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GOSSIP OF THE STREET

A gradual but consistent improvement in general business is looked for by local banking interests within the next three months. The net result for the first months of the administration of those in charge of the affairs of the country will be watched with interest by boards of directors. The question of some of these banks asserted, was: Will business in general turn more to the good or to the bad? It is believed by many bankers that the next three months will show a gradual betterment. It will require careful planning, however, if the present level of business is to be maintained, and it will require careful planning if there is to be a betterment. The work of the present administration and congress will be watched with interest by the business men of the country, and the results of their efforts will be looked for with keen interest. Many bankers believe that the next three months will show a gradual betterment. It will require careful planning, however, if the present level of business is to be maintained, and it will require careful planning if there is to be a betterment. The work of the present administration and congress will be watched with interest by the business men of the country, and the results of their efforts will be looked for with keen interest.

Shorts Very Much in Wrong

American Telephone Dividend

Reawakening of Manufacturing

Dividends of Italian Corporations

One Third Steel Production

for such betterment, as was to be discerned in the steel situation this week. With the exception of the Ford company, the motor industry was estimated to be running about 25 per cent capacity. Some of the steel mills were helped by the release of suspended orders, although it was to be borne in mind that only 5 per cent of steel consumption in 1920 was traceable to the building of motorcars, according to the Iron Age.

"The expectation of lower prices for all forms of steel," writes that journal, "and the belief that the requisite freight rate reductions may take weeks are holding the market within narrow limits as to volume of new business, shipments from mills and range of prices." The steel industry, as a whole, is operating at less than one-third. All consumers are working for a constant reduction in inventories and in consequence free buying of steel continues a matter of the future.

THE TRADER.

2 PHILADELPHIANS INJURED

Lehigh Valley Car Wrecks Their Auto in Rittersville

Allentown, Pa., March 31. — Two men were hurt, one seriously, yesterday when an Easton Limited car of the Lehigh Valley Transit Co. crashed into an automobile as it was crossing the trolley tracks in Rittersville.

The injured are Robert M. Griffith, 4145 Camden street, Philadelphia, suffering from internal injuries, several broken ribs and lacerations of his entire body. He is in grave condition. Edward Quinn, 2825 Oxford street, Philadelphia, received contusions of the leg and a fracture of the arm. Philip Greenbauer, also of Philadelphia, driver of the machine, escaped.

The machine, the property of Thomas O. Strahl, was demolished.

MUST TEACH IN PENNA.

Finegan Sends Warning to Bloomsburg State Normal School

Bloomsburg, Pa., March 31.—Under a ruling of Dr. Thomas E. Finegan, state superintendent of public instruction, announced here yesterday by Dr. Charles H. Fisher, principal of the Bloomsburg State Normal School, graduates of Pennsylvania state normal schools will not in the future be granted certificates if they intend to teach outside the state.

The warning was given members of the senior class at the normal school by Dr. Fisher that they should not expect to receive their diplomas if they accepted positions outside the state, and that permanent certificates would not be granted after two years of teaching if their work was not done in Pennsylvania.

Commute Filipinos' Sentences

Manila, March 31.—(By A. P.)—Three death sentences were commuted, two to life imprisonment and one to fourteen years, by the Supreme Court here yesterday in the cases of three Filipinos convicted of murder of four American teachers on the island of Cebu fifteen years ago. A fourth defendant died recently.

It costs money NOT to paint roofs!
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IF YOUR roof is getting old and you don't buy roof protection *now*, you are *sure* to have to pay heavily for repairs or a new roof a little later.

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PHILADELPHIA

What Uncle Sam Says About the Price of Cement

From "Government Control Over Prices," U. S. War Industries Board Price Bulletin No. 3, page 336

[illegible] the adoption of this policy. The prices fixed in 1917 yielded the cement industry as a whole 12 per cent on its investment, and of course individual mills reaped a much higher rate, but subsequent price fixing reduced this margin to 6 per cent merely by maintaining the status quo in the face of advancing costs. The general supply of cement was so ample, as compared with needs, that the Fuel Administration on April 13, 1918, reduced the fuel allotment of the cement mills to 75 per cent of normal on the theory that part of the fuel used in the cement industry could be better employed in other war industries. There was consequently no occasion for stimulating cement production by high prices, and the lowering of the margin of profit for the purpose of curtailing production was entirely justified. Cement prices rose in the open market less than any other basic building material during the war, and the reason for price fixing in the field of cement is to be found in the desire of the Government to prevent the stimulation of prices which its own large demand would normally have caused in certain congested building areas.

Common brick. The markets for common brick are confined

The following figures from U. S. Government Bulletins show average selling prices f. o. b. cars manufacturers mills, exclusive of sacks.

During the final period of Government control over prices, which ended December 31, 1918, the average factory price of portland cement as fixed by the U. S. War Industries Board was **$1.78 per barrel.** (See page 800 U. S. War Industries Board Price Bulletin No. 3.)

United States Geological Survey Press Bulletin No. 466 shows the average factory prices of portland cement for 1919 and 1920 were **$1.71 and $2.01 per barrel** respectively.

The largest single factor of cost in the production of portland cement is fuel.

