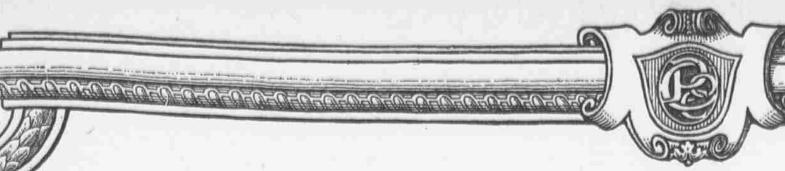
EVENING LEDGER-PHILADELPHIA, WEDNESDAY, MARCH 3, 1915.



Here Are Philadelphia's National Advertisers

Here is a list of the manufacturers of Philadelphia who are making Philadelphia known industrially by employing national advertising to sell their goods.

Few of them are large advertisers within the meaning of that phrase today. We believe that The Curtis Publishing Company, investing between \$200,000 and \$300,000 a ear in advertising in other periodicals and newspapers, in addition to a large amount of space in its own columns, is the largest.

The list includes both advertisers in magazines and those who use other forms of general national advertising to the extent of \$2,500 a year or more.

Name. S. L. Allen & Co. Barber Asphalt Paving Co. Blaisdell Paper Pencil Co. Bloch Go-Cart Co. J. G. Brill Car Co. W. Atlee Burpee & Co. L. D. Caulk Co. Cugley & Mullen Curtis Publishing Co. De Long Hook & Eye Co. Electric Storage Battery Co. George Evans Co. Fels & Co. A. H. Fox Gun Co. Graves Toothpowder Co. Hershey-Sexton Mfg. Co. Hess & Son Chas. E. Hires & Co. J. S. Ivins' Sons Janney-Steinmetz Co. J. M. Shock Absorber Co. Atwater Kent Mfg. Works A. B. Kirschbaum Co.

SASSES MARKEN SASSES

Pro luct. Agricultural implements Roofing Pencils Go-carts Car builders Seeds Dental supplies Birds and pet animals Periodicals Hooks and eyes Storage batteries Mum Soaps Guns Dentifrice Household appliances Paste solder Beverages Food products Auto sundries Shock absorber Ignition systems Men's clothing

Name. Lippi. cott Pencil Co. Moore Push Pin Co. National Commercial Gas Association North Bros. Mfg. Co. Orinoka Mills Peet Bros. Pennsylvania Railroad Public Ledger Quaker Lace Co. Roig & Langsdorf Scott Paper Co. Shane Bros. & Wilson H. D. Shivers Smith, Kline & French Co. W. M. Steppacher & Bro. **Triplewear Hosiery Mills** United Mills Mfg. Co. Universal Pad Co. Watson & Co. S. F. Whitman & Son, Inc. S. S. White Dental Mfg. Co. H. O. Wilbur & Sons Yeiser Hook & Eye Co. Zee-Zee Tire & Rubber Co.

Product. Pencils Push pins Gas service Hardware Draperies Hooks and eyes **Fransportation** Newspaper Curtains and laces Cigars Paper products Flour Cigars Baby food Men's shirts Hosiery Carpets, rugs, etc. Shoulder pads **Skipper** sardines Confectionery Dental supplies Confectionery Hooks and over Tires

This list contains the names of all national advertisers in the city of Philadelphia which we have on our list There may be others. If reliable information can be supplied to us of any other Philadelphia manufacturers who invest in general advertising outside the city of Philadelphia in magazines, newspapers, street cars, outdoor publicity or other forms of general advertising—excluding, of course, circulars, booklets and similar printed matter—to an amount of \$2,500 a year or more, we shall gladly publish in a future advertisement such names.

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We do not assert that the advertisers here listed are employing the force of national advertising to its fullest efficiency for their own best interest. Many of them are nvesting less in proportion to their volume of business than we believe they should in order to insure success. Others are, in our opinion, not getting the fullest efficiency out of their advertising.

All of them, however, are spreading the name of Philadelphia and the fame of Philadelphia goods beyond the boundaries of the city and the state

All of them are entitled to high credit for their employment of modern methods.

Among them we believe will be found the great commercial successes of the next decade in Philadelphia. But why shouldn't the list be twice as long?

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA