TRIAL BY JURY!

To prove to your entire satisfaction that

"THE INVISIBLE RAY"

is one of the most thrilling of all serials—possessing a real "draw them and please them" quality—we are submitting it for judgment to the unbiased criticism of a

JURY OF NINE EXHIBITORS

Watch for Their Verdict!

METRO FILM EXCHANGE
1321 VINE ST.  BOB LYNCH, Manager

"NEGLECTED WIVES"

SOMETHING TO TALK ABOUT
A FIRST NATIONAL ATTRACTION

ANNETTE KELLERMAN
IN THE FASTEST, FUNNIEST AND MOST THRILLING COMEDY EVER PRODUCED
“WHAT WOMEN LOVE”
OPENS FOR A TWO-WEEK ENGAGEMENT
NOVEMBER 8TH AT THE VICTORIA THEATRE
OFFERED TO FRANCHISE HOLDERS AT FRANCHISE PRICES

ASSOCIATED FIRST NATIONAL PICTURES, INC,
1339 VINE STREET
LEW BACHE, BRANCH MANAGER

In Answering Advertisements Please Mention “THE EXHIBITOR”
TOUCHES SUBLIME HEIGHTS!

The Story of a Great Regeneration Whose Powerful Emotional Appeal Eclipses Anything Seen on the Screen in Recent Months

WM. CHRISTY CABANNE
MASTER DIRECTOR
Presents the Dramatic Sensation

"The Stealers"
SUPERBLY ENACTED BY A NOTABLE CAST
Watch It Make History!

ROBERTSON-COLE DISTRIBUTING CORP.
1219 VINE STREET
PHILADELPHIA
916 G STREET, N. W.
WASHINGTON, D. C.

In Answering Advertisements Please Mention "THE EXHIBITOR"
Something To Think About

NOW PLAYING TO CAPACITY

BOOKED FOR AN INDEFINITE ENGAGEMENT

ARCADIA THEATRE

IF YOUR HOUSE RECORD HASN'T BEEN SHATTERED RECENTLY, HERE IS THE RECORD BREAKER

CECIL B. DEMILLE'S

INSPIRING AND GRIPPING PRODUCTION

"SOMETHING TO THINK ABOUT"

A PARAMOUNT PICTURE
BOX OFFICE RECEIPTS
THAT WERE NEVER HEARD OF BEFORE!

THAT'S WHAT

"A CHILD FOR SALE"

IS CREATING

WEEK STANDS BOOKED BY
CARR & SCHAD'S COLONIAL, READING
BENNETHUM'S HIPPODROME, ALLENTOWN
KRUPA'S HAMILTON, LANCASTER
MAJESTIC, WILLIAMSPORT
STEUMPFIG'S GERMANTOWN
FREIHOFER'S FRANKFORD
BIJOU, ATLANTIC CITY
And 10 Other Theatres

SUPERIOR FILM EXCHANGE, Inc.
"The House of Winners"

251 N. 13th STREET

C. H. GOODWIN, Manager
An Unsolicited Testimonial—

CRANDALL THEATRES
WASHINGTON, D. C.

EXECUTIVE OFFICES 932-936 F STREET

Sept. 27th/20.

Mr. Herbert C. Wales, Mgr.,
The Universal Film Exchange.,
Washington, D. C.

Dear Mr. Wales:

Although I am not in the habit of writing letters or sending wires extolling any pictures, I do feel that I owe it to your company to let you know the wonderful business we have done at the Metropolitan Theatre on our week's run of "THE DEVIL'S PASS KEY".

Not only has this picture broken all records for this time of the year, but it has been a wonderful success from the standpoint of pleasing our patrons. The comments have all been wonderful and everybody seems to have thoroughly enjoyed the performance.

I wish you would extend my congratulations to Mr. Erich von Stroheim on this, his master-piece and be assured that I am waiting patiently for more pictures of this calibre.

Very truly yours,

[Signature]

"THE DEVIL'S PASS-KEY"
ERIC VON STROHEIM'S MASTERPIECE
OPENS IN PHILADELPHIA SOON—WATCH FOR DATE

Fairmount Feature Film Exchange
1304 VINE STREET

PHILADELPHIA, PA.
BOOK THE "BIG 6" OF SERIALS!
STARRING EDDIE POLO—ELMO LINCOLN—EILEEN SEDGWICK

SERIAL SCHEDULE, 1920-1921

"The Flaming Disc"
with Elmo Lincoln
OCT. 4.. 1
11.. 2
18.. 3
25.. 4

"King of the Circus"
with Eddie Polo
NOV. 1.. 5
8.. 6
15.. 7
22.. 8
29.. 9

DEC. 6.. 10
13.. 11
20.. 12
27.. 13

JAN. 3.. 14
10.. 15
17.. 16
24.. 17
31.. 18

FEB. 7.. 12
14.. 13
21.. 14

MAR. 7.. 15
14.. 16
21.. 17
28.. 18

"Queen of Diamonds"
with Eileen Sedgwick
APR. 4.. 9
11.. 10
18.. 11
25.. 12

MAY 2.. 13
9.. 14
16.. 15
23.. 16
30.. 17

JUNE 6.. 18
JUNE 13.. 12
20.. 13
27.. 14
JULY 4.. 15
11.. 16
18.. 17
25.. 18

Elmo Lincoln
Serial
Eddie Polo
Serial
Eileen Sedgwick
Serial

An uninterrupted serial program for the entire season. Here is the solution of your serial problem. Why worry?

EAGLE PROJECTION FILM EXCHANGE
Distributing UNIVERSAL PICTURES
1304 VINE STREET

PHILADELPHIA, PA.
A BRILLIANT ACHIEVEMENT

A RARE COMBINATION OF ARTISTIC EXCELLENCE AND ENTHRALLING DRAMATIC INTEREST

The Incomparable

NAZIMOVÁ

In Her Newest Creation

"MADAME PEACOCK"

By Rita Weiman

IN THIS TREMENDOUS DRAMA NAZIMOVÁ AS "THE WOMAN WHO DID NOT CARE" SCORES THE SUPREME TRIUMPH OF HER NOTABLE CAREER WITH A ROLE OF IRRESISTIBLE APPEAL TO WOMEN

DISTRIBUTED BY

METRO FILM EXCHANGE

1321 VINE STREET

BOB LYNCH, Manager
ALBERT E. SMITH
presents

CORINNE GRIFFITH
in
"The Broadway Bubble"

Miss Griffith appears in the dual role of twin sisters, one of whom impersonates the other in her husband’s home with amazing consequences. Startling situations result, leading up to a sensational climax.

SEE IT and you will BOOK IT!

A VITAGRAPH Production

In Answering Advertisements Please Mention "THE EXHIBITOR"
ALBERT E. SMITH

Presents

ALICE JOYCE

in

“The Vice of Fools”

A Picture That Will Be Remembered Because

IT IS BEING LIVED TODAY

by men and women—men and women who every day are compelled to tread the shadowed path of sacrifice which so frequently leads out into the sunlit highway of real happiness.

A VITAGRAPh PRODUCTION

In Answering Advertisements Please Mention "THE EXHIBITOR"
ALBERT E. SMITH
PRESENTS
Earle Williams
IN
"The Purple Cipher"

WHY YOU SHOULD BOOK THIS PICTURE

BECAUSE it is an unusual feature, filled with love, mystery and surprises.

BECAUSE it thrills and holds the attention.

BECAUSE it is exceptional and will satisfy your patrons.

A VITAGRAPH PRODUCTION

In Answering Advertisements Please Mention "THE EXHIBITOR"
ALBERT E. SMITH presents

LARRY SEMON

IN HIS LATEST COMEDY RELEASE

THE SCREAM OF THE SCREEN

"THE SUITOR"

"THE SUITOR" WILL SUIT YOU AND YOUR PATRONS

His Other Comedies Available Are

"Well, I'll Be—"  "Between the Acts  "The Grocery Clerk"
"Passing the Buck"  "Dull Care"  "The Fly Cop"
"His Home, Sweet Home"  "The Head Waiter"  "School Days"
"The Star Boarder"  "Dew Drop Inn"  "Solid Concrete"
"The Simple Life"

BOOK VITAGRAPH—LARRY SEMON COMEDIES

In Answering Advertisements Please Mention "THE EXHIBITOR"
Don't Gamble—Play This Hand!

It's the one sure winner of the serial field. Metro serials are the costliest produced and each one is a real business-pulling added attraction.

METRO SERIALS SET THE PACE!

METRO FILM EXCHANGE
1321 VINE ST., PHILADELPHIA

BOB LYNCH, Manager

In Answering Advertisements Please Mention "THE EXHIBITOR"
The Selznick Enterprises
and
Maxwell Milder,
Philadelphia branch manager, join the industry in extending felicitations to the Comerford Amusement Co. on the opening of The Capitol, Wilkes-Barre; to Messrs. Wilmer and Vincent on the opening of the Colonial, Allentown, and to the Haddon Highlands Co. on the opening of the Collingswood Theatre. They are a credit to the motion picture industry.
The Exhibitors’ League
Educational Reels

OPENED AT THE
GLOBE THEATRE
Juniper and Market Streets, Philadelphia

and are Now Playing the Following Circuits:

STANLEY COMPANY
COMER福德 AMUSEMENT COMPANY
L. J. CHAMBERLAIN THEATRES
BENNETHUM THEATRES
CARR & SCHAD THEATRES
HUNT THEATRES
And Representative Individual Houses
Throughout the Territory.

What They Are —
26 Educational Reels released by the Motion Picture Theatre Owners’ Film Co. of New York over a period of one year and distributed by the Exhibitors’ Leagues throughout the country, affiliated with the Motion Picture Theatre Owners of America.

Why You Should Run Them
They cost you nothing. They are highly interesting and the slight reference to advertising which they contain is carefully censored by a committee of exhibitors. They pay your dues in the League and supply it with funds to fight your battles and afford you protection in your business.

NO ONE PROFITS BUT YOURSELF!
SEND IN YOUR DATES NOW TO

EXHIBITORS’ LEAGUE  251 N. 13th STREET
Of Eastern Penna., Southern New Jersey and Delaware  A.L. FISCHER, JR.
Booking Manager

In Answering Advertisements Please Mention "THE EXHIBITOR"
Goldwyn Pictures for 1920-1921
NOW READY FOR BOOKING

PAULINE FREDERICK in
“MADAME X”
By ALEXANDRE BISSON
Directed by FRANK LLOYD
“Madame X,” famed as one of the greatest stage successes, has been picturized with even more dramatic power with Pauline Frederick in the most satisfying role of her career.

A REGINALD BARKER Production
“THE BRANDING IRON”
From the Successful Novel by KATHERINE NEWLIN BURT
Directed by REGINALD BARKER
Adapted by J. C. HAWKS
Three hundred leading newspapers are now running “The Branding Iron” as a serial story. It is one of the sensational and inspirational dramas of the screen.

WILL ROGERS in
“HONEST HUTCH”
By GARRET SMITH
Directed by CLARENCE G. BADGER
Will Rogers’ inimitable and droll self is once more with us in “Honest Hutch,” a Saturday Evening Post story that is suited to Rogers as Rogers is suited to your patrons.

TOM MOORE in
“OFFICER 666”
By AUGUSTIN MAC HUGH and WINCHELL SMITH
Directed by HARRY BEAUMONT
Tom Moore puts on his official dignity in “Officer 666,” a picturization from the Cohan & Harris play which set Broadway laughing for more than a year.

REX BEACH’S Famous Story
“THE NORTH WIND’S MALICE”
Directed by PAUL BERN and CARL HARBAUGH
This is destined to rank as one of the most powerful of Rex Beach’s blood-stirring photoplays.

GOUVENEUR MORRIS’ Powerful Drama
“THE PENALTY”
Directed by WALLACE WORSLEY
One of the outstanding productions. Lon Chaney, whose famous performance in “The Miracle Man” has established him as one of the greatest character actors on the screen is featured as the legless master criminal.

JACK PICKFORD in
“THE MAN WHO HAD EVERYTHING”
By BEN AMES WILLIAMS
Directed by ALFRED E. GREEN
Jack Pickford, in this new and highly original photoplay, plays the part of a young man who has everything he wants in the way of fortune, but a blind man and a pair of beautiful eyes show him the error of his ways.

MADGE KENNEDY in
“THE GIRL WITH THE JAZZ HEART”
By ROBERT SHANNON
Directed by LAWRENCE WINDOM
Timed to the minute this picture is a story of a girl with a jazz heart, who jazzed her way into one of the most interesting of screen romances.

“MILESTONES”
By ARNOLD BENNETT and EDWARD KNOBLOCK
Directed by PAUL SCARDON
As a play, “Milestones” is known in every city in America as an outstanding success. As a picture portraying family life, it will appeal to the emotions of every patron.

MARY ROBERTS RINEHART’S Famous Story
“IT’S A GREAT LIFE”
Directed by E. MASON HOPPER
You’ve been waiting for another “23½ Hours’ Leave.” “It’s a Great Life” even surpasses the author’s other success. This comedy sensation throbs with love and dances with humor.

J. PARKER READ, JR. Presents
HOBART BOSWORTH in
“HIS OWN LAW”
Directed by IRVIN WILLAT
Hobart Bosworth is conceded to be the most powerful, dramatic male star in pictures. This J. Parker Read production presents Hobart Bosworth at his absolute best. Goldwyn presents “His Own Law” to you with the conviction that it is a truly worth-while production.

“THE REVENGE OF TARZAN”
A BOX OFFICE PICTURE

GOLDCWYN PICTURES, 1335 Vine St.
The Ultimate in Theatres Demands the Ultimate in Pictures

The brains that conceived the two sumptuous amusement edifices at Allentown and Wilkes-Barre selected the opening attractions from among First National Productions

Comerford's

The Capitol
Wilkes-Barre, Pa.

Opens with

Norma Talmadge in "Yes or No"

Wilmer and Vincent's

The Colonial
Allentown, Pa.

Opens with

D. W. Griffith's
"The Idol Dancer"

Such excellent judgment must prosper

Associated First National Pictures, Inc.

1339 Vine Street
LEW BACHE, Branch Manager
A PATHÉ SERIAL

Juanita Hansen

IN

"THE PHANTOM FOE"

WITH

Warner Oland

DIRECTED BY
BERTRAM MILLHAUSER

PRODUCED BY
GEORGE B. SEITZ, INC.

RELEASE DATE, OCTOBER 17th

PATHÉ EXCHANGE, INC.
DISTRIBUTORS

211 N. 13th STREET :: Locust 4171-72
The Capitol and the Colonial—Milestones of Progress

We don't know whether among the gods who inhabit the heights of Parnassus there is one who shelters under his wing the movies, but if there is such a god, it must have warmed the cockles of his mythological old heart last week when the Capitol, Wilkes-Barre, and the Colonial, Allentown, threw open their doors to the admiring thousands.

For here, truly, are veritable shrines to the cinema god—temples of amusement that enthral the senses and impress the beholder of their many architectural and decorative beauties with a feeling akin to awe. These are not art museums or educational institutions attracting the few, but amusement places in contact with the masses—an artistic feast for the eye that the many thousands will appreciate almost daily—an aesthetic influence that will become a part of their very lives, just as the motion picture itself has carved its place in their everyday existence.

Nor is their physical beauty their only distinguishing merit. In the safety, ventilation and comforts which they afford the patron, these theatres are a step ahead of anything hitherto conceived. The spacious rest rooms, smoking parlors, and in the case of the Colonial—a completely equipped infirmary for cases of sudden illness, are the last word in modern theatre building.

It is not alone the mass of movie goers who benefit from the construction of these palaces, however. The entire industry responds to the direct influence of such events. The opening of theatres of the costliness of the Capitol and the Colonial give to the industry an added strength and a permanence that is reflected in all its branches. It also creates thousands of new theatre-goers for the film theatres—a better class willing to pay the higher admission prices for the quality they demand.

Then all hail to M. E. Comerford and Messrs. Wilmer and Vincent, the powers that created these amusement edifices! The motion picture industry extends to them sincere good wishes for an era of prolonged prosperity. Their's is the genius and strength that guides the industry to new heights. May their substance never grow less.

David Barrist

LEAGUE MEMBERS—IMPORTANT!

Friday, October 22nd is the date designated for the Testimonial Luncheon to Ben Amsterdam, Lew Bache and Tony Lucchese. You will receive notice soon, giving details. Remember the date and make no other engagements.

THE EXHIBITORS' LEAGUE
Per C. H. Goodwin, Secretary

"THE INVISIBLE RAY" is coming!
Maybe That’s What it Means in Spanish

Those exhibitors who find little time from the exercise of their manifold duties to indulge in the perusal of light fiction are experiencing all sorts of difficulties with the title of the new Metro picture, “The Four Horsemen of the Apocalypse.” One theatre man has simplified both the spelling and the pronunciation by calling the Warren classic “The Four Horsemen of Apoplexy!”

Sounds That Way

After reviewing the titles of the vitagraph releases, over the past few years from “The Island of Regeneration” down the entire archipelago to the present “Trumpet Island,” one is in doubt whether Vitagraph is in the film business or the real estate business.

Jay Springs a New One

Reposing in Jay Emanuel’s safe, secure from the prying eyes of trade paper editors and exhibitors, is the detailed newspaper account of how one, Billy Wilson by name, a charming young lady on the publicity staff of “Up In Mary’s Garret,” of which Mr. Emanuel is the landlord, single handed and with great heroism, rushed to the rescue of a lion tamer who had been attacked by his pet, dragged the keeper to safety and made the darned lion apologize. Which, Mr. Emanuel, we admit, is some li-on.

Can’t Trust These Country Trains

Frank Buhler, of the Stanley Co., journeyed to the Colonial Theatre opening in Allentown via the Perkiomen R. R., and had his chauffeur and empty car trail him the entire distance. Probably afraid the train would get a flat tire or something and be delayed.

Reviewing the Critics

(This department is conducted by a special reviewing staff for the enlightenment of our readers.)

“Wid’s Daily”

Style—Dogmatic. Reviews couched in terse, cryptic English.

Critical Ability—Excellent. Inclined to overact and judge plays from personal opinion rather than that of audience.

Disposition—Occasionally bilious. Influenced by Advertising—Evidently not.

As a Whole—Not bad. An excellent guide for the intelligent exhibitor who dilutes its advice with his own opinion, but may lead the unintelligent theatreman who follows its reviews too strictly astray.

Must Have Thought He Was Selling Liberty Bonds

One notable at the Allentown festivities waxed so proud of his wife he insisted that all his friends step right up and kiss her. We saw a couple step up who wern’t friends.

They All Stayed Out Until Morning

Messrs. Wilmer & Vincent engaged twenty rooms at the Allen Hotel for the accommodation of friends who travelled to Allentown to attend the Colonial Theatre festivities. The only work the chambermaids had in those rooms the following morning was to dust off the door knobs.

On the morning after the gala opening of the Colonial Theatre, Allentown ordered a fresh supply of Asperin and Bromo Seltzer.

Marty Wolf Managing Stanley

Martin Wolf, erstwhile manager of the Victoria Theatre, has succeeded Arthur Forbes as manager of the Stanley. Hamilton D. Cherry becomes manager of the Victoria.

Keeney Acquires Grand, Williamsport

The Kenney interests, which now own and operate the Kenney Theatre in Williamsport, have taken over the Grand in that town and will operate it.

New Washington, D. C.,

Universal Manager

Jules Levy has been promoted from representative in the Toledo territory to the office of branch manager of the Universal Exchange in Washington, D. C.

Majestic, Williamsport, Being Improved

The Majestic in Williamsport, a combination house, is undergoing extensive improvements. The present lobby is being altered, a marquee constructed, and a new operating booth built.

Testimonial Luncheon, October 22d

The testimonial luncheon to Ben Amsterdam, Lew Bache, and Tony Lucchese to be tendered by the Exhibitors’ League, in recognition of their services in bringing stars to the recent convention in Atlantic City will be held Friday, October 22d, at the Vendig Hotel, arrangements for which are now being negotiated.

At this function, which will be attended by almost the entire membership of the League, the three guests of honor will be presented with inscribed resolutions of thanks. Musical features and prominent speakers will help enliven the affair.

Farewell Luncheon to M. E. Maxwell

M. E. Maxwell, special representative for Realart, who has been in charge of the local branch for the past three months, was tendered a testimonial luncheon last week by the Exchange’s Association, at the Sains Souci, on the occasion of his leaving the territory. Mr. Maxwell, who has installed a new manager in the person of G. E. Eden, of the Seattle branch of Realart, was presented with a pair of solid gold cuff links by his fellow managers, as a token of their esteem.

Salesmen’s Club in New Quarters

The Film Salesman Association of Philadelphia, in which membership virtually every exchange in the zone is represented, has taken a lease on the third floor of 256 N. Thirteenth Street, above the Twentieth Century Exchange. The club rooms have been comfortably furnished and present an inviting appearance. The association held its first meeting in the new rooms Saturday, October 9th.

Announcement is made that another luncheon will be given by the association within the next two weeks.

Wayne Theatre, Wayne, Pa., to be Enlarged

Announcement is made by Edward F. Logan, of the Wayne Theatre, Wayne, Pa., that he will enlarge his house shortly from its present capacity of 500 to one of 1000 seats. A balcony will be installed and other improvements are being contemplated.

“THE INVISIBLE RAY” is one unbroken succession of thrills
Wilkes-Barre's New Capitol
Opens Mid Blaze of Splendor

Many Film Men in Attendance—Immense Throng
Besieges Doors of Sumptuous Amusement Palace

Monday evening, October 11th, marked the opening of the new Capitol Theatre, Wilkes-Barre, the latest, largest and most elaborate addition to the ever-increasing chain of theatres operated by the M. E. Comerford Amusement Company.

The doors were thrown open at 6 P. M. for the first performance, which was scheduled for seven o'clock, with a combined picture and vaudeville program, which was repeated again at nine o'clock, and within twenty minutes after the time of opening the first show, the audience not only filled every one of the 2600 up and downstairs seats, but thronged the spacious lobby to such an extent that the house attendants were obliged to refund tickets for those desiring to wait until the second performance. It was an audience that not only tested the wonderful accommodations and facilities of the new theatre, but also bore testimony to the integrity and faith of Michael E. Comerford, who has provided the county seat of Luzerne County with the peer of all theatres in Central Pennsylvania.

Many Film Notables Attend

The opening of the theatre not only served to bring out a tremendous audience, but also attracted to the scene many men prominent in the film industry and other theatrical ventures throughout the country. Among the notables present were:

Mr. and Mrs. David Cohen, Mr. and Mrs. Edward Korenblite, operating a chain of theatres in and about Binghamton, N. Y., which are affiliated with the Comerford wheel: John D. Clark, manager Famous Players-Lasky, Philadelphia; Robert Lynch, manager Metro Exchange; Jack Delmar, Stanley Booking Company; Lew Bache, manager, and C. C. Pippin, sales manager First National Philadelphia Exchange; C. E. Martin, manager United Artists Exchange; Earl Booth, special representative Fox Exchange; Henry "Hank" Smith, Metro sales staff; Peter Heebner. Select Pictures Corporation; "Pop" Carson, Equity Pictures; Mr. Ferguson, Goldwyn Pictures; Terrence Tracy, Masterpiece Pictures; Thomas Bible, manager Moving Picture Service Bureau, Philadelphia; George Maillard, Pathe Exchange; Frank A. Loftus, sales manager, Robertson-Cole; Philip Duffy, Universal Exchange; Lewis Sweb, Simplex Branch, Philadelphia; Warren Kline, Hallmark Pictures; "Cy" Perlweis, Globe Film Company; Andrew Feeley, Feeley's Theatre, Hazleton; M. V. Coll, Campbell Theatre, Hazleton; together with the theatre managers from all of the Comerford theatres of the state.

Fred Herman, Manager

The Capitol, which stands for the last word in theatre construction, is owned by the Metropolitan Amusement Company, of which L. A. DeGraff is president. The theatre will be conducted by the M. E. Comerford Amusement Company under the personal supervision of Fred C. Herman, former manager of the Savoy, who will have for his assistant R. A. Jackson, a man well groomed in vaudeville and other theatrical agencies. The musical organization will be in charge of Prof. Louis Savitts, former leader at the Savoy and the initial program proved that the men entrusted with the destinies of the Capitol, are worthy of the task assigned them.

Two newest type "S" Simplex machines have been installed for proper projection of the film features of the house.

Many Floral Pieces

As the attendants passed through the auditorium of the theatre a veritable flower bed greeted them, this feature being provided by elaborate displays from the following concerns and individuals, Universal Film Co.; Famous Players-Lasky; Stanley Booking Co.; Realart Pictures; Pathe Exchange; Equity Pictures; Robertson-Cole; Masterpiece Film Exchange; Fox Film Company; Select Pictures; United Artists; Associated Producers; First National Exchange; Amalgamated Booking Agency; Goldwyn Pictures; Metro Pictures; Personal friends of M. E. Comerford in Scranton sent a handsome bouquet, which was centered amid those from the film exchanges, and other worthy floral offerings were from the Wilkes-Barre Deposit and Savings Company; Mrs. Fred Herman; People's Outfitting Company.

George Morris, manager of the Comerford circuit of theatres, was present and assisted in a large way in launching the house on its successful way.
The Capitol, Wilkes-Barre, Last Word in Theatre Construction

Every Improvement Known to Building Construction Included in Sumptuous Amusement Edifice

The Capitol occupies a site facing on the north side of Public Square adjoining the Fort DuKee Hotel, long a rendezvous for film men and others engaged in the theatrical profession.

Located in the heart of the city, which in turn is the heart of the anthracite coal fields, and also the county seat of Luzerne County, the Capitol will undoubtedly prove the popular playhouse for the thousands of Wyoming Valley residents who frequent Wilkes-Barre, not only for business purposes, but for amusement as well. The easy access to the theatre is an asset that cannot be discounted—few up-state theatres in their respective towns enjoying such an ideal location has been selected for this vast amusement temple.

Handsome Lobby Permits of Conspicuous Displays

The entrance is so arranged as to allow a diversified display of stills, photos and other advertising accessories which are sure to be enriched by the costly backgrounds provided. The lobby is finished in marble and ceramic tile, this finish continuing up the spacious stairway leading to the first mezzanine. To give tone to this inviting appearance, the decorations, including the sounding board, dome and other portions of interior artistry, are in subdued color schemes, the prevailing shades being soft gray, rose and blue. The walls are enriched by a gorgeous panel design tapestried in harmony with the entire interior. The silver-gray finish of the doors, casings and individual sets are in keeping with the blend of decorations.

Many Comforts and Conveniences Provided

The first mezzanine is noteworthy for its numerous conveniences. Retiring rooms, telephone booths, rest rooms and other accommodations will provide for those seeking rest or relaxation from any indisposition which may overtake them while attending the theatre. The spacious quarters provided on this floor will also serve another purpose, that of caring for any overflow that might occur when the 2,600 seats are occupied before the finale of any of the earlier performances.

From the first mezzanine a stairway graces the way to the second mezzanine, where the handsomely furnished offices of the management are situated. Commodious in every respect, natural light is enjoyed in this unique department of the mammoth structure.

The Auditorium and Stage

The entire auditorium in front of the balcony is lighted by a new effect that will lend its rays from the balcony front where concealed reflectors send forth a gusher of rays. This eliminates any glare or reflection which often affects those seated in the rear of a theatre beyond the balcony edge. This new system of lighting illuminates the proscenium arch, private boxes, sounding board, etc., thus adding a lustre to the handsome mural decorations that arrest the eye.

The balcony arrangement is quite as distinctive as many of the other new features characterizing the house. Spacious aisles, divided by a series of handsome brass railings, are so arranged as to care for any private parties wishing to occupy the lofts. The seats throughout the house are large, comfortable and are so arranged as to assure the utmost comfort even to the most critical.

The stage, said to be one of the most perfectly arranged in the country, is lighted by the X-ray illumination, an innovation in the Wilkes-Barre region, and all other appliances are equally as modern in their design, thus assuring complete satisfaction from the very important functions that the stage is called upon to provide.

Novel Lighting Effects

The lighting of the theatre has been carefully planned. Indirect lights will cast their rays in various color schemes from the dome, ceiling, cove and balcony and are so arranged that a dimmer effect can be applied from the brightest glare to a glowing graduation to meet the requirements of any stage-setting, fade-outs, etc.

The heating and ventilating system is thoroughly modern, being that of the Webster vacuum type and was installed at a great expense. The hot blast arrangement for use in the cold season will supply thirty cubic feet of warm, fresh air to each occupant every minute, and in the summer season the chilled fresh air will be supplied in the same proportion by a huge fan installed under the auditorium and supplied by an air duct from the roof of the building thus assuring purity. The ducts that will carry the warm and cold air throughout the theatre are so arranged to kill any possible chance of a draught on the audiences.

Exits that lead the way in easy access back to the heart of the city are so arranged to meet any emergency and their construction gives every evidence of being planned under the same scrutiny that prevailed even to the most delicate part of the theatre.

The floor-coverings, tapestries, and other material interior decorations have been selected with a care that denotes delicacy of thought and no regard as to expense.

The site of the theatre proper is on a plot enclosed by Public Square and East Market Street and is diagonally across from the Savoy and sets side-to-side with the Strand, although facing in an entirely different direction, the older and smaller house being fronting on East Market Street.

Policy of the Capitol

Special Music A Feature

The management lays particular stress on the musical programs to be rendered each day. In addition to the eighteen-piece orchestra, a very modern and specially constructed Kimball organ will furnish the accompaniment to the programs and overtures.

Continuous Shows Daily

The policy of the house as announced for the opening is motion pictures, vaudeville and concert attractions. Opening each day at 1 P.M., the program will run continuously until 11. The opening day, however, the first performance was commenced at 7 o'clock P.M.

Popular Prices Prevail

The scale of prices is in popular accord with the masses from which the Capitol will draw its audiences. Matinees will be scheduled as follows: Balcony, 20 cents; orchestra, 30 cents. Evenings, balcony, 30 cents; orchestra, 50 cents.

Opening Attractions

That the picture is the chief attraction nowadays in houses of a mixed program policy, was evident in the opening programs arranged for the Capitol.

Norma Talbidge, in her recent First National release "Yes Or No?", was the offering for the first three days, with a Paramount-Mack Sennett comedy, "It's A Boy," as a supplememtary film feature. The bill rounded out with the following vaudeville: Grace Adams, prima donna, operatic star; Emery Quintette, musicians; Primrose Revue, black-face minstrelsy.

The second half of the week featured Douglass Fairbanks in his latest United Artists release, "The Mollycoddle," and "Metro's first Buster Keaton comedy, "One Week," together with the following vaudeville: Adams & Long, dancers; Four Dames, singers; Thornton Flynn & Co., novelty act.

If your audience likes thrills—book "THE INVISIBLE RAY"
"The picture, to the screen, is what 'Ramona,' as a book, is in itself as a masterpiece of American literature."

Evening Bulletin.

The Philadelphia Inquirer

"The best photoplay that has been seen here in many a day—'Ramona' is a soul-stirring bit of motion picture art that deserves to be viewed by the most skeptical, because of its genuine appeal to the better natures of the spectators."—Philadelphia Inquirer.

The Press

"A presentation of a rapidly fading period of American Life replete with plot cleverly interwoven."—The Press.

Evening Public Ledger

"'Ramona' is the most satisfying photoplay entertainment since Professor Muybridge exhibited his first pictures of a horse in motion."—Evening Public Ledger.

PUBLIC LEDGER

"In 'Ramona,' the pathos, tragedy and romance of the winning of the great West is perpetuated in a vivid drama with magnificent scenic effects."—Public Ledger.

PHILADELPHIA RECORD

"A splendid picturization of romance that is considered a classic of American life in the southwest in the days of the Spanish-American domination and a literary masterpiece of world-wide recognition."—The Record.

THE NORTH AMERICAN

"'Ramona' is a photographic triumph. Its detailed resurrection of vanished history opens the eyes with wonder at its accuracy and beauty. Its story of the conquered and dispossessed Indian is heart-gripping. This film will be welcomed by the public with open arms. Those who like good photoplays will enjoy 'Ramona.'"

North American.

GLOBE FILM CO. - 1219 Vine St. - Phila.
Colonial, Allentown, Magnificent Photo-Play Temple Has Auspicious Opening

Gala Occasion Attended by Men Prominent in Film and Theatrical Circles. Beauty of New Structure Aroused Admiration

Costing over $800,000 and seating two thousand persons, the Colonial Theatre, Allentown, the newest addition to the Wilmer and Vincent chain of theatres, threw open its doors October 11th to an overflow crowd that found little time to see the picture entertainment, so absorbed was it in admiring the beauty and the many innovations of this sumptuous temple of amusement.

The Colonial, Allentown, fairly beggars the vocabulary of praise. The architectural beauty, the interior decorations, the magnificent appointments and the many conveniences arranged for the patrons place this theatre on the same plane with the Capitol and the Rivoli in New York City. The front of the theatre, of stately and imposing appearance, is set off by a marble ticket office in the forward part of the lobby and flanked on both sides by copper display frames reaching to the ceiling. It is the main lobby, however, that first arouses the outspoken admiration of all who see it. This lobby is a feast for the eye—a dream of marble and beveled glass—one of the most beautiful ever conceived. Three great hanging chandeliers light the main ramp, an inclined walk leading to five sets of panel doors which open into the lower foyer. The upper incline at the left of the main lobby leads to the mezzanine foyer. From the mezzanine foyer one obtains an unobstructed view of the splendors of the main lobby. The mezzanine foyer leads into the main mezzanine floor, in the center of which is a half well looking down upon the auditorium. The color scheme of this floor as displayed in the rest of the theatre, is gold and mulberry. On the left of the main mezzanine floor is a fully equipped ladies’ rest room with a maid in attendance. To the right is a gentlemen’s smoking room, and close by is a fully equipped infirmary with a trained nurse in charge. Twenty-six exits in the theatre help to assure perfect safety.

Stage Equipment Most Modern Devised

The stage equipment is a marvel of completeness. The lighting effects are controlled from the manager’s office and the operating booth, as well as the stage. In the event of the city light supply failing, the theatre is furnished with a large storage battery equipment that can keep all light and power in operation for twenty-four hours. A Gifograph screen is used, backed by rich hanging draperies of Monk’s cloth, blending with the general color scheme of the house. The booth is equipped with Powers 68 machines and has a roominess and conveniences found in few smaller projection rooms.

Organ and Orchestra Supply Music

The pictures are accompanied by a ten-piece orchestra and an Estey organ, the largest in the state, at the console of which presides William Mellette.

Many Notables Attend

Men prominent in motion picture and theatrical circles went to Allentown to pay their respects to Messrs. Wilmer and Vincent and the Colonial Theatre. Among those present were Al Boyd, Frank Buhler, Lew Sablosky, Abe Sabolsky, John McGuirk, all of the Stanley Company; Ford Anderson, general manager of the Wilmer and Vincent enterprises; William Keller, Joe Egan, Mrs. Horn, all of the Wilmer & Vincent home office; Floyd Hopkins, general manager of the Wilmer & Vincent theatres of Harrisburg; Fred Osterstock, general manager of the Wilmer & Vincent houses in Easton; Frank Vincent, prominent in vaudeville booking circles in the West; Frank O’Brien, from the U. B. O. offices in New York; Julius Fogleman, who supervised the construction of the theatre; Mrs. F. S. Anderson; Charles Henschell; Joel Levy, Frank Leonard and George Sherman of Pathe; John Lynne, Philadelphia Hodkinson manager; Lew Bache, Philadelphia branch manager of First National; W. J. Madison, of the Philadelphia Metro Exchange and others.

Floral tributes were received from the Pathe Exchange, Estey Organ Company, Charles F. Crowder, Allentown Trust Company, Metro Film Exchange; American Federation of Musicians, Associated First National Pictures, Inc., Ochs Construction Company, Harry L. Burnham, Monson Cooling Company, Lehig Brick Company, John Malby and mother, Mr. and Mrs. Frank Emmitt, Kurtz Brothers, and the Hippodrome Theatre of Allentown.

Policy of House

The Colonial, which will be under the personal management of John Malby, who has demonstrated a high order of ability as manager of the Orpheum, Wilmer & Vincent’s other Allentown theatre, will pursue a policy of pictures exclusively, running continuously from one o’clock until eleven o’clock daily. The admission prices at the matinees will be twenty-five cents for the orchestra and balcony and forty cents for the boxes and loges. In the evening forty cents will be charged for the orchestra and balcony, fifty-five cents for the boxes and loges. Saturday nights the prices will be orchestra and balcony fifty cents, boxes and loges sixty-five cents.

An especial word of praise is due Julius Fogleman, Wilmer & Vincent’s personnel representative in charge of construction. Mr. Fogleman’s untiring efforts greatly expedited the construction of the theatre and effected a great saving for the owners.

Opening Program

The opening program at the Colonial was composed of D. W. Griffith’s, "The Idol Dancer;" a First National attraction, Harold Lloyd in "High and Dizzy." Pathe News, Pathé Review, and the personal appearance of the Royal Hawaiian Four in Hawaiian music and dancing.

W. C. Hunt to Have Additional Theatres

The townspeople at Wildwood Crest are building a 1000 seat house to be opened in the spring and which Mr. W. C. Hunt has leased. The theatre is to be called the Crest Pier. One of the Cape May theatres is being renovated at a cost of from $8000 to $10,000, which Mr. Hunt will have next season. It is rumored that a 2500 seat house will be built for Mr. Hunt at Wildwood during the winter months.

Mr. Hunt, along with Mrs. Hunt, is making an extended motor trip through Pennsylvania and New England, stopping longest in Connecticut, Mr. Hunt’s home state. This trip is now a yearly occurrence with the Hunts after the closing of the Wildwood houses.

Earl Western is again managing the Hunt houses. Permanent offices are being retained at 1220 Vine Street.

Mr. and Mrs. Mastbaum on Trip

Jules E. Mastbaum, President of the Stanley Company, accompanied by Mrs. Mastbaum, left on Monday last for a recreation visit of several weeks at French Lick Springs.

Hildinger in Town

Chas. Hildinger, of the Hildinger Enterprises, Trenton, and B. Hirshfield, of the State Street Theatre, Trenton, were in Philadelphia on Thursday last looking over the situation and booking up their season’s pictures.

“THE INVISIBLE RAY” has a timely appeal
THE COLONIAL, ALLENTOWN, OPENS

TOP: A VIEW OF THE MEZZANINE FLOOR, AND FORD S. ANDERSON, GENERAL MANAGER OF THE WILMER AND VINCENT ENTERPRISE.
MIDDLE: SIDNEY WILMER AND WALTER VINCENT
BOTTOM, LEFT: A GROUP OF FLORAL TRIBUTES.
BOTTOM, RIGHT: JOHN MALOY, MANAGER OF THE NEW COLONIAL AND THE ORPHEUM, ALLENTOWN.

Stunts that stupefy in "THE INVISIBLE RAY"
Collingswood Theatre, Collingswood, N. J. Opened with Fitting Ceremony

Admiring Throngs Lavish Praise on Strikingly Beautiful Theatre. Exchange Representatives Present

On Monday night, October 11th, the Collingswood Theatre, Collingswood, N. J., was opened in the presence of many exchange representatives and local dignitaries. The theatre, owned by the Haddon Highlands Corp. and situated at Fern and Haddon Avenues, is a magnificent work of architecture, which contributes much to the beauty of that town.

Numerous film representatives from Philadelphia attended the opening, and many of the exchanges of the city expressed their best wishes in the form of floral tributes.—Pathe, Metro, Realart and Universal being among the contributors.

Addresses of welcome were made by Mayor Thomas Jack, of Collingswood, and by Walter L. Tuchingham, a representative of “The Camden Courier.” Both gentlemen were profuse in their praise of the theatre and Mayor Jack was enthusiastic in his promise to give the theatre the support of the community.

The Collingswood Theatre, which cost about $100,000, has a seating capacity of one thousand; the chairs being of Circassian walnut and leather. Green, gold, ivory and rose are artistically introduced in the color scheme of decoration,—carpet, draperies, walls and ceiling reflecting one or more of these hues. A very attractive retiring room, fitted with wicker and cretonne furniture and decorated with shapely mirrors, lend a pleasing touch to the whole structure.

The policy of the theatre is to change its program daily, charging twenty and thirty cents admission plus war tax. “The Riddle: Woman,” starring Geraldine Farrar, was the picture chosen for the opening night.

The Haddon Highlands Corp., which built the Collingswood Theatre, is composed of Chas. Reynolds, president; James T. Weart, secretary and treasurer; Joseph O’Hara, vice-president and manager. Ed. Zisak, of the Broadway, Palmyra, is booking manager.

New Theatre for Salem, N. J.

Allen Peterson, proprietor of The Palace Theatre, Salem, N. J., is progressing rapidly with the construction of his new 1200-seat house in that town, and expects to be ready to open about the first of the year.

Closing of Taylor Opera House Diverts Business to Other Theatres

Trenton, Oct. 15.—Owing to the closing of Taylor Opera House, which catered to lovers of motion pictures and vaudeville, the Trent and State Street Motion Picture and Vaudeville Theatres, as well as the St. Regis, Garden and other centre of the town movie houses, are taking care of standing room audiences at almost every performance.

L. M. Swaab to Equip New Stanley

L. M. Swaab will equip the new Stanley Theatre with three special enameled, nickedel Type S Simplex Superlite screens, spotlight, ticket chopper, double dissolving stereopticon, two one hundred ampere motor generator sets, Robinsbooth equipment and other supplies.

The Columbia, Lloyd and Washington Theatres in Chester have each installed two Type S Simplex Superlite screens and motor generator sets.

Aronson Resigns

Philadelphia—Jules E. Aronson, who has had in charge all of the Stanley activities in Atlantic City, N. J., has resigned, effective November 1st.

203—EXHIBITORS—203

Have Signed

NEAL HART CONTRACTS

Why wait? Your contract is ready now!

20th CENTURY FILM CO., INC.
256 N. THIRTEENTH STREET
PHILADELPHIA, PA.

Exploitation possibilities galore in “THE INVISIBLE RAY”
J. PARKER READ JR. presents

Louise Glaum in THE LEOPARD WOMAN

From the world-known novel by
STEWART EDWARD WHITE
Directed by Wesley Ruggles

In a vortex of passion this alluring enchantress and a man who had never met defeat fought against each other in a city of splendors and in the lonesome wilds for the control of a Continent. And the Leopard Woman lost—and won.

Personally supervised by J. Parker Read, Jr., this is the greatest moving picture he ever produced.

And in it Louise Glaum is the star of a thousand allurements.

ALLAN DWAN - GEORGE LOANE TUCKER - MAURICE TOURNEUR - J. PARKER READ JR.
THOMAS H. INCE - MACK SENNETT - MARSHALL NEILAN

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Pioneer Pictures

Pave the Way to Picture Profits

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AND REMEMBER
THAT EACH ONE

REPRESENTS PROFITS
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GET IN TOUCH WITH YOUR PIONEER EXCHANGE
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THEY’RE FOUR
OF THE BEST
ON THE MAR-
KET.

BOOK THEM!

