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6 LBS. OF 60c COFFEE 46c LB.
 Folgers Golden Gate, best Coffee on the market.
 SHASTA TEA 1/2 lb. 25c, 1 lb. 50c
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 Water Melons, pound 4c
 KARO SYRUP, BLUE, 1/2 GAL. 55c
 Macaroni, Spaghetti and Noodles, 3 packages 25c
 Peanut Butter, pound 25c

MOTION PICTURE NEWS

What the Picture Theaters Have to Tell You.

PASTIME TODAY.

What is it Every Woman Craves? You May Think It's "The Last Word," But "What Every Woman Wants" Says Differently.

"What Every Woman Wants" is answered by the photo-drama of that title produced by Jesse D. Hamilton and released through Exhibitors Mutual, starring lovely Grace Darmond. Some blasé bachelors and chronic married men claim that no woman knows what she does want; that when she gets what she wants, she doesn't want it any more.

These same hypochondriacs blatantly assert that all a woman wants besides the earth, sun, moon, stars, milky-way, and all contained therein, is her own way, and then she gets mad at herself because she has nobody to argue the question with.

It is easily understood by intelligent men that if a woman has a nice home, plenty of beautiful clothes the right to draw ad libitum on her husband's bank account, the invaluable privilege of shaking down his trousers every night to entertain "mother" for indefinite periods, a couple of automobiles, a few diamonds, cats and canaries, suffrage and prohibition, cold cream on the face every night, cold bath on Tuesday's and Thursdays and a hot reception for hubby on his "morning after," she is perfectly satisfied if only hubby will rear up on his hind legs and raise "Ned" every once in a while, so as to keep things interesting.

At least, some are satisfied with these little gems. "What Every Woman Wants" is resolved in a very satisfactory way by the author, William Taylor, and Grace Darmond, the beautiful star, is ocular proof of what every man would like to have.

Alta Today.

"The Reason Why," one of Elinor Glyn's most successful works, is the latest Select Picture made by Clara Kimball Young and her own company; the scenario is by Mary Mulrillo and the direction by Robert G. Vignola. This feature will be the attraction here today at the Alta theater.

Yvonne Marinoff (Miss Young) is widowed by the sudden death of her husband, the prefect of police, at the hands of an infuriated mob; she escapes with her seven-year-old son, Mino, in whom she is utterly wrapped up. That night the fleeing Yvonne comes upon a dead woman who is her exact prototype; on the dead body she finds a letter addressed to Zara, from her uncle, Francis Markdute, a London financier, asking her to come and live with him although he has never seen her.

Yvonne decided to impersonate Zara, comes to London, where she places Mino under constant care, and goes to Markdute's home. He wants to have her marry Lord Tander, of Wrayth Mall, and is willing to do her by if she will all the mortgages on his estate in addition to a handsome cash settlement. Before Yvonne and Zara's exit, each promises to enter such a contest as arranged. But it is a mutual case of love at first sight.

Arcade Today.

Interest in the coming week centers around the first local presentation of "Salome" at the Arcade today.

Heaven have been written about the Dance of the Seven Veils, the dramatic perihelion of this play, which was first presented to the public through the operatic production of "Salome," the Oscar Wilde poem set to symphonic music by Richard Strauss. Readers will remember the sensation it created when first performed by Mary Garden at the Metropolitan Opera House, New York, the directors of which promptly banned the opera until the dance version could be altered, because of the commotion caused by the critics.

Now comes Theda Bara, the popular photoplay star, famous for her portrayals of vampire roles, with a spectacular screen version of "Salome" which promises to revive all newest of spectacular productions was made under the direction of J. Gordon Edwards, who staged the wonderful Theda Bara production of "Cleopatra." This is sufficient guarantee that "Salome" has been filmed with every detail scrupulously correct as to historic precedents, and due

THURSDAY!
FRIDAY!
SATURDAY!

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Adults 25c
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Arcade Theatre

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The Python of Palestine—Sinuous, Sleek, Seductive, She Twined Herself About Strong Men and Crushed Them, Heart, Soul and Body.

—SEE—

THEDA BARA

SORCERESS SUPREME OF THE SCREEN

—IN—

HER GREATEST TRIUMPH

AS OF WAX.
With a heart of stone,
With mouth and eyes and nostrils wide
That twitched, dilated thrilled—and lid.
A Theda Bara Super-Production

\$50,000 for 500 Feet of Historic Scenes Alone (Guess What It Cost?)

A Circus Subsidized for a Season to Make Available Its Menagerie. Caravans of Camels and Dromedaries, Herds of Elephants, 2,200 Horses, Sheep, Oxen, Goats, etc., etc.

5000 Players
Old Jerusalem Reconstructed in Its Entirety, from the Historic Jaffa Gate to Herod's Bizarre Palace. Splendors of the Most Extravagant Court of All Time Faithfully Reproduced.

She Danced, and Seven Veils Fluttered from Her Airly

REVEL IN A RIOT OF GORGEOUS EFFECTS THRILLS AT THE ART OF BARA THE INCOMPARABLE

SEE the Great Storm that Frightened the Mighty Herod. SEE the Arms and Trappings of the Moving Soldierly Glean and the Glisten in the Eastern Sun. SEE the Impressive Miracle Scene in Herod's Apartment.



CLARA KIMBALL YOUNG IN "THE REASON WHY"

SELECT PICTURES

Alta Today.

English Phones Called Jokes. LONDON, July 31.—"A ghastly joke" is what Joseph Ralph of Sacramento, Calif., calls the English telephone system, in a letter to the Daily Telegraph. "It is absolutely mystified," he says, "how a practical people

like the British can tolerate for 25 minutes the pathetic travesty for a telephone service with which you are afflicted."

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ALTA TODAY

Children 10c Adults 25c

Clara Kimball Young

—IN—

"The Reason WHY"

By Elinor Glyn

Her latest and finest picture. The star of stars in a romance of high society.

PATHE NEWS
Weekly Topics

TRY OUR DELICIOUS
SPECIAL
Club Lunch

11 TO 2

Home Cooking that
Tastes Good.

The Delta

One of Airmen Whose Dismissal Began Strike Reinstated in Plane

WASHINGTON, July 29.—Second Assistant Postmaster-General Praeger reached an amicable settlement Monday with the air mail pilots who went on a one day strike last week. The reinstatement of Pilot 22, Hamilton Lee, one of the two men whose dismissal resulted in the strike, was announced.

Leon Smith, the other dismissed aviator, will not be reinstated, Mr. Praeger said. This action was said to have met with the approval of a representative of the pilots.

Under the settlement the department's order concerning flying under adverse weather conditions has been clarified so as to permit the manager of the flying field to determine whether the pilot shall take the air when his life might be endangered, in the event the manager is not at the field, as is the case when the pilots make an early start. The pilot need not leave the field pending the arrival of the manager when in his judgment flying would be unsafe.

Says Parish Should be Destroyed. WORCESTER, Eng., July 29.—"My parish ought to be blown up. The only way to deal with it would be to put batteries of 5-inch guns on Malvern Hills, clear the people out and blow the parish to pieces, and then rebuild it fit for a man to live in." This is how the Rev. G. A. Studdert Kennedy, vicar of St. Paul's church here, would proceed to secure better housing conditions, he told a large gathering in the theatre of this city.



Grace Darmond in "What Every Woman Wants"

SEE WHAT THE CANARY SAW
Grace Darmond
—IN—
"What Every Woman Wants"
Will women never learn.
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COMEDY

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