### THE YOUTH OF THE NATION CALLS FOR A CLEAN SCREEN

perent Photoplays Have Stronger Appeal Than Unusual Ones, Says Movie Magnate's Son

By EUGENE ZUKOR

President of Famous Players. of the President of Famous Players.

Lelleve I am the average boy of years I am quite certain that I the average impulses, thoughts and retions of one just this side of the less age. And in expressing a please and more wholesome motion core I believe I am voicing the desire all the representative citizens of the letter land of youth.

siltie tand of youth.

The human mind is, after all, a gallery pleures where through the medium radily of sight and secondarily through other senses, good and injurious important and the senses are registered. Every thought, after or experience is impressed upon mind in the form of a picture. It is refers obvious that motion pictures, senting a direct line of communication of their beholders, can become a confidence or evil mental impressions.

posseme or evil mental impressions.

Assiting that the motion picture has
the an invaluable service in ridding the
seriands of the "penny-dreadfuls" and
lims novels, still they are sadly at fault
to long as the very few film producers,
to insist upon putting out disgusting
siders, are permitted to do so.

Terhaps had judgment comes nearer to
the truth for I have read statements by
these men, in which they said that they
ser giving the public what it wants. I
to ma believe that the public does want
made. Certainly the younger generations
do for and I hate to think that the
majority of people are so morally weak
that they enjoy had films more than
feest clean pictures. The fact that the
mas who are putting out the latter kind
of films are prosparing more than inose
for who persist in making disgusting
pictures proves to me that my good
registen of the public is right, and that
judgment is wrong. adgment is wrong.

course, nobody would expect movof course, nobody would expect movinspicture men to give up making films
for a profit and spend all their time inmining the young and growing generaters to great deeds and lofty aims by
pulling out films that merely taught lessons if they were compelled to do so at
a low of time and money. But it seems
to me that there are lots of comedies and
famins that carry the thought of courage self-sacrifice and the other high ideals
which can be put into screen form by
those men who now devote themselves to
making vile pictures, and that it can be
does at a profit by them.
so there is no excuse for continuing to

So there is no excuse for continuing to se there is no excuse for continuing to make evil films, because they admittedly have a powerful influence for bad on the puthful mind because of their direct appeal to the eye; because they are not demanded by the majority of the people; because films of the better type have proved to be more profitable to the producers. The more quickly these few misguided manufacturers recognize these facts and favote their time to the making of the high-grade films, the better for them and fer us.

### THE PHOTOPLAY-MAN-ABOUT-TOWN

Every Saturday the Evenina LEGGEN'S Photoplay Man-About-Town will that about the local theatres, ther management and the entertainher management and the entertain-tens they present. For the complete ged securate program of the coming weekste the Photoplay Chart in Mon-day's Evening LEDGER.

It is a treat to visit the Locust, West Prisidiphia's classic photoplay theatre, for its beauty of exterior and interior has late pen the topic of conversation by its s. The large booth for the sale of and the entrance present a fine ance, while the plush draperies just mids of the doorway serve to keep out the bright glare from the hundreds of sacric lights on the outside. The immeats change in temperature is due to the actric fans on the side walls, the special exhaust fans and side doors tly ventilated. The soft lighting effect s asy on the eyes and in keeping with the decorations of buff. Large hanging electroliers add to this effect. At the rear tary cups and a beautiful glass mosaic

As one patron said, "I come here fo he wonderful organ music as well as the prince," which just about describes what windered accompaniment is furnished with them. A new xylophone attachment has been recently added, making the reproducden of any instrument now a reality. The saily dressed ushers tell the waiting pa-from just where seats are to be found stead of allowing them to wander down is aisles, annoying those seated while looking for vacant seats, as in some thea-tres. When the ladies leave they find mirhung in convenient places for their use as well as small tables with the fol-lawing week's program upon them. The air of refinement about the whole place is that to the personal attention given the Locust by Eugene and Fred Felt, man-

Admirers of Geraldine Farrar who have set as yet witnessed her work in "Temp-tailen" will have an opportunity of doing se on Monday next at the Rialto Theatre.

The Princess presents Gladys Hansen is 'The Havoc' next Monday. This play has but three characters.

seems almost unbelievable that a star

the go on eclipsing her previous perform-acces upon the screen time after time, but fary Pickford's appearance in "The Eter-tal Grind," which is the feature at the



GRACE DUNBAR NILE by will be seen at Keith's next

STARS OF BOTH HEMISPHERES OF THE AMUSEMENT WORLD ON THEIR MORE OR LESS LEISURELY OCCASIONS



'Through the Ages.'

Ruby Theatre on Monday next, has been

takes a stroll down Broad street.

On Monday and Tuesday the Regent will present for the first time Florence Lawrence in "Elusive Isabel," a story by Jacques Futrelle, In the cast surround-ing Miss Lawrence will be William Weish, Sydney Bracy and Harry Mularde. The play was produced under the direction of Stuart Paton.

Mrs. Lewis McCord, the character woman of the Lasky Company, will be seen in support of Victor Moore and Anita King in "The Race" at the Germantown on Tuesday. "The Race" is founded upon Miss King's recent transcontinental motor trip. Also in support of the two artists is Horace B. Carpenter.

Bertha Kalich has played speaking parts in six different languages. Now she will be a screen star, and it will not make any difference what language she speaks. The Baltimore will show her in "Slander" next Friday.

Sydney Masen, leading man for Miss Marguerite Courtot in "Feathertop," the Mutual man' plees, de luxe edition, at the Broad Street Casino on Thursday, has the part of a florist's assistant.

Margaret Gibson, a popular little favorite, is to be seen in a number of short length features to be released by the Mu-tual. First of these will be shown at the 52d next Tuesday and is called "The Hidden Law."

The photoplay adaptation of Hall Caine's novel, "The Bondman," was made by Louise Kellar for William Fox. The work required two months, it will be shown at the Fundamental. shown at the Eureka on Friday.

The Bluebird people have made what The Bluebird people have made what they term a "real discovery" in Maude George, who will be seen as the Countess Olga Imani in "The Gay Lord-Waring" at the Overbrook Theatre on Friday, sw\_jort-ing J. Warren Kerrigan. Miss George was a member of the Burbank Stock Com-pany in Los Angelea.

Mary Pickford as an Italian boy! The "Madame Butterfly" has shed her sandals and her kimone for the rough boots and lelightful be decorations of buff. Large hanging corduroy of the Italian peasant. "Poor discirciliers add to this effect. At the rear Little Peppina." by Kate Jordan, will be a the foyer is an ice water fountain with the Paramount attraction at the Sherwood on Wednesday.

"The House of Superiority" has been justly applied to the newly decorated and modernly equipmed Palm Theatre in Ken-sington. Owned by J. G. Goodstein and managed by W. Jones, it promises to beone of the popular places of this

Every feature in the program for next week at the Lafayette will be headed by a woman star.

The Iris has a varied bill for next week composed of stage and screen stars in feature plays.

The Leader shows "The Heart of Paula," with Leonore Ulrich in the leading role, next Monday and Tuesday.

Anna Lehr, star of "Civilization's Child," t the Frankford on Wednesday, is a resident of Philadelphia. Workmen are installing the Choralcello at the Tioga. It will be played for the first time Monday, May \$2.

Triangle, Paramount, Metro and World nd others are the makes of pictures now shown at the Globe.

Painters are finishing the exterior of the Cedar.

"The Patrons" an ancient literary so-ety, visited the 56th last Wednesday to ciety, visited the 56th see this modern house.

Wednesday is the popular night at the Logan Auditorium, for it is then that the useful souvenirs are distributed to the ladies. The success of the special Saturday matiness for cedidren is such as to attract managers of other theatres to watch the results.

"The Floorwalker." the first of the new Mutual Chaplins, will be shown all week at the Victoria. The material which Chaplin gathered in a certain big New York department store while he was in the East in connection with the signing of his \$670,000 contract forms the basis of the fun. The script is from the pen of Vincent Bryan, who utilizes the material and ideas which Chaplin boards in his mental "trick beg." "The Floorwalker." the first of the nes

A new Wild West drama, full of big scenes and intense susperse, is "Hell's Hinges," coming to the Great Northern on Monday. There is a Western town in the story that bears the title name from the old saying of the frontier, "Hot as the hinges of hell." William S. Hart is the hero of the story.

Allen G. Snyder and Walter C. Muchier have purchased the Logan Theatre and are planning many modern "strots" for the future. Their policy of showing features for two days is meeting with soccess and gives those unable to attend the first showing a chance to see it on the second day.

John Barrymore, who appears at the Belmont on Monday has had his mustache cut off in order to portray a character in "Justice," a drams in New York.

fanager Lord, ruler of the Orpheum, booked "Sunshine Dad" for next Mon-, and Tossias, in which Fax Tincher Widow Marrimors wears some strik-

ALIEN SOULS

Yet favorites of the American screen for all that. They are Sussue Hayakawa and his wife, Tsuree Aaki, who come to the Stanley next week in "Alien Souls," the new Lasky-Paramount feature, which deals with the Kiplingesque question of "The East is the East and the West is the West."

famous the black-and-white dress creations that have been copied so widely by New York coutouriers. Mr. De Wolf "Diplomacy," in which Mo "Diplomacy." in which Marie Doro repeats upon the screen the triumph which she scored upon the stage in the role of The special season of photoplays will be-gin next Monday at the Knickerbocker. Dora, is the next Famous Players-Charles Frohman feature in which this delightful star appears. It is the Paramount picture Wednesday is "Surprise Day" at the at the Apollo for Tuesday.

Dorothy Gish, who is playing Meena in "The Soul Market" will be at the Savoy "Little Meena's Romance," at the Park on Tuesday, is rounding out an international gallery of characters. She has played a little German peasant in "Old Heidelberg," an English child in "Jordan Is a Hard Road," the Yankee in "Betty of Graystone" and a Dutch girl in "Little Meena's Romance." Wednesday is "Peg o' the Ring" day at Jack Delmar is busily seeking novel shows for the Jefferson. Meena's Romance.

In addition to Charlie Chaplin's "The W. Meyer, leader of the Stanley Sym-phony Orchestra, and dedicated to Stan-ley V. Mastbaum, managing director of Floorwalker" on Monday, the Locust will show Alice Brady in "Then I'll Come Back to You"; while on Tuesday another double show is offered with Chaplin repeated and Edwin August in "The Social" Highwayman."

Bargain shows are the rule for next

# asked for in printed form by patrons of the theatre that a complete score in miniature has been prepared and will be published on the back page of the pro-



Hopper is in the leading role.

he Market Street Theatre.

next Tuesday by request of the patrons.

"The Stanley March," creation of Harry

the Stanley Company, has been so often

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ing black and white dresses. Miss Tincher is a gifted modiste, and designs all of her own wardrobe. She is the girl who made to carry home a copy of the march and said the first South Philadelphia appearance of Chaplin in "The Floorwalker," his latest comedy, will occur. The last three days will be devoted to the screening of days will be devoted to the screening of "Molly Make-Believe," with Marguerite Clark in the role of Molly. There will also be a number of acts of vaudeville.

GUESS WHO!

camera man is the one and only Charlie Chaplin. Next week he will spread his

humorous countenance over the screens of the Palace, Victoria, Locust and German-town Theatres in his first Mutual release,

"The Floorwalker."

of marvels! this dapper young

J. M. Graver, pioneer photoplay manager, who opened the first photoplay par-lor in Philadelphia, and who is now man-ager at the Liberty Theatre, Broad street and Columbia avenue, is making a won-derful success with his select offering of

The Fairmount will have a special at-

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## Prominent Photoplay Presentations

WEST PHILADELPHIA

OVERBROOK GSD & HAVER-Blanche Sweet in "The Blacklist" Animated Weekly

BALTIMORE SOTH AND JANE GREY and TULLY MARSHALL IN LET RATY DO IT." SAM BERNARD IN THE GREAT PEARL TANGLE." Coming May 20 and 21—"BATTLE CRY OF PEACE."

EUREKA 49TH & MARKET STS. HOUSE PETERS in "THE HAND OF PERIL"

Broad Street Casino BROAD Heles Grace De Carlton in "A MAN'S

THE HILLS OF GLORY"

COMEDIES KEYSTONE ELEVENTH ST. AND LEHIGH AVENUE

VAUDEVILLE and "IRON CLAW" Pictures

FFFERSON STREETS House Peters to "THE CLOSED ROAD" "SOCIAL PIRATES" How a Printing Shop Gave Bert Leslie His Start

Bert Lesile, chief comedian and alang expert of the latest \$150,000 musical revue, "Town Topics," which will be presented at the Lyric Theatre the week of May 15, was once a newspaper printer in Chicago, his home, and he is proud of it, too. He learned the printing trade in the composing room of the Chicago Daily News, where he began by emptying the "pi box" and making himself generally useful.

"pi box" and making himself generally useful.

Printers, as a rule, do not become actors; therefore, it is interesting to know how Bert began his career.

"All the time I was working at the printer's trade I was hankering to be an actor," he said, recently, "but my mother and brother thought I was crasy and did all in their power to discourage me. I went to work finally in a shop where books were ruled and one afternoon I cut work and went to a variety show. While I was away an explosion occurred and the very spot upon which I usually stood was blown to pieces.

"I didn't know anything about the accident and went home at the usual time because I did not want my folks to know that I lost an afternoon to go to a show. Things seemed rather restrained when I went into the house and presently my mother asked me where I had spent the afternoon. 'At work,' I said as cheerfully as I could.

"You wouldn't have been alive now if

as I could.

"You wouldn't have been alive now if you had been at work,' piped up my mother. 'You wouldn't even be alive if you hadn't the afternoon off. The shop was blown up this afternoon.'

#### PHILADELPHIA'S THEATRICAL SEASON

Continued from Page One

Centinued from Page Ons
however, and a thing whose virtues can't
be questioned. It was scenery. Good scenery, imaginative scenery, inspiring scenery
—we had lots of it. "Androcles and the
Li.n" showed what England could do for
Granville Barker. "The Man Who Married
a Dumb Wife" introduced America's most
talented young stage artist. Robert E.
Jones. "Through the Ages" is showing us
the interesting work of Witold Gordon,
some of which appears on page 1. Musical
comedy did as well with Robert McQuinn's
charmingly mannered work in "Stop!
Look!! Listen!!" and "Watch Your
Step!" and with Joseph Urban's rich and
vivid designs for "Around the Map" and

Step!" and with Joseph Urban's rich and vivid designs for "Around the Map" and "The Foilies." The Boston Opera Company bought more of his work. But it was the Ballet Russe that outshese all in the brilliance and pungency of Bakst. Golovine and the others who matched the Russian's stirring music and dancing with settings as exhilarating.

And while we are at it, we must not forget the contributions of our own Stage Society at the Little Theatre to this new art of the theatre. We must also not forget the high level of plays and performances achieved there under difficult circumstances. It is to the future of such ventures that the playgoer must look for relief when the regular theatres desert him as they have this season. When the touring system brings neither Shakethe touring system brings neither Shake-speare nor great moderns to our doors, we must rely on our own efforts. The sooner we realize it the better.

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# Prominent Photoplay Presentations

THE following theatres obtain their pictures through the STANLEY Booking Company, which is a guarantee of early showing of the finest productions. All pictures reviewed before exhibition. Ask for the theatre in your locality obtaining pictures through the STANLEY BOOKING COMPANY.

ALHAMBRA Mat. Daily at 2; Evgs., 7 & 9. CORA DREW and IVAN CHRISTY

Wallace Reid and "The Love Mask" ARCADIA CHESTNUT BELOW 16TH LILLIAN GISH in

tling with Boreas.

traction for Monday. It is "The Fighting Germans," a motion picture showing marching and fighting scenes of the Aus-

tro-German drive through Russian Poland during the present European war. The picture shows hand-to-hand fighting, war

in the trenches, destruction of big guns and fortresses. Explosion of shells is viv-idly portrayed.

moved before your eyes during rehearsal (if it ever comes to that), your protests notwithstanding—and when you have suf-

fered this indignity you will never write another play; or, if you do, you will dis-appear first for some years while you learn how to write one. Or you may

To remember that the written word and

To remember that the written word and the word to be spoken are diametrically opposed is the playwright's first lesson, and his hardest. It concerns the novelist so infinitely less. Stage dialogue presminently must be lifelike and vivid. In a book you may explain; you may ramble down attractive little by-paths. In a play you may not. You must stick to the point. You must write words that can be acted, not read; you must, be crisp, sharp, definite and compress your meaning; you must give the actor material. He is the mortar that cements the bricks in your wall. You cannot and must not

in your wall. You cannot and must not be your own unfettered self; whereas, in your book your fetters are of another quality, and of a more elastic kind,

Thus it works out that I, who am the

idle sluggard and not the active insect, admit the fact gracefully and prefer to come with words set in a delightful pre-portion—if my talents permit.

OF WRITING A NOVEL

THE EASY JOB

write books instead.

APOLLO DED AND THOMPSON APOLLO BED AND THOSIS OF A THO

BELMONT 52D ABOVE MARKET
Mats. 1:30 & 3:30, 10c.
Evgs. 6:30, S. 9:30, 15c.
Paramount—Constance Collier in "The Code
of Marcia Gray." Mr. and Mrs. Sidney Drew
in "Childheod's Happy Days."

CEDAR AVE. CEDAR PARAMOUNT VIRGINIA PEARSON in "THE VITAL QUESTION"

FAIRMOUNT 26TH AND GIRARD AVE Robert Leonard and "Crippled Hand"
THE STRANGE CASE OF MARY PAGE FRANKFORD 4711 FRANKFORD AVENUE

MARY PICKFORD in TOOR LITTLE PEPPINA" 56TH ST. Theatre Dally, 2:30 BLANCHE SWEET in "THE SOWERS" IN MR. & MRS. SIDNEY DREW METE COURSES BURTON HOLMES TRAVEL PICTURES

52d St. 53d & Mats. 2-3:36-5c FLORENCE REED in

GERMANTOWN 5508 GERMAN-Lenore Ulrich to THE HEART OF PAULA

GLOBE SOTH & MARKET 2:15-7-8 H. B. WARNER in

GIRARD AVENUE THEATRE
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LEADER FORTY-PIRST AND BLANCHE SWEET in

parameter and the parameter an

CORA DREW and IVAN CHRISTY IN "FIT FOR BURNING" "GRAFT NO. 20" Logan Auditorium Broad Above Rockland Ava.

W. S. Hart in "The Aryan" LOCUST Mats. 1:50 & 3:30, 100 Evgs. 0:30, 8, 0:30, 15c; HAROLD LOCKWOOD and MAE ALLISON IN "THE COME-BACK"

Market St. Theatre STREET STREET METRO Presents MABEL TALIAFERRO In "Her Great Price." See Francis Ford & Grace Cunard in "Peg 'o the Ring" every Wed'day.

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OLGA PETROVA in

SHERWOOD STH AND BALTIMORE Marie Doro "Diplomacy"

Y 1211 MARKET STREET METRO Presents SAVOY HAROLD LOCKWOOD and MAE ALLISON IN "THE COME-BACK"

TIOGA IFTH AND VENANGO STR JOHN BARRYMORE in

VICTORIA MARKET BY. Mahet Taliaferro to "The Snow Bird" ink Mann in "His Bread & Butter," Comban by 15, 16, 17, Chaplin, "The Floorwalker," STANLEY MARKET ABOVE 16TH

CONTINUOUS Geraldine Farrar in "MARIA ROSA"