Lewis J. Selznick presents
Constance Talmadge in "Happiness à la Mode"
Exhibitor's Press Book
"HAPPINESS A LA MODE"

ADVERTISING MATERIAL

Obtainable at Your Exchange

Posters

2 One-Sheets—Scenes of Production
1 Three-Sheet—Scene of Production
1 Three-Sheet—Personal
1 Six-Sheet—Scene of Production
1 Twenty-four-Sheet—Scene of Production

Cuts

2 One-Column Electros (Production)
2 Two-Column " "
1 Three-Column " "
1 Half-Column " (Star)
1 One-Column " "
1 Two-Column " "

Mats

On all electros can be obtained at your Exchange.

Lobby Display Photographs

Nine 8x10 Black and White Scenes and Title Card
Seven 11x14 Colored Scenes and Title Card
Two 22x28 Horizontal “Flats” Colored Scenes
One 22 x 28 Star Portrait, Colored, Upright (Stock)

Lantern Slides

The lantern slide that has been especially prepared for Constance Talmadge in "Happiness a la Mode" will serve its purpose. It will make your patrons want to see more of this vivacious and charming star. Get it at your exchange.
HAPPI\vNESS

Happiness Changes with the Seasons and the Latest is
"Happiness a la Mode"

What constitutes true happiness? Wise ones have tried to
solve the problem but chaos has been the result. And after
many years of delving into the true meaning of this much
sought after word, no one knows any more than they did
before. One famous writer has said that life, love and health go to
make up the strongest foundation for ideal happiness. Others claim
that wealth alone will bring untold happiness, others say work and
still others proclaim that no human heart can be wholly happy unless
it has felt the supreme pleasure of sacrifice.

And there you are. Even our old friend, Noah Webster, is a bit
uncertain what that little three-syllabled word which holds so much,
actually means. He says happiness is "the pleasurable experience
that springs from possession of good, the gratification of desires, en-
joyment; blessedness. Good fortune; luck; prosperity." And as the
old Southern darky once said, "We black and youse white folks all is
same as one, but there's a mighty heap of difference in the color."
And while "pleasurable experience, the gratification of desires, enjoy-
ment, blessedness, good fortune, luck and prosperity" all mean hap-
piness, "there's a mighty heap of difference" in their individual
meanings. If we can't find out from Webster what we want to know,
where are we going to look? Let's try the Book of Life, whose stories
are repeated many times and whose pages, though they yellow with
age, never wither.

There are hundreds of thousands of people who claim to be happy.
And if you picked one dozen out of the hundreds of thousands and
asked them why they were happy, each one would give you a different
reason. And some would not even find a reason; they would tell you
that they were just happy—that was all. And so even the Book of
Life fails to supply us with what we are in search of—the meaning of
the word, happiness.

And now we have "Happiness a la Mode." But, we should not be
surprised. They've "a la moded" everything, so why not happiness!

Young married couples seem to have more trouble being happy
than all the other people in the world put together. It's they who dis-
covered "Happiness a la Mode" and found it a fizze. It didn't
work because She believed that the surest way of being happy was to
let Him have all the freedom he wanted. He thought that She was
indifferent in her efforts to corner the God of Happiness in their little
nest and the result: trouble, more trouble, "a lot of trouble." Their
troubles in Constance Talmadge's latest Select Picture, in which she
is presented by Lewis J. Selznick, will cause you many laughs. See
"Happiness a la Mode" on........at the.................Theatre.
EXHIBITORS' PUBLICITY DEPARTMENT

TEASERS
For Your Program

Women, hold on to your husbands. It's all right to let them have a bit of freedom once in a while, but don't make the leash too long. Barbara Townsend thought the way to make her married life an ideal one was to let hubby have all the freedom he wanted. She never asked him where he was going, what he was doing or who his friends were.

This was all very well for friend husband for a time but soon he began to tire of it. Why didn't his wife take an interest in him? She certainly ought to; he was her husband. It was her business to know where and with whom he was spending his time. Why didn't she ask him?

Things finally came to a climax. Barbara received the shock of her life. She had thought she was making the man she loved ideally happy by not questioning him as to his whereabouts and giving him absolute freedom. It was a sad awakening for wifey but she made good use of it.

See what she did. Constance Talmadge in this delightfully charming and breezy story of married life, "Happiness a la Mode," is here next week.

Why, when she loved him, did she consent to give him the divorce he asked for? She knew he loved her also but had temporarily forgotten it. But she was a foxy little woman and knew what she was doing. See Constance Talmadge in "Happiness a la Mode" here on —— and learn how to keep your husband interested in you alone.

ADVERTISING SUGGESTIONS
For You To Use

Your best bet always is to get the cooperation of the merchants in your town. Try to arrange to have a page "ad" run in your local paper with your "ad" in the center and those who co-operate with you surrounding it. It has often been worked and found to be very successful. Play up the "a la mode." The owner of the restaurant can advertise his roast beef, a la mode, or anything else, a la mode, that he wants. Your local dry goods owner can talk about everything he sells being a la mode, etc. Don't go to them haphazardly and suggest that they co-operate with you. Have a plan all worked out—offer them suggestions and you will be the winner. Working on the same idea, try to gain their co-operation by making a window display of anything, a la mode. Your card goes in the center.

Interest your patrons several weeks before the picture is scheduled to run your theatre. Offer two free seats for the performance to the person that writes the best essay on "Happiness a la Mode"—what they think modern happiness consists of to be the main basis of the theme. Have a few members of the school board be the judges in the contest.

Or you might run a synopsis of the story in your local paper and to the person who comes nearest guessing what the title of the picture is, award a couple of free tickets.

Be sure and read, "A Hint to You, Mr. Exhibitor," on page 11. It will crowd your house.

YOUR PATRONS SHOULD KNOW THAT

1. Constance Talmadge is the star of "Happiness a la Mode."

2. This charming and vivacious star is in a class of her own, of which there is no duplicate.

3. "Happiness a la Mode" is a breezy, rollicking story of the complications, disillusionsments and ultimate satisfaction of married life.

4. Harrison Ford is Miss Talmadge's leading man for the eighth successive Select Picture.

5. Walter Edwards again directed Miss Talmadge.

6. The story is an original one by Edwina Levin and appeared in one of the leading magazines of the country.

7. Miss Talmadge wears many beautiful negligees in this picture.

8. Many very elaborate interior sets are seen in this picture.

9. Will furnish many hearty laughs to the audience.

10. Among those in the cast are Betty Schade, Myrtle Richelle, Paul Weigel, Thomas D. Perse and A. Fremont.

CATCH-LINES
For Your "Ads" and "Hand-Bills"

Why did she consent to give him a divorce when she loved him and knew that he loved her?

What would you expect a mere man to do with two weeping women on his hands? Well, he did it. See "Happiness a la Mode."

She made the leash too long and the result was almost disastrous. See Constance Talmadge in "Happiness a la Mode."

How much freedom should a woman permit her husband?

The first year of married life is the hardest; after that you get used to it.

Will make you laugh until the dimples catch the tears.

The most unique way of getting a divorce ever seen in Constance Talmadge's latest Select Picture, "Happiness a la Mode."

Because she didn't ask him where he went each night, he asked for a divorce.

She wasn't satisfied with the old-fashioned happiness, so she "a la moded" it—and then she was sorry.
This is the girl he found himself married to!

it is one of the finest screen creations of

ALICE BRADY

in her latest Select Picture

"REDHEAD"

by Henry Payten Down

Scenario and direction by CHARLES MAIGNE
THE BEST WEEPER WINNS

In "Happiness a la Mode," Constance Talmadge's latest starring vehicle in which she is presented by Lewis J. Selznick on the Select Pictures Theatre, Miss Talmadge portrays a young wife with an unfaithful husband, who succumbs to the wiles of another woman and asks his little wifey for a divorce. She gives him his divorce and she is allowed three months in which to file her final decree.

Wifey was just clever enough to realize that the way to win back her man was to trade places with her rival. The other woman was now the promised wife and she was now the "outside" girl, the romantic sweetheart. Her plans are brought to a fruitful conclusion when she invites him to dinner and pretends to have a nervous breakdown after the meal. He takes her home and sends for the doctor. While he is tending his patient, she has a breakdown and informs him of new problems and trouble when she invites him to dinner and pretends to have a nervous breakdown after the meal. He takes her home and sends for the doctor.

But little wifey is not to be outdone and also bursts into a flood of tears. The best weeper wins. Who was it? See "Happiness a la Mode."

THE THINGS WE MORTALS CANNOT HAVE, ARE THE THINGS WE MOST DESIRE

The greatest joy of living is in the realization or fulfillment of our desires. Our hopes for the future are what keep us buoyed up and keen for life. Once a thing is accomplished, however, it is a dead issue and we forget it. But our eyes turn to new problems and new desires. And so on through life. We live for the future, not for the past.

The theme is splendidly illustrated in a new Select Picture, "Happiness a la Mode," a sparkling comedy drama, starring that delightful and charming young bit of vivacity, Constance Talmadge, who plays the role of Barbara Townsend, a young wife.

Her husband, young and fiedle, tires of her. She was the accomplished ideal—a memory of the past. She had been loved and won, and consequently was not as interesting or fascinating as she used to be. Her young and foolish husband began to enjoy the company of other women and little wifey didn't wake up until one day he asked her for a divorce.

Being possessed of a large share of feminine pride, she agreed. She still loved him, however, and determined to win him back. She realized that to make him interested in her again, she must trade places with this new "flame." She must become the sweetheart—the unattainable. How she did this furnished a rollicking, breezy story, full of laughs! "Happiness a la Mode" can be seen on the Select Pictures Theatre, in which the star is presented, as always, by Lewis J. Selznick.

WOMEN, KEEP YOUR HUSBANDS GUESSING

"Of course, there is no question as to the superiority of the feminine sex over the masculine when it comes to a game of wits in a love affair."

It was no other than Constance Talmadge, who is presented by Lewis J. Selznick at the Select Pictures Theatre next — in her latest Select Picture, "Happiness a la Mode," who ventured to make this bold assertion. "I'm not meaning such a statement forced her to try and look very serious and dignified but she could not resist a mischievous smile which stole over her lovely face.

"Well, that settles it, if you say so," said her interviewer with an air of resignation, "but nevertheless, I, as a man, am curious to know on what grounds you base your assumption.

"Oh, that's easy," laughed the vivacious little star. "Don't the men always propose to the ladies? Aren't they always the ones who get on their knees and say pleadingly and with a pounding heart, 'Darling, will you be mine?'"

"Admitted, but that's because it is the custom and has been for centuries."

"You say it's because it is the custom. But custom is just a word you you remember; otherwise people would still be wearing hoop skirts and knee breeches and burning witches at the stake.

"People of this age defy custom. They are continually introducing something new or different from the old way of thinking or doing—especially the American people. Don't you know that if a man thought it within his power to make a woman propose, he would do it? He would do just to show his importance, his strategy. But it can't be done! Man has always proposed to woman and it's one custom that is not to be infringed and will endure to the end of eternity.

"Before the knot is tied, he is afraid to take any risk. After all, he is not quite sure of himself. Woman keeps him guessing and he can't make sure whether or not he has captured her, and to ease his mind he gets humbly down on his knees and asks her.

"If a woman doesn't keep a man guessing, even after she is his wife, then it is her fault. She loses him. In my latest picture, 'Happiness a la Mode,' the wife kept the husband guessing from start to finish. She was so indifferent to him that he did not know whether she loved him or not. A little-man-hunting female comes along and the result is that wifey soon finds hubby asking for a divorce. She grants it—and then keeps him guessing all the more. Her problem now is to beat the other woman in a sort of battle of wits. And she handles the situation so well that hubby is all up in the air. He wants his wife back and has to beg on his hands, which no longer interests him. Well, in the long run she gets her husband back. So you see, even if a marriage a woman can handle a man with ease if she only cares enough to keep him worrying about her."

"You win!" said her interviewer, hopefully, as he wandered away.

HARRISON FORD AGAIN

With Constance Talmadge

An excellent cast supports Constance Talmadge in her latest Select Picture, "Happiness a la Mode," in which she is presented by Lewis J. Selznick and which is offered on the Select Pictures Theatre.

Harrison Ford will again be seen opposite Miss Talmadge in the leading role— that of a frivolous young husband who doesn't realize how much he needs his wife until he has lost her. This makes the ninth picture in which Mr. Ford has appeared opposite Miss Talmadge.

Others of importance in the cast are Betty Schade, Myrtle Richelle, Paul Weigel, Thomas D. Persse and A. Fremont.

UNIQUE WAY OF GETTING DIVORCE

There are many ways of getting divorces, but the most amusing schemes ever concocted for getting evidence for a divorce is seen in Constance Talmadge's latest Select Picture, "Happiness a la Mode," in which the star is presented, as in all her Select Pictures, by Lewis J. Selznick.

However, for obvious reasons, it would not be advisable for prospective divorce seekers to adapt this scheme to their own use; the judges also go to the movies, you know.

Go to the Select Pictures Theatre, and see how it was done. You'll laugh until you cry.

CONSTANCE TALMDAGE

IN ROLE OF YOUNG WIFE

Constance Talmadge appears at her best in the role of a young wife, in her latest Select Picture, "Happiness a la Mode," a bright comedy of married life. In this, as in all her other Select Pictures, she is presented by Lewis J. Selznick.

That most perplexing and interesting of all life's problems—marriage—is given a novel twist in this latest of Miss Talmadge's screen successes, Constance Talmadge, as the young wife—very young—has heard that disastrous results are the outcome of marriages where the wife keeps too close "tabs" on her husband. So she gives him all the freedom he wants. He thinks that she no longer cares and under the beguiling glances of the "other woman," he so soon believes that his wife is no longer the woman who he thought she was. He asks her for a divorce and though she still loves him, she gives it to him. And then she sets about to win him back.

The plot is unusual. It is not a shoddy triangle story of the old type but a brand new, fresh and wholesome drama of youth up against the realities of life. This charming story of life which can be seen on the Select Pictures Theatre, will furnish you with many good laughs and will also leave you something to think about. Walter Edwards directed it.
Order Electros by Number from Your Exchange

No. 1 3 Col. 45c.

No. 2 3 Col. 30c.

No. 3 1 Col. 15c.

No. 4 1 Col. 15c.

No. 5 2 col. 30c.
CLIP THESE INTERESTING ITEMS
YOUR LOCAL PAPER WILL GLADLY PRINT THEM
(TO BE RUN BEFORE OR DURING SHOWING)

Constance Talmadge Seen in Beautiful Negligees

Constance Talmadge is seen in many beautiful negligees in her latest Select Picture, "Happiness a la Mode," which is offered on at the Theatre, and in which she is presented, as in all her other Select Pictures, by Lewis J. Selznick.

One of pale blue pussy-willow taffeta trimmed with dull-colored silk grosgrain ribbon and pink rosesbuds is particularly exquisite. Another of mauve-colored georgette embroidered in golden-brown chenille, with a chic Dutch cap to match is equally as beautiful. These and several others are shown off to advantage when Miss Talmadge as Barbara Townsend, the beautiful neglected wife, "plays sick" in order to win back the love of her husband, who has deserted her for a "vamp."

"Happiness a la Mode" is a charming, delightful, snappy comedy plus drama, in which the star shines. It will make you smile—laugh—howl.

Women, Hold On To Your Husbands

How a young and beautiful wife loses her husband and then wins him back again is delightfully portrayed by Constance Talmadge in her latest Select Picture, "Happiness a la Mode," in which, as in all her other Select Pictures, she is presented by Lewis J. Selznick.

Now there are various ways of losing a husband and one of them is for a wife to tyrannize him and never allow him to get away from her apron strings. That's the way a lot of husbands are lost. But still another way to get rid of friend husband is to let him have too much freedom.

Barbara Townsend, portrayed by Miss Talmadge, was ambitious to make a success of married life. She realized that to pen up a husband and jealously watch his every action, would be fatal to her aspirations. So strongly was she impressed with this idea that she didn't realize that she was allowing him too much freedom and that she could lose him just as easily by giving him too much rope as by trying to tyrannize him.

So when he came to her one day and asked for a divorce it was a painful shock to her. He had mistaken her attitude for a lack of interest in him and "another woman" was the result. Nevertheless, Barbara was proud and she gave him the divorce, but she didn't give him up. This action was merely the first step in her grand plan to win him back.

How she wins back his affections and defeats the schemes of the other woman forms a very clever story which the star portrays with unusual skill.

Walter Edwards, veteran director, piloted the star through the story and an unusually strong cast supports her. It can be seen on at the Theatre.

Clever Wife Outwits "Vamp" Homebreaker

The cleverness of a young wife, who realized that the only way to make a man happy is to give him his own way, and give him the things he wants only for him to discover that he doesn't want them at all, is the basic motif of the plot of "Happiness a la Mode," Constance Talmadge's latest Select Picture, which can be seen on at the Theatre.

In this, as in all her other Select Pictures, Miss Talmadge is presented by Lewis J. Selznick.

Instead of raising a tempest when she hears that her husband is beginning to tire of her and is falling in love with another woman, she lets him frame up divorce evidence. She is told by the court that her final decree will be granted her in three months.

Just as soon as he is separated from his wife, friend husband begins to realize what he is missing, and all the old love, which had been temporarily forgotten, returns. He attempts to persuade her to call off the separation but she refuses.

The other woman learns of the attentions Dick is paying to his wife and she becomes horribly jealous, calling his conduct disgraceful. But Dick now realizes his mistake and the divorce is never consummated.

Situations Reversed in "Happiness A La Mode"

Familiar situations are reversed all the way through Constance Talmadge's latest Select Picture, "Happiness a la Mode," in which she is presented by Lewis J. Selznick and which can be seen on at the Theatre.

"Happiness a la Mode" is the sprightliest comedy plus drama in which the Select star has yet appeared; the role of the young wife being particularly well adapted to her. The story is unusual from start to finish. The author, Edwina Levin, has kept away from the bromidic and the expected, and although she works with perfectly natural human situations, she turns them about in a way that makes them totally new and amazing.

It is no easy thing to take the eternal-triangle situation and make a novelty out of it, but that is what Miss Levin has done. The developments that one expects, do not happen and those that do happen are total surprises. The picture is genuine and true to life and while it will afford the audience many hearty laughs, it has some very strong dramatic moments as well.

"Happiness a la Mode" was directed by Walter Edwards; Harrison Ford is the leading man. Others in the excellent cast that supports the star are Betty Schade, Myrtle Richelle, Paul Weigel, Thomas D. Persee and A. Fremont.
A Hint To You,  
Mr. Exhibitor

"FIND woman! arouse her curiosity"—is the advice one of the oldest and best moving picture trade journals in the country gives you,—The Moving Picture World. That's your cue in playing up "Happiness a la Mode."

"Empty seats in a theatre is a certain proof that the showman-salesman does not know his market," says the World. "His market is every man, woman and child in his community—and very often in surrounding communities. Therefore it follows that to be able to offer on his market what his market demands, the showman-salesman not only must know his public, but he must also know how to tell them that he has what they want. A close study of newspapers—particularly evening papers—will give a fairly comprehensive idea of what interests people. By that is meant specifically some one thing that is wanted but what emotions, what appeal, can most successfully be used in getting folks interested in your pictures.

"Psycho-analysis of the widely-circulated evening newspapers and weekly and monthly magazines must prove to the showman that it is to the woman he must direct his advertising appeal. It is the woman who holds the purse strings; who controls the dimes and quarters that pay admissions for the family; who is the head of the house always when it comes to a question as to what movies her family is going to. And there is an unerring method of reaching woman through advertising—arouse her curiosity and your sale is made.

"The eternal feminine has not changed since Eve's time. It was Eve's curiosity that impelled her to pick the apple. Later on, in Greek mythology, Pandora was the woman who again proved the lengths to which a woman would go to satisfy her curiosity. It was she who, having been warned, opened Pandora's Box and loosed on the world all its evils. Helen, of Troy, was a woman, and her curiosity as to what the mysterious white horse contained resulted in the fall of Troy. All through the ages we have proof that a woman can be relied upon to seek to satisfy her curiosity. The response of woman to curiosity is unerring and can be relied upon. It is an appeal that can be coupled up with all the emotions that a human is capable of.

"It therefore follows that an exhibitor dealing in a commodity that plays upon every emotion in the category of sentiment, must make his big appeal to women. And his biggest response will come when he arouses their curiosity.

"Often the mistake is made of telling too much about the picture you are to show. While in this manner several additional admissions may be obtained from those who want to see the picture because they know so much about it, it is a better scheme to make them just interested enough to want to know more—to come and see the film for themselves."

Here's your tip, Mr. Exhibitor. Play it to the limit. "Happiness a la Mode" is the kind of a picture that can be wonderfully adapted to such a plan. Arouse the curiosity of your women folk. In your ads, your bandstands, your program and the placards you post in front of your theatre—apologize to the women. Tell them if their husbands are unfaithful, tell them to come and see "Happiness a la Mode" and learn the cure. Appeal to the young married woman. Tell her to find out how to hold the interest of her husband. Ask her if she has a rival for the love of her husband or does she want to learn how to make her husband happy. Speak to the girl who intends to marry soon. Ask her if she knows enough about married life to take the step. Ease them—evoke their interest—do everything to arouse curiosity but don't tell them the story.

