

**AUTHORITY FOR SAKE OF ACCOMPLISHMENT,
NOT POWER, IS VIEWPOINT OF MARY GARDEN**

General Director of Chicago Civic Opera Company Declares She Is Against Individual Stars, but That American Patrons Insist on Continuing System; Work of Discovering and Training Talent Fascinating.



Mary Garden,
Impresario
At Her
Desk

BY HERMANN HOEXTER.

MARY GARDEN, the superwoman of Hunecker's "Bedouins," impresario of the Chicago Opera company and the greatest of singing actresses, wishes to be remembered in history as the creative and interpretative artist, first and last, an artist who has consistently sought to realize the glorious dreams and inventions of the modern French, German and Italian poets and composers, particularly through those masterpieces which present a new problem, a new complex, a new phase of the eternal feminine.

power and a bit of prophecy to her utterances. "You ask me to tell you something of my brief managerial experience. Really"—at this moment Miss Garden became the dreamy Melisande; "really, I would rather not talk about it. What I mean is that there is so little that I can say. It is fascinating work when I consider the opportunities the position brings with it for discovering new talent and preparing this for the public. Nothing gives me quite as much pleasure as that thought of the future for which, as a director, am planning and building now. These two phases of my managerial activities, combined with the co-operation of the board of directors of the reorganized Chicago Opera company, are aim and substance of all that I can tell you.

on to say, "I might as well be perfectly frank and admit that I have always accomplished what I have set out to do, and I have always kept my faith with the public. The mere idea of power has no appeal to me at all; it is only when I realize what I can accomplish of permanent value in the exercise of authority, that the position of director entertains the least fascination for me. I would, if I could, as one of my official acts, do away with the pernicious star system, because in my mind the minor roles are just as important as the major ones.

**America's Lead in Screen
World Is Problem.**

Art Director Suggests System to Perfect Productions.

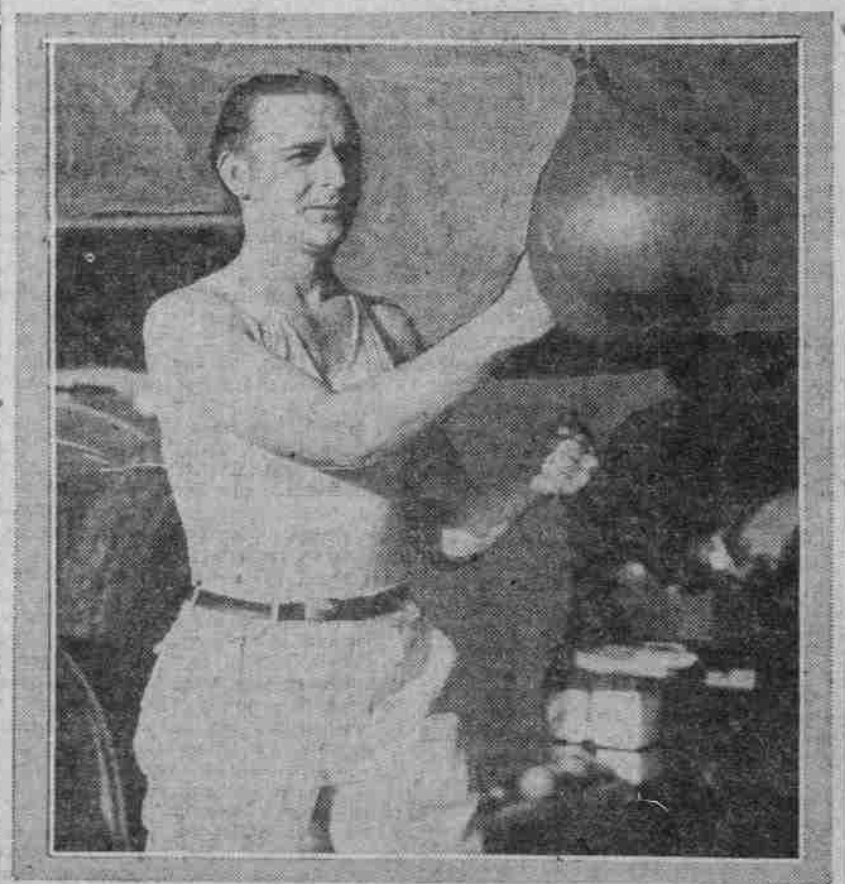
AS AN effective step toward American-made pictures that will surpass any other country's screen product and will re-establish our own producers as world leaders, said Wilfred Buckland, art director, at the Richard Walton Tully Hollywood studios, "the functions of the art director should be enlarged to include some of those of the director proper."

