

How Betty Marshall Nearly Caught a Cold

Betty Marshall, known as the Gotham Fashion Plate, who is being starred with Frederick de Belleville, in "The Trade Secret," which is to be released on July 1 by the Gotham Film Company, experienced a unique and humiliating experience on Monday last.

Miss Marshall, who acts the part of a



BETTY MARSHALL
The "Gotham Fashion Plate."

daughter of Frederick de Belleville in the production mentioned, and who is an expert in all athletic sports, enacted a scene outside of the boathouse of Mr. Henry Ford, at Nyack, N. Y. The action of the play involves the discovery of a

receipt for the manufacture of "Synthetic Quinine" and then the pilfering of same by "Orekan" and the kidnapping and attempt at drowning of the uncle (in the play) of Miss Marshall.

The scene progressed successfully and Uncle was thrown by the heavy, sinister and conspiring villains into the Hudson River, where Miss Marshall, according to her lines, cried, "Have no fear, Uncle, your niece will save you," and suiting her words by action, made a beautiful dive (not in a tight fitting bathing suit, but clad in the everyday raiment of a society belle), and after exhibiting her art in diving and swimming, rescued Uncle and pulled him to shore, and then in melodramatic style knelt at his side and cried "Saved."

The scene was thus ended and Miss Marshall stood about, with small rivulets forming about her from the dripping water from her clothing, and it was then discovered that there was no place handy for her to make a change of attire. The automobile blankets were then brought into play, and Miss Marshall, snugly wrapped therein, was placed in her car and orders given to her chauffeur to drive quickly to her home. Ha, obeying instructions, speeded the car, but also, after making several miles the bulk of Officer Becker appeared in the road with his hand up and then gently and firmly informed Harry Adler, the chauffeur, that he was under arrest for exceeding the speed limit.

Miss Marshall, who by this time was sneezing from the effects of her ride, pleaded and begged with the officer to permit them to go on to her home so she could make a change and have a cup of tea, but the minion of the law was obdurate and replied, "Tell it to the judge." Thereupon orders were given to the chauffeur to drive to the 54th Street Court and Harry was compelled to face His Honor, charged with the offense of speeding.

In the meantime, Miss Marshall, with visions of colds, and pneumonia, sat shivering in the car wrapped in robes, praying to a kind Providence that her chauffeur return at once.

During this time the executive officers of the Gotham Film Company were in an uproar. Word had reached Marshall W. Taggart, its president, of the predicament of his star. The word that reached Mr. Taggart was that Miss Marshall had been arrested and Mr. Taggart had visions of his being unable to have the play finished and distributed to the Gotham's 28 exchanges on release date, and thereupon he and Charles L. Brookheim, of the New York Gotham Film Exchange, made



DONALD C. SCOTT
Secretary of the Lubin Beneficial Association.

for the Police Court, and arriving there, pleaded with Magistrate Krotel not to send Miss Marshall to jail. It was then discovered that the person arrested was her chauffeur, and with a smile, Magistrate Krotel fined Harry the sum of \$25, which Mr. Taggart paid with a sigh. They were seen walking out of court together and what was said by Mr. Taggart to the chauffeur will not be published.

However, Miss Marshall is now back to work on the completion of "The Trade Secret" and merely suffered a slight cold, which incapacitated her for only two days.

"THE NAMELESS STORY"

"The Nameless Story" is one of the most pleasing little picture plays of its kind produced, and is now being shown in Philadelphia's leading moving picture theatres.

The novelty of giving the audience an opportunity to supply a title for the play and the cash prizes offered for the best suggestions keeps every one alert.

The judges made their decision for the first contest on last Saturday afternoon at the Poor Richard Club. They were

amazed at the number of titles suggested for "The Nameless Story," and found it exceedingly hard to decide the winners.

If you have not been fortunate enough to see "The Nameless Story," watch for the booking of this reel in the theatres in your neighborhood. You will be amused by the way an up-to-date housewife procures a home for 25 cents, and you will have an opportunity to win a cash prize.

World Film Prospers

The Philadelphia branch of the World Film Corporation started out originally with three employees in one little room about 18 months ago. Step by step it has developed until it now occupies an entire building at the most prominent corner of Film Row, with a personnel of 14 people, open 24 hours every day.

Improvements have been made week by week; service has improved. Every possible attention has been given to the publicity end and the enormous amount of 1000 names of satisfied exhibitors make up the service list of the corporation.

