

NEWS OF SPECIAL INTEREST

EXHIBITORS MEET
EXCHANGE MANAGERS

To explain the aims and objects of the Maritime Film Exchange Managers' Association a meeting to which exhibitors were invited was held yesterday afternoon at the Canadian Universal Exchange on Union street.

G. A. Margolis presided and a number of local exhibitors were present, as well as some from outside the city. These included I. Soakins, general manager of the Famous Players of Toronto; A. J. Reddy of the Parkin Dis-

tributor Company of Montreal; Mrs. Davidson of the Dreamland Theatre, Moncton; W. W. D. Peasey of the Gaiety, Fredericton; Steve Hurley of Woodstock; W. H. Golding, P. G. Spencer, W. C. McKay, T. A. Prince, E. J. Romney, R. G. March, J. Liebow, E. Teale, N. Bernstein, W. C. Smith, Charles Kerr, Al Donaghy, T. P. Regan, the attorney of the association, was also present. Every film exchange in St. John was represented.

After some routine business the president of the association, G. A. Margolis, spoke of several misrepresentations which had been made regarding the purpose of the Maritime Film Exchange Managers' Association, and so it had been decided to ask the exhib-

itors to meet and learn for themselves what the organization really was. It was stated that the association was for the protection of the exhibitors in the matter of contracts and collections, and for the adjustment of matters in the interest of both exhibitor and exchange.

The aims of the association are to be printed and a copy sent each exhibitor.

The exhibitors present were asked to give their opinion about the association and several spoke on the subject. A letter was read from N. W. Mason of New Glasgow saying that he was quite satisfied with a ruling of the association and regretting that he could not attend the meeting yesterday.

A letter was read from C. J. Galla-

her of Charlottetown speaking of the poor condition in which reels arrived at theatres. The reading of this letter aroused a lengthy discussion on the subject in which Mrs. Davidson, I. Soakins, E. Teale and W. H. Golding took part. The chairman explained the great cost of reels at present and the difficulty of getting them and asked for more care from operators and express companies.

I. Soakins spoke on the history of the association, pointing out that it was not a purely local affair but was a nation-wide and showed how the united strength of both exhibitor and exchange manager could be used to protect against excessive taxation, the present form of censorship by which so much time is lost and other difficulties of the trade. He asked for closer co-operation between exhibitor and exchanges.

R. G. March spoke on the close shipment of films and explained how it was

impossible to prevent this condition in certain parts of the territory.

Speaking on taxation, W. H. Golding reminded those present that these were war times and that the taxes even in the United States were very heavy. The theatres in St. John were working in close co-operation with the government.

It was stated that the censorship system as in force here is responsible for a great deal of the high rental which must be charged for film and if some such system as the one used in Nova Scotia could be instituted it would materially help the exhibitors as well as the exchanges.

It was suggested that a committee from the Exchange Managers' Association and the Maritime Province Exhibitors' Motion Picture League should meet and discuss the questions with the government and see if some solution could not be found.

Representatives of two exchanges were present who are not members of the association and they stated their side of the case which will be taken up at a later meeting.

The meeting closed with a vote of thanks to the exhibitors from the city and out of town who had attended the meeting.

CHILDREN BRING
SOLDIERS GIFTS

Original Matinees Held At Woodstock At Hayden-Gibson Theatre.

An original idea was carried out at the Hayden-Gibson theatre at Woodstock, which is under the management of Steve C. Hurley. At the last Saturday matinee each child attending brought a gift for a soldier overseas and by the end of the afternoon one hundred and fifteen comforts, including eighty packages of cigarettes, had been brought to the theatre for the boys "out there." Each child bringing a present was given a free ticket for a special matinee on the following Tuesday and a committee chosen by the kiddies themselves went to the theatre on Monday to pack the parcels which will be sent overseas.

Another matinee which attracted much attention was called a cinematograph tribute to Woodstock's heroes. Photographs of the men who have fallen in battle were shown on the screen while a short history of each man was given by Mr. Hurley. A recitation of "In Flanders Field" was also an appropriate part of the programme.

38 VOLUNTEER TO
GO TO SIBERIA

Special to The Standard.
Camp Sussex, Aug. 26.—Lieut. G. H. S. Hevenor, who proceeded overseas with a draft from the Depot Battalion on July 1 is being returned to Canada. Official word to this effect was received from the adjutant-general of the Canadians in London through military channels here. On Lieut. Hevenor's arrival in England he submitted an application to resign his commission in the C. E. F. and to be enlisted as a private soldier in order to serve in France. His application was accepted, but on medical examination he was found to be physically unfit, consequently he is being returned to Can-

IMPERIAL
A Story of the Sierra Leone Coast,
West Coast of Africa."THE WHITE
MAN'S LAW"

Introducing the following strong cast of players:
SESSUE HAYAKAWA,
JACK HOLT,
HERBERT STANDING,
FLORENCE VIDOR,
MAYM KESLO,
CHARLES WEST.

An English Military Romance

History of the War
No. 15

Continuation of our interesting review in motion pictures

MUTT AND JEFF
In Animated CartoonDREW COMEDY
Polite Domestic Film FunPATHE SCENIC
COLOR VIEWS

TUE. Daddy Long Legs Real Players
WED. Henry Miller Company

ade and no further action was taken on his application.

The military authorities overseas have made it known to all concerned that it is not through any fault of Mr. Hevenor that he is unable to serve in France.

Lieut. Hevenor's friends in the Depot Battalion are proud of the fact that he was willing to sacrifice his commission to serve in the firing line. Thirty-eight men of the Depot Battalion volunteered today to serve in the Siberian C. E. F.

