LATEST NEWS OF MOVIELAND FILMED IN TWO FEATURE REELS-NUMBER ONE

QUESTIONS AND ANSWERS The Photoplay Editor of the Evening Ledger will be pleased to answer ques-tions relating to his department. Questions relating to family affairs of actors and actresses are barred abso

Queries will not be answered by letter. All letters must be addressed to Photoplay Editor, Evening Ledger.

Speaking of the making of film comview said:

We only buy about three stories a year. And we read all that come in, about 50 a day, and can't ever find anything. I wish we could. Why, if

about 50 a day, and can't ever find anything. I wish we could. Why, if we could ever find anybedy sending in a story with a germ of honest-to-goodness idea in it, that was plausible and logical, we would write the man or woman who sent it a nice, encouraging letter, telling thom that their story, while not usable, maybe, showed promise and we'd buy it, just to encourage them in the hope that some time we might get something good from them.

Most of the things that come in look as though they were written by children-perfectly asinine things that nobody could use. Why, I don't believe there are more than five or six people in this country who can write scenarios. O. I don't mean one scenario. Anybody can get by with that. I mean keep it up and do it right along, one week, or something like that. What we want is straight-going action, growing in breadth. We can't stop to go back and we never repeat!

We have to keep changing all the

repeat:

We have to keep changing all the time. We have to keep our eyes on what the public wants and get kind of by mental intuition what won't go over any more, and then be ready to oppring something new. There are lots of things that raised a big laugh which in three months won't bring even a titter. We've got to keep ahead of the game.

One and two reel comedies are good and "Tille's Punctured Romance" in

and "Tillie's Punctured Romance" in six reels was a big success. So there

going beyond more than reels in comedy is taking your life in your hands. You have to have it growing all the time and have every-body with something lively to do body with something lively to do every minute, or else your audience will sit back and say, "Why see that fellow? What's he in there for? He

fellow? What's he in there for? He hasn't done anything to raise a laugh for the last 10 minutes."

That's what you have to watch out for every minute. Why, I cut "Tillie" and cut her, and cut her after running her before different people that knew, so that there wasn't a dull minute left in her.

Believe me, the work of assembling that last reel was some job. There were more than 300 scenes in it, and they all had to be put together logically and so that none of them overshadowed any other where it shouldn't. Had to have perfect balance and co-operation, and it sure was some work getting it.

Helen Holmes' Escape

Helen Holmes, the beautiful Kalem leading woman, who plays the title role in the "Hazards of Helen," has added another thrilling escape from death to her long list of death-defying experiences her long list of death-derying experiences before the camera, and this latest daring episode is said to be one of the most hazardous she has ever attempted. Her latest "stunt." which came very

near to ending in grave disaster, oc-curred this week during the enactment of a scene in "Helen's Perils."

Miss Holmes is forced to jump from a dock at San Pedro harbor into a racing launch as it dashes beneath the pler. The drop was a long one, but Miss Holmes, in her usual gritty fashion, did not hesitate. However, she misjudged her distance and struck on the rail of The terrific impact completely the boat. The terrific impact completely stunned her and she was thrown into the water unconscious. The director and on the pier rushed forward, but company on the pier rushed forward, but before they could act several sailors on the dock jumped in and rescued the movie star. She was still unconscious, and when revived was too ill to continue the picture that day.

Railroad men who have seen Miss Holmes work in the "Hazards of Helen" declare that she has enacted every escape from death and thrilling rescue that is known to railroading in reality.

is known to railroading in reality.

Saved by His Wife

A friend asked Sidney Bracy the other day where he kept his power yacht dur-ing the winter. 'Oh, she's in drydock," Bracy explained.

They were sitting in his dressing room in the Thanhouser-Mutual studios in New Rochelle. "There's a picture of her," he added, pointing to a framed photograph on the wall.
"Nies-hocking heat" 'Nice-looking boat," said the friend.

"Nice-looking boat," said the friend.
"What do you call her?"
"Named her the Evelyn." the actor
went on. "That's my wife's name, and
since our last cruise I've been particularly glad I named the yacht for her.
"Funny thing about a woman's intuition. We were way out in the Sound
that day when suddenly everything grew
dark and fog fell round us like a great
gray curtain. We were all straining our

"FOLLOW THE CROWDS"

CHESTNUT ST. OPERA HOUSE

Home of World's Greatest Photoplays

LAST WEEK BEGINNING MONDAY D. W. GRIFFITH'S

rowds, four performances daily will be given:

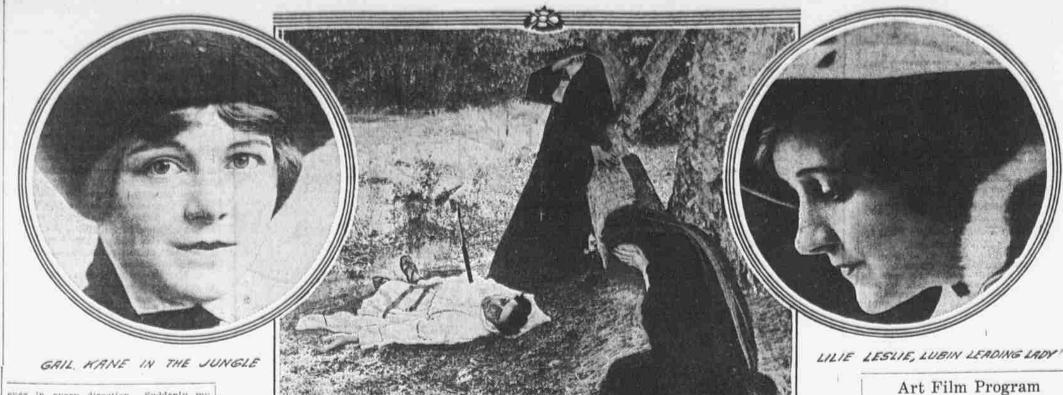
Afternoons at 1 and 3. Evenings at 7 and 9. Prices every performance, 10c, 15c, Sc. No higher.

Exhibitors' Booking Offices, Inc. 1339 VINE STREET

ORGANIZED AND OPERATED SOLELY FOR MUTUAL BENEFIT OF ALL EXHIBITORS Not for Anyone's Personal Profit Housings obtained for all classes of Scient Panture Photoplays at best prices. Phones. Walnut 7242 Race 5156. Come in and get prices ON ALL BIO FEATURES

KNICKERBOCKER THEATRE MANRET STREET ABOVE 40TH BALL AT 5, Sc. EVENINGS, 7 & 9, Sc. 10c Charles Chaplin in "The Tramp" and "His Trysting Place" "TRICKED"

Cumberland Twenty-sixth and Cumberland Sts. MONDAY EVENING. APRIL 1978
Vilton Lucks of in "THE PIT"



west in every direction. Suddenly my wife dodged into the pilot house, grabbed the wheel from the steersman, put it hard a-port and signaled the engine room for full speed astern. I hadn't time to get back to find out why, when a de-stroyer shot by like an arrow, her siren whining like a lost soul. There nadn't been a sound before. "Evelyn, did you see that boat com-ing"! I saked

ing" I asked. "Oh, no," she answered, 'I just sort of felt it.' Can you bent that? Her feeling in the matter saved our lives,

Fox Film Releases Show Wonderful Scope

The Fox Film Corporation has an nounced its releases for the next few weeks, and from the data thus obtained it may be stated in all conservatism that the list is one of master films. First is the famous "Clemenceau Case," with is the famous "Clemenceau Case," with Theda Bara, which will be reviewed in detail in this paper next week. It is followed by William Farnum, in "The Plunderer," by ..oy Norton. It gives Farnum a chance to repeat on his good work in "The Spoilers." The exterior scenes are made in Dahlonega, Ga., where the only gold mine in America east of the Mississippi is located. The director is Edgar Lewis, who made "Samson," tor is Edgar Lewis, who made "Samson,"
"The Thief," "A Glided Fool," "The Nigger," and others. Mr. Farnum has a
strong cast supporting him, including
Riley Hatch, Claire Whitney, Harry
Spingler and a number of Broadway
artists. Next will come Marie Corelli's famous

novel and play, "Wormwood." The story was picturized in New Orleans by a cast of star performers. The director is Marshall Farnum, brother of William Far um.
Next is "A Woman's Resurrection,"
Next is "A Woman's Resurrection," by Tolsto

based on "The Resurrection," by Tolstol. For the picturization it will be a tristar case, with Betty Nansen, William J. Kelly and Edward Jose.

Then will come Nance O'Neil in a play which is partly adapted from Sardou's "Fedora." The title of this picture will be announced later.

be announced later.

Next on the releases is Theda Bara,
Jean Southern, William E. Shay, Stuart
Holmes, Mabei Burkley, who was the hit
of Nazimova's playlet, "War Brides," and
is other players in the groatest assemblage of picture and stage celebrities ever
gathered together in one cast in a regathered together in one cast in a remarkable production directed by Herbert Brenon. For the present the picture is without name

Some of the other forthcoming releases will be "The Fourth Estate" the news-paper play, produced by Liebler & Co.; Bartley Campbell's "Galley Slave"; Owen Kildare's "Regeneration," as played by

EMPRESS MAIN ST. MANAYUNK Madge Lessing in the Screamingly Funny Farce

"THE BLUE MOUSE" And Other Features

149 36 BLUE

CEDAR 60TH STREET AND
CEDAR AVENUE
ENPLOITS OF ELAINE, No. 18
MOLLIE OF THE MOUNTAIN
THE SCHEMERS. OLD TUTOR
EUREKA 40th and Market Streets
SELECTED PROGRAM
THE GIRL I LEFT BEHIND ME
CHAS. CHAPLIN in
MABEL'S STEANGE PREDICAMENT

FRANKFORD Frankford Ave. and

The Sign of the Cross

GARDEN Fifty-third Street and Lansdowno Avenue Earle Williams and THE CHRISTIAN Edith Story in GREAT SOUTHERN 2029 South Third 84.

BLACK PEABL BOUGH BUT BOMANTIC MYSTERY OF SEA-VIEW HOTEL

THE MAN O'WARSMAN

Alleghous Asco. THOS. E. SHEA to

RECEIVED AT N. W. COR. 15TH AND CHESTNUT STREETS, PHILADELPHIA, PA.

Highs Latter N L W more of Divise Series special

Arnold Daly; "Merely Mary Ann," by Israel Zangwill; "Rachel," as played by Madam Bertha Kalich; "Beggar on Horseback," "The Gunner's Mate" and a series of plays that were on the boards last year on the regular dramatic stage.

GLOBE THEATRE

The Modern Moves

The Modern Feature Film Corporation has moved its offices from 1135 Vine street to more spacious quarters at 227 North 13th street. Harry Burns, the manager, in speaking of the change said:

The growth of our business has made it imperative that we seek larger quarters. Our picture, The Man o' Warsman, featuring Thomas E. Shea and Dixle Compton, has made a hiand the bookings have been beyond expectation. Through the Valley of Shadows, featuring Florence Turner, Shadows, featuring Florence Turner, has packed the houses wherever shown. An Aeronautical Intrigus, featuring Asta Nielson, is modern in every respect, and proves to be a box-office attraction. We are negotiating for several high-grade features, produced by companies of note, featuring known stars. The public demands the best in pictures, and our policy is to release only the best. We do not look at a picture wholly from the commercial point of view. It must be appeal-ing, instructive and artistic. Our slogan is "Watch us grow." The Modern will make an important announcement in the course of a few

Write Your Views of "Hypocrites"

Keen interest is being shown by the public in the essay competition in connection with the current production of the "Hypocrites" at the Globe Theatre. This competition was inaugurated by the management for the purpose of securing at first hand the views of many men and many women of many minds conerning an unusual picture play Anyone and everyone has been invited

OCUST THEATRE 52d and Locust Sts. Hear the Wonderful Kimball Organ. Matiness 1:30 and 3 P. M. All Seats, 10c. Evenings, 6:30, 8, 9:39. All Seats 15c. LOCUST THEATRE MONDAY-JULIUS STEGER

THE FIFTH COMMANDMENT" TUES.—ROBERT WARWICK WED.—VIVIAN MARTIN

Thurs. & Fri.-CLARA KIMBALL YOUNG SAT .- "ROD OF WRATH"

WESTERN UNION

ANOTHER METRO SCOOP WE HAVE JUST SIGNED CONTRACTS WITH

FRANCIS X BUSHMAN THE GREATEST STAR IN PICTURES WHO WILL

METRO PICTURES CORPM.

APPEAR EXCLUSIVELY IN METRO FEATURES IN A MONTH NOTHING

Metro Film Exchange 1331 Vine Street

"ONE QUALITY-THE BEST"

OFFICIAL DIRECTORY OF THEATRES

MOTION-PICTURE EXHIBITORS' LEAGUE

THE EXHIBITORS' BOOKING OFFICE, INC.

1339 VINE STREET

HP NEW YORK 1056 a 15

CAN STOP, METRO SOME MORE BIG THINGS COMING.

