

HAYS TAKES STEP TO PURIFY MOVIES

Bands Censorship Ultimatum to All Producers and Directors

VIOLATORS FACE DISMISSAL

New York, June 5.—An ultimatum to the moving picture industry to clean up the films and keep them clean has been formulated by Will H. Hays and the members of the Motion Picture Producers and Distributors of America. The association represents between 70 and 80 per cent of all moving pictures made in this country.

The ultimatum is to be posted this morning in all studios in this city and Los Angeles, calling upon the entire industry to assist in eliminating objectionable features. In each company Mr. Hays' letter is to be accompanied by a letter from the head of the company. Some letters intimate that any employer who fails to live up to the spirit and letter of the dictum will be dismissed.

After a study of the moving picture industry since he took office as president of the new association on March 5 last, Mr. Hays decided about three weeks ago that he should take some stand that would guarantee clean films to the public. A meeting of the directors was called for May 17, and Mr. Hays' proposal for a warning to all members was approved by unanimous vote.

It was intimated that this ultimatum to the film world is a few days from whose picture have been questionable, and that failure to comply with the new rule would mean dismissal from the industry.

DENIES GLORIA SWANSON OBTAINED DIVORCE ABROAD

Companion of Trip Says She Never Heard of Such a Suit

New York, June 5.—A report that Gloria Swanson, film star, had obtained a divorce from Herbert K. Sornborn abroad is untrue, says Mrs. Frank Urson, wife of the director of First National screen production. She and Miss Swanson were companions on a recent trip abroad.

Mrs. Urson said yesterday: "I was with Miss Swanson during her entire trip. We arrived in London about April 25. We stayed in London a week, then went to Paris, where we stopped for ten days. We were in Berlin for a week, returned to Paris and then sailed. One could not get a divorce in such a short period."

Asked if Miss Swanson intended to sue her second husband, Mrs. Urson replied: "I don't believe so. I think she would have told me about it if she intended any such action."

Mrs. Urson said that the American gossip Miss Swanson were in Paris created a stir, adding:

"It was one instance where an American girl went over and taught the French how to dress."

80 DIE IN SHIP DISASTER

Passengers Unable to Reach Shore When Explosion Sinks River Boat Buenos Aires, June 5.—By A. P.—Eighty persons are believed to have perished in the sinking yesterday of the steamer Villa Franca on the Parana River, near Posadas. At that point the river forms the boundary between Argentina and Paraguay.

The vessel carried thirty cabin passengers, seventy second-class passengers and a general cargo, including 100 drums of naphtha. One survivor said the sleeping passengers were awakened at 1:40 A. M. yesterday by cries of alarm and rushed on deck to find the vessel enveloped in flames. A few minutes later there was a heavy explosion which caused the boat to fill and sink rapidly nearly a mile from the Paraguayan shore. Some of the uninjured survivors swam ashore. An unidentified resident said that the only cabin passengers saved were the members of a family of North Americans, and three others.

Reception to Dr. Phillips
The vestry of the Church of the Saviour will hold a reception in honor of the Rev. Z. B. Phillips and Mrs. Phillips tonight in the Sunday school rooms at Thirty-eighth and Chestnut streets.

NIAGARA FALLS EXCURSIONS

THURSDAYS
June 22, July 6, 20, August 3, 17, 31, September 14, 28 & October 12
Round **\$16.80** Trip
From PHILADELPHIA

Tickets good in harbor or sleeping cars on payment of usual rates for space occupied, including surcharges.

TRAIN LEAVES
Eastern Standard Time
Broad Street Station, 8:25 A. M.
West Philadelphia, 8:32 A. M.
Dining Car Attached

The ideal route to Niagara Falls
The ideal route to Niagara Falls
The ideal route to Niagara Falls

Proportionate fares from other points. Tickets good for 16 days.

Reservations System

Store Hours, 9 A. M. to 5:30 P. M.
Cool clothes for hot days—not "catch-penny," but made to serviceably, stylishly meet your needs.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Monday, June 5, 1922
Gimbel Store today has the largest stocks in Philadelphia. And Philadelphia is the best shopping town in the world.

Getting quickly away from the war-time fallacy that "cost doesn't matter; the public pays"—the Gimbel Store has driven business on the basis of the best possible values obtainable for its customers.

This isn't "bein's it you" sophistry—but a serviceable basis on which to increase business.

Nightgowns—Envelope Chemises—Vests—Step-ins—Petticoats

Sale-Grouped at **\$1 Values \$1.50 to \$1.75**



The chemises and nightgowns run the gamut of styles from hemstitch-tailored to garments half-lace!

The Petticoats are of cambric, with pretty embroidered flounces.

And the vests match the step-ins! Cross-bar muslins, pink batistes or lacey nainsooks.

—Gimbels, First and Second floors.

New Sports Styles in Corsets At \$3 June Specials That Are Regularly \$5 and \$6

And just that "little support" is mighty important in keeping her figure trim and shapely through vigorous sports.

La Markette make. Fine novelty coutils and brocades. And types for tall, medium and little figures. \$3.

\$1.50 for Regular \$2.50 Corsettes

A popular "corset"—combination hip confiner and band-let. Of dainty pink broche. Hose supporters to match.

—Gimbels, The Pink Shop, Second floor.

Clipped \$20 to \$45 From the Prices of Misses' Exclusive Model Three-Piece Suits

—which are all complete dresses with separate, matching capes.

And all are of the most luxurious silks of the season.

The New Price Is \$35

Black, navy, gray, henna — and the smartest, gayest, cutest, most dashing of two-color affairs. "Model sizes" only — 16s and 18s.



—Gimbels, Salons of Dress, Third floor.

June Silk Sale! Handsome All-Silk Crepes de Chine and Canton Crepes

\$2.68 Regularly \$3.50 and \$4.50

And We've Added 10 New Shades to the Original Forty—

—that began the Sale.

A new wonderful jade—a new pale periwinkle that approaches hydrangeas. New golden browns and green olive-browns the "rich brunette" can wear. A new henna that's especially "mellow." But all are interesting shades—high-grade shades. And the silk is a wonderful quality.

—Gimbels, Silk Salons, Second floor.

Orange Blossom Wedding Rings Solid Platinum Hand-Engraved

At \$10

Most Stores Ask Double and Over



All from a fine old New York diamond house. All delicately hand-wrought in orange blossom design—yes, worthy even of "the prettiest hand in the world!"

The same style, a trifle heavier, at \$12—equal value.

—Gimbels, Jewelry Shop, First floor.

Hundreds of Charming Graduation Gifts in This Sale of Novelty and Imported Plated and Sterling Silver Jewelry Half Price

Variouly fancy Brooches, Bar Pins, Jet Jewelry, Bead Necklaces, Pencils, Earrings, Cigarette Holders, Pen and Pocket Knives, Men's Sports Collar Pins, Girdles, Dorine Boxes, Vanity Cases.

In the lot many beautiful sterling pieces.

Variouly 25c, 50c, \$1, \$1.50 and \$1.95

For Regular 75c to \$5 Values

—Gimbels, First floor.

Kerkhoff's Famous French Djer Kiss Perfume



This fascinating, alluring perfume, whose delicate sweetness is so deservedly popular, is being offered at less-than-usual prices.

\$1.75 Djer Kiss Perfume, \$1.45

\$2.50 Djer Kiss Perfume, \$2.10

\$3.25 Djer Kiss Perfume, \$2.75

\$1.75 Toilet Water, \$1.45

90c Sachet, 65c

50c Face Powder, 38c

25c Talcum Powder, 19c

All are Djer Kiss make and odors.

—Gimbels, First floor.

Real Lace-Trimmed Brussels Net Waists —a Sale Group at \$5



Two models—two of the daintiest models that ever complemented a smart tweed suit or set-off a sleeveless dress!

One is trimmed with real Irish.

The other, trimmed with real flit.

Both have three-quarter sleeves.

One has a Peter Pan collar—one a "Peggy."

—Gimbels, Salons of Dress, Third floor.

Belber Hand Luggage

Remarkably low Sale-priced—in some instances you save about half. And every wanted style and leather!

Traveling Bags \$4.95, \$5.95, \$6.95, \$7.95, \$13.95, \$14.95 up to \$24.95



Traveling Bags, 15 distinct patterns in pin-frame and hand-sewed frame kinds.

Styles—5-piece, Oxford, English frame, club-combination and 3-piece.

All are full-leather-lined, over the fullest-cut patterns.

Leathers—Wallrus, Hand-Boiled Cowhide, Grained Cowhide. Sizes 18 and 20 inches.

Suit Cases: \$6.95 \$9.95 \$12.95 \$14.95

—Gimbels, First floor.

Women's Low Shoes

Two Pairs for the Regular Price of One



That's the Story of This Surprising Sale

And whatever size—or type—or leather—or fabric—it's here! Kids, sueded, satin kid, brown calf, cherry calf. At **\$4.85**

And white shoes galore! All half price.

—Gimbels, Shoe Store, Second floor.

Housekeeping Needfuls

Dangler Gas Ranges Ranney Refrigerators



White enamel lined, dry air circulation. Side ice compartment, capacity 50 pounds. Price **\$17.95**



Swift's Pride, well-seasoned, boxes of 100 cakes at \$3.50 or 10 cakes for **38c**

Mixed Tea
New season Quaker Chop 55c fragrant tea at 3 lbs. **95c**

Creamy Corn
Purity Brand Crushed Sweet Sugar Corn, 1 1/2 quarts, in case, dozen or half-dozen lots, at **12 1/2c**

St. James Coffee
Pride of Philadelphia High-grade 50c Coffee at 3 lbs. for **\$1**

600 Universal Aluminum Sauce Pans



Double-lipped, 1 1/2 quart size. Best made, will last a lifetime. Regularly 80c, **39c** now

1000 Floor Polishing Mops prepared ready for use, and one 4-oz. bottle of O-So-Ezy Polish. Reg. sold for \$1, **58c** now

—Gimbels, Fourth floor.

Todd's Old Virginia Hams, 55c lb.

Recipe for cooking with each Ham; sizes 8- to 10-lb. average, at 55c lb.

Advertised Coffees—Sheppard's "Morning Sip," "Lord Calvert," also "Boscol Brand"; rich Coffees; three 1-lb. containers for \$1.30, or each at **45c**

Blended Coffees
Gimbels Lenox Blend, "My Wife's" also "Cafe Blend" Coffee at **95c**

Laundry Soap
Swift's Pride, well-seasoned, boxes of 100 cakes at \$3.50 or 10 cakes for **38c**

Mixed Tea
New season Quaker Chop 55c fragrant tea at 3 lbs. **95c**

Creamy Corn
Purity Brand Crushed Sweet Sugar Corn, 1 1/2 quarts, in case, dozen or half-dozen lots, at **12 1/2c**

St. James Coffee
Pride of Philadelphia High-grade 50c Coffee at 3 lbs. for **\$1**

Sugar for Preserving
Philadelphia-refined, in sanitary tins, limit 25 lbs., at **53c**

Sugar and Fruit Preserves
1-lb. jars; cases at \$3.99, dozen for \$2.95, or 1/2-dozen or 3-jar lots, at **25c**

Orange Pekoe Tea
Quaker Chop Tippy Black Tea, sweet drawing, at 3 lbs. for **45c**

Yellow California Peaches
500 cases, 6-oz. cans, case at \$2.95, dozen for **\$2.90** or **\$1.10** 6 cans for

—Gimbels, Pure Food Store, Chestnut Street Annex.

Tuesday's Subway Store Sales

Another Big New York Dress-Manufacturer Swings in Line—1000 More, Entirely Different Silk Dresses Ready 9 o'Clock Tomorrow Morning



He got wind of Saturday's big sale—said he could offer as big bargains and he did! So we swept his showrooms bare!

Misses' sizes mostly, 16s and 18s.

Women's sizes 36 to 44.

At \$10

Values \$16.75 to \$30

Silk Canton crepes. Silk crepes de Chine. Beaded—but different ways. Paneled differently. Even the fagoted styles are different!

Carmel, henna, navy, black, periwinkle, white, scarlet, gray, jade—every color!

—Gimbels, Subway Store.

Subway Store's June Silk Sale!

\$1.85 All-Pure-Silk Crepe de Chine, \$1.10

One of the many "high-lights" in this annual event

38 and 40 inches wide. Beautiful shades—pink, sky, turquoise, orchid, Nile, coral, lark, cinder, Bermuda, forget-me-not, nickel, rose, gold, Dutch blue, periwinkle, canna, henna, Mohawk, tile, jade, blossom, flame, emerald, tomato, taffy, violet, bonfire, royal blue, steel, green, taupe, seal, claret, navy, black and white.

\$1.95 for \$3 Brocaded Baronette Satin. Rose, tan, pink, gray, Copen, black and white. 40 inches wide.

\$1.48 for black and navy Silk Canton Crepe. 39 inches wide.

\$1.45 for \$2 High-Lustered Sports Satin—pink, Copen, tile, rapids, tan, rose, jade, henna, navy, black and white.

\$1.78 for \$3 Crepe Plaid Sports Silk—self-color satin plaid, beautiful range of colors, black, and white. 40-inch.

38c for 75c Silk-and-Cotton Crepe de Chine. Full line of light and dark colors.

45c for 75c Jacquard Pongee. Full line of summer colors in all the new patterns.

45c for 75c Tussah Pongee—heavy silk-and-cotton fabric. A full line of colors. Plenty of the natural color. 36-in. wide.

98c for \$1.50 All-Silk Black Satin and Taffetas—heavy lustrous quality at a big saving. 35 in. wide.

—Gimbels, Subway Store.

Tomorrow—17 Pathe Phonographs

Go On Sale at— \$11

Were \$55 Last Year—

Another lot of these famous talking machines to go for a mere "song."

Cases might possibly be a little scratched or marred, but the mechanism is absolutely perfect—in fact, fully guaranteed.

Will play any flat disc record.

Sorry!—but no mail or phone orders will be accepted, as the lot is limited to seventeen machines.

Tomorrow at 9 o'clock. \$11.

Other Pathe Phonographs—Perfect and New

No. 3 at \$18, reg. \$55

No. 7 at \$38, reg. \$110

No. 12 at \$69, reg. \$175



—Gimbels, Subway Store.

31-Pc. Dinner Sets (As Pictured) at \$3.95

For Cottage, Bungalow or Apartment Should Be Priced, \$6.95



All of first quality. A very neat and dainty floral decoration—basket or variegated flowers—open stock. Complete for 6 persons. \$3.95, instead of \$6.95. Pictured.

\$11.95 for English Porcelain Dinner Sets

51 pieces. The best ware for service. Real English shapes. The best-known and most popular decoration.

The well-known blue willow, blue onion, Copenhagen blue and blue vanity decoration. A complete set for six persons at close to cost of importation. Regular \$22.50 value.

Only Fifty 100-Pc. Dinner Sets at \$5

On account of slight defects, a disposal at less than cost of making. If perfect, \$15.

These sets are complete for twelve persons.

50-Piece Dinner Sets

Complete for six persons. Some pieces show maker's defects. Nothing to hurt. While they last—\$2.50. If perfect, \$7.50.

\$1 for Fireproof Tea Pots—guaranteed to withstand the heat. Rich solid colors, blue, green or brown: 6-cup size. Regular \$1.95 kind.

—Gimbels, Subway Store.