



CLARA KIMBALL YOUNG,  
In Selznick's "The Foolish Virgin."

**GENERAL MANAGER OF  
ARTCRAFT TALKS ON  
DISTRIBUTION**

Al Lichtman Discusses the Problems and Future Trend

Al Lichtman, general manager of Artcraft Pictures Corporation, discussing distribution of films says:

"Fewer and better pictures have often been preached but never has an organization pointed toward this trend more effectively than Artcraft. Our very foundation indicates bigger and better pictures with longer runs, which of course, will mean fewer releases. This is undoubtedly the trend of the motion picture future and that Artcraft will play a most important part in the evolution of the photoplay which will have its effect during the next twelve months, is readily apparent.

"Artcraft is primarily intended for the improvement of conditions affecting the exhibitor, not the manager of the opera house, the town hall or the theater which usually shows a legitimate attraction, but the fifty-two-weeks-a-year exhibitor whose theater is a regular motion picture house, whether it is a palatial institution or a small town odeon.

"The many palatial motion picture houses throughout the country are operating under as large an expense as the finest playhouses. These theaters must have extraordinary productions and it is the aim of Artcraft to supply them with the biggest subjects in points of stars, art and general merit.

"As to the smaller exhibitor, Artcraft offers to him the very thing for which every live-wire showman is ever on the lookout, namely, 'special attraction' or stimulus for his business. Artcraft's scope is not limited to the activities and ideas of a set of producers. Any author, artist or producer will find in Artcraft an outlet for ideas or productions that are in keeping with the standard it has already established."



DALE FULLER AND HER RAVEN,  
In Triangle-Keystone Comedies.

**GOLDWYN SECURES THE  
SERVICES OF EDITH  
ELLIS**

Noted Playwright Joins Literary Staff of New Corporation

Goldwyn Pictures has been fortunate in securing the services of Edith Ellis, author of "Mary Jane's Pa" and other successful plays, as a member of its literary staff.

Miss Ellis is to be the literary adviser and judge of all manuscripts and stories submitted to the producers of Goldwyn Pictures. Working in co-operation with Margaret Mayo and Edgar Selwyn, these three brilliant playwrights will, from the outset, insure quality for Goldwyn pictures and impart to them a definite standing—not merely for individually brilliant films, but for all of the productions of the company.

Mae Marsh, the first great star of Goldwyn Pictures, is just twenty years old, and David Wark Griffith, who discovered, trained and featured her in all of his greatest pictures, has predicted that she will become the greatest of all screen celebrities.

This, when you remember that Mr. Griffith for years did not believe in permitting players to become stars, holding the story to be of most vital concern, is a prediction of vast importance.

Mae Marsh has been placed in a new environment, has cast her artistic and financial fortunes with Samuel Goldfish, Edgar and Archibald Selwyn and Arthur Hopkins in the newly formed Goldwyn Pictures Corporation, and will be starred in what are promised to be some of the most novel and distinctive productions ever undertaken for the screen.

**AT THE STRAND**

The Christmas week program at the Strand Theater is an exceptionally pleasing and timely one and was compiled by Manager Edel with the object of creating a distinct Yuletide spirit. The principal film feature is a Famous Players' adaptation of the beloved Grimm fairy tale "Snow White" in which Daniel Frohman presents the popular and diminutive Marguerite Clark, who appeared in the same role for two years on the stage of Winthrop Ames's Little Theater.

Other interesting film attractions shown are "Oddities in Film Form," another chapter of Dittmar's Living Book of Nature, which this week contains some intimate studies of reindeer, and a Bud Fisher comedy cartoon entitled "The Promoters," featuring Mutt and Jeff.

**FINDING A BRIG NO SMALL TASK**

Famous Players' Director Finally Solves Difficulty Confronted in "Slave Market"

Hugh Ford, who directed Pauline Frederick in "The Slave Market" for Famous Players, a Paramount release, the first feature for 1917, believes that finding a ship is about as difficult as discovering who struck Billy Patterson or solving any of the problems which have become famous in history.

"The Slave Market" called for a private brig—one of the real, old type which infested the Spanish Main in the good old days of Morgan, Flint and others of their ilk.

The European War has made ships as scarce as the proverbial hen's teeth, but

**REALISM IS KEYNOTE  
OF "GREAT SECRET,"  
METRO SERIAL**

New Year's Day Release is Said to Rank with Best Fiction Stories

Realism is said to be the keynote of the "Great Secret," the Metro-Quality serial in fifteen chapters, the first of which is to be released on New Year's day. Francis X. Bushman and Beverly Bayne are the stars of this production which cost more than half a million dollars, and in which 600 people took part. It is said to be a story of New York life, powerfully told, and is really a motion picture novel that ranks with the best stories of Dumas, Gaborau or Sir Arthur Conan Doyle.

