

Finnigan's Initiation

Length,
420 Feet



Copyrighted
1909

Mike Finnigan is delighted when he is elected to membership in The Midnight Knights of Erin and so is Nora but when a committee from Skidoo Lodge, No. 23, call for their prospective victim and weep as Mike kisses Nora what may be his good bye, she begins to have her doubts. Mike is too much elated to think of any thing until he arrives at the hall and the members thoughtfully measure him for his coffin. Then he begins to wonder, but not for long, for he is put through a series of most remarkable experiences each one funnier than the last—unless you happen to be the person undergoing the initiation—until poor Finnigan makes his escape and in the absurd grab of a candidate makes his way down the streets to his home.



FINNIGAN'S INITIATION, Comedy,
Lubin:
A burlesque initiation in some sort of a lodge is here shown with many ludicrous scenes and situations. It contains entertaining.

There his courage returns and he starts to show Nora how it all happened. It does not suit Nora's fancy at all and instead of taking the initiation she takes the skillet and gives Finnigan a second initiation that lacks the fancy trimmings of the first but which is very much more in earnest. It is about the liveliest initiation that an active imagination can conceive and it is full of fun from start to finish.



LUBIN MANUFACTURING COMPANY
MANUFACTURERS OF

Life Motion Picture Machines,
Films, Slides and Stereopticons

926-928 MARKET STREET, PHILADELPHIA, PA.



LUBIN FILMS

Released from
November 29th to December 16th,
1909

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D MOVING PICTURE HOUSES.

LUBIN MANUFACTURING COMPANY

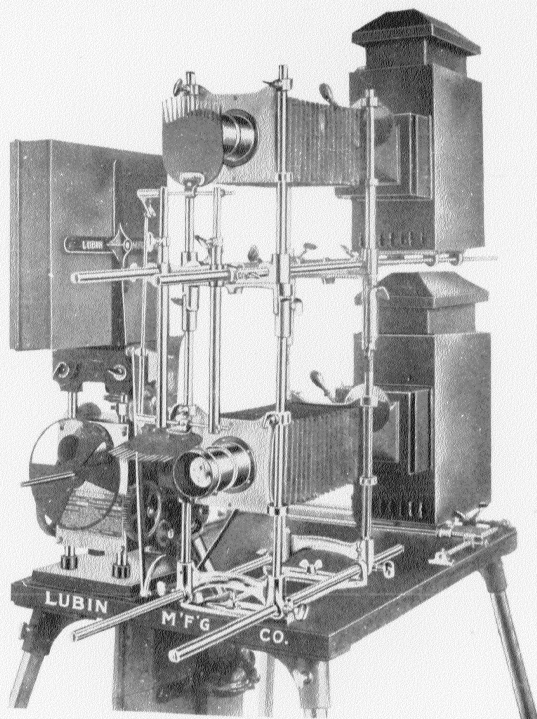
MANUFACTURERS OF

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926-928 MARKET STREET

PHILADELPHIA, PA.

LUBIN'S 1910 MODEL



CINEOGRAPH

COMBINED WITH

DOUBLE - DISSOLVING - STEREOPTICON

THE MACHINE YOU WILL EVENTUALLY BUY

MADE EXCLUSIVELY BY THE

LUBIN MANUFACTURING COMPANY

926-928 MARKET STREET

PHILADELPHIA, PA.

A LITTLE CHAT WITH YOU

Possibly you have seen the announcements in the papers about our new studio and factory buildings, but have you thought what it means to you? If you could you would share the enthusiasm of the heads of the various departments of this company and there is not a man on our staff who does not smile every time he thinks what that new plant and how much more perfect the pictures will be.

It's not only going to be the largest but the best picture plant this side of Mars. We've been troubled at times with dust specks on the films. Everyone has that trouble and under ordinary conditions these are unavoidable. But the architects and our photographic staff got together and in the new developing room every cubic foot of air will be filtered and then washed before being admitted into the rooms. The newest and most perfect machinery will be installed and ample provision has been made for handling double the present output.

But complete as the factory is to be, it will not excel the studio for here, too, the very newest devices have been planned. Three paint frames will enable the scenic staff to turn out immense quantities of scenery, providing almost constant change of settings while the floor space of nearly half an acre will enable from six to eight producers to carry on their work at the same time. All save one side will be of glass so arranged that the place can be used as an outdoor studio when desired and a straight run of nearly two hundred feet is provided for, while the ends of the studio are immense sliding doors which will admit anything from an elephant to a railroad train. For the latter it will only be necessary to build a temporary track from the railroad siding on the grounds into the studio; a thing which cannot be done in any other studio in the country.

In keeping with the magnitude of the new plant, the stock company is being largely augmented and important additions are daily being made to the company. A corps of well known dramatic directors have charge of the various productions and the scenes are rehearsed as carefully as through intended for stage production. Players of note are under contract and by the time the studio is ready for occupancy the Lubin Manufacturing Company will have on its salary roll a list of dramatic artists of country-wide note.

No theatre in this country will be better provided with players or equipment. The electrical switchboard will be almost twice as large as that of the Metropolitan Opera House in New York City and the stage room will be six times larger.

Of course we are not going to wait until our new studios are occupied to effect all these improvements. The dramatic papers have repeatedly called attention to the increased excellence of the dramatic work in recent releases for already the stock company has been materially strengthened. You must have noticed yourself that each film seems a trifle better than the last. Of course there is nothing that can equal the Lubin comedies, but the serious subjects have shown more masterly treatment of late and the new releases reach an even higher grade.

Presently we are going to show you some photographs of our new automobile which was made from our own designs for the use of the stock company. There is nothing like it in use anywhere and for two or three weeks past it has drawn immense crowds whenever it has been seen on the streets of Philadelphia. It is a 90 horse-power car with seats for eighteen persons in the interior and two more on the chauffeur's seat. The interior is electrically lighted and heated and when the curtains are

drawn down the car becomes a spacious dressing room provided with hot and cold water and wash basins for the purpose of removing traces of the strenuous work required in some of the brisk comedies.

In the rear of the car is a "boot" for the storage of small properties while above is a rack for the carrying of heavier articles, the trunks for costumes going in a rack on the top of the limousine. When exterior pictures are to be made costumes, scenery and properties are loaded on the car and the players are whisked out into the country or wherever the scenes are laid. Costumes may be changed without returning to the studio and lunch hampers stored under the seats render the passengers independent of restaurants.

In one corner is a medicine chest amply provided with medicines and bandages for the treatment of cuts or sprains for the players grow so interested in their little comedies of action that they sometimes forget to guard themselves against injury in the knockabout work.

Did you ever realize that it costs more to put on a motion picture than it does to stage the average society play? It seems odd that a twenty minute reel should prove as costly as a dramatic presentation occupying two hours and a half, doesn't it? It's a fact, though. There is much scenery to be painted, costumes to be made, the players must be rehearsed and frequently three or four thousand feet of negative are made before the subject passes the directors. Then, too, the cast is composed of experienced actors for it is not possible to put cheap players in the small parts. Those who have "bits"

in dramatic plays may be mere beginners but the camera ruthlessly exposes incompetency and it is not possible to put beginners into parts. Sometimes a week or ten days may be spent on a single story running only eight or nine minutes.

What do you think of the special lithographs that the A. B. C. company is making for us? Some class to those, what? Most patrons have the feeling that a makeshift lithograph is indicative of that style of performance and they fight shy of the house papered with "stock stuff" or old lithographs. Your front is your introduction to your new patrons. If you make a good first impression they enter the theatre feeling that they will find satisfaction and in a properly receptive frame of mind. If you have lithographs that are printed with the title of the day's headliners you have won half your fight to get new business. It looks like a regular theatre and convinces the man from Missouri that a picture good enough to have its own lithograph is worth seeing. They cost a trifle more than the cheap stuff that has to be half covered with white paper before it becomes available, but a cheap lithograph is not cheap when it keeps people away. Two or three of the patrons you gain will more than cover the trifling increased cost.

What do you think we can do to improve the Lubin releases? We want your ideas. This is not a jolly. If you can make any suggestions drop a line to the Editor of the Production Department and tell him what you think. He tries to keep in touch with all classes of audiences but he can't see them all. Tell us what you like best and we'll try to give it to you.

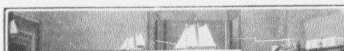


Released, Monday, November 29th, 1909

A Life For a Life

Length 850 Feet
Copyrighted 1909

"A Life for a Life" (Lubin).—A pathetic drama which depicts the agony of a heartbroken girl who is untrue to her vows and falls in love with an officer after she is engaged to a fisherman. When the waves bring back the young fisherman's body she finds that he is the one she loved, and throwing herself across his body she dies with him; thus the two lovers are united in death. It is useless to undertake any extended criticism of this film. Anything which depicts the struggles arising from trifling with the affections scarcely admits of criticism, beyond the general statement that the delineation seems to be reasonably accurate. The dramatic possibilities are well worked out and the story is told with clearness of acting which helps in the understanding and appreciation of it.



"A Life for a Life" (Lubin, Nov. 29).—This picture is acted with considerable force and expression and the characters are well taken. It represents a fisherman who is engaged to a girl, but she becomes untrue to him and falls in love with an officer. The picture has a touching interest up to the end, when it becomes obscure and leaves us in the air. A sailor is washed ashore from a wreck, and being a fisherman's lover. The latter is broken hearted, and later we see a body washed ashore which we assume to be his, although we cannot be sure of it from the picture. However, whoever it is, fisherman or sailor, the girl mourns his death so deeply that her body, too, is presently brought in on a stretcher, she having evidently committed suicide by drowning. The picture abounds in picturesque sea coast scenes.



ed from the sea by brave Henri, Hector's love with Valerie, his only daughter of his. Until Hector came the scene Valerie and Henri were sweethearts and it was the fond hope of her parents to see them united in marriage but Henri over- sees Valerie in Hector's arms and taxes her with the action. She admits her love for Hector and poor, simple Henri retires heart brokenly, leaving the field to Hector, though the match pleases none but the lovers themselves. But the days pass. Henri goes to sea in a storm and his overturned boat is discovered with the unconscious form beside it. Valerie's father is lowered down the face of the cliff and slips the rope under the arms of Henri who is drawn up. It is plain to be seen that there is no hope and at last, when it is too late, Valerie realizes that after all it was Henri she loved and puts Hector aside. The shock turns her mind and the recurrence of the storm draws her from the house and later the still, limp form is brought in. The lovers are re-united in death.

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Saved from the sea by the brave Henri, Hector falls in love with Valerie, the dainty daughter of his host. Until Hector came upon the scene Valerie and Henri were sweethearts and it was the fond hope of her parents to see them united in marriage but Henri over- sees Valerie in Hector's arms and taxes her with the action. She admits her love for Hector and poor, simple Henri retires heart brokenly, leaving the field to Hector, though the match pleases none but the lovers themselves. But the days pass. Henri goes to sea in a storm and his overturned boat is discovered with the unconscious form beside it. Valerie's father is lowered down the face of the cliff and slips the rope under the arms of Henri who is drawn up. It is plain to be seen that there is no hope and at last, when it is too late, Valerie realizes that after all it was Henri she loved and puts Hector aside. The shock turns her mind and the recurrence of the storm draws her from the house and later the still, limp form is brought in. The lovers are re-united in death.

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in dramatic plays may be mere beginners but the camera ruthlessly exposes incompetency and it is not possible to put beginners into parts. Sometimes a week or ten days may

be required, and a single story running along the row of ghastly remains, trying to identify the scenes; they must be seen in order to fully realize the intensity of the tragedy. The Rice Cherry picture exhibited in all the leading theaters on State street, and others the Bijou Dream, Premier, Boston on Madison street, and others. The slides are copyrighted and can only be secured through the Brayton Manufacturing Company, Chicago.

Levi & Company, inc., 24 Union Square, New York, whose Perfection song slides are so popular in the motion picture theaters of the country, are making an offer to exhibitors which the latter should take advantage of. The offer is to offer slides, each picture slide, for the price of one slide, and the exhibitor will receive a regular

enter the theatre feeling that they will find satisfaction and in a properly receptive frame of mind. If you have lithographs that are printed with the title of the day's headlines you have won half your fight to get new business. It looks like a regular theatre and convince Missouri that a picture to have its own life

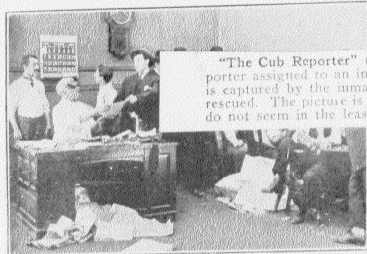
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THE CUB REPORTER

Length 945 Feet
Copyrighted 1909



"The Cub Reporter" (Lubin).—A funny story of a cub reporter assigned to an insane asylum story, and with a friend is captured by the inmates and has all sorts of a time until rescued. The picture is funny and the absurdities represented do not seem in the least impossible.



new to the newspaper game but terribly in earnest. He devils the life out of the City Editor for an assignment until the latter, in desperation, tells him to get himself locked up in an Asylum for the Insane. The cub gets his friend Reggie to help him. They dine at a fashionable restaurant where the cub speedily qualifies for the

asylum and is removed to
The Cub Reporter (Lubin, Dec. 2).—A very laughable comedy is presented in this film, based on a clever idea and for the most part well acted. The city editor of a newspaper, to get rid of the cub reporter, gives him an assignment to get himself committed to an insane asylum for being crazy, and to write a story on his experience. The youth, much elated, gets his chum to accompany him. In a restaurant he pretends insanity to such good effect that he is sent to the asylum, the chum going along to help manage him. The time appears to have been fortunately chosen for the purpose, as the inmates have just succeeded in breaking loose from their guards and have gagged and bound the superintendent and his assistants. One of the lunatics is impersonating the superintendent when the cub reporter and his chum are delivered into his hands. What the inmates do to the new arrivals would take too long to tell. It proves to be an experience vastly more exciting than the rash youths had looked for and they only succeed in getting out of it by throwing a note from a window asking the editor to extricate them from their trouble. Police-men are sent who release the superintendent, subjugate the lunatics and rescue the reporter and his chum.

scene and until the city editor sends the police to their rescue, the cub and his chum have a most exciting time—but it made a "bully story." Lubin comedy films are famous the country over but there are some unusually good laughs in this release.



LUBIN MANUFACTURING COMPANY
MANUFACTURERS OF

Life Motion Picture Machines, Films,
Slides and Stereopticons.

926-928 Market St., Philadelphia, Pa.



Released, Monday, December 6th, 1909

She Took Mother's Advice

Length 465 feet
Copyrighted 1909



"Always take mother's advice" is the way the old song went and Mrs. Edgerton, a pretty little bride of two weeks followed mother's advice implicitly when the old lady warned her daughter that unless she pretended admiration of everything her husband gave her he would become discouraged and stop making presents. Dresses out of the fashion and hats even worse, spectacles and collars, pictures and other atrocities are showered upon her by her fatuous husband and she declares everything to be "just the thing" though she hates dogs and the dress brings anguish to her secret soul. Even Edgerton is conscious that his wife is a dodd in the clothes of his selection and he is delighted when his mother-in-law appears upon the scene, bundles the dog out of the window, throws the picture away and gives the clothes to the servant girl, returning to him his own pretty wife in the dainty garments of her own selection.

THE CUB REPORTER



Length 945 Feet
Copyrighted 1909

The beginner in newspaper work is always "the cub" and our hero is very new to the newspaper game but terribly in earnest. He devils the life out of the City Editor for an assignment until the latter, in desperation, tells him to get himself locked up in an Asylum for the Insane. The cub gets his friend Reggie to help him. They dine at a fashionable restaurant where the cub speedily qualifies for the asylum and is removed to Dr. Bedlam's Sanitarium. He is unfortunate in his selection for the inmates have overpowered their keepers and are running the place. The ringleader manages to impersonate the Superintendent without exciting suspicion while the policeman is there but when Reggie turns to go he finds himself detained as well as the cub. The lunatics swarm upon the scene and until the city editor sends the police to their rescue, the cub and his chum have a most exciting time—but it made a "bully story." Lubin comedy films are famous the country over but there are some unusually good laughs in this release.



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Motion Picture Plays Wanted
Senders of Two Minutes: If you have a good idea for a motion picture play, comedy or drama, write a synopsis of the story in from 150 to 300 words and submit to our scenario department. We pay from \$10 to \$100 for stories for motion picture production. Write for information.

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