THER OF FEATURE FILM HOUSES THREE YEARS OLD

Stanley Ready for Birthday Celebration. What It and Its Impresario Have Done for Photoplay

playhouses and pro-ductions, is timely. The local impresario of motion pictures is, as usual, optimistic about the future of People think that

limit of big things in photoplay." he said. "but, mark my words. the next six months will produce dramas approaching perfec-tion of the art as

well as quality in the set. I prophesy that before the first sext year there will be a veritable lation in photopiay attractions. The rel prominent producers are bending y energy, every effort to improve—and notwithstanding that at present we are ing pictures of such superior merit those of a year or two little or no comparison,

"Bigness, art stry, deep thought and skill be elements which are going to play an important part, and you will find that the narket will not be flooded with the comes material which has had to suflee in the past because we were not suf-liciently versed in the higher degree of the industry. Now men of brains, men of in-remulty and of structural ability are ensaged in making pictures, with the result that the tone and the tenor of films have been vastly improved. The big things in ictures are going to survive, while the licayune films and their makers are going to sink into oblivion.

So confident of the future am I that I m completing plans for the crection of he new theatre at Nineteenth and Market ets. These plans will be finished with-s short time and then the actual work ecting a picture palace the like of h has never been dreamed of hitherto will begin. It is worth mentioning that since we first gave thought to the conion of this new house, upon which we stended to spend \$1,000,000, there has an advance in the prices of structural rials of about one-fourth over the that instead of investing \$1,000,000, will expend \$1.250,000, and I am not so es but that before the house is ready to en the sum will be somewhat in excess of



ELSIE KENT At Keith's next Monday and thereafter for a week.

MONDAY

Sessue Hayakawa. in The Bottle Imp

Civilization

WEEK OF APRIL 23 TO APRIL 28

ALHAMBRA

APOLLO

binder with the connected with playhouses and productions. Is timely. The local impresario. other innovations of a novel character

other innovations of a novel character."

The history of the Stanley Theatre might be said to parallel the history of the feature film in Philadelphia. Before its erection there was no such thing as a home of the five-reel photoplay, or, if there was, it was mute and ingioriously un-pressagented The house opened, unless the reviewer's memory has missed fire, with a picturization of Jack London's "The Sea Wolf." It was one of the first productions of Bosworth, Inc., with Herbert Bosworth starred. Bosworth had struck out for himself after a long connection with Selig, and had contracted to turn almost all of London's tales into celluloid. A curious feature don's tales into celluloid. A curious feature of the movie was that it served to bring to the attention of David W. Griffith a young man named Elmer Clifton destined later to shine as a Fine Arts star and in the Baby-lonian episodes of "Intolerance."

On the same bill with "The Sea Wolf" was a pretentious vaudeville act starring Lina Arbarbanell.

Perhaps the most interesting phase of the Stanley's augmented vogue since its erection has been its influence on real estate values. It is said on good authority that Seventeenth and Market streets is considered in a far different light in 1917 from that of

HIS VOICE-STUDIO IS IN FAIRMOUNT PARK

There, Amid Sylvan Calm, Jack Hazzard Unleashes His Golden Bellow

Read this about Jack Hazzard. the breezing petrel in "Miss Springtime," and you will know why he is doomed to what they call a ripe old age. It will hint why the girls all like him as they do a sunny Easter, and why the old fellows with round fronts and clubby faces hail him a good

"My boy. I am glad you asked me how

prepared myself for such a role as that I am now playing in 'Miss Springtime.' Out in front the public think the life of a comic opera comedian—and such a one as I have especially in mind—is, as you might say, a bed of roses. They only see the bright side. They hear his rippling laughter and listen to the bell-like qualities of his singing tones. They give him curtain call after curtain call-one singing comedian in particular-yet how seldom they give thought to the hours that he spends in preparing for his public appearances. I do not allude to rehearsals-to the real artist, reallude to rehearsais—to the real artist, rehearsais are a pleasure. Take the role of tures.

Michael Robin, which I illuminate in 'Miss
Springtime.' Have you any idea of the
hours and hours of study that I gave to it,
the midnight oil that I burned while the
less fortunate members of my profession
seemestably alwaying Kells novel? Forces were probably playing Kelly pool? Every shade and gradation of that character had to be thought out and that implies a special mental equipment. Then there were the daily singing lessons. I do not believe in the studio or confined method of singing. the studio or confined method of singing.
I prefer the open. I found Fairmount Park an excellent place to practice and all of my friends approved of this choice. But really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I am prattling on about my really I fear I fea

of his jeweled hand, bowed himself out and dashed upon the stage of the Forrest. In a moment there was a mighty roar of laughter from the big audience. The laughter from the big aud famous comedian was singing.

TUESDAY

Sessue Hayakawa, ir.

Civilization

A Jewel in Pawn

The Valentine Girl The Butcher's Boy

Mothers of France"



GERALDINE'S JABS HER INSPIRATION

There are several reasons why Jeanie came that she got the lowers was was recognized not only as a scenario macpherson was successful in writing the "Havana," of which James T. Powers was writer, but also as a player and a director. scenario for "Joan the Woman," now at the Chestnut Street Opera House. First of at the end of her theatrical year she had all. Miss Macpherson went to school in decided to give up singing professionally. Paris, where, as a child, she became deaply But she wanted to act, and just then the interested in the story of Joan of Arc. Second, before she entered upon the career of motion pictures were beginning to attract men and women from the stage. It was a writer of scenarios she was an actress not an easy matter to find a studio in those not only upon the stage, but also in pic-

Scotch-French parentage. She was sent to Mile. DeFacq's school in Paris, and there she developed a literary tendency that seemed to indicate a future as a poet or a novelist. But later there were those among her friends who told her that she should be a singer, and so she went to Chicago to enter the grand opera field. After that I am needed on the stage—it seems rery quiet out there. Awfully glad to have met you. Come around some night and hear me sing."

Robertson. He was starring then in Bernard Shaw's "Caesar and Cleopatra." and Miss Macpherson obtained a role in the cast. She played for a season in this company and then went with "Strongheart." the And Mr. Hazzard, with a sweeping wave Indian-American play, in which Robert Ede-

son starred. Just about this time Miss Macpherson

THURSDAY

House Peters, in

Lenore Ulrich, in Her Own People

Edith Storey, in Captain Alvares

The Valentine Girl

Alice Brady, in

The Dancer o Pers

There are several reasons why Jeanie | came that she got the role of Tita in | time. From that time on Miss Macpherson the star. The experience satisfied her, and But she wanted to act, and just then the motion pictures were beginning to attract days, and Miss Macpherson almost despaired until one day she chanced to meet a "super."

Miss Macpherson was born in Boston, of Scotch-French parentage. She was sent to David W. Griffith with the Biograph Com-pany and that Griffith seemed to be willing to engage aspirants. It was several days before she could get in touch with the pro-ducer, but at last a message came from him by telephone, and the result was a year should be a singer, and so she went to Chicago to enter the grand opera field. After a time she decided that her training was insufficient for a brilliant career and that opportunities were greater in the drama. Consequently, she went to New York. writing scenarios for her own use. One of these was called "The Tarantula." The picture was finished under direction of Edwin August. Something happened to the fi'm and it was destroyed. This was Miss Macpherson's opportunity, for the head of the concern came to her and asked he whether she would be able to remake the picture from memory. Without a moment's hesitation Miss Macpherson declared that she could reconstruct the picture. She went to work at once, and the new "Tarantula" decided to go back to her vocal studies, to work at once, and the new "Tarantula She engaged a teacher in New York and became the most popular and profitable pro was so far advanced when the new season | duction that the company had had in

SATURDAY

House Peters, in As Men Love

William S. Hart. in The Square-Deal Man

Mme. Olga Petrova, in The Waiting Soul

FRIDAY

House Peters, in As Men Love

Viola Dana, in The Mortal Sin

Beatriz Michelena in The Woman Who Dared

The Valentine Girl

"Darkeet Russia"

Then, one day—nervous prostration.

