

REST ON THE LAURELS WITH PRODUCTIONS OF VARIED FORMS OF AMUSEMENT

REST ON THE LAURELS OF THE BOLD BALLYHOO

Unaccountable Conduct of Fried-Egg-Sandwich Inventor, With Other Trumpet and Drum Exploits, Culled by Triangle

The following account of the doings of the modern ballyhoo is taken from "The Triangle."

Important-unimportant players as chorus girls. Percy Heath, while visiting Boston with a musical comedy, put a chorus girl with a calf in leash on Boston Common.

For labored "stunts" like these and some others that might be mentioned in greater space, the publicity-getting profession may not justly be branded as the Guild of Amateurs.

CAREER OF G. M. COHAN STUDUED WITH INCIDENT

Something About "Broadway Jones" and His Varied Life

As a distributor of mirth it is safe to say that George M. Cohan is surpassed by no one on the stage today.

Running then over his list of miscellaneous acquaintances, he selected a gentleman whose every move and act proclaimed him an Englishman.

The story was carried on the front page of the New York Herald, one of the most conservative papers from that standpoint in the city, and in important positions in various other dailies throughout the country.

In an article entitled "Press Agents and Press Agencies" in the old New York Press, early in 1915, Allen Sangree related an incident from the life of Walter J. Kingsley, general press representative of the Keith circuit.

An old waiter who long had served newspapers at Sam Martin's restaurant in New York was dying, and sent for the "boy" to give him a good-bye kiss.

"Idle Wives" Coming to the Victoria on April 2

"Idle Wives," one of the most astounding photoplays that has ever been screened, will be the attraction of the week at the Victoria.

By THE PRESS AGENT

Many a commonplace fact becomes invested with the news angle when shaped on the potter's wheel in the publicity department.

"Evidence," as a British play that has been received in its first production in America, is an impressive bit of news.

There is novelty in the way the characters are introduced and there are two sets of them—one set playing on a screen and the other in the audience, making it a unique play of being "a film within a film."

MANAGER IS GIVEN SILVER LOVING CUP

Employees of Broadway Pay Tribute to Shisler

The confidence and high esteem in which the employees of the Broadway Theatre, South of Market, hold the new manager of the house, Charles Shisler, was reflected in the recent presentation of a silver loving cup to him by stage hands and other attaches of the theatre.

When he took charge of the Broadway Theatre he resolved to make it more successful than ever, and he has proved that his judgment of what the patrons of the house will enjoy already has been substantiated by the ever-increasing patronage.

STANLEY

STRAND

TIPOGA

THE HIGH COST OF SINGING



A VERY VIVID TALE OF AN ANCIENT VEST

Adolph Link Prizes This Old Garment Highly

When Adolph Link, who will play the part of Kosofoff, the old actor, in "Flora Bella," which comes to the Knickerbocker on Monday, reads to the Princess Maaja (Miss Abarbanel), the line which ends with the tag—"me that has acted before the Czar"—he will speak more truly than the audiences know, as in 1890, when on tour with the famous company of the Court Theatre, in Meiningen, he acted Shylock and several other Shakespearean roles before Alexander III, in St. Petersburg.

Mr. Link is an actor of wide experience. Although he has appeared many times in this country it was not until three years ago that he made his debut on the English-speaking stage. He is a Hungarian, born in Budapest, and as a boy of ten danced and played parts in the theatre of his native city.

A prized relic of the stage possessed by Mr. Link is a satin vest 120 years old, in perfect condition, which forms part of the costume that he is wearing in "Flora Bella." This vest originally was the property of Johann Nestroy, a Hungarian comedian of great fame who died in 1860.

NOBILITY PRAISES OUR "LITTLE MARY"

Lord Aberdeen's Kind Words About the Film Favorite

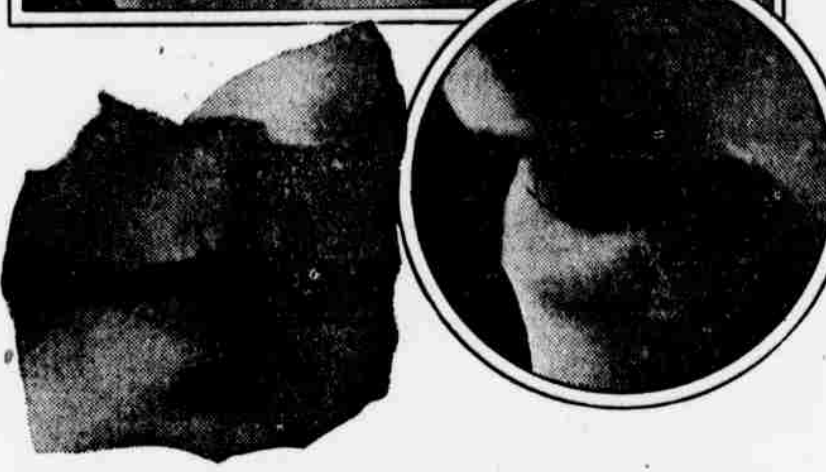
At the invitation of Frank Lascelles, director of the newly organized Photoplay League, and Walter E. Greene, president of the Artercraft Pictures Corporation, prominent members of New York society viewed Mary Pickford's latest Artercraft picture, "A Poor Little Rich Girl," at the Sonora Studio on Fifth avenue last week.

Upon conclusion of the showing various notable persons present expressed great praise to Mary's latest effort and the general opinion of the picture. The guests at the showing were Lord Aberdeen, Ex-Governor of Canada, and Lady Aberdeen, who were pleased with the production.

Among the personages that viewed the picture were Mrs. Charles Dana Gibson, Mrs. Marcus M. Marks, Dr. Stephen R. Wise, Mrs. Christopher Wyatt, Louis Keller, Frank Lascelles, Waldo J. Morse, Ely Coppert, Viscount de Coppet, Charles Wade, Charles Phelps Schuyler, Warren Mrs. Hamilton and Henry Fairfield Osborn.

Checking Up Tax Duplicates

POTTSVILLE, Pa., March 24.—The County Commissioners have notified all the tax collectors that no duplicates will be issued for the collection of taxes for 1917 until all previous duplicates are settled.



Probably the ingenious statistician could figure out that the combined weekly cost of these various pairs of lips is well in excess of half a million dollars.

IMPRESSIONS OF MOVIES IN CONTEST WITH STAGE

By DOUGLAS FAIRBANKS

A FEW years ago, the legitimate stage witnessed a supremacy contest, which included the drama, vaudeville and concert forms of theatrical entertainment.

The film profession is soon to experience a similar situation, with the dramatic, educational and topical forms of films in the race for first place.

There is now on foot a scheme to suggest sentiment or emotions by odors and perfumes. There is an odor for every emotion if it could only be discovered.

CAPTAIN FLINT SWEARS, BUT ONLY IN PORTUGUESE

This Person Has Been Around the Horn Many Times—Would You Believe It? He's He's Ninety Years Old

READER—Meet Captain Flint. Captain—Mr., Mrs. and Miss Reader.

Captain Flint, as thirty-eight thousand four hundred and twelve earnest readers of the EVENING LEDGER have observed during the last few weeks at the Broad Street Theatre (regular matinees Wednesday and Saturday and special, extra matinees at 3:30 on Thursday and Friday, not to mention evenings) is the globe-trotting parrot-subber of "Treasure Island."

But there is no difference of opinion regarding the Captain's poetic and musical gifts. These are large, numerous and, as Colonel Savage might remark, indubitable. The Captain long ago learned to sing, most practically, "Fifteen Men on a Dead Man's Chest," and to give the "Yo, Ho! Ho! And a Bottle of Rum" refrain with all the lustiness of the true deep-sea, bounding-billow expert.

Now that spring has arrived, however, Captain Flint is not devoting so much of his attention to the Stevenson ballad. He is practicing an entire repertoire of suitable songs, touchy on an appertinain to the well-known vernal season.

Captain Flint was secured by Manager

George Vivian especially for Treasure Island. His former owner was a Portuguese sailor, who declared that the Captain had actually gone around the Horn sixteen times, had been shipwrecked three and could swear more fluently than any other of his tribe sailing the Seven Seas.

The Captain, upon being questioned concerning this, remarked cryptically: " . . . "

BARITONE READY FOR REAL SCRAPS

Singer in "The Beautiful Unknown" Has War-Like Tendencies

John H. Goldsworthy, the tall, good-looking young baritone, who is seen and heard to advantage in the leading masculine role of "The Beautiful Unknown" at the Adelphi, became an American by accident.

It was about eight years ago when he arrived from his native London, after several seasons of hard work, with the purpose of a long vacation in which he would see American first, then go to Australia and north via the Dutch steamship to the Orient, returning home to London via the Suez Canal.

To a question the other night at the Adelphi Mr. Goldsworthy answered: "I like America enormously. I've been here now over eight years, and having become a citizen with the regulation way, I joined myself a thorough-going regular. I joined the Naval Militia last summer. I wish I were with them now—if there's going to be any real scrapping."

THEATRICAL BAEDEKER FOR THE COMING WEEK

What the Playhouses Have to Offer for the Delectation of Patrons—New Screen Dramas

Table listing theatrical productions for the week, including titles like 'The Family Tree', 'Have a Heart', 'The Beautiful Unknown', and 'The Girl in the Red Velvet Gown'.

EVENING LEDGER PHOTOPLAY CALENDAR

Large table listing photoplays for the week of March 26 to March 31 across various theaters like Alhambra, Arcadia, Belmont, Bluebird, Cedar, Eureka, Fairmount, 56th St., Frankford, Great North, Imperial, Jefferson, Leader, Liberty, Locust, Market St., Overbrook, Palace, Park, Princess, Regent, Rialto, Ridge Ave., Ruby, Savoy, Stanley, Strand, and Tipoga.