EVENING LEDGER-PHILADELPHIA, THURSDAY, OCIOBER 12, 1916

HAPPINESS AND CONTENTMENT THE VERY BEST OF BEAUTIFIERS


DIARY OF A WELL-DRESSED GIRL


COLUMBUS DAY KEPT BY KNIGHTS OF CTTY Programs Arranged in Italian
Settlements and in Schools


400 CANVASES SEEN
AT PITTSBURGH SHOW
400 CANVASES SEEN
AT PITTSBURGH SHOW nfluence of Modern and Ultra-
Modern Schools Apparent
in Artists' Work Modern Schools Apparent
in Artists' Work


PAY WHEN YOU LEAVE,
SAYS MOVIE THEATER



Prominent Photoplay Presentations

## Tryanley Booking Company



## ALHAMBRA ${ }^{120}$ Louise Huff

## 

E. H. Sothern "The Chattel"

APOLLO
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BELMONT Her Double Life
CEDAR
LIO

| LIONEL BARRYMORE in the upazaval |
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| FRANKFORD *TH manigrond LUCILE LEE STEWART in "HIS WIFE'G GOOD NAME" |
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| GAX MINGNEAE THE FAMIIY NAME" |


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## ROBERT WARWICK in

PALACE ${ }^{1214}$ MARKit nthemer
PAULINE FREDERICK in
PARK Ridag ave a daupion an Mae Marsh and Robert Harron in PRINCESS RUPERT JULIAN
 REGENT


## JAPAN IS AT LAST INVADED

THE PHONOGRAPH MEN DO IT
Geisha Girls, Tragedians and Comedians Make Records, and the Whole Country Is Disc Crazy, Says an American Traveler



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SOROSIS
SHOES
Hositer
1314 Chestnut St.

## Mrs. Happy Homemaker

领 篤 HER STORY and YOURS " HAVE always found a certain satisfaction in the fact that I am an 'average' woman-that delphia consistently striving for the better things of life," remarked Mrs. Happy Homemaker. "And so you will recognize this story as YOUR story. I wasdangerously close, a few months ago, to that irritability of the
houeckeeper whose never-ending routine of duties is beginning to housekeeper whose never-ending routine of duties is beginning to
wear on her nerves. So when I saw the announcement of the
reduction in rates for Electricty I said to myeelf thet the reduction in rates for Electricity, I said to myself that the time
had come to make a change.
"I "I knew, of course, that doing one's housework Electrically was the ideal way, but 1 never reaiized that it was such an economical
way. I found that I could use an electric sweper for less than
2 cents per week; that an electric washer would do the washing 2 cents per week; that an electric washer would do the wakhing
for 3 cents; that an electric sewing machine motor would run my
sewing machine for $\$$ to of a cent an hour secwing machine for tho of a cent an hour I
" 1 learned that with the new low rates electric light was positively Ilearned that with the new low rates electric light was positively
less expensive than any othher form of artificil light; but it was the
economy of doing the housework electrically, I think, that made economy of doing the housework electrically, I think, that made
us determine to have our house wired-that is another story
which you will hear later."

Send for the booklet which tells about the
cost of doing housework Electrically-it gives some surprising figures.

## ZREPHILADELPHIA (SEETRIC OMPANY

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We have the only large stock in Philadelphia of the so-called "Ooreign-made" grand opera records, which are made abroad by foreign artists whose talent in many
respects is as wonderful (althheide respects is as wonderful (although not as famous) as that of the victor $R$ ed Seal
artists. This stock of foreign records is only one of the many features exclusive to HEPPE VICTROLA SERVICE


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