



The "Workshop of the World" has made of Philadelphia "The City of Homes." There are 500,000 homes in this city and suburbs and each one sends its greetings and a hearty

"Come to Philadelphia in 1916"



The workshop of the Curtis Publishing Company, where 500,000 complete magazines are produced each day, is eager for a visit from you.

We want to entertain you in the first workshop of its kind ever erected in America—a building devoted exclusively to the publishing of daily newspapers—The Public Ledger-Evening Ledger Building.

Atlantic City, our seaside suburb, at the finest time of 1916 will anticipate your coming, and you will be entertained there.

Across the river in Camden you will hear a hearty "Come in" from Victor, Campbell and Esterbrook.

The Liberty Bell will have returned from its sojourn in California. Independence Hall will be visited and your reception at Valley Forge will not be as cold as was Washington's in the winter of 1777-1778.

Stetson hat factories, Baldwin Locomotive Works and Cramp's extensive ship

yards are workshops well worth the visit you will be invited to make.

Hosiery, underwear, cotton, woolen, oilcloth, blanket, hardware and many other great industries will benefit by your coming.

The greatest money making institution, aside from the convention itself, the U. S. Mint, will want you to see how they make money.

Our late prominent citizen and advertising man, Dr. Benjamin Franklin will greet you in spirit.

William Penn from his statue on high will welcome you even before you enter our city.

Philadelphia, after two centuries of progressive manufacturing effort, which has made of the city "The Workshop of the World," will be grateful for one week of inspiration which the Advertising Clubs of the World will bring.

Your convention, brought to Philadelphia in 1916, will give new ideas and impetus to the men who operate this vast Workshop.

In behalf of the Governor of Pennsylvania, The Trustees of the University of Pennsylvania, the Mayor of Philadelphia, The Poor Richard Club, and every advertiser, advertising man and publisher in our city, we ask you to vote for Philadelphia as your Convention City for 1916.

CURTIS PUBLISHING
COMPANY

PUBLIC LEDGER
EVENING LEDGER
CYRUS H. K. CURTIS, President



The City of Homes

The Workshop of the World

