

GOOD MOVIE SHOWS FOR AD MEN WEEK

News Films at Stanley, Regent and Arcadia Please

By the Photoplay Editor "Ad Week" started well in the photo-play theatres yesterday. Of all the new films on view not one succeeded in boring...

SCENARIO DEPARTMENT

LESSON 18 (Concluded)—Tricks With Subtitles

The Evening Ledger's Daily Scenario Lessons began June 3. They will be followed by a great content for a scenario to be produced in Philadelphia with a Philadelphia cast. Cut out and save all the lessons for future reference in the writing of your scenarios.

By HARRY O. HOYT Head of the Metro Scenario Staff

BEFORE leaving the subject of leaders or subtitles a more mechanical use of them may be illustrated. Sometimes a story will not be directed to get the most out of it or perhaps it proves, on inspection, to be intrinsically bad. The film editor will many times save a film from being discarded by subtitling and practically rewriting the story.

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Prominent Photoplay Presentations

The Stanley Booking Company

- ALHAMBRA 15th, Morris & Passyunk Ave. Mat. Daily at 2; Evgs., 7 & 9. FANNIE WARD in "A Quiver Maiden". BILLIE BURKE in "Gloria's Romance", 4th Ep. ARCADIA CHESTNUT BELOW 10TH Wm. S. Hart in "The Apostle". BILLIE BURKE in "Gloria's Romance", 8th Ep. APOLLO 62D AND THOMPSON MARY PICKFORD in "THE ETERNAL GIRL". SIDNEY DREW COMEDY. BELMONT 62D ABOVE MARKET MARGUERITE CLARK in "MOLLY MAKE BELIEVE". DUSTIN FARNUM in "David Garrick". CEDAR 60TH AND CEDAR MARGUERITE CLARK in "MOLLY MAKE BELIEVE". FAIRMOUNT 20TH AND GIBBARD AVE. MARGUERITE CLARK in "MOLLY MAKE BELIEVE". FRANKFORD 4711 FRANKFORD AVENUE MARGUERITE CLARK in "MOLLY MAKE BELIEVE". 56TH ST. Theatre HAZEL DAWN in "The Feud Girl". GERMANTOWN 5008 GERMAN-TOWN AVE. GEORGE BEBAN in "Pasquale". GLOBE 50TH & MARKET PAULINE FREDERICK in "THE SPIDER". GIRARD AVENUE THEATRE GREAT NORTHERN FLORENCE LAWRENCE in "ELUSIVE ISRAEL". IRIS THEATRE 1146 KENSINGTON AVENUE WALLACE REID & CLEO RIDGLEY in "THE LOVE MASK". JEFFERSON 29TH AND DAUPHIN VIVIAN MARTIN in "A MODERN THELMA". LAFAYETTE 2914 KENSINGTON AVENUE HEAVY KANE in "The Stranded Pearl". LEADER FORTY-FIFTH AND LANCASTER AVENUE HAZEL DAWN in "The Feud Girl".

take the money. I saw Joe leave the house the night of the murder." Obviously this is too much for a subtitle. We would show most of this by "fading back" if the characters meet, but we will suppose that it was necessary to put it all over in a subtitle or a letter.



GRACE DARMOND

Letters and telegrams in many cases do not need to be shown in extenso. The first or last part or perhaps only a sentence or paragraph will be enough. These, like subtitles, are factory made. They are not photographed in the studio, but made in the factory and inserted into the picture later.



PEARL WHITE

PATHE announces The Most Remarkable Motion Picture Program Ever Presented \$5,000,000 For Serials Alone! The authors of these serials to appear during the coming 12 months will include Louis Tracy, Randall Parrish, Mrs. Wilson Woodrow and Albert Payson Terhune. Some of the greatest stars of the screen will be featured in these pictures, among them being Pearl White, Anna Nilsson, Jackie Saunders, Ruth Roland, Grace Darmond, Creighton Hale, Sheldon Lewis, Tom Moore, Ralph Kellard, Roland Bottomley, Frank Mayo. "THE IRON CLAW," the most popular picture serial ever produced, and "WHO'S GUILTY?" a really great series of 14 distinct and complete dramas, are now being shown to crowded houses. "THE GRIP OF EVIL," a master plot in 14 chapters featuring Jackie Saunders and Roland Bottomley, will be released July 17th. In early Autumn will come "THE SHIELDING SHADOW," featuring Ralph Kellard, Grace Darmond and Leon Bary. "The Shielding Shadow" was written and produced by the men who made the "IRON CLAW." It has everything that made the "Iron Claw" the world's greatest serial. All these forthcoming productions will be worthy successors to "The Perils of Pauline," "Exploits of Elaine," "Who Pays?" "Neal of the Navy" and the other famous Pathe serials. Pathe is proud to be known as the world's greatest producer of serials. The producers of this new \$5,000,000 program include the Astra Film Corporation, the Balboa Company and the Arrow Film Corporation, on whose staffs are the ablest directors of the day. With such an array of writing, acting and producing talent responsible for the pictures the public is certain of rare entertainment. With the quality of the pictures thus assured and with a vast publicity campaign designed to pack his house the exhibitor cannot lose. The Pathe Record—More and Better Serials Than Any Other House in the Business THE PATHE EXCHANGE (Inc.) Executive Offices 25 West 45th St., New York

The Regent opened the week with a "ready-made" film from the Frohman Corporation, "What Happened at 22." It is a photoplay of the best "crook" variety. It is a tale of forgery that arouses interest from the first moment and keeps it growing steadily as threats and assaults succeed criminal plots and the planning of forgeries. The story has ingenuity and surprise. Its action is steadily developed.

The Palace shows today and Wednesday "Wildflower" with Marguerite Clark, a Famous Players-Paramount Thursday, Friday and Saturday comes "The \$1000 Husband" with Blanche Sweet, a Lasky-Paramount.

Today the Victoria has "Reggie Mixes It" with Douglas Fairbanks, and "Willy's Whisky War" with Willie Collier; Wednesday and Thursday, "The Eagle Call" with Willie Collier, Jr.; Friday and Saturday, "The Purple Lady" with Ralph Herz, and "Ambrose's Cup of Woe" with Mack Swain.

Municipal Band in Manayunk The Municipal Band, under the leadership of Benjamin Rooshman, will play tonight at Silverwood street between Recter street and Roxborough avenue, Manayunk. The program follows: Overture, "Last Cavalry".....Suppe (a) "In Kansas," humoresque.....Brooke (b) "Cherish," waltz.....Ganna (c) "Kismet," waltz.....Lugini (d) "The Gun Troop".....Lugini (e) Allegretto. (f) Adagio sostenuto. (g) Andante espressivo. (h) From "The Chocolate Soldier".....Strauss (i) "The Merry Widow".....Strauss (j) "The Merry Widow".....Strauss (k) "The Merry Widow".....Strauss (l) "The Merry Widow".....Strauss (m) "The Merry Widow".....Strauss (n) "The Merry Widow".....Strauss (o) "The Merry Widow".....Strauss (p) "The Merry Widow".....Strauss (q) "The Merry Widow".....Strauss (r) "The Merry Widow".....Strauss (s) "The Merry Widow".....Strauss (t) "The Merry Widow".....Strauss (u) "The Merry Widow".....Strauss (v) "The Merry Widow".....Strauss (w) "The Merry Widow".....Strauss (x) "The Merry Widow".....Strauss (y) "The Merry Widow".....Strauss (z) "The Merry Widow".....Strauss

Other Theatrical News on Page 21 Prominent Photoplay Presentations WEST PHILADELPHIA OVERBROOK 63D AND HAVER-FORD AVE. WALLACE REID & CLEO RIDGLEY in "THE LOVE MASK". BALTIMORE 50TH AND BALTIMORE AVE. W. H. THOMPSON in "A Rough Night". EUREKA 40TH & MARKET ST. TRIANGLE PICTURES-DOROTHY KELLY in "THE LAW DECIDES" in "THE MAN FROM NOWHERE".

Broad Street Casino 1111 BROAD STREET FRANKLYN RITCHIE in "THE STRANDED PEARL". KEYSTONE 11TH ST. AND LEHIGH AVENUE VAUDEVILLE and "IRON CLAW" Pictures. OLYMPIA BROAD AND WALNUT STS. "THE SPOILERS" 12 Parts