

**Movie Business Good**  
By DAVID BARIST

The shutting down of a number of picture theatres in Philadelphia in the last year, owing to lack of business, representing a condition that is pretty nearly general throughout the country, has raised the question whether the popularity of the moving picture business is on the decline.

In one of its weekly issues recently a prominent theatre journal pictured a rather gloomy outlook for the entire film business, declaring that many picture theatres are operating at a loss and that there is a "smash" coming.

This view will probably coincide with those of the saloonkeepers, who trace their loss of business to the increase in film theatres, and the members of the legitimate profession, who find in the movie theatre a competitor that has grown to serious proportions.

The brief history of the film business from a condition of comparative obscurity 15 years ago to the distinction of being the third largest industry in the United States today is one of the miracles of the century. In the rapid development of the paraphernalia used in its projection, in the marked improvement in the excellence of its productions and in its wonderful increase in the favor of all classes, the motion picture defies comparison with any similar event or invention. And almost all of its success has been achieved in the short space of 10 years.

The present commercial unrest in the film business is not due to any public apathy to the motion picture, but to the fact that there are too many theatres now operating and too many film companies producing. There is no diminution in the public interest in the movies. On the contrary, the general increase in excellence in feature pictures has added many new devotees to the screen drama. A change in existing conditions, however, must take place. Theatres that have been operating at a loss since built must close definitely, shifting their business to the nearest competitors. Theatre rentals, which in many instances are absurdly high, must be reduced. The cost of big feature productions, for which there is a great demand at present, must be lowered.

The movie business is destined for a great era of prosperity. So far only the amusement end of it has been properly exploited. Most informed persons are agreed that it is only a question of time before the picture machine will be universally used in the schools for instructive purposes. This prosperity will not come, however, before a general shakeup has taken place. A number of theatres will close up in the next year or two; prices of admission will be changed; the number of reels per show at 5 cents reduced; the cost of films lowered; and other such changes occur that will make for the good of the third largest industry in the United States.

**CARLYLE BLACKWELL MOVES**

Screen devotees from coast to coast will be interested in the news that Carlyle Blackwell has signed a Laaky contract, and will appear as leading man with Ina Claire in the forthcoming Laaky releases.



BESSIE EYTON  
Of the Selig Players.

**"I'm the Original Drunk,"  
Says Billie Reeves**

By BILLIE REEVES

I am the original drunk.  
At least I thought I was the original drunk until a short while ago, when a

prominent theatrical manager told me that Noah was ahead of me by many thousands of years and that I was trying to steal his copyright.

In the 11st verse of the ninth chapter of Genesis, I discovered that the theatrical manager was correct, for, in speaking of Noah it says: "And he drank of the wine, and was drunken."

Professionally speaking, I have been "drunk" for the last dozen years. Not from choice, understand me, but because the public liked me in the role I created, and there has been such a demand to see me "inebriated" that I have continued in this condition ever since.

Back in England in 1904, Fred Karno produced a vaudeville act that is known to every theatrical patron in the world. It was first called "Twice Nightly"; later, "The Humming Birds." In this country it was known as "A Night in an English Music Hall," and I played the part of the drunk in the box. This act was played in almost every country in the world. Later both Billy Ritchie and Charles Chaplin played in the role I created.

Not long ago Ritchie, Chaplin and I had a sort of a three-cornered debate over this part, and I offered to wager \$1000 that I was the original drunk, and here old Noah comes along and is entitled to the money.

It was while I was playing in the Ziegfeld's "Midnight Follies" on the Amsterdam Roof that Mr. Lubin asked me to join his company and appear in comedies.

People often ask me if I don't injure myself in some of the falls I take. I rarely hurt myself, even when I fall down a long flight of stairs backwards. It's all in the training. I was taught to land on almost any portion of my body without injuring myself. In the type of work I do I believe the screen gives me a much wider opportunity than the stage.

I rarely spoke a line on the stage, for which we should all be thankful, so in pictures I do not miss the vocal end.

I have been playing silly roles for a long time now, but there is this to be said about it. I have made a success of it and I have left a lot of laughs behind me, and I sometimes think that if any one can make people laugh and have a good time, he's accomplished a little something in the general scheme of things.



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New Talents, New Personalities**

**Fortunes For Movie Stars**

Movie acting offers enormous rewards to those who succeed. It is an avenue to big earnings that is open to all kinds of people. One young girl who is making over \$100,000 a year was not earning as many pennies a few months ago. Movie stars have come from all walks of life, from the other professions, the offices, the factories and from behind the counters of stores.

Movie acting does not require stage experience. Many of its most successful stars had no previous training in acting. Some of the biggest filmland favorites jumped from the obscurity of private life to stardom almost over night.

**A Wonderful Opportunity**

No other profession offers such wonderful rewards so easily won. None requires so little special training, so little special knowledge. There is a tremendous demand for new talent, says Jim Cruze. Photoplay producing is just beginning to reach its development. New companies, new producers are springing up every day and to supply the ever-increasing demand for movie players is one of the problems of movie directors.

Have you ever considered the possibilities offered by this great profession? Haven't you told yourself over and over again as you watched some photoplay on the screen of your favorite movie theatre that if YOU had the OPPORTUNITY you could do far BETTER than those you see on the screen? Haven't it been your secret ambition to win a place among the stars of filmland? Haven't you craved a chance to prove your fitness to win success in this richly rewarded profession? Haven't you envied the film favorites who have won a place in the affections of millions of movie fans all over the world? Then

**Let Jim Cruze Teach You**

Knowing the enormous demand for new faces, new talents, new personalities in the movies Jim Cruze has undertaken to prepare a limited number of ambitious people for this special profession. You all know Jim Cruze, star of "The Million Dollar Mystery," of "Zadora" and of scores of other sensational film successes. He is eminently fitted to teach you. You can learn IN YOUR OWN HOME. Jim Cruze has prepared a remarkably complete course of instruction in movie

Acting. Scenario writing, play producing, directing, make-up, etc.

Equipped with the knowledge this course gives you, you will enjoy a tremendous advantage over the untutored applicant for a chance to play for the movies. It is possible to teach acting. Jim Cruze graduated from a school of dramatic art and won his way to the front. WHY NOT YOU?

**What Can You Do?**

Study yourself, says Jim Cruze. What can you do? Can you portray by facial expression such emotions as anger, hatred, love, suspicion, surprise, sorrow, pity, amusement, scorn, horror or joy? Can you ride, swim, run, jump, climb or dance? Can you sail a boat, paddle a canoe, row, drive an auto, engine or team? Can you play football, tennis, baseball or other games of skill? Can you wear fine clothes and look handsome and beautiful? Any of these special gifts may win you a place. Remember your personal appearance and age have nothing to do with getting a chance. The movies are REAL LIFE, and they require all types of men and women, just as in every day life.

**Get Cruze's Book On Acting**

This is a wonderfully fascinating volume on movie acting, full of the inside secrets of filmland, containing hundreds of facts about the players and the trade and many lovely pictures of film stars. Cruze has also prepared a great TEST lesson and examination to assist you in determining whether you are fitted for this career. He will send you this book, test lesson and examination papers if you will send 25c in stamps or coin to help defray the cost. You owe it to yourself and to your ambition to send for this book, lesson and examination papers. The examination report will be corrected and reported on if you will fill it out and send it in. Scores have taken the Cruze course just for the pleasure of learning the inside facts of filmland it tells. Others have taken it to improve their natural grace, charm and personal magnetism. The majority however have taken it because they want to learn to act for the movies. Send for this book and lesson AT ONCE and begin preparing yourself for this most richly rewarded of all professions.

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