APRIL 28, 1919
PASTOR'S LOST SON
FOUND IN FRANCE
Private Henry MacLeod, Vic-


THE PRICE OF COAL iny to you and to us-you get cleaner coal-
mines and yan against contingencies.
Try Strathmann Service this April-it's a revelation
Prompt deliveries anywhere in Philadelphia.
FQMOUS REANG
HENRY E. STRATHMANN
oin Offce, Kensington and Lehigh Avenues


## FOBFOESOFLEEMIME

Provost Smith Among Those
Signing Appeal to Help AntiBolshevist Army

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SAILORS DROWN IN RIVER
Thommen's
Restaurants

##    <br>  <br>  <br> 




Lsit that rash which makes you unpopular?
Resinnol





## Twelve Ideas To-day!

## - get them at your newsstand

A great day, isn't it, when you pick up real idea? An idea, say, for a bang-up sales stunt! An idea for trimming your costs!or for saving an hour's time!-or inspiring men to be more loyal! Yes, one such idea alone and you'll long remember the day


He wouldn't stay "broke

## Fifty-five years old, not a cent of money and no credit at the bank! But J. H. Long, the San Francisco Coffiee merchant. 

## Getting things done in

Conference
SYSTEM asked some successful firms
let its readers sit in at their conferences In the May issue you will find a double page of pictures taken in the offices of
such men as S .J. Bullock. Sales Manager,
Standard Oil Company of Indiana; Cyrus Standard Oil Company of Indiana: CYrus
H. K. Curtis of the Curtis Publications
and H. W. Gossard of the H.W. Gossard

## Advertising that's bound



## advertisement. Read Mr. Davenport sartict in May SYSTEM It Pays Us To Give a Littie More

## Better salesmen

They've gone at the misfit problem in
earnest at the Connecticut Muatual Life earnest at the Connecticut Nutual Lile
Insurance Co. Their payroll is never en-
cumbered with floaters '.lust trying their cumbered with floaters "just trying their
hand" at selling. Here's a staff of satis.
fied fied, loyal, permanent salesmen. H. S Robinson, President of the Company te
the whole story in May SYSTEM.

Winning the double "O. K." for credits

$$
\begin{aligned}
& \text { You refused a man credit and kicked } \\
& \text { yourself for it afterwards? The next day } \\
& \text { tav vou had to charce off : whonoing bad }
\end{aligned}
$$ ay you had to charge off a whopping bad easily! Is there a system that avoid such costly extremes? In May SYSTEM

C. M. Jackson, Credit Manager, tells the plan that works so well for Endicott, Johnson and Company

No more "come an l go" help mong plants neighboring the Jordan

loyee and better satisfaction for the

Personal efficiency Has the other man a quicker way?
Does he worry less about routine?-have

Where to get executives Need every stenographer be as mechan
a! as her typewriter? No indeed into type you'll often locate real executive
brains. In May SYSTEM Josephine
Tague shows step by step how first class executives are developed by giving steno
graphers more reen and bigger jobs to do
Miss Tague presents a real idea here

What if wages don't come down?
There's a closer connection than you
calize between your new foreign trade and nur peacetime wage scale in America YSTEM is fortunate in being able to
ive you another of its concise and give you another of its concise and
houghtful discussions on the trend of the world's trade commerce- -tris time by
John Hays Hammond. Mr. Hammond is John Hays Hammond. Mr. Hammond is
a far-sighted business man and engineer o far-sighted business man and engineer of
werlid-wide experience. Read "Your Mar
keting Problem Today,"in May SYSTEM

At Principal Newsstands




