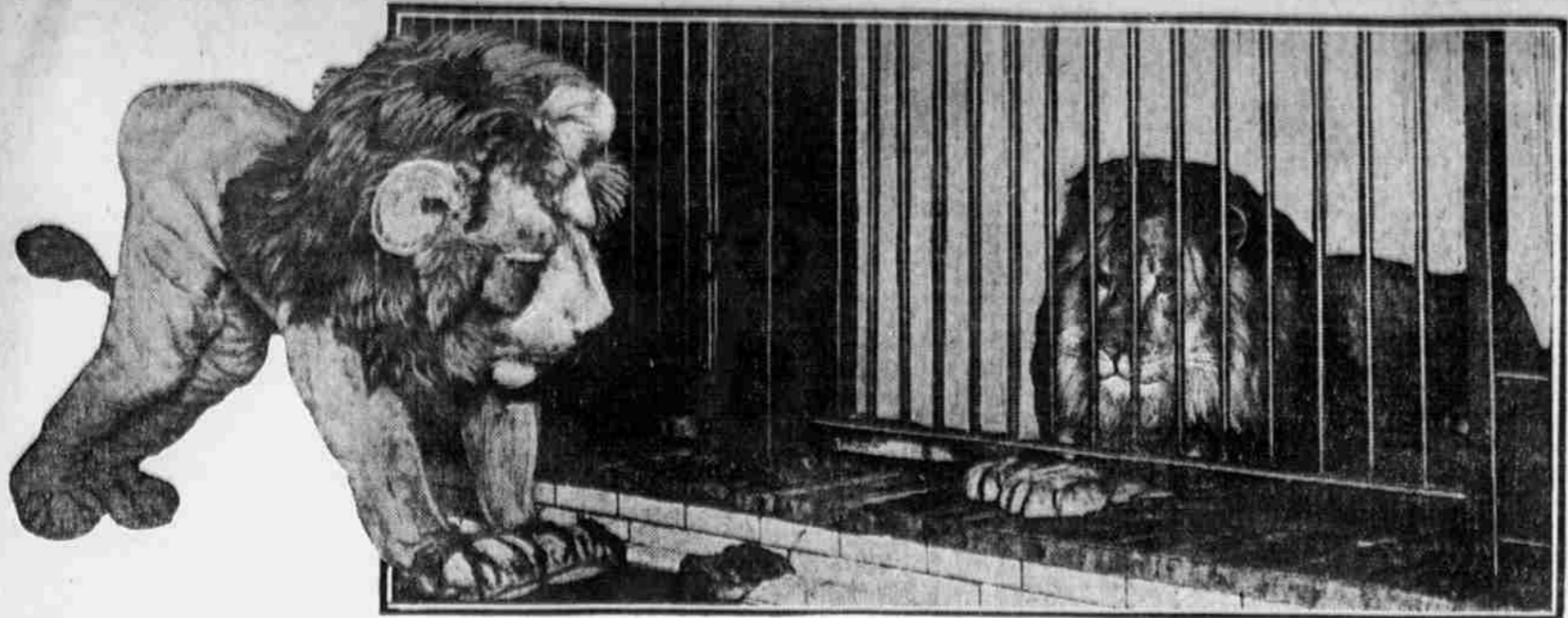


"SOME LION!"



Bernard Shaw's British Lion (impersonated by Edward Sillward) leaves "Androcles and the Lion," while in Chicago, to visit a royal kinsman at the Lincoln Park Zoo.

IT OCCURRED to Percy Burton, the manager and part proprietor of Bernard Shaw's Roman "Circus," that it would be an interesting study in the psychology of animals to ascert机 whether the lion was more guided by a sense of smell or apt to be misled by ocular deception. It was, therefore, purely in the guise of a student, though incidentally in his wonderful disguise of "Some Lion," that Edward Sillward (most famous of animal impersonators on the English-speaking stage) paid a professional visit to the Lincoln Park Zoo, Chicago, recently.

bars that separated them, and optimistically humming the old English refrain: "Some lions have a cage!" For Sillward is English—quite English you know! But neither the refrain nor the remarkable appearance of this lion-like intruder had much apparent effect upon the real lion in the large cage, who, after a few preliminary sniffs and snorts, turned his back and prepared for a comfortable nap, being evidently "too proud to fight." The lion, however, showed a tendency to discuss a friendly bone with Sillward subsequently, though it is difficult to say which or whose he would have preferred or chosen had he been free to make his choice, but for the aforesaid bars separating them.

The whole affair, lasting for more than an hour, was watched with the greatest amusement by a crowd of several hundred ex tempore visitors to the zoo, who were particularly interested by the periodical flashes of the camera, which started the animals into giving an emotional exhibition of temporary fear, looking and apparently feeling for the moment as if they had been shot by smokeless powder and were much relieved when it was all over. They were heard to remark, sotto voce, by Sillward, the only living man who understands the leonine lingo, that, though yielding to no one in their admiration of Bernard Shaw and Granville Barker as an appetizing writer and producer, respectively, they do not approve of the advertising methods of their manager. "Some lion," indeed, they sneered, "some lion!"

