

OUTLINE *of*
ACTIVITIES
IN :: :: ::
PROMOTING
THE :: :: ::

CYCLE *of*
LINCOLN
PHOTOPLAYS

ISSUED FOR THE CONFIDENTIAL
READING OF THE ASSOCIATES OF THE

CHARTER FEATURES CORPORATION

Makers of Features in Series

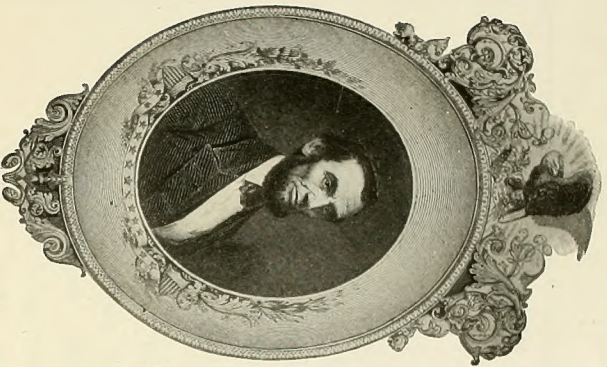
110 WEST 40th STREET, NEW YORK



109 2528

LINCOLN

The Embodiment of
the Spirit of America



DEMOCRACY, liberty, progress—this is the spirit of America, the ideal the Revolution was fought for, that America stands for.

And out of the very heart soil of the world's noblest Republic rose the precise embodiment of what America means to the world.

In describing America we describe Abraham Lincoln. Rough and rugged as the geographical conditions of our land, big and broad as the expanse of it, deep souled and high minded as the American ideal, his few years illustrate the origin of the nation, its early struggle, its inner antagonisms and finally its rise to power and leadership of all the world. Lincoln could not pass away; Booth's bullet could not for even a moment stop Honest Abe from living on. He is greater to-day than when he sat in Washington.

THE NATIONAL CHARACTER

THE development of the United States has brought forth the bright near divinity that is America's example and America's star. Just as Buddha, Mohammed, Confucius, St. Patrick, Joan of Arc and Moses stand for all that is biggest for their peoples, Lincoln is to-day and shall be forever the national character. He cannot be thought of without a tender longing, a patriotic rousing and a thrill of the best qualities in us.

HIS LIFE A GREAT ADVENTURE

Every Boy and Girl Everywhere

in the lowliest tenement, in the farthest farm, down the deepest mine, finds Lincoln's life an inspiration. The poorest mother smooths her baby's hair and thinks of what Lincoln did. The most illiterate father has faith in his boy because Lincoln succeeded.

And while there may never be another such character in history, there is not a human being who does not feel that if Lincoln did it anyone might do it.

Therefore Lincoln is the bright star of hope, liberty, humor and adventure for all America, young and old.

NO ROMANCE ever written has carried its hero through adventures more unbelievable, vital, vivid, than Abraham Lincoln.

Born in the most desolate backwoods cabin, away from civilization; poorer than a church mouse; ugly, long, lanky, bony, crude. This was Abraham Lincoln, child.

Fighting for knowledge, working for sustenance, striving for goodness. This was Abraham Lincoln, boy.

Rising to helpfulness, following the call of America, crying out his own interpretation of her needs. This was Abraham Lincoln, youth.

Called to the helm of a shattered wreck of the Republic, battered by enemies, demagogues, tyrants, dreaming of and bringing about the salvation of liberty. This was Abraham Lincoln, man.

There is nothing in history or literature to compare with Lincoln's life for sheer adventure, for romance, for victory.

WHAT A MOVING-PICTURE CHARACTER!



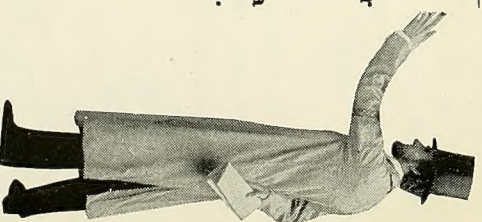
THE great man of America coming to his people through the diversion of all diversions that touches the public heart, that reflects the popular tastes, whims, desires, ambitions of America—moving pictures—what a gigantic thing!

For ten years Mr. Chapin has been making preparations for the Lincoln Cycle. During the past two years the Charter Features Corporation has greatly augmented the scope and magnitude of his efforts. Noting this work, a few producers, who caught a fleeting impression of the possibilities in this great "Chapin-Lincoln" work, have rushed at the task. But nobody has approached near the visualization of the idea as Chapin and the Charter Features Corporation have done, or would it be possible to do it now but for their many years of direct, effective building to the task.

Books have been written by the hundreds about the Great Emancipator, and have been the most popular of all biographical offerings. But the only successful stage plays based on Lincoln are the "Chapin-Lincoln" plays. *Chapin created the American dramatic Lincoln*. Even some of the moving-picture imitations of Chapin's great dramatic work have achieved a certain measure of popularity.

And now—Lincoln, the boy, the man, the President—the moving spirit of America, embodied into moving pictures in a big way, with Chapin himself (no imitation), is proving the most attractive character in all motion pictures.

As Lincoln is the embodiment of the spirit of America so this Cycle is the visualization of the life of America.



CHAPIN AS LINCOLN

Wherefore

The Charter Features Corporation

ANNOUNCES THE CYCLE of LINCOLN PHOTO DRAMAS



REALIZING the value of a Lincoln series, produced under the guiding inspiration of the most noted exponent of Lincoln's character, and the only actor who ever successfully played Lincoln, the Charter Features Corporation has organized and caused to operate the most difficult, important and timely moving-picture undertaking in the history of the film business.

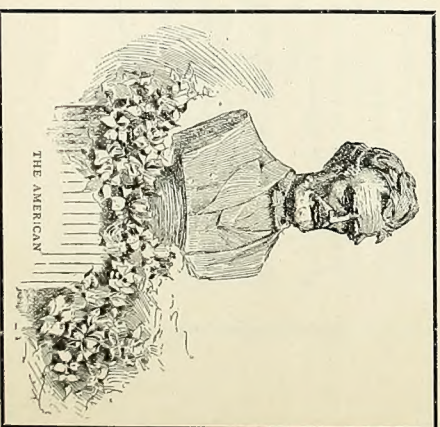
In the making of this Cycle capital and brains have for several years joined hands (for the best of ideas must be developed with money). Instead of hastily slapped-together spectacular productions that mean little more than any other big features, the Charter Features Corporation has evolved a series of big features centering around strong dramatic moments in the life of the great President. It is an historic feat. It is a monumental work. It is something for all time.

There is nothing with which to compare this Lincoln Cycle. Those who know Wagner's Nibelungen Cycle may associate with it some impression of the idea. Those who know the "Passion Play" at Oberammergau will realize something of its dramatic magnitude.

In the latter the life of Jesus is enacted in all realism for an entire week without stop. The players are trained all their lives for their parts. From all over the world pilgrims come, and Oberammergau is famous alone for the "Passion Play."

So here great dramatic episodes in the career of Lincoln are enacted by one who has given his life to the task, with this main difference, however; that each production of the Lincoln Cycle is a separate, distinct feature, executed by the highest professional skill in each department.

In bigness, dignity and importance nothing like the Lincoln Cycle has ever been produced either on the stage or in pictures.



Something NEW in Motion Picturedom



SIDE from the bigness of the enterprise and its closeness to American ideals, the Cycle was created with a keen sense of moving-picture needs. That is to say, that with the background of Lincoln and the resources at the command of the Charter Features Corporation, experts have molded each feature as the exhibitor would have it.

At this point it should be recalled that in motion pictures there are several types of offerings.

Serials, of which "The Goddess" is an example, in that it is one continuous unbroken thread of story. The "Exploits of Elaine" is a series of episodes with the same characters and continuous action, fitting into a general, loosely knit plot.

"Who Pays?" is a series of short stories with no definite relation to each other outside of the name.

Famous Player productions are a series of "stock" plays, with prominent players appearing in the star parts.

"Cabiria" was a single-feature production.

Then there are the fillers in.

Now the CYCLE is something entirely different.

It is a serial in that the interest is sustained throughout the whole. But each unit is a complete production, as big and comprehensive as any single feature yet launched.

Therefore, the Cycle should be described as a succession of multiple-reel features of individuality, utterly independent in appeal, yet which fit into the unity and comprehensiveness of the whole.

Hence the exhibitor has that which serials give—a pulling, continuous interest, and yet no audience would be handicapped through joining at any point.

Releases Every Few Weeks

As each unit in the Cycle is such a big feature, this lapse of time has been figured out to be most advantageous to exhibitors.

Each feature of the Cycle will remain in memory as the most enjoyable ever seen, and each forthcoming feature will add to the momentum of interest.

The Cycle consists of a series of productions, four to nine reels each, each a distinct play of individual big-feature proportions.

A Joyful Man

By Benjamin Chapin

☞ *Contrary to the opinion of many, I believe that Abraham Lincoln experienced more joy while on earth than most of his fellowmen.*

☞ *He was a man of joy not sorrow, of hope not despair.*

☞ *The joys of this life come to us as the result of noble effort.*

☞ *He was buoyant of spirit, rising quickly above grief or failure, either by finding at once some active, useful work to do, or by letting the light of his never failing humor play upon it.*

☞ *He was a great humorist, a great entertainer—not the dry kind, but the strong, joyful kind.*

☞ *His troubles were mostly insignificant compared with the blessings and opportunities that were his; opportunity for doing good, opportunity for making others happy, opportunity for accomplishing things for mankind, which were his to almost a divine degree; all this—the result of noble effort—made him a joyful man.*

The Greatest Combination Yet Assembled

NATURALLY, in undertaking the most stupendous dramatic effort of all history, the Charter Features Corporation has realized the necessity of having every department so attuned to the bigness of the Cycle, and so peopled with the geniuses equal to the opportunity, that no single personage anywhere, whose peculiar contribution is needed, has been overlooked.

Heading the roster is America's most noted Lincoln exponent, Benjamin Chapin.

Grouped about him are motion picture's most efficient experts in many departments, as well as an assemblage of many thousands of participants in the general production activities.

The Capital of the nation, where Lincoln moved; the birthplace and the various habitats of Lincoln have been and are at the disposal of the corporation. The White House has even thrown its doors open through the courtesy of President Wilson.

A corps of the most skilful directors, scenario writers and camera operators are on the staff.

An equipment of the best lighting facilities, mechanical devices and technical experts for the manufacture of perfect pictures.

A business department of trained workers who know what the people want and how to get it to them.

An advertising department, consisting of the most ingenious writers and illustrators, has been engaged to work for the exhibitors, and the advertising material will gain attention from its looks and sound arguments.

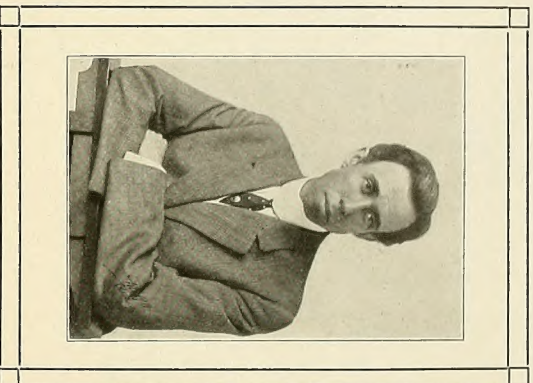
The Charter Features Corporation



is out to win for itself the highest honors for feature series. Its resources are practically unlimited. The trademark at the left stands for the highest achievements in motion-picture features for all the people all the time.

Watch It Grow in Popularity!

The Foremost Exponent of the Lincoln Idea



There are over 350 actors who have tried to play "Lincoln" on the stage, and about 5,000 who have impersonated him in vaudeville and on the platform, but only one man who achieved any marked success in any and all of these fields.

There are over 1,000 authors who have written about Lincoln, but only one dramatist who has made successful Lincoln plays.

There are over 500 Lincoln lecturers, but only one who has drawn the greatest audiences and received the largest fees, for he brings to them the living spirit whom the people know and love. Every leader in religious work, political work, art work, patriotic work and educational work preaches Lincoln.

And out of the myriad of Lincoln exponents there is first and foremost: **BENJAMIN CHAPIN.**

BENJAMIN CHAPIN

(A Brief Biographical Sketch)



BORN, like Lincoln, in the woods, Chapin was noted from his very boyhood for a striking resemblance to the President. Poor, without formal education, the youngster early found himself emulating Honest Abe.

At nine he was reciting Lincoln's speeches, and at fifteen he was impersonating the Master. While a youth his inclinations drew him toward the teachings of Lincoln, and he conceived the mighty idea of spreading his doctrines almost as a gospel.

It was a noble prompting, and a noble soul only could have been capable of it. In Benjamin Chapin is seen an example of a man who has dedicated his life to a fixed purpose. And no minister ever was more sincere in his beliefs than Benjamin Chapin.

His true interpretations of the spirit and character of Abraham Lincoln immediately attracted worldwide attention. And leading statesmen, such as Secretary of State John Hay, who had known Lincoln, marveled at him and gave him the benefit of their acquaintanceship with the President.

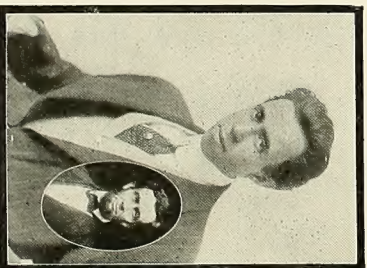
From being the most popular Lyceum star Chapin next went into vaudeville as a headliner on big time. At a thousand

a week, booked on Percy Williams' circuit, he headed probably the most popular bill of the year. Then, with his own company, in his own play, Chapin starred in "Lincoln at the White House," declared by many critics to be the greatest American drama ever written.

During these years—playing, writing, talking—Chapin was called before the leading universities to lecture on Lincoln.

Chapin's has been a work of love. It is for the good he could do and for the doctrines he could spread that he portrayed Lincoln.

Because he knew his subject so well he has gradually grown to the topmost position in Lincoln circles, and he is the "Lincoln man" to all America.



BENJAMIN CHAPIN
AND PHOTO BY SARONY OF MR.
CHAPIN AS LINCOLN

What People Have Paid to See Benjamin Chapin

Mr. Chapin spent much more than \$100,000 in developing the material for this Cycle before the Charter Features Corporation began to produce it in moving pictures. This is significant of the popularity that may be expected for the Cycle, and also of the financial success of Mr. Chapin's previous Lincoln work.

As a Lincoln Entertainer

Here we might quote from a thousand authorities. Mr. Chapin has received fees for several years, ranging from \$150 to \$500 per day, for his Lincoln monologue portrayal, the largest fees ever paid for this line of work.

As an Impersonator

This came both as a natural gift and as a result of Chapin's work. He has appeared in some kind of Lincoln impersonation—play, sketch or monologues—in nearly every State—nearly every town and city in the Union.

As a Vaudeville Headliner

Thousands will remember the great popular hit made by Chapin as a high-figure headliner in vaudeville. He wrote, produced, directed and acted the title part in a series of one-act vaudeville productions.

As an Actor

Some idea of what the critics of America have had to say of Chapin as a Lincoln actor can be gained from the fact that hundreds of newspapers have given full pages to describing his art. We reproduce on this page some of the comments of the New York critics.

As an Educational Factor

Chapin began his educational interests by teaching country school in his own district in Ohio when a boy of sixteen. For the past fifteen years he has been in demand at the greatest educational conventions, associations, universities and colleges. His time permits the acceptance of only a few of these engagements. He has appeared in Lincoln interpretations in the capital cities of thirty-six States of the Union at the highest fees.

As a Dramatist

Chapin is a dramatist both by training and by instinct. He has always written his own plays, sketches and monologues. But not until the moving pictures came into vogue has he had ample outlet for this side of his Lincoln genius.

Comments

"This Benjamin Chapin has ability. He has won, both as actor and as dramatist. He caught the fancy of the audience. Not since Herold's 'Shore Acres' has a drama contained so much appealing realism. There isn't the slightest doubt that Mr. Chapin in 'Lincoln' will make a fortune throughout the country, and he may even make money in hyperlocal New York."—Frederick E. Mckay in the *New York Evening Mail*.

"Mr. Chapin in his own play, 'Lincoln,' scored both as playwright and as actor a gratifying success. He brought down the house."—The New York Herald.

"Gives us a living Lincoln."—The New York Clipper.

"Free from false heroics."—*The Dramatic Mirror*.

"So well did he play the part that the audience accepted it with more than ordinary enthusiasm."—*Town Topics*.

"A very real and abiding personality, so real and plausible that one forgets Mr. Chapin is acting."—*Collier's Weekly*.

"'Lincoln,' with Chapin as dramatist and star, is the sensation of the week. Vivid and tactual."—Stephen Fisk in *Sports of the Times*.

"The drama received a real contribution in Benjamin Chapin's 'Lincoln.' In his creation of the character he has 'blocked out' the great American historical drama."—*The Literary Digest*.

"Every city, town and hamlet should see it. It will touch the heart of everyone. Even in the climaxes where the national fate hangs in a balance Mr. Chapin seems to measure up almost to the stature of the martyred President."—*The Independent* (Editorial).

"Handkerchiefs to moist eyes proved that Chapin had succeeded in making the tremendous humanity of the man felt."—Charles Darnon in the *Evening World*.

"A straightforward dramatic work, in action simple, and the heavy about it is an absence of cant. The author has shown skill in construction and, to his credit as an actor, comes before us in a modest way and seeks recognition purely on the strength of an able play well acted."—*The Dramatic News*.

"A great and genuine American play destined to win high distinction and rich emolument."—Edward Everett Pidgeon in the *New York Press*.

"What might have been grotesque was real. Mr. Chapin dallied with fire and was not burned."—Renold Wolf in the *Morning Telegraph*.

"The natural ease and dignity of a great mind and heart manifest themselves in Mr. Chapin's 'Lincoln.'"—The *New York Times* (Sunday).

"As a matter of bald record, 'Abraham Lincoln' must be set down as a success by the standard of public favor. Large audiences visit the theatre where the play is on view."—*The Clubfellow*.

"Exceedingly clever acting. Strong, potent, silted the blood and appealed strongly to the emotions. The curtain calls after the third act totalled a dozen."—The *New York Evening Journal*.

"Mr. Chapin is written with admirable skill and restraint and a deep and sympathetic feeling for the humors as well as the heroisms of the man. The play gives one a sense of the moral majesty not only of Lincoln but of his generation. It is to be recommended, in these days of frenzied exposure of graft and treasonous scourgings of the Senate, as a much needed spiritual bath."—John Corbin in the *New York Sun*.

"Mr. Chapin, in the discharge of a difficult delicate task, has displayed tact and intelligence, and has succeeded in producing a play thoroughly interesting and at times even inspiring, while his impersonation of his hero is eloquent of that tender, rich and unadorned humanity which has so endeared him to the hearts of his countrymen. Mr. Chapin's 'Lincoln' possesses much sympathetic charm. The humor of it is spontaneous, the benevolence of it sincere and refreshing, the sympathy paternal tenderness wholly delightful. He is singularly, sometimes extraordinarily felicitous and vital, and holds his audience in bonds of an eager sympathy which manifested itself last evening in frequent outbursts of unmediated applause. To the innate nobility and simple magnanimity of the man he gives notable, natural, artistic expression."—J. Ranken Towse in the *New York Evening Post*.

