# Evening Z Ledger

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### PHILADELPHIA, TUESDAY, JUNE 15, 1915.

No man's state is ever so bad that it might not be scorne.

#### The Right Answer

THE Committee on Harbor and Navigation of the Chamber of Commerce has formulated the right answer to the queries of the Chamber of Commerce of the United States regarding the development of the merchant

The local chamber, through its committee, expresses its opposition to Government ownership or operation of merchant ships, and it favors such a system of subsidies or subventions as will cover the difference in the cost of operation of the ships under the American flag and under foreign flags. It also urges the adjustment of the subsidies and the amendment of existing laws in such a way as to encourage the establishment of lines of steamships to carry both mail and freight. Its report is based on the fundamental assumption that it is much better for the Government to assist private enterprise than to smother it by going into the shipping business itself, an assumption that is justified by every consideration of principle and expediency.

#### Greece Casts Her Ballot

EVERY turn of the Great War has brought a host of speculations, presumptions and consequences. The vast and interacting factors involved make a change in any one the chance for a thousand readjustments.

Just now speculation turns toward Greece. The elections of Sunday seem to have given Venizelos, the great ex-Premier and champion of intervention, a clear majority in the National Parliament. Will this mean a new Ally? It was only the apparently determined action of King Constantine and the consequent resignation of Venizelos which precented entrance of Greece when the Dardanelles were first attacked. It seems that only the hesitancy or objection of the other Balkans can stop Greece now. Yet we must remember that it was this great Premier who brought the Balkans into league against the

Once Greece is in-and, with her, doubtless Rumania and Bulgaria-the possibilities are definite enough. The forcing of the Darda-nelles, the fall of Constantinople, and driving of the Turk from his last European provinces will come quickly. They will also bring a clear advantage at last to Russia in her Austrian game of seesaw.

### Music in the City

YESTERDAY saw the opening of Phila-delphia's summer season of open-air music. In Fairmount Park and on the north plaza of City Hail the voice of the brass band made the humid air seem at least a little cooler, and the city not a half bad place of a summer evening. Tonight the first public "sing" of the season will add mild exercise in the vocal arts.

There are a lot of pretty deep and philosophic reasons why the city should thus supply a need that no other agency fitly meets. Shakespeare has phrased one aspect of this:

The man that hath no music in himself, Nor is not moved with concord of sweet sounds, is fit for treasons, stratagems and spoils; The motions of his spirit are dull as night, And his affections dark as Erebus. Let no such man be trusted.

It is just as well, however, to remember that the Germans are probably the most musical race of Europe, and to keep an eye to other civic virtues.

## Doing Strong Men's Work

CIPEAKING at the commencement of the Pennsylvania State College, H. Walton Mitchell regretted "that educated people have too often thought of political affairs as side issues not worth their consideration. If there is one improvement we need more than any other in public affairs in America, it is to have men of strong minds and characters take part in our official life." True, every word of it. But while men of strong minds and strong characters sit back and yawn women of strong minds and strong characters get out and fight political battles worth while. So many men have usurped woman's place in the home that she has to get out and do a man's work.

Prison Reform at Last This hill is a step in the carrying out of a comprehensive plan, based upon humane and economic principles, for the mental, moral and physical betterment of the Commonwealth's criminals.—Governor Brumbaugh on the Hess bill.

WHEN the Governor signed the bill to consolidate the Eastern and Western Penlientiaries in a single, new and modern Institution in Centre County, the first step toward real prison reform in Pennsylvania NAME TAXABLE

The bill has antagonists, of course. Some abject to the sost involved in new buildings and in keeping up so large a farm as planned. Governor Brumbaugh seems to have such abjections well in hand when he points out that the sale of the sites in Philadelphia and Pittsburgh will more than pay for the new mildiags, and estimates that the new regime, White plan for utilizing convict labor to the manufacture of many prison necessities, willwave the litate three-quarters of a million an-

The even if the construction of the care was

and the institution of an enlightened reformative system on the prison-farm basis meant a great outlay of money, it would be worth it. The human value of contemplated prison reforms answers both the monetary objections and the fear that the convicts will have fewer visitors in Centre County. Governor Brumbaugh sums up the whole case for the "new penology" in his answer to that last objection:

From the standpoint of the family or of the friend who has the interests of the prisoner at heart, surely there is little ground for hesitation between the convenience of easily visiting a prisoner confined under present conditions and the satisfaction of knowing that he is in such an environment that, when finally liberated, he may be turned back to his friends and to the world with mental, physical and moral sirength, giving him a fair chance to become a good and useful citizen. and useful citizen.