A long rest was necessary, and when she recovered she decided that she would forgo the pleasure of acting and would devote her energies to scenario writing, to directing and to the assembling of film She became associated with the Lasky or-ganization, and was directly under the eye of Cecil B. De Mille, who was the director of "Joan the Woman." Miss Macpherson has been stanch in adherence to her determination to keep from the stage, but there was an awful temptation when Geraldine Farrar began to act for the screen version The temptation could be resisted, and so it happened that Miss Macpherson became a part of that production, for she took the role opposite Miss Farrar and, in the cigarette factory, was seen in a terrific fight with the prima donna.

AS POEM INSPIRER!

Yet He Is One, and Here's the Evidence in Cold

Poetry and William S. Hart virtually are synonymous, says the press agent. The western actor, who is beloved by millions throughout the world for his impressive screen portrayals, daily inspires writers of both amateur and professional talent to pen verses about him and his plays. Each day he receives several dedicatory poems, and each poem radiates the rugged spirit of the West, of the plains, of gun play.

Martin Brown is the author of the latest contribution, a poem describing the town of Broken Hope, which serves as the locale for Hart's latest Triangle-Kay Be western drama, 'The Desert Man,' in which he is presented by Thomas H. Ince and which will be shown at the Arcadia all next week. The verses appear on the screen as a fore-word of the story and give a colorful im-pression of the scenes that follow. They

Spotting the face of the desert's gray With shacks of hue that matched it, A village that once was a city lay Mocked by the sun that watched it.

All of its glory dimmed and paied. Burned dry by the winds of the slope: The living death of the doom that failed. The name of it—Broken Hope:

Other Theatrical News on Preceding Page

WHEN TWO NOTED HEADS ARE BETTER THAN THREE

Co-Author of "The Country Cousin," at the Broad Next Week, Describes His Collaboration

Being a revelation concerning a more or less misunderstood process by Julian Street, who aided Booth Tarkington in the writing of "The Country Cousin," which is to be presented at the Broad next week.

A great many people have asked me about the method of work employed by Mr. ington and myself when we collaborated in

writing "The Country Cousin." People seem often to suppose that Mr. Tarkington wrote certain parts of the play while I wrote other parts and that we would later join these parts together. Of course, we did not work in that way, and I cannot con-ceive of a coherent or balanced literary production of any kind being produced by such a method. I have seen it tried several times, and the finished work always resembled a

patchwork quilt.

The original idea which resulted in our play was Mr. Tarkington's, and I felt it to be a great compliment when he asked me to join him in constructing and writing a to join him in constructing and writing a play. His idea when he first proposed it to me was something like this: That the play should point the contrast between the more modest, wholesome and honest American ideals of ten or fifteen years ago and the looser and more dissipated social life to be seen in many American eities today. That seen in many American cities today. That was the idea with which we began. We had no characters, no story, just a central

I spent the month of July with Mr. and Tarkington at Kennebunkport, Me., where they pass their summers, and as soon as I arrived Mr. Tarkington and I began to hold long sessions in his studio discussing various means for presenting the talked theme, as, for instance, whether the idea when could best be elaborated through a male or work w female central figure, and whether this central figure, representing the better kind of Americanism, should be shown in contrast o the inferior group in New York or eise-

As we worked these points out we kept in mind always the central idea of the play and we reached our final conclusions on all points by selecting from all the ideas which came to us the one which seemed to give the most force and naturalness to our cen-tral theme. At the end of four or five days the bare outline of a story had formed it-It was all vague as to the char- lentirely by either one of us.

acters. We had a figure which we called "our girl," and other figures which we knew by like designations. At last for convenience, as our characters began to emerge from the blurred outline of the story and become real to us, we began to page

emerge from the blurred outline of the story and become real to us, we began to name them, and at the same time we began to construct the first act scene for scene. In this work we followed the method of keeping always in mind the direction, the play ought to take. I found myself continually enamored of little vistas off beside the road which I wished to explore; that is, I would see, here and there, a chance for a comedy scene or some other sort of scene and would suggest putting it in, but in such cases Mr. Tarkington's suin, but in such cases Mr. Tarkington's su-perior wisdom and experience would come into play, and he would point out to me that while such a scene as I had suggested would make a good scene in itself, it must be sacrificed because It did not directly ad-vance our story.

vance our story.

All my writing life I have been trying to All my writing life I have been trying to learn to eliminate the unessential, no matter how alluring the unessential may appear, and I really thought I had learned to do it, but in the course of my work with Mr. Tarkington on "The Country Cousin" I learned more about hewing to the line than I ever did before. I learned it from him, and I shall always be indebted to him for what he taught me in the course of our work together—quite regardless of whether work together-quite regardless of whether

our play succeeds or not.

We outlined the whole play carefully, scene for scene, building each act up to-ward the climax which we designed to reach. Then we began to fill our skeleton

In writing the dialogue we worked I'ke Siamese twins, that is with two heads. One head would suggest something. If the other head agreed that something was put down; f not, the two heads would debate the point and finally we invariably agreed. Almost every line in the play was written in that way. I sat at the typewriter and Mr. Tarkington would sit in a chair beside me, or would walk about the studio while we

work we would discuss the exact way in which to say the thing we wished to say, and our discussion resembled as much as anything else the kind of discussion that a man will conduct in his own mind when he is thinking over some delicate point. One of us would suggest a line, and perhaps the other would catch at it, but suggest a slight change of wording which would improve it. Or the other would say, "Yes, that's it!" whereupon I would put the line down. I think Mr. Tarkington and I could go over the manuscript today without being able to pick out fifteen lines which were contributed

BUCOLIC DRAMA'S LATEST EXPONENT

A Glance Backward at Former "Rube" Plays That Held the American Boards

"Mother Carey's Chickens," as the latest contribution to pastoral comedy, departs from the farm atmosphere of rustic plays which have won much popularity. Phila-delphians will remember the country life illustrated by such plays as "The Old Home-stead. "Way Down East" and others.

While comedy of rustic America, typified by "Mother Carey's Chickens," the contribution to the stage by Kate Douglas Wiggin, at the Adelphi next week, has been a feature in this country's theatrical pleasures for years, it has made no head-way in England, where theatregoers until ecently preferred to see the Yankee char-acter burlesqued. Research discloses that first effort at a rural play was "The Conby a Boston writer, more than a century Thirty years afterward another Yankee characterization appeared n the part of Jonathan in "The Forest a musical piece. A Chicagoan, Danfield Marble, is credited with attaining much success in a stage presentation of Yankee humor and Yankee shrewdness called "Sam Patch," which he played more than a thousand times until he went to London in the forties.

"Solon Shingle" appeared about that time, played by "Yankee" Hill. Joshua Whitcomb, the central figure in "The Old Homestead." was first a part of a sketch in two scenes, staged in variety during the seventies. The first scene showed the Down-easter in the streets of Boston, and the other at the birthday party. Gradually the piece was expanded into a full evening's ntertainment, bringing pleasure to millions.

The late James A. Herne wrote and acted numerous plays which projected the Downeaster as a paramount personality. In
"Hearts of Oak," which Herne wrote in collaboration with David Belasco, adapting
from an old English play, "The Mariner's
Compass," the principal character was a
seafaring New Englander, rough, kindly,
shrewd and firm. Herne turned this piece
to further use, though the rewriting produced such changes that there was only the
germ surviving in "Sag Harbor." In "Shore
Acres" the people were New Englanders.
Charles Hout undertook several Various numerous plays which projected the Down-Charles Hoyt undertook several Yankee characterizations, especially in "A Midnight Bell," produced twenty-eight years ago, Maude Adams appearing in the cast.

Nell Burgess presented the feminine gen-der of New England types in "The Widow Bedett" and "The Country Fair." both of which profited extremely. Edward E. Kidder's "Peaceful Valley" furnished the quaint character of Hosea Howe, among Sol Smith Russell's most famous portrayals.

HUMBLE STREET CAR AS SCENIC AFFLATUS

If You Want to Understand the Last Word, Look at "Letty"

Those who have attended a performance of "So Long Letty." at the Lyric, and who have never been in the West, wonder why Mr. and Mrs. Robbins and their neighbors. Mr. and Mrs. Miller, live in abandoned street cars. They agree that Oliver Morosco. the producer and coauthor of the play, has provided something new in stage settings. But Mr. Morosco has good authority for the novel scenes shown in the two acts—the first outside and the second inside a street car.

To the westward of San Francisco on sandy shore some eighteen miles from the Golden Gate is a little settlement, Carville. When electricity displaced horses as the motive power for street transportation an enterprising young man purchased some of the old street cars and had them shipped to the seashore. Then he bought, for little or nothing, strips of land on the beach and on them he placed the cars. When he had fitted the cars into a semblance of habitation he had no difficulty in renting them to campers for the summer months. Some of the tenants bought the little houses. The idea took hold; more cars were moved to the beach and some made into quite pretentious cottages. So the authors of "So Long Letty" selected this little settlement as their locality. To be sure, the interior of Mrs. Robbins's abode is somewhat larger and more luxurious than one would netter. and more luxurious than one would naturally expect inside an old-fashioned street car, but that is "dramatic license."

Livingston Platt, who designed the scenery, has taken full advantage of the unusual opportunities offered. He uses an arch that mounts high toward the prosecnium, and it is built to represent a consider-erable thickness. One might think that this device would obtrude itself, but such is the use of the arch itself, of simple, graceful design and highly variegated, color and such are the quaintly formal and colorful designs of the setting disclosed beyond, that the inner proscenium justifies itself.

The scene of the two street cars converted into beach houses, shown in the first act, naturally gave Mr. Platt an odd idea to start with. But while another scene painter might have designed the setting in nothing better than a fantastic sort of realism, Mr. Platt, by combining a genuine sense of design and color with a sense of humor, gets beauty and sufficient comic suggestions, too. The two cars, connected by a diminutive "Bridge of Sighs," are delicately constructed, tinted m warm pinks and light greens, topped by designs in for-mal greenery and backed by a drop of deep blue are

NOT AS DUSKY AS THEY'RE PAINTED



Mrs. V. Castle. in Patria ARCADIA Mrs. V. Castle, in Patria Mrs. V. Castle, in Patria The Desert Man Past One at Rooney's The Desert Man Past One at Rooney's The Desert Man Past One at Rooney's Robert Warwick, in The Argyle Case Robert Warwick, in The Argyle Case Robert Warwick, in The Argyle Case Beatriz Michelena. in the Woman Who Dared Beatriz Michelena, in The Woman Who Dared BELMONT Beatriz Michelena, in The Woman Who Dared Viola Dana, in The Mortal Sin Fannie Ward, in Vinning of Sally Temple Virginia Pearson, in Sister Against Sister BLUEBIRD William Farnum. in A Tale of Two Cities William Farnum, in Marguerite Clark, in The Fortunes of Fift Fanny Ward, in Winning of Sally Temple Etner Clayton, in Seven Big Stars in The Seventh Sin Viola Dana. in The Mortal Sin CEDAR Theodore Roberts, in The American Consul Myrtle Gonzales, in Mutiny Ann Murdock, in "Seven Deadly Sins" "Seven Deadly Sins"; harley Chaplin, The Cur-'Sunny June''; Mrs. V. Castle, in "Patria" Gertrude McCoy, in "Lash of Destiny" COLISEUM "A Jewel in Pawn" Louise Lovely and Rupert Julien, in "The Gift Girl" Constance Talmadge, in Betsy's Burgiar EUREKA William Courtney, in Kick In Earle Williams, in Arsens Lupin Ethel Clayton, in Man's Woman Ethel Barrymore, in The White Raven The Cure Back of the Man FAIRMOUNT The Pride of the Clar Wilfred Lucas, in Lillian Walker, in Sally in a Hurry Mme. Olga Petrova, in The Waiting Soul Lou Tellegen, in The Black Wolf Fannie Ward, ir. Winning of Sally Temple Pauline Frederick, in Earle Williams, in Earle Williams, in Pauline Frederick, in Wallace Reid, in Wallace Reid, in Prison Without Walls **56TH STREET** Lou Tellegen. in The Black Wolf Holbrook Blinn, in Harold Lockwood, in The Hidden Children Theodore Roberts, in The American Consul FRANKFORD Lou Tellegen in The Black Wolf The American Consul Her Greatest Love The Third Ingredient drs. V. Castle, in Patria Earle Williams. in The Hawk Tangled Lives V. Castle, in Patri GREAT NORTH. Her Greatest Love The Third Ingredient Earle Williams, in Earle Williams, in Robert Warwick. in The Family Horor Earle Williams, in The People vs. The People vs. Robert Warwick, in The Family Horor MPERIAL Robert Warwick, in "The Argyle Case" Robert Mantell, in "Tangled Lives" Peggy Hyland, in Fanny Ward, in "The Cheat" "War Brides" Lionel Barrymore, in "His Father's Son" EFFERSON Pauline Frederick, in "Sapho"; "The Cure" Franklyn Farnum, in George M. Cohan, in Pauline Frederick, in "Sapho"; "The Cure" George M. Cohan, in George M. Cohan, in "Broadway Jones" EADER Earle Williams, in Apartment 29 Nazimova. In War Brides Hilda Nord, in William S. Hart, in The Square-Deal Mar Harold Lockwood, in The Hidden Children IBERTY A Woman's Awakening Douglas Fairbanks, in The Good Bad Man Earle Williams, in Apartment 29 Earle Williams, in Douglas Fairbanks, in The Good Bad Man Olga Petrova, in The Waiting Soul LOCUST Olga Petrova, in The Waiting Soul Mme. Olga Petrova, in The Waiting Soul Irens Howley, in Her Father's Keeper A Jewel in Pawn Frances Nelson, in The Power of Decisio Derethy Dalton, in The Dark Road Robert Mantell, ir. Tangled Lives ARKET ST. Pots and Pans V. Castle, in Patria VERBROOK Bryant Washburn, in Ekinner's Dress Suit Kitty Gorder. in Vera the Medium he Voice on the Wire George Walsh, in High Finance Mme. Petrova, in The Secret of Eve Valenka Suratt, in Valeska Suratt, in Valeska Suratt, in Valeska Suratt, in Valenka Suratt, in ALACE Valeska Suratt, in "Patria." No. 12 Theda Bara, in Fanny Ward, in Winning of Sally Templ Mae Murray, in Anita Stewart, in The More Excellent Way Alice Brady, in "Darkest Russia" RK Lionel Barrymore, in His Father's Son Seens Owens, in Woman's Awakening Theda Bara. in Her Greatest Love Vera Michelena. in Driftwood Nance O'Neil. in Mrs. Balfame Wm. S. Hart. in The Square-Deal Man **ICESS** The People vs. The People vs. Florence Reed. in The Eternal Sin Florence Reed in The Eternal Sin Earle Williams, in Earle Williams. in Earle Williams, In Joan Sawyer, in C. Aubrey Smith, in "The Witching Hour" "Each to His Kind" Vivian Martin, in Lenore Ulrich, in "Her Own People" lois Dans, in Mortal Sin 2d Instal. War Pictures Genevieve Hamper, in "Tangled Lives" Ethel Clayton, in "The Web of Desire" Torence Reed in "Ner fork"; 5th ep. "Patria" Myrtle Gonzales, in "Mutiny" Aladdin From Broadway AVE Earle Williams, in Vivian Martin, in The Spirit of Romance Jack Pickford, in Douglas Fairbanks, in Double Trouble Harold Lockwood, in The Hidden Children

The Price She Paid

The Valentine Giri

Sarah Bernhardt, in "Mothers of France"

EVENING LEDGER PHOTOPLAY CALENDAR

EVERY SATURDAY, SUBJECT TO CHANGE

WEDNESDAY

Sessue Hayakawa, in.

Seena Owen, in A Woman's Awakening