

"DON'T NEGLECT YOUR WIFE" AT STANLEY

First Gertrude Atherton Story to Be Picturized—"Wet Gold" a Stirring Film

STANLEY—Whether it was arranged intentionally or not, the titles of the two subjects this week are rather amusing. First comes the big feature, "Don't Neglect Your Wife," and then, as if in answer to that, is the title of the short comedy with Harold Lloyd, "I Do." First of this Lloyd picture is the best he has turned out of his laugh mill, and with winsome Mildred Davis as his leading lady there is much to be thankful for in these days of alleged comedy. There is real material in back of this and the brief plot has to do with the attempt of Lloyd to care for children in the absence of the parents and at the same time cope with burglars. It is funny and original.

From the title of "Don't Neglect Your Wife" one might expect a lot of trappings and extravagant De Millean, but it is entirely lacking in this picture, which moves along in even channels and heads straight for the port of good entertainment. Its speed is not that of the racing boat, but rather of the steady knottage of a steamship on its schedule.

Wallace Worley directed this piece and he has kept the true Southern atmosphere throughout. Mabel Johnson and Scott and Lewis Stone carry the burden of the acting, while their assistants in Charles Clark, Kate Lester and others share the acting honors.

PALACE—"Crazy to Marry" is an expression oftentimes spoken in the best circles. In fact, it is such a common phrase that Roscoe Arbuckle saw the humor of it and built this movie around it. Frank Condon supplied the idea which Walter Woods put into scenario form. It was James Cruze who directed the jovial and roving comedian in his efforts to expound the theory set forth in the story.

Fatty has been a lot of things, from chief funmaker to bathing girl's down to a regular light comedian in methods if not in avoid-duplets. It is this latter role of a light comedian that he is filling in his present role.

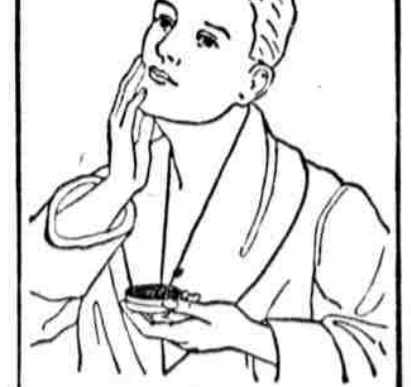
The plot tells of a specialist who believes that a criminal may be cured by an operation upon his brain. He finally secures a willing subject, and while in the midst of the operation the idea comes to him that he is to be married and forthwith he rushes away. From then on the fun starts and never lets up until little Lila Lee, who supports the star, aids in the straightening-out process.

ARCADIA—"The Wild Goose" is not a movie treatise on game, but rather that branch of humanism which deals with the domestic problems of an architect and his wife, who is ever seeking pleasure. It took Albert Capellani to see the Frenchman's viewpoint in such marital difficulties.

Gouverneur Morris wrote the novel from which this story was taken, and in it he supplied a lot of likely material which made for a good production. To Mary MacLaren, recalled for her wonderful sympathetic work in Lois Weber's "Sins," fell the honor of being the chief player. She has been too long away from the screen, and her return was surely appreciated by those who recognized in her a talent for acting that should be kept before the movie public. Her sister, by way of enlightenment to those who do not know it, is Katherine MacDonald. Holmes E. Herbert and Norman Kerry have the other important parts.

VICTORIA—"Wet Gold" is one of the most unusual movies of its kind seen since the engagement of "Twenty Thousand Leagues Under the Sea." This one, by the same maker, J. Ernest Williamson, has a new idea in that several recent scientific discoveries in marine work have been incorporated into a story with a modern setting that would cause the doubters of old Jules Verne's stories to shake their hoary heads and claim the author fit for the insane institution.

