

DIRECTION STANLEY COMPANY OF AMERICA

FAMOUS PLAYERS-LASKY CORPORATION



Paramount Pictures

1219 VINE STREET  
Philadelphia, Pa.

October 27, 1922.

WM. E. SMITH  
District Manager

The Letter

Mr. Jules E. Mastbaum, President,  
The Stanley Company of America,  
1214 Market Street,  
Philadelphia, Penna.

My dear Mr. Mastbaum :-

Think for the moment of the most emotional occurrence you have ever experienced in your life.

Think of the most dramatic moments you know of, in the lives of your dear ones or your friends---

Think of the most exciting episodes you have ever read about in the newspapers or magazines---

Think of the most thrilling novels you have ever read, then of the most gripping plays you've ever seen---

Count on the fingers of one hand the greatest motion pictures you've ever seen in point of story, action, direction and acting---

Then take my word for it, until you have seen for yourself, that **THE OLD HOMESTEAD** surpasses anything you can ever think of in emotional power and thrilling intensity.

Try to visualize, if you can, all the thrills rolled into one, of the ice scenes of Way Down East, the stirring ensembles of The Birth of a Nation and Hearts of the World, the lions of Theodora, the pit of the alligators in Fool's Paradise, etc., etc., etc.,

When you have all this, you have nothing to compare to the cyclone scenes of **THE OLD HOMESTEAD**.

This is my sermon.

Sincerely yours,

Wm. E. Smith

Wm. E. Smith,  
District Manager

NES:JB

The Reply

Stanley  
COMPANY OF AMERICA  
PHILADELPHIA, PA.

OFFICE OF  
JULES E. MASTBAUM

November 2nd, 1922.

Mr. William E. Smith,  
District Manager  
Famous Players-Lasky Corporation,  
1219 Vine Street,  
Philadelphia, Penna.

My dear Mr. Smith:-

Replying to your letter dated October 27th, I heartily concur in your opinion as to the entertainment value of this Paramount picture.

You know I have screened several thousand pictures to determine their merit prior to their presentation in any of our theatres. But I can't recall a single one that filled my heart with thrills and tears and gladness like **THE OLD HOMESTEAD** did.

**THE OLD HOMESTEAD** was therefore selected to play an indefinite engagement at the Stanton Theatre, beginning Monday, November 6th. I know that every discriminating theatre-goer will see it. It'll make them forget their troubles, if they have any.

People who never saw a picture before will see **THE OLD Homestead**. People who never cried in their lives will cry at **The Old Homestead**. People who never laughed in their lives will laugh at **The Old Homestead**. People who never knew thrills will thrill at **The Old Homestead**. People who never knew sorrow will sob at **The Old Homestead** and people who never knew they had hearts will find them at **The Old Homestead**.

I rarely endorse pictures because we do not present photoplays that do not attain our established standard, but this Paramount picture clings to my memory so forcefully and so favorably that I have no hesitancy in setting a new precedent by recommending **THE OLD HOMESTEAD** to everyone who appreciates and enjoys a real picture.

Yours truly,

Jules E. Mastbaum

MONDAY  
ONE  
WEEK  
ONLY

PARAMOUNT  
PICTURE

William B. DeMille Production

# CLARENCE

WITH THREE STARS  
**WALLACE REID**  
**AGNES AYRES** and  
**MAY McAVOY**

ADDED ATTRACTIONS—GADMAN CYCLE AND BIRD DOGS AVIARY  
MUSICAL FEATURE—THE GREAT HARMONIC VIOLIN VIRTUOSO

These Statistics  
Are Interesting!

REX INGRAM'S  
METRO PRODUCTION

## "PRISONER OF ZENDA"

A GIGANTIC ACHIEVEMENT

- 1 It Cost \$1,118,453.16, \$300,000 more than "The Four Horsemen"
- 2 23,000 People helped make the Picture
- 3 257,521 Feet of Raw Film Used
- 4 Complete Village of six blocks and a Castle 182 Feet high built
- 5 540 People Worked Two Months making Costumes
- 6 432 Cooks Employed Two Months Feeding Army of People in Coronation and Street Scenes
- 7 124,000 Tons of Material used in constructing sets
- 8 Art works used Cost over \$2,000,000 and Cost \$200,000 to Rent

**ALDINE**  
19TH & CHESTNUT—CONTINUOUS 11 A. M. TO 11:15 P. M.  
COMING—MAY MURRAY in "BROADWAY ROSE"

NEXT WEEK—  
THE IMMORTAL  
DRAMA  
OF AMERICAN HEARTS

# THE OLD HOMESTEAD

With Theodore Roberts  
George Fawcett—Harrison Ford—T. Roy Barnes  
and Fritz Ridgway

AT LAST!—the greatest emotional drama of them all—  
The play that swept America by storm for over 40 years and wrung laughter and tears from millions of hearts! A tale of plain folk in gingham and homespun and of a great love that weathered all trials!

A PARAMOUNT PICTURE

Adapted from Denman Thompson's play

Climaxing in the mightiest cyclone scene that man ever brought to the silver sheet.

**STANTON**  
16TH & MARKET

AT 11:30, 1:30, 3:30, 5:30, 7:30, 9:30

**VICTORIA**  
NINTH AND MARKET  
9 A. M. TO 11:15 P. M.

NEXT WEEK

## Cecil B. DeMille's

PRODUCTION  
**"Manslaughter"**

A Paramount Picture with  
**THOMAS MEIGHAN**  
LEATRICE JOY, LOIS WILSON

TOMOR. After Midnight, Extra Performances

**Karlton**  
10th & Chestnut

NEXT WEEK Will burn in your memory forever.

## Priscilla DEAN

in stupendous screen version of OUIDA'S romance

# "UNDER TWO FLAGS"

NOVEMBER 13 THOS. H. INCE'S "SKIN DEEP"

**PALACE**  
12TH AND MARKET  
10 A. M. TO 11:15 P. M.

NEXT WEEK

## GEORGE ARLISS

IN  
**"THE MAN WHO PLAYED GOD"**

FROM THE PLAY BY JULES ECKERT GOODMAN. FOUNDED IN GOUT—ERNEST MORLEY'S STORY OF THE SAME NAME

**ARCADIA**  
19TH & CHESTNUT  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
in "SLIM SHOULDERS"

**CAPITOL**  
10th & Market  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
"More to Be Pitted Than Scorned"

**COLONIAL**  
10th & Chestnut  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
"THE BOND GIRL"  
ADDED—RUTH FLOYD, SONGS

**GREAT NORTHERN**  
12th and 13th  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
RUPERT HUGHES' REMEMBRANCE

**GLOBE**  
JUNIPER AND MARKET

QUALITY VAUDEVILLE WITH QUANTITY MODERATE PRICES

Performance Continuous 11 A. M. to 11 P. M.

Week Commencing Monday  
BIGGEST AND MOST LAVISH REVUE IN VAUDEVILLE

## MISTAKES OF 1922

NINE SCENES WITH HARRY MALLAM AND WILLIAM MCCARTY STEVENS AND MILDRED LOVELOVE, FRANK WELLS AND ERNEST ALLEN, HARRISON WEAVER, GLADYS BADDLEY, LILLIAN HOFFMAN AND COMPANY OF GIRLS

**RAWLES AND von KAUFMAN**  
A Comedy Six Entitled "A WILLING WORKER"

**MEREDITH AND SNOOZER**  
Introducing the only Duo in vaudeville with an "almost human" brain

**MIGNONETTE, KOKIN & CO.**  
A SPECTACULAR DANCING OFFERING INTRODUCING

**KILKENNY FOUR** | **JOE LAVAUX**  
The Act Different | Piano Accompanist Extraordinary

**VAUDEVILLE**

**ALLECHENY**  
10th & Chestnut  
10 A. M. TO 11:15 P. M.

NEXT WEEK

## THE SIRENS

BY SELECTED PLAYERS  
ANOTHER VAUDEVILLE FAVORITE  
**Harry Slatko & Co.**  
Burning Sands  
with MILTON SILLS and WANDA HAWLEY

**VAUDEVILLE**

**BROADWAY**  
12th and 13th  
10 A. M. TO 11:15 P. M.

NEXT WEEK

## CELL MATES

Cast of Clever Comedians IN CONJUNCTION WITH A PARAMOUNT PICTURE

## The Loves of Pharaoh

DIRECTED BY THE MAN WHO BROKE THE "RECEPTION" AND "RECEPTION"  
BILL CHANGED THURSDAY

**VAUDEVILLE**

**CROSSKEYS**  
10th & Chestnut  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
Monday—The Popular Comedienne  
**Gracie Emmett**  
AND COMPANY  
In a Hilarious Comedy Playlet  
"Mrs. Murphy's Second Husband"  
BILL CHANGED THURSDAY

**VAUDEVILLE**

**ALHAMBRA**  
12th and 13th  
10 A. M. TO 11:15 P. M.

NEXT WEEK  
A Colorful Musical Pro-Quest  
**BEBE DANIELS**  
AND MITTON  
"PINK GODS"  
ADDED—"MAN OF THE HOUR"  
BILL CHANGED THURSDAY