Woodrow Wilson sees the government as the robust and vigorous friend of American business-of necessity-after this war is over. Read his plans for industrial preparedness in aremaricable authorized
article by L. Ames Brown in this week's

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## DEACON DORSEY HAS HELD HATS

OF MANY MIGHTY PERSONAGES
Celebrates 39th Anniversary of Connection With TopPiece Department of Union League - "Toppers Going Out, Veteran Hatman Declares










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## Opens Its Doors-Friday

It has been a subject of some criticism of large stores that a busy man or woman is delayed in making purchases because of what was thought to be necessary clerical routine.

The New Earle Store has installed the latest electrical equipment, so that the purchaser may not only finish the transaction promptly, without waitìng for clerical entries to be made, but by simply making the selection and obtaining the information as to the price, may depart from the counter.

Moreover, a battery of "on-the-minute" delivery wagons will deliver merchandise to any part of the city or suburbs, upon a moment's notice, either by 'phone or request at the counter.

Packages a purchaser desires to take away from the store can be wrapped, marked and delivered under the new system without any of the delays which heretofore have been so annoying in great stores.

In other words, when you enter this store, from the usher who receives you to the small errand boys, the watchword from all to you shall be "your service,"

We believe that a department store can be made just as personal in its relations with its customers as was the habit in the old days of Philadelphia, when our Grandmothers went to one store for their muslin, another store for their dress goods, another shop for their boots and shoes.

You are cordially invited to examine our new store and see for yourself
The Earle Store

