

At the Local Theaters

The Imperial Opens Today.
After being closed seven weeks the Imperial theater (formerly the Victory) will open its doors to the public this evening at 8 o'clock. The Imperial is practically a new theater and not a thing has been left undone to make it one of the best motion picture theaters in the Carolina. A large orchestra and phonograph pipe organ will play continuous music under the direction of Prof. Paul Boehm.

Not only is the Imperial a well-appointed theater but it is the best located playhouse in the city being in the very heart of the business section, this alone should prove a boon to tired shoppers especially at this time of year.

That patrons may have every comfort, a ladies rest room and also a men's smoker have been added to the Imperial; the ladies rooms being on the mezzanine floor to the left, while the men's smoker is located at the right of the foyer and the first floor. Every person on the Imperial staff has been instructed to see that each individual patron is made as comfortable as possible.

For the opening attraction James Oliver Curwood's best production, "The Trail of the Lonesome Pine," starring House Peters and Jane Novak, will be shown. This is said to be the best work yet of Curwood, and is a gripping story of the far north, of a man's fight for right, and the greatest thing in the world—love.

The Bijou will run big pictures as usual with the exception of Fridays and Saturdays when the Victory programs of short subjects will be played at the regular Victory prices.

The Imperial has booked for an early showing such pictures as "The Sheik," starring Rudolph Valentino and Agnes Ayres, D. W. Griffith's greatest production "Way Down East," Mary Pickford in "Little Lord Fauntleroy," "Reputation" featuring Frieda Ina Dean, "Under the Lash" with Gloria Swanson, "Don't Tell Everything" a Paramount special production with an all star cast and many other great special pictures too numerous to mention in this limited space.

Magnificent Program At National
It is a magnificent program that the National is offering today, a program that features "Over the Hill," one of the most talked of pictures of all times. The enthusiasm with which it was received yesterday and last night indicates that Greensboro will give it the ovation accorded in New York, where it enjoyed the establishment of a new record of a solid year run on Broadway. The local engagement, however, is a limited one, and it seems likely that the capacity of the National will be taxed for the twice daily performance while it is here.

The management has arranged a program of music for this feature that is alone a worth while attraction. There is a special music score for the picture, which is rendered by the National orchestra, and the haritone soloist for the prologue is William Clegg Monroe, of the Strand theater, New York. In addition, a special overture is offered, "Favorite Melodies of Long Ago," by Lake. The scenic effects that serve as a background for this music are magnificent.

In these days of carping criticism of motion pictures and everything pertaining thereto, it is gratifying to realize that there is at least one film production in the field in which the most zealous hunter for things to criticize can find not the least fault. Blushes—there is not one in the entire subject. Crime suggestions—none, unless one who sees the picture feels a strong impulse to do violence to any man or woman caught in the act of abusing his or her aged mother.

This photoplay is the William Fox production "Over the Hill," a picture of two of the most popular poems in Will Carleton's "Farm Ballads." The film scenario was made by Paul H. Sloane, and the picture was directed by Harry Millarde.

In addition to being the reigning screen success for many months in New York City, "Over the Hill," is noted as the most persistent breaker of theatrical traditions that ever located in Broadway.



The Sweetheart in "Over the Hill" at the National Theater.

after, he has saved her life. And later, when she learns what his habits are, her unshaking faith in the inherent goodness of his nature gives birth to a desire on his part to live up to his better self.

Betty Compton as the girl, and Lon Chaney as the gambler, give fine performances, and though the gambler loses the girl in the end, his life of noble self-sacrifice has not been in vain. Through her, he has come to know himself.

The story was written by Pezley Moore Sheehan and directed by Arthur Rosson.

Extra attractions are Pathe News and special music by the Bijou concert orchestra and symphony pipe organ.

Vandeville and Norma Talmadge At The Isis.
The Isis theater opened its Vandeville season yesterday to a packed house from early morning until late in the evening with Herman Lewis and his Court Room girls a company of musical comedy artists appears in many clever scenes and sings some clever numbers mingled with some real comedy.

The feature picture attraction was Norma Talmadge in the Poppy. There will be a new show at the Isis every Monday, Wednesday and Friday with a continuous performance from 11 a. m. to 11 p. m.

As the little orphan who is best by abuse, failure and misfortune before finding the rainbow of happiness, Norma Talmadge has one of the most fascinating roles of her career in "Poppy," the Selznick revival which opened as the feature production at the Isis theater yesterday for a run of today.

Miss Talmadge plays the part of Poppy Destin whose life is molded by three men—Luce Ahinger, the unscrupulous; Dr. Brannan, the generous, and Evelyn Carson, the lover, who have become known as the "three great men in South Africa." But two of these prove that they are entitled to a less severe description. Through this trio of story unfolds, and the unique situation arises of the young woman being married to a man without knowing it, while the man she loves and who loves her believes his one meeting with her was only a dream. The unraveling of this plot makes one of the most engrossing of photoplays.

GRAND
One Performance Only
December 7th

The GREENWICH VILLAGE FOLLIES

20 FAMOUS ARTISTS MODELS IN COMPANY

SEATS NOW ON SALE
PRICES: Lower floor and boxes \$2.50; balcony first 2 rows \$2.50, balance \$2.00; gallery reserved \$1.00, rush. The, plus war tax. Phone 891.

Grand Theater
One Night Only
Tuesday, Dec. 6.

Gen. Ford Presents
The Distinguished Young
American Actor

FRITZ LEIBER
IN PLACE OF SHAKESPEARE

With a distinguished cast in gorgeously mounted productions. "As pleasing to the eye as to the ear."

Greatest Shakespearean Organization on Tour.

Will give the greatest LOVE story ever told

"Romeo and Juliet"

Mail Orders Now.
Prices, 50c to \$2.00. Tax added
Seats at Grand Friday, Phone 891
December 2nd.

Clean-O-Clean

America's Greatest Cleaner
From "The Land of the Sky"

Clean-O-Clean

Cleans
Silks
Woolens
Laces
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Clean-O-Clean

Removes
Paint
Grease
Oil
Varnish
Ink
From the Hands
Or Clothing

Will Not Injure the Most Delicate Fabric

A Real Cleaner at Last!

It is not an ordinary soap, but a wonderful discovery made by a druggist in the mountains of Western North Carolina, and worked out and developed along new and original lines.

Clean-O-Clean is a scientific blending of cleaning agents, producing a solvent as powerful as concentrated lye, and yet as harmless to the skin or the most delicate fabrics as the finest toilet soap.

Clean-O-Clean is fast becoming a household necessity and housewives who have used it declare that they have never before had a cleaner that was so convenient and efficient for cleaning the many articles that become soiled or spotted with grease, dirt or paint.

For cleaning Carpets and Rugs, Clean-O-Clean has one of its greatest fields of usefulness. It saves you the expense and inconvenience of sending them to the cleaner and cleans them better and quicker.

There are numberless articles around the house where Clean-O-Clean rules supreme; Clothing, ribbons, laces, silk waists, brassieres, sweaters, hosiery, corsets, canvas shoes, silk gloves, woolens, curtains, upholstery, glassware, portieres, enamel ware, (wood or metal) or anything that has become soiled or spotted with grease, paint or dirt, can be cleaned in a few minutes at a very small cost.

Clean-O-Clean takes the places of the six or seven cleaners that are now required around the household; it is not limited in its cleaning ability. When you buy a can of Clean-O-Clean you can throw all the others out the window for Clean-O-Clean does the work of all them and all of this usefulness is consolidated in one can.

You run no risk in using Clean-O-Clean and you run no risk in buying it as Clean-O-Clean is covered by our guarantee to refund your money if you are not satisfied.

For Sale By Leading Grocers and Druggists
Distributed In Greensboro By
American Commission Company

THE CLEAN-O-CLEAN CO., INC.
P. O. Box 484 U. S. Distributor Asheville, N. C.

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Betty Compton At The Bijou.
"For Those We Love," the new Betty Compton picture released by Goldwyn which is now being shown at the Bijou theater, is a story of the struggle of a gambler to live up to the opinion that a simple, country girl has of him. Knowing nothing of his means for earning a livelihood, she accepts him as a courageous man,

The Greenwich Village Follies.
A sort of sublimated super-cabaret with background of feeling, exotic loveliness.

A combination of the grotesque and the beautiful, of the vulgar and the artistic of the shell-worn and the ultra-modern.

An entertainment that whirls you from heights of aesthetic enjoyment through gales of laughter, into lapses of coarse stupidity and back again.

Such an amazing, paradoxical and essentially bizarre entertainment is that of the Greenwich Village Follies, to be seen at the Grand theater tomorrow evening, for one performance only.

How much of its quality was inspired by the denizens of New York's quarters Latin, responsible for the original show, how much by the agencies that revamped it for commercial purposes, would be difficult to say.

The staging of John Murray Anderson, accomplished almost wholly by means of painted backgrounds, lighting and color masses in the nature of true artistic creation—a wonder to behold.

Be that as it may, the beauty of the woman, the high talent of some of the entertainers, the sensuous quality of music, the weird contrast of the constant element of surprise in the action, make the beholder indifferent toward ultimate responsibility.

It's a big show, a beautiful show, an entertaining show—and it's so different. Seats are now on sale at the box office.

