

WILLIAM FOX'S PLANS FOR NEXT SEASON

Bara, Farnum, Walsh and Lee Children Star in New Screen Production

William Fox, who has just returned from his California studios, announces plans for an ambitious twelve months' moving picture production beginning next September.

The Fox organization has in the last year created a distributing organization that controls the globe. The Fox agencies are located in twenty-seven cities of the United States, six in Canada, six in South America, five in Australia and the Far East, ten in England, Ireland, Scotland and Wales, and in every other civilized country in the world.

In this connection it is worthy of mention that "Armen," produced by Mr. Fox and distributed by the Fox agency in Fort Lee, N. J., was shown in Seville, Spain, and was well received in Madrid.

Likewise, "Romeo and Juliet," staged in the New Jersey town, in the costumes of the Shakespearean period, was shown on the screen in Stratford-on-Avon, England, during the recent Shakespearean festival.

It is recognized in every foreign country that American films excel and have a world-wide appeal in theme, action and story," said Mr. Fox, the American producer, competing with the best brain and the wonderful scenic locations of France, Italy and other European countries, have defied all foreign competition.

"The war conditions have not permitted the foreign producers to stage as elaborately or expensively as we in this country, but I believe that the greatest imagination, highest theme and most artistic and dramatic creations will continue to be staged by American producers for the future.

For the season 1917-18 I will present Annie Kellerman in a new screen production of which George Bronson Howard is the author. The director is John G. Adolfi. Scenes at the bottom of the ocean by means of a patented submarine apparatus will inaugurate a new angle of entertainment.

"The assistance of the Smithsonian Institution of Washington and the British Museum in London in connection with Miss Kellerman's new film, also the cooperation of the United States Fisheries Commission. This picture is yet unmade, but the new film will be most spectacular, but totally different in story and action from 'A Daughter of the Gods.' It will be shown in New York this autumn.

The renowned American dramatist throughout the country from women's clubs, editors, educators and others interested in the welfare of the young. I have staged a series of children's plays, such as 'The First Jack and the Beanstalk,' which will be shown at a Broadway theatre not later than September. In the children's pictures all parts will be enacted by juvenile artists selected with great care, and the plays are intended for young and old. 'Aladdin and the Wonderful Lamp,' 'Treasure Island' and 'Babe in the Wood' are among the children's pictures already staged.

'William Farnum will appear at a Broadway theatre in 'The Conqueror,' which is the life-story of Sam Houston, and depicts the early political life of the State of Texas. I believe this play will point the way to educational filming of American history, yet giving the necessary dramatic action. Mr. Farnum will also appear in 'When a Man Sees Red,' by Larry Evans, and 'The Doctor,' by Ralph Connor, the Canadian author.

'Miss Theda Bara will make her initial appearance on Broadway in a picture version of 'Cleopatra.' 'The Hoodlum System,' dealing with American social conditions, will be shown in September throughout the United States. Among the authors whose works I will produce during the coming fall are George Scarborough, Larry Evans, Randolph Lewis, Adrian Johnson, George Bronson Howard, P. McGraw Willis, Rupert Hughes. During the coming season in new films there will appear under my direction Virginia Pearson, George Walsh, Gladys Brockwell, Jane and Katherine Lee, Miriam Cooper, Valeska Chiriac and others.

'Mr. Duffin Farnum, who has been absent from the screen as well as the speaking stage for the last ten months, will be in 'The Scarlet Pimpernel,' by Maibelle Helen Justice; 'Land of Fifty-Three,' by Bertrand Sinclair, and 'The Spy,' by George Bronson Howard.

'Details of the New York engagements of these films will be announced shortly, as well as the names of the Broadway theatres in which they will be presented.

'Mr. Fox has completed arrangements with the British and French War Offices, as well as the British Admiralty, for showing films to soldiers and sailors in the European war zones. He has also made a similar offer to the War and Navy Departments at Washington.

IN THE MOMENT'S MODES

Some of the New Bathing Costumes Are of Brocade

EVERY once in a while a fashion comes along that is almost impossible of adequate description, it may present features so new or so startling that it fails to visualize itself to one's mind.

Of such is the bathing costume fashioned of brocade silk or satin. There is nothing about either of these materials that suggests a beach costume, and yet, oddly enough, either one seems peculiarly appropriate when used for that purpose—that is, seems appropriate after you have seen them thus employed.

In a combination of brocade silk or satin, with plain silk or satin one can get a monotone effect with a quality of dressiness that could not be achieved with the use of all-plain material untrimmed. And in a combination of brocade silk of one color with plain silk of another color you can get the same dressy result as when a plain material is elaborately trimmed.

The adjoining sketch shows one of the new bathing costumes in which brocade silk is used in combination with plain satin of contrasting color. The panel ends of the blouse present a novel construction idea, as do the frills on the bloomers.



ADVICE TO THE HOME-BUILDER OF MODERATE MEANS

By VICTOR EBERHARD, B. Arch., R. A.



It is generally noticeable in our suburbs that the dormers are too large for the roof on which they are placed. They give one the unpleasant feeling that the roof is bursting out, and destroy entirely whatever graceful lines the roof might have.

Interior Woodwork and Its Finish

GENERALLY, when we think of the interior woodwork of the house we are planning, we do not think of the wood at all, but of the effect. We have in mind an interior with all the woodwork white, or else we may like a silver gray or some still darker tone. Then we may even know whether we want a smooth or rough finish.

What concerns us, therefore, are just what woods are best for the different effects and by what processes in a general way these effects are obtained. Since white seems to be the favorite color, let us begin with it. The first thing to do is to select the proper wood for a good smooth finish; second, to be sure your painter knows his business. In the first instance, unless the proper choice is made of the wood, no amount of good work on it will make it a good job. It should be a wood which has a close, even grain. Poplar is the best, white pine is good, and the best North Carolina pine can be used. It remains for the painter to apply the proper number of coats of paint in the right way.

THE GOOD HEALTH QUESTION BOX

By JOHN HARVEY KELLOGG, M. D., LL. D.

In answer to health questions, Doctor Kellogg in this space will daily give advice on preventive medicine, but in no case will he take the responsibility of recommending surgery or any procedure assured by personal letters to inquirers who inclose stamped envelopes for reply.

Daily Toilet Rules

CLEANSE the mouth and teeth thoroughly before and after each meal, or rinsing and on retiring. A foul tongue and decaying teeth indicate mouth infection and intestinal auto-intoxication and general low resistance.

Lack of Hydrochloric Acid

What foods increase hydrochloric acid? What is the cause of a lack of it? ALICE D.

Thorough mastication of any food stimulates the secretion of gastric juice. You must avoid excessive quantities of fats and salts and also overeating and the use of liquids at meals in order to increase gastric action. You may take all the dextrinized cereals, potato, honey, soft-cooked eggs, nuts, fruits of all sorts and fresh buttermilk. You may take all the fresh green vegetables.

Catarrh of Stomach and Coated Tongue

What is the cause of catarrh of the stomach? My general health is good, but my tongue is always heavily coated and my stomach weak after standing. Leitching M. R.

Catarrh of the stomach is caused by incorrect diet and habits of living. In this condition the glands that secrete the gastric juice do not act. You are probably constipated. Even though your bowels move daily, they do not move sufficiently. Take two tablespoonfuls or as much as is necessary of mineral oil at bed time to increase the bowel activity. You should avoid standing or any exertion which causes weakness. Your food should be chiefly of a liquid or semiliquid form. Honey and butter may be used on stale bread. Purees of vegetables are useful. You may have potatoes and rice with milk and soft-cooked eggs. Fresh buttermilk is allowed. The meals should be small in amount, and it is better to take four a day. Stated milk or whole milk may be taken when milk is well borne. The ready-to-eat cereals and cereal grains are very nourishing and digestible.

Epsom Salts for Bowels

Are Epsom salts good for the bowels? Do they cause constipation? S.I.M.

We do not advise Epsom salts for the bowels. All salines will increase constipation in the end, although they act as a temporary expedient. Your diet should consist chiefly of fruit, fresh vegetables and ready-to-eat cereals. You should eat bran, Graham and whole-wheat bread at each meal. You may drink the bran stirred in water or you may put it in soup

FILM FLASHES FOR THE FANS!

At Boyd, owner of the Arcadia, dictates to his stenographer, Katherine Daly.

Alex. Abe's able assistant ambassador, is at Atlantic. His vacation begins today and the publicity bureau mourns the loss. So do the dramatic editors.

The Broadway closed for the summer. Fannie Ward is alleged to have canceled her contract with Paramount because they did not like the work of her husband, Jack Dean. Evidently he did not profit by his wife's "School for Husbands," the feature at the Park on Thursday.

Not content with getting married, Jay Emanuel, manager of the Jefferson, has made application to join the ancient order of comedians.

The Family announces an added feature O. Henry's "No Story" for Wednesday. This is the first time a production has had no story.

Eva Tangway said "I Don't Care" and said she'd like to make a production for them. Clara Kimball Young made "The Easier Way" and left the Broadway organization to produce her own show. That some of the stars of the latter stage production will be on view Saturday at the Overbrook.

