

Business Men! Merchants! Manufacturers!

What Will You Do for Philadelphia?

IF you were told that \$500,000 was to be expended in making known to the nation the commercial and civic supremacy of this city—that a tremendous, vital advertising campaign was to cover the country—extending even to Canada—and that the whole would end in a demonstration of Philadelphia's superiority as a Market Place, Workshop and Home—

How Much Would You Give?

Here Is a Straight-from-the-shoulder Question For You to Answer:

Will you give a part, such as your civic pride and your business wisdom dictates, toward making up the \$50,000 that is necessary to handle the world's greatest business convention, which will be held here in June, 1916?

The Associated Advertising Clubs of the World comprise several score organizations in as many cities, and include departments of retail merchants, manufacturers, jobbers, publishers, advertising men and the "live wires" of each community. This association meets annually.

Philadelphia was chosen as the convention city for 1916.

The Poor Richard Club has the task of raising the funds to provide for the handling of this immense convention, which will bring 10,000 delegates, and which, through its wonderful educational and pageant features, will probably bring 100,000 visitors here from nearby points.

The members of the Poor Richard Club are busy men, but a number have given their time to collecting funds.

By Friday this \$50,000 must be raised.

It is not a "joy ride"—it is not a charity—it is a plain

business proposition, plus the greatest opportunity to do something for Philadelphia that you have ever known.

Several of the newspapers have given \$1000 each.

Leading department stores have promised contributions. Lithographing houses and printers have contributed hundreds.

Other big interests—the large manufactories—are yet to be heard from, and the thousand-and-one merchants, to all of whom Philadelphia's supremacy is a cherished thing.

The Finance Committee of the Poor Richard Club issues this appeal for funds. It believes in advertising. It believes it has a good product to sell: *The Greatest Business Convention* ever held in this country, in what it believes to be *The Greatest City* in this country.

YOU have a vital part in this.

YOU will directly benefit.

YOU are asked to make your business contribution.

Half a million dollars could not possibly purchase the broad advertising, the concentrated business energy, and the widespread business interest that has been exhibited in this Convention and that will definitely and directly accrue to Philadelphia's benefit.

Will you NOW send a check for your part of the \$50,000 required, to the

**Finance Committee POOR RICHARD CLUB,
239 South Camac Street
PHILADELPHIA**