Ralph Ince directed this picture which was made possible through the



Cuticura Ointment Is Soothing After Shaving
After shaving with Cuticura Soap, the Cuticura way, gently rub tender spots on face with Cuticura Ointment. Then wash all off with Cuticura Soap and hot water. Rinse with tepid water.

discovery of Williamson's submarine diving bell and photographic chamber. The inventor is but a youth in his twenties and a few years ago was a cartoonist on a local newspaper. The photography is excellent and was made in the glass enclosure in the waters off the Bahama Islands in the waters off the story would have been wonderfully with a few changes during the war for it tells of a band of sea pirates sink ships and then with the aid of a submarine and special helmet cut a hole in the side of the boat and take out the treasure. There is an incidental love interest and a horse race, but this is wholly unnecessary and uninteresting.

TWO added attractions that evoked much attention were the showing of "Toonerville Tactica" and "Growing the Vanilla Bean."

CAPITOL—Alice Brady was seen in "Little Italy." It presents Miss Brady in another foreign role, and is the second in a series of three character parts. The first, "The Land of Hope," showed her as a Polish immigrant girl, while the present offering gives her the role of a fiery Italian girl. The exteriors were made mostly in Stamford, Conn., where an actual colony of well-to-do Italian truck farmers live. Norman Kerry, George Fawcett, Marguerite Forrest, Luis Alberni, Gertrude Norman, Jack Roggeway are in the cast.

REGENT—"One a Minute" shows Douglas MacLean has utilized public gullibility as the theme for one of the most delightful comedies of his career. Mr. MacLean's popularity has been won by hard and earnest effort. When he made his debut in the famous "Twenty-three and a Half Hours' Leave" many critics predicted that within a year he would be the screen's foremost light comedian. Fred Jackson is author. Marian De Beck, Victor Postel, Andrew Robson, Frances Raymond and Graham Pettie complete the cast.

Globe—Dan Ely's black-and-white revue proved a happy headliner. Sales and Roubles pleased with their comedy act. Morton Brothers have a novelty turn. Others who scored were Charles Rogers, comedian; Rogers and West, dancers; Schwartz and Clifford, in a skit; and the novelty act of Stanley and Alva. The Tiers were seen in several dancing numbers as an added attraction.

THE MASTERSINGERS HEAD KEITH'S BILL

Count Perrone and Miss Trix Oliver Prove Dainty Sub-Headliners

Keith's—The Mastersingers, an organization of talented male singers, head one of the best bills seen at Keith's this year.

The company was heard in a half dozen numbers, many of which are new. Several solos, also, were rendered to the delight of the large audience. The stage setting was appropriate. Six tenors and six basses comprise the company, which is now in its twelfth season.

Count Perrone, baritone, and Miss Trix Oliver, soprano, proved the surprise hit of the bill. Their voices are clear and their enunciation perfect. Their repertoire ran from some songs to sweet melodies in foreign tongues.

Paul Decker and company in "I Heard" was full of laughs. The star gets his best friend into all kinds of difficulties only to have the tables turned on himself. One of the biggest laughs was brought by the line, "I never

yet saw a man who got bald-headed morally." Martha Pryor is a newcomer here, but it is assured she will be here often if last night's work can be taken as a criterion. William Sully and Genevieve Houghton, in "Calf Love," got many laughs.

Kramer and Boyle, the happy-go-lucky pair were as funny as ever. McFarlan and Palace added to the merriment of the bill with snappy songs. Alice de Garmo in "Tricks" was a happy opener, while the closing act of the bill was one of the best. This was a dance fantasy with Frederick Easter and Beatrice Squire. Funny Aesop fables rounded out the bill.

Walton Roof—Ernestine Myers, dancer of note, helped entertain on a program full of merit. Fay Marble sang several numbers well. Florence Ingersoll was also seen in some dance creations, while the comedy feature on the bill was Paul O'Neil. He sang his songs much to the delight of the patrons.

Shaw Leads Haymakers
Louis E. Shaw, 1125 Mount Vernon street, was elected national chief haymaker at the annual convention of Haymakers which convened yesterday in Boston. Mr. Shaw is a past State chief haymaker of Pennsylvania, and has been the national representative for twenty years. He was representative to the Great Council of Redmen for almost twenty-five years.

