# SUN



# DIAL

A Record of Time and Events

VOLUME I

CHESTER PA. SATURDAY, AUGUST 24, 1918

NUMBER 7

# "The Country needs your best efforts. Keep your heart in the work, and we can build ships. Without these, we can not win."



MR. J. N. PEW, Jr. Our popular and congenial President, snapped while walking through the yard.

DEPARTMENT 16

the products of petroleum," said Mr. Requa, director of the Oil Division,

ply is unlimited-and so it is with now being made on the oil industry compel the producers in all oil fields to keep up their production to the

line for aeroplane fleets, etc. In ad-DEPARTMENT JA

Doe Ramsbattom, (you all know

The leaner. Doe) spent a short sojourn at Wide

"Eleaner." Doe) spent a short sojourn at Wide

this subject of saving oil consideration of the saving oil consideration. It is

Where the oil is fed automatically through a plant, examine the tanks, is imbedded in the eyeball or I'd and piping, etc. and stop the leaks at can only be removed by another their source. The practice of catch-person.

ing tasks in a trap is not as effective as a Selfison wrench as a Selfison wrench. The conserving of gazoline is also majority of them due to forcign were at along with the other sports. Two

No copieses were made, but it was in the effect of any of the nature of the control of the contr

DR. CHARLES A. EATON Head of National Service Section United States Shipping Board. Emergency Fleet Corporation.



THE BATTLE OF DELAWARE BAY

The superferendungle "Discoperate about sojourn at was—sub-thought and attention. It is not that offered the sub-thought and attention, it is not that offered the sub-thought and superfered the sub-thought was appealed on the benth tables, but he sure food or cank. We see every with fifther Negtone and to express make that, when all of a sub-thought and the sub-thought and sub-though Admiral Tompkins was in command holloed right out "Oh, look at that and the Elemor left with Captain Gil-

the first vision is the lands. Given you have been been seen to be seen the seen of the se

again. It was not one to some time on the enemy. McFadden, sometimes cocciver in the storehouse, ceased to be receiver. He gave everything he and for the common came. Till long We do had for the common cause. Till long after day break the battle kept up. Then Chief Engineer George Thornton began to complain of hunger and Major of the Marines having said it

as the worst struggle he had ever en, we withdrew to a creek for break-This restored the morale of the somewhat, but the hopelessness of the fight was apparent and the good thip Eleanor sailed for home waters. grade on high No captures were made, but it was erreed that a most strategic retreat was

And we replied that when our think tank was not in

In the olden days of the nation's

creases and the war will be over the that "t will work its way out," but sooner we attain the maximum in come in immediately and have it 3. Under no circumstances should

FIRST AID to examine your eye. Remember

speciment, and high to red in poer as George was doing was taking a finite by the west of special fields. High in his worself without all the west and the control fills by west of the poer and the body was mill research to the body was mill resea

them unscreasely; a hard will see hierb.

"The monomality after are asked to. Don't sixy wave for a minimization of the second form place to. When a foreign holy enters, but the second form place to. When a foreign holy enters were sufficiently floods the holy at triffe when the foreign holy many and autocitions precised from the ground of the second form the seco

GUN CLUB TO HOLD BIG

SHOOT

The Sun Bial SHIPPHILDERS OF THE SUN SHIPBUILDING COMPANY

Chester, Pa. Distributed free of charge to every employe of The Sun Ship-building Company, Sun Oil Com-pany and the Weth rill Plant.

Published under the supervisi of the Service Department STAFF

REPORTORIAL STAFF

H. McFadden W. Ford ....

W. C. Adams Miss Rex Leeds Remington m. Kane Joe Scatchard George Critchley

B. June

ss Bertha Smith

Gilpin W. J. Hall Fred W

McShane

Spear

Herbert Evans ... Percy V. Kane .

Marcus Hook

ler No. 12 shipway and Bob Malcolmson and Higgins are safely locat-ed now, and why not? They are two

ed now, and why not? They are two of the oldest foremen in the Hull De-

the Neponsit in the dock at the Navy Yard, opening the eyes of the Navy

The test gang has begun to show some "pep" under Tom Lemin and we hope to have them well organized

Davis, Mewha, Cook and Wood m

Luckenbach steamers in any time should g've us much satisfaction, as they are very difficult to work and the In-

spection very rigid, so under these handicaps we must work them to a

them is due much credit

Wm. Lyons .

Miss Emeline Bent

R. F. Curran

R. F. Curran has been ay-Leonard Mason, Rowe H. Nelson, Managing Editor Hugh Gordon, Business Manager

per correspondent for the Sun Data, has [1, and a moretage to the "schooled like it follows one that which that it is sufficient to the sun of the sun of

Special of C. H. Stagg. May all his troubles Special of C. H. Stagg. May all his troubles

Employment flivver can be seen on either side way of doing it. ....Joiners of the street.

achine Shop the cob and sliced tomanoes.

8 Burners
Mr. Johnson, as stated in the last are compelled to note a few extra
. Botters-Up issue of the D'al, has resigned and Keeley Chippers & Burners 

of the loft, nameny, vernou rayes after Not. 13 and 14 and see is we and "Buck" Scheeliky, presented him cannot make up the difference and . Foundry with a very serviceable gift, a trave put out the complete set of temp-

...Main Office .Marcus Hook

on last Monday and is now busily but now even Mr. E. N. Hurley in engaged in learning the intricate his article in the Saturday Evening CHISTIPS PA ANGUST 20, 2005 Springer, at full spok.

PRINTED PA ANGUST 20, 2005 Springer, at full spok.

PRINTED PA ANGUST 20, 2005 Springer, at full spok case in the disc and in being compared to the contract of the contr

much alarmed over the absence of done by the Emergency Piete for our congenial friend, "Doc" Jardin, Yards. He does not know that chief of the Vice Squad," who have their office in the loft. We were ing on in some yards for over ten ren much relieved when advised that he years, and those of us who have



who enlisted at the age of 16 in the

Canadian Army. He was wounded four times. In a patriot'c speech

last week at the Sun Yard, young Wo'cher told of some of his exper-

DEPARTMENT 84 Wet Dock The "Neponset" is back from dry

The "Neponset" is back from dry dock in record breaking time. She was docked on Wednesday morning and finished by 6 A. M. on Saturday of last week. She carried a small gang of workmen from the yard here to the Nava Verd with her and ere to the Navy Yard with her and they stuck to their job with such tenacity and spirit that the repairs her damaged hull were made very sickly. Navy Yard officials praised secuted, and the men feel they ome in for a big share. The "Deerfield" moored beside the

"Neponset" present a busy sight, and the two "sister" ships will soon be ady for service. The "Teal," our

Aysigeon.

Rivet: bins have been placed here and save a lot of time. Additional track has been promised us and we hope it will do away with the delay and confusion that is sometimes



Bryce Blynn, formerly Mold Loft hulls 5, 6, 9, 10, 11, 12, 13, orrespondent for the Sun Dial, has 16, and according to the

Of course, this is the longer and here in the loft prove Hag has finished an ad-course in Chester traffic

The course cost him about tay off h's iron from that, we are not some people do not think a much behind the multiple punch of the street.

Camden, N. J., must be a thriving high as three strakes of plates on along termilate. When the size

Shert Metal Coast. On Thursday the recows m. While this has upper some 6s our Layer-Out the loft, and two former inhabitants plans, nevertheless we are going of the loft, namely, Vernon Payme after Nos. 13 and 42 and see if we can be compared to the control of the loft of the loft

corner of the loft."

Furman Fink, staff cartoonist of Three was a time back when there the Dial, started to work in the loft never was a word about our work,

Speakers at Patriotic Rally

MR. E. S. CHASE the Sun workers by being the chief speaker at our last patri-

pointed Mold Left correspondent for place fitting on the left, as we will have for place left toget by the resignation of the Bryce Blyon. But the place Blyon for the left by 'em right.

efficient, which is our alm on hulls

LAYER-OUT, DEPARTMENT 45

Hands That Rule the Land The Hand that Rocks the Cradle ha

tes on another handy hand and the hand that hold four Aces for Unc'e Sam are the II and Is are well under way

through the shop, also C L Bhd. and longitude, and I beams, flat keel layed

BOLTERS, DEPARTMENT 52 Tim Logan, the big leader of I No. 5, certainly is going 't top sp trying to get her over o

ight and he says that he do Onion Casey from C-Shop h spent his time up around the Great Lakes shipyards and has lots to tell the boys about the yards.
Our old friend Mike Murray, lead

of Hull No. 6, is one of the old Company. Mike has been in the business the past 30 years. All the boy e to take their hats off to Mike m it comes to building ships. If you

don't believe it you can look over Hu at any time. these days trying to keep Dick e-Lourneaus' men in bolts and wash Come on now, Keep the ways sup

sy man. He is on the go all the

EAT FOOD THAT'S WELL COOKED Y. W. C. A. CAFETERIA

MILD CLIMATE FARMS

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Mrs. M. F. ZIMMERMANN

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NOTHNÄGLE & ROSER

Good luck go to i DEPARTMENT SS

War Chant of the Riveter

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You'll Not Be Hungry When You've Finished. Y. W. C. A. CAFETERIA



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Colors Ground in Oil 101 101 161

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#### A STARTLING TRUTH Although you may not always be able to earn

money, yet you will need money as long as you live view to increasing your bank account until it be-comes a substantial fund.

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GENERAL BANKING AND SAVINGS MEMBERS OF THE FEDERAL RESERVE

Cambridge Trust Co. Fifth and Narket Streets, - - Chester, Pa. A MAN —, OR A MAN —, WHICE IT the density of any organization | varietal camment? Can we see in OUES, to work to act, to do. Let's Mindment of the AME YOU was a groundly up 80 and a fine place of the part of th J. W. HALLMAN. use in tiative when it is needed, the or a positive quantity. There are ourselves a few questions: drinking and merriment while our

or a positive quantity. There are overtheen as few questions:

or a positive quantity. There are overtheen as few questions:

or a positive quantity or design of the positive quantity or depth of the quantity of the quanti

ers when they dared to start on their glow,

emblies, when they desert to start on finite. There are many men who, whose plainings across as monospassed level and were level, and now we provide the many most least they are gives to be a supposed least they are gives to per into practice, but not 70 cented to the proposition that all DAY, TOMORROW. These are man are created equal?

The proposition of the proposition of the control of the con

DAY, TOMORKOW. These are lines are created equals the fellows who can always criticise. This Mainton, that we so proundly The tench; be yours to hold it high lines we are giving the money to the works of others, but who never call ours today, was made great, not II ye break faith with us who die Government, and that we will never

the works of others, but determined and most bodies, was missing grids, and
the source of the source

period of which is fewery from 60 and period of which is fewery from 60 and period of which is fewer from 60 and period of the "All" period of toring do it," "innorrise will do?" service to mainted that present came as her beginning and the service to mainted that present came as her beginning a strategies of the service to mainted that present came as her been faithful to the displace. He must care the archive the service on every hard? One trust respond to us, b. it ever no fact, and when he can be without the service of the servic

STOP, LOOK AND LISTEN Fellow-workmen, we are living in a money-mad age. Nearly all we think There are some of us who do not un-derstand how to figure out the pay

The Devil's Resignatio

The Devil's Resignation

The Devil Servic Ser which we ought to receive. you from failing hands we some of us who believe that in lending

ordinary problems which come into his But I feel that I'm not up to date

Men, these classes are being orgi Mon, these classes are being organ-ized for your welfare. The arithme-t'e class meets on Wednesday and Friday evenings from 6.15 to 7.15 Your foreman would be glad to gi you any information you desire rela let this opportunity pass, but come on

#### DEPARTMENT .

The Devil's Resignation On a pile of sulphur kegs. His head was lowed upon his breast His rail between his legs to the A look of shame was on his face

Already I'm a 'has-been' and a 'piker'

With his bloody shot and shell Than all the Imps in Hell."

"I hate t leave this old home

SOLON

# See the Two Sample Houses At North Chester, Which Have Been

### Completely Furnished by Strawbridge & Clothier

Employes of the Sun Shipbuilding Company will be interested to know that Strawbridge & Clothier, of Philadelphia, have furnished two of the new houses erected by the North Chester Realty Company, so that men bringing their families to Chester may get ideas for furnishing their new homes quickly and comfortably and economically. YOUR HOME can be furnished throughout like one of these sample homes, or with such changes as you may desire. These houses are open every day. Our representative will be at these houses every day at some hour to give information--or you may call at or write to the store--address, Interior Decorating Department.

### STRAWBRIDGE @ CLOTHIER

\*: \* :\*

PHILADELPHIA'S REPRESENTATIVE STORE

Everything for the Home.

Everything to Wear.

this selection to have one man use one and only one shop record in laying off

each job given him. Right here the progress and planning department wants to have it put on record that to upon the shop records being used by authority to do so. These records are small enough to fit into the pocker. while at the same time large enough to give all the necessary information. piece marks; size, weight, etc ; charge and mill mark, besides a place to note

But don't let us forget to get the right

mark and other marks on each These charts are based on a maxi-!

inches long, form a book of a dozen or so long pages and are used to show

WORK OF PROGRESS AND are not in any part of any one of the off on quite a large scale, so that one PLANNING DEPARTMENTS Hulls. FLANNING DEPARTMENTS

(Continued from Last Issue)

(Continued from Last Is

of completies in the different department of the completing of the

Diagram of Latest Progress Chart



DEPARTMENT 45

Chatter from Hull No. 5

Our war cry is, give us the mapost confidence of the company in
you, thereby eliminating salary limterial on the ship and we will beat
tations.

advancement. It results in the ut

ing the percentage of his promises, as he certainly is making some good ones, especially achieved success, nor has any nation that few dollars. What do you say, ever become great. I have been the habit.

Say. Al. don't forget to subscribe and the cornerstone of every fortune All the world knows me and most of the world heeds my warning. When you were young how well you The poor may have me, as well as

A little money made great show.

Just fifty cents would cause you

the rich. My power is limitless, my applition boundless. bliss
It was then a dollar looked like this this O

I am of greater value than pearls, But now you're old and bills come rubles and diamonds.

Once you have me, no man can take And creditors are dunning you New every cent you spend you miss. If if my possessor to higher places The now a dollar looks like this o ARE YOU "FOR" OR "WITH! THE COMPANY! titlet THE COMPANY! titlet I make a man we'll dreased, we'll housed, and we'll feel.

pièce mait de differ micht on call de la micht on since de la micht of mich and give us 6000 tims barely to hold his job.

On the other hand, the man who is on all you invest in me I guar

or to long pages and are used to above.

THE PET COON

| config expired of in the markets along with the constraints of the Delivers of the Market Name of the same who be a constraint. The per contribution of the Delivers of the 2 spired part with the despite of the same of the Section of the Delivers of the 2 spired part with the despite of the same of the Section of the Sectio antee div'dends that last through

RS

# THE GREAT BRIDGE OF SHIPS YOU ARE BUILDING WILL DEFEAT THE KAISER.

The boys are going over. Even now they are fighting the battles for world's freedom against the most treacherous foe the world has ever known.

Get in the game, men; every minute counts. No time must be lost!

Stick to your job until the last whistle blows, and the boys "over there" will fight for you to the last man.

We have a solemn contract to fulfill: They fight for us, we work for them.

They give their lives; can we do less than give our full day's work? Show your fellow-workers what kind of a man you are.

The Kaiser would make slaves of us all. This is our answer: The Sun Shipyard is 100% American, and no job is too hard, no day too long for us to work for the Kaiser's complete downfall.

Old Glory must wave in Berlin! On the job, men! On the job!

Work so that when victory comes you can say, "I was not a shipyard slacker, but a shipyard worker".

> SUN SHIPBUILDING COMPANY CHESTER, PA

#### HULL DEPARTMENT

Hold 'em dow

IOHN VALENTINE A member of the Sun Ship Trai

DEPARTMENT 24

the Hull Tool Room, has purchased a 7-passenger buzz wagon. Rela-tives and friends, please notice.

tives and triends, please notice. Ben has been taking lessons by mail from the Scranton Correspon-dence School. He will take a trip

The Curb Stone Quartette gi

very much enjoyed by the residents

concerts from 12 to 12.30.

to York in the near future.

Heater-Box

A hundred an hour, Buddy, Gim'me the gun,

Sling 'em to the Passer Boy, Keep him on the re Throw me the die, Kid. I'm gon'na shoot a Hun

Get 'em right. Heater-Boy Get em right.

And they all look fair. Passer-Box

Yo' can't do much But yo'll do yo' sha Stick 'em in, Passer-Boy

Stick 'em in. hundred an hour, Buddy, Shell work, too. An' he's cussin' at you. w us what a reg'lar Passer-Boy can do.

Stick 'em in, Passer-Boy.

The air is strong, And the gun works fine.

To Hell with a make-up,

Hold 'em down A hundred and hour Buddy, Out on the shell. the Heater-Boy sleeps Wake him with a yell

re fighting the Kaiser, For Give him merry Hell.

of Darby. Dad Scherr, a former member of the Frogtown Quartette, of Lancaster, has been engaged to sing third bass. Barber shop chords Hold 'em down

> Whitey Weaver had a very sore Whitey Weaver had a very sore eye and could not work one night last week, but going home from the doctor's a swell girl with an abbreviated skirt entered the car and right away Whitey could see as NEW FALL

ot a threatened breaking off of diplomatic relations necessitated his wife ac-Sun Oil C. C. Keller is planning an aut

Mr. Frank Cross spent a few days bile trip extending over the next to Buckwood Inn, Shawnee-on-the-Del-days. Charlie drives an "Oakland. aware, looking over the golf course, but we hope he has a good time.
We'll make a golfer out of him yet. C. A. Sparks was in the office A. Soarks was in the office Sac He's looking better, too! urday and is to be congratulated up F. M. Brown spent several days at finishing his ground work at the Price week enjoying the

sea waves and all that goes with it. for a flying ca Dock Stoy was seen in Camden on a real aviator. his way to the seashore in a palm a bonh on the dome of both the Kalser each suit, and his pockets filled with and Crown Prince. John W. Moore, of the Shipping De Marcus Hook Refinery

seashore to spend a week's vacation chased all over Delaware county Satur with his family, Herb originally plan-day afternoon looking for ice. Som ned to sojourn somewhere by his elf, one said John was rather hard on ice

AUTOMOBILE OILS

ENGINE OILS

CYLINDER STOCKS

pend more than the past week-end at enial company

onis Lomax, who has been greatly couple of days on a fishing trip along tissed by the female contingent of the the Delaware and Chesapeake canal dice, has returned from a four weeks' The only trouble with Jack's trio was rn at Newport News, where he that he was fishing for bass with we as been looking after repairs to the for halt instead of minnows. S. "Paraguay". He reports that ha-ever, he saw a fellow on the S. S. "Paraguny". He reports that he ever, be save a follow on the opposite on and egas being a fassey point on bank; of the canal hashing them in right on the control of Whitey Weaver, the sweet voiced enor, will sing "I Certainly Love he Good Old 'Sun'." It has such

FOR SALE—One tin Lizzie, side Model B. C. Felly equipped with income wind whield and a mortgage, the Guaranteed not to run over 10 miles has per hour. Reason for selling—no good. Apply to Joe Morris, Hall 3 Mr. Frank Randall, in charge of fants No. 1 and 2, who is our cham-about 107 in the shade and this is just

pion fivver globe trotter, took a linte shout right for him to do real work spin down to Cape Charles, Va., a few days ago. Twelve hours were suffici partment, is going around with ent for the run down, but coming back the heretofore reliable Lizzie balled an uncle and refused to go further without a night's rest. Frank talked to her under his breath, (his wife does not permit him to have one word of that na ture to relieve his feelings) but it all the last word. He reports good roads most of the trip, and the country look-

Ask Tom, the night foreman, what kind of milk he uses to prepare how much he got for the work he BUY HARDWARE AT GALEY'S

HATS FOR MEN

Stand head and shoulders above everything else in

the man's hat world Assortment and quality each at its maximum.

