

PHOTOPLAY AND VAUDEVILLE NOVELTIES FEATURE NEXT WEEK'S AMUSEMENT ROSTER

THE PLAYGOER'S WEEKLY TALK Observation on Plays and Photoplays of Interest to Philadelphians

JUST what is a "feature" picture? That is the question which is often asked of the photoplay editor. Well, it is rather hard to define. There are so many things which go to make up a complete program in the photoplay theatres that to select any one particular item as the "feature" would be difficult.

Many theatres throughout the country lay great stress upon the quality of their musical programs, while other theatre managements announce with much praise their selected soloists, both vocal and instrumental. This, then, brings up the question as to whether it is the movie or the music which lures the patron to the box-office window. Personally, the writer believes that it is the combination of the two which proves the magnet. Often the music which accompanies a production on the screen is more of a "feature" than the film itself.

Another phase of the "feature" picture is that attributed to its length. As in all new businesses there has been created a number of technical or trade words applied to the industry of motion pictures. "Feature" is one. It is generally accepted that a "feature" picture is one containing 1000 or more feet of film as against the one, two and three reel subjects on the market.

It has been found that the movies which attract most attention on certain programs are the short "subjects" which are shown in addition to the lengthy productions. Many of these 1000-foot picture has stood out over the much-heralded big attraction. These "gems" are recorded under the headings of Scenes, Travels, Comedies, Educational, Slow Motion, Natural Color Movies, Song Recs and Cartoons. There are many more, however, which are being added every day and which should prove of great importance in deciding just what a "feature" is.

ASTAR by right of achievement is Richard Barthelmess, the Cheng Huan of "Broken Blossoms." Long known as one of the leading juveniles of the screen he is to play the principal role in the next Griffith production. Griffith rescued him from the matinee idol roles he had been playing. When he received a telegram to report in California there was no hesitation about accepting the offer and he hurried west on the fastest train he could find.

It obtained some conceptions of the Chinaman of the Thomas Burke story by visiting the Chinatown of Los Angeles and by observing the men there," says Barthelmess. "They seemed much like us and yet there was a difference—a reserve that was noticeable in their actions and seemed to suggest a shrinking from the aspects of our civilization. It was interesting from the beginning to work on this story and we did not spare ourselves in the preparation but kept right at things. However, now, when I see myself pictured, I feel there are things I would change had I the chance to do it over."

"REACH man to his trade," quoted Walker Whiteside to the Playgoer as he carefully attached the sparse beard which Rabbi Elikan wears in "The Little Brother" in the star's dressing room at the Adelphi.

"I am an actor and when I walk about in my dressing room, I find myself constantly observing people, watching the fits of character, types of various nationalities, peculiar gestures, odd facial contortions and peculiarities of dress. I once knew an old Jewish rabbi in the New York ghetto. I was seeking for exact information as to orthodox Hebrew rites and customs when I was studying the role of David Quixano for Zangwill's "The Melting Pot." I little thought that I should ever be called upon to enact the role of a rabbi, but here am I, Rabbi Elikan, and I fancy that I resemble my old Hebrew friend of the East Side.

And there he stood, a rabbi to the life. Gray of hair and grizzled of beard, round skull cap atop his whitened locks, a rusty suit of black adorned his meager figure and elastic gaiters upon his feet.

"I wear most of my costume from the hotel, and as I pass the bootblack's stand at the corner I notice that the boot looks first at my shoes and then perhaps at my face. He says to me, 'Shine, boss?' but what he thinks as I pass by I can only guess. The barber looks at my flowing locks—I have to wear my hair somewhat longer than usual for the part of the rabbi—and shakes his head, for long hair does not help the tonsorial artist's business. So it is in every branch of endeavor. The tailor scans your apparel and probably mutters sotto voce 'last year's style.' The hatter thinks as he sees you with a 1918 hat upon your head 'vintage of 1880' and the haberdasher views with open scorn the passe scarf which adorns your front."

Saying which the actor passed into view of his audience, and the hand-clapping "out front" indicated that Mr. Whiteside was a welcome and recognizable figure in the person of Rabbi Elikan.

CHILDREN in the history of the theatrical profession have there been as many first-class theatres open in June as there are this month, according to J. J. Shubert, who was in Philadelphia this week.

A few years ago, he said, all the "legitimate" theatres were closed before June, while this season, in Philadelphia alone, three of the four Shubert playhouses, the Sam S. Shubert, the Adelphi and the Chestnut Street Opera House, are playing. What is true of Philadelphia, Mr. Shubert said, is true also of New York. According to Mr. Shubert, more than thirty houses are still playing, however, in addition to the vaudeville houses. Twenty years ago today, it is revealed, there were but six Broadway theatres open. Five years later, in 1904, there were but six houses open on June 1.

In addition to the three Shubert houses here the Forrest, Garrick and Grand are still "light." Of course, the Stanley and their multitude in the vaudeville and movie

TOPICS OF INTEREST TO PHOTOPLAY FANS

Schedule Ahead Shows Spectacle, Comedy and Other Forms of Picturization

"Stolen Orders," based on the big Drury melodrama, with Carlyle Blackwell, Montague Love, Kitty Gordon and June Elvidge as the stars, is announced as the feature attraction at the Stanley Theatre week of June 16. "Stolen Orders" is a companion picture to "The Whip" and was written by the same authors, Cecil Raleigh and Henry Hamilton, and staged by Arthur Collins. The motion picture was made by Harley Knoles and George Kelson. It is said to be full of snap, has no padding, and tells a story of love, intrigue, conspiracy, adventure, war, diplomacy, mystery, crime and hate.

Mary Pickford, both critics and public alike declare, has never had a more appealing role than that of Judy, the orphan girl, and her work is so far superior to anything that she has yet done that one critic declared a new and more artistic Mary Pickford is seen full of delicate and delightful beauty with here and there a touch of pathos.

Recognized as one of the leading figures of the motion picture world, D. W. Griffith is widely known as the producer of high-grade cinema offerings and his latest, "True Heart Susie," announced as the feature attraction at the Adelphi, where it will be presented for the first time the entire week of June 16. Lillian Gish is the leading woman and Robert Horn is the hero. This story of a girl's love is replete with soft and charming photographs of which Mr. Griffith is the inventor and developer.

Maurice Tourneur's epic production, "Women," which comes to the Victoria Theatre next week, is unique in many ways. For one thing, the photo offering is remarkable in the number of beautiful women utilized in telling the story and the few men necessary to the unfolding of the plot.

Mrs. Jack Pickford, one-time Olivetta Duffy, is now known to all the movie world as Olive Thomas. To Philadelphia she will be known still better next week as the "baby vamp" in "Upstairs and Down," which photo comedy will be seen at the Stanley beginning Monday.

A few years ago Olive Thomas, then a little girl not old enough to vote, started life as a stock girl at \$3 a week in a department store, and her first week's wage was the biggest thing that had come into her young life. She was in short dresses, with her hair down her back, when she was made a salesgirl in gingham, and went around bragging about how lucky she was to be "the youngest saleslady."

"I am a good judge of gingham to this day," she says. "No one can put anything over on me in that line. My ideal of those days was Miss Milligan, the head of the gingham. She was small and cute, and to be like her some day was the top hope of my childhood."

MEET MRS. PICKFORD

Olive Thomas is Sister-in-Law to Mary, via Jack Mrs. Jack Pickford, one-time Olivetta Duffy, is now known to all the movie world as Olive Thomas. To Philadelphia she will be known still better next week as the "baby vamp" in "Upstairs and Down," which photo comedy will be seen at the Stanley beginning Monday.

"Come where the incense is burning." This is the slogan of Bothwell Browne, who will appear personally in his dance revue in conjunction with "Yankee Doodle in Berlin" next week at the Opera House.

"There are always times," says Browne, "when we wish to forget the hurry of this twentieth century; when we are keen to grasp out into space for unseen but desired restfulness. I know of no better method than entering the plane of orientalism. This is the plane upon which worry never frequents. Here you find absolute contentment—harmony—quietude. Nothing could be more restful than the subdued lightings, the odor of foreign incense which hangs in a low haze throughout the room and the soft sound of weird oriental instruments. You depart entirely from this world. You bow to the shrine of the mystic Orient. You unconsciously develop a keen imagination—a clearer perspective."

Woodside a Mecca The recent spell of hot weather has made Woodside Park a mecca for seekers after outdoor recreation. The delightful ride around Fairmount Park, which is necessary to take before reaching Woodside, has brought out thousands who have thronged the many amusement devices which have made Woodside so popular. The new amusements gained popularity with the park patrons. The popular programs offered by Giuseppe Rodia and his concert band have also made him a well-known figure in the park.

Music at Rivoli At the Rivoli Theatre the first showing of "A House Divided" there will be introduced a church choir and a well-known West Philadelphia church quartet. There is a musical number in this film, and the vocalists will emphasize this feature of the photoplay.

Aah May Go into Grand Opera Sam Ash, who plays in "Oh, Uncle," has a fine tenor voice. Mr. Hammerstein has offered him a contract to sing in his grand opera company, which will be heard next season.

BILLED ON SILVER SHEET AND SPEAKING STAGE



AURORA MARDIGANIAN, AUCTION OF SOULS' Foremost... Margarette Padula, pianologist; Burns and Forum, nifty dancers; Hayataka Japs, aerobatics; Ethel Clayton, in "Vicky Van." New bill Thursday.

PHOTOPLAYS STANLEY—"Upstairs and Down," with Olive Thomas as the star. From the play by the Hattsons; tells of the life of society people and their servants. "Birds and Flowers" is an added Prizma natural color picture. PALACE—"The New Moon" brings Norma Talmadge from her screening at the Stanley, where the film received favorable mention. It is a Russian story.

ARCADIA—"Men, Women and Money," with Ethel Clayton. Story inspired by Cosmo Hamilton and was directed by George Melford. VICTORIA—"Woman," a product from the studio of Maurice Tourneur, who made "The Bluebird" and other beautiful productions. REGENT—"Phil-for-Short" brings a new star in the person of Evelyn Greely, first half of week. "I'll Get Him Yet" has Dorothy Gish and Robert Harron the last half.

GLOBE—"Bon Voyage," musical comedy in brief; Ferrari Girls, classic and fancy dancing; Lear, Edmondson and Mars, late of the A. E. F., in vaudeville offering; Anne Butler, chic comedienne; the Cleverlys, laugh provokers; George Beck, comedian; Howard and Ross, grand opera revue; Vincent, novel single act; Three Rianos. GRAND—Taylor and company, "Virginia Rye," fun cocktail; the Botto family, globe equilibrist; Dolley Kay, clever exponent of syncopeation; Loney Haskell, character monologist; Four Avellon, presler xylophonists; second episode of sensational movie serial, "The Phantom Fugitive."

FORREST LIMITED ENGAGEMENT Monday Matinee TWICE DAILY MATINEES 2.15 NIGHTS, 8.15 THE MOST AMAZING PRODUCTION EVER PRESENTED FEATURING THE BEAUTIFUL REFUGEE AURORA MARDIGANIAN Sole Survivor of Half Million Christian Armenian Girls, in Her Own Story of Two Years in Kurdish Slave Markets and Turkish harems. AUCTION OF SOULS Christian Women Sold into Turkish harems as low as 85c each PRICES—EVENINGS, 25c to \$1.50—MATINEES, 25c to \$1.00

A JAZZ PIONEER Frisco, Premier Dancer, Coming to Keith's For the last year the whole world seems to have been in the grip of "jazz." Philadelphia is to have the opportunity next week of seeing the creator of the jazz dance. He is Frisco, noted product of the "Barbary Coast School of Terpsichore," though he never saw the Barbary coast.

FRISCO has been doing his original style of dancing for a long time. The steps of Frisco are the ultimate expression of syncopeation. He and Lorette McDermott, with the original Frisco Jazz Band, headline the Keith bill the coming week.

MABEL BUNYEA, MODISTE Leading Woman of "The Little Brother" Cast in Odd Role

Mabel Bunyea, who is now appearing in "The Little Brother" at the Adelphi, went to South Africa to star in a repertoire of plays, and presently found herself modiste to the fashionable women of the colonies which she visited. Mabel Bunyea is an American by birth. It was while she was playing in London that her opportunity came to go to South Africa at the head of a company. Selecting a repertoire and organizing a company of routine actors and actresses, Miss Bunyea took passage for Cape Town. Naturally Miss Bunyea went to Africa well supplied with smart frocks, and accompanied by a maid who was a "veritable jewel" in that she was not only an extraordinarily capable maid, but a dressmaker as well. Miss Bunyea and her maid created a sensation and she presently found herself besieged by requests for copies and so turned modiste.

Reward for Good Students Manager Fred G. Nixon-Nirdlinger, of the Colonial Theatre in Germantown, will again this summer honor all of the promoted school children of Germantown, Chestnut Hill, Mount Airy, Falls of Schuylkill and adjoining localities in both the public and parochial schools. Every child who has been promoted will, upon presentation of his or her teachers' recommendation, be presented with a free summer season pass for the Colonial.

Eugenie Blair Supporting Whiteside Eugenie Blair needs no introduction to local theatergoers, for she has appeared in this city many times in plays of importance. Among the more prominent ones may be mentioned "Mrs. Warren's Profession," "A Royal Divorce," "Iris," "Zaza," "The Eternal Magdalen" and "The Light Eternal." She is playing the part of Marie Breschowska in "The Little Brother," at the Adelphi.

B.F. Keith's CHESTNUT BELOW TWELFTH STREET. NEXT WEEK—A GENUINE SUMMER JOYFEST! First Appearance Here of the Creator of the Jazz Dance FRISCO With LORETTE McDERMOTT and HIS JAZZ BAND Their Stepping is the Delirium Tremens of Syncopeation George-Moran & Mack-Charles Franker Wood & Bunea Wyde CHILSON-OHRMAN HENRY KEANE & CO. MARIA LO MARCONI & FITZGIBBON PEDERSEN BROS. JULIUS TANNEN

FORREST BROAD AND RANSOM Positively Last Times FIDDLERS FIDDLERS BROAD AND RANSOM Positively Last Times TIGER ROSE LENORE ULRIC BENEFIT DANCES ROOF GARDEN THE BELLEVUE-STRAFORD EVENINGS 9 TO 1 W.M. PENN "All Aboard" Jack Roof and Breeze Girls NORMA TALMADGE

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