PERSONAL

Douglas McLean, accompanied by Leslie McLean are visitors in the city, reaching here yesterday from Dalhousie.

Thos. Roach, St. George is a visitor here.

H. Sullivan and wife of Boston reached the city yesterday.

Mrs. C. MacDonald and son of Digby are in the city.

Clark of Chatham is here on business.

Elmer Sherwood, Salt Springs is in the city.

L. G. Moore of Woodstock arrived in St. John yesterday.

For Hair and Skin Health
Cuticura is Supreme

If you use Cuticura Soap for every-day toilet purposes, with touches of Cuticura Ointment now and then as needed to soothe and heal the first pimples, redness, roughness or scalp irritation you will have as clear a complexion and as good hair as it is possible to have.

Sample Each Free by Mail. Address post-card: "Cuticura, Dept. N, Boston, U. S. A." Sold by dealers throughout the world.

OPERA
HOUSE
VAUDEVILLE

TONIGHT 7.30 and 9 MAMAY'S AFTERNOONS at 2.30

JUVENILE REVUE

CLEVER KIDDIES IN A MERRY POTPOURRI OF SONGS, DANCES AND MIRTH

ALANSON Sensational Balancing Novelty	ARCHELESS and VENUS Paintings from Life
PETERSON, KENNEDY and MURRAY SINGERS	SUNSHINE COMEDY "SELF-MADE LADY"

IMPERIAL THEATRE

TONIGHT AND TOMORROW
Bumper Matinee Wednesday

THE MOST FASCINATING
COMEDY OF THE DAY

DADDY
LONG LEGS

By Jean Webster
ENTIRE SEASON at POWERS' THEATRE, CHICAGO.
ENTIRE SEASON at GAIETY THEATRE, NEW YORK.

HENRY MILLER
Manager
PRICES
NIGHT
ORCHESTRA, Front Rows...\$1.50
Last 11 Rows...\$1.00
BALCONY, First 2 Rows...\$1.00
Balance...75c
REAR BALCONY...50c

MATINEE
ORCHESTRA, Front Rows...\$1.00
Last 11 Rows...75c
BALCONY, First 2 Rows...75c
Balance...50c

UNIQUE (MON. TUES. WED.) LYRIC

A DETECTIVE STORY
of Quality and Merit

THE GREEN
CLOAK

In Five Parts.
Featuring
IRENE FENWICK
and a Big Cast

SEE OUR SPORTING REEL
A Splendid Feature.

HERE'S ANOTHER
TOP-NOTCHER:
A Rip-Roaring Farce-Comedy
The King Musical Co.
Present
"OUT FOR A GOOD
TIME"
Featuring
MR. ARTHUR SNOW
The Comedian of Many Characters.
World's Library—Educational
Same Popular Prices.
Mats. 3— Evenings 7.30, 9.

12,000,000
pay envelopes for women

"For MEN must FIGHT and WOMEN must WORK"

TWELVE MILLION women earning money; women's money in women's pockets!

And sixty years ago there were not half a million women in "gainful" occupations in the United States.

Women chauffeurs! Women police!

Women farmers! At least two million of them. Women elevator boys! Everywhere! Women street car conductors—thousands of them! Women in war industries—Already a million and a half of them!

Even before the war became our war, before our men were called, our women were following eagerly the record of what women were doing on the other side to keep their countries' industries going.

Were women "over there" really doing men's work just like men? That was the breathless question!

Factories made over to fit women

And the extraordinary answer came—under the authority of the British War Office itself: That in the 1701 jobs at which women are employed, a woman is "just as good as a man, and for some of them better."

But the great lathes? Could a woman turn them?—Just

make her a lighter one, a "woman-size" lathe, and she'll turn it faster than even a man turned his!

They shortened the hours! Provided rest rooms, cloak rooms, dining rooms. Made over factories employing thousands of women—equipped them with specially made-to-measure-to-woman-size machinery!

And women, under these new conditions, were actually delivering as much as a man, and in many cases more.

This is the extraordinary story that was told by Pictorial Review to American women.

The spirit of American women

With a spirit as alert as our women's own, Pictorial Review, even before we entered the war, sent Mabel Potter Daggett abroad to record the splendid work that women were doing in Europe.

With a vigor worthy of its readers, Pictorial Review, since the war, has kept those readers constantly in touch with the broader issues of a world opened wide to women.

And Pictorial Review readers have responded splendidly to these contributions and to the broad, comprehensive work Pictorial Review has always endeavored to do in matters of vital interest to women.

1,500,000 WOMEN in war industries alone	
205,000 in canneries	
275,000 in textile mills	
212,000 sewing machine operators	
134,000 in knitting and hosiery mills	
100,000 women mechanics	
100,000 in munition plants	
400,000 making military equipment	
95,000 shoe workers	

Topics which have been discussed in a broad
comprehensive way by Pictorial Review

MABEL POTTER DAGGETT
the first woman to be sent abroad to study the changes in woman's life caused by the war, pointed out in nine articles the deep bearing these changes will have on woman's life in the future.

IDA CLYDE CLARKE
Pictorial Review's Washington Editor, through Pictorial Review's Bureau in Washington, has contributed in the most practical way to women's national service.

HELEN RING ROBINSON
the first woman senator in the United States contributed a series of articles "Preparing Women for the Ballot" and urging a broader interest in civic and national issues.

ARTHUR T. VANCE
Editor of Pictorial Review, has constantly through his own editorials urged a broader recognition of women's awakening and their share in national work.

Largest 20-cent circulation in the world—1,500,000 copies monthly

PICTORIAL REVIEW

AMERICA'S GREATEST WOMAN'S MAGAZINE

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New York

At news-stands everywhere

20 cents the copy
\$2.00 the year

Bringing Up Father

