SUNDAY MORNING

THE TORONTO SUNDAY WORLD

FEBRUARY 28 1915

Fortunes in the Movies Are All of Recent Growth 'Altho Pictures Have Been Shown Since 1894, the Big Fortunes Have Been Made in the Last Six or Seven Years -And More Are Being Made Right Now.

than \$25.0

LAEMMLE SOLD CLOTHING.

Eight years ago Carl Laemmle, read

HE first picture play was present. ad, and the name picture play or photoplay first used, in 1894, "Miss Jerry," the first drama white sheet, was given in New b. That Alexander Black, the aulivelihood as lyceum entertainers, but both were quick to acquire a know-ledge of the artistic side of picture making. Rock was the very first man to go about the country with a camera exhibiting animated pictures in stores and tents. He made a fortune, and it was his capital that started the Vita-sranh Company. form. That Alexander Black, the au-then, who was his own playwright and photographer, did not make a great fortune, tho a popular figure on the lyceum platform for nearly 10 years, was due to the simple fact that his form of play was a personal ex-ploitation, without the immense pro-fits of duplication. This first play. was his capital that started the Vita-graph Company. In the first years of its growth, all three of the proprietors did the ma-jority of the "acting" in a "hole in the wall" in a Nassau street office building. Now the Vitagraph Com-pany employs no less than 150 players. Including at least 30 "stars." In one recent release there were four former Frohman stars. Some idea of the amazing prosperity of this organiza-tion may be had when it is stated that the three owners are wont to hang up for the employes a stocking each yule-tide which contains in no instance less than \$25.000.

his form of play was a personal ex-ploitation, without the immense pro-fits of duplication. This first play, and its immediate successors, "A Cap-ital Courtship" and "The Girl and the Guardsmen," were shown in slow mc-tion with a special storeostion. 'Ex-cept as to the rate of succession in the ploture, the principle of these first plays was precisely the same as that of the plays now produced by the aid of the motion ploture apparatus, with the added feature that the author spece the lines for the great fortunes made in the motion ploture field have been earned since 1908. KLEINE MADE MILLIONS.

KLEINE MADE MILLIONS.

corge Kleine of Chicago, erstwhile

bilding is said to have made a mil-bon on "Quo Vadis" alone: His film of the Universal Film Company, was selling clothing. He was a great be-liever in the nickel as an article for barter. One day he entered one of the countless "Nickelodeons" with which Chicago abounds. In a year Leonante was operating several him-self. Then he decided to make his own pictures. He started a company which has grown to enormous propor-tions. Not only is ne a millionaire, baid a million to the Betz estate near bliadeiphis, where he erected a studio the many as 10 photoplays are staged to me time.

The is the wonder of the business.
As many as 10 photoplays are staged
Old-timers will recall that when in
Old-timers will recall that when in
Old-timers will recall that when in
The first of the "graphs" was the
American Biograph, an invention of
Earmann Casier of Canastota, N. Y.
With whom was associated Henry V.
Marvin, now a millionaire, and one of
the pillars of the film industry. Marvin was the first film magnate to own
a box in the Metropolitan Opera
VITAGRAPH FIRST BIG SUCCESS.
Of all the big film concerns, none
Of all the big film concerns, none

Of all the big film concerns, none

CIAL PROGRAMS AT THE VICTORIA """"" His Awakening," to be shown on Wednesday and Thursday, the Licture that has caused such a sen-ration in Toronto. It is a military appeal beside the local interest that it is bound to maintain. Along with the scheme

The Mexican Snin

UOUS

10 A.M. to

11 P.M.

ested in my methods of playing with the wild animals in motion pictures, and would be pleased to read a short "His Awakening" and "The Three Shadows" Will Be Featured Th: W/ 1

THE MOST interesting picture yet presented by The Conness-Till Film Co., will be shown Mon-day, Tuesday, Wednesday, March 1, 2, 3, at the new Photodrome. This pic-ture is bound to be of great interest to the patrons of the Photodrome.

The picture shows many scenes at the Exhibition—the midway, the per-formance before the grand stand, and

many scenes throut the grounds. There are also views of the con-centration camp of the German

centration camp of the German prisoners of war, the mobilization of the Canadian troops in Queen's Park. showing the automobiles, loaned for the occasion, the crowds of interested

exercises, sports, etc.

and to

opla of Toronto ge



Toronto Scenes, Second Con-The Famous Greek Classic, "Damon and Pythias," to Be tingent, Exhibition Pictures, Presented for the First Time in Toronto. in Conness-Till Release.

Presented for the First Time in Toronto. Arrangements have been completed for the presentation at the Grand Opera House week of March 8 of the famou photo-dramm, "Damon and Pythias," This is the big classic feature that hap acceived the endorsement of the Khight, of Pythias and the local presentation a special engagement sanctioned by pro-minon local hembers of the order. The story of "Damon and Pythias," has to be warrior, has offered himself and perturbed warrior, has offered himself and perturbed warrior, has offered himself and son. If he should not returned to death Da-mon had left the City of Syracus for index for the the first friend was to be be had, with which to carry him back to be had, with which to carry him back to friends and broths friend the should of the stores to be had, with which to carry him back to friends a differed the securation to forten the ling of new returned. He had tork indicarts From a feature standpoint. The extendion har there was to horison to be had, with which to carry him back to be had, with which to carry him back to be had, with which to carry him back to refere and horisons the city. The horse stumbled and brok this forth to preserve the death of his friend was to be parting farewell to his friend was to be to refere the life of his friend was to be and hurried towards the city. The horse stumbled and brok this her, the to preserve the difference in the faint to preserve the difference in the faint to preserve the difference in the faint there was no horse to the attacked a stranger, toold his horse to preserve the difference in the faint to preserve the difference in the faint there was no horse to the attacked a towards the city. The horse stumbled and brok this here the to preserve the difference in the faint to preserve the difference in the faint there was to be here the strangent in the faint to preserve the difference in the faint there was to be the to preserve the difference in the faint there was no hore to the

The Second Contingent, now about ready to leave for the front is shown in all phases of their daily routine in exhibition camp, their drill, physical A recurses, sports, etc. Inasmuch as everybody in the city has triends or relatives in the contingent, this feature of the picture in itself should be sufficient to make it the most interesting moving picture shown in Toronto. In addition to the above feature will be shown for the first time in Toronto. the first special three-reel feature released by Lubin, entitled "The Attorney For Defense."

MARY PICKFORD IN

"MISTRESS NELL" **BOOK WELL HERE** Madison Theatre Will Show Phil Kauffmann, General Manager of Famous Play-Latest "Little Mary" Pic-

PICKFORD FILMS

CONDUCTED BY ED.H.ROBINS

A Busy Moment in Film Making

FTER the flirst revision of the scenario has been made, stenographers are busily clicking away in the office, making perhaps a dozen copies of the final list of the sequence of scenes, of the final tinting plots, etc., etc. As soon as these are completed, the scene plots, as they are called, are distributed to the cutters, and the tinting plots

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Avenue. ari Mai Frank Se Stevens, ticks, Ha Raipo Pa Gray, Le Gray, Le Gray, Le Gray, Le Gray, Le

ta Maine

alled, are distributed to the cutters, and the unit sent to the tinting-room. And now the prints begin to arrive in the asse room. One set of each at a time is given to each Before him he has the accene plot. With lightr rapidity the bits of film are put on their respecti Now the outter takes the title part from its lett-na He unfolds a few inches, makes an even cut, an He unfolds a few inches, makes an even cut, and an inch from the edge of the title with his scissors he moistens the edge, which is considered merely is the brits antirely removes the emulsion from the

