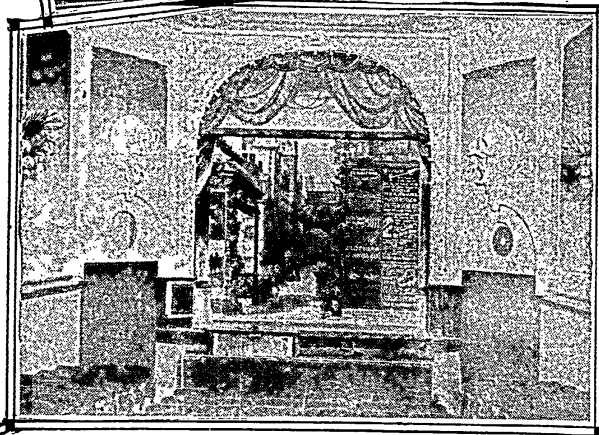
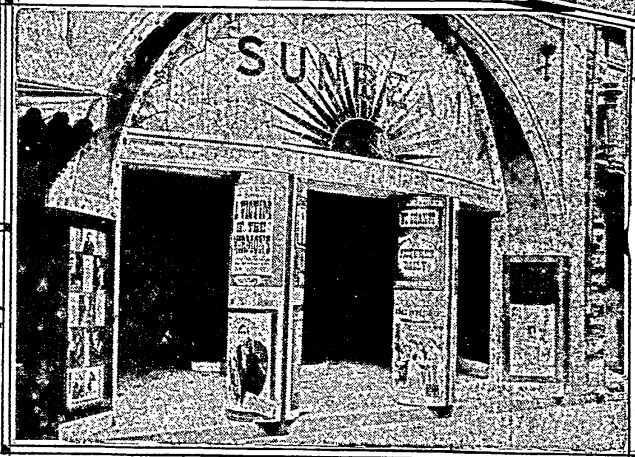
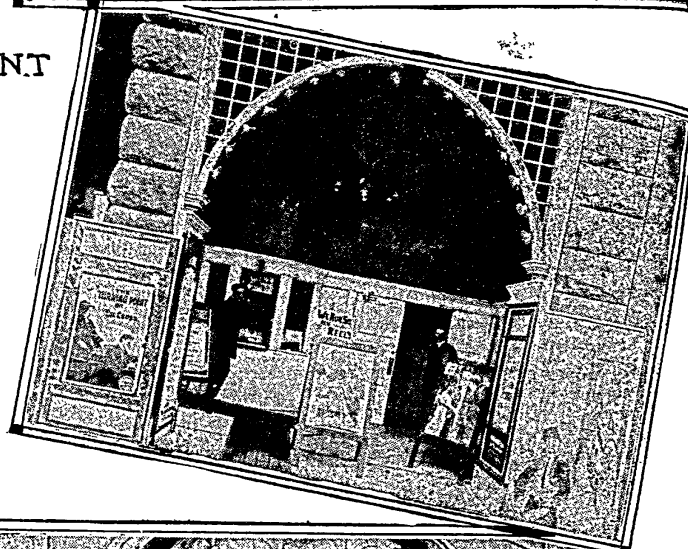
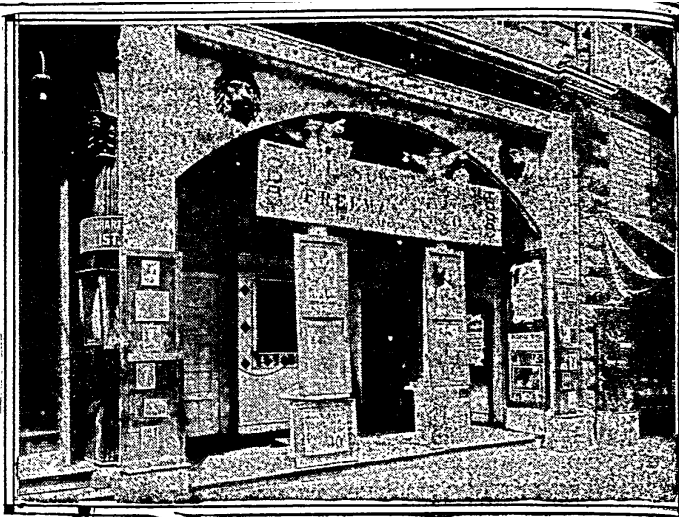
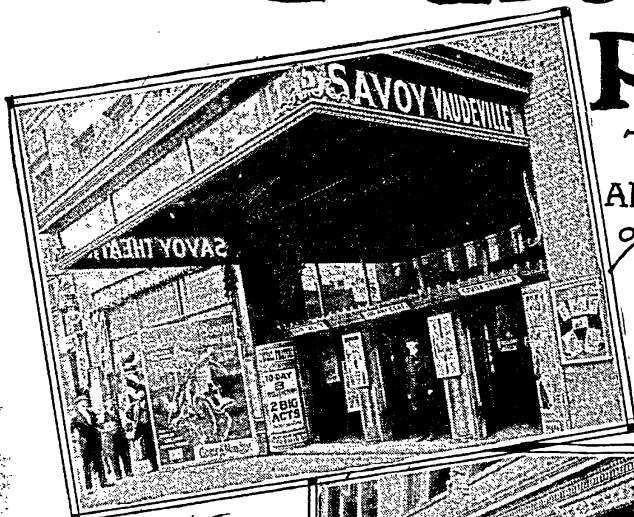


