

Flores, Fitch, William Farnum and Bessie Eyton were stars in those days.

It was a daring plan, their scheme to build a palatial motion picture theater. They were not only building the first great motion picture theater, but they were actually regarded as competing with drama and opera in planning such a national institution.

The first program of the Mark-Strand theater tells details of the project in part as follows:

"Result of Progress."

"Within the last few years it has been convincingly demonstrated that moving pictures have come to stay, that they are yet in their infancy and have untold possibilities for further development. The evolution from the staid room picture house to the small theater and thence to the regular theater and finally to palatial buildings like 'The Strand' is but the natural result of progress."

Of the first night audience at The Strand Victor Watson, dramatic critic of the New York American in 1914, and now an executive editor, wrote the following:

"Going to the new Strand theater last night was very much like going to a presidential reception, a first night at the opera or the opening of the horse show. It seemed like everything in town had simultaneously arrived at the conclusion that a visit to the magnificent new movie playhouse was necessary.

"Limousines by the hundreds rolled up to the doors and silk-and-diamond bedecked women by the thousands paraded into the wonderful lobby of the largest structure of its kind in the world, and long before the time was set for the evening performance every seat in the orchestra, the balcony and the boxes was occupied and thousands of people had to go away disappointed.

"I have always tried to keep abreast of the times and to be able to look ahead a little way, but I must confess that when I saw the wonderful first audience last night in all its costly togs, the one thought that came to my mind was that if anyone had told me two years ago that the time would come when the finest looking people in town would be going to the biggest and newest theater on Broadway for the purpose of seeing motion pictures I would have sent them down to visit my friend, Dr. Minas Gregory, at Bellevue hospital."

"There was a lot of folk, however, who could not be convinced for some time that 'The Strand' had come to stay as a national institution." The doubts of many showmen are summed in a paragraph printed in Variety, as follows:

"The opinion frequently expressed before the Strand opened was repeated after the show people had seen the theater. It was to the effect that the Strand would not continue with pictures, but would take on a legitimate attraction by next season, probably musical comedy."

Farnum in Lead Role.

"The Spoilers," from Rex Beach's novel, was the feature picture. William Farnum was in the leading role of Roy Glenister; Thomas Santschi was Alexander McNamara; Kathryn Williams was Cherry Malotte; Bessie Eyton was Helen Chester; E. MacGregor, the Judge Stillman; Frank Clark played Destry; Wheeler Oakland was Broncho Kid, and Marshall Farnum was Lawyer Wheaton.

The program opened with 'The Star

Spangled Banner,' next was an overture, Hungarian Rhapsody, No. 2 by the Strand Concert Orchestra, directed by Carl Edouarde, conductor; "A Neapolitan Incident," called "a collaboration of the motion picture and song"; "Polonaise from 'Mignon'; Strand topical review, quartet from "Rigoletto" by the Strand quartet and a Keystone comedy. Then came the big feature picture—a four-reel Selig production.

In celebrating the tenth anniversary the Mark Strand issued 75,000 souvenir programs. Governor Smith sent a letter of congratulation as did Mayor Hylan and Will Hays.

NEWS-MAY-3-1924.

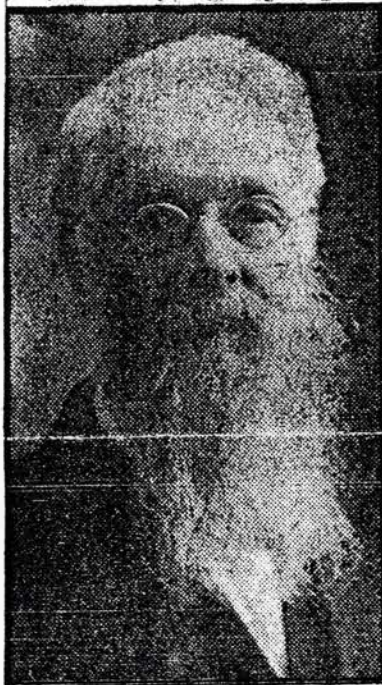
Joseph W. Markham.

Joseph W. Markham, wholesale confectioner, died Saturday morning in his home, 59 Warren avenue, Kenmore. Mr. Markham had a tooth extracted a week ago. Septicemia developed, causing his death. He was 48 years old.

Mr. Markham was a member of numerous Masonic orders and of the Order of the Amaranth. The funeral, which will be held Tuesday afternoon at 2:30 o'clock in the home, will be under Masonic auspices. The widow and a daughter, Gracia Markham, survive.

NEWS-MAY-9-1925.

Musters Out



PHILO ANDRUS MARKHAM

CIVIL WAR VET DIES

G. A. R. soldier, 94, passes away at Orchard Park

Philo Andrus Markham, Civil War veteran, who lost an arm in the battle of Rocky Ridge and who served a term in Libby, Prison, died yesterday

in the home of his daughter, Mrs. Ida C. Jolls, Orchard Park. He was 94 years old.

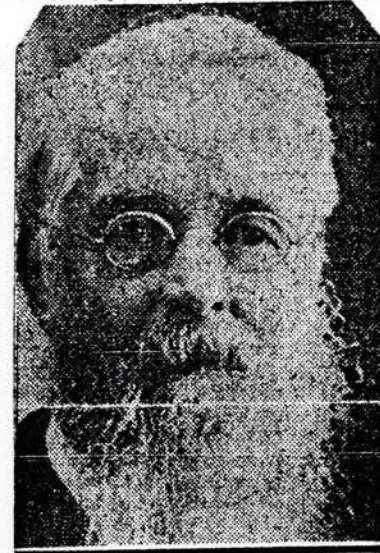
Mr. Markham, member of a family that settled in the country around Dayton, N. Y., and for whom the hamlet of Markhams was named, was born in Broome County and moved with his family to Cattaraugus County as a boy. In 1861, when the Civil War was brewing, he was a young man of 24, building a new house into which he moved with his young bride, Miss Julia A. Blackney, in April, 1862, a few months before his enlistment in B Company of the 154th New York Volunteers for active service in Dixie.

There followed a number of engagements in which he took part, his capture by the Rebel soldiers and his long imprisonment at Libby, then his freedom and the battle of Rocky Ridge, where he was so badly wounded that surgeons amputated his arm.

He returned home, handicapped for active farm work, but with a substantial life pension. For the next 30 years he lived in and around Dayton, sometimes farming, for a time running a grocery. Twenty years ago he came to live with his daughter, and for a year had been confined to his bed.

He is survived by his wife and daughter, and two brothers, Adelbert Markham of Gowanda and Alvin Markham of Dayton. Until three years ago he was an active Grand Army veteran, marching with the Bidwell-Wilkeson Post, of which he was a member, in the annual Memorial Day parade.

COURIER-JUNE-13-1932.



PHILO MARKHAM

Legionnaires of Orchard Park will act as pall-bearers for Philo Markham, 94-year-old Civil war veteran, who will be buried near South Dayton, this afternoon.

Markham, who was the only surviving Civil war veteran in this village, died Saturday after a year's illness, at the home of his daughter, Mrs. Ida C. Jolls. Survivors are his widow, his daughter, and two brothers, Adelbert, Gowanda, and Alvin Markham, Dayton.

TIMES-6-14-1932.

Courtesy of Mary W. Bridges, Amherst, N.Y.