

UP-TO-DATE NEWS OF THE MOVING PICTURE WORLD

EASTER AT THE IMPERIAL

Matinees Start 2 p. m.; Evening Shows 7 o'clock

An Old-Fashioned Ghost Story
"THE HOUSE OF FEAR"
A Two-Part Lubin Production

A. C. Smith, Jr.
Tenor
St. John's
Rising Young
Vocalist

Will be heard
in that popular
number
"Sympathy"
from
"The Firefly"



Mdlle. Lauro
Mezzo
Dramatic
Singer of
Note
Will be heard
in concert and
popular songs
Lyrics
and
Ballads

A DAY IN ANCIENT ROME
THE WONDERS OF LIQUID AIR
AND SOME LAUGHING FILMS

IMPERIAL FESTIVAL ORCHESTRA
Ten Professional Instrumentalists

Coming Next Wed.-Thur.

EMIL ZOLAS **"GERMINAL"** FIVE REELS
PATHE'S MOST POWERFUL DRAMA!

AUTHRESS AND ACTRESS SEEN IN MOVING PICTURES



MISS BETTY HARTE.

"The Only Son," "The Little Stowaway," "The Bridge of Sighs" and "The Understudy," all owe their origin to the versatile pen of Betty Harte, a slip of a girl whose ingenuous roles and boy's parts are nearly always an interesting feature of the Selig Polyscope company's pictures, made at Edendale, near Los Angeles. Betty is one of the hardest workers in the business because when she isn't playing a part, she is writing a scenario. Privately, Betty is an ornithologist (plain language, bird collector); a poultry fancier and a student of flowers. She maintains a handsome aviary on the Edendale studio grounds and holds in captivity such rare specimens of the feathered world as the mock-inbird and the nightingale. This five feet and four inches of energy and alertness was educated in a private school in Philadelphia. She has played 300 parts and traveled 60,000 miles, she says. Stock and vanouville were her training for the photo plays. Quite unexpectedly in her busy little day she stops long enough to announce very seriously: "That she hasn't yet decided whether or not to marry is worth living or not. That Bryan is the greatest living statesman. And that the first time she saw herself in a moving picture she had real stage fright." "Boulder" is her biggest picture art, she thinks, because it was necessary to school herself into coming in close contact with animals in order to get realism in the picture. "Priscilla" in "Miss Standish" is another of her pet characters.

THE PICTURE HOUSES DURING NEXT WEEK

THE GEM.
A Million in Jewels.
The Masked Dancer.
The Mystery of the Ladder of Light.
(Another Sleek Detective Picture.)
IMPERIAL.
The House of Fear.
A Day in Ancient Rome.
The Wonders of Liquid Air.
Laugh Films.
A. C. Smith, Jr., in Vocal Selections.
Mdlle. Lauro, Dramatic Singing.
Imperial Festival Orchestra.
LYRIC.
The Thief and the Book.
The Weekly News.
Other Pictures of Merit.
Novel Dancing by Foley and Fielding.
Marion Cornell, Quick Costume Display.
Harry Laydon, Funny Man.
EMPRESS.
When Ursus Threw the Bull.
The Spider.
The Shadow.
Influence of Sympathy.
The Story of David Graiz.
STAR.
The Flower of Destiny and Other Big Easter Features.
UNIQUE.
Easter Novelties.
The Elusive Diamond.
Our Mutual Girl Series.
A Venetian Romance.
A Good Little Girl.

FEATURE PICTURES TO BE SHORTER

It Appears Managers Claim
Very Long Films are Detrimental to Business.

It looks now as if the feature film production is going to take another turn. Shorter pictures is the change. The day of the six-reel feature seems to be about ended. Even the five-reel is being questioned. Most certainly the ten and twelve-reel production, such as Tiger's "Les Miserables" will not again be attempted. You ask for a reason. It is this: Until all the important picture theatres are in a position to raise their prices to the status of the real-play houses there will be overflow business. Inconveniently so, not always financially beneficial. To keep a programme on the curtain an hour and a half or nearly two hours at the usual price of admission means grumbling crowds on the sidewalk, jams at the entrances, confusion and general demoralization of the system. These big features cost all the way from \$15 to \$100 per day extra and some of them are played upon a straight percentage, usually pretty low for the theatre end of the argument. Therefore, to keep a picture standing out in the cold or the rain, or more often drive them back home again in a displaced mood because a five-cent or ten-cent houseful is detained by three reels more film than is necessary is not exactly in line with brilliant business. Furthermore managers are commencing to claim that big films are woefully padded. This is especially true of pictures made "out of whole cloth." In other words those which are not pictured plays or visualized works of current or standard fiction. It is a manufacturer's trick to pad a story for he gets so much per foot for his film. Then again the local manager must pay more liberally because the subject is so long. In a word the managers have made such strong representations to the manufacturers on this matter that shorter features are coming. Some are already announced, big subjects too with stars people playing in them. The small-priced "audiences" will likely continue in the less important cities but the shows will be shorter and no more unnecessary and bogus overflows.

STAR

"The Flower of Destiny"
2 REEL CINE'S DRAMA
An Epic Poem of Mediaeval Times.
Dramatization of a Classic Tragedy.
Produced by the Strongest Cast
of European Actors.

The Star will open on Monday (being Easter Monday) with a Grand Matinee at 2 p. m. Evening at 6.30.

EMPRESS

ALL FEATURE HOUSE
"When Ursus Threw the Bull"
NESTOR TWO-REEL BURLESQUE COMEDY.
The comedy sensation of the year. There is a punch that doubles one up with mirth in every scene. It's the best yet.
"The Shadow"
REX MELODRAMA
A splendid melodrama produced by Otis Turner and featuring Miss Margarita Fischer and Bob Leonard.
"The Spider"
ECLAIR TRAGEDY.
Enacted by the members of the Imperial Theatre of Tokio at Yeddo. It's an extremely novel production and hand colored.
WEDNESDAY AND THURSDAY
"INFLUENCE OF SYMPATHY"
SPECIAL TWO-REEL VICTOR FEATURE
with the star of motion picture players Miss Florence Lawrence
FRIDAY AND SATURDAY
"STORY OF DAVID GREIG"
EXTRA FINE TWO-REEL IMP. PRODUCTION
A great industrial story. A fight between labor and capital.

The Greatest Problem of the Empire Today
"Home Rule--Will There Be Civil War?"
REV. J. A. MORISON, D. D.
will speak on this subject Sunday evening, at seven o'clock
Carleton Presbyterian Church
Donald McMaster, M. P., says: "We are approaching a conference or crash."
Cable despatches from London announce that the heads of the Anglican and Free Churches have called for special Easter prayers for a peaceful solution of the Irish crisis.

ST. JOHN IS NOT AN UNMUSICAL CITY

But its Talent is Usually
Shy and Affected
The appearance next week in a local theatre of Alfonso C. Smith, Jr., as tenor soloist will in all probability be the commencement of a successful career of a lad who possesses a magnificent voice. And thus, it is expected, St. John's representation of fine vocalists will be perpetuated until somebody steps into Mr. Smith's shoes. Mr. Smith, who is barely twenty years of age, is son of H. Colby Smith and grandson of his namesake the late A. C. Smith ex-M. P. P. of West St. John. He has not yet received a great deal of training, but what tutoring he has undergone has been of a superior quality at the hands of Professor Reilly of New York. Nevertheless he has the credit of rendering his songs with a fine finish, an especially keen appreciation of the subject-matter of his number and an artistry unusual in an amateur.

The advent of our young townsmen into professional ranks reminds us of the success which has attended Harry McClellay, A. J. Smith, Elizabeth Olive Miller and others in larger cities. Even today little Miss Adele Harney, who was heard in theatrical singing a few months ago, has improved so markedly that she is filling a return engagement with the Keith Bijou Dream, Boston, a house of superior talent unquestionably. Miss Gertrude Ashe, who made her professional debut in this city is now much in demand in the larger American cities. St. John is really not an unmusical town in the sense of producing singers. It has that appearance, however, because so many who are possessed of good voices shrink from exploiting it, unless it be through the narrow and ineffective agency of chamber concerts, church affairs, etc. A local theatre manager, whose hobby is to give a good start to rising vocalists, to inspire them with confidence—de lights in quoting a familiar local dignitary who said "it's a real honor to the performer and an honor to the hearer to have our God-gifted singers lifting their sweet voices so that the masses may enjoy them. This silly 'class' idea in music; this affectation about art for art's sake surely comes under the Biblical lessons concerning the unfaithful steward and the light under a bushel."

ANDREW CARNEGIE AS A FILM ACTOR

Andrew Carnegie, the famous Laird of Sibs, recently made his debut as an actor for moving pictures, says Popular Electricity, and made good to such an extent that hardened directors found nothing to criticize in his playing and seriously considering making him an offer to repeat his performance on another occasion. Immediately upon his arrival at the Edison studios, Mr. Carnegie proceeded to post himself upon the duties of an actor. When he got to work he proceeded to give his lecture in the most businesslike way imaginable. He seemed utterly oblivious of the camera and discussed the subject of the distribution of wealth and the obligations which great wealth impose upon a person as if he were talking to a friend. The film and talking machine record which he made will be exhibited in vaudeville and a record and print of the film will be placed in the archives of the Modern Historic Society.

TIMELY LOCAL FILM GOSSIP

Mabelle Godfrey the talented pianist of the Lyric Theatre, recently received an autographed photograph from Jas. Cruze, the clever leading man of the Thanhouser Co. Mr. Cruze had learned of Miss Godfrey's clever method of appropriating music to the pictures through the vaudeville team of Carr and Latelle, who are now engaged in the Thanhouser studios, and conferred upon her this signal honor.

The United Brotherhood OF Centenary and Germain St.

will meet in the Germain St. Institute Tomorrow Afternoon at 3.45 o'clock, to listen to
Mr. J. S. Woodworth, (of Winnipeg)
Special Service Expert, who will discuss a theme of real interest to the men of St. John. The men of any other brotherhood, in fact, all the men of the city are invited to attend.

TODAY AND NEXT WEEK

AT THE
Charlotte Street THEATRES
TODAY AND NEXT WEEK
UNIQUE LYRIC
Monday—
A BIG FEATURE FOR EASTER CELEBRATION.
It's a Thanhouser with Mignon Anderson Starring.
"The Elusive Diamond"
A Mysterious Detective Drama.
Wednesday—
FIRST OF SERIES
"Our Mutual Girl"
Being the First Chapter of 52; Shows Our Mutual Girl Leaving her Country Home, her visit to New York and her stay at Lucille's fashionable Parlor.
SEE OUR MUTUAL GIRL EVERY WED. & THURS.
Next Saturday Afternoon
THE KIDDIES' DAY!
Runa Hodges in
"A GOOD LITTLE GIRL"
OR "THE TWO SLAVES."
Today—
DON'T MISS SEEING THAT STERLING NOVELTY
"A Venetian Romance"
—WITH—
"Two Jolly Tars"—Keystone.
"Coals of Fire"—Thanhouser.
4 PICTURES OF MERIT 4
MON. AND TUES.—Kalem two-part feature of the Orient—an attempt to wreck the throne of Indian Princess
"A MILLION IN JEWELS"
WED. AND THURS.—Two part romantic drama of picturesque Mexico, a Spanish dancer, and a break in domestic love.
"THE MASKED DANCER"
FRI. AND SAT.—No. 4 in Cleek series. Scotland Yard Detective solve
"THE MYSTERY OF THE LADDER OF LIGHT"
EVERY DAY—Gem Orchestra in late novelty hits.
Gem's Special Feature to be shown Wed. and Thurs.—"HEARST-SELIG NEWS PICTORIAL," giving the latest leading events on canvas. In the vanguard of them all! Big hit this week!

PHOTOPLAYS

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OPERA HOUSE THOMPSON-WOODS STOCK CO.

—NEXT WEEK—
Beginning with Special Easter Matinee Monday
Zelda Sears' Great Comedy
Success . . .
THE NEST EGG
Souvenir Photos of Mr. Drummond Monday Night.
Election Returns Read From Stage Tuesday Night.
Corona Candy Matinee Wednesday.
Check For \$30. Given For Chosen Title Wed. Night.
—TODAY—
Last Chance to See
The Play Without A Name
A second suggestion might be the one that will win the \$30. If you have already seen it, see it again.

Congregational Church

SUNDAY EVENING REV. MR. HAUGHTON will take for his theme
"The King in His Beauty"
Come and hear this Easter Story. Besides the Sacrament of Baptism will be administered and fourteen new members received into the church. This will be an interesting service. All welcome.
Owing to the fact that many dear little actors from saying "God dang it" and "gosh darn it all" in moments of stress and excitement. (Other moving picture news, see page 12)