



Strong, motive type; great intensity of feeling. Sensitive, retiring, dignified, sympathetic. [Courtesy, Selznick Pictures.]

# WILL YOUR DAUGHTER MAKE A MOVIE STAR?

By ARTHUR B. FARMER

Head of the Psychological Clinic, Memorial Institute, Toronto

Registered at Ottawa in accordance with Copyright Act



The out-of-door sports girl; splendid physique, muscularly strong, unlimited energy, full of life; active, quick, adaptable. [Courtesy, Mutual Film Corp.]



Ingénue type; sweet innocence; rapid change of feeling and expression; trustful; strong affections. [Courtesy, Mutual Film Corp.]



Sensitive, imaginative, sentimental, impractical and irresponsible. Very artistic, fond of beauty; disdainful, petulant. [Courtesy, Triangle-Fine Arts.]



The strong, serious type, well adapted to tragedy and heavy parts. Self-reliant, but only moderately ambitious. [Courtesy, Selznick Pictures.]



Serious, thoughtful, artistic, musical; conscience and sense of duty. An artist in the selection, designing, and wearing of clothes. [Courtesy, Mutual Film Corp.]



Well balanced, good at playing character parts. Strong affections; aggressive type of affection, sometimes not reciprocated. [Courtesy, Mutual Film Corp.]

□□□□  
T  
□□□□  
□□□□  
□□□□

WENTY years ago the moving picture was practically unknown, and the growth which this form of entertainment has achieved is nothing short of phenomenal. The Dominion Government figures show this:

The Dominion of Canada receives six hundred thousand dollars in duty paid on films alone, which come into the country yearly, and two hundred thousand dollars annually in censorship fees. In addition to this, a license of fifty dollars is imposed by most cities on each moving picture house within its limits, which brings the amount of taxes paid by this one amusement up to nearly one million dollars a year.

All the films shown in Canada up to the present have been produced elsewhere, but the first Canadian studio is about to be opened in Trenton, Ont., and will, in a few months, be producing moving pictures; other Canadian studios will soon follow.

The Movies, like every new thing, have met with a varied welcome, and have come through many vicissitudes—they have had to combat prejudice, distrust, and suspicion from without, and from within the readjustments necessary to any new and untried enterprise.

Without doubt, those who opposed the development of the Moving Picture business had some reason for their prejudice and distrust. It was claimed that they would lower the artistic standard of the public; that their influence would be demoralizing; that a good, clean, wholesome entertainment could not be given for such a low price; and that many would form the habit of spending their evenings at the picture shows when they should be engaged in a more profitable occupation, in study, or in some outdoor recreation.

In the early days the worst of these predictions were in a fair way of fulfilment, but the companies who put on films that were open to question speedily found that it did not pay, and that the right-minded public would not spend their time or their dollars for that kind of show. Censorship followed, which increased the Government's revenue and protected the nation's morals. And the steady improvement which has been and is being made in the class of films presented is a matter for sincere congratulation—an improvement so great that there are but few films shown to-day which the most particular and fastidious could condemn or would hesitate to attend.

## A Phenomenal Growth

THE development of the Moving Picture has been wonderful, and its possibilities are unlimited. From the one-reel funny film with no object but a laugh, to the film of many reels which takes you all around the world as it is to-day and as it has been through all the ages, is a far cry; and it is also a far cry from a laugh to a liberal education—and that is exactly what the best films are—a liberal education.

The Moving Picture apparatus is being installed in Young Men's Christian Associations; it is being sent out from town to village, from village to hamlet by the Government with its reels of clean amusement and of broad-minded instruction; it is being introduced into schools, bringing travel and culture and knowledge right to the children—travel and culture and knowledge which could not be obtained otherwise but by the expenditure of much time and money.

It is being used by the Ontario Government to show the Provincial Plowing Matches, fruit growing, orchard cultivation, the prize winners in the International Stock Show, and the work done in school farms and gardens from the distribution of the seed to the fall School Fair.

The Toronto Technical School is using films of great educational value—one series illustrates the construction of an automobile and requires an hour and a half to show; another is a forest travelogue. It is the intention of the Board to secure films illustrating different occupations so that the student may gain a clear knowledge of the work and conditions of work in various industries, and thus be in a better position to make an intelligent choice of occupation.

The Ontario Government intends using Moving Pictures in the instruction of the returned soldier who will settle on the land. It was Charles Wesley who set sacred words to popular tunes, saying that it was not right

that the devil should have all the good music; and were Charles Wesley here to-day, he would endorse the action of the school and of the church, holding that it is not right that the devil should have a monopoly of the use of new inventions. The devil, in these days as in those, loses no smallest opportunity of embellishing his service with pleasure and entertainment. The Movies can compete with objectionable entertainment as well as with lectures and prayer meetings.

Many a citizen who spent his evenings at the hotel bar now takes his family to the Movies; many a boy, who spent his evenings loafing at the corner, now views a wonderful panorama of ancient and modern history; many a girl, who spent her evenings loitering on the streets, now sits in an orderly, well-lighted hall and learns something of the beauty of flowers, and the practical carving of a fowl; many a mother, who spent her evenings in the sloppy gown she had worn all day, now hurries through "the dishes" and finds recreation for body and new life for mind in watching a favourite Movie Star; many a boy and girl from poor homes learns something of the culture and refinement of manners of the well-to-do.

## As a Vocation

THE Moving Picture business is so new that it has scarcely been considered seriously as a possible vocation, and yet its attractions are so great that every girl who attends a Moving Picture Show thinks that she would like to be a Movie Actress, and that, given the opportunity, she might become a Star. The reasons are obvious: the Movie Actress is the centre of admiration and holds the attention of thousands; she appears to enjoy her work, and that work looks so easy! And then there are the salaries—who can fail to be impressed with the salaries some of these Stars are reported as receiving!

What are the essentials of success? If you visit the Moving Picture Theatre, you find actors and actresses, tall and short, fat, medium, and thin, fair and dark, beautiful and homely. It would seem at first blush that almost any kind of person stands a chance of making a hit with the public, if the opportunity were given to go before the camera.

It is popularly supposed that the qualifications needed on the Movie Stage are the same as those that make for success on the regular or legitimate stage, but this is very far from being the case. On the legitimate stage great emphasis is laid on the ability to assume different characters. A great actor is he who successfully played *Hamlet* last night, can present *Macbeth* to-night, and portray *King Lear*, *Shylock*, *Richard III*, *Romeo*, or *Julius Caesar* to-morrow night, impersonating each character so completely that the audience is not reminded that the actor is the same. But in the Movies, while there is a demand for those who can play different parts, you will notice that the Stars are always themselves. You recognize little Mary Pickford in a moment, regardless of the play or of her part in it.

A company producing plays for the camera is called on to produce only one finished performance, and not any number, running from a one-night engagement to forty or fifty weeks; therefore, they cannot afford to give the time necessary to many rehearsals without which it is impossible for any actress to take a part foreign to her own nature, and for the members of any company to learn to act together so as to present a harmonious and pleasing whole. Most of the scenes in the Movies are photographed after but one or two rehearsals, and for this reason the actors and actresses must be perfectly adapted to the parts they are to play—so adapted that they merely have to be themselves, as otherwise their acting would be stilted and unnatural.

A greater number of women succeed in the Movies than men, for the simple reason that the average production requires two actresses to one actor.

## Qualifications Required

I ASKED several prominent men in the Moving Picture business what they considered the most important qualifications necessary to success in this form of acting, and without exception, their answers were the same: the ability to photograph well; the gift of naturalness; the charm of personality. The ability to (Continued on page 41.)



Ingénue type; vivacious, rapid change of feeling. Fond of admiration; very ambitious and thorough. [Courtesy, Artcraft Pictures Corp.]



The dominating, determined, masterful type. Practical, capable, selfish ambition. Wins her way regardless of others. [Courtesy, Mutual Film Corp.]



Vampire type; disdainful, almost cruel; self-confident and self-controlled; strength and courage; self-reliant, independent, decided. [Courtesy, Mutual Film Corp.]



Deep, philosophical type, full of life energy; far deeper than appears on the surface; conscientious, self-reliant. Character and burlesque parts. [Courtesy, Vogue.]



The sweet, sincere type, with feelings slowly roused, but strong; strength and energy, affection and trust. [Courtesy, Universal Films.]