In other words, the reform of the prisoner is of so much importance to the State that other considerations can be subordinated.

### Our Industrial Preparedness

THERE is one kind of preparedness of I which pacifists or anti-militarists or any party or group of citizens cannot deprive the nation. The country, in one respect, is being prepared for war more effectively than any appropriation by Congress would pre-

Orders from foreign Governments to the amount of at least \$1,000,000,000 have brought or are bringing into being great munition arsenals. Already there is not a nation, we surmise, that can rival us in the quantity of manufacture of those things with which war in carried on. Additionally, in quality we are rapidly approaching, if we do not equal, the productive capacity of any Power. A year of conflict in Europe has caused in the United States a preparedness for war, so far as munitions are concerned, that years of activity by the Government could scarcely have produced. We may lack trained armies, but we cannot lack the things with which armies are equipped.

This preparedness not only proves the wisdom of encouraging private factories, but it gives an inkling of the real power of the nation, should it ever be called on to battle with a powerful antagonist. We have solved at least half of the problem of national defense when we have created an industrial system capable of supplying with modern equipment any force, however large.

It is not, therefore, the want of an army which arouses apprehension. But battleships cannot be built in a night. It is in the navy that want of preparedness is most menacing and dangerous.

The nation must not be addicted to militarism and not backward in preparedness, but ready to meet the issue, whatever it may be, and ready always to stand sure-footed and unafraid in defense of human rights and the other precious principles of which Americanism is a living manifestation.

The Whole City Invites the Convention No ADVERTISING man has completed his education till he has visited Philadelphia. and studied the methods used here. This applies to the advertising agent who sells publicity and to the advertising manager of a business enterprise who wishes to buy publicity in the most effective and profitable

Every alert member of the United Advertising Clubs, the convention of which will be held in Chicago next week, is aware of the advertising pre-eminence of this city.

Department store advertising has been developed to a greater state of perfection here than in any other American city, and there are in Philadelphia, or across the river in Camden, some of the biggest advertisers engaged in selling their wares all over the world. The city was the home of Benjamin Franklin, himself an expert in publicity, and it was here that the bell was rung which advertised to the world that a new nation had been born. Publicity methods have been changed since the time when a bell in a tower was used to attract attention; but the purpose of all methods is the same, and with the passing years the importance of using some method has become so evident that no one disputes it.

But if no other reason existed for holding the convention of the United Advertising Clubs here next year, the announcement by Provost Smith that the buildings of the University of Pennsylvania would be turned over to the advertising men for their meetings should be sufficient. Advertising is education and education is advertising. The opportunity to proclaim this fact so effectively never before presented itself to advertising men. They are expected to accept the invitation without a moment's hesitation and to come to Philadelphia next year.

Success is not how much you do, but how

It is a good thing that the income tax also

is graduated. The 100-yard dash seems to be the most

popular outdoor sport of the Allies. The one-time card sharps of the ocean greyhounds agree with General Sherman.

Ten years for robbing a trolley car must seem pretty severe to the average conductor.

It does not make so much difference where the Italian armies are going. The point is that they are getting there.

It begins to look as if the Organization were planning to fight the mayoralty campaign on the issue of hunger for the spoils.

The penitentiary may go away, but there are some citizens, in this vicinity, nevertheless, who are getting nearer to it all the The mere killing of ten thousand or more

men accasions little comment, now that the world has become used to slaughter. The only thing really interesting is baseball or awimming An English weekly publishes a cartoon of Uncle Sam reading Wilson's note on the Lustiania, clenching his hand and invoking

"and the sound of a voice that is still"? If they keep at it long enough the social accuomists, who object to the waste involved in allowing the church and school buildings to be unused in the summer, will succeed in making the investment earn a good income in the way of better citizenship.

"the touch of a vanished hand," while a por-

trait of the Colonel glowers down from the

wall. But isn't the rest of the quotation:

### SHERMAN AND THE THEATRE

Uncle Sam Stirs the Bones of the Late Lamented Theatrical Trust. The Big Problem of Booking Which the Managers Face.

