

HEARST ESTABLISHES BIG FILM SERVICE

Publisher to Expand Motion Picture Interests—Photoplay News

Photoplay Editor

Friday the Amusement Section another list of "The Six Photoplays," selected by readers in your choice now.

Hearst publications and allied are to be intimately connected motion-picture industry is now an established fact. Edward A. MacManus, president of Hearst's motion picture representations, definitely that the International Film Service is to engage actively in the production of motion pictures, and is to open a chain of independent exchanges, beginning April 2.

The growing demands of the motion-picture industry and the ever-growing difficulty for attracting the big writers, the crying need for genuine newspaper and magazine co-operation, made Mr. Hearst realize that in his organization he possessed what could become motion pictures' treasure house of brains and originations.

When the International Film Service, which is Mr. Hearst's photographic news-gathering organization, first entered the motion-picture field with the "Perils of Pauline," and later "The Exploits of Elaine," and "The Godless," Mr. Hearst had the opportunity he demanded to observe at close range whether or not his conjectures were correct.

In the Hearst-Selig and its later development, the Hearst-Vitagraph News-Pictorial, the motion-picture field learned what the Hearst organization could give in the way of first-hand, up-to-the-minute news.

Mr. Selig-V. L. S. E. release this month will be "The Cycle of Fate." It will feature Bessie Eyton.

Charlie Chaplin is here. That is, his latest picture, "Burlesque of Carmen," is about ready for release by the Ebsenay-V. L. S. E.

The Paramount announces a fine list of films for May.

Dustin Farnum in "David Garrick," Pallas, John Barrymore in "The Red Widow," Famous Players.

Geraldine Farrar in "Maria Rosa," Lasky, Famous Players.

George Beban in "Pasquale," Morosco, Famous Players.



FROM LUBIN'S TO WINTER GARDEN

Jean Hackett, daughter of the well-known screen star, Florence Hackett, was once a familiar sight about the Lubin studios. Now she is over in New York, an interesting part of the current Winter Garden show, "Robinson Crusoe, Jr." Miss Hackett's brother is playing with Miss Adams in "Peter Pan" this afternoon.

Legion's Cross for Edith Wharton. Mrs. Edith Wharton, author of "The House of Mirth," has received the Cross of the Legion of Honor from the French Government, an unusual honor for a woman. This was announced by Mrs. Caldwell Jones at a tea given in the name of Mrs. Wharton's charities in France at the War Relief Headquarters, 134 West 42d street, New York city.

ANY SUIT In the House \$11.80 TO ORDER Reduced from \$30, \$25 and \$20. See Our 7 Big Windows. PETER MORAN & CO. MERCHANT TAILORS, 8, E. Cor. 9th and Arch Sts., 8, E. Cor. 11th and Chestnut Sts.

B'NAI B'RITH CAMPAIGN A COMPLETE SUCCESS

Fully One Thousand New Members Gained by Fourteen Active Teams

The whirlwind campaign conducted by members of Joshua Lodge, of the Independent Order of B'Nai B'rith during the last week, with the object of adding to its present membership of 300 every representative Jewish citizen in Philadelphia, will be brought to a close tonight.

The workers comprising the 14 teams have met with unusual success thus far in the campaign and the captains of the teams promise some startling surprises when the final result is announced. The members will bring the work to a fitting close at a banquet to be held in the Bingham Hotel, where the Campaign Committee has maintained its headquarters.

Abel Well, president of the local order, in an address to the workers yesterday, urged them to bring the campaign to a successful close in a blaze of glory, by making a special effort in securing members for the lodge. Every indication points to the fact that fully a thousand new members will have been enrolled by to-morrow night.

The Order of B'Nai B'rith has established and maintains hospitals, schools, orphan asylums, homes for the aged, libraries, free employment bureaus and other agencies for the relief of the distressed in all parts of the United States, in many European countries and in the Orient. In every great emergency, such as the Chicago fire, the Charleston earthquake, the Galveston tidal wave and the San Francisco conflagration and the present European war, the order has been among the first in the field to render relief to the sufferers.

The order, which is exclusively a fraternal one, was instrumental in having the Government take action to prevent further persecution of the Jews in Rumania. It also secured the intervention of the United States in support of the universal protest against the Kishinev massacre. During the last five years the order has expended for charitable, benevolent and educational purposes the sum of \$2,155,978.

The speakers at the banquet tomorrow night will include Abel Well, president of Joshua Lodge, M. S. Meyerhoff, chairman of the campaign committee; Marcus A. Benn, treasurer, and Isidor Sobel, who has taken an active part in organizing and conducting the campaign. Mr. Sobel is a prominent resident of Erie, Pa., where he served several terms as postmaster. Members of the executive committee in charge of the campaign are:

The Rev. William Arnold, Samuel Bayuk, Max Bayuk, Isadore Brod, Aaron S. Bolter, Joseph Riberman, B. W. Fleisher, Emanuel Furth, William Gerstley, Louis Gerstley, the Rev. A. Green, William H. Hackenberg, Max Herzberg, Sol E. Kraus, Rabbi Max D. Klein, Louis E. Levy, the Rev. L. Landman, William Morris, Prof. Max L. Margolis, Rabbi Eli Mayer, William B. Roskoff, Jacob Singer, Louis Siskin, Harry Sacks and Ed Wolf.

Young Man Held Up by Two Negroes

Two negroes jumped from behind bushes on Wissahickon avenue near Johnson street at James Hebbes, 20 years old, was on his way to his home at 71 West Weaver street, and demanded his watch and money.

Theatrical Baedeker

FORREST—"Comes to Bohemia," with Datisa Irving, Walter Percival, Albee Hagerman and Fritz Williams. A musical comedy of mediocre interest capably done.

VALMONT—"Damaged Goods," Eugene Brown's melodramatic play, recently produced by Richard Bennett.

BROAD—"The Little Mite," with Maude Adams. The famous story of Scotch life by J. M. Barrie, telling of the pranks of "Peter Pan," Thursday.

LYRIC—"A World of Pleasure," with Clifton Crawford and Conroy and La Strake. A Winter Garden show with music by Romberg, words by Aterides and staged by J. C. Hoffman.

ADOLPH—"Nobody Home," with Lawrence Greenhill. A musical comedy from the Anglo-American Alliance. Good music, fair acting, excellent comedy from Greenhill.

LOOK—"H. Fays is Advertis," with Louise Drey, Grant Mitchell and Ben Johnson. A novel farce with much fun in it.

PHOTOPLAY

STANLEY—Thursday, Friday and Saturday, "Ben Blair," with Dustin Farnum.

ARCADIA—All week, "The Habit of Happiness," with Douglas Fairbanks. A Tri-Union Film Arts comedy.

PALACE—Thursday, Friday and Saturday, "For the Defense," with Fanny Ward.

VICTORIA—Thursday, Friday and Saturday, "The Moral Pate," with Frank Mills.

VAUDEVILLE

CROSS KEYS—First half of the week, Ward De Wolf & Co., in "The Mummy and the Baby," Frank Donald, Philbrick and De Wolf, Ed Hartman, Walton and Johnson.

GLEBE—"Solomon the Great," Barney Williams and wife, The Four Horse Girls, Mary Price, Patrons and company, the Rosa Renta Troop, Don Pratt, Lew Ward, Mabel

Police Court Chronicles

Funerals always affect Frank Sigmund seriously. He officiated as pallbearer for a friend in Manayunk and the experience depressed him. Some one told him that numerous drinks would put him on his feet. But it appears the drink had just the opposite effect.

STOCK

AMERICAN—"A Woman's Way." The Arvine players in Grace Osborn's comedy succeed with Ruth Robinson and George Arvine in the leading roles.

DUMONT—"Dumont's Minister," in entries on matters of current interest.

Research Bureau Banquet Tonight

The Philadelphia Bureau of Municipal Research will hold its annual banquet tonight in the Bellevue-Stratford Clover Room to celebrate its sixth birthday. The principal speaker will be Dr. Frederick A. Cleveland, of the New York Bureau of Municipal Research. Joseph P. Gaffney, chairman of the Finance Committee of Councils, and George W. Norris, director of the Federal Reserve Bank and ex-director of Wharves, Docks and Ferries, will also speak.

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Wildfire by Zane Grey

Author of Riders of the Purple Sage

A fifteen-year-old school-girl devoured this story without stopping.

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An editor, who reads all day, sat up most of the night to finish it.

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Advertisement for Stanley Booking Company listing various theaters and their current photo plays. Includes titles like 'The Wall Between', 'The Moral Pate', 'The Habit of Happiness', etc.

Advertisement for Wildfire by Zane Grey, listing theaters and showtimes. Includes titles like 'The Moral Pate', 'The Habit of Happiness', etc.