

MOVIES HAVE PASSED EXPERIMENTAL STAGE

Production, Direction, Scenarios and Actors are Now on Standardized Basis

By ADOLPH ZUKOR

Declaring that the experimental stage in the making of motion pictures has passed and that today the business stands upon a sure foundation, able to face...

"The best evidence that the stage of experiment in motion-picture production is a thing of yesterday," said Zukor, "is that under the present conditions of stress and strain moving pictures are strong enough to overcome all obstacles and face the future, whatever it may bring, without fear and with a certainty that whatever may come the film industry will hold its own."

"The same applies to those who write for the screen, while, as in the case of the actors there are continual additions to experiment. Real screen literature has been developed and able authors are turning daily to this medium of expression."

"Dependability must be proved by consistency. No new or untried material is anything else than a gamble. It is dealing in futures and the results seem to go beyond the perceptive of a doubt that we are succeeding."

THE LOCHINVAR OF THEATRE MANAGERS

Oliver Morosco, Utahan, Has New Broadway Theatre Named in His Honor

One of the most interesting managerial figures at the present time is Oliver Morosco, who, in the producer's career, has made his name known from coast to coast wherever dramatic or musical plays are presented.

Mr. Morosco was born at Logan, Utah, in 1875. He was educated in San Francisco and at the age of fourteen was managing the Auditorium at San Jose, Cal. and acted as business manager and press agent for the Grand Opera House, which at that time was controlled by his father.

Other plays that Mr. Morosco has successfully produced and sent on the road are "The Fox," "The Bird of Paradise," "The Tik Tok Man of Oz," "The Songbird," "Sadie Love," "So Long Letty," "Canary Cottage," "Mlle-a-Minute Kendall," "The Cinderella Man," "The Unchastity of Mrs. Puff," "Upstairs and Down" and "The Brat."

William Farnum has Authorship Bee. William Farnum, the William Fox film star, has literary aspirations. His proposed book is to be called "My Friend's Little Daughter."

MRS. CHARLES CRAIG



DIAMOND-LOSING ACTRESSES OUTDONE

Mrs. Charles Craig Varies Favorite Yarn With Tale of Vanished Apron

Mrs. Charles G. Craig, who plays the black mammy in "Come Out of the Kitchen," at the Broad Street Theatre, broke all existing records during the recent run of Ruth Chatterton's newest vehicle in New York.

One morning in her hotel Mrs. Craig was hard at work in the bathroom ironing one of her aprons, when a trustee from the laundry—when the chambermaid opened the door of her bedroom, on the radiator by an open window was resting a freshly ironed apron, one with cow-punch and yellow-embroidered grass on it.

D. G. PHILLIPS NOVEL FILM PLAY THEME

The late David Graham Phillips was one of the most popular American novelists. "The Hungry Heart," which was one of his best-known stories, has now been screened and will be Phillips' new vehicle at the Arcadia Theatre all next week.

STAGE SOCIETY TO GIVE ORIENTAL PLAY

Margaret Anglin's engagement at the Little Theatre closes at the end of next week, when she leaves to give way to the opening of the regular season of the Stage Society Players, which begins Monday, November 12.

The list of regular subscribers to the Little Theatre for their coming season shows a large increase over either of the former lists. Additional inducements to become subscribers this season are offered in the form of Sunday evening assemblies open to members only.

In addition to these assemblies, the rooms over the theatre will be open to the members after the performance every week night during the season for dancing, reading or such other amusements as the members may desire.

The first production of the season will be "The Chinese Lantern," by Laurence Houseman. The play will serve to reintroduce to the members of the theatre several newcomers. Notable among the recent acquisitions of the company is Fanny Albertson, who will assume the leading role of Mei-tai in "The Chinese Lantern."

HOW SCREEN PATRONS SUPPORT UNCLE SAM

William Fox Analyzes Tax Law That Will Bring Millions to Government

Every one knows that this week the Government war tax on theatre admissions became effective, but comparatively few persons are sufficiently familiar with the law to understand just what it is going to take place—both in their pocketbooks and in the theatre.

"On all tickets sold," says Mr. Fox, "the purchaser of a ticket will pay a tax collected at the time of the sale in the form of a pass must also pay. The amount of the tax is one cent for each ten cents or fraction of ten cents, thus: 1c on a 10c ticket, 2c on a 15c ticket, 3c on a 20c ticket, 4c on a 25c ticket, 5c on a 30c ticket, 6c on a 35c ticket, and so on."

"Where children under twelve years of age are admitted, and their ticket paid for by their parents, the Government has designated no special method for collecting the tax and makes no allowance for any deduction for the expense to which the theatre may be put by reason of the tax."

"The duty of collecting the tax is placed upon the person or corporation operating the theatre. The Government has designated no special method for collecting the tax and makes no allowance for any deduction for the expense to which the theatre may be put by reason of the tax."

STAGE NAME BORN OF SISTERS' QUARREL

People often wonder why most of the stage celebrities employ other names than their own. In many cases the name stage folks use on the stage came to them by accident. Sometimes the nomenclature is suggested by the names of the performers.

The family name of Tempest and Sunshine is James, and Florence is the older of the two sisters. They were born in Louisville and became infatuated with the theatre in their childhood. They made their debut at a church festival and when Florence "muffed" her lines Marion burst out laughing because she mistook the name of the sister named Sunshine for the name of the brother named James.

Musicals at Devon Manor

The musicals season at Devon Manor was opened last evening with a recital by Ethel Colgate, of New York city. Miss Colgate, a pupil of Loeschley, Rosenthal and Phillips, is associated with the Institute of Musical Arts in New York, and has recently come to Devon Manor as director of musicals. The program was of unusual interest, including the following:

1. (a) Sonata, opus 27, No. 2, Beethoven (b) Sonata, opus 31, No. 3, Schumann (c) "Warum," Schumann (d) "Auf dem Meer," Schumann

2. (a) Etude, opus 10, No. 3, Chopin (b) Etude, opus 10, No. 9, Chopin (c) Etude, opus 10, No. 12, Chopin (d) Etude, opus 10, No. 1, Chopin

3. (a) Prelude, opus 28, No. 7, Debussy (b) Etude, opus 28, No. 12, Debussy (c) Etude, opus 28, No. 15, Debussy (d) Etude, opus 28, No. 18, Debussy

Devon Manor started this fall with some hundred pupils, among them Miss Prescilla Lipscomb, the Misses Stout, daughters of Dr. Stout, and several others.

ACADEMY OF MUSIC

Next Monday Evg., Nov. 5, at 8:15

BOSTON SYMPHONY ORCHESTRA

(100 Musicians) Dr. KARL MUCK, Conductor

Programme: Beethoven, 5th Symphony; Tchaikovsky, "King Lear" Overture; Liszt, "Symphonische Poeme"; Wagner, "Parsifal"; Prokofiev, Ballet at Hoppe's, Amphitheatre, 25 cents.

JACOBINOFF

VIOLIN RECITAL Witherspoon Hall, Wednesday Evening, Nov. 14

WITHERSPOON HALL, TEARS. AFTERNOON, NOV. 15, at 3:00

Piano Recital Yolanda Mero

WITHERSPOON HALL, MONDAY, NOV. 6, at 8

WITHERSPOON HALL, THUR. EVE. NOV. 8

WITHERSPOON HALL, THUR. EVE. NOV. 8

W. C. FIELDS



The above sketch is that amusing juggler's own cartoon of himself in the tennis scene of "The Follies."

"MOVIES FOR LIFE" IS ZENA KEEFE'S MOTTO

Winsome Star of "One Hour" Has Definitely Abandoned Vaudeville for Screen

The celluloid presence of magnetic Zena Virginia Keefe will be revealed to patrons of the Imperial Theatre next Monday and Tuesday, when the screen play "One Hour" will be shown there.

Miss Keefe is a girl from out of the Golden West and one of the youngest leading ladies of the Vitaphone Stock Company, was born in San Francisco, Cal., on June 26, 1896. She is American through and through, coming from purely American stock, her father, James P. Keefe, having been born in Mobile, Ala., and her mother, whose maiden name was Allie Turbitt, in Yazoo, Miss.

At first Miss Keefe would be taken for a southerner, as she has many of the characteristics that mark the girls from the land of cotton and magnolia.

Miss Keefe is virtually a child of the theatre, as she made her first professional appearance when but three years of age in Palmer Cox's "Brownies in Fairyland." After this engagement she began her education in a convent in San Francisco, where she stayed until her parents moved to New York.

Her work in this part attracted so much attention that she was continually receiving offers, not only from theatrical managers, but from moving-picture directors and heads of film companies, who ten years ago were just beginning to break into the ranks of the legitimate actors.

During the latter part of 1914 Miss Keefe returned to the Vitaphone Company, and this time she is quoted as saying: "I hope my engagement in moving pictures for life."

PHOTOPLAYS

STRAND 4th Ave. at Venango, E. of Broad LAST TIMES TODAY FIRST NORTH PHILADELPHIA SHOWING SELSSUE HAYAKAWA in "The Call of the East" Added—Mack Bennett's "Bedroom Blunder"

FRANKFORD 4715 Frankford Ave. LAST TIMES TODAY FIRST FRANKFORD SHOWING Jack Pickford and Louise Huff in "THE GHOST HOUSE"

LOCUST 62D and LOCUST STREETS LAST TIMES TODAY FIRST WEST PHILADELPHIA SHOWING BILLIE BURKE in "ARMS AND THE GIRL"

COLISEUM Market Between 50th & 60th LAST TIMES TODAY VIVIAN MARTIN in "Sunset Trail"

CEDAR 60TH and CEDAR AVE. LAST TIMES TODAY MME. PETROVA in "Exile"

BELMONT 52D ABOVE MARKET Mats. 1:30, 8:30, Eve. 7, 9 School Children's Daily Matinee 3:30 P. M. "Jack and the Beanstalk"

JUMBO FRONT and GIRARD AVE. Jumbo Junction on Frankford "L" DUSTIN FARNUM in "Durand of the Bad Lands"

ALHAMBRA Clara Kimball Young, in "Madia"

APOLLO Alice Brady, in "Betsy Ross"

ARCADIA Pauline Frederick, in "The Hungry Heart"

AUDITORIUM Charles Chaplin, in "The Adventurer"

BELMONT Gladys Brockwell, in "The Soul of Satan"

BLUEBIRD Vivian Martin, in "The Trouble Rouser"

CEDAR Margaret Clark, in "In the Arms of the Girl"

COLISEUM Julian Hittner, in "Countess Charming"

ROMANCE OF FILMS STIRS IMAGINATION

And Paramount's Comedy Director Philosophizes on Vast Scope of Motion Pictures

By MACK SENNETT

The business of making motion pictures is, in effect, the retailing of imagination. We often hear it said that we live in an unromantic age from which all picturessque has vanished. Yet once in a while we live in fact the most picturesque and romantic of all ages.

Gilbert K. Chesterton, the famous English essayist, says that the mailing of a letter is a drama in itself. I never turn on an electric light at my room at the club that it does not come to me that, some-

where on the other end of that electric wire is a mountain torrent that comes tumbling over a mountain cascade to supply the energy that lights my room and it goes to the making of motion pictures is a task a whole lot more picturesque and interesting than were most of the occupations of the past that we think of as having been romantic.

It often comes to me with a queer feeling as we sit around the studio sweating blood over the scenario of a comedy. At such times an idea strikes you and the echo of that idea that you hear at the end of the earth. Something makes one of us think of a "gag" and that gag will be laughed at as far as ships can sail.

We start a little joke in front of a camera and it goes and keeps on going. We hatch out a little joke and it goes to funny little theatres across the world, where Japs sit squatting on their heels; to study little places in tenements where the children find there is still something Unitarian in the world; to the picture palaces in the glare of Broadway lights; to lands across the sea; into prisons where men in whose souls there is no longer any laughter somehow manage to laugh.

This is what makes our work worth while.

PHOTOPLAYS

ATLANTIC CITY WHEN IN ATLANTIC CITY Visit THE COLONIAL

ALHAMBRA 12th, Morris & Passyunk Aves. Mat. Daily at 7. Eve. 8:45-9. WILLIAM FARNUM in "THE CONQUEROR"

APOLLO 52D and THOMPSON STREETS DAILY WALT WHITMAN in "THE TAR HEEL WARRIOR"

ARCADIA CHESTNUT BELLEVUE 10TH THEDA BARA in "GAMBLER"

AUDITORIUM LOGAN—Broad St. JACK PICKFORD in "THE GHOST HOUSE"

BALTIMORE 1ST & BALTIMORE AVE. MARY PICKFORD in "REBECCA OF SUNNYSIDE FARM"

BLUEBIRD BROAD and SUFFOLK AVENUE HOUSE PETERS in "THE HEIR OF THE AGES"

BROADWAY BROAD and NEWBURGH AVENUE MME. OLGA PETROVA in "MORE TRUTH THAN POETRY"

EMPRESS MAIN STREET MANAYUNK ED EARLY and BETTY HOWE in "FOR FRANCES"

FAIRMOUNT 26TH and GIRARD AVENUES "Jack and the Beanstalk"

FAMILY THEATRE—1811 MARKET ST. MARGARET LANDS in "THE ADVENTURER"

56TH ST. THEATRE—Below Spruce MATINEE DAILY MAE MARSH in "POLLY OF THE CIRCUS"

GREAT NORTHERN Broad St. at Erie Ave. MAXINE ELLIOTT in "FIGHTING ODDS"

IMPERIAL 60TH and WALNUT STS. WM. S. HART in "THE ARTIST"

EUREKA 40TH & MARKET STS. WILLIAM DESMOND in "FLYING COLORS"

JEFFERSON 30TH and DAUPHIN STREETS MARGUERITE CLARK in "DAN'S DIARY"

LEADER 41ST STREET AND LARCHMONT AVENUE JULIAN ELLIOTT in "COURTESY CHARMING"

LIBERTY BROAD and COLUMBIA GEORGE WALSH in "THE TANKER WAY"

MARKET ST. Theatre MME. OLGA PETROVA in "EXILE"

OVERBROOK 63D & HAVENWOOD AVE. MARY PICKFORD in "REBECCA OF SUNNYSIDE FARM"

PALACE 1214 MARKET STREET ZENA KEEFE and ALAN HALE in "ONE HOUR"

PARK RIDGE AVE. & DAUPHIN ST. MADGE KENNEDY in "BABY KINE"

PRINCESS 1018 MARKET MARGORIE WILSON in "WILD SUMAC"

REGENT 1654 MARKET STREET DOUGLAS FAIRBANKS in "THE MAN FROM PAINTED POST"

RIALTO GERHARTMANTOWN AVE. MARY PICKFORD in "REBECCA OF SUNNYSIDE FARM"

RUBY MARKET STREET SHIRLEY MASON in "CY WHITTAKER'S WARD"

SAVOY 1211 MARKET GEORGE WALSH in "THIS IS THE LIFE"

SHERWOOD 64TH & BALTIMORE AVE. MAT. 2 P. M. DOUGLAS FAIRBANKS in "THE LAMB"

STANLEY MARKET ABOVE 10TH GERALDINE FARRAR in "THE WOMAN GOD FORGOT"

VICTORIA MARKET STREET CLARA KIMBALL YOUNG in "MAGDA"

RIDGE AVENUE 1734 RIDGE AVE. GERALDINE FARRAR in "JOAN THE WOODMAY"

Also—"CHIEF COOK" with BILLY WEST

EVENING LEDGER PHOTOPLAY CALENDAR

Table with columns for days of the week (MONDAY to SATURDAY) and rows for various theatres (ALHAMBRA, APOLLO, ARCADIA, AUDITORIUM, BELMONT, BLUEBIRD, CEDAR, COLISEUM, EMPRESS, EUREKA, FAIRMOUNT, FAMILY, FRANKFORD, 56TH STREET, GREAT NORTH, IMPERIAL, JEFFERSON, JUMBO, LEADER, LIBERTY, LOCUST, MARKET ST., OVERBROOK, PALACE, PARK, PRINCESS, REGENT, RIALTO, RIDGE AVE., RUBY, SAVOY, SHERWOOD, STRAND, STANLEY, VICTORIA).