

THE MOVING PICTURE INDUSTRY IS FEELING TENSION THESE DAYS

Amateur Stage and Other Factors Cutting in On Picture Shows

(The Daily Mail, while it finds "Observer" articles interesting and popular, does not always agree with what is said, and is not responsible for the writer's opinions).

The moving picture industry is just now feeling a certain tension. It might almost be described as undergoing a crisis. Ever since their inception the movies have exercised almost undisputed sway in the entertainment line. The legitimate stage hung on for a while, but now that institution has gone rapidly down hill. It is all the producers can do, even in metropolitan centres, to keep the legitimate stage alive.

It has been freely stated by recognized authorities that the future of the stage is in the hands of amateur groups. Now the amateur stage is an up and coming institution. Contests of various kinds have brought notoriety to amateur groups and have produced some excellent plays. That is one factor that has arisen to cut into the profits of the movie house.

Another great factor has been the radio. While in its earlier experimental stage, the radio did not offer any serious competition to other forms of entertainment, it has now arrived at the point where it has become a serious competitor. People are getting so they prefer to stay in the comfort of their own homes and get their entertainment free. And if television becomes universal, the movies will just about have to close their doors unless they are able to devise some scheme to regain their lost prestige.

Neither the radio nor the pictures can meet newspaper competition as an advertising medium.

The criterion by which movie producers and managers judge their offerings is the box office. And there has been a decided falling off in the box office returns of the country, so we are informed. Producers have been spurred on to ever greater efforts to stimulate the flagging tastes of the public. Until just recently the motion picture had not reached a cultural level any higher than the pulp magazine or love story magazine in fiction. The rage of gangster films, and later, the G-Man films correspond to the adventure and detective stories of the pulps; while the so-called feature picture in which the love interest predominates has not been above the cheap love story of fiction. For a certain section of the public this has always been good en-

ough, and would continue to be so. But there is an ever increasing element who seem to be getting educated above this level, and to be demanding something better.

The producers have been aware of this demand, and have endeavored to meet it. The filming of successful novels has had a great vogue, but has only been partially successful. The fault here is undoubtedly with the novels themselves, not with the filming. These stories were only popular with a certain section of the public, and they will not interest anyone on the screen who failed to be impressed with the story as it was written.

Many theatre managers have resorted to the custom of double billing, that is showing two feature pictures besides the shorts. Although that has not become the custom locally as yet, it is being done in a great many larger centres. It still does not improve the boxoffice receipts to any noticeable degree.

Quite recently the producers seem to have struck a new note. They have discovered the value of portraying character on the screen. The gangster wild-west and cheap love story film could not, and did not portray character. These pictures were essentially action pictures. Even when a novel containing character portrayal was filmed, no attempt was made to transfer character to the screen. The legitimate stage has shown what can really be done in this regard, but the movies never adopted it until recently.

The tone of feature pictures is gradually improving now. And the producers have struck a rich vein in the Victorian novel. Five years ago, if anyone had suggested filming Little Women, he would have got the big horse laugh. And yet that was one of the most successful films that has been made. So was David Copperfield. Pictures like these are taking with a public which had become surfeited with a continuous diet of blood and thunder and necking on the screen. It is true that the over-emphasized sex element has been absent from the screen for some time, owing to the vigorous protests made by various public bodies throughout the country, and now, apparently the producers are going to go one better and give us pictures of real quality.

Only by so doing can the picture industry hold its place. It is not that the radio programmes are any better than the average run of picture has been. If anything they are worse, as I pointed out in a previous article. But the point is that people will stay home and listen to the radio rather than go to the trouble of getting ready and going out to see an inferior product.

The movie public is becoming educated. —OBSERVER.

Premier

(Continued from Page Eight) trip by air was a most impressive one, Premier Dysart said. The Premier spent some time with relatives at Boston while away this week.

Asked regarding the report that the Provincial Government had purchased a plane which will be used in the Provincial Forest Service, Premier Dysart said that while it was under consideration nothing definite had yet been done. He mentioned that in the other provinces such a plan had been followed very successfully.

