"John Barleycorn" New Temperance Film Shown

Dramatization of Jack London Story, Seen by Dominion Alliance Delegates at Private Exhibition.

VER 800 delegates to the Dominion Alliance Convention which met in Toronto last week were present at a private exhibition of the anti-liquor film "John Barley-corn." which was given at Leow's Winter Garden last Thursday morning. The film is a dramatization of the novel of Jack London's, by the mane name, and brought forth much favorable comment from the temperanice workers present. The picture is produced by Bosworth's, and Carl H. Pierce, special representative of the producers gave a few remarks as the picture was being shown.

The possibility of using the film in temperance campaign was discussed by many of the delegates. Rev. F. C.

LOCAL MEN GO TO

UNIVERSAL CITY

UNIVERSAL CITY

The population is over 3000, with its own street cars, and municipal sovernment entirely handled and controlled by the moving picture actors and actresses of prominence spend a great deal of money of the opening of this city, the public is invited to attend, and a great welcome is promised them. Scenes will is invited to attend, and a great welcome is promised them. Scenes will be invested to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be invited to attend, and a great welcome is promised them. Scenes will be the moving promised them a place of the promised to the scenes. In this wonder of the scenes which all visitors will have the privilege of seeing made, the tenth of the popular of the city.

The flack Box serial which is now running in The Toronto World is one of the popular of the city.

The reterrainments include an inagency of the color, and its which all the stars, past and present of an inagency of the color of the moving pleture world will be present. Dances will be incore every night and as a great well of the promise of the support of the color of the popular of the color of the moving pleture industry during the past six years. At that time, if a theatre were to change the program three class a week of the program three class and the secue of the

that time, if a theatre were to change the program three times a week everyone interested in moving pictures was there to see the latest production. Today Universal Film Mfg. Co. have built a city twelve miles out of the most universal film for the comprises laboratories, studios, living quarters.

I friends in making this visit. Mr. Hill of the Colonial Theatre of Toronto, Mr. Dave Stewart, of the Red Mill Theatre of Hamilton, and a number of others.

Mr. Hague also extends an invitation to all picture friends to communicate with him immediately, and a come along to the most unique hap-

ond place even to our own Riverdale Park.

The population is over 3000, with its

stories, studios, living quarters, come along to the most unique haprestaurants, bungalows, steet cars
and a noo which would not take sec-

PEOPLE AT THE PRINCESS -o-



Strand

S USUAL, a paramount produc-Strand Theatre during the first half of this week. A Lasky production, in association with David Belasco, entitled "The Girl of the Golden West," will be presented on Monday, Tuesday and Wednesday next. This photo-play is in five most elaborate acts. The Lasky organization has spared no trouble or expense to make it in every way worthy of what is admittedly the most noted play that has yet been obtained for film presentation. Beyond all question "The Girl of the Golden West," David Belasco's most successful drama, is ideal material for photo-dramatic art. After being offered literally thousands of these in its original form on the regulation.

lar stage, "The Girl of the Golden West" became an opera, and part of the repertoire of the Metropolitan SUSUAL, a paramount production will form the feature at the Strand Theatre during the first of this week. A Lasky productin association with David Belentitled "The Girl of the Gold-Vest," will be presented on Mon-Tuesday and Wednesday next. photo-play is in five most elab-Opera House But both drama and

AT THE STRAND THIS WEEK



SCENE FROM DAVID BELASCO'S "THE GIRL OF THE GOLDEN WEST," MONDAY, TUESDAY AND WEDNESDAY.

FASHION HUNTERS NOW SEEK NOVELT IN MOVIE SHOWS

Dame Fashion's demands on the motion picture actress are strenuous Up-to-date wardrobes are essentials to the actresses who appear in the pictures. Fashionable demands. you know, are continually changing and the fashion journal occupies a promi-nent and important position on the library table of overy leading lady in Filmland.

They number their admirers by the thousands and when the announcement is made that either of these ladies is to appear in Selig specials, the ladies flock to the motion picture theatres confident that they will obtain valuable hints to the latest frills and foibles originated by Dame Fashion.

Fashion.

It is estimated that Misses Williams, Eyton and Besserer spend each at least ten thousand dollars yearly for stylish gowns, many of which are ment of "Runaway June," and the second in the second instalment of "Runaway June," and the second in t

GET THIS PICTURE AT CRYSTAL PALACE

'Guarding Britain's Secrets" Great Patriotic Drama -"The Black Box."

"Guarding Britain's Secret," a pat-"Guarding Britain's Secret," a patriotic drams of the British army and navy, will be the special feature at the popular old picture theatre, the Crystal Palace, for the first half of this week. The picture will be run in conjunction with a specially selected program of high-class comedies. The manager of the theatre has just completed arrangements to show the wonarrangements to show the wonderful mysterv story of the "Black Box" at either the Crystal Palace or the Red Mill and more definite an-nouncement will be made later. Watch for this, if you don't, and then miss it, you will never forgive yourself,

gambling sheriff in a game of cards, in which the lover's life was the stake. in which the lover's life was the stake.

Also, during the first half of the week will be shown another of the inimitably funny "George Ade's Fables" in slang. Patrons of the Strand have never failed to be convulsed at each of these fables that have been shown there, and next week's fable is the funniest yet.

For Thursday, Friday and Saturday the feature photo-play will be a superstant of the stranger of the s

For Thursday, Friday and Saturday the feature photo-play will be a superb detective drama, entitled "418." Anita Stewart is seen in the part of the heroine, and she is supported by a magnificent cast, which comprises Julia Swayne Gordon, Harry Morey, and Harry Northrup. "413" is a detective play of the full-blooded kind. It deals with smuggling and the secret service, and it evolves a photo that is particularly clever. The mysterious "413" is the head of a band of smugglers, and he is also the father of the particularly olever. The mysterious "413" is the head of a band of smugglers, and he is also the father of the heroine. He is chased by a detective, and steals a train, and attempts escape when capture appears imminent. The ensuing chase at sixty miles an hour is of the most hair-raising description. It ends in the wreck of the train which "413" has commandeered. This spectacle is of the most thrilling kind. The train is switched, and there is a head-on view of it pitching over the embankment. The wreck, complete and utter as it is, comes as a surprise, and it is realistic to the limit.

The remainder of the program for the latter half of the week will include a Vitagraph comedy that can only be described as excruciatingly funny. This is called "The Fates and Flora Fourflush," or "The Treasure Temple of Bosh." It is a delightfully amusing satire on the sensational serials of the day, particularly on those dealing with the mystery of vanished treasure. There will also be a Biograph comedy, "His Own Hero." The pictures in the "Strand War Series" will include actual and authentic views of operations, not only in France and Belgium, but also in Turkey, as well as pictures showing how tugs are used to pick up and drag the mines that are sown at sea. Luigi Romanelli and his Symphony Six will give several high-class concerts daily thruout the week. Symphony Six will give several high-class concerts daily thruout the week.

-o- OWEN MOORE -o-



Husband of Mary Pickford, as be appeared in "Cinderella." He is leading man with the Famous Players, and plays opposite to his

FOLLOW TRAIL OF STOLEN DIAMONDS

Who stole the Ashleigh Diamonds? A farilling, amazing mystery surrounds their disappearance. A murder follows. A suspect is seen with a little black box! What's in it? Solve the mystery by reading "The Black Box," the latest and most weird story ever written, by E. Phillips Oppenheim.

"BLACK THIRTEEN" AT THE VICTORIA

Keystone Comedies Will Also Be Featured at This Theatre Every Day.

for stylish gowns many of which are worn in one or two scenes of some forthcoming motion picture play.

The motion picture theatre is now the official arbiter of fashion. The ladies have learned that these models ment of "Runaway June." and the Strand War Series' number 18, form a program for Monday and Tuesday at the Victoria that for variety and interest would be hard to beat. Every picture is a stunner and in itself would be a stunner and the stunner and the strength of the stunner and the strength of the streng the official arbiter of fashion. The terest would be hard to beat. Every ladies have learned that these models picture is a stunner and in itself would make a feature. A Keystone comedy motion picture actresses. It is their bulsiness to be in advance of Dame Fashion's whims. will be shown as an added attraction every day during the week. On Wednesday and Thursday the great Kleine spectacular play, "Antony and Cleopatra," one of the biggest pictures ever produced, will be shown. Its entire eight reels are replete with interest and magnificence. For the weekend the fifteenth episode of the mystery story of "Zudora," in the "Twenty Million Dollar Mystery," will be shown along with "The White Dove's Sacrifice," a Sawyer feature in three parts, the whole making up an extra excelthe whole making up an extra excel-

> An English writer suggests that merican authors should guard against over-use of American slang in subtitles. The use of slang is not kluminating, and such sub-titles are not countenanced in high-class piotureplays.

lent program

It will be unlawful in Ohio, the coming year, to catch bass under ten inches in length. But exhibitors may be caught with unknown and undependable motion picture "features" as heretofore.

DRAMATIC MOMENT IN THE GREAT PICTURE "DAMON AND

GO AND SEE IT.

DAMON AD PYTHIAS

Grand Opera House All This Week

WRITE, WIRE OR PHONE FOR DATES

CANADIAN UNIVERSAL FILM CO., Limited

THEN BOOK IT.

PYTHIAS" AT THE GRAND.

MR. EXHIBITOR .--

YOU WANT IT!

WE HAVE IT!

AT THE MADISON

'The Girl of the Golden West' Power on Monday.

At the Madison Theatre next week of the finest Paramount releases will be shown. On Monday, Tuesday and Wednesday, the famous actor, Tyrone Power, will play in his masterpiece, "Aristocracy," a society drama in four acts, while for the last half of the week, with an all-star cast, the David Belasco romantic drama, "The Girl of the Golden West," will be shown. This is one of the most appealing pictures that has ever been produced.

From this point, exciting events follow in rapid succ

A BET B.

BELASCO DRAMA

Feature of Week-Tyrone

shown. This is one of the most appealing pictures that has ever been produced.

"The Girl of the Golden West" is an orphan who keeps the saloon in the Californian mining town of Cloudy during the days of the '49 gold rush. Her utter honesty and fearlessness command the respect of all the "boys." of her many suitors, the one she is most disposed to favor is Jack Rance, the sheriff-gambler from New Orleans, who is somewhat less rough than the rest of the men.

At the time when the story begins the community is at a high pitch of excitement concerning the exploits of a city-bred road-agent, whose real name is Johnson but who is known as Ramerrez and leads a particularly desperate band of Mexicans. In spite of the fact that \$5000 has been offered for his capture. Ramerrez holds up the Weils-Fargo stage, robbing all the passengers. While doing this, he receives a slight wound on the wrist and when his band disperses with the booty remains behind to bathe the injury. The "Girl" chances to ride by, is interested by her very first glimpse of the fascinating stranger, comes to his aid and binds up the wound with part of her bonnet string.

This is the beginning of the romance between the "Girl" and the road-agent whom she knows only as "Mr. Johnson." Not knowing that the "Girl" is the proprietor of the Polka saloon in Cloudy, but having heard that the miners leave their gold in the care of the woman who runs that place, Ramerrez plans to rob the establishment. He goes to the saloon himself in advance, and there meets Rance, the sheriff-gambler, whose jealousy at once becomes apparent and who is prevented from making trouble for the stranger then and there only because the "Girl" vouches for him.

trouble for the stranger then and there only because the "Giri" vouches for him.

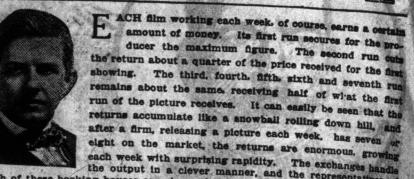
is following a blind trail for the road-agent, Ramerrez has an early morning breakfast with the "Girl" at her cabin. breakfast with the "Girl" at her cabin. In attempting to leave, he is seriously wounded by Rance, and apprehended, tho the "Girl" seeks to conceal him in the loft. His presence is revealed by the dropping of his blood thru the cracks of the loft. Rance and the "Girl" play cards for the life of Ramerrez, and the "Girl" wins by the ruse of changing her losing cards at the last moment.

After recovering from his wounds. Ramerrez is pursued and caught a second time. The "Girl" comes to his rescue at the moment when he is about to be hung for his crimes against the law, and the drama concludes with the "Girl" and Ramerrez leaving the mountains to begin a new life.

Charles Chaplin was the man who acted in the Keystone comedy, "Dough and Dynamite," which was supposed to be one of the funniest pictures ever released by the Keystone Company.

The picture was released last October just before Chaplin signed his contract with the Essanay Company.

CONDUCTED BY ED.H. ROBINS



each week with surprising rapidity. The exchanges handle the output in a clever manner, and the representatives of each of these booking houses are always hustling to get the best showings and the highest prices for their product. As I said last week, the real advantage lies in the consecutive bookings of each print. Photoplays not working at all are, of course, a complete loss. It must be remembered that once the pictures are sent from the preducing firm no more expense accrues to that organization for the cost of expressage, etc., is shouldered by the exhibitor who contracts to for the cost of expressage, etc., is shouldered by the exhibitor who contracts to screen the picture. The man who conducts the picture house also assumes all responsibility for the proper shipping of the film from this theatre to the one who has contracted to exhibit it the next night. The Man in Charge.

The man in charge of the booking of the film has a large clerical force working systematically under his special orders. Each film's location each day must be known and the returns from them recorded. The advertising matter must be attended to and all publicity is distributed from this poin Getting the Money Back.

Few people have any idea of the mass of detail work necessary thruout the moving-picture industry. It is a wonderful business with a we

Only system makes it possible. Every moment of the day is accounted for; no time can be lost. Every idle minute means a loss not of pennies, but of dollars. The expenses are enormous, the returns more so. Millions have been made in it, and millions more will be added to the coffers of the movingpicture magnates for years to come. When one stops to resitze that \$319,000.000 were spent last year in the moving-picture industry and that enough film, to encircle the entire globe three times was used, some understanding of the magnitude of this enterprise can be gained. 75.000 Miles of Film.

Hundreds of people are employed regularly in making pictures. It has been a boon to many an unfortunate, for those without a trade have in many cases been pressed into service and have been taught the intricacies of this

cases been pressed into service and have been taught the intricacies of this infant industry, until good wages have resulted to those who have learned the business of making the pictures for the millions of movie fans. Besides the artists posing in the pictures themselves, each studio finds it necessary to have dozens of men on the regular pay roll, and each employe is an absolutely essential cog in the machinery of picture-making. These men realize their importance, and the conscientious work given by them to their employers is a valuable asset for successful film producing.

This article concludes the series I have written, beginning some six weeks ago, tracing the making of the scenes from its introduction to the firm until it is marketed for presentation. I have dealt exhaustively with the subject and it has afforded me great pleasure to be able to write as best I could with my humble knowledge for the edification of my many readers. A number of correspondents who have written me questions upon the matter I refer now to this series of articles. On the last Sunday in this month I shall begin another series, the subject matter of which I shall keep secret until that publication reveals it to my readers.

My article next Sunday will be devoted to a discussion of Canadian moving-

ANSWERS TO QUERIES

Marie, J. T. Dwyer, Morris Williams for the pictures. This does not in-and Nettie: Read article above, and clude a large staff of other employes each Sunday for the past six weeks in The World.

Cowan Ave. Resident: Please don't sk me to write about such personal matters.

Matron: Better stick to cooking, and let films alone. You evidently know how to cook. Unless you are particularly gifted much time and labor would have to be expended by you before you could reach the degree of efficiency necessary for real success. The old adage: "You can reach a man's heart thru his stomagh," seems applicable in your case.

Movie Fans: (1) Thank you for all the good things you have to say about me. I assure you I appreciate them sincerely. (2) You must watch the papers.

Costumes: All but modern clothes are furnished by the company. Up-to-the-minute dresses must be provided by the artists themselves.

COLOR SCHEME IN COLLARS.

The Selig Polyscope Company has: introduced a color scheme in collars

Genera Pau

All th

Canadi:

price 15c French and Demision

Ambitious: I have answered this question so many times, but for your especial benefit advise you to see either Messrs. Edwards or McKnight at the local studio.

case you forgot any question write me

Costumes: All but modern ciothes are furnished by the company. Up-to-the-minute dresses must be provided by the artists themselves.

Information: Twenty-two regular people are now employed at the local studio. By this, I mean artists posing

| MOVIE ACTORS AT THE GARDEN.

At the Garden Theatre on Monday night a unique event will take place worn by male performers. There is a when the actors and managers of the certain flash of light which results local film company will appear on the certain flash of light which results in lost detail in the photographing of the regulation white linen, and with a view of stamping out that defect, dyed collars are being worn. A light yellow shade was first adopted and then a plan was made to try out a pale blue. The result of these experiments has been successful and the pale blue color scheme will hereafter be utilized.

MADISON Theatre

MONDAY, TUESDAY and WEDNESDAY TYRONE POWFR
In the Famous Society Drama, "ARISTOCRACY," in Four Parts "RUNAWAY JUNE"-Episode No. 4

THURSDAY, FRIDAY and SATURDAY "THE GIRL OF THE GOLDEN WEST" By David Belasco-First a Drama, Then an Opera; Now the Marvel of Motion Pictorial Art High-Class Orchestra Music-Evenings, 10c, 15c; Saturday Matinee, 10c. Children, 5c-Open Evenings, 7 p.m.

VICTORIA THEATRE

651 1/2 YONGE STREET Mon. and Toos. "RUNAWAY JUNE" SERIES NO. 2-"BLACK THIBTEEN," in Three Parts STRAND WAR SERIES NO. 18. Wed. and Thurs.—George Eleine's Greatest Phote Drama, "ANTHONY AND

CLEOPATRA," in 8 Parts. Fri. and Sat.—EPISODE NO. 15, "TWENTY MILLION DOLLAR MYSTERY, "WHITE DOVE'S SACRIFICE," a Sawyer Feature, in Three Parts.

A KEYSTONE COMEDY EVERY DAY.

CRYSTAL PAL CE 141 YONGE ST.

Mon., Tues. and Wed.—"GUARDING BRITAIN'S SECRETS," in 4 Parts; Alex
Good Comedies. rs. Fri. and Sat. SPECIAL FEATURES. Stop! Look! Listen! Coming Soon, "THE BLACK BOX"