



PHOTO PLAYS

A man writing to one of the Minneapolis papers denounces a photoplay programme he witnessed at one of the local houses as vulgar, indecent and stupid.



ELSIE JANIS Star of the Bosworth Films.

PICTURES FOR SOUTH AMERICA. An ambitious project has been undertaken by the Paramount Pictures Corporation.

ONE FOOT OF KISS. Ruth Stonehouse, the Eganay actress, has declared for the one-foot kiss in photo-play scenes.

WHAT'S DOING TONIGHT

"Billy" Sunday revival sermon, tabernacle, Vine and 19th streets, from 8 to 10 p. m.

MISS KEEN LECTURES TONIGHT. Miss Dora Keen, A. B., F. R. G. S., will deliver an illustrated lecture at the Drexel Institute.

DOWNTOWN SMOKER TONIGHT. The Girard Improvement Association will give a smoker and reception tonight.

Marie Tempest in One of the Old Ones

Marie Tempest in "The Marriage of Kitty"—no comedienne is comparable without her. Grace George precedes her.



LEW FIELDS Coming to the Garrick, January 25, in "The High Cost of Loving."

But how different Minneapolis theatres must be from those of this city. You can go into any photoplayhouse in Philadelphia.

SAFETY FIRST PRECAUTIONS. The new safety rules promulgated by the Fire and Police Departments are just and were much needed.

It is inconceivable that such high-class houses as the Chestnut Street Opera House or the Stanley should insult their patrons with vulgar pictures.

There is another breach of common sense which managers should consider. After each picture there should be enough time, with lights on full, to permit those who have seen the programme to leave the house BEFORE newcomers are admitted.

Important advantage. Every failure means a new headliner for them. Henrietta Crossman comes to Keith's next week.

What a romantic life present-day pirates lead! Out west the millions of the law are in full cry after a company that is giving the entire play of "Bought and Paid For" under the title "The Wife He Bought."

Barrie on Golf. "The victim was a golfer. Not a professional, for whom we all have a high regard, but one of those that do it for nothing."

ADRIAN—"The Belle of Bond Street," with Sam Bernard. "The Girl From Kay's," revamped. Mr. Bernard is just as amusing as ever in his impersonation of "Piggy" Hoggenheimer.

THEATRICAL BAEDEKER. ADRIAN—"The Belle of Bond Street," with Sam Bernard. "The Girl From Kay's," revamped.

ADRIAN—"The Legend of Leonora" and "The Ladies' Choice," with Maudie Adams. The first deals with the amusing mock trial and neutral of body who is supposed to have thrown a passenger out of a moving train because he threatened her child's health with open windows.

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170,241 Letters From Mothers

Thousands of babies have been bathed, fed, dressed, put to bed, trained—under the care of THE LADIES' HOME JOURNAL.

UP TO THE PRESENT moment there have been enrolled in the "Young Mothers' Registry" more than 40,000 babies, whose progress has been painstakingly charted, watched and directed by THE JOURNAL.

ago determined. But a young home, with empty spaces picked out for the new chairs it hopes to have soon, with plans for redecorating, with ambition to have more clothes, more luxuries, and with the education of a family brightening the horizon ahead.

This work is endorsed by leading physicians, and many hospitals have asked for and are using the feeding formulas worked out by THE JOURNAL.

And a baby or little child means a real home. Not a halfway-house between the North Shore and Palm Beach, or a place to rest between tango-tea and Tetraxini. It means a normal, earnest, home-loving home, dreaming upward, eager for all that is new and progressive, with thousands of wants just developing and with an income increasing year by year.

Since "Flossie Fisher's Funnies" began to appear in the magazine, 100,953 letters have been written to THE JOURNAL about them by children, with the assistance of their mothers.

That thousands of mothers of babies are constantly in personal touch with THE JOURNAL—representing hundreds of thousands of other mothers who religiously follow the baby and children's pages in THE JOURNAL, but do not sit down and write letters—this is the best indication of the type of families to whom the advertiser in THE JOURNAL may appeal.

A baby or a little child stands for a home—a home for the best of life yet to come. Not the completed "residence" of declining age, crammed with furniture, its tastes fixed, its cuisine settled down to a few favorite dishes, its choice of most commodities long

Families with expanding needs, with eagerness to buy, with great and growing purchasing power.

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA

The Young Mothers' Registry is but one of the 24 specific departments in which THE LADIES' HOME JOURNAL renders free personal service to its readers by correspondence.

TODAY'S PHOTOPLAY CALENDAR

Table listing photo plays at various theatres including Kensington and Market St., Chestnut St. Opera House, Ridge Avenue, Germantown, Locust, Garden, Cayuga, Leader, Tivoli, Belvidere, Windsor, Overbrook, Jefferson, Tulpehocken, Franklin, and Regent.

Table listing photo plays at various theatres including Adopted Daughter, The Chimney-Sweeps, Boston Fadettes, The Christian, Cinderella, Conspiracy and Judith of Bethulia, The Deep Purple, Detective Swift, Elaine, Lost in Mid-Ocean, Lure of the Windigo, My Friend from India, Princess Elena's Prisoner, Sid Chaplin in Hushing a Scandal, The Spoilers, Ten Nights in a Barroom, and The Truth Wagon.