### By KENNETH MACGOWAN

IT IS customary to look among rich men for philanthropists and among successful businesses for trusts. Hence, mild surprise that the Federal authorities save begun to scent a theatrical trust at the end of this season of managerial bankruptcy. Of course, there is something to indict in Broadway; there is something to indict in almost every large industry. But if the Government's investigators advise presecution, the present culprit. like all the rest, will be indicted for the wrong

Comparison with the other scapegoats of Industry, however, falls short. The bankrupt "trust" has begun to puzzle the investigator just as the theatre's commercial methods have puzzled every hard-headed man of commerce who has come into contact with the theatrical business. The New York Times thus reports Investigator Thompson:

Theatrical people, he said, seemed transact business in a way so unlike that of ordinary commercial men and their method of bargaining was so essentially their own that his experience in such matters as the Tobacco Trust and similar investigations was not safe to follow in matters theatrical.

Mr. Thompson is confronted, to start with, by the question of whether theatrical entertainment is a commodity of interstate commerce; even the scenery, the only tangible part, isn't sold, and the bulk of the product comes under that enviable category outlawed as "not a commodity of sale." And while he wonders if a great deal of professional jealousy over the real merits of plays and managers hasn't caused all the discoverable complaint, his analytic, legal mind puts a very curlous picture of the case before him. Or it ought to.

#### The Middlemen's Trust

Here we have a supposititious trust of middlemen. The booking powers-the Shuberts, or "Independents," and Klaw & Erlanger, or the "Syndicate"-manufacture some of the product, but not half. They own some of the stores where it is sold, but only a fraction. They merely arranged for its distribution. The injured parties assume that these stores, through the middlemen trust, ought to be compelled to handle their goods. The consumer hasn't a word to say. He can't discover that the methods of marketing have anything to do with with the cost or the worth of the product. It is just another 'little business man" that is getting hurt. And if the Government prosecutes, it will do the playgoer about as much good as the other anti-trust suits have done the automobile owners and the proprietors of pipes.

The real trouble in the theatrical system bears no earthly analogy to the other trust difficulties. It isn't a matter of distribution or sale. If the Government should prosecute the Shuberts and Klaw & Erlanger for the real wrong in the American theatre, it would be like prosecuting the Tobacco Trust for some fault in the manufacturing organization-for growing Burley leaf in Michigan, curing it in Maine and rolling it into cigars in California. The "theatrical trust" manufactures every one of its separate cigars through a different workman, and ships him into all those three different States to do it. Anyhody who has studied the organization of Germany's independent, integral repertory theatres, any one who has stepped into Wallack's with a seeing eye, knows the saving in cost of production, the security in patronage and adjustment of losses which is possible under such an arrangement. He cannot help contrasting it with the reckless extravagance and the impossible risks of our piecemeal, speculative producing and touring system. And if he expects laws to be designed for the promotion of happiness, happiness to take account of art, and art to be a product of security and provident endeavor, he is likely to press for prosecution. But, like Mr. Thompson, he may doubt "whether the Sherman act can be applied to such a kaleidoscopic business as the stage." An application of common sense would be

### Slaying the Slain

Unfortunately, the practical problem right now seems to be whether to embarrass the harassed Independents and the Syndicate still further this season by pursuing them with the Sherman act. Once upon a time, when the Syndicate had sewed up the situation so tight that the Shubert explosion was the result, it was easy to find a trust. Early this season the blessings of competition, added unto our chaotic theatre system, drove the two sides of the theatrical house to a design to make peace and join in a singie booking office. The action of the Government raises a natural doubt as to whether the consolidation was given up for reasons outlined at the time or whether it was given up at all. But, so far as surface indications go, the Shuberts and the Syndicate are booking their plays in their theatres independent of any agreement except some restrictions of a minor sort in Chicago, Boston, Philadelphia and St. Louis.

