The Photoplay Theatre As An Unconscious Schoolroom, Comparable to the Playhouses of Europe-Gossip of the Trade.

By the Photoplay Editor

For some time past a very lively diseussion has held the attention of the Sim men concerning the position that an exhibitor occupies in relation to the public whether the moving picture theatre is the classroom for the adult, or whether it is wholly and solely a baxaar where goods, wares and merchandise are sold.

Such discussions, no doubt, are of great benefit to all concerned. There are "blgh-brow" and "low-brow" opinions, all carefully thought and logically argued. They bring to mind, however, the status of the theatre in general in European On the Continent the theatre is viewed

on the Continent the theatre is viewed as a quasi-public institution, and in many places as public institutions, where the public is not only entertained and smused, but instructed. Like the press, the Unestre is considered the "molder of public opinion." Playwrights write and actors show the good and evil of the times in which they live, and inject new thoughts that tend for the betterment of social and political institutions. Many social and political institutions. Many cities of Europe have municipal theatres supported by the local government. Often plays of merit have been barred because of seditious or radical teachings. It was only after a long and hard-fought battle between authorities and the "high-brow" element that the doors of the theatres were thrown open to plays of merit irrespective of the teachings. One thing is to be borne in mind, and that is, the municipal theatres of Europe are not run for profit—losses do not mean the clos-ing of theatres. In theory the theatre is no more a loss than a schoolhouse.

In this country the theatre is an out-and-out business institution. A theatre is open as long as it shows profits. This makes it imperative for the exhibitor to give such shows as will make his house pay. If the patrons demand "blood and thunder" the exhibitor must supply the demand, and the reverse holds true.

Majestic studios.

A. O. Sears, who is portraying the part of David Crockett, is a native Texan, having been born and reared in San Antonio. While being christened he was

held in the lap of a member of the fam-ily, seated on the couch on which the hero of the Alamo passed into the Great

Beyond. Numerous prints of Crockett, attited in his coonskin cap and buckskin suit, with his famous flintlock rifle toesed

over his broad shoulder, are in the pos-session of Sears, who says that money could not purchase them.

Many thrilling battle scenes between

Texans and Mexicans are depicted in "The Martyrs of the Alamo," for the staging of which several hundred Mexicans were drilled for two weeks by a

former Mexican army officer who served during the Diaz regime.

One of the Kalem officials who saw "For Her Brother's Sake," an Alice Joyce-

stars when the story was filmed.

he maid.

Does this mean that exhibitors are cor-rect in saying that they are not in bust-ness to educate the public? The fact remains that the photoplay theatre, as well as the playhouse, is a classroom—that they are educators. The public may make they are educators. The public may make certain demands, and for a time the exhibitor, due to economic reasons, may give what is asked for; but he is in duty bound to gradually depart from the "low-brow" and inject the "high-brow," to raise the tone of his performances and the tastes of his patrons. Even in blood and thunder there is the finer and cruder relative these with a moral and the pictures; those with a moral and the "junk" without even the "punch."

The exhibitor is in duty bound to do this for his own salvation, even if he does not consider himself the "schoolmaster." The pulpit, the press, and the schoolroom scrutinize the class of pictures shown, and speak about them in no subdued tones. The exhibitor cannot stand still. the must progress with the growing generations. His position is that of a quasipublic servant, and he must assume that
responsibility. If censorship is to be aboiished, let the exhibitor put good taste
ahead of profits, without injury to himself, and take the place that a showman
must secure in the community. must occupy in the community

The Pennsylvania Exhibitors' League is The Pennsylvania Exhibitors League is not so very ancient an institution; for the films themselves are young, as amusements go. But its energy is nothing if not equal to the task of organizing an annual outing of the calibre of any that the summer is likely to see.

