

Highland Park, Ill. Telephone 1036

Pearl Theatre

HIGH CLASS PHOTOPLAYS

SUNDAY—Continuous 2:30 to 11 p. m. JANUARY 10

DOUBLE FEATURE

"The Lure of the Yukon"

with **Eva Novak**

and good cast
2000 WOLF DOGS - 10,000 REINDEER - ESQUIMOS - GREAT GOLD RUSH
A REAL ALASKAN DRAMA

"Fighting Courage"

with **Ken Maynard**

TARZAN, The Wonder Horse, and the Hollywood Beauty Sextette
A fast moving western with plenty of thrills
"THE ACE OF SPADES" Chapter 2 of the thrilling serial with Wm. Desmond
PATHE NEWS

MONDAY-TUESDAY TO OUR PATRONS JANUARY 11-12

"THE FOOL"

From the Great Stage Play Success by CHANNING POLLOCK

with **EDMUND LOWE**

and an all-star cast.
PRAISED BY PRESS, PULPIT AND PUBLIC THE WORLD OVER!
This picture has been most favorably received wherever shown. The picture that will give you a real thrill! DON'T FAIL TO SEE IT!
Comedy: "THE LIVE COWARD" - FOX NEWS

WEDNESDAY-THURSDAY JANUARY 13-14

DOUBLE FEATURE

"A Slave of Fashion"

with **Lew Cody Wm. Haines Mary Carr**

A twentieth century romance bristling with spice, surprises and splendor

Second Feature

"Taking Chances"

ACTION - THRILLS - STUNTS - COMEDY - ROMANCE
FOX NEWS

FRIDAY JANUARY 15

"Sun Up"

with **Pauline Starke Conrad Nagel Lucile La Verne**

The play that touched the heart of Broadway. Staged in the wild Carolina hills. The play that packed houses in New York and Chicago.
Comedy: "FELIX IN THE COLD RUSH"
Scene: "THE VOICE OF THE NIGHTINGALE"

SATURDAY—Matinee 2:30 p. m. JANUARY 16

"The Goat Getter"

with **Billy Sullivan Kathleen Myers**

A brisk comedy drama full of action and thrills.

"Romance and Rustlers"

with **Yakima Canutt**

WORLD'S CHAMPION COWBOY
A thrilling Western that you'll like.
PATHE REVIEW
Matinee only "SECRET SERVICE SANDERS" Chapters 7 and 8

FUEL-OIL

The correct grade for any make oil burner. Deliveries Made Promptly to All North Shore Users from our new EVANSTON STATION. The Largest fuel oil Distributors in the Middle West.

Lynch-Clarisey Company

From the North Shore phone our Evanston Station Greenleaf 1206
From Chicago phone our Main Office Lafayette 3200
Lynch Clarisey Fuel Oils are Thoroughly filtered, and strained "More Heat per Dollar"

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Have you seen the new silk shower curtains. Visit our showroom

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MARY PICKFORD in "LITTLE ANNIE ROONEY"

The saucy, mischievous imp who is beloved by millions throughout the world is back on the silver screen.

Mary Pickford has forsaken the ruffled laces and bejeweled gowns of costume plays and has returned to the type of role that made her famous.

"The World's Sweetheart" is again the curly haired, prank playing, impetuous Irish lassie in "Little Annie Rooney" her latest photoplay, which comes to the Alcyon Theatre, Jan. 12-13-14.

"Little Annie Rooney" starts with a fight and ends with a fight. In between are laughs galore, a tear or two, much suspense and many heart throbs. It's an ideal story for Mary Pickford and her characterization of Little Annie is one of genuine artistry, played as no other actress could play it.

The story is one of the slums of New York, an epic of those crowded, musty thoroughfares on the East Side,

where men, women and children in motley array swarm like ants in an ant hill.

Little Annie is one of a million there. She is the leader of a gang of boys which is continually getting into battles with a rival gang.

While still a child Annie is plunged into a maelstrom of dramatic incidents that first sober the impulsive girl, then bring out the heroic qualities so often found in children of the slums.

"Little Annie Rooney" is from an original story by Katherine Hennessey. The title is familiar through the old time song of that name, but there has never been a book nor a story of "Little Annie Rooney."

"Little Annie Rooney" is declared to be Miss Pickford's best picture in her eventful screen career. It is the type of picture which should please everyone.

"SEVEN CHANCES" FULL OF LAUGHS

A TYPICAL BELASCO PLAY

Crowds at Majestic This Week Express Boisterous Approval of Company's Interpretation of Play

"Seven Chances," which resolves itself into one chance for the fortune yet unfortunate hero who is the protagonist of Roi Copper Megreue's clever plot, was proclaimed a hit at the Majestic when, on its opening performance, a capacity crowd laughed until their sides ached, and loudly applauded for more.

It is not on record that David Belasco ever selected a play for production that was not preordained to please. "Seven Chances" is no exception. From the opening wisecrack until the final closeup, everything is hotly-toty.

No Individual Stars
The play is so designed that no one character stands out in importance. There is ample opportunity for each member of the cast to perform; and the Majestic players do not fall down. Oscar O'Shea in the role of the elderly, grumpy Garrison is particularly well-cast and convincing. But Robert Brister and Eugene Head, playing respectively he who is about to inherit \$12,000,000 and his buddy who would help him overcome the difficulties in the way of a clear title, are alive to their parts' possibilities, and energetically take advantage of them. Miss Guerin as Anne plays her part with appreciation, and Richard Jule sympathetically portrays the inebriated clubman and adds his share to the general laughter.

"The Fool" Next Week
Starting Sunday, the Majestic players will present an ambitious production in Channing Pollock's "The Fool." Of controversies regarding this play there were no end, during its run in New York and Chicago a season or two back. Mostly, it was hailed with "modern," "convincing," "gripping," "compelling," and other like adjectives. But many there were, also, who found it "facetious," "idealistic," "sentimental" and the like. At any rate it was discussed, pro and con, editorially, critically, and clerically by experts and others in the press, pulpit and forum of the nation at that time. You cannot afford to miss this play. It will give, says the management of the theatre, their new leading man, Robert Brister, his first opportunity at a real tragic role since he came to Waukegan.

WOMAN'S CLUB COURSES

An outline for guided studies in women's clubs is offered by the University of Wisconsin. The subjects presented include child training in relation to education, home economics, the nineteenth century novel, the age of knighthood, and other historical and educational topics, with suggestions for study, questions for discussion, and references.

MANY FURS NOT WHAT THEY SEEM

"Black Marten" May Be Common Skunk's Hide; Others of Like Nature

Ever since a typographical error changed the fur of Cinderella's fabled slipper into glass, the fur industry has labored under a curse of names. To the compositor who set up Perrault's translation of the Egyptian folk tale, "vairo" was as good as "vaire," and so the original "ermine and squirrel" was turned with a twist of a vowel into a tradition of transparency. Perhaps that early bit of legerdemain put the furriers in a way of thinking about the importance of names in their business.

And so it may be that they developed the long roster of plain and fancy names now current with the sanction that long use implies. That roster presents the complete cast of characters in the world of fur. It has its understudies, and its supernumeraries, as well as its principals—and protean actors dressed to play many parts in many scenes.

But the tricks of this tremendous trade no longer stand as a bar to customer knowledge of what fur and what for, says the Nation's Business. For the furriers have set themselves to the making of a dictionary to eliminate misrepresentation in the advertising and the sale of furs. The first edition of this dictionary, issued by the National Association of the Fur Industry, included 265 names, with information for the guidance of advertisers. The members of this association want their customers to know the names under which furs are advertised and sold—they want them to know that "Bismarck" is natural muskrat; that "Black Marten" is natural skunk; that "American Broad-tail" is broad-tail-processed lamb . . . and so on and so on.

In brief, they want the Colonel's Lady to know why she paid thousands for that Golden Fleece when Judy O'Grady got a cheap one so much like it that the world thinks them sisters under their skins.

THEY HAVE NERVE, BUT LACK BRAINS

Fred Kelly writes in Nation's Business Magazine: A friend of mine had been advertising for high-grade salesmen. About one-fourth of the replies invariably were from men whose letters indicated that they were hopelessly uneducated. To eliminate these applicants in future, he inserted in his advertisements, this line:

"Only men of good education and exceptional intelligence will be considered."

