



EVERYBODY WHO IS ANYBODY MEETS AT

The Stanley

Quite apart from the comfort, the splendid programs and the delightful music, you are certain to find here always, there's that added social pleasure of meeting your friends. Nearly everybody goes to the Stanley—it is the favorite photoplay theater of those who not only WANT the best, but MUST HAVE IT.

11:15 A. M. to 11:15 P. M. MARKET Above 16th


THE ATMOSPHERE OF THE ARCADIA

IN THE selection of an evening's entertainment there are considerations of equal importance to the program itself. Atmosphere, environment—call it what you will—make or mar the evening's pleasure. The Arcadia caters to those who realize this.

At the Arcadia Theater there is an atmosphere of refinement, of good taste, of comfort that is noticeable. The Arcadia caters to the taste of the cultured, not only in the presentation of its carefully selected programs, but in every detail of appointment and management.

ARCADIA THEATRE

CHESTNUT BELOW SIXTEENTH

Palace

"Visiting the Palace" is a growing habit. You are assured a delightful entertainment. Only the latest of the best films are exhibited—and in addition it is most conveniently located. The Palace is within a stone's throw of all the leading hotels and is easily accessible to all car and train routes. It is in the center of things. YOU ought to develop this convenient and enjoyable habit.

The Palace Theatre

1214 Market Street

"In the Heart of the City"

Victoria

The Theatre of Comfort

AS SHAKESPEARE said: "The Play's the Thing," but equally important is the comfort in which you can see it. You'll appreciate this if you visit the Victoria, where special arrangements provide unusual comfort. The beautiful, harmonious decorative scheme, big, roomy seats, lofty ceilings, are all big factors in the evening's entertainment. This Victoria comfort is more than a fancy—you'll find it's a fact.

Metro and Triangle Productions Shown Exclusively



LOCUST 52d and Locust Streets | **BELMONT** 52d above Market St.

Direction of F. D. and M. E. FELT

West Philadelphia's Only Theaters Showing All First Presentations Exclusively

FEATURE ATTRACTIONS FOR NEXT WEEK

Monday and Tuesday
DOUBLE BILL
CHARLES CHAPLIN in BEHIND THE SCREEN
LIONEL BARRYMORE in THE BRAND OF COWARDICE

Wednesday and Thursday
DOUBLE STAR SHOW
Wm. A. Brady Presents
ROBERT WARWICK and GAIL KANE in THE HEART OF A HERO

Friday and Saturday
DOUBLE ATTRACTION
RETURN OF
CHARLES CHAPLIN in BEHIND THE SCREEN
ADDED
GREATER VITAGRAPH Presents
NAOMI CHILDERS and MARC McDERMOTT in THE PRICE OF FAME

ACCOMPANIED BY KIMBALL ORGANS' SWEET MUSIC PLAYED BY MASTER ORGANISTS

Entire Week

PICTURESQUE STORY OF INDIA
WRITTEN BY HECTOR TURNBULL



COMING

"THE FALL OF A NATION"
E. H. SOTHERN in "AN ENEMY TO THE KING"
CLARA KIMBALL YOUNG in "THE FOOLISH VIRGIN"
NAZIMOVA in "WAR BRIDES" "CIVILIZATION"

VAUDEVILLE AND PHOTOPlays

You receive full value for your money before you leave the Alhambra Theater, and the memory of your visit will last for a long while. It is the week-night "friends'" adult "school," where there's teaching and no preaching. The manager here dare ask any of his patrons how he has enjoyed the show; some managers daren't. Why? The temporary adhesiveness of our pictures to the screen is remarkable; you don't have to nail them on to keep them steady. We advertise our program daily, and our patrons advertise them for us after that.



We should like to store the smiles, laughter and comments we see and hear at the Alhambra, but we cannot find a place big enough to keep them in; they've spread all over the city.

ALHAMBRA

12th, Morris & Passyunk Av.
Mats. Daily 2. Evs. 6.45 & 9.

ALHAMBRA

"Only Theater in South Philadelphia Showing Paramount Pictures"

REGENT

A THEATRE OF FIRST PRESENTATIONS
MARKET ABOVE SIXTEENTH

Nowadays you expect something more than a good picture program. You want enjoyable music and that's just what you'll find here, whether played by our wonderful organ or the orchestra. Quite regardless of the special features there is the satisfaction of knowing that every program consists of first-presentation pictures.

Hear the Organ With the Human Voice



Hear the Organ With the Human Voice

W.H.D.

The Sentimental Value of Motion Pictures

FROM winsome childhood to the silvery hairs of the grandparent the smile is ever fleeting, but always cherished. Never is it more valued than when nought but memory can bring it back.

The motion picture right here is worth more than pen can tell. Before you, on the screen, are perpetuated, pleasing visions of loved ones, clearer by far than those brought forth by affectionate memory, too often blurred by tears of sorrow.

Again you see the sprightly child in innocent play. Once more the young mother looking fondly on, while the proud father romps heedless of dignity with the kiddies. Serene old age in the background, barely out of the danger zone of embryo adventurers.

Almost like Aladdin's lamp. Not quite, for this is real. And mechanical skill has been brought to such perfection that the cost is trifling when you consider your never-ending pleasure in loving memories practically immortalized.

Commercial Use Only Limited by Imagination

STANDARD business houses have capitulated to the wondrous possibilities of the screen as an aid to promoting vast industrial plans. The most conservative of brokerage houses can show clients mines and factories which are productive of dividends because they are in full blast.

Mail order houses can bring before their suburban trade the elaborate delivery system devised for their advance. Even in warfare can the motion picture be utilized to the disadvantage of the enemy. On the football field coaches have made shrewd use of the picture to solve the various formations of their feared rivals.

Its use in the dramatic field has great possibilities. The very profession which viewed with dire alarm the invasion of the motion pictures now makes valiant use of the screen in the training of the younger Thespians. Stars who were favorites in a few of the larger cities have now world-wide reputations through film-gained notoriety.

MOTION PICTURE LABORATORY

Representative for the Evening Ledger-Universal Weekly
Producers of Cartoon, Educational and Industrial Motion Pictures
2150 N. SEVENTH STREET, PHILADELPHIA.
Bell Phone—Kensington 54-57

