EVENING LEDGER-PHILADELPHIA, FRIDAY, NOVEMBER 3, 1916



Radius of 20 Miles Transact Their Business Through **Its Operation**

TIME SAVED BY SYSTEM

The multiple-check plan, the latest device in banking circles for the convenience of depositors, has been introduced by the bount Trust Company, Fifteenth and Chest out streets, for the benefit of its patrons. The idea, which has gradually spread during the last few months among banks and trust companies of the East, expedites setting of bank balances and handling of accounts by its simplicity. The big multiple check are listed the among of more than three hundred firms of Philadelphia. Attached to the allp is

of Philadelphia. Attached to the slip is blank check on the Logan Trust Company When a depositor receives his monthly

When a depositor receives his monthly bills for groceries, gas, electric light and other necessaries for luxuries he marks down opposite the name of the firm the amount owed for his purchases. The sup-position that the firm to whom one owes money will be absent from the list has little basis for fact. Casual inquiry of sev-eral depositors revealed that companies with whom they dealt were all listed. Hotels, country clubs, flower shops, depart-ment stores, bookshops and stores of every ment stores, bookshops and stores of every description are included, but if it so hap-pens that they are absent there is a space for insertion of the name.

for insertion of the name. After the amounts owed each firm are written down the total mark is inserted as a check to the Logan Trust Company. The depositor is, therefore, freed from making out a score or more checks and saves postage and time, while on the stub are placed the amounts given each firm, for quick comparison with the last month and the month following. The stub is kept, while the slip and the check on the trust company are forwarded to its office. This operation is simple and requires but a few minutes to

The Logan Trust on receipt of the slip ad check notifies the companies, who are sted alphabetically as "A 14," and the like. that the money is on deposit to their credit. Through the system of alphabetical ar-rangement of the firms on the slip they are easily able to post the entries, while at the same time they may obtain new accounts from some of the firms with whom their depositors are dealing. They also save col-lection charge on checks from out-of-town banks. banks

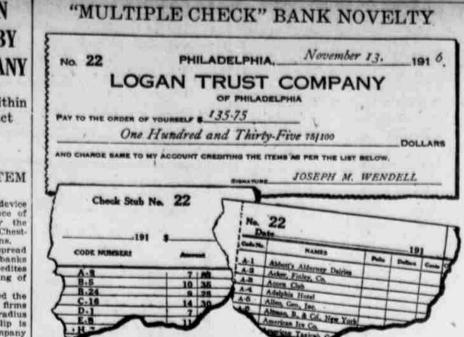
The third party in the new arrangement. the firms themselves, save time required for the opening of many latters and sending money to banks, as they receive notice that the Logan Trust Company has to their and so much from "John Smith." The busi-ness concerns are more easily able to credit their customers than has heretofore been the case.

the case. The plan has worked out with satisfac-tion on all three sides by the Old Colony Trust Company, the biggest trust company in New England, since its inauguration in July, resulting in the simplification of ac-counts to patrons of the bank, easy han-dling of accounts by the bank itsief and quick settling of debts to firms dealing through the new arrangement. John H. Wood, secretary of the Logan Trust Com-pany, received a hundred queries this morn-ing as to the operation of the multiple check, and, after explaining the working of the plan, expressed confidence for its success.

HUGHESETTES, ON FINAL LAP, INVADE WILSON'S OLD HOME

Street Meetings Held in Trenton-In New York Tonight

TRENTON, Nov. 3.—Within sight of home, the women's Hughes campaigners to-day planned a whirlwind finish of their transcontinental round trip. Saveral street meetings were booked, after which they were scheduled to go to Newark, where Mrs. Hughes will be their sneet es will be their guest.



of novelty is promised by the management of the Princess Theater, Market street, near Tenth, which will offer every Thursday "Grant, Report," in addition to the regular

J. S. McSween, manager of the Chestnut

Theatrical Baedeker

ROAD-"'Mister Antonia," with Otis Skinner, America's most versatile and finished char-setter actor, in a delightful impersonation, The play is amusing, but thin, indursed by the Drama League.

FORREST "Ziegfeld Follies," with Ins Clairs, Fanny Brice, Anna Pennington, Bert Wil-liams, Bernard Granville, Will Rogers and a big company. Tenth anniversary production of the famous froth-and-frivol institution.

