

MOVIE INDUSTRY SOLIDLY ORGANIZES Producers and Exhibitors Get Together in National Association

By the Photoplay Editor A great defensive political campaign by movie-picture interests of the nation was launched by the Hotel Astor, in New York, last week...

The first objective of the big drive is the Kitchin bill, now before the Senate in Washington. This bill proposes to tax motion-picture theaters more than \$1,000,000 a year...

The following directors were elected: William A. Brady, Universal Film Manufacturing Company; Adolph Zukor, Famous Players-Lasky...

The picture business has felt that because their business was highly profitable they have been made the targets for unjust attacks from the politicians...

Robert E. Wilson, a juvenile actor appearing in the Metro-Dwan comedies, began his professional career when he was 9 years old...

"The Victoria Cross," a drama by Paul Potter, will be the second photo-dramatic production in which the writer will appear...

NEW FEATURE FILMS. FRANKLEY—First half of week, Cleo Ridgely and Wallace Reid...

ARCADIA—First half of week, Charles Chaplin, "The Tramp." Second half of week, "The Circus." Second half of week, "The Circus."

VAUDEVILLE. KEITH'S—Laurie and Laura in "Her Husband's Wife." Albertina Beach and her ballet troupe...

ALL-STAR SWIMMING. Girls are better equipped for swimming, and once they learn to maintain their equilibrium in the water...

Girls are built for swimming because there are more curves to their bodies. Their bodies are much lighter than a man's...

A new system of teaching is being used at the swimming centers at Memphis and Tucker streets, where 225 girls, from the ages of 12 to 14, are learning to swim...

Evening Ledger Photoplay Cast Contest

Entries now open. Voting begins July 11. Deadline September 21.

HOW TO VOTE. Cut out the heading "Evening Ledger" and paste it on the envelope...

ENTRY BLANK. Please enter in the Evening Ledger Photoplay Cast Contest...

Name (Miss or Mrs.) Home Address Name (Mr.) Home Address Entered from Nominating organization...

ICE CREAM MEN UNABLE TO FILL CITY DEMAND

Between 150,000 and 175,000 Quarts Sold Here Daily

The continued hot weather has given Philadelphia an ice cream appetite which dealers find it virtually impossible to satisfy...

Managers of several large ice cream concerns said today that they had been forced to turn down orders from new customers...

Fairmount Park Band at George's Hill. The Fairmount Park Band, under the leadership of Richard Schmidt...

APPROXIMATELY 4 TO 6 O'CLOCK. Overture, "Post and Prentiss." Supper Songs from "Lullaby Lullaby" (Dunnett) and "The Active Value" (Coppola)...

Band Concert in Passyunk Square. The Municipal Band, under the leadership of Benjamin Rosenman...

ALLENTOWN INSURANCE MAN DIES. ALLENTOWN, Pa., Aug. 7.—William D. Meiers, 52 years old, one of Allentown's largest fire insurance brokers...

THE MUCKER By EDGAR RICE BURROUGHS Author of the TARZAN and MARS Stories

CHAPTER XIX—(Continued). BILLY slapped his thigh recondantly, and laughed in stentorian tones that caused the eyebrows of the sensitive Smith...

"What is at the bottom of this row?" persisted Billy. He had fallen back into the decent pronunciation that Barbara had taught him, but neither noticed the change...

Prominent Photoplay Presentations. WEST PHILADELPHIA. OVERBROOK 63D AND HAVERFORD AVE. Wm. H. Thompson and Chas. Ray...

I know, I've heard 'em talking about him around town since I came back, and there isn't a rotten story chalked up against him nowhere...

Prominent Photoplay Presentations

The Stanley Booking Company. THE following theaters obtain their pictures through the STANLEY Booking Company, which is a guarantee of early showing of the finest productions...

NORTH'S PIANO BARGAIN SALE Biggest Values in Philadelphia Savings \$100 to \$300 on Each Piano

This Coupon IS GOOD FOR \$15 AUGUST 15, 1916. Special \$500 BAUS PLAYER PIANO. Large size. Mahogany case. 88-note. Slightly used.

KRAMER BROS. Mahogany case. Large size. Cost new, \$350. Our price \$165. CHICKERING Mahogany case. Large size. Cost new, \$500. Our price \$190...

EVENING LEDGER PHOTOPLAY CALENDAR EVERY MONDAY—SUBJECT TO CHANGE

Table with columns for days of the week (Monday to Saturday) and rows for various theaters (Alhambra, Apollo, Arcadia, Belmont, Cedar, Eureka, Frankford, 56th St., Fairmount, Garden, Germantown, Girard, Iris, Jefferson, Lafayette, Leader, Liberty, Locust, Logan, Market Street, Olympia, Overbrook, Palace, Park, Princess, Rialto, Ruby, Savoy, Stanley, Tioga, Victoria).

F. A. NORTH CO. 1306 Chestnut St., Philadelphia. Gentlemen—Please send me complete list of your slightly used upright piano bargains and details of easy-payment plan without interest or extra.