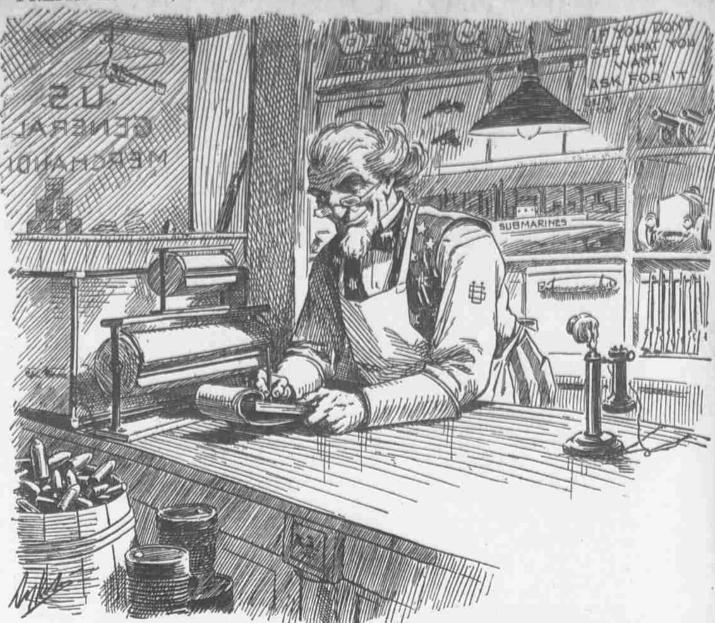
If the Government should set its Interstate Trade Commission to suggesting some method of handling our eccentric becking system, it would, of course, do a lot more good than anti-trust prosecution. But the task would be gigantic, mentally and physieally. Should there be two becking agents, with two theatre routes, or one? Should we look to the openings given small producers under competition as an offset to the wastes of dark theatres and badly twisted routes? Or should we create a single, systematic routing office and try to keep it impartial? That would mean, of course, divorcing theatre ownership and play ownership from booking management. How long could that be kept up among men whose interest in the theatre is not the creation of artistic entertainment, but money triumph in speculation? And would our producing system ever reach any sort of decent respectable security under any divine guidance whatsoever?

The man who tries to figure out a sound financial future for that gigantic gamble called Broadway and the Road, is doomed to

### "IT'S HUMAN NATURE"

From the Detroit Free Press. Detroit is to have a "better bahies" week. Those of us who have babies are sure they couldn't possibly be any better.

THE SICK MAN OF THE FAR EAST From the Detroit Free Press.
A Japanese statement expirite that "China is sick and Japan is the decise." But China is inclined to prefer worrying along with the old-fashioned home remedies. "PREPARED? NO, BUT I COULD USE WHAT I'M SELLING IF I HAD TO!"



# WHY PURCHASE LOWER CALIFORNIA?

It is Urged That We Might Thus Help Mexico and Benefit Ourselves-Magdalena Bay and the Monroe Doctrine-Southwest Wants "a Window on the Sea."

By RAYMOND G. FULLER

TOWER CALIFORNIA, lying off the beaten Litrack of the tourist, is best known by its relation to the not infrequent Japanese-American war scares. Magdalena Bay and Turtle Bay are familiar names to everybody who reads the news. They have often sounded in the halls of Congress. In a speech on the arbitration treaties, Senator Lodge said this:

"Suppose some great Eastern Power should directly or indirectly take possession of a harbor on the west coast of Mexico for the purpose of making it a naval station and a place of arms. I am using no imagination in suggesting such a case. It is not very long since an indirect movement was begun, and it is apparently still on foot, to obtain possession for a foreign Power of Magdalena Bay, so I may fairly suppose that such a case may arise. If it did we should immediately intervene. We should declare that this was a violation of our constant policy known as the Monroe Doctrine. The nation seeking the station on the coast of Mexico would then say, 'Very well, let us take this to arbitration.' We could not help ourselves, for under the terms of the treaty either party to a dispute can bring the other before the high commission of inquiry, and the Monroe Doctrine would then be submitted to them by us as a bar to the arbitrability of the ques-

Now, if only Lower California were owned by the United States, how different the situation would be! No further prospect of any such eventuality as that which Senator Lodge so seriously discusses. No more Magdalena Bay incidents of the kind that breed or foster war scares. And what a relief!

### The Money Would Come In Handy

The transfer of title would doubtless prove of considerable advantage to this country, and if some man or group of men should appear in Mexican affairs whom our Government might feel disposed to aid in the establishment of peace and order the purchase price of the territory would be a literally material contribution toward that end. Mexico has not been served by Lower California. The territory remains practically undeveloped. Mexico's need is for the development of peace and prosperity in the rest of the country.

The proposition that the United States should acquire Lower California is not new, except as the circumstances are new. From the beginning of the Mexican War up to the present time the annexation of the peninsula has been periodically agitated. Twice Lower California was in the possession of Americans and twice it was given back to Mexico.

