

It's the Face That Counts!



Hundreds of people ask every day, "What does it take to get into the movies?" Here the artist tells you and gives you the relative importance of each element. Many girls, considered beautiful by their friends, fail to land places in the movies because their beauty doesn't show in photographs.

In The MOVIES

ALTA SUNDAY AND MONDAY

"MARCH HARE" ROLE FITS BEBE DANIELS
Probably there is no artist of the screen today whose appearance and personality better fit tom-boy, humor-scarum roles than do Miss Bebe Daniels. Realist has wisely chosen to present her in just such roles, and with Flinner Harris to prepare such amusing stories for her, and Major Maurice Campbell to direct them, the public is always assured of a fun treat when saucy Bebe comes to town.
She will appear at the Alta Theatre Sunday and Monday in "A March Hare," and the continuous laughter which greets her escapades is strong testimony that she lived up to her title role very successfully.
Elizabeth Ann Palmer is the only daughter of a harassed Los Angeles millionaire, and to obtain a respite from the excessive stimulation of Elizabeth Ann's society, he sends her off, with a spinsterish cousin for chaperone, to visit his sister-in-law in New York.

PASTIME SUNDAY AND MONDAY

A classic of colloquial American literature has been given life on the screen in "Desperate Youth," which will be the principal attraction at the Pastime Theatre Sunday with Gladys Walton in the starring role.
The story was filmed at Universal City from "A Kentucky Cinderella," by F. Hopkinson Smith. Harry B. Harris directed it, using a popular cast in the star's support.
Two old prospectors are seen as the

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by local applications, as they cannot reach the diseased portion of the ear. **Catarhal Deafness** requires constitutional treatment. **HALL'S CATARRH MEDICINE** is a constitutional remedy. **Catarhal Deafness** is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result. Unless the inflammation can be reduced, your hearing will be destroyed forever. **HALL'S CATARRH MEDICINE** acts through the blood on the mucous surfaces of the system, thus reducing the inflammation and restoring normal conditions. Circulars free. All Druggists. F. J. Cheney & Co., Toledo, Ohio.



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Pastime Arcade

Sun.-Mon.
Children, 5c Adults, 20c



As thrilling as love at first sight
A UNIVERSAL Picture starring



COMEDY
AN AWFUL BULL

HUGHES TO REPRESENT U. S. AT CONFERENCE

WASHINGTON, Aug. 12.—(U. N. S.)—Secretary of State Hughes has been named by President Harding chairman of the American commission at the disarmament conference, has been announced at the White House.

The president, in advising Secretary Hughes of his appointment, informed him from this day on the state department will be given complete responsibility for making all arrangements for the conference and for conducting all preliminary negotiations.

WHY BE FAT?
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story opens, living and having considerable joy in a mountain shack. With them is Rosemary Merritle, daughter of one of them. Her father is killed in a gun-battle and she is sent to her aunt in Alabama, an ultra-fastidious old dame with an exaggerated sense of her own aristocracy and a desire to marry her own daughter off to the richest young man in town. Rosemary interferes with this scheme. Dr. Tom Dowling, the prospective son-in-law, becomes infatuated with her, thereby complicating the plot.
With delightful humor, good drama and fidelity to Smith's popular story, "Desperate Youth" is said to serve Miss Walton as one of her best Universal starring vehicles.

Such screen favorites as Harold Miller, J. Farrell McDonald, Louis Willoughby, Miriam Godfrey, Turner Hazel Howell, Lucy Harris and James Blackwell, play the important character roles in the production.

ARCADIE SUNDAY AND MONDAY
In "The Isle of Conquest," Norma Talmadge's new Select special, the charming star again demonstrates that there is no height of expression too lofty for her.

Her versatility is generously drawn upon as she journeys through the roles of an innocent convent girl to an un-baby widow and thence to a life of isolation upon a tropical island with a lone man companion, there to find complete happiness and contentment. Always pleasing and capable, the star ascends to the full height of her emotional talents and holds the interest from beginning to end.

"The Isle of Conquest" is a fast moving drama treating with a young girl's marriage to a wealthy waster, through the efforts of a designing mother. Later, the yacht upon which they are cruising is wrecked and she finds herself safe upon an uninhabited island with a stoker from the ship's hold. Months of isolation kindles within them a mutual love and, all hopes of rescue having perished, they are preparing to enact their marriage rite when suddenly her husband appears to return her to his world of sham. Here the circumstances become tragic, concluding with an unexpected and sensational climax.

The play was adapted to the screen by John Emerson and Anita Loos from Arthur Hurnslow's novel, "By Right of Conquest," and was directed by Edward Jose. It will appear at the Arcade theatre Sunday and Monday.

SENATOR JOHNSON SAYS ARMY SHOULD RETURN

WASHINGTON, Aug. 12.—(U. P.)—Senator Hiram Johnson told the United Press America had been "talked" long enough, when asked regarding the fight to have the United States army of occupation in Germany brought home, and his refusal to give Secretary Mellon blanket authority for refunding the allied debt. He declared Germany already owes \$240,000,000 for the army of occupation and will not pay until other country obligations are discharged. The United States is now paying a million monthly for the upkeep of the Rhine army, Johnson declared, asserting it is time the troops are brought home. He said the United States was getting "the short end of the money" the European nations owe, while we have been careful to pay our obligations, including money to Great Britain expended for transport of our troops to the fighting zone.

BURSTING ITALIAN DAM CAUSES LOSS OF LIFE

MILAN, Aug. 12.—(U. N. S.)—Two hundred fifty persons were drowned by the bursting of the large dam near Chiava, according to information received here.

Sunday Monday

Children, 10c Adults, 35c



Adapted to the screen by John Emerson and Anita Loos from Arthur Hurnslow's famous novel, "By Right of Conquest." Directed by Edward Jose

LOVE ROMANCE ADVENTURE

Sailing the seas of happiness—A girl—A man the only survivors of a shipwreck—A typical, tropical tale—Prospects of a life-long isolation—The birth of love—And then came—HIS HUSBAND!

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COMEDY—"HOME SPUN HERO"

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ALTA Sunday Monday

Children, 10c Adults, 35c



Bebe Daniels IN The March Hare

YOU KNOW BEBE

Or you think you do. But this fascinating good little bad girl opens an entirely new bag of tricks in this rollicking comedy.

INTERNATIONAL NEWS PARAMOUNT MAGAZINE

ALTA Today

CHILDREN 15c ADULTS 55c

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35 MINUTES OF MUSIC, SONGS AND DANCES

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GIRLS—GIRLS—GIRLS
New Songs New Dances

Arcade Today

Children, 25c Adults, 50c



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