While Mr. Sillward was playing in Boston his interest in the king of beasts got him very nearly in serious trouble, for a bullet that barely grazed a generously upholstered portion of his anatomy just now renders a recumbent position painful. Sillward pranced and growled in front of the lions' cage for a few moments, and the real animals snorted their disapproval and paced furiously up and down. And then an unforeseen accident occurred. A park policeman, observing the stage lion cavorting about on the lawn, concluded that he had escaped from the cage and fired at him with aim accurate enough to inflict on Sillward a puncture. Before he could fire a second time the impulsive policeman was warned of his mistake. Sillward's injury was only slight, but he didn't enjoy sliding down a cellar door for a while afterward.

System Vital to Success

The benefits and increased success which are made possible by systematic organization and direction in the photoplay line are evidenced by the permanent prosperity which during the last year has been the portion of the playhouses in Philadelphia and elsewhere which have come under the booking control and direction of the Stanley Booking Company, of which Stanley V. Mastbaum, one of the most prominent of the younger figures in the photoplay world, is the managing director.

Mr. Mastbaum is an optimist of the optimistic as regards the permanency and possibilities of the picture play. It was due to his enthusiasm and initiative that the Stanley, first of modern and luxurious theatres to be built in Philadelphia devoted exclusively to the silent drama, was erected and opened, and was, as proved, a genuine success. Speaking of that success and the others that have followed in its train, Mr. Mastbaum says:

"System is as vital and beneficial in the case of theatres as in anything else, and probably even more so. Up until a little over a year ago the securing of photoplay productions was a scramble—glorious but highly unsatisfactory (free-for-all); where the proprietor of a theatre was often unable to secure an attraction even after he had announced and billed it; or, if he did secure it, then it was quite possible that the same play might be playing next to him identically the same night with a different scale of admission prices prevailing at the two houses.

"Through the system of the Stanley Booking Company all this uncertainty and discord of interest has been done away with as far as the theatres which are booking through this company are concerned. The volume of business it is able to control makes it possible for our customers to secure early showings of the world's greatest photoplays.

"Then assignments of the plays are made on a systematic basis. In this way unprofitable confusion is avoided and everybody in the theatre who is eventually afforded an opportunity to see popular plays at popular prices without any of the usual stock market fluctuations in their reach, and each Stanley Booking Company house shares equally in the popularity and prosperity that is a part of presenting what the public wants."

What Will Shaw Say?

You can't make Percy Burton believe that stuff about Boston culture and blue-stocking attitudes. When Bernard Shaw's "Androcles and the Lion" entered the Hub recently for a protracted run a dignified announcement of the fact failed to bring up the attendance figures to the Booking Company.

proper mark, so Mr. Burton threw conservatism to the winds and a vertiginous "Bernard Shaw's Circus Comes to Town. Some Lion!"

Business is being done, and after, and only one thing has remained Burton since "I hate to think" he says, "I will show will go when I work the system."

PATHE GOLD ROOSTER PLAYS



"Excuse Me"

by RUBERT HUGHES. A Pullman Car Pleasantry of Berths and Mirths featuring GEORGE F. MARION supported by Robert Fischer, Harrison Ford, Vivian Blackburn and a Rollicking Cast Produced by HENRY W. SAVAGE. See This Play TODAY at the Regent Theatre and Logan Auditorium

COMING RELEASE

Pearl White, George Probert and Sheldon Lewis, Supported by an Excellent Cast in "The King's Game" PATHE EXCHANGE, INC., 1235 VINE ST. Philadelphia.

SNAKES AND BUGS TO ACT FOR MOVIES

Paramount Pictures Plan a New Style of Acting

When an animated film weekly starts out as a "Celluloid Newspaper" as the novel Paramount "Newspict" has just done, it is not hard for the journalist to imagine the difficulties with which its editor-in-chief will have to deal in obtaining the proper reportorial assistance. The layman will appreciate what has already been accomplished in this respect when it is stated that among the associate editors of the first weekly Film Pictorial Magazine are such men of letters and national repute as John A. Sichelberger, J. R. Bray, the famous cartoonist; Roger W. Babson, the noted statistician; and which organizations as the Popular Science Monthly and the Ladies' World; and the announcement is now made from the New York office of the important film factor that Raymond L. Ditmars, the most celebrated authority on animals and reptiles of the day and curator of the greatest zoo in the world at Bronx Park, has added his name to the staff. The pictures will be first seen here at the Stanley Theatre.

