## ADMEN COMING HERE BY THOUSANDS TO GET AND GIVE NEW IDEAS

Army of Experts Will Overhaul Philadelphia's Business, Industrial and Municipal Systems

TO OFFER MUCH IN TURN

Poor Richards Urge Exchange That Will Be Profitable to All

More than 10,000 advertising experts, cturers, merchants and bankers will ms to Philadelphia for new ideas when the big Ad convention opens in this city on

They will search through the big industrial plants, stores and other business enterprises of this city for brand new "wrinkles" to apply to their own businesses in Montana, Texas, Massachusetts and every other State in the Union. They are going to apply their business microscopes to everything good and up-to-date within the city limits. They are going to overhaul our business, industrial and municipal systems to find out what they may appropriate to good advantage. priate to good advantage.

priate to good advantage.

"You can rest assured," said an official of the Poor Richard Club, "that these live wires from all parts of the country are going to subject Philadelphia to the closest scrutiny. These men have vision and a keen eye to business. They never go across the street or duck through an alley to dodge a new idea. In fact, they are on the friend-liest terms with all new ideas, and they are willing to be shown at all times. They are going to pack all of the good Philadelphia ideas in their brain satchels and take them away. They realize that good ideas them away. They realize that good ideas can be coined into money faster than money is turned out at the United States Mint.

"These live chaps will proceed to make these Philadelphia borrowed ideas pay dividends after they get home. They are going to take something away from Philadelphia, and how can you Philadelphia merchants and manufacturers get something in return? MUST SWAP IDEAS.

"You can do it by swapping ideas with these brainy delegates. These men are check full of ideas that you never dreamed of. There is nothing selfish about these fellows, and all you have to do is to ask questions, and the ideas will flow out like water down a mill sluice. If the visitor who calls at your plant is a manufacturer in your particular line, hypnotize him with the fa-mous brand of Philadelphia hospitality, then put the question battery under his jaw. The result probably will be that inside of 10 minutes you will learn something that will enable you to cut cross lots in your business and save a bunch of money.

"The same thing applies to the merchant. You may meet a merchant from the breezy West that has discovered a new wrinkle in advertising or salesmanship. Every suc-cessful business of today was once a for-lorn, wailing idea in swaddling clothes."

The Poor Richard Cub today made the flowing appeal to business men of Phila-

Philadelphia ought to carry your personal invitation to him to come to the Adver-tising Convention. Make it strong—above now sure, do it right along."

doing it for several weens, and the mails are flooded with invitations at the mails are flooded with invitations at the mails are flooded with invitations at the mails are flooded with invitations as the convention.

Prof. Water T. Taggard, of the University is delighted at the opportunity to entertain the delegates. He termed the convention as one of the three most product in the convention as one of the three most product in the convention as one of the three most product in the convention as one of the three most product in the convention as one of the three most product in the floods at the way, etc.

Compare the development above and the flooding influences of the last hair contury, naming the others as the Center, which is a full view. This is just what it seems to imply. If we have the camera back far to miply. If we have the camera back far to miply. If we have the camera back far enough we are able to take in not only the wider than it has been since it was founded down to the week of the convention of the sessions."

Seens 29—Close-up of John and Mary, They slice of the room. John bids and the product in the looks at this water and rising, starts and a plant in the series of the last hair convention as one of the three most product in the program each night is as follows:

Compare the development above and the flooding of the product of the program each night is as follows:

Compare the development above and the flooding of the product of the program each night is as follows:

Compare the development above and the flooding of the product of the program each night is as follows:

Compare the development above and the flooding of the product of the recombination of the program each night is as follows:

Compare the development above and the product of the program each night is as follows:

Compare the development above and the product of the program each night is as follows:

Compare the development above and the product of the p

#### SCENARIO DEPARTMENT

Technical Terms Used

By HARRY O. HOYT

Head of the Metro Scenario Staff. aynopsis was the barker outside of your show, the force that impels the editor to turn over the page and read your action. We now come to the action of the photoplay, and to discuss this properly it is necessary that we have at least an elemental under-standing of the technical words and phrases employed. They are quite essential, indeed, being the tools of the trade.

When an editor gets to talking of "dissolves," "close-ups," "inserts" and the like, the average amateur feels about the way he did the first week he tackled Latin. It is discouraging to many—technical terms always are—but the discouragement is only a figment of the writer's brain as the terms are really simple and easy to understand. are really simple and easy to understand. They are all common sense terms, perhaps the identical words you would choose were you authorized to create a vocabulary of photoplay words and phrases.