What Those Who Knew Lincoln Think of Chapin's Work

Said Mr. Clemens (Mark Twain) to Mr. Chapin:

"I am very glad to meet you again, Mr. President. You haven't changed much in all these years."

He also said later to a friend:

"I wanted to keep my memory and thought of Lincoln unmarred by any disappointment in seeing a makeup imitation. But I am glad that I came, *very* glad. I feel as though I had spent an evening with Lincoln at the White House. I think I know Lincoln a little more intimately now. Mr. Chapin certainly gave a remarkable performance—he got me over the footlights."

And then he wrote:

"In the beginning of the first act, while Mr. Chapin did seem to me to be a very close and happy imitation of Mr. Lincoln, it was only an imitation. But at that point the miracle began. Little by little, step by step, by an imperceptible evolution the artificial Lincoln dissolved away and the living and real Lincoln was before my eyes and remained real until the end. I apply to it that strong word 'miracle' because I think it justified. I think that I have not before seen so interesting a spectacle as this steady growth and transformation of an unreality into a reality."

GOVERNORS ISLAND, N. Y.

DEAR MR. CHAPIN:

I want to express to you my thanks for the great pleasure which I had in seeing your historical drama "Lincoln."

During the whole performance I was continually reminded of the personality of the great war President, so graphically and truly represented.

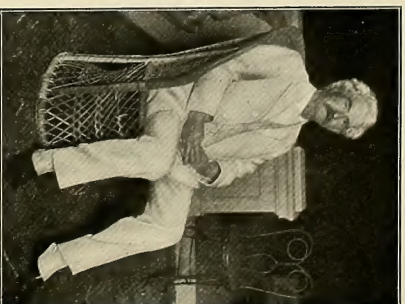
With many repeated thanks for the treat you gave me. Believe

Yours sincerely,

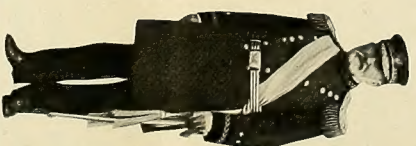
(Signed) FREDERICK D. GRANT.

After the third act, in response to nine curtain calls, Mr. Chapin thanked the audience, then smiling up at the box where sat the hero of many battles, he said: "General Howard could speak with more authority than I can." The audience recognized the general and applauded him. He saluted and bowed; then they called upon him for a speech. In his response the venerable general said: "I knew and loved Lincoln as my friend and commander. I saw Mr. Chapin's wonderful portrayal several years ago and was greatly pleased and deeply impressed by it. At that time I had only one criticism, the voice seemed to me different—to lack something of the Lincoln vigor and power, but Mr. Chapin's voice has developed with the years, and to-night even the voice seems like that of my own Lincoln."

John Hay, who had been Lincoln's private secretary, and had with J. G. Nicolay, another of Lincoln's private secretaries, written the "Life of Lincoln," took a great interest in Benjamin Chapin. He took occasion to comment on various elements of Chapin's plays and characteristics, and assisted materially in giving those finishing touches to the part which only a close association with the great President could permit. It was through Richard Watson Gilder, editor of the *Century Magazine*, and Major Pond that Chapin met Hay. Major Pond himself said: "Mr. Chapin has created a production that will become a classic. It has the quaint humor of 'Rip Van Winkle' and the dignity of 'Hamlet.'"



MARK TWAIN



GENERAL FRED. D. GRANT
(Son of U. S. Grant)



GENERAL HOWARD



JOHN HAY

HENCE— An Assured Dramatic Triumph and an Authentic Historical Production



ALL who point to Lincoln for his life's lesson must endorse, and do endorse, the Cycle of photo dramas.

This means the entire educational system as a whole will urge children to see the pictures. It means that the entire ministry, irrespective of sect or religion, will do likewise.

This means that every society, every civic organization, every leader of men, every teacher, will do likewise.

This means that every Grand Army man and every man connected with the government will do likewise.

This means that every mother and father will understand and do likewise.

And while every phase of the Cycle will be true to history, that is secondary to the fact that the Cycle is a series of motion-picture features intended to entertain, amuse, thrill, hold spellbound, inspire and make the hours enjoyable.

The characters of Lincoln and his associates are flashed on the screen on the wings of a drama powerful in plot and action. Each unit is distinct, a separate entity.

**Not Made to
Educate but to
ENTERTAIN**

No serial yet produced in motion pictures—bar none—can compare with the excitement, mystery, intrigue, love, villainy and heroics of the Cycle. From war to woods, from wooing to wedding, from wonders to wonders, the Cycle moves irresistibly along.

And yet, despite this, there is for every watcher a lesson, a schooling, an inspiration! There is the finest insight into history ever put before you. And you will know before you get through what America has gone through and what America is.

Mr. Klaw saw the play again in New York and reiterated the opinions below.

THE EVENING POST

NEWS OF THE



Marc Klaw, head of the well known theatrical firm of Klaw & Erlanger, witnessed Benjamin Chapin's character drama "Lincoln," in Springfield on Feb. 21 and at the end of the play made this declaration:

"I will risk my reputation for judg-

ment in those theatrical by saying that I believe Mr. Chapin's "Lincoln" will prove to be one of the greatest pieces of theatrical property this country has ever produced. It is vital, thrilling, and besides is full of fun. The man is a genius and his play will live as long as the stars to play in it. I will gladly enter Rip Van Winkle, in proof."

That is high praise and a strong statement to come from such a man as Mr. Klaw, especially in view of the fact that he has seen the play in the play, other than any other manager who has a theater in which it may be seen. Klaw & Erlanger control the majority of the first press mentions of the Cycle. It is a very large "house" interest, and that means the interest of the public. Mr. Lincoln will be seen in every city, town and village, and every night, every afternoon and every evening in a large variety of

The Most Surprising Alliances Ever Made with a Motion-picture Company

HITHERTO a few serials have allied themselves with newspapers as a means for carrying the story of the pictures and advertising them, which has been most advantageous.

