inds 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 studies in this city and Los Angeles, calling upon the entire industry to assist in eliminating objec-tionable features. In each company Mr. Hays' letter is to be accompanie by a letter from the head of the concern. Some letters intimate that any delt and letter of the dictum will be

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 nembers was approved by unanimous

It was intimated that this ultimatum is the last word to a few directors whose pictures have been questionable, and that failure to comply with the new

rule would mean dismissal from the in-dustry.
"We accept full responsibility for the future." said one of the officials of the association. "but, of course, we cannot be responsible for films made before this

meant not only the setting of a strict censorship in each producing company. but in the office of Mr. Hays as well Complaints of individual theatregoers on features thought by them to be objectionable are to be received at the office of Mr. Hays, who will take quick action where disciplining is needed.

Those who attended the meeting on
May 17 and approved Mr. Hays' sug-May 17 and approved Mr. Hays' suggestions for a warning to all employes, were Adolph Zukor, president of the Famous Players-Lasky Corporation: William Fox, president of the Fox Film Corporation: Frank J. Godsol, of the Goldwen Distributing Corporation: Earl W. Hammons, of the Educational Film Exchanges, Inc.: Carl Laemmle, of the Universal Film Exchanges, Inc.: Marcus Loew, of the Metro Pictures Corporation: John M. Quinn, of Vitagraph, Inc., and Lewis J. Selznick, of the Select Pictures Corporation. It the Select Pictures Corporation. It was also approved by others not at the

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. Somborn abroad is untrue, says Mrs. Frank Ur-son, wife of the director of First National screen productions. She and Miss Swanson were companions on a rewere companion
Mrs. Urson said yesterday:
"I was with Miss Sanay:

I was with Miss Swanson during entire trip. We arrived in London 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 Ber lin for a week, returned to Paris and then sailed. One could not get a di-

vorce 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 sowns Miss Swanson were in Paris created a stir, adding:
"It was one instance where an Amer-

fcan 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 per ished 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 pas-

sengers, 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 seconds later there was a heavy explosion which caused the heat to fill and sink rapidly nearly a mile from the Paragonyan shore. Some of the uninjured survivorand that the only cabin passengers aved were the members of a family of North Americans, and three others.

Reception to Dr. Phillips The vestry of the Church of the Sathe Rev. Z. B. Phillips and Mrs. Phil-



Store Hours, 9 A. M. to 5:30 P. M.

For Cool clothes for hot days-not "catch-penny," but made to serviceably, stylishly meet your Tuesday |

GIMBEL BROTHERS

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—Stepins-Petticoats

Sale-Grouped at

\$1 Values \$1.50

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

Corselettes

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

Clipped \$20 to \$45 From the Prices of



Misses' Exclusive Model Three-Piece Suits

which are all complete dresses with separate, matching 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

Regularly \$3.50 and \$4.50

Hundreds of Charming Graduation

Gifts in This

Sale of Novelty and

Imported Plated and

Sterling Silver Jewelry

Half Price

Variously fancy Brooches, Bar Pins, Jet Jew-elry, Bead Necklaces, Pencils, Earrings, Cigar-ette Holders, Pen and Pocket Knives, Men's

Sports Collar Pins, Girdles, Dorine Boxes, Vanity

In the lot many beautiful sterling pieces.

Variously 25c, 50c, \$1,

\$1.50 and \$1.95

For Regular 75c to \$5 Values

Belber Hand Luggage

Traveling | \$4.95, \$5.95, \$6.95, \$7.95,

Remarkably low Sale-priced-in some instances you save about

\$13.95, \$14.95 up to \$24.95

the fullest-cut patterns.

Traveling Bags, 15 distinct pat

terns in pin-frame and hand-sewed frame kinds.

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

All are full-leather-lined, over

Leathers-Walrus, Hand-Board-

ed Cowhide, Grained Cowhide Sizes 18 and 20 inches.

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 hydrangea. 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 iamond house. All delicately hand-wrought in orange blossom design-yes, worthy even of "the prettiest hand in the world"! The same style, a trifle neavier, at \$12-equal value.

Jewelry Shop, First floor



Kerkhoff's Famous French Djer Kiss Perfume



This fascinat-ing, alluring per-fume, whose delicate sweetness is so deservedly popular, is being offered at lessthan-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



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.

\$5

trimmed with real

Both have threequarter sleeves. One has a Peter Pan collar-one a "Peggy." of Dress. Third floor.

Women's Quality 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, suedes, satin kid, brown calf, cherry calf. At \$4.85 white shoes galore! All half price And white shoes galore! All half price Gimbels, Shoe Store, Second floor.

Housekeeping Needfuls Dangler Gas Ranges Ranney Refrigerators

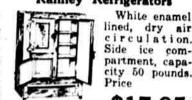
Suit Cases: \$6.95 \$9.95 \$12.95 \$14.95

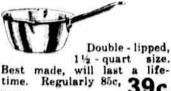
lain panel doors, drip and broil-

ing pans. Connected free in ity limits where fuel line extends to kitchen. Sold on Easy Pay-ments. Price

\$37.50 prepared ready for use, and one 4-oz, bottle of

1000 Floor Polishing Mops O-So-Ezy Polish. Reg. sold for \$1, 58c

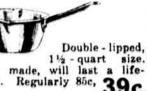




Sauce Pans

city 50 pounds. \$17.95 600 Universal Aluminum

White enamel



time. Regularly 85c, 39c -Gimbels, Fourth floor.

Mail and Phone Orders Filled Same Day Received Todd's Old Virginia Hams, 55c lb.

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

Advertised Coffees-Sheppard's "Morning Sip," "Lord Calvert," also "Boscul Brand"; rich Coffees; \ 45c three 1-lb. containers for \$1.30, or each at Sugar for Preserving
Philadelphia-refined, in sanitary
sacks; if purchased with other
groceries, limit 25 lbs., at. 53

Blended Coffees mbels Lenox Blend, "My "Cafe Blend" Coffee at Laundry Soap
Swift's Pride, well-seasor
of 100 cakes at \$3.50 or
10 cakes for 38c

Mixed Tea New season Quaker Chop 55c frag-Creamy Corn
Purity Brand Crushed Sweet Sugar
Corn, 18c value: in case, dozen or half-dozen lots, at, 122c

St. James Coffee
Pride of Philadelphia Highgrade 50c Coffee at 3 lbs. for. — Gimbels, P.

Sugar and Fruit Preserves
Half price; Lenox Strawberry 50c
1-1b. jars; cases at \$5.90, dozen for
\$2.95, or ½-dozen or 3-jar
25c lots, at, jar..... Orange Pekoe Tea Quaker Chop Tippy Black Tea, weet drawing, at 3 lbs. for 45c

Yellow California Peaches
500 cases, Co-operation Canneries
in rich syrup; the cans; case a
\$5.15, dozen for \$2.60 or \$1.10

Tuesday's Subway Store Sales

Gimbel Store today has the largest stocks in

Philadelphia, Monday, June 5, 1922

For

Tuesday

Another Big New York Dress-Manufacturer Swings in Line — 1000 More, Entirely Different

Ready 9 o'Clock Tomorrow Morning Silk Dresses



He got wind of Saturday's oig sale-said he could offer as big bargains and he did! So we swept his showrooms bare! Misses' sizes mostly, 16s and

Women's sies 36 to 44.

Values \$16.75 to \$30

crepes de Chine. Beaded-but differently. Embroidered-but different ways. Paneled differently. Even the fagoted styles are different!

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

Subway Store's June Silk Sale! \$1.85 All-Pure-Silk Crepe de Chiné, \$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. 38c for 75c Silk-and-Cotton Crepe de Rose, tan, pink, gray, Copen, black and white. 40 inches wide.

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

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

\$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— 98c for \$1.50 All-Silk Black Satin and self-color satin plaid, beautiful Taffetas—heavy lustrous quality at

Chine. Full line of light and dark

of summer colors in all the new

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

range of colors, black, and white. 40-inch. a big saving. 35 in. wide.

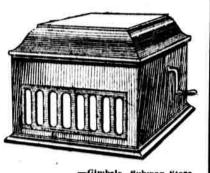
Tomorrow - 17 Pathe Phonographs Go On Sale at— \$11

Another lot of these famous talking machines to go for Cases might possibly be a little scratched or marred, but the mechanism is absolutely perfect—in fact, fully guar-

Will play any flat disc record. Sorry!—but no mail or phone orders will be accepted, 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



31-Pc. Dinner Sets (Pictured) at \$3.95 For Cottage, Bungalow or Apartment Should Be Priced, \$6.95



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

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

These sets are complete for twelve persons. Regular \$22.50 value. 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.

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.

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