Much of the advantage from annexation would accrue to the people of three Southwestern States-New Mexico, Arlsona and California. What they think about it in that region was expressed a few years ago by a California writer as follows: "When our war with Mexico closed in the fortles with the treaty of Guadalupe Hidalgo, and we acquired the States of California, northern Arizona, Colorado, Utah and Nevada, and confirmed our possession of Texas, our peace commissioners allowed themselves to be outgeneraled diplomatically in several important particulars. Our expansion stopped just at the point where, having gone so far, it should have gone farther. The cardinal error of the commissioners and the Polk Administration was the fallure to appreciate the great importance of access to the sea. They overlooked American access to and rights of navigation upon the Guif of California, the arm of the Pacific that extends up the Mexican const between the Mexican State of sonors and the Mexican Territory of Lower California. Had our statesmen foreseen the future greatness of the territory they were acquiring, they could not have made such a mistake. As it was they consented to an international boundary line that cuts off southeastern California and Arizona from water traffic completely as though they were located a thousand miles inland, notwithstanding that the headwaters of the Gulf of California are within less than 50 miles of their boundary?"

in other words, a vast portion of the Amercan Southwest wants "a window on the sea." If the United States should make some arrangement for the acquisition of Lower Callfornia the northwest corner of Sonora should be acquired at the same time. This narrow strip at the head of the gulf was retained by Mexico to afford an overland route to the peninsula. Mexico, however, has made absolutely no use of it, not even for this purpose. All communication between the Mexican mainland and Lower California is by boat, and there is so very little communication that the territory has been almost completely forgotten in Mexico City. The 50,000 people who comprise the total population of the peninsula do not figure in Mexican revolutions, so complete is their isolation from Mexican affairs. The business of concessions has thriven only moderately here, for the reason that Lower California needs all-round development, such as Mexico cannot give it and such as the United States can give it, before it can become immensely profitable to special enterprises.

#### More "Imperial Valleys" With Lower California and the northwest-

ern corner of Sonora in American control, the miracles of the American Southwest would be repeated by the same methods, principally irrigation and the development of waterways. By the expenditure of some labor and money by the Federal Government, San Jorge Bay, near the head of the gulf, could be made an important American port. A railroad thence from the Southern Pacific would give direct and easy access to tidewater. The Colorado River, with some "improvements." could be made navigable to large boats all the way to Yuma. We should have, in case of the proposed purchase, ports of commerce 500 miles nearer the mouth of the Panama Canal than any we now possess. Magdalena Bay, the best harbor on the Pacific coast south of California, is closer to the canal by this distance than San Diego, the first American port on the Pacific reached by vessels coming through the canal, and San Jose del Cabo, at the southern tip of the peninsula, is 200 miles nearer. Mexico would benefit commercially from the presence of American ports of entry on the gulf. To return to the subject of war, the ownership of Magdalena Bay, a beautiful landlocked harbor 15 miles across, would offer naval and military advantages which are obvious.

You have heard of the great Imperial Valley of California. A few years ago it was an arid wilderness. Now it is one of the garden spots of the world. An elaborate system of dams and intakes was constructed, and though owned and used by Americans living in the United States it is necessarily located on Mexican soil. It is thus subject to Mexican law, and the protection that Mexican law affords is not much. But there are other Imperial Valleys awaiting development in northwestern Sonora and Lower California. This is our New Southwest-to be or not

### COLLEGE BASEBALL THRILLS

Commencement Games, With Their Spectacular Environment, Furnish Plenty. From Scribner's Magazine.

When the score of a commencement game stands one to nothing in favor of the home team, with the young men of a rival university at bat in the first half of the ninth inning, intercollegiate baseball, in point of thrill, color, and general spectacular environment, may be regarded as having reached its apothecess. In the distance the hills and woods sleep in the purple hase of a placid June afternoon. Over the baseball field silence hangs heavily and tensely, where formerly the air had vibrated with organized uproar, breaking occasionally into that unordered upheaval of sound which one knows at the Pole Grounds or at Shibe Park. Myriads of red, blue, white, plak, manye purasola gay contumes, and flags have become so motionless that each color-note atands out distinctly.

The antics of the reunited classes, who just before the game paraded into the field, dominating it completely, are forgotten. Ecotch Highianders, Dutch peasants, Indian Parsees, Araba, sailors and red Indians long age melted from the centre of the arena and now form merely a segment in a vast, towering bank of color.

color.

The bands and drum corps have disappeared; mosts laden with apt, timely symbolical groups has out of sight behind the stands. A great part of the game, it may be supposed, had passed before the levial graduates and those watching them had been able to dissociate this atruggle on the dismond from the scenes of meany abandon which had marked its sparing

stages. But now, in this first half of the ninth,

the game holds full sway.

A sharp crack of a bat against an inshoot smites the ears like the splitting of a giant oak. A deep murmur drowns the little clattering vollay of cheers, from the devoted group of supporters of the allen nine, as the white sphere describes a perfect parabola. But an agile outfielder keeps pace with it—a race al-ways as beautiful as anything in the realm of sport—and the ball finally settles into his hand. A roar of relief and applause acclaims the play, as a similar outburst does a moment later when a stinging grounder whizes to the shoristop and is deftly handled, making two out.

#### G. W. PEPPER FOR MAYOR To the Editor of Evening Ledger:

Sir—will you publish the following:
"Honorables Boies Penrose, James P. MoNichol, William S. Vare, Edwin H. Vare, David
H. Lane, David Martin and all others interested in our city's present and future.
"Gentlemen: In presenting to you the name
of George Whater Penetral Property of George Whater Penetral Property In Presenting to you the name

of George Wharton Pepper, Esq., for the high office of Mayor of Philadelphia I am giving you one who is of the right age, just in the prime one who is of the right age, just in the prime of life, who by birth is of the rare old stock, his ancestry dating back many generations. By education a graduate of the University of Pennsylvania, both academic and law. By pro-fession a lawyer well known for his ability in city, State and nation. A churchman, the fore-most in its councils, both of diocese and church at large, in fact a Christian gentleman, a citzen whose friends are all glad to know and would delight to honor 'a man every inch of him,' A Republican in its truest sense all that resulting a stands of the council can be a stands. Republicanism stands for, a member of the Grand Old Party.' Just such a man as all of our best citizens will be glad to vote for and assist in his administration as he will stand only for what is best and most progressive." DAVID L. WITMER.

Wayne, June 9.

of the job this year.

ONE ON THE GROWN-UPS From the Detroit Free Press. You can't blame the June graduates for thinks ing they are needed to run the world when they see what a mess the grown-ups are making

### AMUSEMENTS

WILLOW GROVE PARK ARTHUR PRYOR and His AMERICAN BAND

ARTHUR PRYOR, Conductor CONCERTS AFTERNOON AND EVENING RESERVED SEATS 100, EACH CONCERT. IN ADVANCE AT THE PARK—MAIL OF PHONE

VOCAL AND INSTRUMENTAL SOLOISTS COMING-THURSDAY EVENING, JUNE 11TH REUNION OF BILLY BUNDAY CHOIR NO. I SPECIAL DOBLAR PLATE DINNER at the CASING

25c SPECIAL REDUCED PRICES FOR 35c ONLY FIVE MORE DAYS

Gentry Bros. Famous Shows 2:15 P. M. TWICE 8:15 P. M. TUEBDAY-29TH AND BOMERSET SYS.
WEDNESDAY-TORK ROAD AND LOUDEN ST.
THURSDAY-CHELTEN AVE. AND ANDERSON
FRIDAY-19TH ST. AND HUNTING PARK AVS.
SATURDAY-SYTH ST. AND CHESTER AVE.
FREE STEEST PARADE DAILY

B. F. KEITH'S THEATRE CHESTNUT AND TWELFTH STRE John Hyams & Leila McIntyre Presenting "THE QUAKERESS"
HORELIK ENSEMBLE; LADY SEN MEI; BURTON
HOLMES TRAVELETTE; JAMES DIAMOND &
BIEYL BRENNAN; OTHERS.

MARKET ST. ABOVE 18TH Stanley 11 A. M. TO 11 115 P. M. EDGAR SELWYN
Thurs. Fri., Sat., HAZEL DAWN as "CLARISSA"
Children's Program Every Saturday 10 A. M.

GLOBE MARKET AND JUNIPER PRICES 10, 16, 250 MAN FIGMAN "MY BEST GIRL' Thursday, Friday, Saturday, "THE MOONSTONE

RCADI BLANCHE SWEET IN "STOLEN GOODS"

FORREST LAST All Seats, 25c
TWICE DAILY-9:18 and 8:18
Natural Color Life-Size Motion Fictures THE FIGHTING FORCES BURDER GARRICK WEER | 10c. 15c. 15c.

THRO CENTRAL AFRICA ALSO UNCLE SAMS NAVAL FIGHTING FORCES GRAND CHASE & CO. IN "THE CRAND CHASE & CO. MANUEL EQUIPMENT OF STREET OF SHITHING PICTURES." CROSS KEYS Mat. Dally, 2:15-166, 18, 200 VAUDEVILLE SHORT Photoplays

Woodside Park THEATER BY STATE AND A SE "The Time, the Place, and the Girl" TROCADERO ME DUTINGAL GLOSS