

APOLLO

It is with faithfulness to the name of this theater that we are offering only the best.

Baltimore

Where Comfort is Paramount

An air of cheerful coziness has made this the ideal family theater. Comfort is the keynote of all the appointments and courtesy the watchword of every attendant. Our pictures insure you the best entertainment in filmdom.

"Visit the Showroom"

The Theatre of Happiness

Stands Alone in North Philadelphia for High-Class Pictures and Music

The Bluebird
Broad and Susquehanna

CEDAR

A few hours here will prove profitable and entertaining, and will also give you the latest productions of the world in motion pictures.

FAIRMOUNT

Agitated Pictures may be correct for some theaters, but we show a clear, steady number of "still" photographs from celluloid. Of course, they're motion pictures, and of the best, too.

56 STREET THEATRE

GO TONIGHT TO The Bright Spot OF West Philadelphia Where the Best Motion Pictures Are Shown Best

FRANKFORD
4711 Frankford Avenue
AT HANFORD STREET

COME here any afternoon or evening, bring the children of your visiting friends with you. You are always sure to be pleased with the program.

The House of Beautiful Pictures

VISITORS WILL FIND MUCH THAT IS INTERESTING IN PHOTOPLAY ENTERTAINMENT AT THE SOON-TO-BE REOPENED

Great Northern Theatre
Broad St. & Erie Ave.

Jefferson

Come Here Any Day and see something more wonderful, much greater and decidedly later than the "usual moving picture."

Music
Orchestra Organ Piano
29th and Dauphin Sts.

The Stanley Booking Company

When theaters obtain their pictures through the STANLEY Booking Company it is a guarantee of an early showing of the finest productions. All pictures are reviewed before exhibition. See what theater in your locality obtains pictures through the STANLEY BOOKING COMPANY.

IN UNION THERE IS STRENGTH

The Stanley
STANLEY V. MASTBAUM
Managing Director
Palace Theater Building
1214 Market Street
Philadelphia

Absolute Guarantee of Merit

Supporting Only Best Producers

"Photoplays De Luxe"

The phrase really means nothing unless it be associated with the

Leader Theatre
41st and Lancaster Ave.

KIMBALL ORGAN RECITALS DAILY

We have joined the constantly increasing number of leading photoplay theaters to install a

KIMBALL ORGAN

A couple of hours in this cozy theater will convince you of the high quality of our motion picture production. You won't take our word for it. Just watch our patrons—they're satisfied.

LEHIGH PALACE
Germantown and Lehigh Aves.

This Comfortable Theatre

has a distinguished patronage and we guarantee that the entertainment and service offered are in keeping with the home standards of the most exacting.

LIBERTY
Columbia Ave. above Broad Street
Daily Musical Selections at 7:45 P.M.
All performances by the concert organ.

LOGAN THEATRE

You Should Be a Patron

Because you will be amid healthy surroundings in a modern building with spacious aisles; plenty of exits; an abundance of fresh air; drinking water from sanitary fountains; a new, clean program to every patron; floors that are scrubbed; carpets, draperies & chairs cleaned every day, and a bright, moral, instructive, entertaining program of photoplays.

Pulcher Organ Music
Specialty Program and Screen gives the picture a distinct clearness.

4819 North Broad St.

MARKET ST. THEATRE
333 MARKET ST.
9 A. M.—CONTINUOUS—11 P. M.

Unique—Efficient—Beautiful

THERE'S A DIFFERENCE BETWEEN MOVIE AND PHOTOPLAY

What terrible films flickered years ago! They were movies then. Today the picture plays are reaching the utmost in art. We present PHOTOPAYS.

"A Visit Leads to Everlasting Patronage"

OVERBROOK
THEATRE OF QUALITY
63rd & HAVERFORD AVE.

WHY waste time, energy and money seeking the BEST photoplays when you can see them here daily?

Our Hope Jones Unit Orchestral Organ is another feature.

Matinee Every Day

PARK
RIDGE AVE & DAUPHIN ST.
MAT. 2:15 P.M. 6:45 TO 11.

OUR sincere desire and purpose is to present clean, wholesome pictures, which will afford entertainment for the whole family.

IN A CLASS BY ITSELF

The purpose of this cubist ad is not only to make you read it, but to bring to your attention the conveniently located

Princess Theatre
1018 Market St.
CONTINUOUS—8:30 A. M. TO 11 P. M.

RIALTO
THEATRE
GERMANTOWN AVE. AT TULPENOCKER ST.

Discrimination is a guard against disappointment, and those who exercise it by going to the Rialto Theater will be more than repaid. Why not visit this theater of distinction?

Ruby Market
bel. 7th
Opens 10 A. M. Closes 11:15 P. M.
Admission 10c

Always a high-class program here — the best productions, featuring the most noted stars.

SAVOY
CONTINUOUS—8:30 A. M. TO 11 P. M.

A Well-Defined Policy

not the result of a hit-and-miss plan, but carefully thought out, gives you the kind of motion pictures you want.

1211 Market Street

Sherwood
54th and Baltimore Ave.

It matters not what day you select for a visit to this theater, you will always find an entertaining program. Special features daily.

"Visit the Baltimore"

Distinction Marks This Theater of Complete Entertainment

TIOGA
17th and Venango Streets

Hear the Wonderful Choralcello
No Wind—No Pipes
The only instrument of this kind in Philadelphia
RECITALS DAILY
By Mr. Stanley W. Hoadson
(Specialty Ensemble)

ALL METRO PICTURES Show First in Philadelphia at the REGENT AND VICTORIA

After a tiring day see METRO PICTURES at your favorite theatre and be refreshed

BLUEBIRD
PHOTO PLAYS

Supreme in Artistry, Players, Production. Superior in Detail and Character of Story.

FOR THEM AT YOUR FAVORITE THEATRE

Popular popularity of these productions is proving the widespread appreciation of the new famous policy

"The Play's the Thing"

TO THE PUBLIC

Pauline Frederick in the picturization of "La Tosca!"

Yes—its a Paramount Picture but its only one! There are two Paramount Pictures released every week and they are all great. If your favorite theatre is not showing Paramount Pictures ask the management to get them for you.

Famous Players Exchange
1221 Vine Street
Philadelphia

THE production of bigger, better and finer plays—plays that would mirror life in its many and varying aspects; plays depicting a little of the sorrow, a little of the joy of this world of ours, blended into a perfect whole by masters of screencraft, and which would make us the better for seeing them; plays that would appeal to people of finer tastes—such was the goal we set one year ago, when we organized the Triangle Film Corporation. During this comparatively short time the whole picture play industry has felt the benefiting influence of this supreme organization that created a new era in the realm of the silent drama, and whose productions during the coming year will go down in the annals of the silent art as "unique!"

Distributed Exclusively in Philadelphia thru
HARRY W. SCHWALBE
13th at Vine

"They Are Different"

Popular Stars That Are Known to Every Moving-Picture Fan

Special Offer—A beautiful 1917 Art Calendar of Mary Pickford given free with every purchase, or mail order of one dozen (colors colors) Postcards of Popular Movie Stars, 25c.

Beautifully Colored Portrait Postcards and Wall Cards

CAN BE ORDERED FROM
KLINE POSTER CO., Inc.
1307 Vine St., Philadelphia

NOTE—You are cordially invited to our International Exhibition of Photo-Play Postcards—Nov. 11, 12 & 13, 1916.