METRO FIL EXCHANGE 1331 VINE ST PHILADELPHIA PA

WM. U. BETHEL

JEFFERSON DAUPHIN STS.
CHAS. CHAPLIN IN
The Jitney Elopement & Zudora

KEYSTONE SOUTH STREET HELOW TENTH Tillie's Punctured Romance

PARK Ridge Ave. & Dauphin St.
Malinees 3:15. Evgs. 7:15
GALA DAY FOR CHILDREN
THE FAIRY AND THE WAIF

EXPLOITS OF ELAINE

ON THE NIGHT STAGE

Damon and Pythias

SOMERSET 2775 KENSINGTON

TIOGA 17TH AND VENANGO STREETS

RIDGE AVENUE

SCENE FROM HYPOCRITES LAURA NELSON HALL ART FILM STAR to write their view in essay form, reviewing "Hypocrites" from any angle or viewpoint, the only stipulation being that the essays shall be brief and succinct,

EARLE WILLIAMS VITAGRAPH STAR

fully read and at the close of the competition the essay adjudged best will earn for its author an award of \$100. For the smile of "It pays to adverture.

The Tulpebooken has changed hands. The
new manager, John DeMarce, believes in
"doin" things." Watch him at it. for the third \$50 and for the fourth #25.

Notes of the Exhibitors "Be up to the minute" is the slogan of Bernen and Segall, who point with just pride to the Great Southern, with its mirror screen, latest type projection machines and the program of pletures.

"The man with the smile is the man worth

preferably not over five hundred words.
All manuscripts submitted will be care

Barrist & Co.

214 North 8th Street Sell Profitable Picture Theatres

PRICES-\$400 to \$100,000. Both phones.

Mon. & WILLIAM H. CRANE in "DAVID HARUM" and Charles Chaplin in "The Tramp" Wed. Mary Pickford in "MISTRESS NELL" Thurs. Fri. & Daniel Frohman's Production Sat. of "THE LOVE ROUTE" Fine Pictures Amid Refined Surroundings.

MODERN FEATURE FILM CORPORATION Is Now Located at 227 North 13th Street Formerly of 1135 Vine Street

NOW RELEASED THOMAS E. SHEA Assisted By DIXIE COMPTON in THE MAN-O'-WARSMAN (5 Parts)

AERONAUTICAL INTRIGUE. 4 parts, featuring ASTA NIEL-SON. An aerial drama of great interest. Phone, Walnut 4095 HARRY BIERNS, Mgr.

THROUGH THE VALLEY OF SHADOWS. 4 parts, featuring the great emotional actress, MISS FLORENCE TURNER.

Laura Nelson Hall, the original "Every Woman" at first fought shy of going Woman," at first fought say of going into moving pictures, but last year the late Charles Heite, of the Thanhouser Company, prevailed upon her to star in a picture called "Dope," portraying the evil results of drugs. The picture has been such a great success, Miss Hall's name being responsible for repeated visits with the contract of the contract o in cities and towns throughout the United States, that had she, in addition to her salary, received 10 per cent, of the profits in the first nine months of its existence, her share alone would have been \$23,000. It struck her that moving pictures was a more profitable game than theatrical engagements, where one rehearsed for five weeks and received a week or two of salary, those responsible for producing photoplays having better judgment than the majority of theatrical managers. A native of Philadelphia, she has elected to become associated with the Art Film

which the star part was aspecially to ten for her, and which enjoyed a bir ceas when produced in New York. Hall's part in it is a very big one was rying the whole responsibility of the won her shoulder. When the name of the play is announced those who have the privilege of seeing her in it is new York will be able to look forward to hier portrayal of it on the screen considerable interest and impattent. Throughout her career she has also insisted on absolute perfection, and will have no reason to complain about a will have no reason to complain about a will have no reason to complain about the fart Film Company's photoplay producions, as the general director, Gamervale, has been brought up in a set theatrical school, in which anachronic loose ends and "just-as-good" if say we have seen of the preparations of The Stubbornness of Geraldine," the pelastion of detail will equal the finest plays that have been released from us studio in any part of the world, he set alone, in which there are persent 10 scenes asgregating 400 feet, furniture of the value of \$1000 and comprising eigeness, making up a bedroom, will butilized.

The company engaged to support her

utilised.

The company engaged to support he Hall will be second to none it is nounces Vernon Steel, who has put in the World Film Company productes Marie Empress, of the Famous Plans Stanley Harrison, Jules Ferrar and but the product of the second others who have appeared to the second of the second others who have appeared to the second of the second others who have appeared to the second of the sec Belmore, and others who have appears with the best theatrical managers America and England, and last, but no means least, the Art Film Companies been fortunate in securing the eclusive services of William S. Fortus as appearance. as photographer.