Fritz Leiber.
With the Fenella cast, which will be seen during the New York run booked to begin at the Lexington theater on December 25, and with new and highly improved scenic effects, Fritz Leiber, the brilliant young American actor, will play an engagement of one performance tonight at the Grand under the management of George Ford. The management claims that, by a specially devised electric equipment and by a revolutionary natural quality of acting, an intensity of effect has been shot through the great play, and the contention is born out by the striking success which the organization achieved in the Metropolitan last season.

For his engagement here Mr. Leiber will play Romeo and Juliet. Seats now on sale at the box office.

MEBANE NEWS BRIEFS.

District Meeting of Federation of Women's Clubs Set For Dec. 14.
The annual district meeting of the Federation of Women's Clubs will be held in Mebane, Dec. 14. The Commercial club met Friday evening at the club rooms. Among other items there was the question of a Chautauque to be held next summer. The representative secured a number of signatures, but it was not definitely decided as to whether the attractions would be secured. Mr. J. B. Prince is now secretary, filling the position recently made vacant by J. B. Johnston, now of Siler City. J. B. Prince spent Sunday in Durham where Mrs. Prince is a patient at Watts hospital.

Mr. and Mrs. C. F. Vogler had as their guests over Sunday Messrs. Vogler and Miss Nell Benbow, of East Bend.

Mrs. Harry M. Oliver has as her guest Mrs. M. E. Oliver, of La Grange.

The district meeting of this branch of the state federation of Women's clubs will be held in Mebane on December 14. Miss Mattie E. Johnston, president of the Mebane Community club, announces that the club ladies of the town are very enthusiastic over the work and the meeting. Mrs. H. W. Chase of Chapel Hill, is president of this district, which includes clubs in Raleigh, Durham, Chapel Hill, Zion College, Mebane and other towns nearby. Luncheon will be served by the local community club on the day of meeting. The sessions will close in time for adjournment before the east-bound train at 1:35.

The Mebane club is very active, well

NATIONAL

3 DAYS COMMENCING MONDAY,
DECEMBER 12
Twice Daily at 2:30 and 8 p. m.

The FOUR HORSEMEN of the APOCALYPSE

An Unsolicited Tribute

The Raleigh News and Observer In Its Issue of November 25, in Reviewing the Picture at Length, Said in Part:

"The Four Horsemen of the Apocalypse" at the Superior for the remainder of the week, is the greatest moving picture, as such, that Raleigh has ever had the fortune to see. Not a detail in it has been slighted. Its cast is chosen with an almost uncanny insight. It has been produced with lavish indifference to cost. It undertakes to do nothing more than the Great Span-

lard did in his book, and nothing less. The picture is a picture that all Raleigh ought to see, a thing that it should lay by in its memories. It is a picture that Raleigh's children will see, and perhaps react to as does the present generation to the story of the Civil War. "The Four Horsemen of the Apocalypse" may wait a generation to come into its undoubted place as the finest picture that has ever been made.

Nothing Like It Ever Seen Before

organized, with capable heads of several departments.

Mr. and Mrs. J. B. Johnston left Tuesday for Siler City, where they will make their future home. Mr. and Mrs. Setzer will occupy their residence on Seventh street for the present.

The contract for grading the improved road from Mebane east to Hillsboro, has been let to Crawford and Crawford, of Mebane.

Misses Lucille and Helen Dillard have returned from a visit to Rocky Mount.

Misses Katherine McIntyre and the girls of the Mebane neighborhood, Misses Elizabeth Scott and Margaret Hansell, are at home for the month of December from Flora McDonald college.

Cost of maintaining the 14,000 American troops in the army of occupation in Germany, is nearly \$1,000,000 a month.

INCREASED BUSINESS 25% BY USING LONG DISTANCE

By J. O. BLACKWOOD
President and General Manager Ford Flour Co.
Nashville, Tenn.

Some twelve months ago we adopted the use of long distance telephone in lieu of personally calling on our trade and using other means of securing business. We have found through the twelve months we have been using this service, that we have increased our business from 25% to 30% through the use of the long distance, and in 99 cases out of 100 where we have gotten in touch with our customers over the telephone we have landed the business where our experience when in using other means of communication had failed.

We can certainly heartily recommend the use of long distance telephone as a means of getting in touch with your customers, staying in touch with them, keeping them satisfied and getting a good volume of business.

Gets the Order In 99 Cases By Using Long Distance

Twelve months ago the Ford Flour Company, of Nashville, Tenn., one of the South's leading flour manufacturers, began using the long distance telephone exclusively for sales work with its trade.

J. O. Blackwood, president and general manager, declares that the business has increased 25 to 30 per cent and sales are made in 99 cases out of a hundred when the patron is reached.

This is a remarkable tribute to the sales value of the long distance telephone, but it is duplicated by many other concerns who are making intelligent and systematic use of this great sales agency.

A power that can increase the business of a big concern like this can certainly be applied to your business with profit.

Why not let us send a representative to explain how the long distance service can increase your sales and reduce your sales costs?

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY