

Evening Ledger

AMUSEMENT SECTION

Address all communications to Dramatic Editor Evening Ledger, Independence Square, Philadelphia.

THE AVERAGE NET PAID DAILY CIRCULATION OF THE EVENING LEDGER FOR FEBRUARY WAS 104,115

PHILADELPHIA, SATURDAY, MARCH 25, 1916

The Magic Length

WHAT is the right length for a photoplay? Obviously there is no right length. Some excellent stories need only a thousand feet of film for their best development.

Just as obviously the producers think they have found the right length. It is just exactly five reels. The five-part "feature" reigns supreme today.

Sometimes the Fox people find that some scenario is too crammed with action for five reels and give it six. Mary Pickford was lately screened in seven.

5000 Feet or 100,000 Words

There are a good many disadvantages in this. In the first place, it hampers the producers. They can't give the serious attention to some short but exquisite scenario that its story deserves.

The High Cost of Boredom

As a matter of fact, the five-part length holds difficulties which are beginning to be felt. Producers and exhibitors have discovered the danger of relying on a single feature to divert an audience.

A Variegated Prophecy

Boston has adopted the curious solution of putting two features into every program—two chances of boredom balanced against a very large "money's worth."

An Appeal to Decency

The first page of this section is devoted to the coming activities of the Ballet Russe because, apart from the institutions which extend their work over long periods of time, the opera, the theatres and the orchestras, no single organization has presented such an opportunity for entertainment.

Some things about all revelations we resent, but it is rather pitiful that of all things we should have chosen the so-called "moral" factors for dispute and scandal.

There is a stronger sense of social decency in Philadelphia than most persons seem to believe, and on that sense the Russian ballet confidently relies for a fair judgment.

Are we never to escape the domination of these few? Will there never cease to be intelligence which can be bought or bullied into their defense?

With the Lecturers

At the Academy of Music on Friday evening and Saturday afternoon, Dwight Elmendorf, the artist-lecturer, will close his local season of illustrated travel talks.

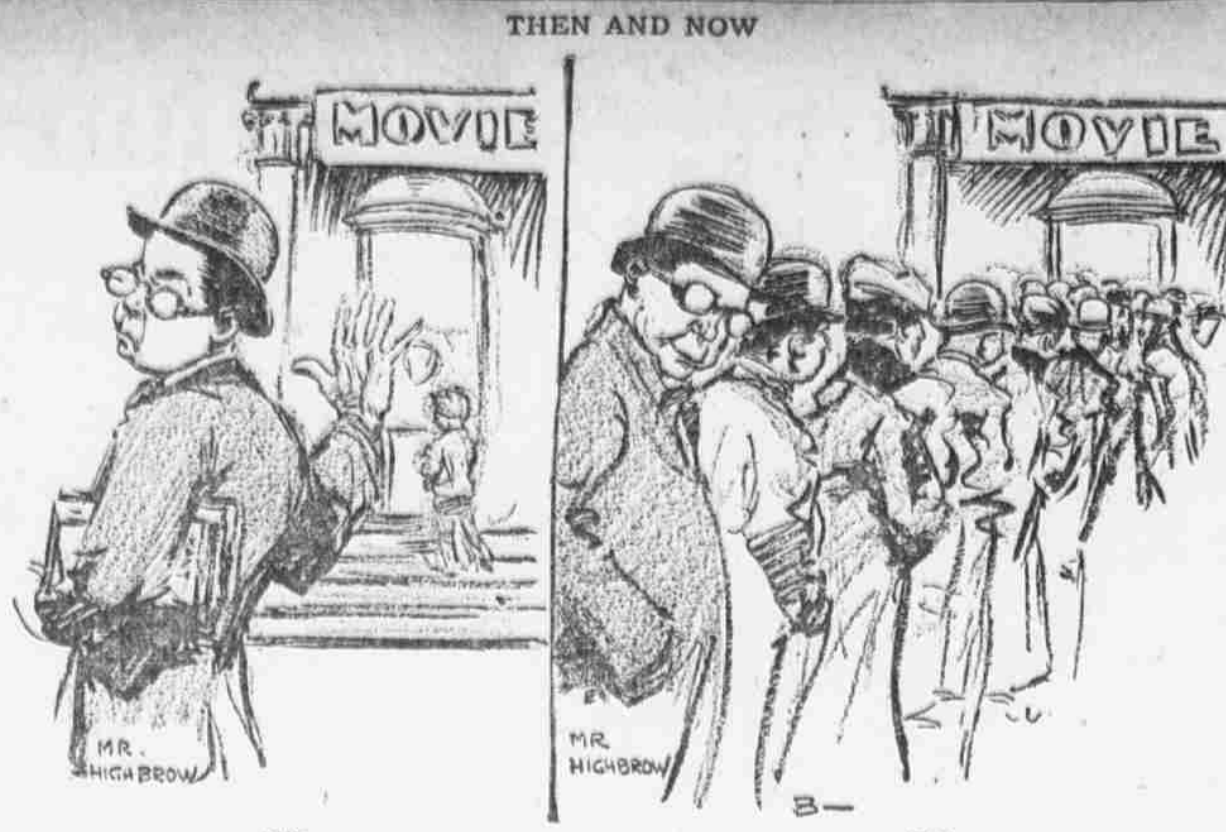
Most popular lecture, "Famous Paintings from the Galleries of Europe."

Costo Hamilton will lecture before the University Extension Society on Tuesday evening, March 28, on the "Romance and Terror of Aerial Warfare."

BARRIE AND BABBIE IN SILHOUETTE



The movies have lately adopted the shadow picture as a mode of expression; Magician Thurston does tricks with it; and now Maude Adams uses it to obtain striking and novel photographs of moments in Barrie's "The Little Minister."



1906 1916

Letters to the Editor

Score One to H. L. W.

To the Photoplay Editor: Sir—To attempt a list of the ten best photoplays, as suggested in your column of March 18, seems like the photoplay itself, very much hopeless.

What exactly is the purpose of the photoplay? Is it to be a mere window-dresser for the street, or is it to be a serious study of human life?

Concerning Many Things: To the Photoplay Editor: Sir—There are three questions I would like to ask, and would appreciate it very much if you will answer them.

The Movie Companies: To the Photoplay Editor: Sir—Would you kindly give me the address of the following companies if you are able to do so: Triangle Film Corporation, Pathé Freres, etc.

BROAD—Last Matinee & Evg. The Latest Viennese Opera: PRINCESS TRA-LA-LA

MAUDE ADAMS In J. M. Barrie's Comedy The Little Minister

FORREST MATINEE TONIGHT Final Week Evgs. at 8:15

ZIEGFELD FOLLIES Popular West Matinee, 50c to \$1.50

Come to Bohemia! Gayest of Musical Comedies Great Cast and Beauty Chorus

GARRICK MATINEE TONIGHT 3d Big Week NIGHTS, 8:15

IT PAYS TO ADVERTISE Original New York Cast and Production Best Seats \$1 at Popular West Matinee

THE FUNNIEST PLAY IN THE WORLD

THE METROPOLITAN OPERA HOUSE LAST PHILADELPHIA SEASON

THE MOVIE NUT!

PROGRAM OF THE RUSSIAN BALLET

Continued from Page One

"PRINCE IGOR"—Polovstienian dances from the opera by Alexander Borodin; choreography by Michel Fokine; scenery and costumes by N. Roerich.

With native dances to the music of the second act of Borodin's opera, which has already been done in its entirety at the Metropolitan.

Saturday Matinee, April 1 "CLEOPATRE" repeated; see Wednesday's program.

ADDELPHI THEATRE Tuesday Aft., March 28, at 3 ONE APPEARANCE ONLY

YVETTE GUILBERT IN SONGS OF 6 CENTURIES IN COSTUMES OF VARIOUS PERIODS

LYRIC LAST MATINEE TODAY "The Only Girl" By Henry Blossom and Victor Herbert

Stanley HAZEL DAWN in "THE SALESWOMAN"

THE ART SENSATION OF EUROPE METROPOLITAN OPERA HOUSE

BALLET RUSSE BRILLIANT REPERTORY OF BALLET AND MIMED SCENES PRODUCED AND PRESENTED EXACTLY AS IN PARIS AND LONDON

WALNUT Pop. Mat. Tues., Thurs., 25c, 50c Reg. Mat. Sat.—Nights, Best Seats \$1. No Higher

FOSKE O'HARA ONE WEEK ONLY

'KILKENNY' Hear Him Sing "Ireland to Ireland to Mother Mine."

Musical Glasses

The repertoire for the entire week of the Russian Ballet will be found on Page 1 of the Amusement Section.

SUNDAY, MARCH 26. "Penitence, Pardon and Peace" at the Second Presbyterian Church, Germantown, at 11 A. M.

ELMENDORF TWO MORE TRAVEL TALKS BY POPULAR DEMAND

HOTEL WALTON Tuesday Evening, March 28 'Nobody Home' Night

AURELIO GIORNI PIANIST

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Cutbacks

Looking Forward

A bill has been introduced in Congress to establish a Federal censorship of movies. Hence the following contribution:

I used to be added to the motion film; by its length I was able to behind the things I had feared existed nowhere but in fancy's realm.

The Maid and the Movie School She read the ad, Then paid her cash, For she is sad, Has to sling hash.

A Good Wine Needs No Caption SARAH BERNHARDT "JEANNE D'ARC" Filmed Shortly After the Loss of Her Right Limb

What Are the Six Best Photoplays? "THE Birth of a Nation?" Certainly. "Cabiria?" Perhaps.

GLOBE THEATRE MARKET & JUNIOR STS. PRICES 10c, 15c, 20c

CROSS KEYS THEATRE MATINEE DAILY, 2:30 ALL SEATS 10c

Globe Theatre MARKET and JUNIOR STS. VAUDEVILLE—Continuously 11 A. M. to 11 P. M.

LYRIC Beginning MONDAY Evening! BE THERE THEN!

"A NIGHT IN THE TRENCHES" "ED FORD'S Dancing REVUE"

WHY IS THERE "NOBODY HOME" BECAUSE THEY ARE ALL AT THE

ADDELPHI THEATRE WHERE LAUGHS, JOLLY TUNES AND PRETTY GIRLS ARE CAPTEASAP

FORREST—Monster Benefit, FRIDAY AFT., April 7



MELVILLE ELLIS The pianist, raconteur and costume designer, who will entertain at Keith's next week.

B. F. Keith's Theatre CHESTNUT AND TWELFTH STS. Mat. 2 P.M., 2 Shows Daily, Night, 8 P.M.

Comedy and Song Festival! BROADWAY'S POPULAR FAIR MELVILLE ELLIS & IRENE BORDONI

First Appearance Here FRANCES NORDSTROM-PINKHAM & Co. In a One-Act Comedy, "ALL WRONG!"

Daniels & Conrad Youthful Musical Marvels GRUBER'S WONDERFUL ANIMAL-MARGUERITE FARRELL-SARINA & BRONNER—ALEXANDER BROS. SELIG-TRIBUNE PICTURES

NIXONS GRAND BROAD AND MONTGOMERY F. G. NIXON-Nordlinger, Gen. Mgr. Daily Mat., 10c. Evngs., 7 & 9, 10c & 25c

MIDNIGHT FOLLIES Vaudeville's most pretentious Musical Comedy, 10 people, mostly pretty, beautifully costumed girls, living music, pleasant comedy, splendid effects.

American Glard below 8th, Market 24, Arvine Stock in "Charlie's Aunt" Mat., Tues., Thurs., Sat.

"A WORLD OF PLEASURE" A MAMMOTH MELANGE OF MIRTH, MUSIC AND MYRIADS OF MARVELS

CLIFTON CRAWFORD CONROY and LE MAIRE COLLINS & HART, HELEN GOFF, VINITA FITZHUUGH, McMAHON, DIAMOND & CHAPLOW, FRANKLIN BATE, MARGARET EDWARDS, and ROSIE QUINN

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THE MOVIE NUT!

A row of small cartoon advertisements including 'FRANCIS PUSHPIN IN TWIN-PURPOSES', 'YOUNG X.S. KAYL CANNOT FIND THE GIRL OF HIS HEART', 'DISGUISED AS A WORK-MAN HE GOES IN QUEST OF AN IDEAL DAMSEL', 'LAURA THE LAUNDRY-GIRL TOILS DAILY AT HER SITUATION', 'LAUNDRY', 'TOOT! TOOT!', and 'ON HER WAY TO WORK ONE MORNING THIS LOVELY LABORING LASS BECOMES ACCIDENTLY ACQUAINTED WITH OUR HERO'.