Odds and Ends

The employes of the Lubin Company have organized a yearly beneficial topciation. The majority of the players an members and the officers are: Colem Joseph W. Smiley, president; later Schwartz, treasurer, and Donald Sont secretary. Hayward Mack and Harry Lichtly in writing a scenario for Richard Caris, is

which the World Comedy-Star comedas will have an opportunity for mastering a new characterization other than his usual ones of the hen-pecked husband or the ones of the heli-pecasar types, absent-minded professor types. William Faversham will close his thes-rical season about May 24 and will hels

work immediately upon his first sees production, which will be staged at B. A. Rolfe's Eastern studies. The title of Faversham's first piece has not be selected as yet. Company, to do nothing but feature plays. the first of which is "The Stubbornness of Geraldine," by Clyde Fitch. The second photoplay will be one in MARKET AND JUNIPER STREETS



Beginning Monday, 2d Big Week-Twice Daily WARNING—Buy Tickets at Box Office Only.
Ignore All Street Speculators

The SENSATION of the SEASON

ALL THAT IT WAS ANNOUNCED TO BE, AND EVEN MORE!
THE MOST REMARKABLE FILM EVER EXHIBITED!
Unanimously Endorsed by the Pulpit, the Public and the Press. Read

"A brilliant achieve-Inquirer.

"Carefully and the compa notably good

"Impressive scenes."
Truth' literally holds
the mirror up to Nature."—Bulletin. "A feature of the production is the singing of a vested choir and the introduction of a scenic tableau."—Telegraph.

"Reveals in a symbolic, pictorial narrative the highest aspirations of the human soul in vivid contrast with the vilest degradation. It aims to prove that in all ages the essentials of human nature remain fixed."—Ledger.

Hear the Special Music Provided by Organ, Enlarged

Orchestra and Vested Choir

execution and splendi
its pantomine. Noth
in the film from bit
ning to end to offend et
the most fastidious.

Evening Ledger.

"A striking depart
in photo dramas. A &
matized lesson is I
shams of life in socie
in the home: in pelis
and, most of all, in i
church. In tredust
'Truth' personified is in
takedness but with de
tacy and artistic effect.

Force, in Conception

Gorgeous in Conception
—Sumptuous in Its
Staging—Powerful
in Its Appeal

The Producer of "Hypocrites" Offers \$250 for the Best Essays Containing Yes View of "Hypocrites," First Prize, \$100; Second, \$75; Third, \$30; Fourth, \$25. Judge Will be Dramatic Critics of All the Daily Papers. Address All Communications of Globe Theatre, Juniper and Market Sts.

Electric Theatre Supply Co. PRESENTS



A Wonderfully Acted and Elaborately Staged Production of the Heart Gripping Classic of Louisiana, telling the Pathetic Story of Beulah, the Daughter of the Old South, her Sorrows, her heroic Struggles and her Ultimate Triumph in the Love of a Real Man.

> Adapted From the Great American Novel By AUGUSTA J. EVANS

PHOTO-PLAY REVIEW

What others say about us-

The best way I can express my support is to subscribe to the Photo-Play Review, for which I enclose one dollar.—Lottie Briscos, leading lady, of Lubin's. Your publication is bright and breezy and contains a wealth of

tertaining matter of interest to the photo-play fan.—William Lord Wright, publicity manager Selig Polyscope Company. A quality paper, of interest to the producer, exhibitor and the fan, that invites reading by every one.—Evening Ledger.

Enter my name at once for subscription. I firmly believe that every exhibitor should read your publication.—T. E. Morgan, manager Broadway Theatre, New York city.

The Photo-Play Review, a new popular weekly at popular prices.

—Motion Picture News.

An excellent trade journal that grips not only the exhibitor, but the patron.—R. W. Baremore, dramatic critic, New York city. Contains an interesting treatise on the leading photo-play productions. Profusely illustrated in a most artistic manner.—The Even-

SPECIAL FEATURE

Charlie Chaplin's Life

By VICTOR EUBANK in issue of April 20th.

SPECIAL OFFER 25C THREE MONTHS

Yearly Subscription, \$1.00

Subscribe Now.

Handsomely Illustrated.

THE PHOTO-PLAY REVIEW Real Estate Trust Building.

Philadelphia, Pa-Bell Phone, Walnut 527.