



Any Paramount or Artcraft

MOTION PICTURE THAT YOU HAVEN'T SEEN IS JUST LIKE ANY GOOD STORY THAT YOU HAVEN'T READ OR HEARD



Eighteen Months in Movies Does Wonders for Elsie Ferguson

IT WAS a year and a half ago that Elsie Ferguson gave up the stage for the movies and in that time the stage has been decidedly the loser by the change, while Miss Ferguson is distinctly the gainer as she has made hundreds of thousands of friends and admirers by her work in films. Her talents and charms have brought her to the front rank of the many actresses who appear in pictures and as her director claims for her, Miss Ferguson stands out as one of the most finished of the film stars.

In "Heart of the Wilds," she is seen in an entirely new character creation, a style of play in which she has not appeared heretofore. It is what is now called a "Western" in moving picture parlance, a story of the rugged country of the American-Canadian border, and Miss Ferguson plays the part of a tavern keeper's daughter, living among the big outdoor men in a new rough country. Quite a change from the dramas in which this star has been appearing, such plays as "Barbary Sheep," "Rose of the World," "The Song of Songs," "The Lie," or Henrik Ibsen's "A Doll's House," but a style

of story that appeals to the hearts of American audiences and one in which the delineation of the part calls for a fine conception of character playing.

The part is not one that is new to Miss Ferguson, as the story is a picturization of Edgar Selwyn's play, "Pierre of the Plains," which was produced 10 years ago in New York, and in which this same star appeared with great success. And incidentally this revising and picturing of a stage success of years past by the best talent of the screen today brings out a movement that has been taken up by many studios, making into permanent form the successful plays of this day and of past days. The constant demand for something new and novel in stories and scenarios in the film world has been met by several big producers by plays of a similar character to "Heart of the Wilds," and practically every one of these proved plays have turned out to be money makers at the box office.

Dorothy Gish liked working in comedy drama so well in making "Battling Jane" that she has started on a second one, "The Hope Chest."

Barrymore Again On Screen

JOHN BARRYMORE'S "On the Quiet," in which he appears at the Rialto the last half of this week, marks the return of this star to the screen, under a contract in which he agrees to make four pictures. Several years ago Barrymore made several pictures, all of which met with good success, but he returned to the legitimate stage, feeling that the time had not yet arrived when the motion picture industry was in such shape that he could do his best work before a camera. Today a high grade of acting is needed in the making of a photoplay and it is expected that the stage will never again see him.

Inheriting exceptional dramatic talents from both his father and mother, John Barrymore fairly leaped into stardom, and in the fifteen years that he was on the stage he scored some of the most sensational successes in American

drama. Among his plays were "A Stubborn Cinderella," "The Fortune Hunter," "Uncle Sam," "Half a Husband" and "A Thief for a Night." In his initial picture, "On the Quiet," Mr. Barrymore has in his company such stars as Lois Meredith, Frank Losee, Al Hickman, Helen Greene and J. W. Johnson.

Mary Pickford's contract has run out with Artcraft and she is at present visiting with sister Lottie, playing with her namesake, Mary, Lottie's baby and trying to decide where she will sign for the new season. It is rumored that Artcraft, Metro, and the First National people have all made her tempting offers.

Charlie Ray has a new stunt for the photo fiends who wish his pleasant face in their collection. He charges them nothing for the picture but agrees that if anyone will send him a thrift stamp he will return the autographed photo with the stamp pasted on it.

Fatty Arbuckle and Charlie Chaplin have finished their propaganda films. Fatty's is entitled "Scraps of Paper," and Charlie's piece is "The Bond" and both are proclaimed as screamingly funny.

Margarita Fisher has a new story, "The Side Show Girl," written by Peter MacFarlane, who is now with the boys in France.

WILLIAM FARNUM

IN A SMASHING, FIGHTING TALE OF THE ROCKY MOUNTAINS

"TRUE BLUE"

OFFICIAL GOVERNMENT WAR PICTURES
VITAGRAPH COMEDY

WE SHOW PARAMOUNT AND ARTCRAFT PICTURES

TODAY
MONDAY, TUESDAY,
WEDNESDAY

RIALTO

Direction of A. H. Blank



Strand

DIRECTION OF A. H. BLANK

WE SHOW
PARAMOUNT
AND
ARTCRAFT
PICTURES

ELSIE FERGUSON

"HEART of the WILDS"

Her brother had run afoul of the law in an attempt to protect her.

Her sweetheart, a member of the Royal Mounted, was detailed to run him down.

A picture that will make you smell the evergreen pines and feel the thrill of adventure.

SUNDAY, MONDAY, TUESDAY, WEDNESDAY

Elsie Ferguson

appears exclusively
In Artcraft Pictures

ONE of America's most charming and gifted actresses, Elsie Ferguson, is repeating on the screen the triumphs of her notable stage career.

Beautiful and patrician, Miss Ferguson is a visual delight. Richly endowed as an artist, her technique and varied experience as an interpreter of widely divergent roles have won for her a place of distinction and great popularity in the affections of the millions of photo-play devotees.

To see Elsie Ferguson just *once* is to promise yourself you will see her again. *And again.*

Here's a list of her successes—all Artcraft

- BARBARY SHEEP
- ROSE OF THE WORLD
- THE DANGER MARK
- THE RISE OF JENNIE CUSHING
- THE LIE
- A DOLL'S HOUSE
- THE SONG OF SONGS

For the season of 1918-1919 there will be eight new Elsie Ferguson-Artcraft pictures

These two trade-marks are the sure way of identifying Paramount and Artcraft Pictures—and the theatres that show them.

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CHAS. H. MILLER, Secretary
NEW YORK