The photoplay or scenario is the pictured The photoplay or scenario is the picturea action of a story. Technically it is neither a photoplay nor a scenario, but rather a photoplay scenario. Actually it makes not one lota of difference what you call it, if the editor understands you. It is bound to be confusing if we attempt to show just what a scenario is and just what the difference is that exists between it and a photoplay. As it is in any case of little photoplay. As it is, in any case, of little practical value, we will pass on.

practical value, we will pass on.

The title is the name of your photoplay. It is unnecessary to comment on this. The selection of titles will be taken up later.

A scene is any location or setting, that is taken in by the station of the camera. If you set the camera up to take in a corner of the room with Mary reclining in a chair you have one scene. If you now wish to show John coming up to the house outside you have another scene. In the first instance you have an interior scene or setting, or set, as it is shortened by usage. In the second example you have an exterior scene or location. Every scene bears a number, Every time you change the angle of the camera you have a new scene, and of the camera you have a new scene, and it should have a number all its own. As

an example: Scene 26. Corner of the room. Mary in a Scene 27. Exterior of the house. John enters Scene 28. Corner of the room. Mary hears John coming and starts to rise. Scene 29. Door of the room. John enters and Scene 30. Corner of the room. John enters and greefs Mary.

There are many reasons why we would not under ordinary circumstances write.

not under ordinary circumstances write such a sequence of scenes. The above is nerely as an example of scene num-It brings us to the next word needed.

with the camera near the object to be photographed. The hyphenated word means exactly what it seems to mean. The camera is usually four to six feet away from the subject photographed. The close-up should be numbered. It requires a change of the camera. There is a new camera on the market with lenses so arranged that a "close-up" may be taken while the full view is taken; thus no camera change is made. At present, however, it is best to number all the "close-ups" as separate scenes. An example follows:

Scene 26-Corner of the room. Mary in a Scene 27-Exterior of the house, John en-

TUESDAY

A Million a Minute Gleria's Romance

John Harrymore, in The Lost Bridegroom

Willie Collier, Jr., in

The Snow Cure His Bread and Butter

Wallace Reid, in The Love Mask

Alexander Gaden, in

Lenora Ulrich, in The Heart of Paula

De Wolf Hopper, in Sunshine Dad

Pauline Frederick, in Audrey

Chaplin's Police

Marie Doro, in The Heart of Nora Flynn

Iva Shepard in

Pauline Frederick, in The Moment Before

Robert Warwick, in Sudden Riches

Blanche Sweet, in The Sowers

Violet Mersereau, in The Great Problem

The Saleslady The Floorwalker

Stuart Holmes, In

Vaudeville and Iron Claw Pictures

Mutt and Jeff in Mess Kitchen

Mary Pickford, in Such a Little Queen

Marie Doro, in The Heart of Nora Flyns

Molly King, in Fate's Boomerang

Lionel Barrymore, in The Woman in Black

John Barr more, la The Red Widow

Tyrone Power, in

Bessie Barriscaie, tu Not My Stater

Hasel Dawn, to The Saleslady

Besuge Havakawa, in Alien Souls

Norma Telmadge in Children in the House

Edwin Appust. In The Bootal Highwayme

Bupert Julian. in Named Hearts

I. Warren Kerrigan, in

Chaptin's Police

The Lights of New York

Anita Stewart. In

Plant Dawn, in

the exterior of scene 27, and the camera is moved back and forth from fell view to "close-up" and numbered with every change. The leader or subtitle. There are the written words used to explain action difficult or impossible to show by means of action alone. They are also used to cover a lapse of time, as, for example, the common phrase, "the next day,"

Technically speaking, these words are neither leaders nor subtitles. The leader is the blank strip of film used to thread up a real on the projection machine. It comes just before the first title so that the picture may start in its proper place. On the other hand, the word subtitle is incorrect because they are not subtitles.

They have nothing in common with the main title. But usage has made these words have meanings individualized and apart from their original terminology. We prefer the word leader, but if the other comes more naturally, use it. The reason why we prefer leader to subtitle is that when a conversation is pictured on the screen and it is necessary to convey the meaning of the conversation we can use the phrase "cut-in-leader," for a leader which is to be cut into the middle of a scene and express it easily. We can say out-in-subtitle, but it is awkward, or we can change the wording entirely and call it a spoken insert. If you use the word leader you use the same word prefaced by cut-in.

An insert. This is anything put Into a

An insert. This is anything put into i

An insert. This is anything put into a scene that is not actually part of the photographic action. Under this head come letters, telegrams, etc. In a broader sense leaders and out-in-leaders are inserts, but the word has a more restricted meaning and usually refers to letters, telegrams, notes, newspaper clippings and the like.

A dissolve. This is the gradual introduction or fading away of a character or scene within a scene.

A vision. The introduction of another scene into a scene.

To differentiate, we will give an example. Suppose Mary is seated in a chair as in scene 26, before given. She is thinking of John, who she knows is many miles away. He seems to appear before her—he is dissolved in—but when she stretches up her arms toward him he vanishes—he is dissolved out. solved out.

vill appear another scene of John and Mary rowing on a lake. The picture will be smaller, but it will show us what Mary is thinking about.

This is a vision. The difference between

a dissolve and vision is that John becomes part of the scene with Mary in the dissolve, whereas it is another scene altogether in the vision.

Suppose we wish to get over a passage of time. Perhaps Mary is tempted to rush into the next room and expose her lover to the police. She believes that he has been untrue to her and is resolved to get even. We fade out on her and fade in, indicating a passage of time while she wrestles with her anger. When we fade in she has conquered her baser self.

#### MUNICIPAL BAND CONCERT PROGRAM FOR THIS WEEK

Music in All Parts of City Arranged for Six Evenings

June 5. Northwood Park, Arrott and Caster road, June 6, Wharton Square, 23d and Wharton streets.

THURSDAY

Tyrone Power, in

Alice Brady, in Tangled Fates

Willie Collier, Jr., in The Burle Cali

The Man Who Called

Mary Pickford, in The Eternal Grind

Winfred Greenwood, in Lying Lips

Harold Lockwood, in The Coms Back

Frank Keenan, in The Stepping Stone

Blanche Sweet, in The Sqwers

Valli Valli, in Her Debt of Honor

Susan Rocks the Boat Chaplin's Police

Barbara Tennant, in

Marguerite Snow, in Notorious Gallagher

Francis X. Bushman, in The Half Million Bribe

Lenore Ulrich, in The Heart of Paula

Marguertte Clark, In Out of the Drifts

Pauline Frederick, in

Charles Chaplin, in

Iron Claw Pictures

Emily Stevens, in House of Tears

The Little Church Around the Corner

Edmund Breeze, in The Spell of the Yukon

Norma Talmadge, in Children in the House

Molly King, in Fate's Boomerans

Olga Petrova, in Playing With Fire

Olga Petrova, in Playing With Fire

Anita Stewart, in

Peg o' the Ring

Geraldina Farrar, in

H. B. Warner, in The Beggar of Cawapore

The Staning Chaplin's Police

WEDNESDAY

Dorothy Kelly, in The Law Decides

Harold Lockwood, in The Come Back

Willie Collier, Jr., in The Bugle Cali

The Home Breakers Under Royal Patronage

Wallace Reid, in The Love Mask

Kathlyn Williams, in The Spoilers

Charles Chaplin, in The Floorwalker.

The Girl With the Green Eyes

Chaplin's Police Peg o' the Ring

Clara Kimball Young, I

The No Good Guy Chaplin's Police

Vivian Martin, in A Modern Thelma

Marguerite Snow, in Notorious Gallagher

Civilization's Child

Alice Brady, in Tangled Futes

Olga Petrova, in The Soul Market

W. S. Hart. in The Disciple

Mabel Taliaferro, in

Vaudeville and Iron Claw Pictures

Dustin Farnum, in

John Barrymore, in The Lost Hridegroom

Anita Stewart, in The Suspect

The Isle of Love Chaplin's Police

Mally King. in Fate's Houmerans

Olga Petrova, in Playing With Fire

Per o' the Ring

Bessie Barriscale, in Not My Histor

Norma Talmadge, in Children of the House

Sessue Hayakawa, in Allen Souls

Lois Muredith. in Spelibound

Mabel Taliaferro, in The Showtirds

Robert Warwick, in Sudden Riches

Gladre Hauson, in The Straight Road

Tyrons Power, to

John Barramore, In



Misses Pauline Clarey (above) and Sophie McHugh are two members of the cast which will give "Forty-five Minutes From Broadway" at the Broad Street Theatre this week for the benefit of the Sisters of the Good Shepherd.

#### THESPIANS TO PRODUCE COMEDY BY COHAN

Philopatrian Players Will Give Per formance for Charity

George M. Cohan's comedy, with music "Forty-five Minutes From Broadway," will be produced by the thespians of the Philopatrian Institute every night this week at the South Broad Street Theatre. It will be the 24th annual play given by the local players.

The play will be directed by James Skelley, and he will play the principal role. Miss Nan Furey will be the leading woman. Miss Furey has played leading roles with the Philopatrian players for several sea-sons. Her work last year in "Get Rich Quick Wallingford" is still remembered with pleasure. Sophie McHugh, Pauline Clavey and Jean Ridgeway have other lead-Ing feminine roles. Hugh Dunlap, Arthur McCarron, Joseph Mooney and Walter Clark have been selected for the principal male parts in the comedy. A full company of 50 will support the headliners. Mr. Cohan has offered a choice of his large stock of stage scenery for the production.

