## ROOSEVELT FOR PRESIDENT

The next four years will"probably be the most critical for a President of uncertain actio
We will need a leader whose convictions are above
party lines, whose wisdom is practical, whose actions are sure, whose creed and deed are straigh Americanism
On the Vital Issues of the coming campaign patriotic
men of all parties can agree. They are: National honor; peace with the world; firm old wise fnethy
ods for insuring peace vithout sacrifice of Ap erican fighty)
preparation for the industrial conflict fallowing the nif. The one big question, tharefore, is,- $\mathrm{W} / \mathrm{o}$ is the ma
the as President che best handle the momento propositions with certainty ties, believe that the answ Then, from all par It is needful to convinc that National Conventions,
and Roosevelt himself, that the country demands him. Quick action is neceasary. If you agree with
this, cut out, sign and send us the coupon below.
Roosevelt Non-Partisan League
 $2 F=\pi=42=$




OLUNTARY CONTRIBUTION


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## The Reason Why-



If we were operating a jewelry department in our warerooms we would have to seek, as best we could, a man to take charge of that department, and if we got the right man, which would only be one chance in a hundred, we would have to take what he told us for granted. It is a very rare combination, a salesman and a mechanic combined, and cofisequently $97 \%$ of the managers of great departm-nts get there because of their ability to manage, not because they nderstap/a th goeds they sell.
We frequently see piano advertied a cortain price, and statements made by the advertise that the ingrument is worth double the price mentioned. What reew © is given for a plano being sold at one-half its value? Who reall (Ynows? (he buyers admit they don't know, and the seller will not admit, but does not know. Business sense would say go to the maker, for if anybody does know, they know, and their guarantee as reliable manufacturers goes with each instrument.


11th and CHESTNUT STREETS
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## OUT-OF-TOWN STORES




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