

THE NIXON-NIRDLINGER THEATRES

AT THESE THEATRES THERE IS NO WAR PROFITEERING AND THERE WILL BE NO ADVANCE IN PRICES

IN GERMANTOWN
NIXON'S
COLONIAL
Germantown and Maplewood Aves.
Afternoons, 2:15; Evgs., 8:15
The Best of the
**Paramount-Artcraft
Pictures**
Also 5 Corking Acts of the
Best of Vaudeville and All
That Is Good in Photoplays

HERE IS WHERE YOU ARE ALWAYS SURE OF SEEING THE FIRST SHOWING IN WEST PHILADELPHIA
LOCUST 52nd and Locust Sts.
1:30, 3:30, 6:30 to 11 P.M.
Exclusively Devoted to
ALL
Paramount - Artcraft Pictures
Special Recitals on the Concert Organ at All Performances

NIXON 52nd Below Market St.
Mats. 2:15; Evgs. 7 and 9
High-Class Vaudeville
and the Best
Selected Photoplays

IN KENSINGTON
The BELMONT 52nd Above Market Street
Carefully Selected
Entertaining and Instructive
Photoplays of Artistic Merit
The JUMBO
At Jumbo Junction on the
New Frankford "L"
Devoted Exclusively to the
**Paramount-Artcraft
Pictures**



Mon., Tues., Wed.
Artcraft Presents
WM. S. HART
IN
"Riddle Gawne"
Thurs., Fri., Sat.
Thos. H. Ince Presents
Dorothy Dalton
IN
"Green Eyes"

NATIONAL Paramount and Artcraft WEEK

It is just as important to project the right sort of pictures "over here" as to fire the right sort of cartridges "over there"



MORE than a year after the United States entered the War, America's motion picture industry finds itself stronger, more favored, more necessary than ever before.

The motion picture's mightiest task is to keep up the morale of the folks at home—it is the national amusement, filling an urgent human need.

The organization behind Paramount and Artcraft pictures is dedicated to two purposes—to help keep up the spirit of America and to perpetuate and refine the art of the motion picture.

Twenty million photo-play lovers and many thousands of theatres demand Paramount and Artcraft pictures every

week because they are better pictures.

Next week, you can go to any of the better theatres, anywhere, any day, or every day, and be sure of a good, clean, wholesome, heartening show all through, every minute. Drama, adventure, comedy, travel—the program will be made up of Paramount and Artcraft features, and very little else besides. Such programs as those which surround this advertisement—those are typical.

After next week is over you will know it is Paramount and Artcraft that have made "better motion pictures" familiar to you:—"Foremost stars, superbly directed, in clean motion pictures."



Paramount and Artcraft Motion Pictures

These two trade-marks are the sure way of identifying Paramount and Artcraft Pictures—and the theatres that show them.

Germantown Theatre
5508 Germantown Avenue

Paramount and Artcraft Pictures

Shown Here
FIRST

WE ANNOUNCE FOR NEXT WEEK
Monday, Tuesday & Wednesday
ENID BENNETT in
"The Marriage Ring"
Thursday, Friday & Saturday
D. W. GRIFFITH'S
"The Great Love"

Frankford

Frankford Ave. and
Margaretta St.
Picture Plays for
the Coming Week

Monday and Tuesday
Cecil B. DeMille's
"We Can't Have
Everything"
Wednesday and Thursday
Pauline Frederick
in
"Fedora"
Friday and Saturday
D. W. Griffith's
"The Great Love"

CEDAR

60th and Cedar
Next Week's Program
Monday and Tuesday
Douglas Fairbanks
in
"Say, Young
Fellow!"
Wednesday and Thursday
Wallace Reid
in
"Less Than Kin"
Friday and Saturday
Charles Ray
in
"A Nine o'Clock
Town"

COLISEUM

60th and Market Sts.
Worth-While Pictures
Showing Next Week

Monday and Tuesday
Wallace Reid
in
"Less Than Kin"
Wednesday and Thursday
Pauline Frederick
in
"Her Final
Reckoning"
Jack Pickford
in
"Sandy"

TIOGA

17th and Venango Sts.
COMING ATTRACTIONS
MONDAY
J. Stuart Blackton's Production
"MISSING"
TUESDAY and WEDNESDAY
D. W. Griffith's Latest Play
"The Great Love"
THURSDAY and FRIDAY
Official U. S. War Films
"Pershing's Crusaders"

PELHAM Germantown Ave.
Sherrinock St.
MONDAY
"THE BABA IN
"A FOOT THERE WAS"
TUESDAY
GLADYS BUCKWELL in
"THE SCARLET ROAD"
WEDNESDAY
WALLACE REID in
"BELIEVE ME, XANTIPPE"
THURSDAY
HOLBROOK BLISS in
"WOULD YOU FORGIVE?"
FRIDAY
JANE GREY in
"THE BLUE WIFE"
SATURDAY
PAULINE FREDERICK in
"HER FINAL RECKONING"

POPLAR

905 N. 6th St.
Announces Special Paramount-
Artcraft Week
Monday—**CHARLES RAY** in
"NINE O'CLOCK TOWN"
Tuesday—**ELIE FERGUSON** in
"THE DANGER MARK"
Wednesday—**DOROTHY DALTON** in
"GREEN EYES"
Thursday—**JACK PICKFORD** in
"SANDY"
Friday—**PAULINE FREDERICK** in
"FEDORA"
Saturday—**ENID BENNETT** in
"THE VAMP"

IN CAMDEN N. J.
GRAND

Broadway and Mickle St.
Mon. & Tues.—**Cecil B. De Mille's**
"WE CAN'T HAVE EVERYTHING"
Wed. & Thurs.—**ENID BENNETT**
"THE MARRIAGE RING"
Fri. & Sat.—**WILLIAM S. HART**
"RIDDLE GAWNE"

**An Open Letter
to the Public**

Dear Friends:
We desire to take this opportunity to thank you for your patronage and to assure you that everything will be done in the future that will tend to give you bigger, better and more enjoyable shows than it has been our pleasure to give you in the past.
Your suggestions are solicited.
We have already contracted for Paramount-Artcraft Pictures.
WILLIAM S. JONES,
Manager.

PALM

Frankford Ave.
at Norris

LEADER

41st & Lancaster Ave.
Special Paramount-
Artcraft Program
Monday and Tuesday
Pauline Frederick
in
"FEDORA"
Wednesday and Thursday
WALLACE REID
in
"Less Than Kin"
Friday and Saturday
D. W. GRIFFITH'S
"The Great Love"

The popularity of our entire program of music and photo-plays can be vouched for by the thousands of steady patrons who visit the Cambria every week. May we serve you with entertainment? It will include Paramount - Artcraft Pictures.

CAMBRIA
25th and Cambria

A Quality House for Quality People
IRIS
Kensington & Allegheny Aves.

EXCLUSIVE FIRST SHOWING
IN NORTHEAST OF

D. W. Griffith's
**The Great
Love**

This is the first and latest Griffith production, which included "Birth of a Nation", "Hearts of the World", to be shown in a picture theatre at photoplay prices

LIBERTY THEATRE
3521 LONGSHORE STREET
TACONY

Paramount-Artcraft Program
Monday—**WILLIAM S. HART**
"Shark Monro"
Tuesday—**WALLACE REID**
"Believe Me, Xantippe"
Wednesday—**MARGUERITE CLARK**
"Cuckoo for Corlie"
Thursday—**SESSUE HAYAKAWA**
"The City of Dim Faces"
Friday—**DOUGLAS FAIRBANKS**
"Hots in Mexico"
Saturday—**ELIE FERGUSON**
"The Danger Mark"
JOHN SMITH, Proprietor

FRANKLIN

3d and Fitzwater Streets
MONDAY
**THE BABA IN
THE FORBIDDEN PATH**
TUESDAY
WALLACE REID in
LESS THAN KIN
WEDNESDAY
ENID BENNETT in
THE VAMP
THURSDAY
GLORIA SWANSON in
STATION CONTENT
Friday & Saturday (Holiday) Closed

HIPPODROME

SIXTH & SOUTH STREETS
MONDAY
WILLIAM S. HART in
SHARK MONROE
TUESDAY
ENID BENNETT in
THE VAMP
WEDNESDAY
WALLACE REID in
LESS THAN KIN
THURSDAY
SESSUE HAYAKAWA in
THE CITY OF DIM FACES
Friday & Saturday (Holiday) Closed



FAMOUS PLAYERS - LASKY CORPORATION

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

