

PICTURE MAGNATE VISITS CITY

David Horsley, Owner of Nestor Film Company, Comes to Albuquerque For Purpose of Taking Views of Southwest.

David Horsley, owner of the Nestor Moving Picture Company, manufacturer of independent moving pictures whose big factory is located at Bayonne, New Jersey, and his studio where he staged and produced dramatic, comedy and cowboy pictures, at Hollywood, California, arrived in Albuquerque last night, accompanied by W. F. Duvuy, an expert operator. Mr. Horsley and his assistant will spend several days in this city and its vicinity, where he will take pictures. He brought with him 5,000 feet of raw film and expects to use all of this before he leaves, providing sufficient subjects can be found that will be of interest to him.

Owner of the Nestor brand of moving pictures, which rank, with the most celebrated pictures now shown in this country or in Europe, Mr. Horsley is an interesting man to talk to. In an interview last night at the Alvarado hotel with a Morning Journal reporter, he said:

"We have the largest moving picture producing organization in the United States, producing three million feet of 1,000 feet of film per week. We have the largest troupe of moving picture actors in this country, employing 133 people at the studio and fifty people at the factory, besides a traveling force of twenty persons who are on the road. Prior to last October, our pictures were all made in the vicinity of New York, but on account of the bad weather conditions there in winter, I decided to move the studio from Mariner's harbor, Staten Island, to California. At Hollywood, we have found conditions so fine for the purpose that I am now building a permanent studio there.

"In January I returned to the east to oversee the removal of the factory into a new building just completed, as the business had grown so much it was necessary to have more room. We therefore, built a modern, fireproof structure in Bayonne, which increased our capacity to an annual output of 7,500,000 feet of finished film per year. On my way east I stopped at the Grand Canyon and the petrified forest to take scenic pictures and quite by accident, or rather due to poor hotel accommodations at Aduniana, I came to Albuquerque, where I spent several hours between trains. During my stay here I looked your city over and found it so pleasing in its possibilities from a picture point of view, I decided to return on my way back to California. I was out of raw film on my first visit, or I should have stayed a day or two. I have come back this time with sufficient material to make 5,000 feet of negatives if I find sufficient interesting material.

"The New York public schools are now using moving pictures for the teaching of geography and kindred studies and this is bound to spread throughout the country as soon as the possibilities of this innovation are realized. I am particularly interested in New Mexican history, and the advantages of its wonderful climate and natural resources, as well as its products and also its various Indian tribes, their habitations, costumes, customs, arts and crafts. If time permits, and locations are not too far removed from town, I shall take a separate picture of each pueblo and its tribe.

"These pictures will be put out from week to week and are circulated throughout over 8,000 moving picture houses in the United States, which are about one-half of the total number in operation. Our pictures are shown only in independent theaters, as the trust's production is shown only in houses licensed by them to use their output exclusively.

"The average life of a film is six months, and about 18,000,000 people see each independent picture put out. In addition to their circulation in this country, we send our pictures abroad, and estimates based on our average sales show that from 80,000,000 to 70,000,000 people in other parts of the world see each of our subjects.

I spent a day in Santa Fe on my way here and obtained about 200 feet of very interesting film, due to the co-operation and aid of Secretary Harris of the Santa Fe Chamber of Commerce. Of course, the Santa Fe scenes are practically all of an historic character including views of the old governor's palace the San Miguel church and several street scenes. I also include views of the capital building and the executive mansion.