who's Who and What's What in the Picture World and on the Stage—Favorites and What They Say and Do.

"THE PURPLE LADY" AT THE OPERA HOUSE.

"The Purple Lady," a high class photo drama, adapted from the well known stage success of the same name, in which Ralph Herz, the well known comedian, is starred, and Irene Howley is featured, will be shown at the Opera House today, tomorrow and Wednesday. "The Purple Lady" is a picturization of the successful play by Sydney Rosenfeld, and should be one of the best feature comedy dramas of the season.



DONALD BRIAN
Famous Players-Paramount

Aside from the many laughs provided in the feature there are the bits of aplenty, and an absorbing detective story teeming with interest. Mr Herz and Miss Howley are surrounded by an exceptionally strong cast, including Alan Hile, Howard Truesdell, George Pauncoff, Gulio Colucci, Gretchen Hartman, Mrs. William Bechtel and Cora Williams. There are many scenes of interest in this production, including situations staged at Coney Island during a holiday celebration, and scenes photographed in a famous restaurant on Broadway. The picture is full of big surprises and is a real laugh.

The programme also includes the latest pictorial weekly of current events.

"BEING FUNNY A SERIOUS THING"

By Billy Ruge. Copyrighted, 1916, by General Film Company (Inc.). (Billy Ruge of the Vim "Plump and Runt" Comedy Series appears in short length pictures released through General Film Service.)

Most people have the idea that the life of a screen comedian is one bed of roses; that there is no softer job on earth than playing in the motion picture comedies, and making an audience laugh at the funny capers and incidents in the picture. Contrary to the general opinion in the matter, I insist that to be funny is serious.

I used to think that performing on the aerial trapeze, way above the ground, with no nets underneath to catch my partner, Bill Probel, or myself was a dangerous job for a healthy man, but this appears mild to me since the experiences I have gone through while contributing to film humor.

My first experience in pictures was with the Edison Company, before I joined the Vim comedy forces, to play "Runt" in the "Plump and Runt" series of comedies, in which Babe Hardy and myself are featured. I had just returned from a seven years' engagement in the variety houses of Germany, England, France, Russia, South America, Belgium and Spain. I was persuaded to take a leap into pictures "just for the fun of it." My very first day at the studio convinced me that a comedian's existence is not all that it is cracked up to be.

I shall never forget the first picture that I did for the Vim. In my very first scene I was called upon to tip toe to the top of a flight of stairs, be shot at by a burglar, and fall down the steps, rolling down the banister for a ways. I slipped on the top step all right when the shot was fired and hit the banister, but did not roll down it. I slid over it, and landed on my back at the side of the stairs. Everything suddenly grew black. I was taken to my dressing room for a few moments until I recovered sufficiently enough to continue work.

That night the scenes of the day were run off in the projection room, and soon came the very one in which I did my great tumble. It certainly looked to me as if I had broken everything there is to break in the human anatomy. "Take that scene over again," suddenly called Louis Birstein, the general manager. "Get a funny fall this time, Ruge, and not one of those stage tumbles. They don't look real." It is no wonder that I nearly fainted away. This is just one instance to show what we have to go through to make the public laugh. Sometimes we just dodge a speeding auto by inches, and the audience howl, but we do not join in with them. We can only think of what we missed.

Anything that will get a laugh with an audience is tried, whether it calls for us to risk our lives or not. In one of my first pictures for the Vim company I had to jump off the deck of a steamship into the water below, and I couldn't swim a stroke! Believe me, I certainly took great pains to master the art of swimming after this. It

ample how the public look upon the comedian. A man who is fortunate enough to be in motion pictures, to do some funny tricks, be aided by trick photography that makes some scenes look really dangerous, and draw a big salary. I am sure however, that if the public could but change places with us for one or two days, they would entirely change their opinion about the easy mode of living for the much-abused comedian.

THE PURPLE LADY—A METRO PICTURE

I had the pleasure of seeing this picture at a private viewing and it was a pleasure indeed to be able to laugh at a comedy so well acted and full of such humorous situations. There is a strong demand for comedy and it is needed on programmes undoubtedly. Irene Howley, whose singular beauty and versatility has marked her as one of the screen's most engaging artists, makes her second appearance on the Metro programme in "The Purple Lady," a production in which Ralph Herz the famous comedian, is starred. Miss Howley was first seen on this programme in "A Yellow Streak," with Lionel Barrymore.

In "The Purple Lady," which is a picturization of the successful play of the same name, by Sydney Rosenfeld, Miss Howley has the role of a cabaret entertainer. Miss Howley was a headliner in vaudeville previous to her advent into pictures, where part of her programme consisted of fancy dances. In the present production Miss Howley is called upon to do a dancing turn, which has proved a distinct novelty.

Mr. Herz fulfills every requirement of a comedian.

A letter from London says that the other day Mr. Gerald du Maurier was negotiating for the English rights to a play current in New York. The terms proposed to him were exorbitant; whereupon he telegraphed this laconic message: "Too good to read."
ALICE FAIRWEATHER.

BOOTS AND SHOES.

Prices of leather have gone to an unheard of level, and are still rising, with no indication of a change, says the Maritime Merchant. The general panic of buyers is believed to have had a strong effect in causing prices to go up. Everybody is eager to buy, though the price of boots and shoes is so high orders for spring are said to be double those of last year. While raw rubber is in an ideal position under government control, the increased cost of cotton, dyes, labor, etc., has caused rubber goods to advance a little and they are likely to go higher.

IMPERIAL THEATRE

Announces a Paramount Photo-Play Very Like "The Bonnie Brier Bush"

"The Daughter of MacGregor"

A Sweet Story of Old Scotland and the American Lumberlands
—Featuring the Petite Star—
VALENTINE GRANT

OUR WEEKLY PATRIOTIC BUDGET
With Russians in Galicia. French Women and Victory
The Saloniki Offensive. Protest Against Dear Milk
Trafalgar Day Celebrations. Under The Red Cross
Great Demonstration in Greece. Honoring Wounded Heroes

"A BRASS BUTTON ROMANCE"—Christie Comedy
The Field of Gettysburg

OPERA HOUSE

TODAY
Afternoon 2.15 and 3.45
10 o'clock's
EVENING
7.15 and 8.45
15-10c

THE
PURPLE LADY
A Metro Photo-Drama De Luxe

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MUSICAL COMEDY CO.

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