PHILADELPHIA ENJOYS LARGE
SHARE OF NATION'S PROSPERITY Financial History of Country Shows Many Big Things Originated Here-Business Men Look for Still Better Times


CUNNINGHAM'S HAVE INNOVATION
IN NEW METAL VALVE FOR PLAYERS "Latest Word" in Piano-making, Says Member of Big Firm-Novelties in Housekeeping Aids-Sem


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## PHILADELPHIA MARKETS MARKETS

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Janary 12,1916

## Public Ledger,

NORMAN S. SHERWOOD

## $\longrightarrow$

 Philadelphia, Pa
## Gentlemen:-

I am a convert to quality circulation. I was converted by resulta.
I am also a convert to quality advertising copy. And here is where I has the punch. When I hitched the two big ideas together-quality circula tion and quality copy-i sot the big tem work results that I feel sure you will be interested in.

There has long been a popular prejudice that real estate advertising, particularly the advertising of apartments (which has been our specialty) was dead waste in summer time. But it was not so much the fault of the season that would make nobody sit up and take notice.
The idea came to me to try something friendly and personal, just a little
deust soundness of the "Idea" and upset the summer bugaboo, both at one fell swoop.

We averised the Parkwood Apartments, a row of fifty-two two-family bout three of which twenty-six were vacant, and had been off and on for nusual and different.
We used the Ledger and one or two other papers, and we rented every apartment at rentals from $\$ 2$ to $\$ 7$ a month higher than our predecessor was ever asking-and during June and July and the early part of August-
We next took An
nity because of our previous and f $m y$ sucess in anything else, for were called in to co-perate with because est real estate firms in Philadelphia, and it was our advertising service more han our treal estate experience which was wanted

There were about 90 apartments vacant at Angora. This number, or owner of over $\$ 30,000$ a year in rentals.
It had also been customary to give new tenants from a month to six
ee rent to induce them to sign a yearly lease.
We did away with free rent absolutely, signed nothing but yearly and September and early October.
We advertised principally in the Ledger although using one or two other papers, but the Ledger was our principal medium.

In this campaign we introduced a picture of an Angora kitten in the apartment-they made a big hit.

About this time I made a wonderful discowery-that I was able, through the combination of the Public Ledger and the Evening Ledger, to reach every
one I wanted to talk to. I found that most of my other advertising was duplication.
ulation was such quat it reached at least once a day every d rent my ap
The man who can afford to live in an apartment, even of the most modest sort, is among the better class of citizens; he will be in moderately comfort fe circumstances and will be an inteligent fllow. I can reach him and all his apartment through the two Ledgers, and I can reach or

One case particularly stands out-that of the Lincoln Hotel.
The management this year is new, full of unbounded enthusiasm an faith in themselves and yet realizing keenly that to be successful it is not enough just a to a I wrote an for the

Ledgers. In 32 days it filled the and it appeared almost exclusively i Ledgers. In 32 days it filled the hotel
We have conducted successful advertising campaigns in the Ledgers fo 225 South Broad street; the new million-dollar apartment house Hotel and Walnut streets and a number of other apartments. The results wer beyond our fondest hopes.

On Monday of last week we had 52 inquiries for apartments at this office probably twice as many as had every one else in the city put together, and $w$ class apartments in Philadelphia.

This has been accomplished by doing the right kind of advertisingfrequently when no one else was doing any advertising.

THE QUALITY PUNCH AND PERSONAL TOUCH THAT WE
PUT IN OUR ADVERTISING COPY PLUS THE QUALITY CIRCULATION OF THE LEDGERS.

And we tested the quality circulation of the Ledgers to the full by gradually coming to the p

First they read our advertising in the morning, and before they have a chance to forget we come back again with a cheery reminder in the evening. Twice in che same spo we rent them an apartment.

Very sincerely yours,