Special Chicken Dinner Thanksgiving Day, Waverley Hotel, 12 to 2 p.m. —a.

SOCIAL HAPPENINGS

Mrs. T. C. Barker, who last year was given the Canadian Dramatic award, has received word of further honors in that connection. Mrs. Barker and Professor Cattley of this city have been elected New Brunswick members on the Canadian Dramatic Advisory Board. The election took place at the meeting in British Columbia.

U. N. B. Freshmen Entertain

The Freshman class of the University officially entertained the upper-classmen last night at Castle Hall. About one hundred and fifty couples were present. The college colors were very effectively shown in the decorations, which featured a cone-shaped pillar from the ceiling to the floor and streamers around the room. The guests were received by Mr. and Mrs. R. E. D. Cattley, Miss Mary Jackson and Neil Ganter. Refreshments were served about eleven-thirty. The committee in charge consisted of Neil Ganter, Woodstock, Chairman; Miss Mary Jackson, Fredericton; Miss Burdette Harmon, Fredericton; John Henderson, Quebec City; and James Colby, Fredericton. Professor Cattley and Mrs. Cattley acted as chaperones.

Last evening the Young People's Society of Wilmot United Church met in the vestry with about thirty present. Rev. J. W. Bartlett conducted the devotional period. Plans were made for a hike next Friday night to Forest Hill. At the close of the evening a recreational period was held under the direction of Miss Netta MacMillan.

Mrs. W. T. Hindle of New Bedford, Mass., is visiting Mrs. Hindle's sister Mrs. John Toner, Westmorland street.

Mr. and Mrs. D. C. Tompkins are spending a couple of days in Moncton.

Mr. and Mrs. L. L. Theriault and son Alain of Chatham, were in the city yesterday.

Mrs. J. L. Neville left today for Moncton, where she will spend a few days visiting relatives.

Mr. and Mrs. T. O. Monahan left this morning for Portland, Maine, where they will spend the holiday week-end. They will be accompanied home by Mrs. Arthur Lewis, who will be their guest in the city.

Mr. and Mrs. E. H. Ritcey and family of Moncton, are expected to arrive this evening and spend the week-end with Major and Mrs. F. H. Rowe, Union street.

Miss Phyllis Bailey and Gerald Bailey are spending Thanksgiving at their home in Ripples.

Miss Verge Winchester, a Senior at U.N.B., has left for her home at Digby, N. S., where she will undergo an operation for appendicitis.

Miss Marjorie McLennahan, who is a graduate of Royal Victoria Hospital, Montreal, is leaving on Monday for Montreal, where she has accepted a position on the staff of that hospital.

Miss Jean Porter, a freshette at U. N. B., left by car this morning for her home in Saint John. She was accompanied by Miss Dorothy Benson of this city, who will be her guest during the holiday.

Glendon Elgee, B.A., of the Bathurst High School staff, is spending the week-end at the home of his parents Mr. and Mrs. Charles Elgee, University Avenue.

Hon. A. A. Dysart, Premier of New Brunswick, is in the city today on his return home from Ottawa, Montreal and New York. He will go to Buctouche late this afternoon.

Miss Gertrude Burns was hostess at a dinner party recently in honor of Miss Marjory McBeath, who is to be married shortly. Covers were laid for twenty and the table was most attractive with autumn flowers. Following dinner Miss Burns, on behalf of the guests, presented Miss McBeath a silver service, accompanied by good wishes.

Miss Louise Stephenson, teacher at Manguerville, is spending the week-end in Saint John.

Miss Eileen Crowley has gone to Saint John to spend the week-end.

Mr. and Mrs. Albion Cook, of De Wolfe, Charlotte county, were in the city yesterday. They were accompanied home by their daughter, Miss Marjorie Cook, a student at the Provincial Normal School, who will spend Thanksgiving at her home.

Miss Margaret Hetherington, daughter of Thomas G. Hetherington, Director of the Extension Division, Department of Agriculture, and Mrs. Hetherington, has gone to Macdonald College, Ste. Anne de Bellevue, where she will study for a degree in household science.

Miss Edith Gregory returned last night from Burton where she has been visiting her cousin Mrs. W. W. Hubbard.

Rev. and Mrs. John B. Copp have taken up residence at "Grape Cottage" on Brunswick street.

Clarence G. Fielding is going to Moncton to spend the week-end.

E. G. Merritt, newspaper correspondent, of St. Stephen, is in the city for the holiday and is receiving a hearty handshake. Mr. Merritt was formerly on the staff of The Daily Mail.

Miss Margaret Seeley accompanied by Miss Helen Willett and Miss Joy Morgan, have left on a motor trip to Halifax, where they will visit Mrs. Milton Sponagle.

Mrs. Harry A. Kitchen of this city, and Miss Alice Kitchen, Kingsclear, left recently on a trip to the Canadian West, going as far as Vancouver. They will visit other cities and towns in the West before returning home.

The Misses Helen and Mary Neill arrived home this morning from the Old Country and were met at Fredericton Junction by Mrs. John Neill their mother.

Mrs. B. C. Foster and Miss Hope Hanson, daughter of Hon. R. B. Hanson and Mrs. Hanson, are returning tomorrow from a trip to the Old Country. Miss Hanson and some girl friends will leave for Campbellton on Monday to attend the military ball at that place.

Mr. and Mrs. Rolfe Nevers and Miss Ethelwyn Miller are spending the day in Sussex.

Canada Received

(Continued from Page One) stopping places and it is worthy of note in this respect that more bath-rooms are being provided in places already established and a newer type of bungalow is being built with bathroom accommodation. There is also a concerted effort to increase the accommodation at small hotels, in addition to the erection of new hotels with modern installation.

"The first requisite is suitable accommodation, and secondly, golfing facilities, one being nearly as essential as the other," said Mr. Howard. "My own experience is that people travelling are willing to pay a reasonable price for the accommodation they require and our job is to make every Canadian 'tourist conscious' and those serving the tourist trade must be prepared to provide the accommodation requested. Canada holds many attractions for the visitors from all countries and keen appreciation of the scenic beauty of the East and the mountainous grind of the west as well as her modern cities is shown by the continued large number of tourists entering the Dominion. Our responsibility is to keep faith with these people and make conditions such that they will not only come once but many times, leaving after each visit with greater satisfaction with the treatment accorded them, which is so closely associated with their admiration of the country," concluded Mr. Howard's address.

British Civil

(Continued from Page One) ceiving large sums of money from Red agents. "He is being watched, but he will not be interfered with yet, as we find that where these people are known we can make more headway with our plans by letting them unconsciously provide us with clues to other matters. "Should the occasion arise, we would be able to put our hands on them quickly. It would surprise you to know that many of these people would be placed 'out of danger.'"

Finance Meeting

(Continued from Page One) erly, much higher interest rates have had to be paid than would otherwise have been the case. The question of duplication of taxation, and the need to clarify much more definitely those fields which would better be in provincial hands, and those in which the Federal Government should prevail, will also probably come up before the proposed conference.

TRIP TO TOBIQUE

L. H. Parks, fisheries supervisor here; B. S. Moore, of Andover; Harry Rodgers, of Woodstock, and Col. H. H. Ritchie, chief game warden of the province, are leaving on Monday for the Tobique area, where they will conduct an inspection of spawning conditions there.

IF WINTER COMES

The goldenrod is flung across the pastures, And purple asters tell us autumn's near; Soon lacy frosts will sparkle on the stubble, And happy hearth-fires will have double cheer. Oh! do not think this is the end of summer, Though scarlet maples flaunt across the hills, For after winter's snow will come the springtime Whose warm hands will unlock the icy rills.

And do not think Life's winter lingers always, Though bitter frosts may blast our fairest flowers After the sleet-storm comes the sudden sunshine, After the dark night, look for happy hours. Not always will our hopes be black and frozen. Not always will our landscape team with rain; Pain, that has gripped our hearts, will melt and leave us, Life will be sweet and flowers bloom again. —E. Anne Ryan.

Miss Mary Williston of Newcastle is a guest at the Queen Hotel.

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