

Screenings
By DON ALLEN

FORMULA
At last we have heard a valid reason why many, many pictures are so dull and boring. But the director who gave us the information didn't realize it when he was speaking.

We were in a projection room looking over a picture that hasn't been released as yet.

"That will never do!" flatly announced the director, who, by the way, did not direct the picture we were viewing. "That will never get by!"

"And why?" we asked.

"It isn't screen!" he answered. "They do not stick to screen formulae at all. Now right there they should have put a fade-out and right here they should have had a narrative title; right in that scene there should have been a close-up and in that episode the hero should have done so and so."

"But why?" we again interruptingly asked.

"Oh," he answered, "because it's screen to do it that way. It isn't done any other way. It's against all screen rules!"

And it was right then and there that he gave away the secret of why so many pictures that should be good are failures.

Get away from screen formulae and give us REAL pictures, say we!

REMEDY?
Al St. John, the film comedian, has a cold. A friend noticed it.

"That's a bad cold, Al!" remarked the friend. "What are you taking for it?"

"The advice of all my friends!" answered Al, between sneezes.

HONOR MAN.
Frank Alexander of the Vitagraph

Hollywood colony deserves a medal. In fact, Frank deserves two medals. And we're sending 'em out to him.

In the first place, Frank came in for the first medal for his courage. Weighing 350 pounds, Frank went fishing recently when the temperature was above the 99 mark. If that sort of courage doesn't deserve a medal we miss our guess. And so we are having a brass one struck off.

But he'll get a nice shiny gold medal for coming back from a three-days' fishing trip and acknowledging that he didn't catch one doggone fish.

OH!
We wouldn't come right out and say we didn't believe what Vivian Moses, the Fox press agent, says, for we've always found him a very truthful sort of a chap, but—

Well, just read what he told us yesterday and judge for yourself.

"One of our stars," said Viv, "was on the Mexican border shooting a picture when a Mexican copper tapped him on the shoulder.

"Why have you not answer me?" asked the cop, "I call you seex times!"

"I didn't hear ya!" alibied the actor.

"I call lak theen: S-s-s-s-s-s-s-s-s-s!" answered the Mexican.

"Well," went on the actor, "all I gotta say is that's a hell of a way to call an actor!"

Now, do YOU believe it? Very well, then!

FABLE.
Once upon a time some one remarked that there had only been one man in history who could really write fables and his name was Aesop.

But that was "once upon a time" and before George Ade was discovered.

BAND 'N' EVERYTHING.
Montreal is planning to do itself proud when it heaps all the honors in its power upon the fair head of Pauline Garon, who played the leading feminine role in "Sonny."

Miss Garon conferred the honor on

Montreal of being born there. Now, since she has become so popular in pictures, Montreal is trying to get even.

Miss Garon will be there in person to hear her praises sung and to accept the key of the city. And, if the key really unlocks anything, she says she'll bring a little bit back "in case of illness."

WHAT NEXT?
Chaplin, the "incomparable," has been compared to the poets of old.

And now they've likened him to a great dancer.

In his new book, "Charlie Chaplin," H. Louis Delluc compares Chaplin with Moliere, but declares Moliere becomes tedious, whereas Chaplin can never become so. He also compares Charlie to Nijinski, the dancer, saying:

"Charlie Chaplin is an inventor in his art as Nijinski is. Charlie is the pioneer in the very first epoch of his art—Chaplin interprets himself. I think of Nijinski when I think of Chaplin."

We wonder what Nijinski would have thought if—but what's the use?

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THE VAN CORTLANDT THE PROSPECT
FIRST RACE AT 2:30 P. M.
Special Race Train leaves Grand Central Terminal, Harlem Division, at 1:30 P. M. Regular trains to Mt. Vernon at 11:35, 12:30, 1:30, 2:35 P. M. Additional trains late. All trains stop at 125th St. Also reached via Lexington and Jerome Ave. Subway, or West Farms Subway to Mott Ave., transferring to Jerome Ave. Subway, or via 9th and 9th Ave. "L" to Jerome Ave. Subway, thence by trolley from Woodlawn Station.
ADMISSION—GRAND STAND, \$3.50, including tax.

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Paris Favors Printed Crepes

The accompanying illustration is reproduced from a photograph taken June 18th at the Steeplechase, Auteuil, Paris, showing one of the many beautiful frocks of printed crepe and Georgette crepe which were worn on that occasion.

Patterns strikingly resembling these worn at the Paris races, are to be had in the Silk Rotunda, 40 in. wide, now at these exceptionally low prices.



Printed Crepes de Chine at \$2.45 yard \$5 to \$5.85 grades

Printed Georgette Crepes and Crepe Chiffon at \$1.95 yard \$3 and \$3.50 grades

Checks aplenty—great figures in blue, black and white, or cherry-red, black and white, resembling forked lightning—chrysanthemum design conventionalized into great blocks of jade green and black on white, or violet and black on white—Persian designs in various colors—designs which are copies of old French Toiles de Jouy. Small, neat florals for the sober-minded. Vivid colors and softer shades.

For frocks, summer capes, linings for capes, coats and suits, negligees, and the new long blouse.

S-U-C-C-E-S-S-F-U-L
Capes and Coats now \$48
Black, navy blue tweil and black canton crepe, in models which have, at much higher prices (\$65 to \$95), been among the smartest and most successful ones of the season.

Pin tucks or embroidery—effective means to gain distinction on capes and coats of absolute simplicity of line.

Women's Fashion Salons, Second Floor, Old Bldg.



The Frocks women want today

—Laces, chiffons, crepes, sports silks

\$65 to \$145--Tuesday

Today's prices are \$95 to \$245

Frocks from our salon collection. Authoritative fashions.

Trimmings of tinsel, beadings, ribbons, pleats or tucks, each suited to the frock.

Black, of course, several shades of blue, from navy to the most delicate shades of blue; green, the smartest beiges, tans and grays, and shades of rose and red.

The Long-awaited-for Carload of Gulbransen Player-Pianos has arrived



The lowest-priced GOOD player-piano in America

\$365

We received a carload two months ago. They went out in a jiffy. We've had many calls for them since, but have been unable to satisfy them. The demand for GULBRANSEN player-pianos from all sections of the country keeps the factory busy. And

we are the only distributors of GULBRANSEN player-pianos in Greater New York we have had to await our turn.

Now we have got them. And it is only fair to everybody to give warning that we shall probably have to wait another long time for the next shipment. So, if you want a GULBRANSEN, come Monday.

Plenty of Time to Pay

The outstanding features of the GULBRANSEN are (1) good tone, (2) easy playing qualities, (3) complete musical response, (4) simplified, careful, substantial construction, (5) manufacturer's 10-year guarantee, branded on every piano.

Linens for Smart Tub Frocks

Linens, embroidered or striped, dotted or plain, in the loveliest of summer colors—nothing is quite so smart for the simple one-piece tub frocks of the summer mode.

Attractively Priced.

Embroidered in gay colors, in white, in both large and small patterns. Often used for little jackets, as well as frocks, \$7.50 and \$12.50.

Narrow stripes, wide stripes, pin dots, in soft colors on white. Handkerchief weave, \$1.65 yard; the heavier French finish \$1.35 yard.

Solid colors—and such delightful ones—and of course, white, in various weaves. Non-crushable, 95c yard. French finish, \$1.25 yard. Handkerchief weave, \$1.50 yard.

Dotted grass linen—the sheer grass weave in the natural color, with coin dots, embroidered in colors—\$2 yard.

First Floor, Old Building

Furniture to make wee baby happy

Well proportioned, carefully made furniture in ivory enamel finish.

Wicker bassinets, untrimmed, with three reeds for hood; rubber tired wooden wheels, \$16.50—regularly \$19.50.

Wooden beds—small size, flat slat sides, woven wire spring, rubber tired wheels, \$7.50; small size, decorated with little painted figured, square link spring, swivel, rubber tired wheels, \$11.50; large size, drop side, square link spring, set on casters, \$11.50.

Four drawer wicker wardrobes, undecorated, \$10.95—regularly \$12.50.

Wooden play yards—white enamel finish, with numeral frame and floor, \$8.95; oak finish, with numeral frame but without floor, \$5.00.

Third Floor, Old Building

Cool Morning and Porch Frocks

Dozens of charming models, all delightfully simple in line, appropriate not only for morning and porch wear but for informal summer occasions. Because of incomplete size ranges, many of the frocks in this collection have been greatly lowered in price.

\$1.95 to \$5.75.

Extra sizes, \$2.95 to \$5.75

Ginghams in plaids and checks. Figured voiles and striped percales. Most desirable colorings.

Slip-on Aprons, \$1.95 and \$2.75

Plaid ginghams, beach cloth combined with cretonne, and cretonne combined with percales, in models made to look like little frocks.

Third Floor, Old Building

PHONOGRAPHS in their new home

Now on the First Gallery, New Building—adjoining the Piano Salons. A satisfying and convenient arrangement, with ample space and demonstrating rooms properly equipped to hear the world's best music on any one of the four standard phonographs of the present time—BRUNSWICK, CHERNEY, SONORA, VICTROLA. You are invited to avail yourself of the good service of these new Salons.

First Gallery, New Building

RUGS—Rare Opportunity

We have taken all odd quantities of domestic rugs from our regular stocks—all rugs which we cannot duplicate or round out in complete sizes—and have set very low prices on them to move them out quickly, Tuesday.

In the 9 x 12 feet size

Grade	Special price
Seamless Axminster rugs	\$70.00 \$40.00
Seamless velvet rugs	\$65.00 \$40.00
Seamless chenille rugs	\$75.00 \$40.00
Seamed Axminster rugs	\$50.00 \$30.00
American grass rugs	\$16.00 \$8.25
Wool and fibre rugs	\$18.00 \$12.00

In the 8 1/4 x 10 1/2 feet size

Wool Wilton rugs	\$85.00 \$60.00
Worsted Wilton rugs	\$114.00 \$85.00

In the 7 1/2 x 9 feet size

Wilton velvet rugs	\$40.00 \$22.50
Axminster rugs	\$42.50 \$30.00

Third Gallery, New Building

Miss 14 to 20 could not ask for more becoming Frocks

Waffle Checked Voiles and Ginghams, \$10.50

A very chic little voile frock in the new waffle check.

Free, simple lines, white organdie fluting, gros-grain ribbons. Light and racy blue, red, green and orange with white.

Ginghams—plain, cube-checks, broken checks—all colors, four models.

Tub Silk Frocks, \$19.75

Washable Habutai in fine hair stripes, with white, orchid, green, black and Copenhagen blue.

Crepe de Chine Frocks, \$25

Second Floor, Old Building.

Phone or write for the U. S. All-wool Blankets, \$3.65

and they will be delivered immediately in time for camp use. You may club together with your neighbors, or camps or institutions, and

Get a bale of 20 Blankets for \$70!

By the bale the cost is only \$3.50 each. These blankets are brand new, in the original factory bales. They are all-wool, 4 lbs. or more in weight, approximately 75x84 in. in size. Olive drab in color.

Uncle Sam paid from \$7.35 to \$8.50 for them—*is it fine good luck to you them for \$3.65.*

50 Magicold Refrigerators

White enamel inside and out | **\$27.50**

Have been selling at \$35 to \$42

33 x 19 x 46 in.

Holds 100 lbs. of ice. Made of 3-ply veneer hardwood, with solid posts, interlocking air-tight frame with 4 extra heavy steel bolt rods; thorough insulation. Heavy cast brass hardware, nickel-plated—won't rust. Extra heavy ice chamber and reinforced ice rack.

The 32 x 18 x 50 in. size 45 at \$37

The same model and size which we have been selling at \$44. Holds 100 lbs. of ice. Same construction as the refrigerators above described.

Seventh Gallery, New Building

100 Dinner Sets—Average Half

English semi-porcelain, American semi-porcelain and imported china sets. All by first-class potters. Good-looking designs. Great variety to choose from.

A bit of mid-summer luck that we had not counted on being able to bring to our customers.

No. of Sets	Pieces	Description	Grade	Special price
69	107	English semi-porcelain	\$65	\$30
21	100	American semi-porcelain	\$60	\$30
10	100	Imported china	\$95	\$50

Second Gallery, New Building.

47 Sewing Machines

Wanamaker brand, guaranteed for five years—at much lower prices

\$35 for the \$45 grade

25 hand-lift machines of American walnut; long shuttle, complete with latest attachments; five drawers.

\$42 for the \$55 grade

15 automatic lift machines, drop-head, five drawers, mission finish.

\$45 for the \$60 grade

7 automatic lift six drawer machines of mahogany; drop head.

10 Electric Sewing Machines

—the celebrated "Free" machines, with Westinghouse motor; in oak and mission and American walnut; at the extremely low price, Partial payments, if desired.

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Sandals and Sport Oxfords

High Grade Models from Regular Stock Reduced for Prompt Disposal

No Credits No Exchanges **6.75** All Sales Must Be Final

Sandals Oxfords

Cut-out models of fine quality Patent Leather with very neat perforations and instep strap.

Sport Oxfords of highest quality White Canvas with smart Patent or White Kid trimming.

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Immediate delivery until the carload is gone.

Piano Salons—First Gallery, New Building