GARRICK-"Common Clay." with Jane Cowl and Henry Stephenson. A drama on the "failen woman, combining humor and social sattre with good situations.

HETROPOLITAN OPERA HOUSE-"HD. His. History," with Charlotte, the skater, Souss and his band. Nat M. Wills, Charles T Addreh and many specialists. A tore-the circus of vaudeville, brass band and skating; all good.

AT POPULAR PRICES

WALNUT-""While the City Sleeps," by Edward E. Bose, author and adapter of many stage successes. Play of metropolitan life dealing with the police.

FEATURE FILMS

MEXICAN, JAPANESE AND IRISH PLAYS VIE

Stanley Shows "The Soul of Kura-San," and Arcadia and **Regent Have New Bills**

J. S. McSween, manager of the Chestnut Street Opera House, has just received word from New York that Annette Kellermann, star of "A Daughter of the Gods," now at the Opera House, has been engaged by Charles Dillingham as star of the New York Hippodrome, beginning late in De-cember. STANLET-"The Soul of Kura-San," Lasky-Paramount, with Sessue Hayahawa and Myrtis Stedman, Story by Charles Drever, Directed by Edward J. Le Saint.

Here is a feature of fine photographic and dramatic merit, not quite sustained up and dramatic merit, not quile sustained up to the climax in the latter regard, but still noteworthy enough to hold its place at the best photoplay theaters. The camera work throughout is so heastiful as to excuse many more lapases than are apparent, and the acting, especially that of the Japanese. Mr. Hayakawa, and his wife, Tsuri Aoki, is a reviation, another and second the fully of the second to the sec

is a revelation in subtle and graphic factal emotion. Many an American could learn much from them about how to register and how not to. The story is a sort of "Madame Butterfly" affair, with a devel-opment not found in the John Luther Long tale. It combines the romantic element opment not found in the John Luther Long tale. It combines the romantic element with the tragic one adeptly, and till a few moments before the crisis seems as though it were about to become one of the most stirring plots of the month. Then events are huddled together, and the outcome is not clear. There is a strong suspicion that this is not due to the author producer (who

not clear. There is a strong suspicion that this is not due to the author, producer (who has done his work admirably) or actors, but to the censor. Despite all this "The Soul of Kura-San" will hold the attention of every one who enjoyed "Allen South" "The Honorable Friend" and "The Cheat." for the Japanese players are superb.

KNICKERBOCKER - "Little Pergy O'Moore," with Hilda Morgan and Oscar O'Shea. The tale of an Irish colleen and her cheery ARCADIA-"A Corner in Colleens," Kay-Beo-Triangle, with Bessie Harriscale and Charles Ray, Story by C. Gardner Sullivan, directed by Charles Miller. tale of a philosophy.

Thomas H. Ince, before he blossomed out into Triangular and "Civilization" renown, offen used to put on Irlah plays for the old Domino Company, then a part of the New York Motion Picture Corporation. His Mr. Miller has reverted to Ince type in this film, which is a melange of exciting incident and somewhat forced comedy, the latter being largely brought out with brogue, in the leaders, and with such ex-clamations as "Wurra, wurra!" The di-rection in the picture is of the best; atmos-phere in abundance of the real Celite sort is offered, and some exceedingly pleasing acting by Miss Barriscale, Mr. Ray and persons for whatever will be found missing in the thread of narrative. Of course there is a fight—a bulk one it is, too—and the animal life that our directors cannot do without is adequately represented. On the same bill is a Triangle Komedy, "The Lady Drummer," with Fay Tincher. Thomas H. Ince, before he blossomed out TANLEY-"The Soul of Kura San." a Para-mount feature, with Sessue Hayakawa and Myrtle Stedman. TANLEY-ARCADIA-"A Corner In Colleens," with Bes-sie Barriscale, Ince-Triangle, REGENT-"The Brand of Cowardice." Metro, with Lionel Barrymore and Grace Valuette. with Lionel Barrymore and Grace Valentine, VICTORIA—"The Brand of Covardice," Metro, with Lionel Barrymore and Grace Valentine, PALACE—"The Common Law," a Salanick feature, with Clara Kimball Young and Cen-way Tearle, all week, Other subjects, CHESTNUT STREET OPERA HOUSE—"A Daughter of the Eggs," with Annets Keller-mann and William Shoy, Spectacle and beauty of the best, but somewhat lacking in dramatic signer. dramatic significance, VAUDEVILLE KEITH'S-Jack Norworth, "The Cherry Tree," Charjes (Chic) Sale in monologue: Bobby Beath, singer "The Brids Tamer," Sara Setter, Chara Howard, Nolan and Nolan and Selig-Tribune pictorial news, WILLIAM PENN--- "The Broadway Review," Worth and Bennett, Fiske, McDonouch and company, Skipper and Kasnup, W.S. Hart, in "The Return of Draw Esan," photopiay, GRAND--- "The Bachelor Dinner," Markins, McKee and Lostus, Nell O'Connell, Greenlee

Drummer," with Fay Tincher REGENT AND VICTORIA-""The Brand of Cow-ardice." Rolfe-Metro, with Lionel Barrymore and Grace Valentine, Story and direction by John W. Noble.

Metro, in this feature, has produced a screen play that is tolling and exciting at every point, and that has, furthermore, the advantage of good "crowd stuff" and of im-

and Dynyton, Nelson and Nelson' and the two LOBB-"The Cabarel strl," Madeline Lear. Im five Raissudas. Graco St. Clair and com-pany. Burks and Toughey, Mumford and Thompson Rhoda Nichols, Mechan and Pond, R. Kelly Porrest, Dancing La Volles and "Cabarel Dogs" ROSS KEYS-"The Lingeris Girl." Edwina harry and company, Annie Kent, Merris and Campbell, Ti Ling Sing and the Have-locks.

MINSTRELS

CMONT'S-Blackface specialities by the rest-dent company and various topical burlettas saturisting local happenings.

Deaths

ADAIR. -Oct. 31. WHIJJAM J. ADAIR. aged 1. Relatives and triends. Imperial Lodge. No. 1055.1. O. O. F. Peerless Lodge. No. 25.8. of R. Lenit Leanase Trite. No. 3.1. O. of R. M. implores John B. Rietson Co., invited to funeral. 840. 2. B. H. 608 E. Montsomerr ave. North-Wales. P. H. 608 E. Montsomerr ave. North-Wales. P. M. 608 E. Montsomerr ave. North-R. Lenit Leanase Trite. No. 3.1. O. of R. M. implores John B. Rietson Co., invited to funeral. 840. 3. B. M. 608 E. Montsomerr ave. North-Netter Ashing m. Int. Lutheran Cem. Arter Ashing R. M. 1. FARAH ALEXAN-PARE Ashing and friends invited to funeral. 841. Sola. M., residence of ulses, Mrs. Joseph Res. 430 a. M., residence of ulses, Mrs. Joseph Res. 430 a. M., residence ave. Residenced. Heading mass St. John the Baptiat Church. Im. R. Johny Cem. MANNINTER. - Oct. 31. ELIZABETH M.

Therman revelation for the section of the sectin the section of the

sidence of Weston C. Heath, 2040 Gismanni CALUD private. CALUD private. CALUD Construction Calinhan. of Feigh, Co-imes and CA.-Nov. I. RESSIE. daughter of second and the state of the second state second construction of the state of the second science of Weston. Rest and state and science at heater in the state and Rolt. Sizi seldence of bronker in the state and Rolt. Sizi seldence of bronker in the state and Rolt. Sizi seldence of bronker in the state and Rolt. Sizi science at High mass of requirem Church of t. Francis de Sales 10 a. m. Int. Holy Cross am.

an good.
LYRIC—"The Girl From Brazil." with George Hassell, Louis A. Simon, Hal Fords, Beth Lydy, Maude Odell and Frances Demacest, Mr. Hassell, a comic genius, redeems a not too-important opergita. ADELPHI — "Experience," with Ernest Glen-dinning. A "modern morality play" with more humanness than graced "Every Woman." There's a large cast. Glendinning acts superbly.

De Lances al. High mass of requirem Church of St. Francis do Sales 10 a. m. Int. Joby Cross Of St. Francis do Sales 10 a. m. Int. Joby Cross Of St. Francis do Sales 10 a. m. Int. Joby Cross Of Control of Con

p. m. DEELT.—Nov. 1. PATRICK. belowed hus-band of Mary Deely (new Daiy). Relatives and friends, Holy Name Society of the Cathedral. Invited to funeral. Mon. 8:30 a. m., 1546 Vine et. Solemn requirem mass at Cathedral 10 a. m. Int. Holy Cross Cem. DONOGHUE.—Nov. 1. WILLIAM P., son of John and late Mary A. Donoghue. Relatives and friends invited to funeral. Sat., at 8:30 a. m., from late residence, 3015 Fairmount ave. Re-quirem mass at 8: Agatha's Church, 10 a. m. Int. St. Denis's Cemetery.

Brt. St. Denis's Comstery. DOYLE.—Oct. 31, THOMAS B. DOYLE. Rela-tives and friends. St. Patrick's Holy Name Society, St. Paul's T. A. B. Society all other societies of which he was a member. invited to funeral. Sat. 830 a. m., 14 S. 20th st. Solemn high mass of requirem St. Patrick's Church 10 s. m. Int. Holy Cross Cem. DUNN.—Nov. 2. BRIDGET M. widow of Michael Dunn. Relatives and friends invited to funeral. Sat. 830 a. m. 2414 N. Fancroft st., near 16th and York sts. Subern high requirem mass Our Lady of Mercy Church 10 s. m. Int. New Cathedral Cem.

Prominent Photoplay Presentations

In these Balkeid) and son of Mury and man Durkin, accel 20. Relatives and Simployee of Social and Wernerster Mills. a Jumeral Sat, 3 a.m., 1315 E Choi-tean Arthur D' Anni Int St. An-tern Arthur D' Anni Int St. An-on Arthur D' Anni Int St. An-on Arthur D' Anni Int St. An-tern Arthur D' Anni Int St. An-anno, No. 2 JAMES D' Intra Mills Evans, Relatives and friends Wash-amp, No. 273, P. O. S. of A. Invited al. Sun., 3 p. m., Haiboro, Pa. Int. Com.

HALDORD COM. PAESI.—Nov. 1. MARTHA BRULAH, widow of David Farst. Relatives and Triends invited to funeral services. Mat. 1. p. m., at residence of her nices. Mrs. Gasnigo Frid. 403 Comisy ave... West Collingswood, N. J. Int. private.

FALVET - Nov. 1. DANIEL, Busband of Ann Falver. Relatives and Friends invited to funeral. Man., Side a. m., 5710 foruce st. Bolenn Masse of Requisit at the Church of the Trans-fleuration, 10 s. m. Int. New Cathedral Com. Auto funeral

Burration, 10 a.m. Int. New Collectral Com.
 Auto fumeral
 Auto fumeral
 FAURER -Suddenly, Oct. Mt. C. HENRY
 FAURER Buildenly, Oct. Mt. C. HENRY
 FIEIDateth Flodler, ascel 61. Relatives and the data invited to funeral, Sal. 2 p. m., 2042
 There are an another the function of the state of the s

Oaden), When the invited in the second second frame in the second seco

Sepulative Cem. LITTLE-Nov. 3. MARY, widow of William W. Little, aged 76. Notice of funeral later, from 5220 Girard ave. LUKENS --Nov. 1. HARRY D. LUKENS. aged 50. Relatives and friends.

1. HARRY D. LUKENS. Islatives and friends, Norwood Fir Keystane Fire Chief Asso, of Penna, oneralp Sun. 2 p. m., 20 Ridley ave. Oct. Co., Pa, Int. Fernwood Cen

Norwood, Del, Co., Ph. Int. Fernercood Cem.
 Friends may view romains Sat. ew.
 MARSH.—Nov. 2. MARY. widow of Samuet II. Marsh. Int. private. conventions of family.
 MARTEN.—Nov. 2. ALMERT. husband of late Elimabeth Marten, and 43. Ecisitives and friends invited to funeral, Sun. 2.20 p. m. 2044 E.
 Russell as, Int. Greenwood (K. of C.) Cem.
 MARTIN.—Nov. 2. CECELIA M. MARTIN ince Criscell, widow of Samuet Martin. Relatives and friends invited to funeral. Sun., 2
 M. MARTIN.—Nov. 2. CECELIA M. MARTIN ince Criscell, widow of Samuet Martin. Relatives and friends invited to funeral. Sun., 2
 M. Tibo Robert, M. MARTIN. Martin. Relatives and friends. Constant of Mary Murtin. Relatives and friends. Dickinson Relief Asso.; Conway Rollef Asso.; East End

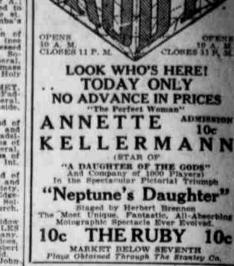


of Our Lady of Mt. 2.30 a. m. Int. St. Marry's Com... McCARE - Cet. 31, CLARA. wife of Caleb-McCabs and drughter of Isaan and Pusan J. Thur, and 45 years. Relatives and triends ford the more services. Fri. 8 p. m... Frank-ford the more services. Fri. 8 p. m... Frank-ford the more services. Fri. 8 p. m. Frank-ford the more services. Fri. 9 p. m. Frank-McCaNN. - Nov. 1 P. McCann. Gal. on arrival McCaNN. - Nov. 1 McCann. of Carries and friends Holy Name freind Recharts of Carries and friends Holy Name freinder St. Columba's Church. Div 76. A. O. H.: Leyal Order Mosse. No. 54 Dive Conners! More more friend Mfg. Co., invited t MARKET STREET BELOW SEV 10c

Div T. A. O. H. Loyand. Relatives and friend.
 Div T. A. O. H. Loyand Order Moose, No. 2
 Court General Monizomery, No. 214. P. of A. O. H. Loyand Order Moose, No. 3
 Court General Monizomery, No. 214. P. of A. D. H. Harris, Edward G. Buddalle S. D. Hylied Mile, C. D. Hylied Braines, B. H. S. B. M. 2402 W. Okdale S. Solesnes Bill, S. A. M., 2402 W. Okdale S. Church Io M. T. K. Holy Sepulchum Cem. McDerMOTT, N. Holy Sepulchum Cem. McDerMott, S. JAMES C. sein a Lauts, agest 25. Rethering H. McDermott Imessevents March 2007, Science 10, North State State

DEATER

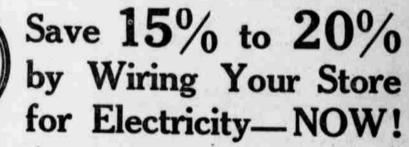
Sat. 11 a. m. Willow Grove ave., Glenside.
 Pa. Int. Ardsiev Cam.
 McHUGH.-Cei, Bl. DANIEL J., husband of Elizabeth A. McHush, son of late Andrew and Arm McHush. Relative and trianite Pulladel-phia Council, No. 125, and all other societias of vention he was a statistic formation of the cathedral Com. Autored Har. Solemn mass of cathedral Com. Autored Har. 180 a. m. Int. McNAMEE-Nov. 1. MICHAEL, busband of Sarah McNamee Ines Goldrich, T. B. Lives and friends, members St. Charles T. A. B. Societz, invited to function M. San A. E. Societz, mente ave. Cliffon Heights, Dol. Co. 12 Edge-mente ave. Cliffon Heights, Charles Charles Merson St. Charles T. A. B. Societz, mente ave. Cliffon Heights, Charles Charles Means of Resource St. Charles Charles Means of Resource St. Charles Charles Means of Resource St. Charles Charles Means of the Charles P. and Mary L. Meanser, Relivville, 16 a. m. Int. Bt. Charles Charles Means of Late Charles P. and Mary L. Meanser, St. Son M. residence of dauchter, Mrs. Roser-f, non of late Charles P. and Mary L. Meanser, St. Son M. residence of dauchter, Mrs. Roser-tryine, 1820 N. 55th st. Int. Baltimore, Md. MillLER, -Nov. 2, SARAH, widow of John,



attaned on Next Par



Jewelers-Silversmiths 1110 Chestnut Street



In the interest of better store lighting, and to encourage the universal use of Electricity in retail stores; also as a part of our celebration of America's Electrical Week, we are offering a premium to all retail storekeepers who will equip their stores and shop windows for Electric Light-amounting, in round figures, to 15 per cent or 20 per cent of the cost of the necessary wiring.



The campaigners were in great trim. They told the city that their swing around the circuit had been victorious and that they had achieved their mission of win-ning may victor to liures. pressive, although not astonishingly deep, acting. A certain timeliness is imparted to the theme by the fact that Mexican border

They was achieved their mission of win-ning many votes to Hughes. They were glad at the thought of get-ting home to New York tonight. There a big reception awaits them from a special committee and they will participate in a mass-meeting

LOVING CUP FOR SOUSA

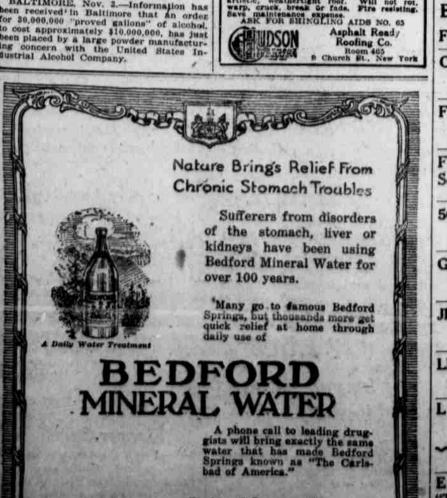
Philadelphia Metropolitan Opera Company Remembers Birthday

A silver loving cup will be presented to John Philip Sousa on his birthday anniver-ary next Monday by the Philadelphia Met-ropolitan Opera Company. The presenta-tion will take place during the evening per-formance of "Hip, Hip, Hooray" at the Metropolitan Opera House. The cup, which was ordered from a local silversmith by E T. Stotesbury, will bear the following in-scription:

"To John Philip Sousa. An appreciation "To John Philip Sousa. An appreciation from the Philadelphia Metropolitan Opera Company. On his birthday, November 6, 1916."

\$10,000,000 Alcohol Order

BALTIMORE, Nov. 3.—Information has been received'in Baltimore that an order for 30,000,000 "proved galions" of alcohol, to cost approximately \$10,000,000, has just been placed by a large powder manufactur-ing concern with the United States In-dustrial Alcohol Company.



raids are pictured, with a wealth of thrill-ing detail. The story describes the spiritual rise of a wealthy but lasy young man, who quits the army when it is ordered to duty in the troublous region of Mexican in-trigue, and his reinstatement in his fiancee's affections after he saves her from a sort A series of motion pictures with the tany of Villa person. h is a guarantre of early showing of the finest pro-wed before exhibition. Ask for the theater in your through the STANLEY BOOKING COMPANY. ALHAMBRA 12th, Morris & Passyunk Ave. Mat. Daily 2: Evgs. 6:45-9 Paramount Pictures. 6:45-9 FARM AND GARDEN Douglas Fairbanks in "MANHATTAN MADNESS" E H SOTHERN & "The Chattel" HUDSON APOLLO 52D AND THOMPSON MATINEE DAILY Market St. Theater MARKET ETHEL CLAYTON & "Hidden Scar" HOLIBROOK HLINN in "Hidden Scar" Every Wed. Marie Walcamp in "Liberty" **BLANCHE SWEET** in Asphalt PUBLIC OPINION Shingles OVERBROOK BBD & HAVERFORD ARCADIA CHESTNUT BELOW 10TH Burfaced with red or green crushed slate, no paint or stain required. EDMUND BREESE in **BESSIE BARRISCALE** in VEAKNESS OF STRENGT t cover your home with a permanent, ic, weathertight roof. Will not rot, cruck, break or fade. Fire resisting PALACE 1214 MARKET STREET BELMONT 52D ABOVE MARKET DAILY AT 2, 100 EVGS., 7 and 9, 200 CLARA KIMBALL YOUNG in Francis X. Bushman in "ROMEO JULIET" PARK RIDGE AVE. & DAUPHIN ST. MAT., 2:15, EVG., 0:45 to 11 CEDAR OFTH AND CEDAR AVE. FANNIE WARD in EACH PEARL A TEAR SESSUE HAYAKAWA in PRINCESS 1018 MARKET STREET J. Warren Kerrigan In "THE SOCIAL BUCCANEER Every Tues.-Earle Williams, "Bearlet Runner" FAIRMOUNT 20TH AND GIRARD AVENU NORMA TALMADGE in REGENT 1634 MARKET STREET HUMAN YOICE ORGAN LIONEL BARRYMORE & GRACE VALENTINE in "The Brand of Cowardice" FRANKFORD 4711 FRANKFORD Sessue Hayakawa In "THE HONOR-Added-"THE SHIELDING SHADOW" RIALTO GERMANTOWN AVE. AT TULPEHOCKEN ST MARGUERITE CLARK in 56TH ST. THEATER . MAT. DAILY RUBY MARKET STREET BELOW TTH STREET **PAULINE FREDERICK** in ANNETTE KELLERMANN in GARDEN 53D & LANSDOWNE AVE. SAVOY VILL MARKET FLORENCE LA BADIE in ZOE RAE "GLORIANA" JEFFERSON 29TH AND DAUPHIN TIOGA ITTH AND VENANGO STR THEDA BARA in Episode No. 1. "The Crimson Stain Mystery" LOUISE HUPP and LOTTIE PICKFORD in "THE REWARD OF PATIENCE" VICTORIA MARKET ST. ABOVE NINTE Lionel Barrymore In "THE BRAND OF COWARDIC" Triangie Comedy-"She Loved a Sallor" LEADER FORTY-FIRST AND LANCASTER AVENUE **PAULINE FREDERICK** in LIBERTY BROAD AND COLUMBIA STANLEY MARKET ABOVE JOTH SESSUE HAYAKAWA in NANCE O'NEIL in WEST PHILADELPHIA SOUTH PHILADELPHIA EUREKA MOTH & MARKET STS. OLYMPIA BEOAD AND Mme. Petrova in "THE ETERNAL "THE RECRET OF THE SUMMARINE" "THE UNWELCOME MOTHER" Bedford Springs Co. Limited 1325 Widener Bidg., Phila. A. B. C. THEATER MD AND a. S. Hart in "The Patric Keystone-"MAID MAD" d This Daily Fis

This unusual offer applies to any already-built retail store located along our existing lines and requiring no other than the ordinary service connection; the offer is good only between November 1st and December 9th, and those who take advantage of it must agree to use electric service on or before December 31, 1916.

In order to avoid any misunderstanding, no allowance will be made on any wiring job not in accordance with the terms and conditions contained in our printed wiring specifications covering this particular offer. Read carefully the following general conditions, but do not contract for the electric installation until you have read and signed the specifications above mentioned.

The Offer

How It Works Out

Subject to all the conditions outlined in this advertisement, we will make an allowance of one cent (1c.) per watt of lighting capacity installed. This allowance is based upon an adequate and efficient store and store-window lighting installation, as determined by illuminating engineering data from thousands of installations, and as specified by our Lighting Service Department.

The customer is not compelled to install a minimum wattage, but if a greater wattage is installed than specified as adequate by our Lighting Service Department, the allowance of one cent per watt will only apply to the specified capacity.

In addition to the one cent per watt allowance, an allowance of 50 cents per outlet will be given for all current-consuming outlets other than those used for purposes of illumination, and 50 cents per outlet necessary for cellar, hall or closet lighting (total not to exceed 5 outlets).

The PHILADELPHIA ELECT

If the lighting requirements of an aver-age store call for an installation of lamps of a capacity of 800 watts, plus lamps for show-windows of a capacity of 360 watts-the total for the entire store being 1160 watts-the cost of wiring would be approxi-mately \$65.00. The allowance of one cent per watt, in this case would be \$11.60, plus 50 cents per outlet for cellar and closet lighting, or other current-consuming out-lets (total not to exceed 5 outlets).

How To Proceed

HOW IO Proceed Application for complete lighting spec-fications should be made to the Lighting Service Department of the Company, at Tenth and Chestnut Streets. Having ob-tained complete and definits information, wiring bids may be obtained from any recognized contractor. When the work has been completed the installation must be approved by the Board of Fire Insurance Underwriters and our own inspectors. The customer pays the contractor his wiring bill in full and we pay the customer the allowance of one cent per watt as above, providing that the service is cut in and the fuese placed prior to December 31, 1916.

This offer applies only to stores in which goods are sold at retail and only to that part of a building in which the store itself is located. It does not apply to a manufacturing establishment, a storehouse or a sample room, etc. It must be a straight electric installation —combination fixtures will not be considered. The proposition will apply, however, to those who are at present using electric light in their store windows but some other illuminant in the store proper. The proposition will not apply to stores at present wired nor to the re-de-signing of present electric installations.

Let us send a representative who will give you full mation regarding this liberal and unusual offer, and furnish you specification sheets free of charge. Reme the installation must be completed and connected to circuits before December 31, 1916.