"Happiness a la Mode" is a wonderful picture, which will bring you wonderful business if you exploit it in the right way. Your opportunities are plenty. Study them and take advantage of them.

Constance Talmadge and  
"Happiness a la Mode"

CONSTANCE TALMADGE, the essence of pep, jazz and youth—the girl who has captured the hearts of thousands of screen patrons with her joyous, vivacious, enchanting personality—will undoubtedly shake with fetters of iron the rest of the thousands of film fans who have been wavering in the balance, trying to decide whether to adopt Sheeba Bare or the fair Constance for their ideal. Never has she been cast in a better role than that of Barbara Townsend in her latest Select Picture, "Happiness a la Mode," in which she is presented, as in all her other Select Pictures, by Lewis J. Selznick.

Happiness—that elusive maintenance of life—was a darn nice word, which when sampled, gave pleasant, thrilly results until they tacked on that little French a la mode. But then that was to be expected. They've "a la mode" about everything else under the sun so you couldn't expect them to show any partiality and let that perfectly good word, happiness, go untouched. So now we have "Happiness a la Mode," which means nothing more or less than up-to-the-minute happiness—the latest thing in happiness, as the saleslady would tell you if the goods were marketable. They couldn't let the good old-fashioned happiness alone; they had to go and look for a new kind. Well, they found it—and then they lost it again, accidentally on purpose.

Young married couples seem to have more trouble being happy than all the other people in the world put together. The reason of that is because they are continually looking for it. If they stopped in their search for one minute they would find that they had captured the bird in a golden cage. It was Mr. and Mrs. Newlywed who discovered "Happiness a la Mode" and found it to be a fizzle. It didn't work because she believed the surest way of being happy was to let Ham have all the freedom he wanted. He thought that she was indifferent in her efforts to corner the little God of Happiness in their downy nest and result, trouble, more trouble, "lots of trouble." And it's their troubles that will cause your sides to ache with laughter in "Happiness a la Mode," which can be seen on — at the Theatre.

Barbara Townsend did not believe in tying hubby to her apron strings. Too many of her friends had told her the result of such a marriage. But she forgot that there was a happy medium. She made the leash too long and the result was that the astonished little bride soon found hubby asking for a divorce. He had succumbed to the wiles of another woman. A frame-up was arranged whereby hubby got his divorce and the Mrs. was given three months in which to file her final decree.

Wifey was just clever enough to realize that the way to win back her man was to trade places with her rival. The other woman was now the promised bride and she was now the "outside" girl, the romantic sweetheart. Her plan worked, and during the three months which were to elapse before the final decree was to be filed, hubby was ever at her heels. This was exactly what the foxy lady wanted, but she refused to resume her former status as his wife.

Her plans are brought to a fruitful conclusion when she invites him to dinner and pretends to have a nervous breakdown after the meal. He takes her home and sends for the doctor. While hubby is tenderly caring for her, the feminine rival appears on the scene and seeking to win the sympathy of the man, starts to weep. But little wifey is not to be outdone and also bursts into a flood of tears. The best weeper wins out and peace is once more restored in the newlyweds' domicile. And the a-la-mode is banished, leaving the plain, ordinary, old-fashioned happiness to rule the home.

"Happiness a la Mode" was directed by Walter Edwards. Popular Harrison Ford plays the leading role of the husband, who first realized how much he loved his wife after he had lost her. Others in the cast are Betty Schade, Myrtle Richelle, Paul Weigel, Thomas D. Persse and A. Fremont.
The first year of married life is the hardest—after that you get used to it.

SMILES

LAUGHS

SHRIEKS

SUGGESTED ADVERTISEMENT—3 col.; 75 agate lines; electros at your exchange.

THE DEAL
FRIDAY, SATURDAY and SUNDAY

How much freedom should a woman permit her husband? Why did she grant him a divorce when she loved him?

CONSTANCE TALMADGE
in her zenith production of the screen
"HAPPINESS A LA MODE"

What would you expect a mere man to do with two weeping women on his hands?

Well, he did it.

SEE

CONSTANCE TALMADGE
in
"HAPPINESS A LA MODE"
at
THE DEAL THEATRE
This Week Only
15 and 25c. 1 P. M.—11 P. M.

SUGGESTED ADVERTISEMENTS—2 col.; 75 agate lines; electros at your exchange.