

'MOVIES' UTILIZED IN WAR AGAINST THE WHITE PLAGUE

Thos. A. Edison Joins Crusade in Sending Out Photoplay Showing Menace to Humanity.

Thomas A. Edison has lent his aid in the anti-tuberculosis fight which, under the direction of the National Association for the Study and Prevention of Tuberculosis, has been for some time past a country-wide contest. Mr. Edison has assisted in the preparation of a motion-picture play which deals with the problem of tuberculosis in children. A climax in the film tragedy shows a broken, infected employe gloating over his employer because the latter's two children have been found to be victims of the insanitary conditions which the employer refused to correct.

The plot of the picture, which is entitled "The Temple of Moloch," is laid in a small village, the chief industries of which are some potteries, owned by Harrison Pratt. He also owns a group of dilapidated tenements, in which most of his employes live. Doctor Jordan, health officer of the village, finds that insanitary working conditions in the Pratt potteries, together with the unhealthy state of the tenement houses of the workmen, have to do with the spread of tuberculosis. Pratt tells him it is no use to try to do anything in the matter.

THE LOVE INTEREST.

Doctor Jordan has fallen in love with Eloise, the daughter of Harrison Pratt, and she has become interested in his work, particularly that at the prevention of children from tuberculous families. Three times Jordan appeals to Pratt and each time he is rebuffed.

Finally, he exposes conditions he has discovered through articles in the newspapers, in which he calls the Pratt potteries and tenements a modern "Temple of Moloch," in that they feed young children to the God of Greed. When Eloise, who is ignorant of conditions in the factory, sees the paper she immediately resents what she considers an insult to her father, and returns her engagement ring to Doctor Jordan.

Later, Pratt's daughter and son are found to have tuberculosis. When Eric Swanson, a former student of Pratt's, who had been discharged because he had contracted "potter's rot" in the mills, and was no longer able to work, hears of it, he exalts over the calamity which he views as a sort of personal vengeance. He musters all of his strength, and steals away to the Pratt home, where Eloise and her brother are taking the cure for tuberculosis on the porch, and there denounces Pratt, telling him that his son and daughter were originally infected as young children by Eric Swanson, when she served as nurse-girl for the Pratts several years before. So struck is Pratt by this denunciation that he decides to clean up conditions in his potteries and tenements at once.

The story ends with a Christmas scene, in which the engagement ring is returned to Eloise, and Doctor Jordan receives a liberal check for the employment of visiting nurses, the establishment of open-air schools, and other anti-tuberculous agencies in the town.

HELLO GIRLS!

Thousands of girls from all parts of the country have entered the Eassey contest for the most beautiful telephone operator in America. The Eassey Company has made a nationwide search for the most beautiful operator, who will appear in a photodrama entitled "The Woman's Way."

The winner of the contest will be paid \$100 for her services and her expenses to Chicago and back, together with that of her mother, father or guardian. Girls in the contest must be 18 years of age, unmarried and living with parents or relatives. They must never have appeared as a professional beauty either on the screen or the legitimate stage. They must be employed either in a public or private exchange, but cannot be a chief operator.

FLASHES FROM STARS

Miss Phyllis Nelson-Terry will make her American debut as Viola in "Twelfth Night" at the Liberty Theater, New York, tonight.

Miss Nelson-Terry will be surrounded by a cast of eminent players, including Henry E. Dixey as Malvolio, Eben Plimpton as Sir Toby, Jessie Busby as Maria, and Lawson Burt as Orsino.

Louis Netherole tells the following conversation between a child and its parents: "Daddy, I saw a play."

"What was the name of it?" "Uncle Tom's Bunkaloo."



MARGUERITE HERTZ—Little Theatre.

THE DRAMA

THEATRICAL BAEDEKER

ADELPHI—"A Pair of Slices" by Edward Peete. A dramatic full hand in the flesh of new smags and diversified bill. Review below.

BROADWAY—"The Prodigal Husband" by Dario Fo. A comedy, with May De Souza. Review below.

FORREST—"The Queen of the Moles," musical comedy, with May De Souza. Review below.

GARRICK—"Polish and Perimeter," dramatization of Montague Glass famous stories. Review below.

KETTER—"Edith Fox and the Seven Little Foyes" by Will Holt Wakefield in a repertoire of new smags and diversified bill. Review below.

LITTLE THEATRE—"Hindle Wakes," by Stanley Houghton. First production in this city of play, which created a sensation in London. A girl, having been compromised, refuses to marry, thus challenging the old code and asserting the independence of the new fashion. Splendidly acted.

LYRIC—"High Jinks," musical comedy, with book by Otto Harbach and music by Rudolf Friml, starring Stella Mayhew. Review below.

WANT—"Return of that popular favorite, 'The Old Homestead," by Damon Thompson. Review below.

EXIT REALISM, ENTER ROMANCE

The period of sordid realism has passed both in books and the drama. There is no uncertainty whatever in the attitude of the public as to what it wants, and does not want, in action and plays. Novels of a crass materialistic type, detailing the minutiae of unlovely or questionable lives no longer stand a chance of sales.

A few years ago, they dominated the list of the six best sellers. Public disapproval was still more manifest when a half-dozen or more yulet "social problem" dramas were put on the stage last season. They failed.

In a recent statement Oliver Morosco declared that the romantic drama was "coming back." Mr. Morosco said further that he is eagerly looking for romantic, colorful plays, and will devote his attention to this class of productions.

Already Mr. Morosco has acquired a costume play, "The Right of the Seigneur," by Thomas Broadhurst; "Lady Eileen," by Geraldine Burner and Hutcheson Boyd; "Brenda of the Woods," by Thomas Barry, and "The Lady of the Sonnets," by Edgar Allen Woolf and George Sylvester Viereck, a drama dealing with Shakespeare's love for a mysterious girl who played boy parts in the Elizabethan drama.

The manager of a big publishing house in New York declared last spring that he could forecast public taste for action by the character of plays that win success at that time.

Percy Mackay's "A Thousand Years Ago"—literally a poem put upon the stage—was drawing crowded houses. The tide of taste had turned. At the present time the productions in New York substantiate Mr. Morosco's assertion. "The Miracle Man," George M.

MODERN DANCING

The C. Ellwood Carpenter School, 1123 Chestnut St. Experienced instructors. Teach the very latest style from 10 a. m. to 11 p. m. everywhere. Telephone, Filbert 4207.

WANT TO FORM YOUR OWN CLASS of take a highly private lesson. Consult Mrs. Hunt, Chestnut St. 1115. SPECIALIST in up-to-the-minute dance.

PHOTOPLAYS

ALEXANDER R. BOND'S THEATRE Has Landed Another Scoop GEORGE ELLIOTT Presents ANTHONY AND JOAN in "THE ANGEL SHOWING AT THE REGENT THEATRE" TUESDAY AND WEDNESDAY

November 24 and 25 Eighteen months of labor, fortune in money, go to make this production even greater than "The Veldt".

LOEW'S KNICKERBOCKER 10TH AND MARKET STS.

ZUDORA

The girl who thrilled the motion picture world. Will appear here Monday, Tuesday, Wednesday.

ALTERNATE, 10c; Evenings, 10c, 15c, 25c. CHESTNUT ST. OPERA HOUSE Home of World's Greatest Photo-playz

Attention! 1 to 5 P. M. Evenings 7 to 11 P. M. 15c. Thousands Pleased. Avez at the Regent.

THE SPOLTERS

Has Beach's Greatest With Mrs. Farnum and Kathryn Williams. Twice Daily—Afternoon 2:30. Even. 8:30. Preceded by daily change First Run Picture.

