ROYAL ARCANUM'S PRIZE CONTESTS

Plans for Membership Rivalry Between Pennsylvania and New Jersey Councils

The following interstate contests have been arranged between Brother H. J. Bierman, Grand Regent of New Jersey, and L. R. Geisenberger, Grand Regent of Pennsylvania, for cash prizes which are being offered by the Supreme and Grand Councils: Metuchen Council, of Metuchen, N. J., will contest against Germantown Council, of Philadelphia; Bogota Council, of Bogota, N. J., will have Dupont Council as a competitor; West Shore Council, of Union, N. J., will try to beat out Haverford Council, of Philadelphia, while Corinthian Council, of Newark, N. J., will contest with Pennsylvania Council, of Philadelphia. These contests should prove interesting, as they all bear good reputations for producing new candidates. The Grand Regents of New Jersey and Pennsylvania will have a conference some time during the week, at which time all the details of these contests will be arranged. All these contests are to start September 1 and end December 31.

The newly appointed D. D. G. R. for Tioga Council made his initial visit at the last meeting. One application was read, with splendid prospects for a banner year. A degree team has been engaged for the work at their next meeting and 25 candidates are expected before 1 a.m. this and December 31. October 21 has been fixed for a grand rally night and open meeting.

The officers of the larger Royal Arcanum Councils in the city are active planning for a big fall and winter season. Entertainments of various kinds, carnivals and contests for members are some of the events decided upon by a few, with many of the old reliables to hear from.

Haverford Council has engaged the lot at 60th and Ludlow streets for its big carnival to take place September 10 to 18. There will be a series of illustrated lectures by a well-known lecturer given by this council during the fall. The Entertainment Committee is a good, live bunch of hustlers that will prove a credit to the members of Haverford Council.

Philadelphia Council's meeting last Tuesday showed many browned and tanned faces. The Entertainment Committee was instructed to prepare a program for the season. Two applications were received and various committees made their reports. The Baseball Committee announced a big game for Labor Day with the Highland Park Country Club at the latter's grounds. The drawing scheduled to take place at this meeting was postponed.

Past Grand Regent A. B. Eaton and family recently made an auto trip to Ocean City, where they renewed the acquaintance of some former friends and cottagers.

Thomas H. Shoemaker, secretary of Pennsylvania Council, is spending a pleasant vacation at Ocean City.

Benjamin C. Beecher, of Guarantee Council, representative to the Hospital Association, is taking the rest cure at Cape May, accompanied by Mrs. Beecher.

Pennsylvania Council had the honor of a visit from Grand Regent L. R. Geisenberger at their meeting last Friday night.

GRAND FRATERNITY

Winners of Prizes in Membership Contests—Entertainment Features

The names of the winners in the membership contest have been announced by Superintendent M. W. Meixel. Frater P. Melgrane, who took the lead at the start, finished first, and was awarded the gold watch. Frater Jack Kessler, a member of less than six months, astonished every one by defeating Frater J. R. McClellan for second place. Jack will receive $10 in gold as his reward. Frater McClellan, who finished third and won a fine safety razor, states that the attention he was forced to give to the various business enterprises in which he is interested prevented him from finishing at the top. Fourth, fifth and sixth places were taken by Fraters Herman Ferber, Charles Forbes and Eugene Fay, in the order named. A combination fountain pen and pencil, a gold watch fob and scarf pin will be awarded to these contestants. Twenty-eight special prizes will be awarded to as many fraters who finished with 500 points or over.

At the next meeting of Oak Park Branch a vote will be taken upon the question of removing from the present headquarters in West Philadelphia to the Fraternity Building, 1414 Arch street. This branch was originally composed exclusively of West Philadelphians, but its membership at present represents all sections of the city.

Frater John Fitzpatrick, of Industrial Branch, is being congratulated upon his candidacy for magistrate. He has always taken a prominent part in the affairs of his own branch, and has a host of friends among the membership in the Philadelphia District who have promised their support.

Members of East Park Branch who attend the meeting next Thursday night will have an opportunity to hear the Medley Four. This quartet of clever entertainers has been sadly missed from the meetings for the last three months on account of their engagement at Point Breeze Park. Fraters Feltz, Alexander, Matero and Chiruco have been pleasing the patrons of the park with their funny stunts and really fine singing during the hot months. Feltz and Matero have a burlesque on several prominent opera numbers, and then, just to prove their versatility, they render the same numbers "straight." In addition to being booked for every meeting at their own branch during the fall and winter, they have already signed to appear at the meeting of Oak Park Branch later in the month w. the possibility of several appearances at other branch meetings.

Knights Golden Eagle

Semifinal arrangements have been made for the 40th anniversary. A committee, with D. G. C. Dormer as chairman, was appointed by the grand chief some time ago, and his committee has been enlarged by the castles sending representatives to work in conjunction with the committee. October 3 has been set aside by Grand Chief Beggs as K. G. E. Sunday, and on that date the celebration commences with all the sir knights attending church in a body in the central portion of the city. On Monday, the 4th, there will be a large class initiation in Lu Lu Temple. There are at present 500 applications in for this affair. The work will be exemplified by various teams from castles in the city. On Wednesday, the 6th, there will be a large ball at Horticultural Hall, which will be preceded by a military demonstration, which will consist of a dress parade and review of the First Regiment of the military branch. Friday night will be the scene of a large banquet, where the "old cronies" will tell what they used to do and the younger ones will tell what they are doing. This affair is being handled so as to be the largest affair of its kind ever held. No expense is being spared to have the celebration a success. Meetings are being held weekly in the Grand Castle Hall, and all those interested are invited to attend these meetings.

Shepherds of Bethlehem

Deputy Supreme Commander Sir Baeringer has installed the officers of Lady Wyckoff, No. 70, as follows: Outside guard, Sir Golla; inside guard and trustee, Sir Gruber; master of ceremonies, Sir Schreel; chaplain, Lady Churchill; marshal, Sir Sneval; vice commander, Sir Sally. This was one of the largest installations held this year, 40 past commanders and deputies being in line. There were 22 lodges represented and also members of the Supreme body, Supreme Vice Commander Sir Tracey, No. 37; Supreme Aide to Commander Lady McCormick, No. 69; Supreme Inside Guard Lady Hazlett, No. 25; ex-Trustee Lady Holme, No. 25. They meet at 2825 Fletcher street.

The officers of Lady Bainbridge Lodge, No. [illegible] installed by Deputy Supreme Commander Sir Snyder as follows: Commander, Sir Thomas Steel; vice commander, Sir Thomas Minier; marshal, Lady Nate Brooks; outside guard, Lady E. Henderson; inside guard, Lady D. Brook; chaplain, Lady M. Hoser; past commander, Sir J. Ambrose. Twenty lodges were represented. A box party will be given by Loyalty Lodge, No. 112, in its new room at Fraternity Hall, 1866 Germantown avenue, on Tuesday, September 14. All members and their friends are invited. Refreshments will be served.

I. O. O. F., Manchester Unity

The Philadelphia District Class Initiation Association held a meeting last Tuesday night, James Stewart presiding. District officers and representatives of the various lodges were present and made reports on prospective candidates. F. G. Shaw, degree master, is about to start rehearsals of the degree team. Brother Stewart is drill master, and Robert Plank, the well known baritone, will have charge of the double quartet and orchestra. The class initiation will take place on Saturday evening, October 16, in M. U. Hall and will be held in commemoration of the nineteenth anniversary of the Philadelphia District. P. G. [illegible] George Smith and P. D. J. M. Jenn, M. D., will present a silk American flag to the lodge securing the most candidates for this occasion, and the lodges have started to work for the class of 2000 candidates.

ARTISANS' ORDER

Bartram's Enterprising Feature in the Initiatory Ceremony

Girard Assembly put through one candidate at the August meeting. At the close of the business session the members were entertained by former Cashier Charles H. Edenborn with an address on the Expositions of San Diego and San Francisco. In addition to telling of the many interesting features there Bro. Edenborn explained the varying degrees of climate while traversing the Pacific coast from the Mexican border to the Canadian line, and also the business conditions in that whole section, making his remarks instructive as well as interesting. He reports Philadelphia well represented at the San Francisco Exposition, and that the reputation of the Quaker City as the great manufacturing city of the land is being admirably sustained.

Bartram Assembly's August meeting had all that any one could wish at this season. The spirit of past years was there with about 70 members. The honors for entertaining were given to the quartet, pianist, Brother Sloan; Brothers Tom Vance, O. Hall, J. Yocum and Deputy James C. Marr. There was something new in the form of a Welcome Glee for initiatory work, composed by Doctor Iwin. It is thought the whole order will want to adopt this ceremony. A big meeting is looked for on the evening of Labor Day.

Southwestern Assembly has petitioned by vote the Board of Directors to take such action as will lead to the extension of the privilege of reduced certificates to members joining since 1902 as to those joining prior to 1902.

The last games of the season are booked as follows, though there is no likelihood that all will be played: Underdown and Fidelity, at Talbot; St. John's and Northwestern, at 20th and Somerset; Lehigh and Boosters, at 20th and Somerset; Dorian and West Philadelphia, at 38th and Walnut; Pennsylvania and Bartram, at 61st and Elmwood; Harmony and Progressive, at 34th and Derks.

Order of Good Templars

Mrs. A. J. Weichman, delegate from Pennsylvania to the National Lodge session in San Francisco, writes that J. K. Hauck, of Philadelphia, was re-elected national superintendent of juvenile work.

The Scandinavian Lodge paid a fraternal visit to Quaker City Lodge last Saturday evening in its pleasant room at Broad and Federal streets.

Golden Link Lodge will hold its regular monthly business meeting next Thursday evening in Lawson's Hall, 2472 Frankford avenue.

Good Will Lodge, Bethlehem, is increasing in membership since the session of the Grand Lodge, and is planning to send a large delegation to the next session in Newark, Del.

Will Entertain Pharmacy Graduate

Leonardo Antonia Micell will be given a banquet tonight by his friends at Palumbo's Hotel, 824 Catharine street, in honor of his receiving the degree of doctor of pharmacy. Micell, who is well known in the Italian colony in this city, recently graduated from the Philadelphia College of Pharmacy. The banquet will also partake of the nature of a friendly congratulation on the engagement of the young man. More than 200 persons have been invited to attend.

"FILMADELPHIA" AS IT IS TODAY

What Motion-picture World Quarterly Charts Think of City's Condition

By the Photoplay Editor

What is the present state of filmdom in Philadelphia? The experts who compile the "news charts" printed periodically in the Motion Picture News have an answer ready. Here it is:

General trade conditions since June 1—Excellent.

Future outlook—Good.

Number of theatres opened since June 1—None.

Number closed—Twenty-two. (Including, of course, summer closings, which are not permanent.)

Class of film in greatest demand—Drama and good comedies.

Exhibitors' attitude toward the new programs—Favorable.

Demand for feature films—Immense.

Popularity of serials—On the wane.

Change in admission prices—Increase expected.

Rental prices of programs—Constant.

Rental prices of features—Increased.

State rights marketing—Almost dead.

Stage stars as screen success—No.

Blanche Ring is to be presented by Oliver Morosco in a film version of "The Yankee Girl."

The Universal is advertising Hobart Bosworth in a five-part feature based on Joseph Medill Patterson's drama, "A Little Brother of the Rich."

An unusual side of railroading is presented in Kalem's newest episode of the Hazards of Helen Railroad Series, "The Broken Rail." In the course of this stirring story the photoplay patron is shown how trained wrecking crews clear away the worst wrecks and bring order out of chaos.

One of the awe-inspiring sights in "The Broken Rail" is that in which a huge derrick is shown raising massive freight cars and locomotives, swinging them about just as easily as a man would lift a matchbox. To the uninitiated, the rapidity and apparent ease with which the debris is removed from the tracks is simply marvelous.

It was by an unusual chain of circumstances that Kalem was enabled to show the wrecking crew at work. The Hazards of Helen Company was hard at work on a story involving a train wreck when word was received that a bad smash-up had occurred some miles down the line. Piling his players into a couple of autos, the producing director rushed them to the scene of the disaster.

Half an hour later the Kalem players were hard at work. Before long the heroine of this series was actually operating the huge crane—this, by the way, is shown in "The Broken Rail"—and otherwise demonstrating that she is thoroughly at home in any branch of railroading. By the time the wrecking crew had finished operations the photoplay was completed.

Paul Scardon has been promoted from the ranks of the Vitagraph stars to a producing director and given the manuscript of "The Island of Surprise," a picturization of Cyrus Townsend Brady's novel of the same name, as his first picture. Mr. Scardon will direct the work of such well-known players as William Courtenay, who will be seen in the principal characters, and some 500 extra persons representing a horde of savages.

Prof. Selskar M. Gunn, chief of the publicity bureau of the Massachusetts Health Department and a member of the faculty of the Massachusetts Institute of Technology, is preparing for a great moving picture health campaign to be conducted during the coming winter. Two films, telling realistic stories illustrative of hygienic principles, have already been secured and will be exhibited before public and private organizations. A lecturer will explain each picture as it is being projected on the screen. This service is supplied free of charge by the Health Board.

WILTON LACKAYE
To appear in "Trilby" on the World program.

PROGRAMS OF PHOTOPLAY PRESENTATIONS THIS WEEK

GREAT NORTHERN—Monday, William Faversham and Jane Grey in "The Right of Way"; Tuesday, Max Figman and Lolita Robinson in "Jack Chanty"; Wednesday, Miss Jackie Saunders in "Ill Starred Babbie"; Thursday, Mrs. Leslie Carter in "Du Barry"; Friday, Mary Nash in "The Unbroken Road"; Saturday, Carlyle Blackwell in "The High Hand."

BROAD ST. CASINO — Monday, Ormi Hawley in "Destiny's Skein," Kalem and Vitagraph comedies; Tuesday, "Pat Hogan, Deceased," 3-part Vitagraph Comedy drama. Hearst-Selig News; Wednesday, Broadway star feature, "My Lost One"; Thursday, "The Sky Hunters," with Edna Mayo and Bryant Washburn; Friday, Broadway favorites, "Don Caesar de Bazan"; Saturday, "The Law of Love," 3-part Biograph, and "The Prima Donna's Mother."

SHERWOOD (Paramount Week)—Monday, Daniel Frohman presents Marguerite Clark in "The Crucible"; Tuesday, Robert Edeson in "Where the Trail Divides" Gaby Deslys in "Her Triumph"; Thursday, Elsie Janis in "Caprice of Kitty"; Friday, Mary Pickford in "Mistress Nell"; Saturday, Marguerite Clark in "Gretna Green."

JEFFERSON — Monday, Edward Connelly in "Marse Covington"; Tuesday, William Faversham in "The Right of Way"; Wednesday, Frank Daniels, in "Crooky Scrooge"; Thursday, Vivian Martin in "Little Dutch Girl"; Friday, Mrs. Leslie Carter in "Du Barry"; Saturday, Kathleen Williams in "The Rosary."

IMPERIAL—Monday, Mary Miles Minter in "Always in the Way"; Tuesday, Henry Ainley in "Brother Officers"; Wednesday, Theda Bara in "Lady Audley's Secret"; Thursday, Robert Warwick in "The Stolen Voice"; Friday, Mary Pickford in "The Dawn of a Tomorrow"; Saturday, Stewart Baird in "The Runaway Wife."

BALTIMORE — Monday, Pearl White, Lionel Barrymore and the Mysterious Mr. X in "The Romance of Elaine"; Tuesday, Laura Sawyer in a "Daughter of the People"; Wednesday, Beulah Poynter, in her own play, "Lena Rivers"; Thursday, "Thais"; Friday, Elaine Hammerstein in "The Moonstone"; Saturday, "The Three Musketeers."

LINCOLN — Monday, "LeGrand's Revenge," "The Coming of the Kingdom," Chaplin; Tuesday, "Motherhood, Jane of the Soil"; Wednesday, "Jane Eyre" "Was It Her Duty"; Thursday, "Girl of Gypsy Camp," "The Strangler's Cord"; Friday, "C. O. D.," "On Dangerous Paths"; Saturday, "The Sky Hunters," "The Tide of Time."

LOCUST — Monday, Mary Pickford in "Little Pal"; Tuesday, "The Moth and the Flame"; Wednesday, Blanche Sweet in "Stolen Goods"; Thursday, Vivian Martin in "The Little Dutch Girl"; Friday, Ann Murdock in "A Royal Family"; Saturday, Mary Pickford in "Fanchon the Cricket" Next week is anniversary week.

AURORA—Monday, "The Shadow and the Shade," Hearst-Selig News, "Cutey, Fortune Hunter," "Such Things Really Happen"; Tuesday, "The Scar," "The Serpent's Tooth," "The Repentence of Doctor Blinn," "Some Duel"; Wednesday, "The Goddess, No. 11," "Call of Yesterday," "Battle of Elderbush Gulch"; Thursday, "Mystery of Mary," "Loves Rescue," "The Lure of Mammon"; Friday, "Woman and Wine," "The Busy Bell Boy"; Saturday, "The Death Cloud," 7th episode of Romance of Elaine.

"The King of the Wire"; "Hazards of Helen Series," "Rakoon Hose Company."

BLUEBIRD—Monday, John Mason and Harold Lockwood in "Jim the Penman"; Tuesday, Mary Pickford in "The Dawn of a Tomorrow"; Wednesday, Mary Pickford in "The Bishop's Carriage"; Thursday, William Faversham in "The Right of Way"; Friday, Marguerite Clark in "The Pretty Sister of Jose," and Saturday, Henry Ainley in "Brother Officers."

EUREKA—Monday, William Farnum in "The New Governor"; Tuesday, Irene Fenwich in the "Commuters"; Wednesday, Francis X. Bushman in the "Second in Command"; Thursday, "Stop Thief"; Friday, Nance O'Neil in "Princess Romanoff"; Saturday, Walter Miller in "Winning the Futurity," and "Diamond From the Sky."

STRAND — Monday, "When My Lady Smiles," "Pup the Peace Maker"; Tuesday, "Maker of Dreams," and Mary Pickford in one of her successes; Wednesday, "Romance of Elaine No. 3, "His Convert"; Thursday, "Heavy Villains," Chaplin comedy; Friday, "Jane Was Worth It," "Girl on the Engine," a Hazards of Helen series; Saturday, Julius Steger in the "Fifth Commandment," and "Broncho Billy Well Repaid" and others every day.

RITTENHOUSE—Theda Bara in "A Fool There Was"; Tuesday, Robert Warwick in the "Stolen Voice," Marguerite "Mutual Masterpicture," Marguerite Fischer in "The Quest"; Thursday, "St. Elmo"; Friday, "Officer 666"; Saturday, Francis X. Bushman and Beverly Bayne in "Graustark."

PARK — Monday, Marguerite Clark in "Gretna Green"; Tuesday, "Ill-starred Babble," featuring Miss Jackie Saunders; Wednesday, Emile Gaboriau's story, "Mons. Lecoq"; Thursday, Romance of Elaine; Friday, Edith Wynne Mathis in "Governor's Lady, Who Pays?"; Saturday, Clara Kimball Young in "Marrying Money."

Theatrical Baedeker

WALNUT—"Fine Feathers," with Robert Edeson and a supporting stock company. The first production of the star-stock venture of Mr. Leahy will exhibit Mr. Edeson in the play by Eugene Walter which served as his last starring vehicle, but which never reached Philadelphia.

VAUDEVILLE.

KEITH'S—Victor Morley and company, in "A Regular Army Man"; Deiro on the piano-accordion; Mazie King and Tyler Brooks, dancers; Lydia Barry, singer; Paul Quinn and Joseph Mitchell, in "The Phoney Bluff Gold Mine"; Loyal's trained dogs, Chauncy Monroe and company, in "A Business Proposal"; Bronte and Aldwell, in "A Boardwalk Flirtation," and Le-Ve and Wilbur and Hearst-Selig News.

GLOBE—"The Broadway Revue"; Joseph K. Watson, monologist; Joe Welch's sketch, "A Day at Ellis Island," with Marie Samuels; Lee Tung Foo, baritone; the Musical Lunds, instrumentalists; Knight Brothers and Sawtelle, and Niblo and Nugent.

NIXON'S GRAND—Crossman's Entertainers, instrumentalists; Baby Helen, Val and Ernie Stanton, Boeman and Anderson, Stanley and LaFrach, singers and dancers; Gibbons and Gibbons, comedians, and Fun Foto Films.

CROSS KEYS—First half of week: Tim McMahon's Pullman Porter Maids, Morree's "Sinking of the Lusitania," mechanical and electrical spectacle; Frank Conley, basso and choirmaster; the Elsie Kramer Trio, Lillian Murtha, singing comedienne, and Weston and Symonds, in "The Stage Carpenter and the Soubrette."

WOODSIDE PARK—Archie Nicholson and company, Nina Espey, banjo player; Charles Glocker, water juggler; Three Cox Sisters, singing and dancing, and Booth and Leander.

BURLESQUE.

CASINO—Billie Watson's "Beef Trust Burlesquers," in "Krausmeyer's Alley," and "The Bashful Venus," with Frank Bambard, Jean Leighton and Violet Pearl.

DUMONT'S—Dumont's Minstrels, with Eddie Cassaday, Charley Boyden, Hefe Gibson and others in "The Money Simple Band" and "Atlantic City Bathing Suits."

PHOTOPLAYS.

GARRICK—Second week of Lyman Howe's Travel Festival, with wholly new pictures. They include a trip through the Panama Canal and a visit to the expositions in San Francisco and San Diego. There will be the usual diversity of other features. Last week.

STANLEY—"The Heart of Jennifer," with Hazel Dawn.

PALACE—"The Secret Orchard," with Blanche Sweet, Carlyle Blackwell and Theodore Roberts.

ELIMINATING THE WASTE

is the production problem of the day. Without half trying, you can stop enough "little leaks" from your personal income to leave your family a comfortable competency in life insurance. Just a "smoke" a short jitney ride, some trifling luxury less a day, would buy an Artisan Certificate good for $1000 in case of your death; entitle you to sick benefits and the splendid Artisan social features. Ask any member of the Order.

Prominent Photoplay Presentations

NORTH

BLUEBIRD BROAD AND SUSQUEHANNA AVE. 2 to 11 P. M. Hear Our Organ With the Electric Echo JOHN MASON and HAROLD LOCKWOOD in JIM, THE PENMAN Plays Obtained Thru Stanley Booking Co.

Great Northern BROAD ST., ERIE & GERMANT'N AVES. DAILY 2:30 P. M. EVENINGS 7 & 9 P. M. WM. FAVERSHAM and JANE GREY in THE RIGHT OF WAY Tuesday—IRENE FENWICK in COMMUTERS

Broad Street Casino BROAD BEL ERIE EXCLUSIVE PHOTOPLAYS Lubin Presents ORMI HAWLEY in a 3-Part Drama, "DESTINY'S SKEIN." Kalem & Vitagraph Comedies. Hear the Wonderful Organ.

NORTHWEST

JEFFERSON 29TH AND DAUPHIN STS. EDWARD CONNELLY in Marse Covington HEAR OUR PILCHER ORGAN TODAY COMING—"MELTING POT"—SEPT. 7-8

PARK RIDGE AVE. AND DAUPHIN. ADMISSION 5c. MAT., 2:15. EVG., 6:30. EVG. 10c TO ALL. DANIEL FROHMAN Presents MARGUERITE CLARK in GRETNA GREEN A Paramount Picture

NORRIS 19TH AND NORRIS The Red Stephano, Vitagraph drama in 2 parts. The Call of Motherhood, Lubin drama. Poor Baby, Edison comedy. The Fable of the Galloping Pilgrim who kept on Galloping, Essanay.

NORTHEAST

STRAND 13TH AND GIRARD AVE. MATINEE WED. and SAT. WHEN MY LADY SMILES Pup, the Peace Maker OTHER PICTURES

AURORA GERMANTOWN AVENUE ABOVE NORRIS The Shadow & the Shade, Selig drama in 2 pts. Hearst-Selig News Pictorial, No. 61. Cutey, Fortune Hunter, Vitagraph comedy. Such Things Really Happen, Lubin drama in 2 pts.

LOGAN

LOGAN THEATRE 5610 NORTH BROAD FRANK DANIELS in CROOKY

OVERBROOK

OVERBROOK 63D AND HAVERFORD AVE. COMPLETE ORCHESTRA. MAT. DAILY, 5c. LUBIN SPECIAL—BOLD EMMETT in "Ireland's Martyr" 3 REELS Others

WEST PHILADELPHIA

LOCUST 52D AND LOCUST STS. KIMBALL ORGAN Mats., 1:30 and 3 P. M. Eves., 5:30, 8, 9:30. PARAMOUNT PROGRAM MARY PICKFORD in Original Portrayal LITTLE PAL Tomorrow—THE MOTH AND THE FLAME Plays Obtained Thru Stanley Booking Co.

IMPERIAL 60TH AND WALNUT STREETS EXCLUSIVE PHOTOPLAYS Metro Picture Corp. Presents MARY MILES MINTER in a Picturization of the Song Classic "ALWAYS IN THE WAY"

SHERWOOD 54TH AND BALTIMORE Evgs., 6:30, 8 and 9:30. Paramount Pictures. DANIEL FROHMAN Presents MARGUERITE CLARK in THE CRUCIBLE

The BALTIMORE 50TH AND BALTIMORE AV. PEARL WHITE, LIONEL BARRYMORE and MYSTERIOUS MR. X in THE ROMANCE OF ELAINE

EUREKA 40TH AND MARKET STREETS WM. FOX Presents William Farnum IN THE NEW GOVERNOR

RITTENHOUSE 52D AND HAVERFORD MATINEE 2 EVENING 6:30 WM. FOX Presents THEDA BARA in Robert Hillard's Success A Fool There Was

LINCOLN 49TH AND WOODLAND ADMISSION 5c "TODAY AND TOMORROW," in 3 parts, NELL CRAIG in "LE GRAND'S REVENGE." "THE COMING OF THE KINGDOM" EXTRA—CHAPLIN COMEDY

EVENING LEDGER PHOTOPLAY ADVERTISING PAYS

Triangle

Four weeks ago I printed an advertisement headed WARNING.

In it I told of some of the plans of the Triangle Film Corporation and intimated that I expected large profits.

But I was so afraid that there might be exaggerations and overstatements by persons without authority to speak that I made very plain the fact that anything that promised so very much in profit necessarily entailed some risk of loss.

I said we had got together the greatest organization of moving picture producers the world had ever known, great actors and actresses, great executives and

GRIFFITH, Producer of "The Birth of a Nation."

INCE, Famous for the "Battle of Gettysburg."

SENNETT, Master Laughmaker of the World, Creator of Keystone Comedies.

But my belief that the theatre managers of this country would be willing to pay big weekly rentals for fine pictures was only *belief*. Now it is FACT.

THE BEST THEATRES have written, telegraphed, telephoned offers of weekly rentals equaling my estimates.

The ablest executives in the film business have joined us. For "Nothing Succeeds Like Success." Actors and actresses who have hitherto found the pictures below their dignity have come to us eagerly.

Those who appear in the first Triangle plays will give you a pretty good idea of the calibre of the rest.

RAYMOND HITCHCOCK
DOUGLAS FAIRBANKS
DUSTIN FARNUM

all in one evening's entertainment—think of it!

And then there will be Billie Burke, De Wolf Hopper, Joe Weber, Lew Fields and a host of others.

Four weeks ago "Triangle Film" was unknown to the New York stock market. It came out at par—$5.00 per share. As I write it is selling there for $6.50 or more a share.

I do not control the price.

Many big men are buying Triangle Film. I appreciate their interest and their support.

But the man I want is the ten-share man, and the man who owns fifty shares. For he is the man who most appreciates his monthly dividend check.

It is he who goes regularly to the theatre that shows Triangle Plays, and tells his friends to go.

I want you who read this advertisement to own stock enough to laugh the heartier at a Keystone Comedy because you are part owner of it.

Just ask a good stock broker or your banker to get some shares for you—while the market is low.

* * *

I am President of Triangle Film Corporation. I believe it will earn large profits. I believe that the Company's interest will best be served by having the largest possible number of stockholders. Hence this advertisement. It tells the truth as I see it, avoiding overstatement and avoiding equally understatement, for understatements may be as misleading and unfair as overstatements.

As to Sept. 20, 1915

Very soon after Sept. 20 Triangle Plays will appear in the Chestnut Street Opera House, Philadelphia.

The best players in all the world, working under the supervision of the world's greatest directors, must produce the best pictures.

And the best people will see them in the one best theatre in each locality.

H. E. Aitken