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WAR SPIRIT DOMINATES graduation at yale

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NEW OFFICERS' CAMP TESTS ARE ON TODAY $\underset{\substack{\text { Older Men Wanted } \\ \text { Leasers } \\ \text { Picked to }}}{\substack{\text { Be }}}$


$\qquad$

## The House that Heppe built

## Victrolas

Cash Prices with Time Payment Privileges on any Victrola Outfit



 HEPPE OUTFITS


Ready for Service Uniforms

Officers' Training Camp Uniforms and Requisites
$\qquad$ United States Army Regulations

## Jacob Reed's Sons

1424-1426 CHESTNUT STREET


The Telephone Welcome

## "Speed up!" is the slogan of the day

Everywhere the wheels of business are being accelerated; and in this giant war activity the telephone is playing a greater part than ever before.

This is no time for frills; neither is it a time for overlooking that essential to satisfactory telephone service-courtesy.

Everyone responds to courtesy, face to face or "telephone to telephone." It is the one great reflector of personality that commands and holds the attention of the busiest men.

Geniality-a pleasant, "smiling" voice over the telephone is a business asset for which there is. no substitute.

Does the voice that answers your telephone always do credit to your organization?

The Bell Telephone Co. of Pennsylvania


[^0]:    The membert Undertakers Meet