July 18 is the date. The trimmings, will be decidedly the proper sort. Among them may be mentioned that rival of the photoplay in youth as well entertain-ment, the tange. There will be a hand-some cup ready for the couple that prove themselves the best at that sublimated hop-skip-and-a-jump called

Two playful monkeys were the cause of considerable disturbance among the female members of the Vitagraph Company during the final scene of "Heights of Huxard," an original story of romance, produced under the direction of Captain Harry Lambart. It was the first visit of the simians to the Flatbush Studios, and being curious they broke their slight chain and started on a tour of inspection that resulted in a scamper of the fimid ones that resembled a riot. Some 20 of the men strove to capture them, but they cleverly cluded their pursuers until they had investigated every part of the several studios. Their curiosity satisfied, they calmly returned to their parted chains and waited for their keeper to once more place them under restriction. more place them under restriction

In presenting Maud Allan in a diverthesement of dance and drama through the seductive love story of the Far East, "The Rug Maker's Daughter," at the Stanley Theatre on Monday, Tuesday and Wednesday of next week, Bosworth Inc. has departed from all known chainels in moving pictures and, penetrating into a heretofore forbidden realm of modern art, has borrowed one of its most distinguished and certainly one of its most charming figures. Maud Allan and her famous green curtain with the golden olive tree. green curtain with the golden clive tree have already become in her short, meteoric career, traditions of the recital stage. The beauty of her dances adapted from the master works of Beatheven, Chopin, Gries, Debussy and the Cherniavskys is admitted the world over.

Maud Allan's principal support in "The Rug Maker's Daughter" is Forrest Stanley, for several assesses the leaf for

Hug Maker's Daughter" is Forrest Stanley, for several seasons the lead in Otiver Morosco's Burbank Theatre Stock Company in Los Angeles. In addition to Maud Allan and Forrest Stanley, the cast includes Howard Davies, long associated with Wilson Barrett in England and with the Lieblers; Herbert Standing, as wel-come as acquisition as the theatre of this one are acquisition as the theatre of this country ever gained from London; Jans Darwell, in one of her distinguished so-cleiv women roles; pretty Mary Ruby and Laura Woods Cushing and young Maryington Gibbs.

"The Clue." a picturization of the description

"The Clue," a picturization of the dream of the same name by Margaret Burnbull, in which Bianche Sweet is featured, is announced for Thursday, Friday and Saturday. Miss Sweet is well known fur her work in "The Warrens of Virginia." "The Cautive" and more recently in the control of the contr "The Captive" and more recently "Stolen

Guoda."

Eam Bernard, whose engagement by the Vamous Players Film Cumpany was recently announced, has begun work before the camera. This will be the comedian's first experience in motion pictures and pumb are was taken in the scientine of a proper vehicle for the noted fun-maker.

The thise of the abbject which will serve as an introduction for Hermard to acreen patrons is "Poor Schmalts-Sam Hermard in Junch." In most of his stam successes Sam Bernard has been known as actually and it was eccardinally sciented for the haptismal mane of the heading character in the original photoplay which has been written for the occasion of the debut in the siteut drams. The plot has been written for the occasion of the debut for the spirance from opening all of the write a wholm Mr. Memard has started. In will character his make-up three limes during the production. The charge be called up three times ring the prediction.
The role is that of a German wignisher a because involved in a series of con-called diventures and confed difficulties, against plenty of opportunities for the man of the leading man's brillians and the leading man's brillians and produce and provident to and yet other transmitted are credit. It is settle

A GROUP OF STARS WHO SHINE UPON THE SCREEN



ELEANOR WOODRUFF - YITAGRAPA

occur in the afternoon at 2 o'clock, when the great North Bible School will have as

HARRY BERUMONT-EDISON "AMERICANIZATION"

Churches Plan Elaborate Programs - Patriotic Celebrations in City and County.

Carlyle Blackwell release, being run on the screen, was moved to tell of the nar-row escape experienced by these popular Camden, one of the first cities in the United States to take up the idea of 'Americanization Day," will celebrate Independence Day appropriately tomor-

> the Broadway Methodist Episcopal Church tomorrow night. One councilman from each ward in the city has been appointed each ward in the city has been appointed on the Committee of Arrangements by President of Council Dovid Jester. The committee also includes Mayor Ellis, the Rev. Dr. John Handley, pastor of the church, and William D. Sayers, Jr., secretary. Each person attending the exercises will be presented with an American flas as a boutenniere and a magnificent embossed souvenir program. One thousand invitations have been sent to leading citizens of Camden.
>
> Dr. Handley will speak on "American"

away. Our camera was smashed to smithereens. As for Miss Joyce and Mr. Blackwell, they were imprisoned inside the cave by a mass of earth which filled the entrance. It took us three hours to free them—and let me tell you that we didn't rescue them a moment too soon!"

