

1913 movies



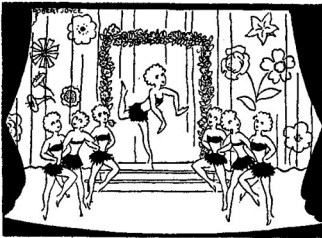
Mary Pickford in an early movie.

In 1913 moving-picture theatres were multiplying rapidly all over the country. A survey showed investment in American film theatres totalled roughly \$1,000,000,000. Moving-pictures were accompanied by illustrated songs to the accompaniment of a piano and a perfunctory travel lecture. In May, 1913, the *Theatre Magazine* stated that "the popularity of the moving picture as a form of public amusement, far from being on the wane, is increasing by feverish leaps and bounds."

Mary Pickford was known as "Little Mary" and "Queen of the Movies," and was considered by millions of "movie" fans all over the land as "the Maude Adams of the film plays." "Broncho Billy," a cowboy character, appearing on the streets of Cleveland "started a riot among the kids." The craze for "Westerns" was so great that cattlemen suffered a labor problem due to cowboys

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trying to get into the movies. Francis X. Bushman, one of the earliest screen idols, who "had a profile like a Greek god," was doing a two-reeler, "Tony the Fiddler," for Essanay. J. Warren Kerrigan was playing for American, independent. Alice Joyce was the leading lady of the Kalem Company. "The energy and skill she displayed when riding over the Sierra foothills and desert sands to rescue Carlyle Blackwell from so many perils meant hard work and perseverance."



IN THE "COMMERCIAL" THEATRE.



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Stark realities.



ONCE THEY HURRIED BY.



NOW THEY HURRY IN.

Sophistication and the drama.

From the New York "Herald Tribune" cartoons by Robert Joyce.

OUR TIMES 1900-1925

BY MARK SULLIVAN 1936

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