

**Let Cuticura Be Your Beauty Doctor**  
 Soap, Ointment, Talcum, etc. every where. For samples address Cuticura Laboratories, Dept. 2, Malden, Mass.

**Near the sky, but not under the sky**  
 Join the happy throng that dines and dances at the new Lorraine Roof Garden. Up where the breezes have a chance. Roofed. No party spoiled by rain. Finest music and entertainment. Gratifying service. Come up for tea or luncheon.  
 Phone for table reservations. Parties given under personal supervision of Charles Jeter.  
**LORRAINE**  
 Broad at Fairmount Ave.

**Advertising Salesman**  
 At 30 years of age I have put in 3 successful years of advertising salesmanship in the local newspaper field, backed by 5 years of commercial selling on the road. I wish to connect with a permanent proposition where I can put a big job across and grow. Anyone who has a real proposition to offer in this line will be furnished with the best of references.  
 C. 402, Ledger Office

**GO TO NIAGARA FALLS**  
 The **\$16.80** Round Trip  
 Includes: Breakfast, Dinner, Lunch, and Refreshments. Also includes the privilege of staying overnight in a comfortable hotel. Book now for the best of the season.  
**Does your vacation start Aug. 12?**

**Lochetta Butter**  
 In a class by itself  
**44c** lb  
 In our Phila., Camden and suburban Stores  
**AMERICAN BUTTER**

**VICTROLA**  
 IN  
**Period Cabinet**  
 NO DOWN PAYMENT  
 START PAYING AFTER SEPTEMBER 9TH  
 Open All Day Saturday  
**B. B. TODD**  
 Pianos, Players, Victrolas  
 1306 Arch St.  
 1623 Chestnut St.

**The Daily Movie Magazine**

FOR THE FILM FAN'S SCRAPBOOK



RUTH ROLAND

We will be glad to publish the pictures of such screen players as are suggested by the fans

THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

**Yum Yum**—If there were many devotees such as you the late "Yum Yum" would never have been at all. But this, fans! Yum Yum takes the following two facts: (1) I refuse to print a picture of myself, and (2) I refuse to print a picture of Yum Yum. I am a private person, and I do not wish to be in the public eye. I am a private person, and I do not wish to be in the public eye. I am a private person, and I do not wish to be in the public eye.

**Class B**—Maurice B. Flynn, about whom you have inquired, is the son of Joseph A. Flynn, a New York theatrical manager. Let's say that he is a private person, and I do not wish to be in the public eye. I am a private person, and I do not wish to be in the public eye. I am a private person, and I do not wish to be in the public eye.

**Sid Mac** writes: "Thanks for the invitation to come again, even if it was only in the early editions. There are so many subjects I would discuss, and so few chances to do it. I am just going to skim lightly over the subject of the letter, and the best I can do is to start my arguments."

**Again**, you mention the "Mill on the Hill." Did you know that there is a "Mill on the Hill" in Philadelphia, and it is the largest with Frederick Warne's name time ago?

**The short comedies** I think are positively getting better. The really funny ones can hardly be counted without the aid of a laugh. The entire output of Charlie Chaplin or less a year. Lloyd's four or five years and Keaton's six or seven comedies is a very good thing. The comedies are also uniformly and sensibly funny.

cured much of a line on Mildred yet. Wouldn't be surprised if you have the right of way on that comedy question. Let's leave it to a referendum of the fans. "The Sin Flood" has been held by its company for fall release. I believe, though it had special showings in New York and elsewhere. "The Cradle Buster" was shown out at a Main Lane theatre. "The Ace of Hearts" has arrived. I'll give you a list of my own of some exceptional pictures which have not reached Philadelphia: "Sherlock Holmes," with Barrymore; "The Back Against the Wall," with inimitable Raymond Hatton; "The Cradle Buster," with Hunter; "Grandma's Boy" and "The Masquerader."

**BETTY COMPTON AND LYTELL TO PLAY IN "KICK IN"**  
 By CONSTANCE PALMER  
 Hollywood, Calif.  
 "KICK IN" is the next big production on the Lasky program. George Fitzmaurice will direct, and the cast, headed by Betty Compton and Bert Lytell, will include May MacAvoy, Gareth Hughes, Kathryn Clifford, Walter Long, Robert Agnew, May Kessel, John Milren and Judd Prouty. "Kick In" was Willard Mack's big stage success.

**William De Mille** is well along on the filming of "Clarence," another stage hit soon to be seen on the screen. Wallace Reid plays Clarence, with hair parted in the middle and a more or less vacant look. Agnes Ayres, May MacAvoy and Kathryn Williams complete the cast.

**Jackie Cogan's** parents have been appointed by the court legal guardians of little Jackie, their famous son. When the news first got around, the people began to gossip about the possible dissolution of the Cogan marriage tie.

**John Bowers** is all pleased and proud because he won the annual Commodore yacht club once held not far from here recently. He is said to be a proud and enterprising owner of the fastest sailing craft in Southern California waters by a margin of more than four minutes.

The following theatres obtain their pictures through the STANLEY COMPANY of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

- APOLLO 522 & THOMPSON STS. in "SMILIN' THROUGH"
- ASTOR 840TH & GRAND AVE. in "THE BACHELOR DADDY"
- BALTIMORE 300 & BALTIMORE ST. in "THE BACHELOR DADDY"
- BLUEBIRD 200 & BALTIMORE ST. in "THE BACHELOR DADDY"
- COLONIAL 4th & Market Ave. in "FOR THE DEFENSE"
- ETHEL CLAYTON in "FOR THE DEFENSE"
- FAIRMOUNT 25th & Grand Ave. in "SMILIN' THROUGH"
- PAULINE STARKE in "SMILIN' THROUGH"
- GREAT NORTHERN 3rd St. at Erie in "SMILIN' THROUGH"
- IMPERIAL 10th & WALNUT STS. in "SMILIN' THROUGH"
- DOROTHY DALTON in "THE WOMAN WHO WALKED ALONE"
- LIBERTY 10th & COLUMBIA AV. in "THE BACHELOR DADDY"
- JACK HOLT and BERT DANIELS in "North of the Rio Grande"
- ORIENT 10th & Market Ave. in "SMILIN' THROUGH"
- DOUGLAS FAIRBANKS in "THE THREE MUSKETEERS"
- OVERBROOK 500 & Haverford in "OUT OF THE DUST"
- PALM FRANKFORD AVE. & TRENT in "SMILIN' THROUGH"
- GLORIA SWANSON in "SMILIN' THROUGH"
- REGENT Market St. in "SMILIN' THROUGH"
- "ACE OF HEARTS"
- RIALTO GERMANTOWN AV. in "SMILIN' THROUGH"
- MARION DAVIES in "BEAUTY'S WORTH"
- SHERWOOD 5th & Baltimore Av. in "THROUGH A GLASS WINDOW"
- 333 MARKET STREET THEATRE in "THE BACHELOR DADDY"
- THOMAS MEIGHAN in "THE BACHELOR DADDY"
- ARDMORE LANCASTER ST. in "SMILIN' THROUGH"
- "Mrs. Dane's Confession"
- GRANT 402 GIRDARD AVE. in "FENROD"

**BOSTON GLOBE FIRST**

**Total . . . 7,323,806 Lines**  
**2d Boston Paper 6,618,930 Lines**  
**Globe's Lead 704,876 Lines**

The total number of lines of advertising printed in the Boston papers having Daily and Sunday editions during the seven months ending July 31 was: **Globe, 7,323,806; Second Paper, 6,618,930; Globe's Lead, 704,876 lines**, a gain for the Globe of 452,652 lines of advertising over the same seven months in 1921.

- 1. First in Department Store Advertising**  
 During the 7 months ending July 31, the total number of lines of department store advertising printed in the Boston papers having Daily and Sunday editions was:  
**GLOBE - - 1,971,977 Lines**  
**2d Paper - 1,619,528 Lines**  
**3d Paper - 1,089,556 Lines**
- 2. First in Want and Classified Advertising**  
 During the 7 months ending July 31, the total number of want and classified advertisements printed in the Boston papers having Daily and Sunday editions was:  
**GLOBE - - - 332,712 Advts**  
**2d Paper - - 42,234 Advts**  
**3d Paper - - 41,939 Advts**
- 3. First in Real Estate Advertising**  
 During the 7 months ending July 31, the total number of Real Estate advts printed in the Boston papers having Daily and Sunday editions was:  
**GLOBE - - - 53,865 Advts**  
**2d Paper - - 10,693 Advts**  
**3d Paper - - 4,572 Advts**
- 4. First in Automobile and Accessory Advertising**  
 During the 7 months ending July 31, the total number of lines of Automobile and Accessory advertising printed in the Boston papers having Daily and Sunday editions was:  
**GLOBE - - - 962,025 Lines**  
**2d Paper - - 501,330 Lines**  
**3d Paper - - 472,306 Lines**

The Globe leads all other Boston papers in the volume of business carried, as well as in the number of individual advertisers. An enormous percentage of all the business done in Boston through advertising is done through the columns of the Boston Daily and Sunday Globe.

**First in Total Advertising, first in Department Store advertising, first in Want and Classified advertising, first in Automobile and Accessory advertising—the Boston Globe should be first on any Boston list.**

The bulk of the Boston Globe's circulation is in Metropolitan and Suburban Boston — Metropolitan Boston, the real Boston, which is made up of 39 cities and towns all within ten miles of the State House, having a population of 1,651,497 — and Suburban Boston, all the territory including Metropolitan Boston, within 30 miles of Boston, having a population of 2,531,267. In the Boston Trading District the Daily Globe circulates one to every 2.3 families, and the Sunday Globe one to every 2.4 families.

When you place advertising in New England, put it where it will count, in the columns of the Boston Daily and Sunday Globe—the newspaper that is used by the discriminating purchasers of Advertising space, who are on the ground and who know the conditions.