Here, as is easily understood, there is something so much bigger and more universal that every publication of any sort, size or appeal is eager to assist. Because stories and articles about Lincoln are very much in demand and are well paid for. For a theatre man to offer such stories free to his local papers would win instant thanks. Indeed, it is shown by Chapin's past experience that he was the most freely advertised player on the stage.

Nevertheless the Charter Features Corporation has not left it to theatres to make story arrangement. But instead there are allied a great number of publishers everywhere.

THERE WILL BE SEVERAL BIG MAGAZINES CARRYING THESE LINCOLN STORIES AND ALSO THE CYCLE STORY IN EVERY ISSUE DURING THE ENTIRE SERIES.
NEWSPAPERS IN EVERY BIG CITY ARE ENDEAVORING TO JOIN THE MOVEMENT AND BOOSTING.

Here are some of the other publications already in line for alliances:

- College and high-school papers (there are over 400, with circulations aggregating 1,000,000).
- Religious publications (about 500).
- Farm publications (about 200).
- Negro publications.
- Historical publications.
- Jewish papers.
- Civil-service publications.
- Juvenile and youths' publications.
- Labor publications.
- Military.
- Philanthropic.
- Prohibition.
- Sociological.
- Women suffrage.
- Foreign-language papers.

It should be known that these publications reach a large part of all our population!

This of Course Gives Added Interest to the Productions


BUT in addition to publishers, such alliances are being made as are destined to further the popularity of the Cycle to hitherto unknown limits.

Societies of every sort are being lined up in a way as to make it interesting.

Boards of Education are planning to make arrangements to take over certain portions of tickets for every production.

98 per cent. of America is going to hear constantly of the Cycle

THE BEST- ADVERTISED FEATURES

SIDE from all the stories and the publicity they bring; aside from all the value inherent in the society aid, the educational aids, the church aids; aside from the value of the Great Essay Contest, the Lincoln Fellowship, the Poster Stamps, the Book Coupon—there is the direct advertising to be done for the Cycle.

And the statement is made now that backing up the Cycle will be the most strikingly original advertising ever seen in motion picture-dom. A small part of the advertising material is shown on the following pages. Additional elaborate advertising will continually appear during the progress of the pictures.

For the Local Campaign

SOME NEW IDEAS

There are two ways to advertise.

One is to spend the money in a national way, trusting to the density of population for reaching the local theatre's audience.

MAKING THE THEATRE THE PIVOT

The other is to spend it in sections around the theatre as a pivot.

The reason and the advantage of the first are that money goes further in that way—spreading thinly over more territory.

The reason and the advantage of the second are that each territory is covered thoroughly, reaching every person in it.

THE BOARDS OF EDUCATION TO ADVERTISE CHAPIN'S LINCOLN

The Charter Features Corporation is going to use the second as its advertising policy. Therefore, it should be understood that Cycle advertising will mostly be done at and about the theatre showing it.

THE CHURCHES TO ADVERTISE THE CYCLE

Among other plans which the advertising department are completing is that of co-operation with the schools and the local faculties, and the literature thereof promises to bring many people to Cycle theatres.

ALL SOCIETIES TO ADVERTISE THE THEATRES

A like plan will be used with the churches.

Some Advertising That Theatres May Use and How We Will Pay for It

Announcement to *America by* **ABRAHAM LINCOLN**



IF Abraham Lincoln could now spend an evening with you he would surely come to you through the medium of moving pictures, so that all his beloved people might feel the devotion of the greatest American.

Abraham Lincoln, man of the people, the true example of what America means to all—the man who rose from the lowest rung to the highest pinnacle, through a life of adventure, of romance, of comedy and pathos—this is the great character who will come to you in the

(Charter Features) Cycle of Lincoln P l a y s

AT this theatre will begin the most wonderful moving pictures ever seen. Oh, America, here is your epic, here is the song of songs, here is the heart-throbbing powerful symphony of America. Tracing the days of Lincoln, we will show a series of complete plays with Lincoln as the star, with great Americans in the cast.

Headed by Benjamin Chapin

who is known to all the world as the *Lincoln Man* for his absolute reproduction of Lincoln in body, spirit, manner and ideals. Benjamin Chapin, who for fifteen years has been preparing these great picture plays for you, is your Lincoln over again. Come, live with Lincoln; come, gain inspiration and ambition from his startlingly fascinating career.

WATCH FOR THE OPENING DAY AT
(Name of Theatre)

(Sample newspaper advertisement)

How We Will Pay for Your Advertising

IN addition to all the material which we furnish for a startling wave of local advertising in and around your own theatre, we want to advertise in your local papers as well as run the Lincoln stories.

We will furnish these and additional advertisements *free*—ready for immediate use—with the addition of your theatre name and location. We give some samples of newspaper ads. on this and the following pages.

In addition the Charter Features Corporation has worked out unique plans to co-operate with local organizations to advertise your local "Cyclist" theatre. These plans (to avoid imitation) will be kept secret until their release during the progress of the Cycle.

These are positively the most wonderful advantages ever offered in moving-picture advertising.



LINCOLN, the President, after all these years is coming here to town (in the form of that perfect Lincoln man, Benjamin Chapin) in the

(Charter Features) Cycle of Lincoln Photo Dramas

SEE him as he really lived, and trace his life through all these powerful adventures, and see how, against the wall of opposition, he rose to the Presidency.

WATCH FOR THE OPENING DAY AT
(Name of Theatre)

(Sample newspaper advertisement)

ABRAHAM LINCOLN

TO THE AMERICAN PUBLIC:-

*I will live my life
over for you,
A. Lincoln*



“**C**OME with me,” Lincoln might have said, for he was a lover of the story-telling art, “and I will tell you about myself if you wish it.”

His life story is as thrilling and adventurous as any novel or drama. And to have Lincoln himself tell it would make the most interesting and absorbing narrative ever told. Next to having the Great Emancipator tell his life story is to see

BENJAMIN CHAPIN

Chapin has *been* Lincoln for fifteen years! The great universities, theatres, lecture circuits have called him to interpret Lincoln. For not only does he exactly resemble Lincoln physically, mentally and spiritually, but Chapin is one of America's greatest dramatists, and as such has been able to weave the truest and most fascinating of romances about his characterizations. Aided by Lincoln's friends, biographers and associates, he has added authenticity. The result is the phenomenally made

(CHARTER FEATURES)

CYCLE OF LINCOLN PHOTO DRAMAS

With a cast of several thousand players, and at the cost of nearly a million dollars, these complete plays are the most thrilling you have ever seen on the screen.

You will *know* Lincoln when you get through. You will be a truer American.

WATCH FOR THE OPENING DAY

(Name of Theatre)

(Sample newspaper advertisement)



TOMORROW

ABRAHAM LINCOLN



TU'VE read about him. You've heard about him. To-morrow you will see him. To-morrow you will feel a catch at your heart, your blood will run faster, your heart will beat excitedly.

To-morrow you will see Abraham Lincoln. You will see him as the President, as the man, as the father, as the Good Samaritan.

You will see him burdened with the awfulness of war; you will see him laughing and playing in his inimitable way.

To-morrow he appears in the person of his truest prototype, the far-famed Lincoln man—

BENJAMIN CHAPIN

in the

**CYCLE OF LINCOLN
P H O T O P L A Y S**

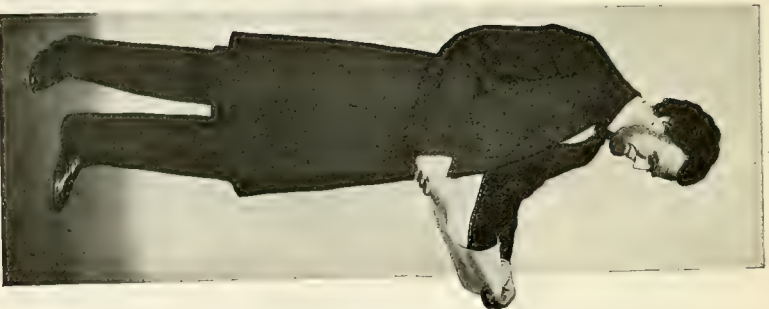
Here is the most stupendous and monumental effort in moving-picture history. Lincoln—all his life—is brought to you in a series of five to nine act plays. The first of these plays is

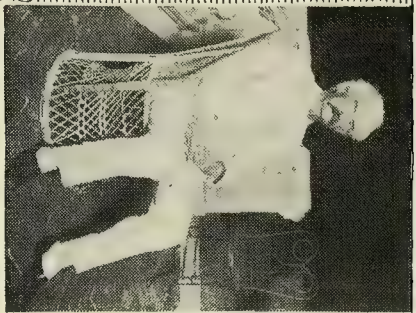
“OLD ABE”

President Lincoln, overwhelmed with the losses in the most recent battle, leaves the White House and takes his little son out for an airing. He sees an old blind man being turned out of his house. On inquiry the President learns that Stanton, Lincoln's Secretary of War, has issued orders to confiscate the rebel's property. Lincoln demands the order, and on learning that the old man is the grandson of Daniel Boone the President grows interested and tells how Grandfather Lincoln knew Daniel Boone in 1784. Then, to the President's story, a virile, forceful drama of the pioneer days is enacted.

Come! Don't miss the first production in the Lincoln Cycle. Tickets now.

(Name of Theatre)





MARK TWAIN and LINCOLN

THE great humorist knew the great President and worked him. When Mark Twain witnessed Benjamin Chapin's characterization of Lincoln he was so taken with the realism and perfection that he went behind the scenes with: "How do you do, Mr. President; you haven't changed very much in all these years."

"I am glad that I came, very glad," he wrote later, "I feel as though I had spent an evening with Lincoln at the White House. I think I know Lincoln a little more intimately now."

IT IS THIS SAME
BENJAMIN CHAPIN
who plays Lincoln and he is the inspiration of the
(CHARTER FEATURES)

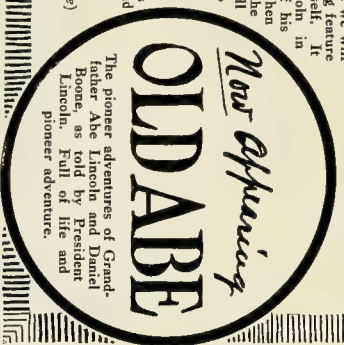
CYCLE of LINCOLN PHOTO DRAMAS

FROM time to time we will show you a stirring feature play, complete in itself. It will show you Lincoln in some great episode of his adventurous life. When you have witnessed what the Cycle presents will truly know Lincoln and you will know the true meaning of liberty.

The Cycle productions will appear first and regularly at

(Name of Theatre)

(Sample newspaper advertisement)



The pioneer adventures of Grandfather Abe Lincoln in the Boone, as told by President Lincoln. Full of life and pioneer adventure.



General Howard Who Knew LINCOLN

and who served in the Civil War, has this to say about Benjamin Chapin's characterization of the great President: "I knew and I loved Lincoln, friend and commander. I saw Mr. Chapin's wonderful portrayal several years ago and was greatly pleased and deeply impressed by it. At that time I had only one criticism—the voice seemed to me different—to lack something of the Lincoln vigor and power, but Mr. Chapin's voice has developed with the years, and to-night even the voice seems like that of my own Lincoln."

BENJAMIN CHAPIN
AS LINCOLN

now heads the cast of star photo players in the

CYCLE of LINCOLN PHOTO DRAMAS

The living soul of the President, with all its adventure, romance, love, pathos, intrigue and comedy, once more is permitted to come to his people and inspire them to strive onward and upward.

(Name of Theatre)

(Sample newspaper advertisement)



Benjamin
Chapin
as
Lincoln.



GENERAL GRANT and LINCOLN

THE son of General U. S. Grant long knew Lincoln. He witnessed Chapin's Lincoln with these comments:

"I want to express my thanks for the great pleasure which I had in seeing your historical 'Lincoln,' during the whole performance. I was continually reminded of the personality of the great war President, so graphically and truly represented."

BENJAMIN. CHAPIN
IS NOW LINCOLN IN THE
(CHARTER FEATURES)



CYCLE of LINCOLN PHOTO PLAYS

Do you admire Lincoln? Come and know him intimately, study him, weep with him, laugh with him and gain inspiration from him. The Cycle consists of a series of great independent feature plays. They will appear regularly at

(Name of Theatre)

(Sample newspaper advertisement)

Abraham Lincoln was born in a cabin in the backwoods. Nancy, his mother, was a woman of the people.



He had no books, no education, no money, but he walked miles to get the books and read them by the light of the fireplace.



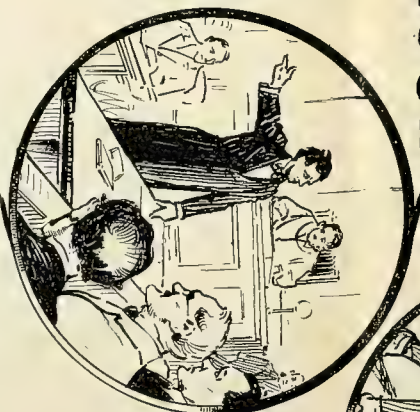
When America was a baby it was a rough, uncultured land. Here Lincoln's grandparents lived with Daniel Boone for a neighbor.



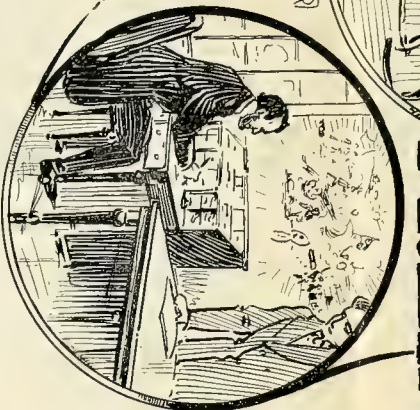
As a youth he earned his living splitting rails, and as the "rail splitter" he was elected when running for the Presidency.



And with the world at his feet Booth shot him dead, but the shot made Lincoln live more truly than ever in the hearts of his people.



While tending store he studied law and became an attorney, faithful and true.



While President the dreadful war broke out, but Lincoln's strong hand healed the nation's wounds.

A CYCLE OF PHOTO-DRAMAS BASED ON THE ADVENTURES OF ABRAHAM LINCOLN

WITH BENJAMIN CHAPIN AS LINCOLN



DO YOU want to know your America as she is? Would you like to trace her growth from the baby days of '76 to her full-blomed maturity and mastery? Would you like to thrill with the realization of all that America means in freedom, and how she attained her power? Now America never produced so true an American as she did in Abraham Lincoln, and he in his life inspired America and created America's romance. Here is the most lovable and startling creation of the moving-picture genius—yes, of the dramatic genius of all history.

Think! The great Lincoln is brought back to you, and he lives over his fascinating life for you, and draws for you the truest picture of your country. Here is America's epic. Here is the symphony of patriotism. Here are romance, excitement, fervor, intrigue, comedy and pathos. I want you to recall anything that ever thrilled you and anything that ever left its impression on your mind for years. And I will say that here is something that will make everything you have read or seen fade away into insignificance—a vast claim but a reasonable one!

Think! Here are a series of plays—complete plays of five to nine acts—based on Lincoln's career, which all together give you the truest idea of Lincoln—from the baby to the martyr—the human, the beautiful Lincoln and greatest American. For three years the Charter Features Corporation and Benjamin Chapin have been working to make the Lincoln Cycle a masterpiece for this and succeeding generations.

BENJAMIN CHAPIN, THE LINCOLN MAN

was and is at the helm, and as Lincoln he gives you your hero back again, for he is Lincoln in everything. Watch for the opening days of the Cycle at

(Name of Theatre)

(Sample newspaper advertisement)

What America Thinks of Chapin's LINCOLN

AFTER you read some of these comments, taken during fifteen years of an uninterrupted wave of popularity and applause, you will understand the perfection of the

(CHARTER FEATURES)

CYCLE of LINCOLN PHOTODRAMAS

With Benjamin Chapin as Lincoln

MR. CHAPIN is responsible for the play and the acting, and is the inspiration of this wonderful adventure cycle and spectacle. All America is now talking of the Lincoln Cycle. You can't afford to miss it, and here is where you can see each part of the Cycle first.

THEATRE NAME

(Sample newspaper advertisement)

(Sample newspaper advertisement)

Endorsed by the
TEACHERS
of this City

IF you want your children to have a better appreciation of their country, you should ask their teachers what they think of the Charter Features' "Cycle of Lincoln Photodramas." Nearly every educational leader knows Chapin's Lincoln and endorses his work.

NOW APPEARING AT

(Name of Theatre)

(Sample newspaper advertisement)

"Lincoln."—New York Clipper.

"Chapin's 'Lincoln' is the most successful attempt ever made to interpret a great American character."—By Thomas Dixon, author of "The Clansman," etc.

"Mr. Chapin has created a production that has the beauty, the sparkle, the sparkle and the dignity of Hamlet."—The Morning Telegraph.

"Benjamin Chapin's 'Lincoln' is the finest, the most uplifting thing in any year from the theater of the people."—The Morning Telegraph.

"A great and genuine American play, destined to win high praise and rich enjoyment."—Edward Everett Fildgen in the New York Press.

"That might have been grotesque was real. Mr. Chapin did it with grace and dignity."—The Morning Telegraph.

"The natural ease and dignity of a great mind and heart mark themselves in Mr. Chapin's 'Lincoln.'"—New York Times (Sunday).

"Handicrafts to moist eyes proved that Chapin had succeeded in making the remnants humblingly of the man felt."—Charles Darrow in the Evening World.

"Exceedingly cleverly straddled to the dozen."—New York Evening Journal.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

"It is handled with admirable skill and restraint well beyond what we have seen in any other play."—The Morning Telegraph.