and with his scraping knife, entirely removes the emulsion from this film. Then he wipes the flap clean. Now he takes the first scene fro rack to his tight. He unrolls it and cuts it absolutely clean at a point it should being. This clean-cut piece he places over the eighth-inc which he carefully brushes with cement. He places the part that is which he carefully brushes with cement. He places over the eighth-inch m graphed on the flap, holds it down for the fraction of a second, and a perfe jointure is made, one which under months of tear and wear, and under the endless pressure and pulling of the teeth of the machine rolling it and unrollin it, is seldom known to give way. This process is continued, until the picture is finished. And to all side are the other cutters, going thru exactly the same endless process of assorting cutting, pasting, rolling.

The Projection-Room

As fast as the prints come from the assembling-room, they are shown in the projection-room, where the actors and actreases of the producing company together with directors, staff, office members, etc., form a critical audience

together with directors, staff, office members, etc., form a cri the films. Here any flaws in the essembling are discovered leaves the plant. This room is built like a small motion-picture house, seats, its screen and its projection-room. Here is always son for sending nothing but perfect pictures from the studio. And manaly, are the prints sent to the shipping department. And from this

The Shipping-Room

Here each reel of scenario is marked with a long strip of cardboard long enough to go entirely around the rost. This bit of cardboard, with its little string at the end, also serves to carry the name of the producing company, the name of the scenario, and the number of the reel, so that when an operator in a theatre gets the scenario, he knows immediately which reel of which particu-lar play he has. The reels are now placed in shipping cans, and these again, very frequently in boxes, and are shipped to the exchanges, which form a most important part of the motion-picture industry, a part whose scope / is realized by few out-siders.

The Motion Picture Exchange

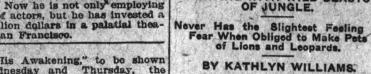
You, even if you are not a member of, or in any way connected with, th theatrical profession, have heard the expression booking agent. Well, exchange is a booking agent. A booking agent may make it his business supply a dozen theatres with attractions—or there may be a hundred in circuit. He may even see to it that a hundred theatres in smaller towns a larger ones are supplied, some with plays that run an entire week, others who arger ones are supplied, some with plays that run an entire week, others where nly two or three plays come during the week. And an intricate, nerve-racking siness it is. • But the film exchange is a thousand times more complicated than this.

The Great Motion Picture Combinations

Latest "Little Mary" Pic-ture Last Half of This Week. Mary Pickford, the idol of the screen, is presented at the Madison Theatre for the last half of this week in the charming romantic drama, "Mistress Nell," by George C, Hazel-out intrailed audiences theuout the coun-try as a stage success. ""Mistress Nell," by George C, Hazel-attest Mary films to Canada, and has out picture for the last half of this week in the charming romantic drama, "Mistress Nell," by George C, Hazel-attest Mary films to Canada, and has out pictures the states and Canada, there are half a dozen great motion-picture combinations of the different motion picture companies. These are combinations of the different motion picture companies is a state of the states and canada, there are half a dozen great motion-picture combinations, such as the General. Mutual, Universal. United, Kriterion, Pathe combinations, such as the General. Mutual, Universal. United, Kriterion, Pathe some combinations of the different motion-picture combinations, such as the General. Mutual, Universal. United, Kriterion, Pathe test drawing card in the moving pic-ture field today," said Phil E, Kauff mann, general manager of the Fam-ous Players Film Service, to the Sun-day World. Mr. Kauffmann has been instrumental in bringing all of the intest-Mary films to Canada, and has watched their drawing power Very areal of the stores wito act for his com-integrated the stars who act for his com-

SPECIAL PROGRAMS

Featured This Week. the Mexican war,



KATHLYN WILLIAMS LIKES WILD ANIMALS ELLS OF HER METHODS WHEN PLAYING WITH WILD BEASTS OF JUNGLE.

tre in San Franci

BY KATHLYN WILLIAMS. "I am told that the public is inter-



The Victoria Theatre at 6511/2 Yonge street. will this week show a special series of programs that it would be impossible to improve upon. The big feature of the week will be the four reel "Made in Canada" pic-

SUNNYSIDE THEATRE

OF THE TROOPS IN CAMP.