The offices are spacious, light and pleasant. The projection room is well equipped and a little theatre in itself. When you enter the office the treatment you receive is courteous at all times and advice for each situation is given. There is a certain tone of confidence and reliability that would strike you, and Mr. George J. Belhoff insists upon the most courteous treatment and a hearing for everybody.

It took several months to build the efficiency of the World Film Corporation offices to its present point, and weak employees of the staff had to yield to make room for competent help willing to exert their entire ability toward co-operation between the exhibitor and the exchange. There is a sense of co-partnership between every employe of the office and the corporation, which has been wonderfully stimulated by the profit-sharing plan put into effect by the general manager, Mr. L. J. Selznick, whereby everybody shares in the prosperity of the business.

Every effort has been made by Mr. Belhoff to work in harmony with every exhibitor of the State, be his house ever so small, and to arrange terms with him to suit both parties at all times. Mr. Belhoff has also been working hard on a plan whereby the different exchange heads in Philadelphia will co-operate and meet weekly to discuss the best methods to be used for film interests in this territory for the protection of both the exhibitor and the exchange.

THE MOVIE SUNDAY

Clara Kimball Young has had a "sunday" named after her. Popularity of the soda fountain brand ought to go a long way during the sultry summer days.

Marshall W. Taggart
PRESIDENT

THE GOTHAM FILM CO., Inc.
PRESENT

"THE MAN WHO BEAT DAN DOLAN"

A Soul-Stirring 4-Reel Feature
(From the Saturday Evening Post)

FEATURING



Miss Betty Marshall
(The Gotham Fashion Plate)



Willie Ritchie
(America's Lightweight Champion)

A picture full of wholesome sentiment, showing the unfortunate condition of a young woman on the death of her parents and the happy result of a love between her and an ambitious young man, who adopted pugilism as a profession, for a manly reason. A \$100,000 PRODUCTION THAT WILL HELP YOU, MR. EXHIBITOR, TO BECOME THE LEADING THEATRE IN YOUR COMMUNITY.

NEXT RELEASE FROM THE ALL STORY CAVALIER MAGAZINE "A TRADE SECRET" By ALFRED M. POATE
Another Winner **MISS BETTY MARSHALL AND FREDERIC de BELLEVILLE**
FEATURING (THE GOTHAM FASHION PLATE)

RELEASED JULY 1, 1915

WIRE THE FOLLOWING EXCHANGES FOR PARTICULARS:

- New York Gotham Film Exchange, Syracuse, N. Y.
- C. L. Brookheim, Mgr. For New York State.
- New York Gotham Film Exchange, Hoboken, N. J. For State of Jersey.
- New York Gotham Film Exchange, 1600 Broadway, N. Y. C. L. Brookheim, Mgr. For Greater New York.
- Boston Photo Play Co., 111 Columbus Ave., Boston, Mass. For Massachusetts, Maine, New Hampshire, Vermont, Connecticut and Rhode Island.
- Gotham Film Exchange, 247 North 11th St., Philadelphia, Pa. For Eastern Pennsylvania, Delaware, Maryland, District of Columbia and Virginia.
- Standard Feature Film Service, 216 Columbia Bldg., Cleveland, Ohio. For Ohio.
- Noted Players Film Exchange, 101 Fourth Ave., Pittsburgh, Pa. For Western Pennsylvania and West Virginia.
- Gotham Wolverine Feature Film Exchange, 17 Campus Bldg., Detroit, Mich. For Michigan.
- Feature Film Sales Co., 27 Wabash Ave., Chicago, Ill. For Northern Illinois and Wisconsin.
- Northwestern States Feature Film Co., Minneapolis, Minn. For North and South Dakota.
- Southern Feature Film Co., Bisbee Bldg., Jacksonville, Fla. For North and South Carolina, Alabama, Georgia, Florida, Mississippi, Louisiana & Tennessee.
- Wichita Film & Supply Co., Wichita, Kan. For Kansas, Iowa, Missouri and Nebraska.

THE GOTHAM FILM CO., Inc., Mecca Bldg., 1600 Broadway, New York, N. Y.
CLARENCE SCHOTTENFELS, Manager of Sales

All Gotham productions for the territory of Eastern Pennsylvania, Delaware, Maryland, District of Columbia and Virginia are handled by the Philadelphia branch exclusively. Six styles of paper. Photographs of posters, heralds and other advertising matter mailed on request.

GOTHAM FILM CO., Inc.

1126 Vine Street, Philadelphia, Pa.

D. STARKMAN, Local Manager