

MCCLURE FIRM PLANS SEVEN DAILY SINS

But They Are Only on the Screen—How They Will Tie a Program Together

By the Photoplay Editor

Here's a new publicity and salesmanship scheme. The McClure Pictures Corporation is responsible for it. The press agent tells us:

"While issued as a series of seven five-act dramas, entitled 'The Seven Deadly Sins,' each McClure play will be complete in itself.

"For instance, the first McClure play, in which Ann Burdock, the Frohman star, is to appear, is called 'Evil.' The second, in which Halbrook Blinn is the most important player, is called 'Pride.' Charlotte Walker is to play 'Envy,' Nance O'Neil 'Greed,' and so on until all of the seven deadly sins have been portrayed on the screen. The continuity of interest is further strengthened by the appearance in each play of a pair of young lovers played by George La Quere and Shirley Mason.

"Each play is to be complete in itself and will stand on its own feet, but all seven form a group that can be advertised together.

"In these days the producer of pictures, in spite of his high standards and other advantages in production, and his knowledge of publicity methods and values, cannot afford to spend a hundred thousand dollars to tell the people about a picture that may earn him profits of \$10,000. He can, however, do what the McClures are doing with 'Seven Deadly Sins'—launch a national campaign on the whole series."

Some idea of the story in which Mary Pickford will make her first appearance as an independent star by arrangement with Arterfax Pictures Corporation, and a roster of the principal members of the new picture-making and distributing company, which has been engaged for Hector Turnbull's "Less Than the Dust," are forthcoming. John Emerson, who is directing the picture, says that it is a picture-drama and appealing story of modern India, in which Miss Pickford appears as a little English castaway, who is regarded by the superstitious natives as actually "less than the dust" beneath their feet. There are nearly fifty important characters in the play. The principal roles will be played by David Powell, Frank Losee, Mary Alden, Marie Majors, and others. The picture, directed by John Emerson, Walter Morgan and Joyetta Edmonds.

Phillips Smalley's present production for the Bluebird program, entitled "The Double Standard," adapted from the story of Brand Whitlock by Elliott Clawson, is a sex picture, featuring Hazel Dugan and Irene Aldwyn, who appear in the roles of two girls of the street. The principal part is that of the judge of a police court, played by Roy Stewart.

MINER'S HOUSE WRECKED

BY DYNAMITE BOMB

I. W. W. Sympathizers Accused of Outrage at Pittston

SCRANTON, Pa., Sept. 15.—There was another dynamiting outrage at Pittston today, the home of John Lango, an Italian union mine worker, being wrecked. Occurrence of the house was thrown from their beds and escaped injury. Sheriff George F. Buss and the city police lay the crime to the door of the I. W. W. sympathizers. Lango's life was threatened when he refused to quit work at the instance of the I. W. W. agitators.

FREEDOM FOR THE BRIDE

Suffragist Says There Should Be Two Wedding Rings or None

NEW YORK, Sept. 15.—Claiming that the wedding ring is a symbolic relic of the servitude of woman, Miss Emma L. Richards, suffrage leader, wants the woman to take the man's ring when she wears a marriage service of the Episcopal Church is completed.

Proposed elimination of the word "obey" from the Episcopal marriage service is particularly gratifying to the suffragists, and they are thoroughly in accord with the new ritual with the exception of the single ring.

Deaths Reported

ALEXANDER, EMMA, 5404 Cedar ave.
ALEXANDER, LUTHER B.
ALEXANDER, MICHAEL, 2409 N. 18th st.
ALEXANDER, THOMAS H., 2101 Brandywine st.

DEATHS

MARY, NUNAN SCHOFIELD, Chester, Pa.
MURPHY, JAMES, 1921 N. Franklin.
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ALEXANDER, EMMA, 5404 Cedar ave.
ALEXANDER, LUTHER B.
ALEXANDER, MICHAEL, 2409 N. 18th st.
ALEXANDER, THOMAS H., 2101 Brandywine st.

DEATHS

Wilmington 2801 Pennsylvania ave.
HARPER, JAMES, 1921 N. Franklin.
HARPER, JAMES, 1921 N. Franklin.

Deaths

ALEXANDER, EMMA, 5404 Cedar ave.
ALEXANDER, LUTHER B.
ALEXANDER, MICHAEL, 2409 N. 18th st.
ALEXANDER, THOMAS H., 2101 Brandywine st.

DEATHS

which he was a member, he is invited to attend the funeral service on Wednesday at 2 P. M.
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Deaths

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HELP WANTED—FEMALE

CHIEF CLERK wanted in hospital, experienced, good references.
CHILDREN, waiters, must have ref. Call between 10 and 12 at 2126 Walnut.
COOK—Young white woman for plain cooking...

HELP WANTED—MALE

TRAVELER—Reliable position is offered by contracting concern about to incorporate on account of increasing business...

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AUTO MOBILES

Continued from Preceding Column
RACONAUT, fast and cheap, mechanically perfect, torque style, cheap. Mrs. B. Walker...

AUTO LIVERY AND GARAGES

INDEPENDENT TAXICAB CO.
1315 W. SUSQUEHANNA AVE.
DIAMOND STAR TAXICAB CO.
TAXI TOURING—LIMOUSINE
Never closed. Formerly Jimmy Rate Co.

EVENING LEDGER PHOTOPLAY CALENDAR

Table with 7 columns (Week of Sept. 18 to 24) and 16 rows (Theaters: ALHAMBRA, APOLLO, ARCADIA, BELMONT, CEDAR, EUREKA, FAIRMOUNT, FRANKFORD, GARDEN, JEFFERSON, LEADER, LIBERTY, LOCUST, LOGAN, LYNN, PALACE, PARK, PRINCESS, QUINCY, RAY, ROY). Each cell contains the name of the play being shown at that theater on that day.

When You Want to Know Where to See GOOD Photo Plays Read This Daily Photo Play Guide in the Evening Ledger.