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inch Success

BOOK THEM AND PROFIT

DANIEL CARSON GOODMAN'S PRODUCTION STARRING ALMA RUBENS in
“THOUGHTLESS WOMEN”

EMILY STEVENS AND MONTAGU LOVE in
“THE PLACE OF HONEYMOONS”

MARIE DORO AND GODFREY TEARLE in
“MIDNIGHT GAMBOLS”

LOUISE HUFF in
“WHAT WOMEN WANT”

JOSE COLLINS AND GODFREY TEARLE in
“WHERE IS MY HUSBAND?”

VIOLET MERSEREAU AND EDMUND COBB in
“OUT OF THE DEPTHS”

GAIL KANE AND THURSTON HALL in
“EMPTY ARMS”

VIOLET MERSEREAU AND EDMUND COBB in
“FINDERS KEEPERS”

MARTHA MANSFIELD in
“HIS BROTHER’S KEEPER”

MARGUERITE NAMARA in
“A MOMENT’S MADNESS”

E. K. LINCOLN in
“THE INNER VOICE”

GAIL KANE AND THURSTON HALL in
“A GOOD WOMAN”

GAIL KANE AND THURSTON HALL in
“IDLE HANDS”

CLEO MADISON AND WILFRED LUCAS in
“GIRL FROM NOWHERE”

ALMA HANLON AND STUART HOLMES in
“SINS OF THE CHILDREN”

HENRY B. WALTHALL in
“LONG ARM OF MANNISTER”

WANDA HAWLEY AND NORMAN KERRY in
“VIRTUOUS SINNERS”

HENRY B. WALTHALL in
“THE BOOMERANG”

GRACE DAVISON AND CONWAY TEARLE in
“ATONEMENT”

GAIL KANE, EDMUND BREESE AND JACK SAUNDERS in
“SOME ONE MUST PAY”

NILES WELCH and MABEL JULIENNE SCOTT in
“RECLAIMED”

MARY ANDERSON in
“BUBBLES”

GRACE DAVISON in
“THE HIDDEN CODE”

SHELDON LEWIS in
“DR. JEKYLL AND MR. HYDE”

EMILY STEVENS in
“SACRED FLAME”

GLADYS LESLIE, CREIGHTON HALE AND BOBBY CONNELLY in
“A CHILD FOR SALE”

In Answering Advertisements Please Mention “THE EXHIBITOR”
Stanley and Fox Break

In a two-page advertisement, carried by William Fox in the October 9th issues of the trade publications, Mr. Fox announces his determination to deal individually with the exhibitors of Eastern Pennsylvania, Southern New Jersey and Delaware and warns the Stanley Company against interference with the exhibitors' business relations with his company. Any attempt by the Stanley Company to boycott or intimidate any individual user of Fox films, according to this statement, will be met by "every legal right and every legal remedy at our disposal." This advertisement, which reproduces a letter sent by the Fox Film Company to the Stanley Company, also carries a letter sent by Fox to the National Association of the Motion Picture Industry in which Mr. Fox sets forth his views on booking companies, together with the Stanley Company's reply to Mr. Fox's letter.

In their reply, which is signed by Morris Wolfe, of Wolf, Block and Schorr, attorneys for the Stanley Company, they deny the statements contained in the Fox letter and insist that they have simply exercised the prerogative of every exhibitor to select that product which is best suited to their houses, and which they can obtain on the most advantageous terms. They deny emphatically that the exhibitors in this territory are interfered with in their dealings with Fox and declare that the exhibitors are free to deal with any company they see fit.

"Please do not misunderstand the attitude of the Stanley Company," reads the statement. "It has absolutely no feeling against you. There is a great oversupply of pictures at this time and it just is not possible to take all of the pictures which are for sale. The Stanley Company selects those which suit it best and will be very glad indeed to have those whom your pictures suit best buy them from you."

Stanley Co. Absorbs Imperial

The Stanley Company of America has taken title from A. Sablosky to the moving picture theatre 215-17-19 South Sixtieth Street, lot 32 feet by 75 feet, with a depth in the rear of 133 feet widening to 100 feet. The price paid was $79,000, of which $40,000 remains on mortgage. It is assessed at $80,000.

Mrs. Solomon Back on Job

Mrs. Irene Page Solomon, who has been visiting relatives in the West, on a vacation extending over a period of months, has returned to Philadelphia and will once again represent The Exhibitor in the city.

Al. Millman Opens New Exchange

A. A. Millman, former manager of the Capitol Exchange, is starting a new exchange to be called "The Comet," at 1331 Vine Street, over the Screenart offices. Mr. Millman declares that he is negotiating for four big productions, the only kind of features he intends handling in his new quarters.

Pizor Rushing Harrowgate Theatre

Lew Pizor has thirty-five men working constantly on his new Harrowgate Theatre in order to open it, if possible, Christmas week.

The name was chosen to localize the interest the square on which the theatre is located bearing this old English name.

Lew says he has several other projects on hand, news of which will shortly be forthcoming.

A GROUP OF NEGLECTED HUSBANDS

Ann Luther, the star of "Neglected Wives," surrounded by a number of admiring exhibitors. Left to right: Al Brown, Grand and Overbrook theatres; Bill Butler, Clearfield; Charlie Burghartz, Star; Miss Luther; Sam Palen and George Kleine of the Kleine Poster Co.

"THE INVISIBLE RAY" is in 15 episodes—each a bonanza

"I Consider"

'THE INVISIBLE RAY' the most thrilling serial I have ever seen—full of punch and pep—an ideal attraction for the Globe" :: :: ::

NATHAN SABLOSKY
GLOBE THEATRE
JUNIPER AND MARKET STS.
FIRST RUN HOUSES EVERYWHERE

Are Booking

LOUISE GLAUM

in

"LOVE MADNESS"

A J. PARKER READ JR. Production

Story by
C. Gardner Sullivan

Directed by
Joseph Henaberry

Symphony Theatre, Los Angeles, Cal.
Crandall's Theatres, Washington, D.C.
New Grand Central Théâtre, St. Louis, Mo.
Blackstone Theatre, Pittsburgh, Pa.
Blue Mouse Theatre, Minneapolis, Minn.
Clinton Square Theatre, Albany, N.Y.
Liberty Theatre, Buffalo, N.Y.
Round the State

Salesmen Complain of Hotel Accommodations

Film men report hotel accommodations very poor throughout the circuit due to the scores of salesmen on tour at present selling new fall and winter merchandise, very often a film salesman is called upon to his bed with a fellow-tradesman who happens to hit some towns late, and where the hotel accommodations are limited.

The Strand, Shenandoah, and the Family, Mahanoy City, are booking some of the biggest legitimate attractions on tour for the early fall season. M. H. Goodman, manager of the Feeley, Hazleton, also has arranged for his patrons to enjoy many big New York productions this fall.

Messrs. Crandall and Mendelson, of the Goldwyn offices, have returned from a visit to the Wilkes-Barre, Scranton and Hazleton sections, in the interests of their new fall product.

William Schaeffer, of the Superior Film Exchange, has succeeded in getting an almost solid unit of bookings on "A Child For Sale" up through the state on a strictly percentage basis. The advance agent has succeeded in getting bookings that will carry simultaneously far into January, quite a feat for this crowded period of the new season.

"Harold Bell Wright Week" was observed at the Feeley, Hazleton, with "Eyes of the World," and a return date on "The Shepherd of the Hills," giving a week's run.

Associated producers first production, "Homespun Folks," got an early run up the state. The Strand, Scranton, Savoy, Wilkes-Barre, Roman, Pittston, Hippodrome, Allentown and the Third Street, Easton, have already played Edgar Moss's initial production.

Poli's, Scranton, May Change Policy to Legitimate

Reports current in Scranton are to the effect that Poli's Theatre is contemplating changing the present policy of straight vaudeville and pictures to alternate with big legitimate attractions.

The fact that the Academy is no longer putting on the big stuff is held out as reason for this proposed change. Many Scranton theatre-goers can be hailed nightly, enroute down the valley to see the big legitimate productions at Pittston and Wilkes-Barre.

Up-State Houses Increase Admission Prices

Within the past fortnight a goodly number of the up-state theatres have put into effect a new schedule of prices which can be taken as a criterion of a general increase among the smaller houses in their prices.

The Strand, Scranton; Savoy, Wilkes-Barre; Campbell and Feeley, Hazleton; The Elks, Mahanoy, and many other houses have advanced their rates to combat the higher film rentals demanded this season. The Elks, Mahanoy, is a significant raise, inasmuch as Gene McAtee for a long period gave his patrons the big end, even on the super-specials which he always showed at the regular admission prices. He is now charging an increased admission on super-special nights.

Police Close Sunday Shows at Bethlehem House

The Diana Theatre, at Fourth and Atlantic Streets, Bethlehem, owned and operated by Joseph Summers, of Allen-town, was closed last Sunday by the police. Information was given Mayor Archibald Johnson that Sunday movies were in vogue at this house for some time and when the police closed on the place, they found that the information was correct. The house, it is reported, has been operating on the Sabbath for the past three years.

During the week's showing of "Humoresque," at the Strand, Allentown, Dr. Stuckert engaged a male vocalist to sing "Eli, Eli," which has been scoring a great hit with this attraction in the larger cities.

Capitol, Reading, to Open Soon

"The Soul of Youth." will be the initial feature of the new Capitol Theatre, Reading, Pa., which is to open sometime this month. This house has 3500 seats and is said to cost $1,500,000. Walter C. Kantner will be managing director.

Now Booking!

20th CENTURY FILM CO., INC.
256 N. THIRTEENTH STREET
PHILADELPHIA, PA.

The episode wind-ups in THE INVISIBLE RAY will bring them back week after week—the unfailing test of a winning serial.

BILLY AUSTIN
AUDITORIUM THEATRE
PHILADELPHIA

"THE INVISIBLE RAY" contains stunts of startling originality
A SINGLE REEL FEATURE ATTRACTION!

WITH WONDERFUL ADVERTISING POSSIBILITIES AND REAL BOX OFFICE VALUE—AN UNUSUAL COMBINATION OF STAR AND SUBJECT THAT WILL DRAW PROFITABLE PATRONAGE

ANNETTE KELLERMAN

IN

“THE ART of DIVING”

Especially Posed by the "Modern Venus." Each Dive Analyzed by the Famed "Cinal" Process of Slow Motion Photography

OPENING FOR AN ENGAGEMENT AT

THE CAPITOL, NEW YORK

DISTRIBUTED BY

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In Answering Advertisements Please Mention "THE EXHIBITOR"
Throughout the State

All Hazleton’s Theatres
Change Admission Prices

Following the advances made by the Campbell and Feeley in admission prices at Hazleton, the Hersker-Serdari circuit announced a new policy, effective Monday, October 11th. The advance in price at the circuit houses was only slight, but will help combat the increasing film rentals which, in justice to the first-run exhibitor, must also exact an increase from the other houses existing on the exhibition of film.

Litigation Over Ownership of Dreamland, Hawley

Litigation in the Wayne County courts over the ownership of the Dreamland Theatre, Hawley, is now attracting the attention of film men. The R. Teeter Estate, lessees, have been notified to vacate as L. P. Richardson, of L. P. and E. J. Richardson, announces he will throw the Teeter belongings into the street if necessary to obtain ownership for the firm of Richardson Brothers.

Herrity Expects to Open at Allentown About November 1st

Tom Herrity expects to open his 700-seat house at Eighth and Gordon Streets, Allentown, on or about November 1st. Progress is now being made after a delay on the interior work and the seating is now being installed.

Brenneman Brothers Beautify American Theatre, Pottsville

Low and John Brenneman continue in their efforts to make the American Theatre, Pottsville, one of the ideal movie houses of the coal fields. Not content with the installation of a new and costly organ this summer, the brothers installed an ornamental lighting system this fall and have just completed the remodeling and re-decorating of their lobby which is a spacious display center.

Ivan Saunders Assistant at Colonial, Allentown

Ivan E. Saunders, for the past two years a reporter on one of the Allentown dailies, has been named as assistant to Manager John Malloy, of the new Colonial Theatre that Wilmer & Vincent have opened in that city. Mr. Saunders is a college graduate and has been schooled in publicity for some years.

“Jerry” Safron Weds

Jerome “Jerry” Safron, one of the good fellows of the film game, who was in the Philadelphia district for several years with Mutual, prior to the concern being absorbed by Robertson-Cole, has wed a New York young lady said to be worth as much as Mary Pickford. Safron is now New York branch manager for Robertson-Cole.

Sam Weinroberts with Myers

Martin P. Myers, of the Diamond Theatre, Hazleton, has secured Samuel Weinroberts, of Wilkes-Barre, to look after his interests, he succeeding Paul Wentzel, manager last season, who is now back with the Carr & Schad interests at Reading. The Diamond has resumed last season’s policy, which terminated in June after a disastrous spring season.
TO SEE IT IS TO BOOK IT!
NOT IN MONTHS HAS ANY MELODRAMA
AROUSED THE FAVORABLE COMMENT
AMONG THE SEVEREST OF ALL CRITICS—
THE EXHIBITORS—AS HAS

"The White Rider"
WITH
JOSEPH MOORE AND EILEEN SEDGWICK
YOUR AUDIENCE WILL LIKE THIS!  IT'S A KNOCKOUT!

ARE YOU PLAYING OUR STAR SERIES?
One a Week for 52 Weeks

Sure-Fire Money-Getters

Clara Kimball Young  Alice Brady  Ethel Clayton  Robert Warwick

NOW RELEASED
CLARA KIMBALL YOUNG  IN
"HEARTS IN EXILE"  "THE RISE OF SUZAN"
ALICE BRADY  ETHEL CLAYTON  ROBERT WARWICK
in THE PICTURES THAT MADE THEM FAMOUS

B. & B. FILM DISTRIBUTING CO.
1333 VINE STREET  LOCUST 4874  JOE SINGER, Manager

In Answering Advertisements Please Mention "THE EXHIBITOR"
Pete Oletsky Opens New Exchange in Baltimore

To Distribute Federated Releases, Clara Kimball Young Features and Other Independent Productions

Pete Oletsky, well-known film and theatreman, has opened a new independent exchange, to be known as the Federated Film Exchange of Baltimore, Inc., at 412 E. Baltimore Street, Baltimore, Md., which, judging by the announcement of releases, is destined to become an important factor in the film industry in that territory.

Among the subjects contracted for by Mr. Oletsky are Clara Kimball Young Equity features, by special arrangement with Mr. Ben Amsterdam, of the Equity Productions of Philadelphia, and "The Tiger Brand," a new serial. Mr. Oletsky has also obtained for Maryland, District of Columbia, Delaware and Virginia the Federated Film Exchanges, Inc., franchise which will assure him of a regular output of high-grade productions. Among the pictures already announced by this co-operative company of independent exchanges are: four Bessie Love features, Billie Rhoades in "Nobody's Girl," a series of eighteen Monte Banks comedies, each in two reels, "The Good Bad Wife," and a masterly film version of Charles Rand Kennedy's memorable stage success, "The Servant in the House." Mr. Oletsky declares that he will distribute the pick of the independent feature market and will shortly announce a number of additional feature productions of unusual box office magnitude.

Pete Oletsky, the proprietor of the new Federated Exchange of Baltimore, has been active in film circles in that city for the past ten years and is one of the best known film men in this part of the country, enjoying the personal friendship of almost every exhibitor in Maryland, District of Columbia, Delaware and Virginia. For many years he held the Universal Film franchise for his zone, having only recently resold this to the Universal Company of New York. Mr. Oletsky owns and operates three theatres in Baltimore which enables him to judge pictures from the exhibitor's point of view. Exhibitors predict a certain success for the new enterprise.

Fox Buys Two Organs

J. Fox, who recently acquired the three theatres in Burlington, N. J., has purchased two Robert Morton organs.

With the Builders


Moving Picture Theatre, Rising Sun Avenue and Fanshawe—for Suburban Amusement Co. One story, brick, stone and steel, 75x141. Engineers taking sub-bids. H. N. Miller & Company, 34 S. Seventeenth Street, engineers.

E. J. Smith Wins Universal Prize

In a $10,000 nation wide prize contest conducted by the Universal Film Company for the greatest increase in business over the previous period, E. J. Smith, assistant district manager, and formerly branch manager of the Cleveland office, was awarded the first prize of $1700 for himself and his associates. This is the second successive prize to be won by Mr. Smith and his associates in such a contest.

THE STEALERS ARE COMING!

The Exhibitors League conveys to its members—the Comerford Amusement Company and Wilmer and Vincent, best wishes for an era of continuous prosperity on the occasion of the opening of their respective theatres: the Capitol, Wilkes-Barre and the Colonial, Allentown.
ANNOUNCING THE
FEDERATED FILM EXCHANGE

P. OLETSKY
General Manager

412 E. BALTIMORE ST. BALTIMORE, MD.

THE PICK OF INDEPENDENT PRODUCTIONS

CLARA KIMBALL YOUNG
In her new super-special productions released on a basis of fair and equitable contracts

“Whispering Devils”
One of the most unusual and powerful of all pictures—a story the like of which the screen has never seen—featuring that superb lover,

CONWAY TEARLE

“NOBODY’S GIRL”
One of those little human nature stories that make you glad you are alive—a picture that means word-of-mouth advertising to the limit.

Featuring BILLY RHODES

THE “TEX” SERIES
12 superb detective stories They’ll like ’em

MONTE BANKS COMEDIES
The ultimate of two-reel laugh-producers.

The Inimitable BILLY WEST
Slap-stick comedies supreme Always good

THE ABOVE ARE GOOD MORE COMING

In Answering Advertisements Please Mention "THE EXHIBITOR"
**South Jersey Notes**

_by Bill Kelly_

**Jersey Concerns Chartered**

Park Pictures, Inc., 15 Exchange Place, Jersey City, John G. Flanigan, agent, to manufacture and deal in motion pictures, films, etc.; capital, 1,000 shares of no par value; incorporators, John G. Flanigan, Long Branch, 5 shares; J. Gibbon Fruin, 500 Third Avenue, New York City, 5, and Joseph M. Hanley, 30 McDonough Street, Brooklyn, 5.

Schwartz, Sobelson and Stern, Inc., Empire Theatre, 978 Broadway, Bayonne; Arthur Z. Schwartz, agent; to construct and operate motion picture theatres and other amusement buildings; capital $100,000, of 1,000 shares at $100 each; incorporators, Stanley Sobelson, 109 Jacques Avenue, Rahway, 40 shares; Herman Stern, 437 East Eightieth Street, New York City, 40, and Arthur Z. Schwartz, Chrome, 40.

New Brunswick Realty Holding Company, 15 Exchange Place, Jersey City; New Jersey Corporation Company, agent; to construct and operate motion picture theatres and other places of amusement; capital $200,000 of 20 shares at $100 each; incorporators, Seth B. Mac-Clinton 8 shares; Charles Planick, 1, and Anna T. Conway, 1, all of 20 Nassau Street, New York City.

National Housing Corporation, 123 Parrow Street, Orange; William F. Allen, agent; to build and operate motion picture theatres and other amusement buildings; capital $100,000 of 10,000 shares at $10 each; incorporators, Walter B. Foster, 123 Parrow Street, Orange, 500 shares; Arthur A. Cole, 117 North Clinton Street, East Orange, 100, and Herman H. Howell, 63 Edgerton Terrace, East Orange, 100.

South Jersey Amusement Company, Delaware corporation, to operate from 500 Fourth Avenue, Haddon Heights; Harry C. Boardman, agent; to operate motion pictures and other amusements; capital, $150,000 of 8,000 shares of preferred and 7,000 shares of common stock; incorporators, H. C. Boardman, Haddon Heights, 50 shares common; J. J. Boardman, Haddon Heights, 40 common, and H. J. Neibinger, Philadelphia, 10 common.

**Hildinger Guest of Newspaper Men**

Trenton, Oct. 15.—Charles C. Hildinger, of the Hildinger Enterprises, this city, promoters of motion picture theatres and other amusement buildings, was the guest of the newspaper correspondents on the press stand at the Trenton Inter-State Fair in September and October. Mr. Hildinger, who for years was engaged in newspaper work in Pittsburgh, enjoyed the occasion very much.

**Work on Keith House Starts Next Month**

Trenton, Oct. 15.—Operations on the construction of the new Keith Motion Picture Theatre on West State Street near the Capitol here will be started the latter part of the month. The razing of the Hildebricht Restaurant on which site the house will be erected has been started, while plans have been completed for excavations for the theatre. The work on the structure will be continued during the winter, if weather conditions permit.

**Construction of Trenton Theatres Progressing**

Trenton, Oct. 15.—Operations on the construction of Reade’s Capitol, which will replace old Taylor Opera House here, are progressing to a point, where, it is felt, the house will be open for motion pictures and vaudeville by Christmas.

Excavations are now being made for the foundations for motion picture houses that will be built on Perry Street and South Broad Street here by William J. Vernon, owner of the St. Regis Motion Picture Theatre on East State Street and a movie house in Philadelphia.

**Greetings to the Giants of the Exhibiting Field—**

**COMERFORD’S NEW WILKES-BARRE THEATRE**

**THE CAPITOL**

**WILMER & VINCENT’S THE COLONIAL**

**ALLENTOWN THEATRE**

**HADDON HIGHLANDS CO.’S THE COLLINGSWOOD**

**MAGNIFICENT NEW FILM PALACE**

**THE GIANTS OF THE INDEPENDENT FEATURES ARE:**

**“THE GOLDEN TRAIL”**

With Jane Novak and a Stellar Cast

**“HERITAGE”**

Willard Mack’s Vital Human Document

**“A COMMON LEVEL”**

The Most Spectacular Film Production of the Year

**RIALTO FILM EXCHANGE**

1240 Vine Street

Allentown Council Recinds
Law on Theatre Marques

The city council of Allentown has amended the street control ordinance to allow theatres to erect marquees over the street pavements. A petition from the playhouses of the town, seven in number, prayed for the concession and at a session of the city fathers, the attorneys and managers of the various houses were present to argue their point. Mayer Malcolm Gross voted favorably on the petition and the legislation of council was so guided that no further objection arose.