BLOOR and BATHURST STS.

OPPOSITE

CITY

HALL

SQUARE

the Mexican war, "The Mexican Ship-ers Revenge." On Friday and Satur-day the next instalment of Zudora in the "Twenty Million Dollar My-stery," will be shown. This picture has improved remarkably in its late? instalments, and the same stars that inade "The Million Dollar Mystery" a great sensation are even outclass-ing themselves in this picture. a great sensation are even outclass-ing themselves in this picture. A three-reel feature "The Three Shadows," will be a co-feature on the

to enter among them confidently and

Ger. Roncesvalles and Galley Aves. Mon. and Tues.—"HIS AWAKEN-HNG," a Made-In-Canada 4-Part Stitring Military Drama, Featuring Edward H. Robins. Wed. and Thurs.—"THE MASTER KEY." Series No. 12. Fri. and Sat.—SPECIAL FEATURES. The Selig Polyscope Company recently received a motion picture story written around the paw paw. It had a uicy plot.

Which is best, to knock a five dollar bill into flinders at the theatre, or to spend a dime and enjoy an evening at the motion picture show?

-NEW- -

PHOTODROME

UNDER THE CANOPY

Monday, Tuesday, Wednesday

CANADA IN PEACE AND WAR

IN THREE PARTS

Being the Fourth Release of THE CONNESS-TILL FILM CO.

Exhibition, the Midway, and performance before the Grand

Stand. Also many scenes of the Second Contingent, now ready

to leave for the front, SHOWING THE DAILY ROUTINE LIFE

-ALSO-

THE NEW SPECIAL LUBIN RELEASE IN THREE PARTS

MADISON Theatre

MONDAY, TUESDAY and WEDNESDAY DAVID HIGGINS In His Original Role in the Famous Racing Play

"HIS LAST DOLLAR"

The Drama of a Thrilling Futurity Race for a Fortune and a Heart "RUNAWAY JUNE"-Series No. 3

THURSDAY, FRIDAY and SATURDAY

MARY PICKFORD as "MISTRESS NELL" The Famous Romance of the Gallant Days of Knighthood-A Drama of Hearts and Swords, by George C. Hazelton, Jr.

High-Class Orchestra Music-Evenings, 10c, 15c: Saturday Matinee, 10c. Children, 5c-Open Evenings, 7 p.m.

Sheldon System of Ventilation

The great military spectacle, including scenes from the

never take your eyes off them while in the cage. I acted upon his advice, altho I will confess that the temptation was great to just drop everything and run. "Til never forget my sensations as I walked in among those three lions for the first time. They tell me that I showed no fear and that there was

no danger, but if I didn't show fear, I certainly felt fear. "'Caesar,' who is certainly a king of beasts, transfixed me with his great yellow eyes as I entered the den. He CONTIN-

"I will confess that I was somewhat nervous when I started to work

what nervous when I started to work on my first Jungle Pictureplay for the Selig Company. I had never been close to a will animal except as I viewed His Malesty, the Lion, through the bars of a steel cage in a circus tent. The first animal picture that I ever worked in also called for the services of several block

half arose as if to saunter toward me. The keeper said to me: Don't hesi-tate: keep right on advancing ; don't time will appreciate the true charn of this scene and its unusual dramatic tate; keep right on advancing : tate; keep right on advancing; don't turn your eyes away from 'em; there's no danger!' I thought to myself that it's easy enough to say 'no danger' when you're on the outside locking in, but when you're on the inside looking out, that's another story!' Ceasar continued to stare at me, and I stared back. I think now the big fellow was only curious as to the identity of this latest human be-ing who had so coolly entered his doing who had so coolly entered his do-main, but to my excited imagination, Ceasar seemed to be contemplating the advisability of springing at me. In any event, he looked me over with his big, unblinking veloa, even and the big, unblinking yellow eyes and then -he thumped down on the floor of the

cage and went to sleep! I can say that after my first experience I nover had the slightest feeling of fear when obliged to make pets of wild animals, and perhaps it is this fact that causes the keepers and tamers to say that I am very successful in my acts with the beasts. There is always an element of danger, they

tell me; but I have never as tell me; but I have never as yet experienced a serious accident. "Anong all the wild animals, the leopards are my favorites. These great, beautiful beasts I know by name, and I certainly think that they have affection for me. They are dog-like in their familiarity and great pets.

"For nervous prostration try the motion pictures," urges Elbert Hubbard. "You slide in and out, and the whole thing is free from frills, fads and fussi-

greatest heroine of historic and ro-mantic drama, and as personified by Mary Pickford is a character of de-lightful femininity combined with the dramatic drama is a character of dedramatic force inherent in all the work of this gifted star. The play is laid in the times of King Charles 11. of England, and is domin-

"I think that Little Mary's ploture will be the biggest hit that has ever been placed on the screen," said Mr. Kauffmann, "I have just returned from an extensive trip thru the eastern provinces and the demand for Plok-ford films and others of the Famous Players sarvice is remarkable. I have ated by the heroism and gallantry that marked that brilliant period. IYet in all the realm, and of all the many brave and bold cavaliers and knights, none surpasses, in daring and loyalty. Mis tress Nell herself. How she saves the

ting first from the machinations of his political enemies, and later his life itself, and how she ultimately wins his heart and love, are picturesquely, dramatically, and often tensely, de-picted. The scene in which she overhears the plot against the king's life, and is simultaneously terrified, en-raged and ennobled to make the ut-

most sacrifice to save her sovereign's life, present Mary Pickford at her in-imitable best. All who know how skilfully che can interpret two or more distinct emotions at the same

THE FILM IMPORTERS

The moving picture business ha

been hit again by the new war tariff which has added an additional seven and a half per cent. on all films coming from the States. As the duty on films appeal. The subject is beautifully costumed and the settings faithfully illustrate the imposing environment of the period the imposing environment of the period in the cast supporting Mary Pickford are: Owen Moore, as King Charles II.; Arthur Hoops, as the Duke of Buckingham: Ruby Hoffman as Louise, Duchess of Portsmouth; Amelia Rose, as Orange Moll, and other popular other players in the minor roles. Then the first half of the week. "His they are released. It is almost impossible to overcom

It is almost impossible to overcome the duty by making the films in Can-ada, as the small number of prints used here would cost more to make than even the increased duty would warrant spending. So local concerns such a sensation in the picture world. The Selig Jungle-Zoo, recently completed at Los Angeles, boasts of pos-sessing the largest privately owned

ollection of wild animals in the world. The wonderland will be formally

opened in the near future. The en-

in sixteen exposures. When these six-teen exposures are revealed in one sec-ond the action of two seconds is appar-ently crammed into one, and the effect of an inorunate rate of speed is produc-ed. If every second exposure were out out the action would not be continuous. for there would be certain noticeable jumps and unnatural. VICTORIA THEATRE 651 1% YONGE STREET

Mon. and Tues .- "RUNAWAY JUNE," Series No. 1-"THE MEXICAN SNIPER'S REVENCE." In Three Reels.