The chief hindrance to effective work on the part of the art director, said Mr. Buckland, who is busy upon "The Masquerader," which is to be released through Associated First National, with Guy Bates Post as the star, "lies in a condition which is forced upon him, and for which he is not at all responsible, studio necessity compels him to supervise the art work on a number of productions at one time (in one year Mr. Buckland supervised 54 pictures). As a consequence the art director becomes an architect or perhaps merely a scenic artist, instead of the illustrator of the dramatic story."

"His object is to strengthen the dramatic effect of the photoplay's story. This can be done only by picturizing it in the most vivid pic-

paying personal attention to the three factors that make up a picture from the art side—composition, lighting and background. He must assist in the arrangement of the people in the set—for this he must have his foreknowledge of the angles of the shooting—and some dramatic experience of his own. Thus the director of the picture can concentrate on the dramatic aspects of the work and get far better results. Experiments in lighting and backgrounds will often result in novel shots that will please and at the same time heighten still further the dramatic value of

STAR IS FEATURED AS "THE WORLD'S CHAMPION."



WALLACE REID.

Wallace Reid as a prize fighter, and a champion prize fighter at that, is the starring role which America's motion picture industry successfully carries out in "The World's Champion," which is to be shown at the Liberty theater soon.

for his "Orphans of the Storm" after the production had its premier in New York, has created a stir in professional circles. Usually after a producer has once launched a picture there is no taking it back to amend. The ordinary picture must go on with its faults or its omissions. Griffith, who controls his own product, all the way from plot to public, by his initiative in retaking several scenes, has added telling power to the story, which now being sent to all the large cities for exhibition.

Since Charles Ray has affiliated himself with United Artists corporation, much interest is expressed in his first picture for distribution through the new channel. He will not begin on the production before May, and it will be one of greater magnitude than any he has made heretofore. It will follow several which he has finished under an old contract.

**Newspaper Inserts Costly
Branch of Film Studio.**

Expert Editors Are Employed to Prepare This Feature.

DID you ever stop to think who writes the newspapers you see reproduced in motion pictures? There is scarcely a film released in which journalistic "inserts" of one sort or another do not make their appearance. Perhaps the heroine first learns of the hero's fate through an excerpt flashed on the screen or the character of a certain role is "played" by a magazine layout of the "prominent clubman" in characteristic poses.

At any rate the modern motion picture studio finds it desirable to retain in its staff of film editors several ex-newspaper editors particularly qualified to duplicate styles of newspaper "make-up."

The Paramount west coast studio, for instance, has for this type of work Frank X. Finnegan, formerly of the Chicago News; Alfred Hustwick, Winnipeg Telegram and Victoria Times; Lee Daugherty, Baltimore American; Brown Holmes, and several others.

Besides this the studio printing department carries a large and expensive supply of type by which any make-up can be duplicated, either American or foreign.

Instances will be recalled of the use of newspaper inserts. There was a four-column newspaper "layout" of racing cars at the start of a dash in "Too Much Speed"—a picture where through a trick the cars were made to seem actually in motion on the page of the paper.

In "Across the Continent," another automobile picture, with Wallace Reid, a page "back" is seen in a nationally known magazine; an ad designed and set up right in the studio. Placing the star as a person of "interest," "faded" was a two-page magazine "layout" in "Miss Hobbs."

And so it goes. Newspaper or magazine "inserts" vary from three to 50 in the average motion picture. And so the vigilant producers have experienced journalists right on hand to write them.

**Talmadge Pictures Are to
Be California-Made.**

Los Angeles Declared to Be Best Place for Movies.

WHEN Norma and Constance Talmadge went west about Thanksgiving time last year some doubt was expressed that they would permanently remain in Los Angeles. But all such rumors were dissipated last week when Joseph M. Schenck announced definitely that his future pictures would be filmed in Los Angeles, no matter what inducements might be offered him elsewhere.

"The way the erection of the giant sets for 'The Duchess of Langens,' Norma Talmadge's latest picture, was carried through, and the mechanical precision with which 45 wardrobe women, more than 1000 actors, a half dozen cameramen, 35 electricians, 25 hairdressers and the gang of carpenters, plasterers, painters and property men worked in the studio, have definitely convinced me that Los Angeles is the ideal place to make motion pictures."

"I am absolutely certain that motion pictures can be made more cheaply in Los Angeles than in New York or Florida. I have seen the studios that they can be made better, too. I saved many, many thousands of dollars by filming the big scenes of 'The Duchess of Langens' in Los Angeles, an d that's an argument which has a strong appeal to a producer when the picture is being made in Los Angeles as producing centers are compared."

A statement made by Mr. Schenck said he has been worrying about this picture for some time. "I know I could never make it in New York, for there was nothing for me there with which to make this hairroom."

"I could not have secured the period furniture. There is not a stage in New York big enough to erect such a scene."

Popularity of Movies Is Reported Increasing.

Statistics Announced in Thomas H. Ince Survey.

POPULARITY of the motion pictures is steadily on the increase in all parts of the country, according to statistics developed by the Thomas H. Ince world-wide survey of the motion picture.

People attend movie theaters today who never went before, regular patrons go more often and the scope of picture exhibition is being broadened to use in schools, clubs and at semi-private affairs, it is declared in the 782 answers received to this query sent newspaper and magazine editors.

Of the total number of replies, 522 stated that the popularity of the films was on the increase, 152 thought it was on the wane and 108 declared either that it was at a standstill or were otherwise non-committal in their answers.

The survey established the fact that in many parts of the country, although financial depression had caused heavy losses in other lines of business and prohibited the production of stage plays, the movies have continued to draw crowds and those who formerly sought their amusement in other directions now attend the picture theaters where they are afforded entertainment at a minimum cost.

MISS LULU BETT
By Zona Gale
Cast includes Lois Wilson, Theodore Roberts, Milton Sills and Helen Ferguson
NOW PLAYING
COLUMBIA
DIRECTION OF JENSEN & VON HERBERG
11 A.M. to 11 P.M.

NOTE: Knowles and the Picture Players have a splendid score for this feature.

**Larry Trimble Goes to
Northern Canada.**

Canines and Wolves Sought for Use in Film.

LARRY TRIMBLE, the young producer, who introduced Strongheart, the dog star, to New York at the Capitol theater recently in "The Silent Call," left Broadway this week for northern Canada in quest of more canines and a bunch of wolves which he will convey to California for use in a forthcoming screen production.

Probably no man in the movies, not excepting Charlie Chaplin himself, knows a dog's life more intimately than does Mr. Trimble, who, to use his own words, "lived day and night with Strongheart for a period of eight months, never leaving the dog out of his sight."

The continuity of Marshall Nellans' next production, "Fools First," has been finished. Shooting begins this week. Meanwhile, "Preckles" Barry is touring the east with "Peepod."

McCulley Aids in Fairbanks' New Production.

Story Will Be Published Serially in Popular Magazine.

SINCE completing his new story, temporarily titled "The Further Adventures of Zorro," Johnston McCulley, who wrote "The Mark of Zorro" for Fairbanks, has been co-operating with Doug's scenario department in the preparation of the star's new vehicle which has been given the working title of "The Spirit of Chivalry."

The McCulley story, which features the further adventures of the dashing character so strikingly portrayed by Doug in "The Mark of Zorro," will be published serially in one of the popular magazines, after which Fairbanks plans to put it into celluloid as a sequel to the first Zorro film. By waiting until the story appears in print, Doug will be enabled to take full advantage of the advertising thus obtained and can

also count on support from the reading public for the film version. It will be necessary to produce the second Zorro feature at a time when the services of those players who took part in the first picture can be obtained. At present practically all of these are under contract with other companies. No definite time can be announced for the start of production on the McCulley story but it is believed now that it will follow "The Virginian," which Doug plans to do this summer, when weather conditions are favorable for picture-taking in the country which Wister used as the locale for his famous book.

One of the two dainty slippers believed to have been worn by Queen Marie Antoinette on the guillotine appears in a practical motion picture produced in the Chicago Rothacker studios. This slipper, and other priceless shoes, were borrowed from famous Boston collection. The motion picture is for exhibition before school children. It is a "history" of our times, showing not only what curious customs people wore during different periods of history, but also something of the atmosphere and modes of living.

TODAY!
BILL HART'S
latest success
"Travelin' on"

CECIL TEAGUE
At the Warliater and in concert today 7:30 P. M.
PROGRAMME:
Light Cavalry... Suppe
Don't Leave Me This Way... Santly
Gems... Victor Herbert
Memories of Auld Scotland... by Teague

MAJESTIC
Direction of Jensen and Von Herberg

NOW COME! AND MONDAY
"FLOWER OF THE NORTH"

James Oliver Curwood's famous novel picturized in a mammoth production featuring Henry B. Walthall and Pauline Starke
COMEDY
"DOWN AND OUT"
PATHE NEWS
MUTT AND JEFF

Admission to This Special Program:
Sunday 25c
Monday 20c

Independently Owned
THE CIRCLE THEATRE
CLOSING AT 4 O'CLOCK FOLLOWING MORNING
A Chaperon Usher Always in Attendance