Palace, Emaus, Re-opens

The Palace Theatre, Emaus, Pa., has been reopened, after undergoing extensive alterations. During the closing period, the rear of the theatre was moved back to allow the construction of a new screen and to also provide for an increased seating capacity. The lobby was renovated and the building also made fireproof in every respect.

Savoy Doing Well Under Ted Reilly

Ted Reilly, for seven years manager of the Bijou, Wilkes-Barre, has been successful in the management of the Savoy since being promoted to that playhouse when Fred Herman moved over to assist in the bigger things that are being offered at the handsome Capitol. "Humoresque" was a recent tremendous success that Reilly scored a week's run with.

Friedman Acquires Garden, West Pittston

Harry Friedman, who formerly booked the Dreamland Theatre, Duryea, has taken over the Garden, West Pittston and Dunn's at Avoca. Mr. Friedman spent the best part of last week in Philadelphia signing contracts.

Mr. Moe Goodman, of Hazleton, spent last week in New York and Philadelphia. Hugh Campbell, of Campbell's Theatre, has just returned from a trip to the northwest.

Joseph Ryan Weds

Popular Scranton Girl

Joseph Ryan, manager for the M. E. Comerford Amusement Company, was united in marriage last week to Miss May Gurell, one of Scranton's most accomplished young women. Mr. Ryan has been associated with the M. E. Comerford Company for many years and has an extensive acquaintance among the film fraternity, who join in extending congratulations.

"The Invisible Ray" gives the serial lovers what they want—a continuous succession of thrills. It's one of the season's best bets.

BUDD HISSNER
STRAND THEATRE
LEBANON, PA.

Hear Them in These Theatres:

| ALHAMBRA | 12th, Morris and Passyunk Aves. |
| APOLLO | 1237 N. 52d St. |
| ARCADIA | 1524 Chestnut St. |
| AUDITORIUM | 219 N. 8th St. |
| BELMONT | 52d above Market |
| BENN | 6338 Woodland Ave. |
| CAPITOL | 712 Market St. |
| CEDAR | 60th and Carew Ave. |
| COLONIAL | Germantown and Maplewood |
| DURY | 1440 N. 13th St. |
| EMPRESS | 4441 Main St., Manayunk |
| FAMILY | 1311 Market St. |
| GLOBE | 56th St. THEATRE |
| IMPERIAL | 219 S. 6th St. |
| IMPERIAL | 2nd and Poplar Sts. |
| JUMBO | Front and Girard Ave. |
| LEADER | 41st and Lancaster Ave. |

KIMBALL
ORCHESTRAL ORGANS
THE ORGAN WITH THE HUMAN VOICE
As Low as $5,000 ARE ESPECIALLY BUILT FOR YOUR THEATRE
Get Your Name in This List—it Means MORE Money in Your Box Office

Organs Now Being Especially Built For:

NEW STANLEY THEATRE, 19th and Market Sts., Phila.
LIBERTY THEATRE, Broad and Columbia Ave., Phila.
FAIRMOUNT THEATRE, 26th and Girard Ave., Phila.
WASHINGTON THEATRE .................Chester, Pa.
WINDBER THEATRE .................Windber, Pa.
PALACE THEATRE ..........Wilmington, Del.
BELNORD THEATRE ..........Baltimore, Md.

Hear Them in These Theatres:

| LEHIGH PALACE | Lehigh and G'tn Aves. |
| LOCUST | 52d and Locust MARKET ST., 333 Market |
| PALACE | 1214 Market St. |
| REGENT | 17th and Market STRAND |
| G'tn Ave. and Venango | VICTORIA, 9th & Market |
| DARBY | Darby, Pa. |
| GRAND | Norristown, Pa. |
| ROMAN | Pittston, Pa. |
| ARCADIA | Reading, Pa. |
| COLONIAL | Reading, Pa. |
| STRAND | Scranton, Pa. |
| REGENT | Scranton, Pa. |
| CAPITOL | Wilkes-Barre, Pa. |
| SAVOY | Wilkes-Barre, Pa. |
| WASHBURN | S. Chester, Pa. |
| STRAND | Binghamton, N. Y. |
| RIALTO | Woodbury, N. J. |
| STATE ST. | Trenton, N. J. |
| BIJOU | Atlantic City, N. J. |
| COLONIAL | Atlantic City, N. J. |
| COLONIAL | Camden, N. J. |
| FOREST HILL | Camden, N. J. |

W. B. MILNER, Eastern Sales Agent, 507 FIFTH AVENUE, N. Y.
N. Y. Phone, Murray Hill, 721, 722
Service Phones, Philadelphia and Vicinity, Woodland 2537 and Woodland 4610 W.
Condemned by the Censor

BY BNEVEDDE

The Film Salesmen's Club has ceased worrying. If they cannot have a meeting room they will still have a Kitchen.

And now we understand someone is putting out a re-issue on the Atlantic City Convention. We will all be there and hope that Frank Hill is on the Entertainment Committee.

United Artists announces that "Suds" is a clean-up.

After witnessing "Humoresque," we sort of suspect that the gallery scene was made while Vine Street was adjoining.

Exhibitors would like to get their hands on the guy who coined the word "Box Office Attraction."

If Charley Ebbets can get $5.50 for front row seats at the world series, why can't some movie houses get half the price for the same seats in their houses?

Fred Herman states that even after the Capitol opens, the name of the Savoy will still be spelled with a capital S.

How can some unmarried film men go around offering "A Child For Sale"?

Mike Coll, of the Campbell, states the reason "Huckleberry Finn" didn't go over in Hazleton is because huckleberries are too common there.

Bebe Daniels' first picture is "You Never Can Tell." We didn't think so of Bebe at first either.

Next to the patron, the Exhibitor is our best friend, remarks an up-state showman.

We thank thee.

We hate to blow our own horn, but if we didn't some guys wouldn't know we had one.

When a hazy scene is required in a feature, the director usually orders the star "shot" at sunrise.

We are glad to note that among the many new theatres being opened in the Philadelphia circuit, none of them has been named Bijou, Dreamland, etc.—recollections of the nickelodeum days.

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Delaware Corporations

Amusement Finance Corporation, capital $5,000. Conduct places of amusement. T. L. Croteau, M. A. Bruce, S. E. Dill, local Wilmington incorporators.

World Motion Picture Corporation, capital $6,000,000. Manufacture and production of motion pictures. T. L. Croteau, M. A. Bruce, S. E. Dill, Wilmington incorporators.

The Show of Shows Company, Inc., capital $250,000. Conduct places of amusement of all kinds. Charles B. Bishop, A. M. Fox, R. H. Ocheltree, local Wilmington incorporators.

Federated Film Distributors, Inc., capital $1,000,000. Produce motion picture photoplays, etc. T. L. Croteau, M. A. Bruce, S. E. Dill, local Wilmington incorporators.

The Dixie Theatre Company, capital $60,000. Conducting places of amusement. M. M. Lucey, M. Butler, L. S. Dorsey, all of Wilmington, incorporators.

Payson's Motor Shows, Inc., capital $200,000. Business of motion pictures, etc. T. L. Croteau, M. A. Bruce, S. E. Dill, local Wilmington incorporators.


British-American Film Producers' Alliance, Inc., capital $300,000. Manufacture motion picture plays, etc. Robert K. Thistle, A. Roy Myers, Raymond J. Young, all of New York, incorporators.

Associated Producers of Delaware, Inc., capital $1,000,000. Produce pictures, etc. T. L. Croteau, M. A. Bruce, S. E. Dill, local Wilmington incorporators.


Increase in capital stock—Domart Motion Picture Corporation, New York, from $250,000 to $300,000.

New Wilmington Theatre

It is reported that the Parkway Theatre Company of Baltimore is to erect a new theatre in a residential section of Wilmington, Delaware.

NEAL HART

"HE STUNTS IN 'THE INVISIBLE RAY' ARE THE MOST DARING I HAVE EVER SEEN. SERIAL LOVERS WILL GO WILD OVER THEM."

J. SCHWARTZMAN

OLYMPIA THEATRE

BROAD AND BAINBRIDGE STREETS

THEATRE INTER-INSURANCE EXCHANGE

SPECIALIZES ON INSURANCE FOR

MOTION PICTURE, VAUDEVILLE AND LEGITIMATE THEATRES

Operates on Reciprocal Plan

Concentrates on this one class of business

Makes a real saving in insurance costs

Write or telephone for detail information and rates

THEATRE INTER-INSURANCE EXCHANGE

TELEPHONE, LOMBARD 435

137 S. FIFTH STREET

PHILADELPHIA, PA.
Stanley Theatre Signs
United Artist Features

"Way Down East" Engagement Extended

"The Love Flower," a D. W. Griffith production, opened at the Academy of Music on October 4th, for a one week’s engagement, to excellent business. On the opening night the interest of the audience was largely enhanced by the personal appearance of the star of the picture, Carol Dempster.

Following the engagement of "The Love Flower," Mary Pickford and "Suds" played a week to excellent business.

"Way Down East," another of United Artists’ releases, is enjoying an extended engagement at the Chestnut Street Opera House. According to original plans the closing date was set for October 9th, but so urgent were the requests for an opportunity to see the feature that the engagement was extended for four weeks. Up to the present time the theatre has been filled to capacity at every showing of the picture.

Negotiations have recently been made whereby the new Stanley Theatre will have first run on United Artists productions. It is probable that the next Fairbanks picture, which bears the tentative title, "The Black Fox," an adaptation of Johnson McCulley’s novel, "The Curse of Capistrano," will open the new Stanley.

A. C. Berman, assistant general sales manager of United Artists, spent a week in Philadelphia assisting Manager Martin of the local office, during which time he had an opportunity to meet many exhibitors.

Harry Davis is renovating and re-decorating the front of the Bijou Dream, Milton, Pa.

ANNOUNCEMENT EXTRAORDINARY!

The season’s most masterly ALL STAR Production, with a vital, human appealing love story that will stir audiences to the highest pitch of excitement and enthusiasm.

"EVERYBODY’S BUSINESS"!

In 6 Parts Featuring CHARLES RICHMAN


There is a wealth of added prestige in store for you and your theatre with these organizations back of you.

Another Big Winner—

"THE SUPERMAN"

A Photoplay in Five Parts, with An All Star Cast. Of Thrills, Romance, Comedy and Hairbreadth Adventure. Contains more thrills than the best serial picture. It is a sure winner.

"X-L-N-T" TWO-REEL COMEDIES, Featuring FRED. ARDATH
To be Released One a Month Are the Best Laugh-Producers

Hold Open Dates and Write, or still better. Wire Us for Terms on the above.

All you need to worry about is whether your ropes will stand the crowds and whether the lobby floor is strong enough.

SQUARE DEAL FILM CORPORATION
1220 VINE ST., PHILADELPHIA 502 E. Fayette St., Baltimore 50 E. Market St., Wilkes-Barre
20th Century Exchange Signs
200 Exhibitors on Neal Harts

Neal Hart, in a series of eight productions is proving a great attraction, states Gene Marcus, of the 20th Century Exchange, who controls this territory for the series of eight Neal Hart productions. Nearly two hundred exhibitors to date have signed contracts for Neal Hart, and everyone witnessing the showing of the first release, entitled "Hells Oasis," has acclaimed this subject to be the greatest Western subject ever produced, and same is a subject which is entitled to, and receiving first run showings in the best of theatres throughout the territory.

Ralph Binns an Exchange Manager

Ralph E. Binns, assistant manager of Vitagraph, Philadelphia, has been promoted to the position of manager of the Atlanta, Georgia, office. Stanley Spoehr, formerly a salesman, will become assistant manager of the local office. J. S. Hebrew, division manager who has just returned from a trip through the territory reports that Vitagraph is doing well all along the line.

Tom Bible Forms Service Bureau

Tom Bible, well known through the local film circle, has organized a motion picture service bureau, with offices at 1237 Vine Street. The motion picture service bureau will operate as a Philadelphia representative of out of town exhibitors, looking after their advertising and seeing that they are not disappointed on film shipments. This company will start operation October 18th and has already obtained a large number of out of town clients among whom are: The Comerford Amusement Company, Third Street Theatre, Strand, Colonial of Easton; The Regent, Strand and Pergola, of Allentown.

NEAL HART

“NOT A DULL MOMENT IN THIS. ‘THE INVISIBLE RAY’ GETS THEIR INTEREST AT THE START AND HOLDS IT. I LOOK FOR IT TO BE A BIG WINNER AT THE GRAND.’”

ABE RESNICK
GRAND THEATRE 7th ST. AND SNYDER AVE.

WHEN YOU THINK OF MUSIC, THINK OF ORGAN MUSIC!

The instrument you will eventually install—then when you are ready to talk organ, GIVE US A CALL. We can supply your every want in this line and WE DO IT RIGHT

SALES AGENTS FOR

THE MARR & COLTON ORGAN
An instrument built expressly for Theatre use, not omitting QUALITY AND DESIGN, which is our FIRST CONSIDERATION

ORGAN SERVICE
We maintain a service station which is at your call at all times.

RECOGNIZED EXPERTS! QUICK SERVICE! HONEST PRICES!

DURST & EBELHARE
133 NORTH FARSON STREET
PHILADELPHIA Belmont 5108

1901 TIMES BLDG.
NEW YORK CITY
Bryant 7294

331 ASHDALE STREET
PHILADELPHIA
Wyoming 3206 J
Charlie Calehuff’s Lucky Numbers Are “13” and “23”

Hotel people are wise enough to change the numbers of room 13 and 23 to A, B, C, or designate them in some other way on account of the difficulty experienced in renting them.

Chas. A. Calehuff, branch manager of the United Theatre Equipment Corporation, insists that 13 and 23 are his lucky numbers and that he would rather pay more for room 13 in a hotel than any other. His sales for the week of September 13th, bears out his claim. It was the largest week’s business he ever had.

Thirty-five Power’s Nos. 6B motor driven machines, a part of which were equipped with the new type lamp house, five gold fibre screens, two Hallberg motor generator sets, two ticket selling cash registers, four ticket choppers, one asbestos booth, exit boxes, etc.

Among the sales made was the entire equipment for the fine Harrowgate Theatre at Kensington Avenue and Tioga Street, Lou Pizor, one of the popular theatre magnates of the city, who is at the head of a chain of theatres, and who is adding links to the chain in the way of new houses, will open the Harrowgate about the first of November. As this is the largest and finest theatre in their chain they intend to make it one of the best in the city.

Practically the same conditions applies to Jack Rosenthal as to Lou Pizor and Jack has ordered No. 6B motor driven Power’s machines with Type E lamp house and a gold fibre screen for the New Astor Theatre, corner Franklin and Girard Avenue. The New Astor is to be modern in every respect.

Two No. 6B motor driven machines and a gold fibre screen are a part of the equipment being installed in the Wayne Theatre on Wayne Avenue.

John Hayes is installing two Power’s No. 6B motor driven machines and a gold fibre screen in his theatres. John banks on the Power’s machines and gold fibre screen.

“Child for Sale” Creating Furore

“Child for Sale,” the sensational feature of the Superior Film Exchange is creating new box office receipts in the territory. The picture was shown for one week at Dr. Steumpf’s Germantown theatre bringing tremendous business. In discussing the picture, Dr. Steumpf said: “When any one wants to know anything about the merits and the drawing possibilities of “A Child for Sale,” tell him to call on me.”

The booking of “A Child for Sale” at the Somerset Theatre, Twenty-sixth and Somerset Streets, a 480-seat house, for one week, created a sensation. This house is a one-day stand, and has been doing discouraging business. The returns on “A Child for Sale” grew daily, and at the end of the week’s engagement the Somerset reported $1572.75 in gross receipts.

This feature is sure to break all records for one week neighboring stands.

THE STEALERS ARE COMING!

| Announcing the Opening of a New INDEPENDENT FILM EXCHANGE Specializing in High Grade Attractions. |
| Exhibitors are cordially invited to inspect the special facilities we have arranged for their convenience. |
| Announcement of releases soon. |

COMET FILM EXCHANGE
1331 VINE STREET
AL. A. MILLMAN, Prop.

“THE INVISIBLE RAY” tells a charming love story
Praise for “Up in Mary’s Attic”

Royal Pictures, Inc., are in receipt of a communication from Charlie Campbell, manager of the Y. M. C. A., Coatesville, a better class house that enters to the best element in that town, in which Mr. Campbell takes occasion to compliment the Exchange on that picture. Mr. Campbell’s letter in full reads:

Royal Pictures, Inc.,

Dear Gentlemen:

We have played “Up in Mary’s Attic,” and am happy to say it was a success in every way. I was somewhat worried about playing it, as our audience is composed of church-going people who are very critical.

Friday, the poorest day in the week, was considerably above any other Friday, and Saturday, always our best, proved to be a positive cleanup, considering a second day run in a small community.

If you are sure your attraction is going to please, the first day audience either makes or breaks your second day, at least that has been my experience.

Any honest to “gosh” exhibitor who want to know what I did on this show, I am willing to show figures to them, and prove that it positively was a cleanup.

Very truly yours,
(Signed) CHAS. CAMPBELL.

Metro Acquired Tarzan Serial

The local Metro Exchange has purchased the rights to “The Son of Tarzan,” for Eastern Pennsylvania and Southern New Jersey. The exchange reports that seventy-five per cent. of the big theatres have already signed Metro contracts for 1920-21.
PROFIT OR LOSS?

During the summer just passed hundreds of TYPHOON cooled and ventilated houses not only made money, but actually did more business than during the winter season.

On the other hand, many exhibitors lost money because their houses were not properly equipped to combat the heat. In many instances it was necessary to close down altogether for the same reason.

Instead of a loss, these same theatres could have made a handsome profit if TYPHOONS had been installed early in the season, and a part of this profit applied to the investment.

In other words, TYPHOONS would have paid for themselves the very first season.

Don’t put off until next year this most important matter. Whether you propose building a new theatre, or already have one without proper ventilation, get in touch with us at once and our engineers will be glad to show you what a money-making investment the TYPHOON COOLING and VENTILATING SYSTEM is.

The TYPHOON SYSTEM is reversible, making it the ideal equipment for ventilation during the fall and winter.

TYPHOONS are patented.

Write for Catalogue “P”

Typhoon Fan Company

1728 S. Arlington St.
Los Angeles, Cal.

1044 Camp Street
New Orleans, La.

345 W. 39th STREET
NEW YORK CITY

255 N. 13th Street

64 W. Randolph Street
Chicago, Ill.

In Answering Advertisements Please Mention “THE EXHIBITOR”
The Imperial Theatre is equipped with two Typhoon Twin Sets used for cooling in summer and for ventilation the year 'round.

You too, will write us a letter like this when you install TYPHOONS.

Write for Catalogue "P"

Typhoon Fan Company
ERNEST GLANTZBERG, President
345 WEST 39th STREET, NEW YORK, N. Y.
255 N. 13th Street, Philadelphia, Pa.

64 W. Randolph St.
Chicago, Ill.
HOW IS THIS?

THE NEW HARROWGATE THEATRE

LEW PIZOR:

2 POWER’S 6-B MACHINES
Motor driven and equipped with
Type “E” Lamphouse
GOLD FIBRE SCREEN
HALLBERG GENERATOR

NEW GRANT THEATRE
PHILLIP GREEN:
Duplicates the Above Order

NEW ASTOR THEATRE
FRANKLIN and JACK ROSENTHAL
GIRARD AVE.
Duplicates the Above Order

OTHERS TO INSTALL OUR EQUIPMENTS ARE:
HADDON HIGHLANDS AMUSEMENT CORP.
COLLINGSWOOD THEATRE, Collingswood, N. J.
OSCAR GINNS—New Theatre Building in Wilmington
N. L. FINEMAN—New Amber Theatre, Phila.
JOHN HAYES
STANLEY COMPANY
P. O. S. of A. OPERA HOUSE, BERWICK, PA.

Every New Theatre in Philadelphia Territory Has Been
Equipped by

UNITED THEATRE EQUIPMENT CORP.
After Practical, Impartial, Comparative Tests

GRAUMANN'S MILLION DOLLAR THEATRE

*is now using*

POWER’S PROJECTORS

NICHOLAS POWER COMPANY
INCORPORATED
EDWARD EARL, PRESIDENT
NINETY GOLD ST, NEW YORK, N.Y.

In Answering Advertisements Please Mention "THE EXHIBITOR"
"Everybody's Business"
Over Comerford Circuit

Announcement is made by The Square Deal Exchange, that "Everybody's Business," the absorbing melodrama, starring Charles Richman, has been booked over the Comerford circuit of theatres in the coal regions.

This production is familiar to most exhibitors because of the extensive advertising it had in the trade publications and the favorable notice it has received from men prominent in all walks of life.

While on a tour of the middlewest, Hughie Campbell combined business with pleasure and bought up a trainload of oats which he shipped east to dispose.

---

I Will Build Up Your Saturday Matinees!
LEVIS MOORE, THE PENCIL KING

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John Cook, manager of the Carr and Schad interests, closed the summer season by taking a week off to go fishing for pickerel and bass.

The Pleasure Parlor, Hazleton, which has been a four day a week policy during the summer season, is again open daily. The Diamond Theatre in that town also re-opened on Friday last.

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"OUT OF THE DEPTH"  Violet Mesereau  "THE LONG ARM OF MANNISTER".... Henry B. Walthall
"FINDERS KEEPERS"  Violet Mesereau  "SINS OF THE CHILDREN" ...... Stuart Holmes
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