

# POOR DOCUMENT

# MC 2035

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, OCTOBER 30, 1919

## MacADAM HEAD OF MOVIE LEAGUE

(Continued from page 9.)  
lin referred to a deferred motion of last year pertaining to the maritime league's affiliation with the American Exhibitors' Association, a national body. Mr. Spedon of New York explained that national associations in America were now in a rather dormant state and that exhibitors were organizing along state lines which might eventually be merged into more comprehensive bodies. Mr. Franklin then moved that the motion of last year be stricken from the minutes. The motion carried.

Mr. Franklin then reported with regard to a meeting which he attended as a delegate in Toronto, at which it was proposed to organize exhibitors of Canada for the marketing of their own films.

**The New Officers.**  
Mr. McKay appointed Mr. Franklin, F. G. Spencer and Dr. Daley as nominating committee, and they presented the following slate of officers for the ensuing year: President, R. J. Macadam, Halifax; vice-president, P. G. Spencer, St. John; Secretary, J. M. Franklin, Halifax; Treasurer, W. C. McKay, St. John; vice-president for New Brunswick, Dr. Daley, Sussex; for Nova Scotia, L. R. Acker, Halifax; and for P. E. I., J. J. Gaudet, Summerside. This report was adopted.

Mr. McKay, as retiring president, before surrendering the chair to the new incumbent, referred to the vicissitudes of

The taste you can't resist—  
the delicious maple flavor  
**Mapleine**

gives cakes, frostings, puddings, desserts and candies. Used like other flavorings. All the household will enjoy it.

It makes fine maple-tasting syrup, too—dissolve granulated sugar in hot water and flavor with Mapleine. It will cut syrup bills in two.

Send 4c in stamps and carton top for Mapleine Cook Book of 200 recipes.

Dept. "J," Crescent Manufacturing Co.  
SEATTLE, WASH. (M-475)



2-oz. bottle 50c.

the business during the last year, and said he felt that, even though the league had not been particularly active, the fact of its remaining firm to its principles and in a state of preparedness, made it a valuable organization for the safeguarding of entertainment for the province.

The retiring secretary, Mr. Golding, complimented the league upon its new officers and said he felt that a better choice could not have been made in the interests of exhibitors and public.

**The New President.**  
Mr. Macadam was enthusiastically received as he took the chair. He said that in the three years of the existence of the league its record was most creditable and it could be said to be the only combination of exhibitors on the continent that had successfully combated several oppressive measures proposed by film traders to be placed upon the business and it had also made suitable arrangements with rental concerns that lightened the burden on numerous small houses. Therefore, Mr. Macadam thought the league members could look back with pride on the achievements and with a sound hope for the future.

Discussion continued for some time on the question of patronizing film concerns which did not hesitate to invade the territory of their patrons with theatres of their own, and also in the matter of musicians' organizations. It was decided to leave several contentious matters relating to film service for today's conference with film managers.

**The Matter of Taxes.**  
J. M. Franklin introduced again the matter of the fifteen cents a reel tax on motion pictures, as imposed by the department of inland revenue, saying it was a hardship on small exhibitors, from whom this amount of money sometimes took all their net earnings. It was decided that the league respectfully request the federal government for a more equitable plan of collecting this tax. Considerable resentment was expressed over a reported remark of Sir Thomas White, late finance minister, who was said to have told an Upper Canadian delegation that moving picture entertainment was a non-essential. It was the opinion of those taking part in the discussion that the picture theatres had been a most potent factor in successfully selling the government loans to date, and in recruiting and other patriotic work. As an outcome of this discussion it was moved to memorialize the government that they remove all film taxes from towns of 5,000 population or less. Vice-President Spencer was delegated to carry this request to Ottawa in person.

**For Welfare Work.**  
President Macadam solicited the co-operation of the league in forwarding the work of the Child Welfare League and asked that theatres, through the medium of their screens, support this movement to the fullest in the interests of a healthier and happier Canadian citizenship. This was put in the form of a motion and carried unanimously.

W. H. Golding moved that the govern-

ment be assured of the league's hearty co-operation in launching the carrying out of the present Victory Loan, which also was carried unanimously.

W. C. McKay thought something should be done by the league at once along the lines of affiliation with other exhibiting bodies throughout Canada so that, in event of unfair and oppressive legislation aimed against the interests of so many people in the picture business, their case could be presented with a united front and in a business-like manner.

Doctor Daley sought the protection of

the league against the methods employed by the Chautauqua which, it was held, camped in small communities and worked havoc with the bread and butter of exhibitors and their employees. He spoke of exemption from taxes, financial guarantees, pupil aid, and other advantages given them and argued this to be inconsistent with good Canadian citizenship. He said municipalities should protect tax-paying showmen of their own towns, not only against Chautauqua but also against small circuses and carnival shows which took much money out of the country and left nothing, in comparison, behind.

The mention of carnival shows and miniature circuses aroused a very lively discussion of the undesirable class of people which sometimes characterized this brand of entertainment. It was felt that the authorities should investigate alleged percentage agreements with local bodies under whose auspices these shows crept into a community. The recent action of Moncton in presenting to a local organization the estimated amount they expected from a travelling show of this kind and then refusing to allow the show to enter the city was quoted in support of the argument offered.

**Committee Appointed.**  
Mr. Spencer moved that two strong committees be appointed to discuss with the governments of Nova Scotia and New Brunswick the advisability of shutting out undesirable travelling shows. Those appointed were W. H. Golding, F. G. Spencer, W. C. McKay and W. H. O. Penney, L. R. Acker, J. M. Franklin, J. O'Connell and M. Herschorn.

A long distance telephone message was received giving the totals of the day's report of the league's treasurer, which showed a comfortable balance on hand.

## COMMUNITY PLATE

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Teaspoons  
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"BETH, I'm on the fence!  
You see I want the ADAM  
Pattern in 'COMMUNITY'  
and Bob wants the PATRI-  
CIAN . . . and I fear Bob's  
obstinate."

—Barbara

P. S.—Bob's merely firm.  
As soon as he found I simply must  
have the ADAM, he insisted on my  
getting it!

P. P. S.—So, of course, I got it. Bob's  
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After supper, with your smoke—wouldn't you like to hear the rich, mellow music of the Cremonaphone—sweet, dreamy waltzes and merry, tuneful onesteps.

You can obtain a Cremonaphone talking machine for as little as \$1.25 a week by means of our special easy payment offer. Come in and get full particulars.

Amherst Pianos, Limited  
7 MARKET SQUARE

## Merchants of St. John

YOU are urgently solicited by the Executive Committee to lend a prominent portion of your window space in order that the posters of Victory Loan, 1919, may be effectively displayed during the approaching campaign.

These posters are designed by noted commercial artists, and are attractive enough to make a most striking window display by themselves.

Your customers will appreciate your public-spirited co-operation in this connection. They know that all good citizens are behind Canada's effort to clean up her war obligations and to provide for the expansion of trade and the maintenance of good times.

And the public generally will take for granted that behind your windows are splendid stocks worthy of their confidence and selection.

So you will lose nothing by this temporary sacrifice of your window space, but in reality will gain immensely in the esteem of your fellow-men. Merchants may obtain posters at Victory Loan Headquarters, Chipman Hill.

It is suggested that merchants prepare a Victory Loan window on Saturday night next for display Sunday. All churches are observing next Sunday as Victory Loan Sunday.

This space contributed to  
Victory Loan Campaign  
by  
J. M. Humphrey & Co.