The proceeds, as usual, will be devoted to the House of the Good Shepherd, St. Mag-dalen Asylum, Germantown.

#### ENGLAND PLOTTED TO GET U. S. IN WAR, SAYS JUSTICE

New York Jurist Says British Sought American Alliance

SYRACUSE, N. Y., June 5.—That English statesmen had been plotting for years before the war to lure the United States into a military alliance against Germany asserted by Supreme Court Justice W. Goff at an Irish memorial meeting tonight.

Mabel Tallaferro, in The Snowbirds

Hazel Dawn, in The Saleslady

Willie Collier, Jr., in The Bugle Cali

Virginia Pearson, in The Blazing Love

Mary Pickford, in The Eternal Grind

Mysteries of Myra

The Sowers

Bertha Kalich, in

The Spell of the Yukor Secret of the Submarine

Blanche Sweet, in The Sowers

Pauline Frederick, in The Moment Before

War Picture Guarding Old Glory

Dustin Farnum, in David Garrick

Sessue Hayakawa, in The Typhoon

Olga Petrova, in Playing With Fire

Alice Brady, in Fate's Boomsrank

Cariyle Blackwell, in His Brother's Wife

Charles Chaplin, in

Vaudeville and Iron Claw Pictures

Fannie Ward, in The Cheat

A Child of Fortune The Floorwalker

Pauline Frederick, in The Moment Before

Mabel Tallaferro. in The Showbirds

Marguerite Snow, in His Great Triumph

The Heart of Nora Flynn

Alice Brady, in Tangled Fates

Durothy Giah. in Susan Rotts the Boat

Florence Lawrence. In Elusive Isubel

Geraldine Farrar, in Maria Rosa

Victor Moore, in

Doruthy Kelly, in The Law Decides

#### PAVLOWA PRONOUNCES IT "POR-TEE"-CHEE"

The Dancer Turns Movie Star and Linguist-Other Movie Notes

By the Photoplay Editor

How would you pronounce "Portioi"?
Since the announcement that the Forrest will house "The Dumb Girl of Portici"
next week, with Anna Pavlowa in the leading role, the proper pronunciation of the
word "Portici" has been the cause of
considerable tongue-twisting.

considerable tongue-twisting.

Even at the Universal headquarters there are hardly two persons who will give an identical pronunciation to the word, which prompted Carl Laemmie, president of the Universal, who produced the picture, to seek the proper way to pronounce the word from Mile. Pavlowa herself when she last visited New York.

In the Universal officer, and the paver

In the Universal offices and the news-papermen, who had occasion to call up for information about the play, pro-nounced it about 57 different ways, with

he following variations:

Por-ty-see, Poor-ty-cy', Por'-te-ci, Port'-si, Por-ti'-shy, Port'-shy, Porteche', Port-ti-ci, Por-ti-cy, Por-te-cy, Por'-te-chee, but it remained for Mile Pavlowa herself to

it remained for Mile. Paviowa herself to give an entirely different pronounciation, she pronouncing it "Por-tee-chee," with the accent on the second syllable soft.

According to Mile. Paviowa, that is the way it is pronounced abroad, and she has several expert linguists in her ballets who have interpreted the story of "The Dumb Girl of Portici" to her from the original, which was written by Auber, a Frenchman, in Italian, the story of Fenella being laid in Italy.

So we can now call it "Por-tee'-chee" and be on the safe side. be on the safe side.

One or more fine arts subjects are to be produced at the Eastern studio of the Majestic and Reliance Company, and John Emerson has been seat East from California to be in charge of the direction. Accompanying Emerson is Norma Talmadge, who will be starred in the first number. The Fine Arts-Triangle preachment against the use of drugs, in "The Dope Fiend," made under the direction of Chester Whithey, and with Norma Talmadge and Tully Marshall as co-stars, has been completed and was given its first studio run last week so that Miss Talmadge could see it before departing for New York.

last week so that Miss Talmadge could see it before departing for New York.

The Fine Arts Company, with Dougias Fairbanks as star and Alen Dwan as director, is still in the big tree country of California working on scenes for "In the Carquinez Woods," In this story Fairbanks appears in the part of a half breed.

Negative for "The Wild Girl of the Sierras," with Mae Marsh, Robert Harron and Wilfred Lucas in the principal parts, is now in the Fine Arts print factory, and will be an early release for the Triangle. Miss Marsh appears as a girl whose sole companions have been the birds and beasts of the forests, who is encountered by a of the forests, who is encountered by a prospecting party composed of a youth with means and a gambler with his confederates in crime, who plan to sell the youth a worthless mine. The subject is speken of as "close to nature stuff," as there are said to be but three interior scenes in the entire to be but three interior scenes in the entire

Just why the programs announce "in seven parts" when there is no break in the showing of the play "The Law Decides" at the Victoria is hard to imagine in these days of modern projection of pictures.

Abe L. Einstein, of the Stanley Company, and Messrs. Hagerty and Bell, of the Para-mount Advertising Bureau, represent more than 30 theatres as publicity representatives. There are many managers who should know the sound of advertising's call and be prepared for the 25,000 visitors to the "Ad" Convention coming here the week

Dr. Appel Speaks at F. and M. LANCASTER, Pa., June 5.—The bacca-aureate sermon at Franklin and Marshall College was preached Sunday by the presi dent, Dr. Henry H. Appel. His subject was "The Opportunity of Service in the Phy-ical, Intellectual and Spiritual Spheres of Life." A feature of the commencement exercises on Thursday will be the unveiling of a portrait of the late ex-President John S. Stahr, painted by Lloyd Mifflin. A class of 60 will graduate.

#### Police Court Chronicles

A dainty creature of the ethercal type noticed a strange-looking man following her near 4th and Mifflin streets.

He wore a slouch hat and feroclous-tooking whiskers. Several times the girl paused to let the man pass her, but he paused, too. She noticed that he were a big star on a long black coat.

In despair she ran into a drug store and In despair she ran into a drug store and

drank a pineapple soda through straws. Her pursuer also became thirsty and he sipped a cooling drink as he watched her through the reflection in the mirror behind



trimming store and bought a spool of cot-ton. The man followed and bought a hand-kerchief.

When the frightened young woman reached the street she told a policeman. He nabbed her pursuer as he started again on the feminine trail.

on the feminine trail.

The prisoner was brought before Magistrate Baker. Asked why he was trying to paim himself off as detective, the man of mystery was much amazed.

"I harmed no one." he said; "I wouldn't think of harming a hair of the lady's head. I have a chawnce to go in the movies, doncherknow, to play detective roles. I wanted to get in trim and have some actual experience, so I picked out the fair young creature to shadow her for experience."

As the complainant was not present at the hearing, the Judge told the amateur actor to practice his art out in the country actor to practice his art out in the country actor to practice his art out in the country and discharged him.

WEST PHILADELPHIA

OVERBROOK 68D & HAVER-FORD AVE DOUBLE TRIANGLE HILL DE WOLF HOFPER IN SUNRHINE DAD" FORD STERLING IN THE SNOW CURE" COMBET

BALTIMORE SOTH AND BALTIMORE AVE BALTIMORE AVE BALTIMORE AVE THE SPIDER'S WEB WITH THE SPIDER'S THE RICH'S TOMORBOW, SPECIAL TRIANGLE COMEDIES EUREKA SOTH & MARKET STS.

J. WARREN KERRIGAN in "THE GAY LORD WARING"

HETRO EMMY WHELAN in



CARLTON B. WEINBERG Atlantic City's youngest aviator. He is 5 years old.

BOY OF 5. YOUNGEST AVIATOR AT SHORE, SOARS 1000 FEET 'It Was Great," His Verdict After Hydroaeroplane Trip

ATLANTIC CITY, June 5. — Carlton Berenda Weinberg, 5 years old, son of Dr. and Mrs. C. Berenda Weinberg, of 22 South Illinois avenue, is Atlantic City's youngest

Without a murmur he stepped into a 100horsepower hydrogeropiane with his father and a birdman and flew for 10 miles over the ocean and the Boardwalk at an altitude f 1000 feet.

of 1000 feet.

When the machine glided to the smooth waters of the Iniet and Master Weinberg stepped out upon the sandy beach he wanted to get right back again and "take a longer trip."
"It was great," he said when asked for an account of his aerial voyage.

#### NEGROES BEAT CONSTABLES IN FIGHT AT MEETING

Officials Who Tried to Maintain Order Badly Injured

WEST CHESTER, Pa., June 5. — High Constable Parke Regester, of this place, and Constable Lot Keech, of East Fallowfield, fell victims to a mob of negroes last night at a meeting at Pennsbury, several miles from here, where they had gone to maintain

attempted to assault a young negro girl, but he escaped. Later they detected a man con-ducting a bar on a stump and dispensing liquor. In an attempt to arrest him the officers were attacked by a party of negroes. Keech was struck on the back with a club by one of the men and Regester was severely beaten.

During a general fight among the negroes, following the attack upon the officers, Clifford Washington, of this place, was badly beaten with clubs and is in the hospital here with a fractured skull. A number of arrests are expected

### HUNT FOR T. F. FEALY'S BODY IN DELAWARE BAY

Motor Company President Drowned While Guest on Cruise-Fell From Dinghy

Word was received from New Castle, Del., today that the body of Thomas F. Fealy, president of the Motor Parts Com-pany, who was drowned in Delaware Bay

yesterday, had not been recovered. Mr. Fealy, with his wife, were guests of Mr. and Mrs. Carl B. Harvey on a hoating trip to Delaware City. The trip was made in the cabin cruiser Mae which was recently bought by Mr. Harvey, who is connected with the Garford Motor Truck Company.

The party were on the way home. Mr. Fealy was sitting in a small dinghy which was suspended from one of the daylis when the rope parted. The dinghy struck the deck of the boat and then fell overboard throwing Mr. Fealy into the water. A member of the crew saw Mr. Fealy struggling and informed Harvey who was an another part of the boat. He three in another part of the boat. He threw a

life buoy to Fealy, who grabbed it ence and then sank. He did not reappear, The boat was stopped and Harvey cruised about for a considerable time in hepe that Fealy might come to the surface. Harvey then informed the authorities of New

Mrs. Fealy collapsed and is in a critical

#### Theatrical Baedeker

ADELPHI—"Major Barbara." with Grace George. A comedy by Bernard Shaw dealing with a munition maker who wins his daughter over from Salvation Army work to a shers in his philosophy that poverty is a crime and and the "armorer's faith" the only true one. A trenchant bit of satire filled to the brim with philosophic discussion that bites deep into the life of 1916. One week only.

BROAD—"Forty-five Minutes From Broadway." Staged by the Philosophian Society as its annual production. George Cohan's familiar and amusing comedy with music about the sporting young man and the servant male from New Rechelle. One week only.

FEATURE FILMS FEATURE FILMS

FORREST—"The Dumb Girl of Portici," with Anna Pavlowa. The famous dancer, with his company of Russians, augmented by photoplayers of the Universal Film Manufacturing Corporation, appearing in an elaborate screen version of the old opera. "Masanielio."

STANLEY—Monday, Tuesday and Wednesday, "The Feud Girl," with Hazel Dawn, a Famous Players-Paramount production. Thursday, Friday and Saturday, "The Thousand Dollar Husband." with Hlanchs Sweet, a Lasky-Paramount production.

ARCADIA—"The Bugle Call," with Willie College, "An Ince-supervised production for the Triangle program, running all week.

VICTORIA—Monday, Tuesday and Wednesday, "The Law Decides," with Harry Morey, Derothy Keily and Bobby Connelly, a Vitagraphy, "Last, E. E. production in seven reels. Thursday, "The Scarlet Women," with oliga Fetrowa, a Metropolitan production.

an," with Olea Petrova, a Metropolitan production.

PALACE—Monday, Tuesday and Wednesday.
Allen Souls," with Sessue Hayakawa and
TSUTU Aoki, a Lasky-Paramount production.
Thursday, Friday and Saturday, "Maria
Rosa," with Geraldine Farrar.

BELMONT—Monday, Tuesday and Wednesday,
"The Love Mask," with Cleo Ridgeley, a Lasky-Paramount picture. Thursday, Friday and
Saturday, "The Eternal Grind," with Mary
Pickford, a Famous Players-Paramount film,
LOCUST—Monday and Tuesday, "The Woman
in Black." with Lionel Barrymore and Millicent Evans, Wednesday and Thursday, "Fate's
Boomerang, with Molile King, Friday and
Saturday, "He Great Triumph," with William Nigh and Marguerite Snow. VAUDEVILLE

KEITH'S—Truly Shattuck and Marta Golden, in musical comedy moments: Sophye Barnard; Ben Welch; Seven Honey Boy Minstrels; Leo Beers; Mr. and Mrs. Norman Phillips, in Sweets to the Sweet; Bidney and Townley Pippifax and Paulo; Howard's Bears, and Selis-Tribine Fictures in the Peerless Minstrels; Lou Winch, in In My Neishbor's Garden'; Catherine Chaloner; Morgan Dicksecked, Spite's Frees Ason. Morgan Dicksecked, Spite's Frees, and Hartzell and Evans, in popular sones, dealing with a brighten of the Spite Miller, Frees Bush; Clem Bevins, in "Daddy": Miller, Frank Bush; Clem Bevins, in "Daddy": Miller, Facker and Sells; Mildred Haymond, and the De Vries troupe of acrobats.

# Prominent Photoplay Presentations

# grammanian managaran and a samula and a samu

ALHAMBRA Mat. Daily at 2: Evgs., 7 & 0.

ANITA STEWART in "THE SURPECTS! SURPECTS! SURPECTS!

A'RCADIA CHESTNUT BELOW 16TH BELOW 16TH BUGLE CALL." BILLIE BURKE GLORIA'S ROMANCE"—5th Episade.

APOLLO 52D AND THOMPSON MATINEE DAILY DOUBLE TRIANGLE BILL WILLIAM COLLIER in "The No-Good Guy." "A DASH OF COURAGE"—Keystons Comedy.

BELMONT 52D ABOVE MARKET Mats. 1:30 & 8:30, 10c Eyes. 6:30, 8:9:30, 15c Eyes. 6:30, 8:9:30, 15c Eyes. 6:30 EYE

CEDAR AVE. CEDAR THEATRE
LILLIAN WALKER IN "GREEN STOCKINGS"

FAIRMOUNT 25TH AND GIRARD AVENUE AND WEBSTER CAMPBEL "SIN'S PENALTY"
"THE IRON CLAW"—15th Episode.

FRANKFORD 4711 FRANKFORD CHAS. CHAPLIN in "POLICE"

56TH ST. Theatre MARIE DORO in "THE HEART OF NORA PLYNN" GERMANTOWN SSOR GERMAN-TOWN AVE Pauline Frederick MOMENT REFORE

GLOBE SOTH & MARKET 2:15-7-Frank Keenan and Mary Boland GIRARD AVENUE THEATRE AVENUE

MARY PICKFORD in Great Northern BROAD ST. ERIE

DOROTHY GISH in IRIS THEATRE BIGG KENSINGT

EDMUND BREESE in JEFFERSON SOTH AND DAUPHD

JOHN BARRYMORE in "THE RED WIDOW"

LOCUST MAIS, 1:80 & 3:30, 108 LIONEL BARRYMORE in

ORPHEUM GERMANTOWN AND CHELTEN AVER ROBERT WARWICK IN "SUDDEN BUCHES"

PALACE 1214 MARKET STREET
10 A. M. to 11:15 P. M.
Sessue Hayakawa (Star of "The Cheat") in
"ALIEN SOULS"

PARK RIDGE AVE & DAUPHIN ST.

MAT. 2:15. EVE., 6.45 to IL.

PARAMOUNT
PARAMOUNT
OF PAULA\*\*

IDA SCHNALL in "UNDINE" RIALTO GERMANTOWN AVE.

REGENT 1884 MARKET STREET
RUPERT JULIAN and
FRANCELIA "Naked Hearts"

DUSTIN FARNUM in

SAVOY 1311 MARKET STREET WORLD FILM CORP. Presents MOLLY KING IN "FATE'S BOOMERANG"

TIOGA 17TH AND VENANGO BTS. WALLACT REID and CLEO RIDGLEY IN THE LOVE MASK" "WHO'S GUILLY, And "THE CHORALCELO (Colorital Muses)

VICTORIA MARKET ST.
AMOVE NINTE
Harry Morey and Dorothy Kelly
to "THE LAW DECIDES"

Cartyle Blackwell, in His Brother's Wife Carisio Blackwell in His Brother's Wife Olga Petrova, to JULIUS STEGER in Douglas Fairbanks, In House Peters, in Girl of the Goldan West Marguerite Clark in Out of the Drifts The Spell of the Yakun Chaplin's Police The Bargain Gloria's Romance Valentine Grant, in The Innocent Liar KNICKERBOCKER FORTIETH Broad Street Casino BROAD BELOW BRIDE STATINGS 1 SO EVENING T SAG B. THE PERSONAL BAPRO." OTHERS The Sins of the Mothers Chapita's Police Maranerite Snow to Noturious Gallagher "Gloria's Romance" Billie Burke Dorothy Kelly, in Kitty Gorden, in Har Maternal Right Mar Material Bight Bant Dawn in The Salminty LAFAYETTE HOLE RESIDEN The \$1000 Husband Blanchs Sweet, in The \$1000 Husband The Sides Student in KEYSTONE THE ST. AND AVERUE ROBERT WARWICK in VAUDEVILLE and "IRON CLAW" Pictures

ALHAMBRA

APOLLO

ARCADIA

BALTIMORE

BROAD ST. CASINO

GARDEN THEATRE

GREAT NORTHERN

KNICKERBOCKER

MARKET STREET

GERMANTOWN

BELMONT

CEDAR

EUREKA

56TH ST.

GIRARD

GLOBE

**JEFFERSON** 

KEYSTONE

LAFAYETTE

LEADER

LIBERTY

LOCUST

LOGAN

GRPHEUM

TALACE

PRINCESS

REGENT

RIALTO

TANK

ESERWOOD.

BURY

PARK

OVERBROOK

FAIRMOUNT

FRANKFORD

POOR RICHARDS' APPEAL.

all, make it clear you want him. Do it

MONDAY

Anita Stewart, in The Suspect

The No Good Guy A Dash of Courage

Willie Collier, Jr in

Bryant Washburn, in The Spider's Web

Wallace Reid, in The Love Mask

Theda Bara in The Eternal Sapho

Lillian Walker, in Green Stockings

J. Warren Kerrigan The Gay Lord Waring

Mary Anderson, in Sin's Penalty

Chaplin's Police

Marie Doro, in The Heart of Nora Flynn

Emmy Whelan, in When a Woman Loves

Pauline Frederick, in The Moment Before

Mary Pickford, in Poor Little Peppina

Frank Keenan, in The Stepping Stone

Dorothy Gish, in Susan Rocks the Boat

Edmund Breese, in The Spell of the Yukon

Julius Stoner, in Blindness of Love

Vaudeville and Iron Claw Pictures

Billie Burke, in Gloria's Romance

Robert Warwick, in Sudden Riches

The Heart of Nora Figns

H. B. Warner, in The Beggar of Cawaper

Lionel Barrymore, in The Woman in Black

John Barrymore, in The Red Widow

Douglas Fairbanks, in

Budden Riches The Plosewalker

Sunshine Bad The Buow Cure

Schutz Hayakawa, in Alien Souls

The Hourt of Paula

Ida Schnall, to

Report Julian in

Garaldine Farmer, in

Dustin Farnure, to

The Marie Marie Torth

"Every letter to a customer outside of

Hundreds of manufacturers have been doing it for several weeks, and as a result the mails are flooded with invitations

Lesson 3

Now suppose Mary, seated in the chair, conjures up a happy day spent in the country with John. In one corner of the scene

the vision.

A fade. This is the gradual dissolving of the end of a scene into the beginning of the next. This is caused by closing and opening the diaphragm of the camera.

quered her baser self.

We have not given all the technical terms used, but we have given all that are necessary for a start. From time to time more words and phrases will be introduced, but with the ones given here today we can now go forward with the development of the action in the next article of the series. (Tomorrow, Lesson 4-Action.)

The Municipal Band, Benjamin Roeshman, conductor, will play during the current week at the following places:

Olga Petrova, in The Scarlet Weman

Douglas Fairbanks, in The Good Bad Man

Willie Collier, Jr., in The Bugle Call

His Wife's Mistake

Mary Pickford, in The Eternal Grind

Grace Darmond, in Stranger in New York

Florence Reed, in A Woman's Law

Tyrone Power, in Thou Shalt Not Covet

Hobart Bosworth, in Doctor Neighbor

Blanche Sweet. in The Sowers

Pauline Frederick, in The Moment Before

Gail Kane, in Her Great Match

Dustin Farnum, in David Garrick

Norma Talmadge, in Children in the House

Lillian Gish, in Sold for Marriage

William S. Hart, in The Primal Lure

Douglas Pairbanks, in The Good Bad Man

Alice Brady, in Tangled Pates

Vaudeville and Iron Claw Pictures

Chaplin's Police

Blanche Sweet, in The Sowers

Pauline Frederick, in The Moment Before

The Fifrting Brids

Marguerite Snow, in His Great Triumph

The Heart of Nora Flyn

The Iron Strain Chaplin's Pollos

Dorothy Gieh, in Susan Rocks the Boat

John Barrymore, in The Lost Bridegroom

Geraldina Farrar, in Maria Ross

George Beban, in An Allen

Kitty Gordon, in Mar Maternal Right

SATURDAY



### Prominent Photoplay Presentations

GARDEN SED & LANSDOWNE

LIBERTY BROAD AND COLUMBIA H. B. WARNER in "THE BEGGAR OF CAWNPORE"

LOGAN THEATRE 4810 N. BROAD

Market St. Theatre SSS MARKET STREET DOUGLAS FAIRBANKS in "THE LAMB"
See "PEG O' THE RING" every Wednesday.

CHAS. CHAPLIN IN "THE FLOORWALKER"

PRINCESS 1018 MARKET

Geraldine Farrar "Carmen"

RUBY MARKET STREET

SHERWOOD SATH AND METERS PRESENTE MARGUERITE SNOW IN THE HALF MILLION BRIBE" MR AND MRS. HID. DREW IN "A Quiet Honeymood."

STANLEY MARKIT ABOVE HAZEL DAWN THE FEUD GIRL