MMunigal

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NOTHNAGLE & ROSER

NEUTRAL OILS

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TURPENTINE SUBSTITUTES

A Real Square Weal, But Not a Soda Cracker.

Y. W. C. A. CAPETERIA 

se to an over alundance of "hot air" doing, to which the reply was, "when

does it I gits nothin', and when I don't J. V. Curley, our genial \_\_\_\_\_ I gets hell". Frant of the Main Office, although unable to out further questions.

Atlantic City, was very much prepared the bollmakers, has returned from his for the stay. Why the hig trunk for two weeks' vacation. Jack spent the the stay. Why the our trunk for two weeks vacation, you agont to days visit? We'll admit we all greater part of his time around the home made goods as well as con-home trimming the shrabbery and oth erwise beautifying the grounds sur Our genial Ass't. Marine Sup't, Mr. rounding his home.

shipyard, which is doing its share to increase American nonage and keep the present feet in operation, this yard upsin at the office. Bill has an idea

done, but we think from now on he will John Moore, of the Shipping De-partment, is going around with his John has recently bec

GO TO CHESTER LUNCH ROOM FOR GOOD MEALS Also Tobacco of all Kinds 14 EAST THIRD STREET

A DOLLAR MEAL FOR FIFTY CENTS Y. W. C. A. CAPETERIA

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INNIS' Hats Shirts Underwear

Gloves and Overalls

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Chester, Pa. AT AGE 35 \$13.03 paid each month Guarantees \$3,000 To your family,

if you die To yourself, If you live 20 years BROWN & HITCHCOCK INSURANCE

-GO TO-

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TAILORS SINCE HES

SATISFACTION QUARANTEED 500 STYLES TO SELECT FROM

REMEMBER NO PAY NO FIT

IS THE

3% Interest paid in our Savings Fund Department

E. W. TEAGLE VICTROLAS -:- RECORDS

THE "SUN SHIP"

The new shipworker who con here to take part in the activity of these great yards finds a community

of frugal mechanics-a people who note with ever-increasing interest the progress of thrift-- the result of saving money. FOR GOODNESS' SAKE

With its recognized stability and superb equipment this Trust Company is best fitted to care for the vast volume of shipworkers'

One dollar is enough to start

DELAWARE COUNTY TRUST COMPANY CROZER BUILDING, CHESTER, PA.

Hickory's for DRUGS



DELIVERY



Chester, Pa. THE DELAWARE COUNTY

NATIONAL BANK CHESTER, PA. CAPITAL

U. S. DEPOSITORY

1428 So. Penn Square Philadelphia, Pa.

SUN COMPANY

HIGH GRADE

SUN OILS

24 West Third Street

Atlas Way

J. H. ROOP, President C. P. WEISTER, Vice President T. M. HAMILTON, Cashier

# MEN WHO BUILD SHIPS

# HAVE A RIGHT TO THE BEST SERVICE IN THE WORLD

# THE GREAT WANAMAKER STORE IN PHILADELPHIA CAN SERVE YOU AS NO OTHER STORE IN THE WORLD CAN DO

It is the man who has "borne the burden and heat of the day" who can best understand every regulation that is made with regard to hours of

On August 9th, in advance of any other store in America, the Wanamaker Store, over the signature of its Founder, announced that beginning on Monday, August 12th, the store's hours of business would be from 10 a. m. to 4.30 p. m. Previous to that time the store's hours had been 8.30

Within three days, by request of the Government's Fuel Commission, all the other large stores in Philadelphia followed the example of the Wanamaker Store

By this action the Wanamaker Store took the load of its thousands of employees and many thousands of customers off the rush hour cars, morning and evening. It brought about great conservation of fuel, because the store's lights are out and most of its machinery stopped, except during the 6 1-2 hours of busine

Another great thing accomplishel, that might not be thought of at first, is that the working man or woman who does not have to report for work until 10 a. m. and who can go home at 4.30 will be able to do a great deal at home; the woman her housework and the man gardening, or whatever else he may find useful.

Organized labor's appreciation of this action of the Wanamaker Store is set forth in the following editorial, which appeared in the Progressive Labor World of Philadelphia in its issue of August

#### "BUSINESS ON A WAR BASIS"

"In war, there are two kinds of business patriot-

The business directly employed in war work demonstrates its patriotism by maximum production. "The business not directly employed in war

work demonstrates its patriotism by minimum production, minimum demands on the nation's resources

and a maximum conservation of those resources for the more vital needs.

"'Business as usual' at the beginning of the great war was one of Great Britain's boasts. it was soon discovered to be an utterly false policy. It served merely as a cloak for business slackers who, unwilling to make any patriotic sacrifices, sought to

"The British government ultimately was obliged to take radical steps to combat the 'business as usual' fallacy and snare.

"But in this as in many other respects. American business, on its own initiative and without any necessity for legislation or even government suggestion, has adjusted itself patriotically to war emergencies and often at a great sacrifice to self-interests.

"A notable instance of this is the action taken by John Wanamaker, Philadelphia's merchant prince, in announceing that beginning next Monday his stores will be open for business only from 10 a. m. to 4.30 p. m.

"In making this announcement, John Wana maker explains that the main object in view is conservation of coal and man-power.

"By keeping the great department stores of for only six and a half hours a day and the rest of the time turning out all lights, shutting down all machinery, stopping all elevators and banking all power

house fires, a great conservation of coal will be effect "But the coal conservation is not limited to the stores alone. A further and much greater coal conservation will be effected indirectly in this manner by relieving the terrific rush-hour strain on street car

transportation. It is estimated that to open the Wanamaker stores late and closing them early will relieve the street car system of between 25,000 and 35,000 passengers during the rush hours in the morning and This means that it may be possible to evening. handle the rush-hour transportation without extra cars, extra power, extra consumption of coal, extra

atreet care crews. 'It also means that with the shorter hours in force, the department stores will be able to handle their war business with their own employes without draining vital war industries for men to take the places of department store employes now fighting in

France. In this manner the shorter shopping hours effect a vital conservation of man power,

The short shopping day is an innovation far in advance of any conservation plans urged by the government and again justifies the popular verdict acclaiming John Wanamaker as America's leading mer-Indeed, he is leading not only as a merchant. chant, but as a citizen and patriot." hide this fact by catering to national pride and

> There are men at the Sun Shipbuilding Plants who can well remember when store workers had to report for duty at 7 a. m. and worked until 7 p. m five days in the week and on Saturday until 10 or 12 n. m

of six and a half a day (and all day Saturday holidays given by the Wanamaker Store until September

15th) were brought about by the Wanamaker Store. IT WAS THE WANAMAKER STORE that first made holidays of Labor Day, Memorial Day, Washington's Birthday and Lincoln's Birthday

IT WAS THE WANAMAKER STORE that brought about the full Saturday holidays in sum-

IT WAS THE WANAMAKER STORE, as may easily be proved, that has brought about protically every improvement made in the past half century in hours of workers, in education of workers and the eare of their health.

IT WAS THE WANAMAKER STORE, that, twenty-six years ago, commenced the military train ing of its young men, of whom 1114 have gone into the Army and Navy to fight the same battle that the ship-builders are fighting-the battle of liberty and

Any ship-builder with a holiday at any time will do well to bring his wife to Philadelphia for a visit to this greatest store in the world, to hear the music, on the largest organ that ever was built and see the merchandise of all friendly countries on display at the most moderate prices, to see more than 15,000 pieces of furniture now in the great August Furniture Sale, and to spend a pleasant day in the coolest and safest store building in all the world.

The Chester Short Line Trolley Cars run right into the store, as this is their terminus in Philadel-

JOHN WANAMAKER - - - PH!LADELPHIA