

THE MEN WHO MAKE A CITY GREAT

"I am sorry that there is not a large central trade body in Philadelphia capable of doing for this city what the Chamber of Commerce of Boston does for Boston."

—From an interview with George W. Norris, Director of the Department of Wharves, Docks and Ferries.

Have the manufacturers of Philadelphia ever considered the make-up of this Boston organization, at whose activities they look with something akin to envy?

Have they ever noticed that one of the chief reasons why the Chamber of Commerce is doing so much for Boston is that the men who are leaders in it are men who have done much for their own businesses?

An aggressive organization is only the sum of the aggressive individuals in it.

Examine the list of the officials of the Boston Chamber of Commerce.

The president is Elmer J. Bliss, the head of the Regal Shoe Company—a national advertiser.

The first vice-president is Edward K. Hall, an officer of The American Telephone and Telegraph Company—a national advertiser.

On the board of directors we find:

Henry S. Dennison, of the Dennison Manufacturing Co.—a national advertiser.
John S. Lawrence, of the Ipswich Hosiery Co.—a national advertiser.
Walter C. Fish, of the General Electric Co.—a national advertiser.
Walter M. Lowney, of the Lowney Chocolate Company—a national advertiser.

Among the active members of working committees are:

George F. Willett, of the American Felt Co.—a national advertiser.
Louis K. Liggett, president of the United Drug Co.—a national advertiser.
March G. Bennett, of the Samuel Cabot Co.—national advertisers of stains.
E. F. Fobes, president of the New England Confectionery Co.—a national advertiser.
William H. Bowker, of the Bowker Fertilizer Co.—a national advertiser.
Thomas G. Plant, of Queen Quality Shoes—a national advertiser.
Thomas M. Fitzpatrick, of Brown, Durrell Co.—a national advertiser.

All of these manufacturers are makers of goods of quality which they have identified with their own names in the minds of the public through national effort.

No amount of organizing, speech-making and slogans can do for a city what its individual manufacturers will not do for themselves.

Go out and make your own goods famous.

Your goods will then make your city famous.

In a dozen great and growing American cities of today, wise, persistent national advertising is building trade for individuals and fame for the cities themselves.

Why not in Philadelphia?

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA