

One must believe it after a look at so lovely a picture as this of Anna Little, leading woman of the Mustang Brand.

Theatrical Baedeker

Broad, Lyric and Adelphi Theatres All Change Their Bills-New Feature Films Announced

NEW PLAYS

ADELPHI .- "The Little Shepherd of Kingdom Come," with Robert Forrest, Jack Davis, Mona Hungerford and Wallace Owen. A play by Eugene Walter, from the novel of the same name by John Fox, Jr. A romance of three waifs-a boy, a girl and a dog. First metropolitan production.

BROAD-"The Woolng of Eve," with Laurette Taylor and Phillip Merivale. A comedy by J. Hartley Manners of an American girl who starts to untangle a household mix-up of an English relative. Mr. Manners wrote "Peg o' My

LYRIC-"Alone at Last," with Roy Atwell, Harry Conor, Letty Yorke and John Charles Thomas. An operetta, with the book adapted by Smith and Herbert; music by Franz Lehar. An ambitious Viennese importation of the "Merry Widow" school.

CONTINUING PLAYS. GARRICK-"It Pays to Advertise," with

uise Drew

REST—"Come to Bohemia," with isie Irving, Walter Percival, Alice german and Fritz Williams. A sical comedy of mediocre interest

PHOTOPLAYS.

NLEY—Monday, Tuesday and Wed-gday, "The Eternal Grind," with Mary Pickford. A story of factory life with Miss Pickford as one of the factory girls. Thursday, Friday and Saturday, "The Love Mask," with Wallace Reid and Cleo Ridgeley.

ARCADIA.—Monday, Tuesday and Wed-pesday, "Little Meena's Romance," with Dorothy Gish and Owen Moore, Thursday, Friday and Saturday, "The Aryan," with William S. Hart.

PALACE—Monday, Tuesday and Wednes-day, "The Lost Bridegroom," with John Barrymore, Thursday, Friday and Saturday, "The Saleslady," with Hazel

VICTORIA-Monday and Tuesday, "Mar tha's Vindication," with Norma Tal madge, Seena Owen and Tully Mar chall. Wednesday and Thursday, "Hoodoo Ann," with Mae Marsh.



AURELIO GIORNI Pianist, in recital at Witherspoon Hall Monday evening.

Friday and Saturday, "The Kiss of Hate," with Ethel Barrymore. VAUDEVILLE. A novel farce with much fun KEITH'S—Frank McIntyre and company, in "The Hat Salesman"; Bensee and Baird, in "Sengiflage"; Six Kirksmith Sisters, music; Vallecita's Leopards, Bert Fitzgibbon, "The Original Daffy Dill"; Harry and Eva Puck, "Sunshine and Flowers"; Mary McIville, comedy songs and chatter; Gaston Palmer, jug-

GRAND-Kay, Bush and Robinson, Joseph Kene and Rosie Green, Lew Holtz, stories and songs, Three English Roses, Dunn and Stevens, The Fox Trio.

GLOBE—Victor's musical melange, Fields and Holiday, in "The Raw Recruit, "The Girl From the Hat Store," the Mozarts, Myra Gardner, vocalist; Mozarts, Myra Gardner, vocalist; Frank Monell, vocalist; The Five Sat-sudas, "Duke of Mulberty," Delmont and Delmont.

CROSS-KEYS—First half of the week.

James J. Corbett, Nat Nazzano and
company, Hartley and Pecan, Frances
Hoyt and company, Hartzell and Evans,
Jack Levy and his symphony girls,
Second half of the week, The Four Harmonists, The Suring Girls, Ad. Lether monists, The Spring Girls, Ada Latham and company, The Morin Sisters, Charles Reilly, Rosa Rentz Trio.

STOCK. AMERICAN—"Her Own Money," a drama by Mark Swan. The Arvine Players, with Miss Ruth Robinson in the leading role. First Philadelphia presentation. KNICKERBOCKER—"The Conquerors," by Paul M. Potter. The Knickerbocker players, with Emily Smiley.

AT POPULAR PRICES. WALNUT—"Bringing up Father," a stage adaption of the popular cartoons. The third Philadelphia engagement this sca-BURLESQUE.

DUMONT'S-Dumont's Minstrels, satires on matters of current interest.

The Money Maker "There is more money in moving actures than painting them."— The Only Girl."

THE PHOTOPLAY-MAN-ABOUT-TOWN

The busiest of huny beeblyes in the local field of film activities was yesterday, is today and will be tomorrow the head-nuarters of the Stanley Booking Company. In the Palace Theatre Building, 1214 Market street. For it is no weakling's task to look after nearly a hundred separate playhouses, the interests of many of which are divergent, if not conflicting, and not only see that no such conflicts occur, but that each receives the plays and the publicity which will best serve them.

Only a wonderfully effective and care-

Only a wonderfully effective and carefully managed system, one which puts to shame the far-famed and much vainted German 'kultur,' makes it possible. The casual visitor to the headquarters might even conceive that they were somnolen and mactive. There are no noises, no shouted orders, no dashing from office to ffice, no discord and no confusion.

There are many things to be done, but there is some one to do each of them, and that some one knows what that something is and does it without display of fuss or

And in a far rear office, unseen except by the few, holds forth the mainspring and the brains of this carfect and effect-ive entertainment system in the person of President Stanley V. Mastbaum, the young man who revolutionized motion-picture en-tertainment in Philadelphia, developed ideas and built and conducted palatial theatres on the strength of them and his own confidence in his own system, backed by the confidence of his associates in his common sense and ability.

Stanley System has been the making of the success achieved by Stanley Service.

The mantle of the Bijou Dream has The mantle of the Bjou Dream has fallen on the Princess. The screen is there, the lighting effects are the same, the color scheme is the same, the seats are the same; in fact, the spirit of the Bijou Dream seems to have invaled every nook and cranny of the Princess, and the best proof of this is the daily crowds that are attracted to this rejuvenated photoplay theater.

South Philadelphia presentation at the Alhambra Theatre during the coming week. On Monday, Tuesday and Wednesday, Pannie Ward will be featured in "For the Defense," a new detective story by Two film dramas will have their first the Defense." a new detective story by Hector Turnbull. Miss Ward is seen as a little French novice fresh from the conyent. Another Paramount feature is scheduled for the last half of the week, when Dustin Farnum will appear in "Ben

"To Have and to Hold," from Mary Johnston's novel of the same name, fea-turing Wallace Reid and Mac Murray, will be shown at the Tuby Theatre on Monday

Madame Petrova, the distinguished 3 ro star, was born in Poland, married in Indianapolis, got her stage training in London and Paris, and has achieved her greatest success in New York, on both the screen and stage. She will be at the screen and stage. She will be at the control of the screen and stage. the screen and stage. She will be at the Great Northern on Wednesday, in "What Will People Say?"

The spirit of upbuilding which prevades in the Central Market Street Company has invaded the Market Street Theatre. The house is being entirely done over and when finished promises to be one of the complete popular-priced theatres in

The large seating capacity is an attrac-

tion in itself.

One of the longest and best programs in the city is offered at a nominal price

The Savoy Theatre has demonstrated The Savoy Theatre has demonstrated what the public really want in photoplays. The policy is a standardization of the best and most expensive productions that can be gleaned from the world's output. The steady rise in favor is a demonstration of what really can be done in showing first class pictures. first-class pictures.

Success is an elusive individual, if you can call her so, and there is also a ques-tion whether it is feminine, masculine or on gender. that has been attained by the Victoria Theatre. The quality of the programs, the beauty of the house and the courteous attention to parrons has attracted a cilen-tele to this theatre that is hard to match nnywhere.

The music at the Victoria Theatre in the future promises to be a feature. The Dessauer Brothers and their symphony orchestra have been engaged and will take charge of the music on Monday, April 17. The Dessauer Brothers' concert work is

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For particulars call or write

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WRITE PHOTOPLAYS

If you are gifted with an imaginative mind and the dramatic sense; if you can conceive novel situations, reconstruct old situations sense; if you can conceive novel situations, reconstruct old situations in a novel manner and dramatize old plots in a new way; then, even though you have had no previous literary training, you can learn to write salable photoplays. Stamp-addressed envelope for particulars.

PENN MOTION PICTURE AGENCY 26 South 15th Street

PHILADELPHIA Under management of Daniel Ellis, former scenario editor of Lubin known to amusement seekers throughout the city.

The management of the Regent Theatre will offer its patrons on Monday and Tuesday Marguerite Clark in "Out of the Drifts." In this tale Miss Clark has an opportunity to render a different characterization from anythir she has dore in former productions. Fig.: Barry more will be seen on Wednesday and Thursday in the 'The Kiss of Hate.' : story of remance and intrigue in Russia There is an unusually strong supporting cast ideluding W. Coper Cliffs, one of the foremest dramatic actors of the stage or

You will remember Louise Lovely's sweet simplicity in "The Grip of Jeal-ousy," the Blumbird photoplay you liked. Lovely plays a lovable little widow at the Rialto Theatre on Tuesday In at the Rialto Theatre on Tuesday in another Bluebird. "Tangled Heagis." This time Miss Lovely pigs a lovable little widow who solves the problems of life for two married couples who are sadly in need of her god offices. There is a gripping story, teeming with thrills and heart interest, told in beautiful photo-play to reward Miss Lovely's admirers in

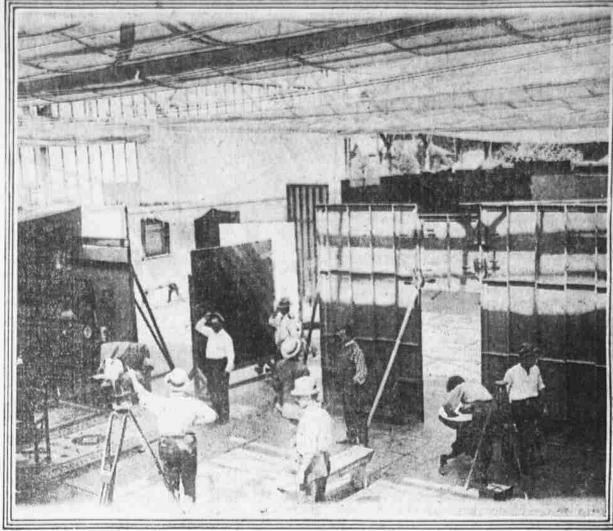
Kitty Gordon, the "English Lillian Rus-sell," has completed her first screen ven-ture under the World Film banenr and will soon begin work on another big picture. This noted beauty will be seen on the screen of the Colar on Monday in "As in a Looking Glass."

The wenderful atmosphers of the early days of California as depicted by Bret Harte is maintained in the photodramatic Harte is maintained in the photodramatic version of his famous story, "Tennessee's Pardicer," which wil be seen at the Globe on Tuesday, under the direction of the Jesse Is. Lasky Company, with Famile Ward, the celebrated American artist, in

We are not responsible for this: Clear ashes and clive oil, mixed un-"Clar ashes and olive oil, mixed un-til they form a paste of the proper com-sistency, will impart an unusual lustre to the finger nails if applied with a small piece of the outside surface of a banana skin. Only white cigar ashes should be used." The recipe is given by Patiline Barry, who is cast as Ethel in "Gold and the Woman," a William Fox production, coming to the Olympia on Saturday.

In many of the recent photoplays produced from the ubin studies the expert scenario writing of Daniel Ellis has played duced from the ubin studios the expert seenario writing of Daniel Ellis has played a prominent part in their being. Mr. Ellis began his career as a scenario writer by free lancing, and many of his scripts were produced by the Biograph company. Last August he joined the Lubin company, and, with a number of associated with the Penn Motion Picture.

WHEN THEY'RE BUILDING MOVIE PALACES



We peep in on the studio of the Pallas-Paramount people just when the scene men are setting up some handsome house for the movie fans' future enjoyment. The camera and the cameraman have arrived, but the actors are still in their dressing rooms.

PROMINENT TOPLAY PRESENTATIO

Stanley Booking Company



ALHAMBRA Mat. Daily at 2: Even. 7 & 9.

"The Wall Between" ARCADIA CHESTNUT BELOW 16TH

Douglas Fairbanks in 'The Habit of Happiness'

Francis X. Bushman in

APOLLO 52D AND THOMPSON MATINES DAILY DOUBLE TRIANGLE BILL De Wolfe Hopper in

"Don Quixote BLUEBIRD 2200 NORTH BROAD ST.

PARAMOUNT PRESENTS Sessue Hayakawa in "The Typhoon"

BELMONT 52D ABOVE MARKET Mark 1:30 & 3:30, 10c, Evgs. 6:30, 8, 8:30, 15c. John Barrymore in

"Nearly a King" OTH AND CEDAR PARAMOUNT THEATRE Charles Richmond in

'Hero of Submarine D-2' FAIRMOUNT 26TH AND GULARD AVE. Constance Crawley-Arthur Maude

FRANKFORD 4711 FRANKFORD AVENUE Blanche Sweet in "The Ragamuffin"

"EMBERS"

56TH ST. Theatre Daily, 2:30 Florence Reed in "The Woman's Law"

52d St. 52d & Mats 2-3:80 -5e Evgs 6:50 to 11-16c Robert B. Mantell in "A Wife's Sacrifice"

GERMANTOWN DOWN AVE Marie Doro in

GLOBE SITH & MARKET S:15-7-9. Frank Sheridan in

"Diplomacy"

"The Struggle"

GIRARD AVENUE THEATRE ORIENT 62D & WOODLAND AVE. Dorothy Gish and Owen Moore "Betty of Graystone"

Great Northern BROAD ST., ERIE & Pauline Frederick in "The Spider"

IRIS THEATRE BIAS KENSINGTON Hamilton Revelle in "The Price of Malice"

IMPERIAL Theatre Walnut Street

Kathryn Adams in "A Bird of Prey"

JEFFERSON STREETS AND DAUPHIN ROBERT WARWICK in The Supreme Sacrifice MR. and MRS. SYDNEY DREW COMEDIE

LAFAYETTE 2014 KENSING-TON AVE. Dustin Farnum in 'The Call of the Cumberlands" Prom Eliner Glyn's Famous Novel

LEADER FORTY-FIRST AND LANCASTER AVENUE Marguerite Clark in "Out of the Drifts"

LIBERTY BROAD AND COLUMBIA ALAN HALE and GRETCHEN HARTMAN in "Madelaine Morae"

Logan Auditorium Broad Above Rockland Ave. Louise Lovely in "Tangled Hearts"

LOCUST 52D AND LOCUST Mats. 1:30 and 3:30, 10c. Evgs. 6:30, 5, 9:30, 13c. Mabel Taliaferro in "Her Great Price"

Market St. Theatre BIR MARKET STREET METER PRESENT Marguerite Snow in "A CORNER IN COTTON" SEE "GRAPT" EVERY WEDNESDAY

ORPHEUM GERMANTOWN AND CHELTEN AVES. Frank Mills in "The Moral Fabric"

John Mason in "The Reapers"

PALACE 1214 MARKET STREET 10 A. M. to 11:15 P. M. Fannie Ward in "For the Defence"

PARK RIDGE AVE. & DAUPHIN ST. Florence Reed in "THE WOMAN'S LAW"

PRINCESS 1018 MARKET STREET Charles Cherry in "PASSERS BY"

RIALTO GERMANTOWN AVE.
AT TULPEHOCKEN ST. Pauline Frederick in "SOLD"

REGENT 1654 MARKET STREET HUMAN VOICE ORGAN Jeanne Iver in "One Day"

RUBY MARKET STREET BELOW THE STREET Mary Miles Minter in "Lovely Mary"

SHERWOOD 54TH AND BALTIMORI Mathres 2-5 P. M. Evening 615 P. M. Evening 615 P. M. Blanche Sweet in

1211 MARKET STREET TURES PRESENT SAVOY Mabel Taliaferro in "Her Great Price"

"RAGAMUFFIN"

TIOGA WENANGO STS. Charlotte Walker in "THE TRAIL OF THE LONESOME PINE"

VICTORIA MARKET ST.
ABOVE NINTH
FRANCIS X BUSHMAN
BUSH "THE WALL BETWEEN"

Authentic French War Pictures Taken STANLEY MARKET ABOVE 16TH Dustin Farnum

"Ben Blair"

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WEST PHILADELPHIA

GRAND 52D and MARKET STS.
MAT. DAILY, 2 P. M., 56 Special

OVERBROOK 63D & HAVER-FORD AVE Hazel Dawn in

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"My Lady Incog" GARDEN FIFTY-THIRD AND LANSDOWNE AVE.

ESSANAT PRESENTS

BRYANT WASHHIEN.

RUTH STONEHOUSE. JOHN CAESAR and ANNIE LEIGH IN

"The Alstar Case"

EUREKA 40TH & MARKET STR. RED FEATHER PLAY-Lewis Waller in

"The Brigadier Gerard" BROADWAY 52D and GREENWAY Adults 10c; Children 56.

Louise Fazenda in "His Hereafter" "ACQUITTED"

Broad Street Casino BROAD Below Reggie Norris

THE REJUVENATION OF AUNT MARY"
BILLIE REEVES COMEDY
OTHERS

CENTURY ERIE AVE. & MARSHALL MATINEE DAILY Theda Bara in "Gold and the Woman" "GRAFT"

SOUTH

PLAZA BROAD AND PORTER Robert Warwick in The Supreme Sacrifice' "GRAFT"

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Home of the latest and best photoplays is South Philadelphia—Two Features Daily
WILLIAM FOX PRESENTS Violet Horner in "THE MARBLE HEART"

NORTHWEST Susquehanna THEATRE-17TH & SUSQUEHANNA AVE Holbrook Blinn in The Unpardonable Sin'

NORTHEAST

STRAND 12TH AND GIRARD AVE. Wm. E. Shay & Claire Whitney in THE RULING PASSION" STINGREE Sth Epinode

KENSINGTON JUMBO FRONT ST. AND GIRARD AVENUE

"Caught on a Skyscraper" The Little Lady Across the Way' "HER SISTER'S SIN"

THE MAJOR'S MOTTO APPEARS TO BE SAFETY FIRST





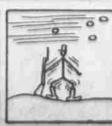








AND HERE'S MYLES! IF AS A FIGHTER HE'S A RUN-NER DE--LUXE







YOU HERE ? GET BACK AND FIGHT FOR YOUR COUNTRY



YOU TOLD ME TO FOL-LOW YOU