The United States cement industry produced in 1920, 100,000,000 barrels of portland cement (several million barrels in excess of shipments—because of lack of cars), in the manufacture of which the equivalent of 10,000,000 tons of coal or 37,000,000 barrels of fuel oil were consumed. Compare your own 1920 and 1918 fuel bills!

The freight rate advances which occurred in 1919 and 1920 are also necessarily reflected in manufacturing costs, thus affecting factory prices.

Large wage advances to meet increased living costs have also been made to nearly 40,000 people employed in the cement industry.

Increases in these items of cost alone greatly exceed the moderate advance of 13 per cent in the 1920 average factory price over the price fixed by the Government in 1918 after its investigation of manufacturing costs.

Similar conditions undoubtedly hold in other building material industries. Since the 1920 season closed, factory prices of portland cement and other basic building materials have made very substantial declines. Producers' selling prices are in line with present manufacturing costs.

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STATEMENT
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Daily Photoplay Guide

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ALLEGHENY — Frankford & Allegheny Aves. — CHARLES RAY in "PEACEFUL VALLEY"

BROADWAY — Broadway & Market — KATHERINE MacDONALD in "CURTAIN"

COLONIAL — MILDRED HARRIS CHAPLIN in "POLLY OF THE STORM COUNTRY"

DARBY THEATRE — MARY PICKFORD in "THE HOUSE THAT"

EMPRESS — 11th St. below Market — "FORBIDDEN FRUIT"

FAMILY — "HELIOTROPE"

GREAT NORTHERN — ANITA STEWART in "HARRIET AND THE PIPERS"

IMPERIAL — CHARLES RAY in "PEACEFUL VALLEY"

333 MARKET — FATTY ARBUCKLE in "BREWSTER'S MILLIONS"

PRINCESS — 52d & Market — "IDOLS OF CLAY"

RIALTO — NORMA TALMADGE in "THE BRANDED WOMAN"

RUBY — DOROTHY GISH in "THE CHRISTIAN" (Last Chapter)

SAVOY — ANITA STEWART in "HARRIET AND THE PIPERS"

AT WEST CHESTER
RIALTO — Thur. Fri. Sat. — "THE MISFIT WIFE"
IDLE HOUR

The NIXON-NIRDLINGER THEATRES

AVENUE — 52d & Girard Ave. — THOMAS MEIGHAN in "THE FRONTIER OF THE STARS"

BELMONT — 52d & Lancaster Ave. — DOROTHY GISH in "I'LL SAY SO"

CEDAR — 52d & Cedar Avenue — "HELIOTROPE"

COLISEUM — Market, Eleventh & Twelfth — BILLIE BURKE in "THE ETERNAL LOVE OF ELIZABETH"

JUMBO — GLADYS BROCKWELL in "THE SPOILERS"

LEADER — 52d & Lancaster Ave. — CHARLES CHAPLIN in "THE KID"

LOCUST — 52d & Locust Sts. — Starts Tues. — "The Passionate Pilgrim"

NIXON — 52d and Market Sts. — "THE SIMP"

RIVOLI — 52d and Lancaster Ave. — KATHERINE MacDONALD in "CURTAIN"

STRAND — Germantown Ave. — "FORBIDDEN FRUIT"

ATTRACTIONS AT THE NEIGHBORHOOD THEATRES

APOLLO — 52d & Girard Ave. — "IDOLS OF CLAY"

ASTOR — Frankford Ave. & Girard Ave. — "THE STEALERS"

AURORA — MARY PICKFORD in "THE HOUSE THAT"

BENN — 52d & Girard Ave. — "HELIOTROPE"

BLUEBIRD — ELLIOTT DEXTER in "FOR BETTER OR FOR WORSE"

CARMAN — Ridge Ave. between Girard Ave. and Master St. — "THE TRUANT HUSBAND"

CENTURY — Broad & Ontario Sts. — ELSIE FERGUSON in "LADY ROSE'S DAUGHTER"

Fay's Knickerbocker — Broad & Ontario Sts. — ALICE JOYCE in "HER LORD AND MASTER"

FAIRMOUNT — 33d & Girard Ave. — ENID BENNETT in "HELL HOSTEL"

56TH ST. — 56th & Girard Ave. — ALICE BRADY in "THE DIVORCE COUPON"

FRANKFORD — Frankford Ave. & Girard Ave. — OWEN MOORE in "A SOCIETY SCANDAL"

Germantown — Germantown Ave. & Rittenhouse St. — BEBE DANIELS in "OH, LADY, LADY!"

IMPERIAL — 20th & Girard Ave. — "PASSION"

JEFFERSON — Jefferson & Germantown Aves. — "ISOBEL"

LIBERTY — Broad & Girard Ave. — THOMAS MEIGHAN in "THE FRONTIER OF THE STARS"

MANHEIM — Germantown Ave. & Lehigh Ave. — PEARL WHITE in "KNOW YOUR MEN"

MODEL — 52d & Girard Ave. — EUGENE O'BRIEN in "WHAT WOULD YOU DO?"

OVERBROOK — 63d & Haverford Ave. — "IDOLS OF CLAY"

PARK — Broad & Girard Ave. — "TRUANT HUSBAND"

SPRUCE — 13th & Spruce Sts. — WILLIAM RUSSELL

WEST PENN — 52d & Girard Ave. — CONSTANCE BINNEY in "SOMETHING DIFFERENT"