TINNEY RECONCILED TO WIFE

New York, Aug. 16.—Frank Tinney, blackface star of musical comedy, and his wife, Mrs. Edna Davenport Tinney, are reunited, it was learned yesterday, and Mrs. Tinney has discontinued an action for divorce.

Mrs. Tinney, who met Tinney when she also was appearing in musical comedy, served papers on the comedian

in the suit last February just as he was leaving New York to open in Philadelphia. Herman L. Roth, attorney for Mrs. Tinney, announced that he would make a motion in the Supreme Court for alimony.

Presently the suit seemed to evaporate. Tinney himself made a joke of it and amused his audiences with quips about it. The couple have a home at Freeport.

Inaugurating Certified Truck Service

Overnight deliveries between Philadelphia and New York—from door to door under the protection of—

ARMED GUARDS

SHIPERS are given Insurance Receipts covering loss through pilferage, theft, robbery, fire, flood, collision, etc. A powerful Armed Convoy protects Trucks en route—Uniformed Guards on City Delivery Trucks. A Fleet of 25 Certified Trucks is at your service.

Philadelphia-New York, Limited
(Incorporated)
Alfred G. Hare, President
PHILADELPHIA Front and Richmond Sts. Tel. Kensington 5516-0321
NEW YORK CITY 161-5 Perry St. Tel. Watkins 7347

A Portable Shower for Your Bathtub SPECIAL Complete, \$8.50
H-126, as illustrated, made of brass, heavily nickel plated, rubber tubing, curtain ring, rain head, heavy white duck curtain and tray. Yarn, Yarn or
TREX BROS. Co.
Plumbing and Heating Supplies
44-50 N. 5th St. 506 Arch St.
Philadelphia, Pa.
Camden, N. J. East Lansdowne, Pa.

To the Manufacturer Who Wants to Come Into the Chicago Market.

Every national advertiser must sooner or later come into the Chicago Market.

Chicago is the Hub of a territorial Wheel that includes some sixteen million people in the five central states.

The Wheel is often called The Chicago Territory. The Hub is called The Chicago Market proper.

This Hub or The Chicago Market itself has three million people concentrated in an area of two hundred square miles, or about one-fifth of the total population of the five states represented by The Chicago Territory.

Some advertisers coming into this central market for the first time are persuaded to go after the great territorial Wheel without giving very much attention to the Hub itself.

That is the history of practically every advertising failure charged against both the Chicago Territory and the Chicago Market itself. A few big ads are thrown into some newspaper with far-flung circulation, and then the advertiser begins running up and down the spokes of that great territorial wheel before he accomplishes anything really worth while at the Hub, which is The Chicago Market itself.

You can't put over this great widespread Chicago Territory until you have put over this concentrated Chicago Market itself. The Wheel won't go without the Hub.

If your product fails to find full favor in the Chicago Market itself, you will never put it over in the widespread Chicago Territory.

But if you do put your product over in the Chicago Market itself, you will find that the dealers and consumers alike in this great outlying Chicago Territory will know about your success and will be waiting for you.

Now, is the Chicago Market proper—the Hub—a hard market to win?

Decidedly, it is not.

All you have to do to win this Chicago Market—and it is the richest concentrated market in the world—is to put on a complete campaign and concentrate that campaign in the newspaper that Chicago merchants use, and in the way they use it.

In Chicago there is one daily paper that reaches seven out of nine of all the English speaking people in that entire city—a most remarkable achievement that has taken forty-five years to accomplish.

That paper is The Chicago Daily News.

Its circulation is as concentrated as the population of the city. Ninety-four per cent of it is distributed within forty miles of Chicago's City Hall.

Make no mistake about it, every successful Chicago merchant knows this and knows it well. The daily use of The Daily News is as well established as the daily use of the calendar.

So when you are ready for your middle western invasion keep these facts clearly in mind: That you can't put over The Chicago Territory with its sixteen million people in the five central states, until you have put over The Chicago Market proper, which is the three million people in Chicago itself. It is the Hub that turns the Wheel, and not the Wheel that turns the Hub. And remember, secondly, that you can't put over The Chicago Market proper until you use the medium that Chicago merchants use and as they use it—fully and consistently. And remember, finally, that when you do use that medium as they use it you can not fail to win success with any good product; because you are reaching seven out of nine of all the English speaking people in this fourth largest city in the world, through that one medium—The Chicago Daily News.

SNELLENBURGS
ENTIRE BLOCK—MARKET 11^{1/2} & 12^{1/2} STREETS

Wednesday's Big Specials in OUR AUGUST SALE OF Furniture & Bedding

\$400.00 4-Piece Queen Anne Bedroom Suit at... \$199.75



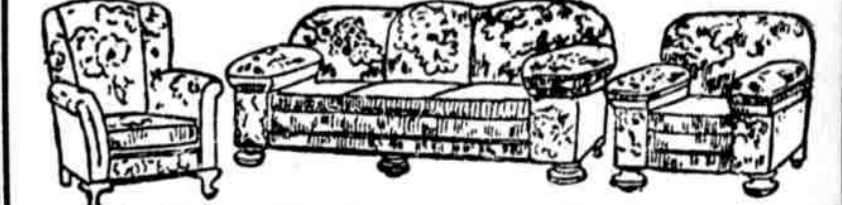
As illustrated. 48-inch dresser, bow-end bed, large chiffonette, semi-vanity case in American walnut.

\$600.00 10-Piece Solid Mahogany Dining-Room Suits... \$297.50



60-inch buffet, china closet, 54-inch extension table, serving table, 5 side chairs, armchair; also in solid walnut, as illustrated.

\$475.00 3-Piece Upholstered Living-Room Suit... \$239.50



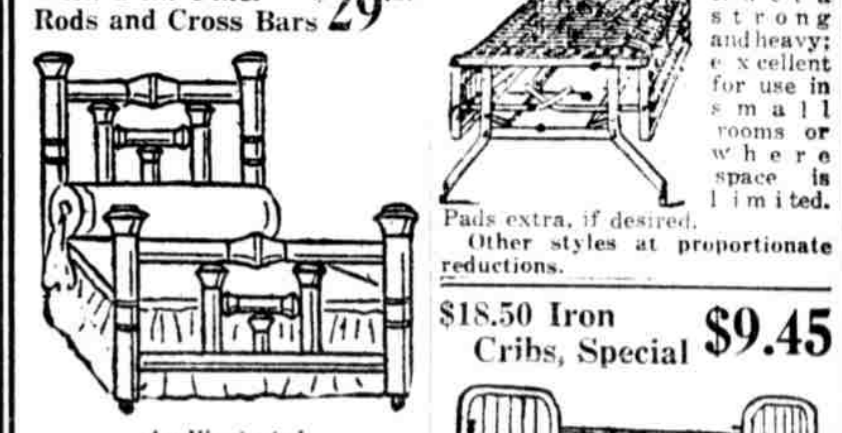
Made with heavy birch frames, mahogany finish, and upholstered in finest quality tapestry and velour. All three pieces have spring seats, bottoms and edges. The davenport and low table-height chair have spring arms, and the large wing fireside chair is particularly comfortable and luxurious. Several patterns to select from.

\$35.00 White Enamel Bed Outfit... \$24.75

Outfit consists of full-size bed, spring with heavy frame and cotton-top mattress. As shown.



\$60.00 Massive 3-Inch Post Brass Bedsteads With 2-In. Filler Rods and Cross Bars \$29.95



Drop-Side Couches... \$4.95



\$18.50 Iron Cribs, Special \$9.45



Extraordinary Sale of Mattresses—All Made to Our Own Order

\$15 Pure Fiber and Double-Layer Felt Combination Mattresses \$7.95
\$20 Pure White Layer Felt Roll-Edge Mattresses... \$12.75
\$30 Pure White Layer Felt Imperial-Edge Mattresses \$17.95
\$45 Pure Java Kapok (silk floss) Imperial-Edge Mattresses \$29.90

As pictured, 2-inch square posts, 1-inch square fillers. SNELLENBURGS 11th Floor