Then a surprising thing happened. When replies came in from that advertisement, instead of merely one-fourth being from ignorant men, practically all were from that class. Many were of the "I have saw" type. The explanation is, I presume, that the intelligent man realizes how little he really does know and doubts if he actually is intelligent; but an ignorant man is so lacking in self-knowledge that he doesn't even know how poorly equipped he is.

Highland Park, Ill. Telephone 2400

Alcyon Theatre

THE PICK OF THE PICTURES AND SELECT ENTERTAINERS

NEW ADMISSION PRICES

Adults 35c
Children 10c

Saturdays, Sundays and Holidays

ADULTS 40 Cents CHILDREN 10 Cents

SUNDAY & MONDAY, JANUARY 10 and 11

"Fine Clothes"

Lewis Stone, Percy Marmont, Alma Rubens
Raymond Griffith, Eileen Percy, Wm. V. Mong

A great pulsing drama of women and clothes — made by the man who gave you "Why Men Leave Home" and "Husbands and Lovers" — the story of some men who offer worldly goods and of other men who can offer only love. Clothes make the man, but can they soothe a woman's heart?

MACK SENNETT COMEDY — KINGOGRAMS
SPECIAL STAGE ATTRACTION (Sunday only).
"A NOVELTY MUSICAL OFFERING"

TUESDAY, WEDNESDAY & THURSDAY, JANUARY 12-13-14

MARY PICKFORD



HAPPINESS and HEARTACHES

Hard knocks and softened blows, sweethearts and rivals, alley fights and street games, feature the heart story of Little Annie Rooney, a wail of New York's slums, and never was Mary Pickford more appealing, more laugh-provoking, more tear-compelling, than in this portrayal of the impish, ragamuffin, boyish role that made her

THE WORLD'S SWEETHEART

FELIX CAT CARTOON also INTERNATIONAL NEWS

FRIDAY & SATURDAY, JANUARY 15 and 16

JACKIE COOGAN

"Old Clothes"

From riches to rags! From a sixty-horse-power limousine to a one-skinky-horse-power old-clothes wagon! What a heart-warming role for Jackie Coogan — whirlwinds of laughter, a tear or two, surrounding the fascinating ups-and-downs of the most lovable wail in pictures! Jackie plays best man at one of the funniest weddings and packed with thrills!

"Old Clothes" is a Picture That Young Folks—Old Folks—All Folks Will Take to Their Hearts

IMPERIAL COMEDY also INTERNATIONAL NEWS
Special Attraction—CHARLESTON CONTEST FOR ADULTS and KIDDIES.
Come on, local Charleston fans, win a cash prize. Don't let your talent go unnoticed!

PARKING PROBLEM AIDS SMALL TOWNS

Merchants Report That Residents Quit Going to Big Cities

Congestion of automobiles in the cities is proving a benefit to small-town merchants. Many of the lesser communities report that parking restriction in large and middle-sized cities is hindering the small-town buyer who used to go to the city to shop. Apparently traffic and parking difficulties are making it hard for shoppers to buy in the city, and they are staying at home. Marysville, Ohio, is a town of about 12,000 inhabitants, just 30 miles from Columbus. Merchants in this community report that, since parking and traffic have become so complicated in Columbus, many people are not going to the larger city and Marysville merchants are prospering.

A very interesting plan to aid the out-of-town buyer and to prevent parking restrictions from hurting the local merchants has been evolved through the Retail Merchants Bureau of Bluefield, W. Va. In this enterprising city a one-hour parking limit is strictly enforced in business districts. An out-of-town buyer coming to the city, however, receives a special tag to place on his car. Police authorities note this tag and will not take action if the parking limit is violated.

FREE TEXTBOOKS

Textbooks are supplied free to pupils of the public schools of New Brunswick up to and including grade 5 in the graded schools and standard 3 in the ungraded schools. The books are given to the children outright, not merely loaned, as in the United States.

WE TACKLE A JOB OF ANY SIZE — THAT'S THE REASON WE ADVERTISE



Decker's Little Plumber

WE'RE EQUIPPED to handle any kind of plumbing job—big or small—the public has to offer. We do our work well and we do it in jig time, too. No waiting around for inspiration. We deliver the goods in a hurry and you'll be perfectly willing to meet the sort of bill we'll hand you.

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