Mr. Ditmars is the man who successfully takes motion pictures of every variety of animal, from monkeys, birds and flies to porcupines, snakes and iguanas on stumps ranging from the size of a postage stamp to 40 feet square. It is at his special studio and laboratory, Scarsdale, where, according to him the Ditmars College of Dramatic Arts is now open, that he accomplishes his strange feat and it was there that he told the present writer something of how he does it.

"We are now taking many unique, and I feel justified in adding, wonderful pictures of the inhabitants of the Zoo, which will be at the sole disposal of the Paramount Pictures Corporation through my school of acting," Mr. Ditmars said. "We believe that our films will be a great service to science and that they will be an amusing and instructive boon grown-

ups and children who see them in the best theatres throughout the United States at which my jungle stars will appear with Mary Pickford, Geraldine Farrar, Dustin Farnum, Anna Held, and those leading players of stage and screen whose photoplays are produced for Paramount by the Famous Players, Lasky, Morosco, and and Pallas Companies.

"After waiting the best part of a week to get a few feet of film showing several monkeys playing a real game of hide and seek, we figured out that it would be much better to spend the time wasted in waiting in teaching the animals to do just what was wanted.

"Meeting with success in teaching the monkeys several easy tricks, we decided upon a more serious effort; in widening the scope of the teaching we also admitted other species to the classes. The next were the trumpeter birds. It took two weeks before 'Trumpeter's Romance' was rehearsed well enough to start the camera. The scenario for this playlet was written by Snyder, though 'designed' would be a better descriptive word. The scene represented a living room. In a chair at a table sat the husky trumpeter. (Husky is part of its real name.) In a rocking chair was the white-backed trumpeter.

"Mr. Trumpeter, that is, Husky, yawned and registered leaving a good home to go out to the club. Exit Husky. There comes a knock at the door, and Mrs. Trumpeter flops out of the chair to the door. Enter the Canadian Goose, who represents, to quote Snyder, 'some villain.' The goose registers entertaining conversation, and when Mrs. Trumpeter turns her head, slyly steals a necklace from the drawer. The bird opposite sees the theft and demands that the goose return the jewels. There is an attempt at flight, but the trumpeter holds on until the arrival of Husky. Then the curtain.

"One of the first experiments was the impromptu by monkeys to register moods of the human race—mirth, rage, despair and sorrow," Mr. Ditmars continued. "These have been filmed to per-

tray such enormous faces that to the spectators looking at the screen the effect will be much as the ogre appeared to the youth in 'Jack the Giant Killer.' "But the monkey have progressed in rehearsals, and in the porcupine we have found a real film star. In monkey drama we have taken real scenes, and the principals have flitted, held hands and spooned in the most approved fashion. We even tried 'Cinderella,' but that was too much of an attempt at the present state of the art in the zoo.

The second successful play put on at Bronx Park was "The Great Marathon." It showed the exciting scenes attending the arrival of the smaller animals and the great jungle race. For this scene most elaborate scenery was prepared and much care had to be taken in teaching the animals what not to do as well as what to do. For instance, it took a week alone to prevent the Humboldt's snake from interfering with the tame iguana and to teach the blue fur monkey that it must not try to climb the scenery.

Along the course were side shows, refreshment stations and the other adjuncts of a country fair. Fully 100 varied participants in the scene struggled furiously for victory. In this connection it is well to state that not even the stage manager was able to prevent the excitement of the scene from communicating to the audience in the grand stand, and toward the end the more excited spectators would climb the grand stand railing and enter the race.

"Two great difficulties had to be overcome in this scene," said Mr. Ditmars. "One was to get all the contestants off when the monkey started firing the gun and the other to distribute handicaps so skillfully that the swiftest would not race ahead of the less speedy."

This scene required a stage of 40 feet. The next most difficult performance required a stage the size of a postage stamp. Upon this performed the star of the jungle troupe. This fly rides into the arena in a chair upon the back of a beetle. It juggles dumbbells.

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PROMINENT PHOTOPLAY PRESENTATIONS

The Stanley Booking Company THE following theatres obtain their pictures through the STANLEY Booking Company, which is a guarantee of the finest productions. All pictures reviewed before exhibition. Ask for the theatre in your locality obtaining pictures through the STANLEY Booking Company.

Grid of theatre listings including ALHAMBRA, LAFAYETTE, LIBERTY, LOGAN THEATRE, LOCUST, ORPHEUM, PALACE, etc., with showtimes and titles.

LUBIN THE UNIT PROGRAM for the Week of Jan. 10, 1916, Includes the Following: HERBERT FORTIER IN THE CITY OF FAILING LIGHT, A BATHTUB MYSTERY, etc.

DOROTHY DONNELLY In "Madame X" the new Pathe Gold Rooster film at the Chestnut Street Opera House next week.

HAVE YOU IDEAS FOR PHOTOPLAYS OR STORIES? Write today for full details.

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