Wed. and Thurs .- "HIS AWAKENING," a Made-In-Canada Military Drama, In Four Parts. "STRAND WAR SERIES NO. 17"

Fri. and Sat .- "ZUDORA," In "THE 20-MILLION DOLLAR MYSTERY," In 3 Reels-"THE THREE SHADOWS," In 3 Reels.



in a more or less restricted area, without other theatres in that neighborhood receiving their service from the same exchange, with consequently no risk of immediate competition with larger theatres more centrally located, the house may be satisfied to have second, third, tenth or fifteenth "showing" of the pic-tures, in which case, the price is cut again and again, so that a smaller theatre can get its weekly program, changing, say, twice a week, at a comparatively low mice.

to call for an interview regarding a po-

sition.

ford films and others of the Famous Players service is remarkable. I have booked up many theatres, many of which I never expected woyld be able too show the big features. "I don't know why Miss Pickford is such a heavy pullen here. Of course, I have boosted her at every opportunity and we have taken ad-ventage of the remarkable amount or publicity that the little acrees has re-rearkably successful trip east and looks forward + a great revival of the moving pleture business in the early

ANSWERS TO QUERIES

E. W.-1. He is still with the Sells Company. Their address is Chicago, III. 2. His first name is John, and I have no record of his marriage. Agree with you that he is a spiendid actor. Interested.—There is no motion picture company in northwestern Canada.

Miss D. Snary.—Apply to Mr. Edwards or Mr. McKnight at the local studio at "HIS AWAKENING" Sybil.-Saturday is a convenient day

AT THE SUNNYSIDE

The Made in Canada film "His Awakening," a four part drama that V.S.-You are right. In instances where an obviously impossible rate of peed is maintained, the pictures are has been very favorably received, will be the feature at the Sunnyside Thetaken slowly, thus covering more ground in sixteen exposures. When these sixbe the feature at the Sunnyside The-atre, next Monday and Tuesday. This ploture, which features Edward H. Robins, is a Canadian war drams, showing the struggles of a young Can-adian officer who at first refused to answer his country's call, but on do-ing so realized the great reward in serving his flag. The 12th instalment of "The Master Key." will be the feature on the pro-

The 12th instalment of "The Master Key," will be the feature on the pro-gram for Wednesday and Thursday along with a good program of dramas and comedies, while for the week and program, the management have se-cured a special feature program that they promise will be away above the jerky and unnatural. Movie Fanatic.—I. The small circular wheel you refer to is probably the shut-ter, one of the greatest helps in motion picture photography, shutting off the light for that iraction of a second elaps-ing between the showing of each separ-ate exposure. 2. That effect is very easily obtained by double-exposure, a photographic trick to which I will proba-bly devote an article sometime. 3. I re-gret that I never had an opportunity to see "Dante's Inferno," and not knowing just what effect was obtained, cannot tell 8.ver

FALLS 200 FEET DOWN MOUNTAIN IN PHOTOPLAY

gret that I never had an opportunity to see "Dante's Inferno," and not knowing just what effect was obtained, cannot tell how it was secured. It is very possible that this, also, was done by means of double-exposure. If, as you say,only dummy figures of Dante and the Angel were used, then it was merely a matter of perspective, that is, the camera was placed very near the person who played the Giant, thus throwing everything out of its proper proportion into the dimen-sions desired. 3. Where only the giant's feet and legs were seen (to a height of twenty-five feet, as you say) these were probably built of papier mache and man-oeuvred either from above, by means of the rate two so-called "visions" at the same time, it is a matter of triple ex-posure. As each seen is photographie ex-posure. As each seen is photographie ex-the places which are desired for the teyhole, binocular and telescop effects are obtained by means of masks made of cardboard. cardboard.

known to prescribe visits to the mo-tion picture shows as relaxation from business cares and, other ailments.

 Gordon Bastedo.—I de not think you saw me taking pictures, as I have never turned a crank.
 This was a matter of double-exposure. See answer to Movie Fanatic above.
 The two bandles on the tripod of the motion picture camera are used for panoramic effects, and to till the company and effects. Elbert Hubbard says: "The motion pictures lubricate the wheels of exist-ence; rest. refresh. stir th. imagina-tion. bring into play a new set of con-volutions." the camera up or down, respac-