

Evening Ledger

PHILADELPHIA, SATURDAY, JULY 15, 1916.

PHOTOPLAY THEATRES DANCING MUSIC

—AND ON THIS



Here, by way of contrast, we have the immortal Casey, once more led to slaughter at the bat by De Wolf Hopper, but this time on the Triangle screen.

Stanley V. Mastbaum and His Work in Philadelphia

The Pioneer of the Modern Moving-Picture Theatre. One of the Three Judges in the Evening Ledger Scenario Contest

ALTHOUGH now but 35 years of age, Stanley V. Mastbaum, managing director of the Stanley Company, is generally regarded as one of the most prominent and able figures in the moving-picture industry in America.



That he evinced any special interest in the moving-picture industry.

No more fitting choice could have been made among Philadelphia's identified with the film industry for the position of one of the three judges in the EVENING LEDGER Scenario Contest. Mr. Mastbaum is, as it were, a Philadelphia product, and he represents the city today in a most noteworthy way.

Besides being among the first centers to exhibit the moving picture, it was in Philadelphia that Dr. Coleman Sellers, a Philadelphian, conceived the idea for and built the first moving-picture machine in 1858, which device, though crude, formed the nucleus around which the moving-picture industry of today has been developed.

It was during this period that Sigmund Lubin, Philadelphia's first large exhibitor, hit upon the idea of raising the standard of the houses in which moving pictures were to be exhibited. The necessity of these improvements came to mind. They are the result of his being a manufacturer of films at that time.

ONE OF THE NAGFYS Which is another name for the fascinating act due at the Globe next week.

Evening Ledger Photoplay Cast Contest Opens With Entry List Readers From Many Walks of Life and of All Ages Ambitious to Shine on the Screen—Entry List Still Open. How to Vote

THE EVENING LEDGER is seeking a cast of Philadelphia players to produce the prize-winning scenario in its Scenario Contest for a photoplay written by a Philadelphian about Philadelphia. The Evening Ledger wants its readers to name this cast from among their own number.

Evening Ledger Photoplay Cast Contest Entry Blank

Please enter in the Evening Ledger Photoplay Cast Contest: Name (Miss or Mrs.), Home address, Name (Mr.), Home address, signed by, For (Nominating organization), Nominating organization.

The Scenario Contest

Opened July 1, closes July 27, Award August 5. Conditions: Length, two reels, or 30 minutes. It may be comedy, drama or melodrama. It should be addressed to the Scenario Editor, Evening Ledger.

BENNIE BURSTS THE BONDS By Steve Talbot

Being the story of one Philadelphia film celebrity by another. Just what Mr. Talbot's object may be, the Photo-play Editor doesn't know; but, anyway, the result is a sprightly article about as sprightly an individuality.

CANDIDATES ENTERED.

The entries during the last week were as follows: Name, Organization. Portus Hamilton Acheson, Int. Photo Engravers' Union.

The Photoplay Cast Contest

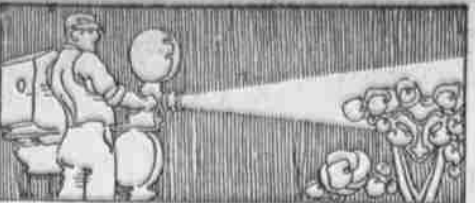
Entries now open, Voting begins July 17, Voting closes August 21, Decision September 2. How to Vote: Beginning Monday, cut out the headline 'Evening Ledger' above the name appearing at the top of the first page.

VIVIENNE SEGAL COMES BACK HOME

Vivienne Segal is back home. She has returned to join the east of Keith's summer revue, 'Made in Philly.' But all that isn't half so important as so interesting as the story of the miraculous introduction to New York last season of the girl who gave the Philadelphia Operatic Society such a noteworthy Carmen a short while ago.

MAKING WORDS INTO REALITIES

Here we have a scenario in course of metamorphosis. William Taylor, of the Pallas forces, is directing Winifred Singaton in 'Davy Crockett' while his assistant, the cameraman and Dustin Farum look on. The finished photoplay will be seen at the Stanley the latter part of next week.



LOOK HERE, UPON THIS PICTURE—



Can you recognize in this 23-foot statue, 'Conception' designed by Ulrich H. Ellerhusen and placed at the Panama-Pacific Exposition, the figure and lineaments of one Francis Xavier Bushman, Metro star?

Evening Ledger Scenario Brings Many Questions

Philadelphia's Amateur Photoplaywrights Want to Know the Mysteries of 'Close-ups.' Matters Mainly Technical

THE EVENING LEDGER Scenario Contest for a two-reel script by a Philadelphian and about Philadelphia closes a week from today. First and last a host of readers have written in asking for special instructions regarding the terms of the contest or for answers to questions which both they and many others have asked.

UNCERTAIN.—'Mist Microbes' is a one-reel scenario. MORDELL.—The story should be submitted in scenario form. You will find the necessary information elsewhere on this page. R. F. EVERS.—Your question, which we presume was misaddressed to the scenario editor, as it applies to politics, has been turned over to the editor of What Do You Know?

MRS. GERA.—The contest is not for one-reel scenarios, but for two-reel. Mail your script, if you can make it meet this condition, to the scenario editor of the EVENING LEDGER, Independence Square, Philadelphia. E. L.—You are eligible. Any kind of good paper will do, but write only on one side. A 'close-up' is a view of a person or thing taken with the camera so close that the object is enlarged to fill almost all the screen. M. L.—The word 'real' is synonymous with 'part.' It means 1000 feet of film. The length of story necessary to make a two-reel scenario can be estimated by close acquaintance with screen productions and a comparison of your story with the two-reel films that you see.

VIVIENNE SEGAL The Philadelphia girl who scored a hit in her first Broadway production last season, 'The Blue Paradise,' and who joins 'Made in Philly' at Keith's next week.