

Pastime Sunday Monday

NORMA TALMADGE

CHILDREN 5c

ADULTS 20c



NORMA TALMADGE in "THE SECRET OF THE STORM COUNTRY"

Special music on the \$10,000 Orchestral Pipe Organ. Prof. Elbert Plomteaux, organist.

Universal News. Late war news from the different battle fronts "over there."

The Secret of the Storm Country

SEQUAL TO "TESS OF THE STORM COUNTRY" THE HEROINE, TESS, RUNS THE GAMOT OF EMOTION BEFORE THE STORY IS COMPLETED.

"MOTHER LOVE IS GLORIFIED."

YOU ALL SAW MARY PICKFORD IN TESS OF THE STORM COUNTRY. YOU ALL WILL WANT TO SEE NORMA TALMADGE IN THE SEQUEL.

ALTA SCREEN TELEGRAM Late War News. BRAY CARTOON

ALTA SUN.-MON.

THE HOUSE OF QUALITY.

Children 5c—Adults 30c

Goldwyn presents Another Screen Sensation of Mystery, Loveland Laughter Starring the Wide-world Favorite

MABEL NORMAND in The Floor Below

by Elaine Sterne

Filled with wonderful Suspense and Excitement and Keeping the Big Secret till the last minute

The star who is loved by millions. All the mystery and romance required to make you sit tight in your seat.

VAUDEVILLE

PEAT & STEVENS

Fun in a Chinese Laundry. Singing, Talking and Dancing.

ORBASANY'S COCKATOOS

Birdland Paradise.

Don't Forget to Buy that Thrift Stamp.

MOTION PICTURE NEWS

What the Picture Theaters Have to Tell You.

SUNDAY FEATURES.

- ALTA—Mabel Normand in "The Floor Below."
- ARCADE—Anna Little in "The World for Sale."
- PASTIME—Norma Talmadge in "The Secret of the Storm Country."

THRILLS AND MYSTERY IN NEW GOLDWYN FILM

Quick action and real emotional appeal form the basis of Mabel Normand's newest Goldwyn production, "The Floor Below," to be shown beginning Sunday at the Alta theater. Miss Normand plays a copy girl in a busy newspaper office, getting into a scrape which causes her discharge—or is about to bring it when she is saved. Patricia O'Rourke is given her first assignment with the promise that the job will wait for her if she is successful. A number of daring robberies have been committed by crooks who seem possessed of inside information concerning the rich homes they plunder. The police have a clue which causes them to watch the settlement house conducted by Hunter Mason, a young millionaire, as the source from which the plans come. Patricia is ordered to go to the mission as a detective and, if possible, seal a march on the police and score a "heat" for her paper.

Mistaken for a thief in sore need of reform, the girl is received by Hunter Mason and Latham, his secretary, and so appeals to the millionaire that he enlists his mother's aid in caring for her. She also meets a girl who, in spite of her love for Latham, is making a bid for Mason's affections.

Then comes a benefit dance at the Star of Hope mission. Everyone is asked to pay for the privilege of dancing. This photoplay will appeal not only to box in charge of Patricia. The ballroom is thronged with fashionables and the contribution box contains thousands of dollars. No one suspects that among the guests is the very person responsible for the robberies, but when one of the crooks confesses to the police make for the dance. What follows forms the big surprise of the story.

ArCADE Sunday-Monday.
Ann Little, winner of heroine of "The World for Sale," a Paramount picture which has been dramatized for the screen by J. Stuart Blackton, makes an ideal Fleda Druce as she is the exact type described by Sir Gilbert Parker in his well-known novel by that name.

Her former screen experience also fits admirably for the role as she has appeared almost exclusively in parts of this type. Among her best known screen productions are "The Land of Liards," "Matchin' Jim," "Zim's diate Lee," and "Count of St. Simon." Miss Little in "The World for Sale," will appear at the Arcade theater on Sunday.

Pastime Sunday-Monday.

"The Secret of the Storm Country" will have a lesson for everyone who sees it," declared Norma Talmadge in discussing the picture. "In my opinion it is every motion picture actress' duty to uphold the sanctity of the home, and inasmuch as the fifth estate plays such an important part in moulding present-day public opinion this photoplay will appeal not only to one class but to every rank of society, rich or poor, worldly or homeloving."

"It is because it has this appeal that I think it the greatest picture I have ever done. The story depends for its climax on love's sacrifice. And inasmuch as this is an era of sacrifice it will teach to every woman who sees it a lesson which will make her want to sacrifice herself for a worthy cause, either for home or for country."

"True, 'The Secret of the Storm Country' is melodrama, but the biggest successes in New York this year have been melodramas. The heroine, Tess, runs the gamut of emotions before the story is completed," continued Miss Talmadge. "Mother love is glorified, if there is such a thing as glorifying the noblest emotion of which the human heart is capable. The scenario has heart-interest, love, action and sacrifice, and a more complete formula for a screen triumph cannot be imagined."

MUSIC PROGRAM

Chas. O. Breach, Director.

- Overture—Morning, Noon and Night
- Valse Lente—Dance
- Three Dances from Henry VIII... German
- (a) Morris Dance
- (b) Shepherds Dance...
- (c) Torch Dance
- Selection—La Favorita... Donizetti
- Suite—The Land of Birds... Klein
- (a) The Swallows
- (b) The Nightingale
- (c) The Quakers
- Selection—Madame Favari... Offenbach

SCREEN GOSSIP.

Doris Kenyon used to be a sweet-voiced chorister in Brooklyn.

Molly Malone says she broke into pictures to eat. She just had to get a job and the first money she earned went for a meal.

Arthur Gay Emery, star of M-G-A's "Over the Top," had his first histrionic experience when he produced his sketch, "The Diamond Palace Saloon," in a barn, "somewhere in France."

Sylvia Dramer, who hails from a frontier settlement of Australia, has been chosen by J. Stuart Blackton to play the leading role in his pictorialization of the Mrs. Humphrey Ward novel, "Mabel."

They say Theda Bara's sister is going into pictures.

The devotion of Alma Ruben to stardom adds another convent-bred girl to the screen luminaries.

Fay Tischer will be long remembered as the modest dresser of sentiment stars. She specialized in stripes but they say she's reformed.

A Rhode Island representative has introduced a bill in congress asking for a 15-cent piece. Motion picture people are behind the move.

ARCADE Sunday Monday

CHILDREN 10c—ADULTS 25c

J. Stuart Blackton THE MASTER OF SCREENCRAFT Presents "THE WORLD FOR SALE"

From the Novel by Sir Gilbert Parker Picturized and personally directed by J. STUART BLACKTON



Romance, adventure, and thrills galore are in this wonderful Paramount Picture by the world famous author, Sir Gilbert Parker. A virile story of the great Northwest and racial conflict.

All the thrills, adventure and wild Romance that enter into the life of the frontier.

KATZENJAMMER KIDS

In Comic Capers.

Alta Today VIVIAN MARTIN

The Fair Barbarian

Delightfully Entertaining. Fox Sunshine Comedy "SHADOWS OF THE PEST" Laugh and Roars.

VAUDEVILLE BARDELL & OTTO The Somewhat Different Jugglers.

MARGIE CARSON Female Baritone.

BUY THRIFT STAMPS EVERY DAY.

Arcade Today

BUY THRIFT STAMPS CHILDREN 5c. ADULTS 20c

Wm. S. Hart

The Bandit and The Preacher

A FIVE PART WESTERN AND ONE OF HART'S BEST PRODUCTIONS. THE SCENES ARE LAID IN THE WESTERN CATTLE COUNTRY. IN THIS PICTURE HART IS CALLED UPON TO DO THE BEST WORK OF HIS CAREER.

ALSO MUTT & JEFF CARTOON.

It is rumored that Marie Doro is to form a company and make her own pictures, using stories by big authors.

A recently dismissed suit in New York reveals that that worthy man, John H. Freuler, president of Mutual, offered Mary Pickford \$15,000 a week to make pictures for Mutual and that Mary's mother wanted her to make the change. However, Mary preferred to remain with Adolph Zukor of Famous Players.

Charlie Chaplin, who wished something quite ultra in garb for a new comedy, has bought a suit from the Salvation Army in Los Angeles. The raiment was built several decades ago.

Mary Anderson has quit Vitagraph. She wants \$250 a week for her next engagement and says she's going to hold out for it.

Ben Wilson, popular Universal leading man, is now a serial divorcé.

One of the first liberty bond sales Mary Pickford made in New York on her trip east was to Jack, her brother. Mary, Jack and Ma Pickford held a reunion in the Claridge Hotel, Jack wearing the navy uniform.

The latest in that Margarita Fischer or has changed her name to Mrs. E. Fischer. Harry Pollard, her husband, is directing Ella Hall for Universal.

Rumor has it that Willard Mack is to take charge of the Goldwyn scenario department. Which was responsible for the report that Pauline Frederick was to switch from Paramount to Goldwyn.

Pauline Curley, Harold Lockwood's leading woman, is sorely pined because her home folks at Holyoke, Mass., have been regaled with stories that she is to wed an operatic baritone. Pauline is 16 or thereabouts, has no intentions of marrying anyone for many a year, and in addition, doesn't even know the baritone in question.

How truly people sympathize with the "underdog" is shown by the letters Bud Fisher receives, generally from youngsters, asking that Jeff be allowed to "put 'em over" on Matt in the animated cartoons.

Here's a record. Triangle's script reading department read 3500 stories in three months and 25 of them were purchased. Little more than one per cent of the stuff submitted proved available.

Someday a statistician will give to the world the exact percentage of her salary that a motion picture star depends on various things. The compiler will find that clothes take most of Virginia Dession's subsistence. In the making of "The Firebrand," her newest picture, it was revealed that the stately Miss Pearson never "repeats" on her lips in any of her productions.

What are you going to do with your extra hour of daylight?

In its death throes jubilation seeks vengefully to destroy civilization.