WHAT MOTION PICTURES HAVE DONE TO EDUCATE THE PUBLIC

THE HISTORY
AND DEVELOPMENT
OF FILM MAKING
DULUTHS
DELIGHTFUL
PHOTO PLAY
HOUSES.



the sheets fall one after the other in front of the eye, the appearance or illusion of a man walking was rather crudely but still well simulated.

From this little toy which was carried by men all over the civilized world for a short time the first film projecting machine was developed.

A camera which would take photographs in rapid succession was invented and then exposures made. The resulting film was then placed in front of an ordinary stereopticon or "magic lantern" and rapidly revolved. The result was astonishing. Thousands of people in American cities paid one and two dollars for tickets to see a short reel—perhaps fifty feet in length—on an endless belt passing in front of the light and projecting photographic reproductions of a fire engine racing down the street at a rapid clip. This invention was the marvel of the decade but its commercial possibilities were not realized.

Company after company sprang into existence to manufacture these films and each as it gained in experience improved in some manner on the old original method. A corps of expert motion picture actors arose as did specialists in all sorts of capacities from the machinist and photographer to the operator and lecturer.

At first the theaters or so-called theaters, rather, presenting motion pictures were mere shacks, fire-traps, and patronized by the newsboys and those who could not afford to attend a real play. The films depicted scenes from the most blood-thirsty and depraving tales of the Jesse James variety and rapidly succeeded in popularity the left, twenty and thirty cent melodramatic houses.

But there were a number of shrewd business men who saw in the motion picture business not the immediate small profits; but the vast fortunes which were awaiting the reformer and pioneer in the game. Then like mushrooms throughout the country arose multitudes of beautiful specially constructed little playhouses with excellent accommodations and a number of exits in case of fire. Step by step these managers improved the houses.

Then came the part of the film manufacturer. He realized that the manager was doing all in his power to attract the better class of patrons and therefore to keep abreast with his clientele spent vast sums on the manufacture of instructive, clean and beautiful films. Today a corps of actors and assistants are en route for Egypt to have films made on this historic ground. No expense is too great to deter the management of these great companies—giant industries that they are—from attempting to make the films that will delight the public.

Collectors and educational institutions began to look upon the motion picture no longer as a mere toy to be used but as another addition to the scientific equipment for instruction. Then when the crowning achievements of the motion picture were made recently when the coronation of H. I. M. George V. and the signing of the document which admitted another state into the Union by President Taft were accurately reproduced on the screens of thousands of motion picture houses throughout the world, why historians gasped and declared that it was indeed the most wonderful invention of the age.

Go into any of Duluth's motion picture houses and if you are not already an habitue of these places you will be astonished to see what remarkable historic talents are displayed on these films. Even Sarah Bernhardt has condescended to act before the camera and the wonderful facial expression of this most noted actress together with the gestures which seem to imply volumes of spoken words are presented in as life-like a manner as if the woman herself stood before you.

Duluth is exceptionally fortunate in having excellent motion picture houses.

The Savoy theater has not only motion pictures, however. Two acts of

W. M. ABRAHAMSON,

Owner and Manager of the Savoy Theater.

vaudeville which equal those presented in any vaudeville house in the country are weekly presented. In addition to these attractions several excellent reels of films are shown on the screen. This week the principal feature in the film line is "The Crusaders," a \$50,000 production with 2,800 people in the cast. The theater is handsomely decorated and the prices popular making this one of the most desirable places to spend a couple of hours in the afternoon and

evening. The Savoy is managed by W. M. Abrahamson and under his able direction is exceptionally popular.

The Odeum and Lyric are under the same management and present strictly high class motion pictures. Both theaters are beautifully decorated and the places present an appearance of being real metropolitan theaters. The management has made a specialty of carefully supervising the selection of films and none that in any way be objectionable are permitted to be shown on the screen. The more expensive films are featured here. Great special attractions in the line carefully made historic and national films are interspersed with those meant for mere amusement.

The Happy Hour always has an added attraction in addition to the regular vaudeville and films having featured during the past few weeks some of the most entertaining lecturers that have ever been to Duluth. A spectacle of surpassing excellence in the motion pictures will be presented by this theater. "The Discovery of America by Columbus." This took thousands of people to pose before the camera and cost more than thousands of dollars to manufacture. The press of cities in which the film has been presented declared that it is the most wonderful that has ever been offered to the public. This week "Wise and Wilson, just over from England," and featured by the "Champion whistler and the girl with the golden hair," and the "Freddie Lawlor Trio" will constitute the vaudeville features in addition to four reels of pictures.

The Sunbeam is a delightful playhouse, one of the gems of a terror decorated buildings which once gratifies the eye and fascinates the mind. The pictures presented at the Sunbeam are always uniformly good from the moment the doors are opened until late at night the play shows its approval by packing the house.

The Majestic has a "Gold mine" to present their film offerings.

Contrary to the popular belief the principle upon which the motion picture machines are based is as old as the hills. Centuries ago scientists discovered that by arranging small pieces of colored glass in a certain manner in a black cloth-lined box and then turning a small handle attached to the mechanism that the colors would run together and various geometrical designs would be formed.

This machine called a kaleidoscope was at first looked upon with great awe by the ignorant people of the middle ages but as the populace became to a degree more educated this device was relegated to the nursery to amuse the little ones, in other words from a scientific marvel it became a mere toy.

Then less than fifty years ago an ingenious mind conceived the idea of drawing a number of pictures to form a series, each of which would show a bit more action than the last. For instance the series might represent a man walking. In the first drawing the foot was slightly raised from the ground and in the succeeding pictures it would be raised a little higher in each. By then placing these pictures in a small booklet which could be rapidly turned over one page to make

HOW MOTION PICTURES EDUCATE THE PUBLIC

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the absolute lack of flickering and glitter makes this playhouse a delightful place. The photograph shown in connection with this article demonstrates readily the beauty of the house and the films are so excellent that little need be said about them. Everyone knows the Majestic and knows the character of the films presented and that it is a strictly family theater where one can take his wife, mother, daughter or sweetheart to enjoy an hour's delightful and silent contemplation of the photoplay and listen to a good baritone singing during the illustrated song number.

The West End had not been neglected in the matter of photo-playhouse, however, for there is the Star, one of the handsomest houses in this part of the country. It has a very large seating capacity and furnishes an excellent offering of motion pictures and in addition on Thursdays, Fridays and Saturdays gives a good vaudeville program also. The Star has always maintained a high standard of excellence in its entertainments and is the chief source of pleasure to the West End residents who drop in nightly to witness the pictures on the screen.