"The Great Secret" was written by the famous playwright, Fred de Gresac, and was adapted for the screen and directed by William Christy Cabanne.

Rare talent was discovered at the Metro-Rolfe minstrel and reception at the Palm Garden, as a result of which a prominent theatrical producer, who was present as a guest of B. A. Rolfe, has made flattering offers to several of the lads that took part in one of the most successful amateur performances ever given in this city.

"The White Raven," the second great photodrama starring Ethel Barrymore since the announcement that the celebrated star had forsaken the speaking stage to act in Metro wonderplays, has been completed, and will be released on the Metro program Jan. 15, 1917. George D. Baker has directed this five-part feature photoplay, adapting it from the original story by Charles A. Logue, and Rolfe Photoplays, Inc., is the producing company.

The New Jersey Metro Film Service, 71 West Twenty-third Street, through its president, Herman F. Jans, announces the purchase of the New Jersey rights to "The Witching Hour," a Frohman picture production. Accompanying this is a statement from Mr. Jans, in which he announces an arrangement with the Frohman Amusement Company whereby the New Jersey Metro will handle all the Frohman picture productions for New Jersey.

**STATE RIGHT DEMAND  
FOR "WITCHING  
HOUR" HEAVY**

Half the World Disposed Of, but Actual Data is Withheld

Within one week after the announcement of the exploitation of the Frohman Amusement Corporation's release, "The Witching Hour," more than one-half of the entire world was disposed of.

An attempt was made to ascertain exactly what states were sold on that production, but, at the offices of the Frohman Amusement Corporation, information was refused with the statement that the only announcement that will be made, will be issued by that office, when there is no more territory left.

This is rather an unusual departure from the methods employed by producing companies, disposing of their releases on the state right basis. While the company will continue to advertise "The Witching Hour" in the trade journals, it has, nevertheless, found that the best policy will be to advise the trade at the time there is no further territory to be disposed of.

It was stated at the offices of the Frohman Amusement Corporation that the object of this was to encourage inquiries from all over the country and from every possible state right buyer to the end that when the next special attraction of that company is ready for release those making inquiries and offers on "The Witching Hour," might first receive the benefit of a possible purchase on future releases.

**VERNE PLAY AT BROADWAY**

"Twenty Thousand Leagues Under the Sea," an eight part feature photo drama of romance and thrilling adventure, based upon Jules Verne's fascinating novel of the same name, originally published over fifty years ago, was given its first New York showing at the Broadway Theater Christmas Eve beginning an engagement of indefinite length under the management of the Universal Film Manufacturing company which produced the picture. The Williamson Brothers appliances for undersea photography were employed in making the submarine pictures.



(c) Ira L. Hill, N. Y. C.  
MARGARET MAYO,  
On Staff of Goldwyn Pictures.

**NELL SHIPMAN WRITES  
NEW PHOTOPLAY FOR  
WM. RUSSELL**

"A Son of Battle" is Title—Other Mutual News

The next Mutual-American drama in which William Russell will star is from the pen of Nell Shipman, the well-known screen actress, and deals with Southern life during the reconstruction period.

"A Son of Battle" makes a charming introduction for Francelia Billington's charms to Mutual Star Productions. It will be her first drama in support of William Russell since her recent contract with the American.

Never before has Mary Miles Minter been so stunningly, not to say astoundingly gowned in any picture drama in which she has ever appeared as in her next Mutual Star Production, "The Innocence of Lizette," by Bessie Boneil, which has been completed at the studios of the American Film company at Santa Barbara and will be released Christmas week.

Her costume is sometimes a pair of dainty pink silk pajamas of the very frilliest sort, with a soft little boudoir cap to match. However under the sun the report ever started, the world's greatest comedian could never tell you. Anyway, Charlie Chaplin is not going to marry a girl from Denver. He denies it.

A story appeared in some Western newspaper a few weeks ago, that Mr. Charles Spencer Chaplin was thinking about sharing his \$670,000 a year with some fair damsel from Denver. It has been copied by hundreds of papers ever since.

Frank Powell has engaged Agnes Eyre to appear in a prominent part in support of Nance O'Neil in the picturization of Gertrude Atherton's novel, "Mrs. Balfame," the first of the O'Neil series of feature pictures now being produced by the Frank Powell Producing Corporation and which will be distributed through Mutual.

Richard Bennett in a five-reel Mutual Star Production entitled "The Gilded Youth," heads the Mutual releases for the week beginning Monday, Jan. 1, 1917. This is the fourth of the series of Mutual Star Productions in which he has starred. On the same date Ethel Grandin in a two-reel drama, entitled "Pangs of Jealousy" will be released. This is a strong drama and gives Miss Grandin splendid opportunities to prove her ability as an emotional actress.

"Tours Around the World," in one reel, and picturing Rio de Janeiro (capital of Brazil) and a ramble around Luchon will be offered on Tuesday, Jan. 2.