Cohan's latest success, deals with the romantic character of a modern prophet. Belasco's "Phantom Rival" is a dramatized dream. Among other plays with the romantic quality predominating are Edward Knoblauch's "My Lady's Dress" and Cyril Harcourt's "A Pair of Silk Stockings." Tonight Edward Sheldon's newest play "The Garden of Paradise," will have its New York premiere. This is a fantasy based on a Hans Christian Andersen fairy tale. The heroine is a mermaid.

The change in taste is healthy. The appeal of romance is eternal, and one's translation from the drab routine of life by the medium of a glowing novel of love and tingling adventure or a dramatic peasant is better than being obsessed, and oppressed, by the realism that puts the magnifying glass on the commonplace of morbid. The distinction drawn is marked by two such novelists as Zola and Anatol France, the first of whom saw only the ugly, while the other sees romance and beauty in most humble things. It is demonstrated by two such dramatists as Ibsen and Brieux. Ibsen could take a facet of most ordinary life and put it on the stage, but bring forth, because he had the spiritual vision, the wonder, the romance, the tragedy of it. For, he it remembered, romance is not associated only with princesses and palaces; the most charming, most appealing, may be the simplest. Now is it to be found only in the past. This should be held in mind by our young native dramatists.

HOSPITAL FUND NOW \$30,000

The Providence General Hospital Campaign Committee reports that contributions have passed the \$30,000 mark. The workers have organized themselves into a permanent association called the Providence General Hospital Campaign Association, which will continue to work until the amount needed for the hospital is obtained.

The next rally dinner of the association will be held at the Germantown Cricket Club next Friday.

RECORDS

The Delights of Getting Well You can combine the enjoyment of a magnificent resort hotel with ALL the THREATS of the sea in the Viceroy, Kailash, Nalanda or Harragat at

HOTEL CHAMBERLIN

Old Point Comfort
Delicious food, fine service, and a beautiful view of the Chesapeake Bay. Address GEO. F. ADAMS, Mgr., Fortress Monroe, Va.

HOTEL DENNIS

ATLANTIC CITY N. J. IN AUTUMN
Provides a charm of comfort and ease amidst characteristic surroundings that has established it as an ideal seashore home. Directly on the ocean front. Capacity 600. WALTER J. BUZBY.

Tomorrow in Philadelphia—at Wanamaker's

That Old Cross Roads Country Blacksmith Shop

where the boys gathered after school to watch the brawny smithy make the horse-shoes, taught us boys many unforgettable lessons.

One of them is that a certain degree of heat is necessary to convert a piece of hard metal into a malleable state.

Just so is it true that we have to warm up to get knowledge, and to use that knowledge we must set about learning the

Alphabet of Experience

Chance and luck are poor to steer a business ship.

This Store is what it is through being "hot foot" after the best goods, steered by fifty-three years of experience and closely applying ourselves every day to patiently and persistently benefiting our customers by living in the everybody School of Experience.

No good merchant is ever through with his studies.

[Signed] John Wanamaker

November 23, 1914

THE 16th, 17th and 18th century tapestries in the treasure corner on the Fifth Floor, Chestnut, and in other parts of the Store—notably above the Chestnut Street elevators—are all for sale. They are pieces of peculiar beauty and of great value in the decoration of stately town or country houses.

Thanksgiving Specials in the Young Women's Store

All these garments are very new, in late Winter fashions, were made just to our order and are wonderfully good looking for their prices.

Velveteen suits at \$30—Copied from an expensive French suit, trimmed with skunk opossum and finished with a smart little bow in back.

Corduroy suits at \$30—Fine corduroy, lustrous and rich looking, made in two good models and finished with fur collars.

Velveteen suits at \$25—Smart short jackets, new style skirts; fur trimmed.

Broadcloth suits at \$23.50—Glossy, fine broadcloth, trimmed with skunk opossum, lined with satin to harmonize; yoke style skirts.

Velveteen suits at \$17.50—Two models; fur trimmed and well made.