What the

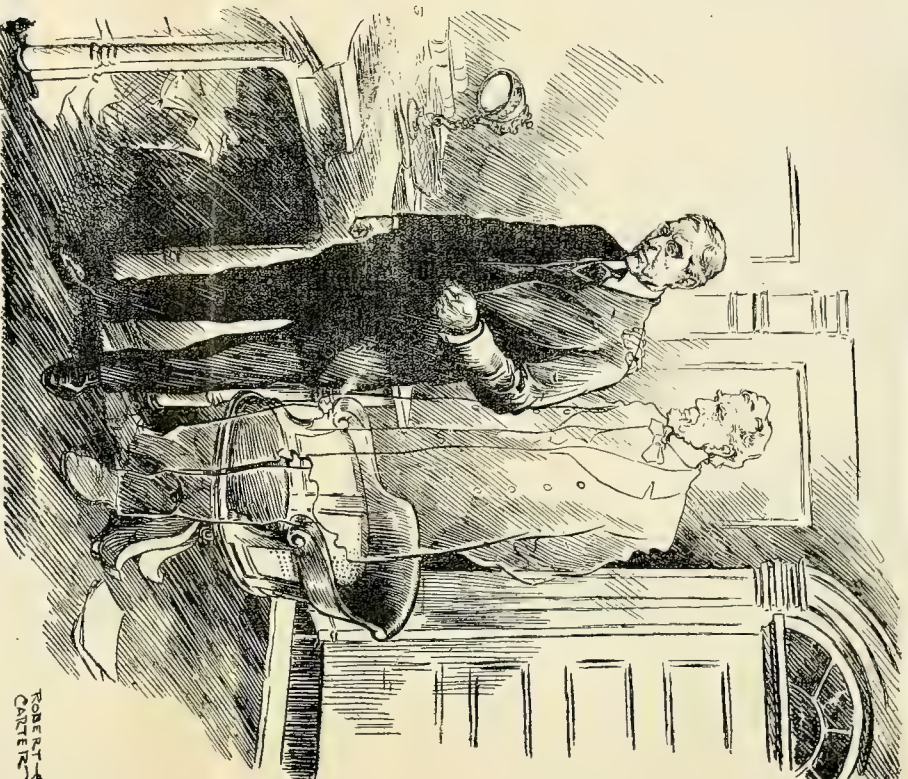
Ministers
think of
LINCOLN

EVERY creed claims Lincoln as its very own, because Lincoln embodied the highest principles of humanity, brotherly love and sympathy. Ask your minister what he thinks of the CYCLE OF LINCOLN PHOTOPLAYS

(By the Charter Features, with Benjamin Chapin as Lincoln.)

The Sun.

MONDAY, MAY 10, 1913.



ROBERT
CARTER

"These are the times which try men's souls."

THE cartoonist most naturally turned to Lincoln for the inspiration of this great picture which appeared in the *New York Sun*.

In such days as these each American thinks of his near divinity—Lincoln. All creeds, all political faiths, all schools of opinion turn to Lincoln and wonder "What would Lincoln do?"

Benjamin Chapin shows just what Lincoln did in his days of dramatic and significant leadership—so appropriate now. It is the story told by the

(CHARTER FEATURES)

CYCLE OF LINCOLN PHOTOPLAYS

Not in a lecture way, not in a lesson-book way, not in a history-book manner, but in a romantic way, a powerful, thrilling photoplay way, Lincoln returns,

BENJAMIN CHAPIN

IN THE LEADING PART

THE CYCLE APPEARS AT

(Name of Theatre)

PRODUCTION No. 1
Now Playing
"Old Abe"
The pioneer days
of America, with
Grandfather Lin-
coln, told by Abra-
ham Lincoln.



M. R. CHAPIN AS LINCOLN
"THE GRANDFATHER"

(Simple newspaper advertisement)



Which is Lincoln?

STUDY these portraits. One is taken from a painting of the great Abraham Lincoln and the other is the famous world-beloved Lincoln man:

Benjamin Chapin
IN THE CYCLE OF
PHOTO DRAMAS BASED ON
LINCOLN

The greatest and most stupendous offering in all the annals.

NEVER was a character so made to live again and revisit his power for good as Lincoln is here permitted to do for all America.

Just as Lincoln was—as a boy, a youth, a rail splitter, a storekeeper, a lawyer, a man, a President—so you see him here in all his power. Just as he was as a son, a friend, a lover, a husband, a father, so you see him in all his sweetness and affection. Just as he was a judge, a pardoner, a general, so you see him here in all his humor, his humility, his humanity.

WATCH FOR THE OPENING DAY AT
(Name of theatre)

(Sample newspaper advertisement)



Come sit with
Lincoln

IF you are thinking what a wonderful thing it must have been to know Lincoln, here you may know him. He is coming to all his people, in the form of the Lincoln man, Benjamin Chapin, who is so like him that Lincoln's friends address him as "Mr. President."

NEXT WEEK
"OLD ABBE"

THE FIRST PRODUCTION IN THE
Cycle of Photo Dramas
Based on LINCOLN

We have the rights to show this great five-reel feature first of all, and the right to show the entire wonderful Lincoln Cycle first of all.

WATCH FOR IT.
(Name of theatre)

(Sample newspaper advertisement)

NEXT-WEEK

THE FIRST
PRODUCTION OF
THE

LINCOLN
CYCLE

(CHARTER FEATURES)

ARE you one of those who wrote us of your anxiety to see the first of the Lincoln plays with Lincoln as the star? Well here it is:

"OLD ABBE"

The pioneer adventures of Grandfather Lincoln and Daniel Boone, with
BENJAMIN CHAPIN
as President Lincoln and Grandfather Lincoln.
DON'T MISS THIS FIRST GREAT PLAY AT
(Name of theatre)

(Sample newspaper advertisement)

In two days Lincoln will appear to the people of our city just as he was in the days of the Civil War.



THE romantic life of Lincoln, done over in its entirety by the greatest Lincoln authority and impersonator:

Benjamin Chapin

Abraham Lincoln from boy to President, the most exciting, thrilling, high-class motion-picture feature yet introduced to America. In the

(Charter Features)
CYCLE OF
LINCOLN
PLAYS

"Old Abbe," the first of the Cycle productions, is to be shown here in two days.

DON'T MISS IT!
(Name of theatre)

(Sample newspaper advertisement)

THE LINCOLN POSTER STAMP



SPREADING over the country like wildfire is the stamp-collecting craze.

We have made a series of full sets of colored poster stamps. These when complete form a pictorial history of the life of Abraham Lincoln. Albums to contain the complete sets will be furnished to theatres.

The object in using these stamps is to give another incentive to the audience to come again and see the next production.

Exhibitors distribute albums free on the opening night of the first production, and then follow by giving the rest of the stamps in installments fitting the number of productions shown.

The use of poster stamps has been so favorably commented on by many authorities in the industry that the Charter Features Corporation has gone to great expense to make these stamps both beautiful and useful.

A Plan for Connecting with the Releases of the Charter Features



THERE will be only one theatre in a locality to carry the Cycle on first release. The agreement shall be made that no other theatre in the same locality will be permitted to show the pictures within a limited time.

An exhibitor who contracts for the Cycle as a whole will have special advantages in his territory.

However, it should be understood that exhibitors who are hesitant to book the entire Cycle will be encouraged to take on individual productions as they are released.

But if an exhibitor is booking a production separately, and in his locality a request comes for the entire series, even after the first exhibitor has shown one or more of the Chapin Lincoln series, the territorial rights will be given to the exhibitor desiring the full Cycle.

The full details of prices will be sent on request.

For any theatre or concern wishing to obtain booking rights correspondence on the subject is invited.

CHARTER FEATURES CORPORATION
110 West 40th Street, New York

BLUE PRINT
of
ACTIVITIES

PROOF SHEETS
for confidential use
of associates only

71.2009.084 05664