

MOVIEGRAMS OF THE WEEK

Go-to-the-Movies Week Brings New Films to Local Houses

NEXT week marks the second "Go-to-the-Movies Week," and this event, designed to be an annual one, will bring an unusual array of feature films to the various houses throughout the city.

The downtown houses show an attractive array of popular favorites to lure the people away from the hot streets. Consider, for example, the fact that most of the movie houses are ten degrees cooler than almost any other places in town, those who join in the celebration of "Go-to-the-Movies Week" ought to be amply repaid.

THE Stanley has what might almost be called a double bill, headed by the ever-popular Thomas Meighan. His film is a screen version of a George Ade story, "Our Leading Citizen," and this combination certainly ought to be enough to turn out a bank-up piece of work. If it only gets Meighan away from the Fairy-Tale Cinderella sort of sugar and honey stuff he has been giving him lately, it will be worth twice the price of admission.

In this new story, Meighan plays the role of a small town lawyer—a healthy young fellow who returns from the World War a hero but his modesty prompts him to spout the plans for a public reception arranged by the girl he met "Over There," but, of course, every thing gets straightened out and he is elected to Congress and every body admires him and the girl marries him and that makes it unanimous.

They have given Meighan a first-rate cast for this picture and that charming bit of femininity, Lois Wilson, will again be seen opposite him as she was in "The City of Silent Men," the last really good picture that Meighan had.

The direction was in the hands of Alfred Green who, it is to be hoped, has not attempted to feed us quite so much milk and water as he did in the "Bachelor Daddy" and "Little Lord Fauntleroy."

There will be a decided novelty in the added attraction on this bill, for it might almost be considered a feature in itself.

It is an out-of-the-ordinary film with the title, "Nanook of the North." It is a story of life in the frozen seas of the Arctic wilderness, and aside from its dramatic interest will be an exceptionally interesting portrayal of conditions as found at the top of the world.

PHILADELPHIANS should be especially interested in the feature looked for the Aldine next week. It is a production which owes its being to a group of local people who became interested in the movies some time ago through D. W. Griffith's plan to build a theatre in this city. When it was found inexpedient to do this, these people decided that it was worth while to make an attempt to produce pictures of a better class—not pretentious pictures but rather films with plenty of good dramatic punch and every possible popular appeal.

These people organized themselves into a group which they called "Achievement Films," with the understanding that the main object was to make good pictures and the agreement that if each production showed financial profit that profit was not to be divided, but was to be added to the appropriation for the next picture.

The first fruit of this rather generous plan is "The Power Within," which is the Aldine's bill for next week.

The story was written by the Rev. Robt. Norwood, pastor of St. Paul's Memorial Church, Overbrook, who is widely known as a poet and writer. He takes his theme from the book of Job, although it is by no means a Bible story. It is a strictly up-to-date dramatic tale, but its hero, a modern captain of industry, with shipbuilding as his kingdom, finds, as did Job, that in spite of all the tribulations of this world, there is a power within which enables us to battle our way through trouble and emerge triumphant.

There are many scenes in this film which will have a strong appeal for local people, for much of it was made at Hog Island and in the plant of the New York Shipbuilding Company.

The producers chose a strong cast for their initial attempt. Fascinating little Pauline Garon, who played the title sister to Richard Barthelmess' "Sonny," is the lead lady, and that old-school selector, William H. Zoster, plays the shipbuilder.

COSMO HAMILTON, a writer whose stories can always be depended upon to give just the peculiar flavor which appeals to the modernist, is the author of the feature which comes to the Arcadia. The title is "Reckless Youth," and the production brings together a very popular film team, Elaine Hammerstein and Niles Welch. Myrtle Terman, Louise Prussing and Frank Turner are other members of a rather stable cast, and Ralph Ince did the directing.

ANOTHER popular author will help in the boosting of "Go to the Movies Week." This is the story, which comes to the Karleton under the title "When Romance Rides." The picture has been produced with the idea of giving us a new type of Western film, although it will not eliminate the usual thrilling race scenes, and it has a Maseppa-like incident, with the heroine tied to the neck of a wild horse dashing madly toward a precipice. There is no prize offered as to the best guess whether she is killed or not.

Clare Adams, a personable young Canadian actress, who is winning quite a following in this country, has the leading role, and Earl Gantvoort, idol of 1,000,000appers, plays opposite her. Tod Sloan, the greatest jockey at the world a generation ago, does the principal riding in the film, and there are said to be as fine a lot of horses as have ever been shown on a screen.

DOLA NEGRİ is back with us. Since the great success achieved here by her foreign actress, her popularity has almost been

ON SCREEN AND STAGE NEXT WEEK



THOMAS MEIGHAN, OUR LEADING CITIZEN; STANLEY... PEARL WHITE, WITHOUT FEAR; ROSE BACEN, GLOBE; PAULINE GARON, ARCADE; ARTHUR ASHLEY, CROSS KEYS.

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PEARL WHITE returns to the Victoria in a story whose theme is virtually the same as that hitting hit of the same name, "The Skin Game." It is a story of a girl who has to pay a desperate price for the university education which she craves, and the whole plot presents an interesting problem.

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Theatrical Billboard For the Coming Week

CROSSKEYS—Mae Desmond and her players in their final week the bill being that successful farce comedy, "Parlor, Bedroom and Bath."

KEITH'S—Fannie Brice, star of the Folies, comes with a new collection of songs and her inimitable personality; Ruth Budd, international aerialist and comedian, shares headline honors, and there will be Marshall Montgomery, ventriloquist, "Oklahoma," "Bob Albright," "The Drop," a comedy sketch; Pepita Granados, Spanish dancer, with her company.

WOODSIDE—The new ride is nearing completion and in a few days patrons will have an opportunity to win a \$25 prize for suggesting the best name for the novel form of amusement. Durban's Band continues its popular attraction, with Mina Dolores, soprano, announced as the soloist for the next two weeks.

BARNET GARDEN—This new resort was formerly the Hildegarde Inn, located at the corner of Hildie avenue, W. 3rd St., between Parkway and Fairmount Park. Car shows and other attractions are being held on the Reading reach.

WALTON ROOF—The bill for next week is headed by the Lorraine Sisters in a series of dances; the Tyrrell Brothers appear in a singing and dancing act and the Dreaan Sisters in "Songs and Smiles"; and the Silvers, "The Girl from the Golden West," complete the program.

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FANNIE BRICE AT KEITH'S

Star of the "Follies" and Ruth Budd Headline Vaudeville Bill

It would have been hard for any vaudeville house to find an attraction that would offer more inducement to theatregoers for the summer weather than Fannie Brice, that unique personality who has been such a strong drawing card for the Ziegfeld Follies for several years.

Miss Brice appears here next week after a long absence from vaudeville and will bring to Keith's a new collection of songs, but it is a safe prediction that her audience will demand "Second Hand Rose" or "My Man" in spite of the titles that may appear on the bill.

Another headliner in this house next week will be Ruth Budd, who has an act which combines striking aerial work with songs and comedy.

Marshall Montgomery, a ventriloquist, is another attraction on the bill. "Albright" is a comedy sketch with a rare tenor voice; a comedy sketch called "Grum Draps," a noted Spanish dancer, Pepita Granados, in her first appearance here, assisted by musicians and Oriental dancers, and other actors to make a good summer bill.

MAE DESMOND TO CLOSE

Next Week Will Be Final One for Stock Organization

Next week will be the final one for Mae Desmond and Her Players at the Cross Keys Theatre, after a season of stock production. Miss Desmond, week after week, has presented drama, comedy and farce, and several of the plays thus presented were shown for the first time in stock in this city, and one play, "What's Your Husband Doing?" had never been shown before.

On Saturday, after the matinee, Miss Desmond and her company will give a public reception on the stage, and then all admirers of the organization will be given the opportunity to greet their favorites and say farewell for the season.

The bill for the week will be "Parlor, Bedroom and Bath," the farce which scored a big success when it was first produced downtown.

B.F. Keith's PHILADELPHIA INSTITUTION CHESTNUT STREET BELOW 15TH STREET. Next Week—A Marvelous Summer Show 'Midst Cool Comfort! SUMMER SEASON ENGAGEMENT EXTRAORDINARY. FANNIE BRICE, Five Years' Star of 'The Follies'. MARSHALL MONTGOMERY, 'Oklahoma' Bob Albright. THOS. F. SWIFT AND MARY H. KELLEY. PEPIA GRANADOS. HERMAN BERRENS IN WORDS AND MUSIC. HAYAKAWA BROS. JAPANESE ATHLETIC PASTIME.

ALDINE CHESTNUT AT 19TH STREET CONTINUOUS 11AM TO 11PM. Celebrating Philadelphia Week With a Double Feature. Rev. Robt. Norwood OF OVERBROOK—FEATURING PAULINE GARON. "THE POWER WITHIN" WITH REGINALD DENNEY. TOM MIX Up and Going MICKEY WITH Mabel Normand. 69th St. THEATRE North of the Rio Grande.

WOODSIDE Something Doing All the Time. Prize of \$25.00 for an Appropriate Name for the New Ride. DUBRANO'S CURBANT BAND. THE BARNET GARDEN (Formerly the High Bridge Inn) 4867 to 4889 Ridge Ave. Free Concerts Twice Daily.

CROSS KEYS 815 N. 2ND STREET. MAE DESMOND AND HER PLAYERS IN PARLOR BEDROOM AND BATH. SATURDAY FOLLOWING MATINEE. BARNET GARDEN. THE NEW, BEAUTIFUL and Commodious House of the BARNET FAMOUS ROOF BEEF, SALT WATER SAFETY, HONEY-Flavored POPCORN and TEA ROOM for Light Lunches.

STANLEY DIRECTION STANLEY COMPANY OF AMERICA. ALWAYS PERFECTLY VENTILATED. OPEN ALL SUMMER. 11 A. M.—1:30—3:30—5:30—7:30—9:30 P. M. IT'S A PARAMOUNT PICTURE. THOMAS MEIGHAN IN A GEORGE ADE STORY. Our Leading Citizen. SUPPORTING CAST INCLUDES THEODORE ROBERTS AND LOIS WILSON. ADDED ATTRACTION—A PRODUCTION UNIQUE. NANOOK OF THE NORTH A Story of the Snowlands. The only photoplay feature ever filmed wholly in Arctic conditions and dealing from beginning to end with the fascinating life drama of native characters. JULY 17—CONSTANCE TALMADGE IN "THE PRIMITIVE LOVER".

Karleton BROAD & CHESTNUT AT 10 A. M., 12, 2, 4, 6, 8 & 10 P. M. NEXT WEEK A ZANE GREY PICTURE. WHEN ROMANCE RIDES. CLARE ADAMS, CAR GANTVOORT, JEAN HEDGECOCK, 'WILDFIRE' ZANE GREY. ADDED ATTRACTION. "A Trip to Paramount Town" Scenes and People at Hollywood.

PALACE 1214 MARKET STREET 10 A. M. TO 11:15 P. M. NEXT WEEK FIRST NATIONAL ATTRACTION. RICHARD BARTHELMESS In George V. Hoberg's remarkable drama of motherhood-manshood. "SONNY" SWEETLY HUMAN POIGNANTLY APPEALING.

VICTORIA NINTH AND MARKET 9 A. M. TO 11:15 P. M. WEEK BEGINNING MONDAY. Pearl White IN NEW PICTURE Without Fear. Directed by D. H. Siodore.

ARCADIA SIXTEENTH AND CHESTNUT 10 A. M. TO 11:15 P. M. ELAINE HAMMERSTEIN RECKLESS YOUTH BY COSMO HAMILTON.

REGENT 10TH & MARKET 10 A. M. TO 11 P. M. PARLOR BEDROOM AND BATH. PICTURE POLA NEGRİ IN "THE DEVIL'S PAWN".

COLONIAL Gln. & Marlewold STREET. "FIND THE WOMAN". IMPERIAL 90TH & WALNUT 2:30, 7 & 9 P. M. HOPE HAMPTON IN "STARBUCK". SAVOY 1211 MARKET STREET. "TURN TO THE RIGHT".

GO-TO-THE-MOVIES WEEK. NIXON'S Ambassador 56th & Washington Ave. TOM MIX Up and Going MICKEY WITH Mabel Normand. 69th St. THEATRE North of the Rio Grande. Strand Germantown ALMA RUBENS IN FIND THE WOMAN. Nixon 514 1/2 Market St. Locust 1330 & Locust. Belmont 524 St. N. Leader 414 & Lancaster. Jumbo Showing World's Best Grand Palace Pictures. WALTON REFINED ENTERTAINMENT ROOF LORRAINE SISTERS LILLIES DANCES TRELL BROTHERS DREAM SISTERS SYBILLA SOWHAN THE GIRL FROM THE GOLDEN WEST.