Velveteen coats at \$25 and Corduroy coats at \$20—Made in three different styles, satin lined and finished with generous collars of beaver, skunk opossum, genet or chinchilla squirrel. Suitable for afternoon or evening wear.

Morning and afternoon dresses reduced—Cloth or silk, new styles and colors; many charming models, \$5 to \$20.

Charming little evening dresses—Delightful little affairs of satin, crepe de chine, chiffon and other fabrics in exquisite shades, \$13.50 to \$65 each.

All the garments in 14 to 20 year sizes. (Second Floor, Chestnut)

The Daintiest Lace Blouses Made Over Pale Pink

Just imagine cream-colored shadow lace, very fine and delicate, over the most exquisite tint of pale pink chiffon with a deep corsage of pink silk.

There are two very new styles like this. One has three-quarter sleeves and a lace fichu front and is \$5.50, and the other has long sleeves and an edging of imitation Venise lace at \$8.50.

Both have open-neck collars which are high in the back. (Third Floor, Central)

Cold Weather Essentials In Women's Wear

Sweaters of many kinds and all the desirable colors from \$3.75 to \$28.50.

Warm eiderdown bath robes, \$3.85 to \$13.50, and blanket robes, \$3.85 to \$10.50.

Flannellette nightgowns, all white or white with colored stripes, 50c to \$1.50. (Third Floor, Central)

Imported Winter Suitings Are Now Only \$1.50

Shortened quantities and broken color assortment is the wand that has transformed the prices from three times this amount and more, which is what they have sold for in our own stock.

They are very handsome wool broadcades, some with a glint of silk in the weave, boucle effects and raised diagonal striped suitings. (First Floor, Chestnut)

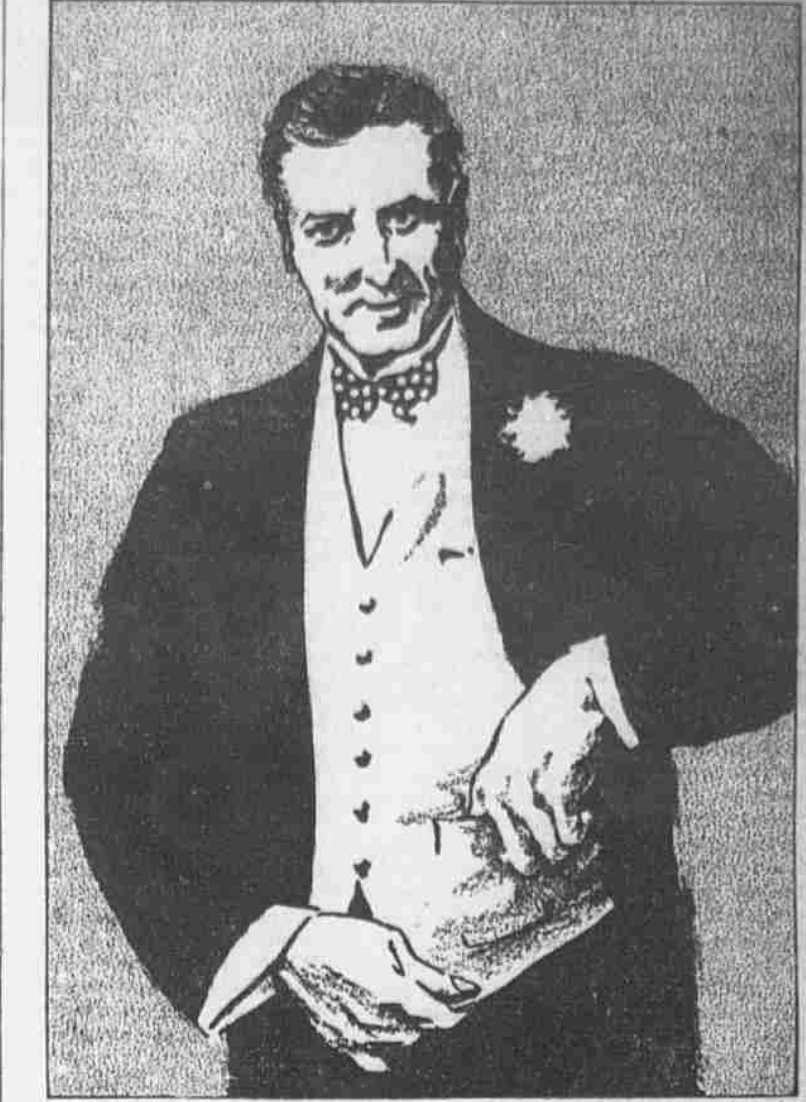
Answering the Call for More Oriental Rugs

we have brought in several new bales which go on sale tomorrow on the Main Floor.

Nothing better could be said of them than that they are as good at their prices as the hundreds and hundreds of pieces that have gone out of this store for some weeks past, and which have created the greatest demand we have ever known for Oriental rugs at this time.

The new bales now ready are Cabistans and Shirvans, 3x4 and 3x5, at \$15.75, \$18.50 and \$23.40 each.

Beluchistans, 2.6x4.6, \$10.85 to \$17.50 each. (Main Floor, Chestnut)



Thanksgiving Special in the Men's Clothing Store

250 Fine Business Suits Tomorrow at \$23.50 Each

These suits were made to our order. They are nobody's left-overs and nobody's bargain lot.

On every one of them there is a saving of at least \$7.50 and on many of them larger.

It is an occasion such as comes but twice a year—once in the Spring and once in the Fall.

The reason is that a great manufacturer owes it to us as a business obligation, at the end of each making season, to let us take our pick of all his "ends" of material and make them up for us at low special prices.

The materials are the finest wools in the ready-to-wear market. The tailoring is of the highest order. The fashions are all absolutely new and in excellent taste.

Many stores advertise many sales of clothing. We have very few in our Men's Clothing Store—but when one like this comes along it is well worth taking advantage of. (First Floor, Market)

The Best Piece of Furniture for the Price in America Today

The "Martha Washington" Sewing Table—\$12

Made in the famous Cowan Cabinet Works and sold only in Philadelphia through the Wanamaker store.

It is of solid mahogany throughout and in every way an exact duplicate of the original Cowan sewing table which sold for a little more than twice the price of this one.

From the way in which these are selling, early selection is advisable. (Fifth Floor)

Redleaf London Gloves for Women

Warm Winter gloves, made in London, just for the Wanamaker Store, and in exclusive styles to be found only at Wanamaker's.

Soft, fine furs, warm fleece and Angora are the linings, and the gloves themselves are made of fine skins.

Tan or black glace gloves lined with fleece are \$1.50 pair. Glace gloves, with strap wrist and fur top, in tan or black, are \$2.50 pair; or you may choose black glace with fur-lined cuff.

Cape gauntlets, with strap wrist to keep out the air and rabbit fur to keep the hands warm, come in gray and are \$4 pair.

Soft cuff gauntlets of tan or gray suede buck, with otter top and rabbit lining, are \$5 pair; and suede buck with 2 clasps and squirrel lining are \$5.

Other soft cuff gauntlets of suede buck, with strap wrist and squirrel lining, are \$7.50 pair. (Main Floor, Chestnut)

To Thanksgiving Travelers

interested in luggage we suggest two specials—a woman's lightweight bag of long-grain cowhide for \$5 and a cowhide-covered "family suitcase" uncommonly deep for the same money.

Both are much better than their prices and are fair delegates from a number of other specials. (Main Floor, Chestnut)

Linen Cluny Laces Special at 10c a yard

They are machine made and of strong linen thread and are from 1 1/4 to 3 inches wide. (Main Floor, Central)

BOBS WIN SPRING-ROOT BOBS WIN SPRING-ROOT BOBS WIN SPRING-ROOT BOBS WIN SPRING-ROOT BOBS WIN SPRING-ROOT

JOHN WANAMAKER