The Fifty-second Street Theatre announces that different feature will be presented every day throughout the summer as a novelty. It begins today.

Patrons of Schilder's Ridge Avenue Theatre will see the start of the trials of "The Neglected Wife" on Thursday. During the convention many managers' wives thought they, too, were in this class.

Where there's a will—there's a bunch of people fighting to be remembered in it. That some of the firms and laughs of "The Book Agent," with George Walsh, at the Bluebird on July 4th.

Last and west meet in "The Price of Pride," and the result is a thrilling, surprising motion picture. "The Price of Pride," with Carlyle Blackwell and June Elvidge as the stars and with Evelyn Green included in the cast, will be the attraction at the Strand Theatre today, tomorrow and Wednesday.

The attraction at the Coliseum Theatre on Friday and Saturday will be Miss Alice Brady in "The Intruder Game," a sparkling and vivacious offering made from Len Durrill's famous play, "Mile High."

A lively story is offered today at the Franklin with Peggy Holand in "The Streets Wife."

The new Black Cat story will be shown at the Tivoli on Saturday.

The star of "Wild Wives' Widow" will be seen to advantage on Saturday at the Eureka. It is Dorothy Dalton.

The Austin grand organ now being installed in the Savoy is said to be the first of its kind ever installed in this city. The organ is a combination of three distinct instruments—a well, great and string organ. The string organ is something new in organ construction. The combination of these three instruments for a basic unit of an orchestral effect is said to equal fifteen to eighteen orchestral instruments.

Philadelphia is fast becoming the musical center of the United States. The Victoria management has proven that to win success for a playhouse theatre that theatre must carefully select its musical program. Under the direction of Messrs. Desmarre the music at the Victoria is a feature well worth the price of admission.

The Victoria has brought the Mecca for the better class of playgoers, women are especially attracted to this theatre on account of its central location in the shopping district and the comfortable surroundings.

Another one of those summer programs that have won the enthusiastic praise of film lovers in the southern section of the city will be presented at the Alhambra this week. A delightful feature will start today with the appearance of Bryant Washburn in the first screening in this part of the city of the timely and patriotic picture, "The Man Who Was Afraid." Mr. Washburn won his fame in the "Skinner" films.

An unusually interesting and delightful "summer" program of stars in new photographs, which include drama and comedy, will be presented at the Great Northern Theatre this week, and that popular actress, Donna Edwards, will open the week today, remaining on Tuesday, in "The Hater of Men," which is her latest picture. Its star is a real actress, one with ability and stage

The Modern Faucet QUATURN PLUMBING Fleck Bros. Co. 44 in 50 N. 8th St. Heating and Water Supply 500 Arch St.

The Russian Revolution By ISAAC DON LEVINE "Tells in crisp, journalistic style, and with a full sense of its amazingness, this latest romance of human freedom. The author draws from a full and deep knowledge of Russia; he is able to sum up the salient facts leading gradually and surely to the revolution without wasting time or losing the reader's attention." —Says the N. Y. Times. \$1.00 HARPER & BROTHERS Established 1817

U. OF P. MEN PLAN FUND Want \$75,000 to Build Home for Post-grads—Teams to Meet Next Monday University of Pennsylvania alumni members are planning a campaign to raise \$75,000 among the graduates of that institution in this city to provide a home for the university post-grads. The campaign will start next week. The teams will assemble at the opening business session scheduled for next Monday night in the Bellevue-Stratford.

OPPOSE LICENSE TRANSFER Nicetown Residents and Corporations Protest Coming of Saloon Nicetown residents are protesting against the transfer of the saloon license of Joseph F. Devins from 41 North Sixth street to 2101 Erie avenue. The fight also has been taken up by the Midvale Steel Company, the Link-Belt Company and the George W. Blabon Company. Officials of the three concerns have signed remonstrances.

WARNS AGAINST TYPHOID Health Director Krusen Says Vacationists Bring It Home in Fall Vacationists beware! Director Krusen, of the Department of Public Health and Charities, has issued a statement on recent sanitation in which he says that 25 per cent of all the typhoid fever cases in this city in the fall are caused by infection among vacationists who visit insular summer boarding houses.

At the Market Street Theatre, under the management of the Central Market Street Company, the music is carefully looked after by competent organists. Daily recitals on the Knibball grand organ are featured. Thousands of dollars have been spent on the ventilation, and it lives up to the man-

agement's slogan of "cleanliness, comfort and courtesy."

Norma Talmadge, who is one of the most popular of movie stars, will star at the Regent today in her latest picture, "Poppy," and she will also give her admirers another chance to see her again on Tuesday in the best role that she has ever essayed on the screen. She is vivacious, keen and gifted with a strong sense of theatrical values.

Harold Lockwood, Earle Williams and Norma Talmadge, each one of whom attracts here admirers in West Philadelphia by thousands, will be the featured stars at the Local Theatre this week in plays that will be shown there for the first time in that section of the city. Mr. Lockwood comes today and remains on Tuesday in "The Haunted Pajamas," which abounds with amusing and thrilling incidents and a surprising climax. It will hold the interest of every one from start to finish.

"Madame Midge" is the title of the new Triangle play selected for the first starring vehicle of Olive Thomas, called by Harrison Fisher "the most beautiful American girl in the film world." It will be written by H. Cecil Smith, will be exhibited for the first time at the Arcadia Theatre the first half of this week. Olive Thomas, the star, is probably the most photographed beauty of the day, being one of the celebrities of "Midnight Frolic" given on New York's well-known roof garden, where she appeared as Miss New York. The large cast includes Charles Gunn, Dorcas Matthews, Aggie Herring, J. Barney Shaw, Jack Livingston, J. Frank Burke and Gertrude Clark. Raymond W. West directed the production.

In "The Valentine Girl," her latest Famous Players picture on the Paramount program, Marguerite Clark receives the able support of several of the screen's best-known artists, such as Frank Losee, Adolph Menjou, Richard Barthelmess, Katherine Adams, Maggie Holloway Fisher and others. This picture was directed by J. Searle Dawley, and the excellent photography, together with the splendid cast, makes it one of the best Miss Clark has done. It may be seen at the Fairmount Theatre today.

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July 2d, 1917 No Delivery of Goods There are compelling reasons why this has to be, and soundly-thinking people will see that the necessity exists. The way to make the best of any situation is to make it better, and earnest effort is working solely along that line. Let's dig straight to the bottom and get hold of the facts. In our advertisement of May 28th we said: "The highways and byways of grocery buying are very intricate in these days of abnormally inflated values; but we're determined to make the going as easy as possible for the household purse." We've nothing to retract from that statement. The standard of value in The American Stores TO-DAY is the biggest dollar's worth for every hundred pennies of price. To further that end we have to-day discontinued our delivery service—a feature which never was a concerted part of the original chain-store plan; for the true conception was based on a CASH BUSINESS, with SMALL PROFITS (oftentimes repeated), and distinctively NO DELIVERY SYSTEM. Like Topsy, it "just grew" and became a habit; and habit is the nursery of many errors. It "grew" to such proportions that it sent in terrific bills, and we've been forced to throw it into the scrap-heap of THINGS DONE WRONG. Of course, the last person to encourage an innovation of this kind is the individual who is profiting by the old method. But, did you, Mrs. Housewife, ever really profit by having your goods sent home? Have you ever had "free" delivery which cost you nothing? Think it over—there's no room in this proposition for unsound, over-fed reasoning. THE AMERICAN STORES come as near as can be to solving the perplexities of the hour; and no circumstances can arise to create conditions wherein people may buy Groceries (quality for quality) at lower prices than we ask. NO DELIVERY AND NO TELEPHONE CONNECTION; but don't drop the substance for the shadow. These goods and prices are substantial reasons WHY: Best Granulated Sugar, 7 1/2c lb. Fresh Creamery Butter, 40c lb. Really Fresh Eggs, 37c doz. Very Best Butter, 45c lb. Our Choicest Eggs, 40c doz. Victor Quality Bread, 6c Our Very Best Coffee, 20c lb. King Midas Flour, 85c New Potatoes, 15c 4pk. Quaker Corn Flakes, 5c pkg. Sniders' Tomato Soup, 8c can

What to Buy, What Not, in City's Produce Markets HERE is produce-market report of the food commission of Mayor's Home Defense Committee: Abundant Group Potatoes continue plentiful, but it is likely that they are as low in price as they will be for some time to come. The following vegetables are not only plentiful but cheap: Peas Spinach Cabbage Rhubarb Beans Radishes Beets Scallions Carrots Onions Kale Normal Group Asparagus Parsley Cauliflower Romaine Cucumbers Peppers Celery Squash Eggplants Gooseberries Garlic Oranges Lettuce Lemons Okra Scarce Group Bananas Pineapples Green Corn Peaches Lima Beans Blackberries Tomatoes Raspberries Strawberries Huckleberries Cantaloupes Grapefruit Watermelons J. RUSSELL SMITH, Chairman Mayor's Food Commission.