All daht In the morning F. Wayland will commemorate its independence from will commemorate its independence from all daht. In the morning F. Wayland all debt. In the morning, F. Wayland Ayer, a member of North Church and president of the New Jersey Baptist Conpresident of the New Jersey Baptist Convention, will burn the last mortgage of indebtedness on the church, a mortgage of \$80,000. The congregation has cleared this debt during the last four years of the pastorate of Rev. Homer J. Vosburgh. Mr. Ayer will recite the history of the church and the success in clearing it from all debt. Doctor Vosburgh will deliver a short sermon in keeping with

the great North Bible School will have as its guest of homor Major General Leonard Wood, U. S. A., who will also deliver the principal address of the day. General Wood comes to Camden as the guest of F. Wayland Ayer. In the evening the services will be turned over to the Rev. Dr. Raymond West, secretary of the New Jersey Baptist Convention. The civic celebration of the Fourth will occur in three sections of Camden and all parts of the county on Monday, the fifth. The celebrations in the city will conducted at Pyne Poynt Park by the

DAY EVENT IN CAMDEN Pyne Poynt Athletic Association, at Forest Hill Fark by the Forest Hill Ath-letic Association and at Whitman Park by the Whitman Park Athletic Associa-

The celebration in Pyne Poynt Park in-cludes swimming, tub and cance contests and patriotic exercises. E. E. Edwards is chairman. The speaker will be the Rev. George S. Johnson, pastor of State Street M. E. Church. Twenty-five events in races and field sports will be run after the exercises. There will be a band concert and fireworks in the evening. The Whitman Park celebration will in-

clude a parade, sports, band concert and fireworks.

The Forest Hill celebration will begin with a flag raising and firing of cannon salutes at 5 o'clock in the morning. Splendid programs have also been pre-

pared in Camden county towns, including Collingswood, West Collingswood, Oak-Collingswood, West Collingswood, Oak-lyn, Haddon Heights, Barrington, Magnolla, Laurel Springs, Lindenwold, Clem enton, Berlin, Mt. Ephraim and Black-At Haddon Heights the celebration

will include the housing of the handsoms new \$6000 fire apparatus recently pur-chased by the borough.

At Mt. Ephraim the celebration will be in charge of the Boy Scouts and scouts from all over the county will be in the line of parade. His New Standpoint

The Daily Story

McGregor opened his eyes and cast n bewildered look about the place. It was his own room; there was no doubt whatever about that. There were the riding hats, the hunting crops, the spurs on the wall. Something stiff and unyielding encased his left leg; his left arm was rigidly bound in splints. He put his right hand to his fees. It was absurdly decohand to his face. It was abaurdly deco-rated with surgeon's plaster, and a band-age was swathed about his forehead. The oder of carbollo and lodoform filled

bel."
"It's lifs just because you're ill and weak," she began with averted face.
"It len't," he denied flatly.
"You are rich, she said weakly. "People would say I married you for your It was evident something had hap-pened; but how and when? McGregor tried to think. It must be early even-ing, for through the window he could see the western sky all aglow with red twilight. His head throbbed strangely, money."
"If you loved me, would you care what they said?" and sharp pains shot through the left arm. He tried to raise himself with his right arm, but sank back again with

Some one rose from a chair in the con her and came quickly and neiselessly the bed. It was a woman clothed in dul gray and wearing a trim white cap. Si deft touch eased the bandage on his head. McGregor closed his eyes and set his teeth until the paroxym of pain occasioned by his attempt to rise had passed. Then his eyes opened wearily. Its was faint and giddy.

"What's happened?" he asked. The voice that answered him was lov and soothing.

"You met with an accident, Mr. Mc-Gregor-a serious accident. But it's all right now. Time and quiet will do won-ders for you." "How'd it happen?" said he.

"You were thrown from a trap-"Ah!" he said, with sudden enlighten-ent. "Diavolo bolted at the road roller -ran like sin-rein broke-I was just get-ing him down when it broke. This norning, wasn't it?"

"Tuesday morning," she corrected.

"Friday."
"Humph!" McGregor grunted. "You're

"Humph!" McGregor grunted. "You're
the nurse, eh?"
"Yes," she said.
"Well, nurse, get me up as soon as
you can. I want to get at that horse
again. I'd never let a horse—or anything
else, for that matter—get the better of
me," he added grimly.
"You must be very quiet," she cau-

oned, "All right."

"And sleep as much as you can."
Obediently he closed his eyes, and
oon was breathing deeply and evenly. When he awoke next morning his eyes fell first on the nurse. She gave him a cheerful "good morning," and he looked her over closely. She was very pretty, and her big, sympathetic eyes struck some hidden chord in McGregor's gruff coul.

"See here," he said, "I want to be frank with you. I'm a bachelor and a woman-hater. Moreover, I'm not used to being helpless like this. I shall be

to being helpless like this. I shall be a devilleh hard patient to handle. But I'll do my best." he added humbly. "I'm sure you will," she said with a merry light in her eyes.

"This is my first offense in this line. you know," he went on. "and if I behave like sin, you won't mind too much, will you?"

"No, indeed," she said heartly.
"Good!" he said. "I wanted you to understand from the start. I shall probably take to cussing before long."
"You may—cuss as much as you like."

'You may-'cuss' as much as you like.' she laughed, and since it was an infec-tious laugh, McGregor laughed, too. In the ensuing days McGregor thought much. Heretofore, life had been to him the market, the club and his horses. Day by day he became more conscious that something very vital had been left out. and what that something was he was well aware when he looked into a pair of big, dark eyes or listened to a low, sweet big, dark eyes or listened to a low, sweet voice. Instead of being a patient "devilvoice. Instead of being a patient "devilish hard to handle," he was docile and
acquiescent. He was experiencing a
strange, awest contentment that all the
previous years of his hard, unrelenting,
self-made success had never given him.
McGregor had progressed rapidly. That
afternoon he was proposed.

afternoon he was propped in a chair by the window. Outside, early spring was working miracles with the trees and grass. It had grown too dark for her to

ITAGRAPH

LITTLE MARY ANDERSON

JACK BULGER

NAOMI CHILDERS

BOBBY and HELEN

GEORGE COOPER

FRANK CURRIER

NICHOLAS DUNAEW

WILLIAM DUNN

KATHERINE FRANECK

NITRA FRAZER

JULIA SWAYNE GORDON

GLADDEN JAMES

DARWIN KARR

ANNA LAUGHLIN

DICK LESLIE

PROMINENT PERSONAGES

FRANK LE STRANGE HUGHIE MACK

ESTELLE MARDO

MARY MAURICE

THOMAS MILLS

GARRY McGARRY

HARRY T. MOREY

JAMES MORRISON

KARIN NORMAN

MURIEL OSTRICHE

EVART OVERTON

KATE PRICE **EDWINA ROBBINS**

PAUL SCARDON

WILLIAM SHEA

ANITA STEWART

EDITH STOREY CONSTANCE TALMADGE

NORMA TALMADGE

ROSE TAPLEY

WALLY VAN

CORTLANDT VAN DEUSEN

LILLIAN WALKER

EARLE WILLIAMS

ELEANOR WOODRUFF

read aloud to him longer, and she laid HAVOC WROUGHT BY STORM

"You won't need a nurse much longer," she jaughed.
"Huh!" said he. "Won't I, though? I'm

Grops in More Than 1000 Acres Bar worse than you think."
"Nonsense! You're nearly as good as ed-Barns Struck by Lighting.

LANCASTER, Pa., July 1.—A term of only 15 minutes' duration is awept over this city and county year day afternoon left in its wake a satisfied or ruined crops, covering more to 1000 acres, and the ruins of a number buildings that were fired by lightness throughout the county hangs to new."

"I shall always need a nurse," he said with grave deliberation. "Life isn't worth living without one."

She moved as if to rise from her chair. He suddenly caught her wrist in his strong right hand and held her fast. "Tou've changed my whole standpoint of life," he said earnestly. The horses, the money, all the rest don't matter now. The only thing worth while is you—Mabel." Corn throughout the county hangs to in shreds and the wheat is matied to

IN LANCASTER CORN

ground. In the city the Martin Barrel Works as the Frank G. Musser cattle pens by causing a loss of more than \$1000. causing a loss of more than are, in his barn of Amos Habecker, near Monville, was burned, causing are Lightning did several hundred domedamage to the fields warehouse. In Messille. The warehouse of John Fense macher, in Allieraville, was struck macher, in Allieraville, was struck fired, but the blase was extinguished Considerable damage was done to home of Charles Tillman, in the section. they said?

She shook her head.

"Look at me," he commanded. "Do you care what they say?"

"No," she said softly.

"I wish you'd call up the stable for me," he said.

Lightning played strange prants, C ton Seitz was in the Mountville warsh when his place was struck. The ore his clothes, but he was unhi Druck, an employe on the Duny to near Marietta, had his shirt stripped and his hair was singed by lightning was knocked from the porch. In Township is devastated.

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"I had trailed along with the party," "The assistant director had found a location for the mine which plays so prominent a part in the story and the company headed for the spot." row and Monday. An official celebration will be held in "This mine was in reality nothing more han a cave in the side of a hill. Now, t seems that a warning had been sent o the people in the vicinity to be on the cokout for landslides. It was feared that

a number of slight earthquake shocks for the past few days might have loosened the boulders and earth further up the

the boulders and cast.

"Well," the speaker continued, "we knew nothing of this and went shead with the scene. Miss Joyce and Mr. Blackwell had barely gotten into the cave when we felt the earth trembling. The next instant one of the party let out a warning shout. Looking up in the direction he indicated, we saw a mass of earth and stone crashink down hill!

"To this day I don't know how we got "To this day I don't know how we got on "Our Fag"; Mayor Ellis on "Our Fag"; Mayor Ellis

ASSISTANT DIRECTOR

HERBERT ABBE

BERNARD J. DURNING

Henry W. Meyer, the director of the Stanley Theatre orchestra, has arranged a special elaborate musical program for the presentation on Monday, Tuesday and Wednesday of the current week of Mand Allan in "The Rug Master's Daughter." The famous dances of Miss Allan in this play will be followed and interpreted by the music, and the offerings will doubtless prove a treat alike to just plain theatregoers and music critics as well. On Monday there will also be a special offering of patriotic airs in honor of the national holiday. GEORGE DE BECK deliver a short sermon in keeping with BILLY BILLINGS The principal event of the day will VAN DYKE BROOKE

PROMINENT PERSONAGES

DIRECTOR JAMES W. CASTLE

JOHN H. COLLINS

CHAS. SUTTON

LEAH BAIRD

CONNELLY

ARTHUR COZINE

EDWARD ELKAS FLORA FINCH

HAROLD FOSHAY

JOE HALPIN MAE HALPIN

ZENA KEEFE DOROTHY KELLY CHARLES WELLESLEY

to Look for Lost Child. City-wide search for a mother who mys-sriously disappeared while looking for her missing 3-year-old son is being con-ducted today by the police. It is feared that the child may have drowned in the Schuylkill River, and the mother learn-ing of it has become deranged. She is Mrs. Margaret Ecverly, wife of She is Mrs. Margaret Eoverly, wife of Harry Beverly, 2314 Melon street, an em-ploye of the Barber Asphalt Paving Com-pany. Robert, the child, strayed from home Thursday morning and Mrs. Hev-erly went to look for him in the neigh-borhood. No trace has been found of

She went to the telephone in the next

oom.
"Here they are," she called presently.
"Tell them to give Diavole all the cats
e wants," said McGregor happily.
(Copyright, 1915.)

SEARCH FOR MISSING MOTHER

Mrs. Margaret Beverly Leaves Home

either mother or child. Mrs. Beverly is 40 years old. 5 feet 4 inches tall and weighs about 125 pounds. She wore a black shirtwaist, blue serge skirt and black button shoes. Senator Vare Only Bidder Senator vare Uniy bidder

Senator Edwin H. Vare was the only
bidder yesterday for the municipal contract to improve South Broad street plasa
from Oregon avenue to Bigler street, and
between 15th and Broad streeta. He bid
\$123,565. There is \$170,000 available for the
work.

Managing Director, Southern Studio, Jacksonville, Fla. BILLIE REEVES

> JACK O'NEILL Assistant Director

EFFIE POTTER SUMMER STUDIO

> "The Climbers' GEORGE CLARKE

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JACK PRINCE In Patry DOROTHY DE WOLFF Queen of Juveniles

Scattles Morgan AND MANY OTHERS