

To you who link the future with the past

Philadelphia is a city of industries in their second generation.

Fifty, forty, twenty-five years ago scores of great enterprises were born here.

The pioneers of those days looked far ahead. They were quick to seize upon all that was new and better. They won their way by modern methods—methods that were modern *then*.

But what was modern *then* is not modern *now*.

One of the greatest fallacies is "What was good enough for our fathers is good enough for us."

What was good enough for the man who founded a business a generation ago would not satisfy that same man today.

If he were at the helm today he would be the first to swerve from the old course and swing out upon the new.

You who now guide these great industries—the sons and successors of those who established them—have a great responsibility.

You must link the future with the past if the work your fathers began is to go on to the greater heights for which they planned.

Ever since early Roman days there has been a proverb, *Non progredi est regredi*: (Not to progress is to go back).

Progress in industry today demands that a whole nation shall know your product.

The vast force of advertising—honorable, intelligent, sane advertising—is the chief weapon of industrial progress today.

You of the second generation can use it to link the past to a future still more brilliant.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman