



ONCE TOO OFTEN (?) THIS TIME HE ESCAPED

# NEVER TAKE A CHANCE

When the Titanic, the greatest vessel of modern times, left Europe on her maiden voyage to this country, she was considered practically accident-proof—safe from icebergs and other dangers that haunt the sea.

Aboard the giant vessel were three thousand souls, proud to be the first passengers of the QUEEN OF THE SEAS and confident that the ship carried every device for SAFETY.

When far out at sea passing ships flashed wireless warnings to the liner: "REDUCE SPEED; DANGER AHEAD!"

Still the ocean greyhound sped on, for the sea, quiet as a millpond, appeared safe to every one aboard.

THEN—WITHOUT WARNING—THE TITANIC STRUCK AN ICEBERG AND OVER 1600 HUMAN BEINGS WENT TO THE BOTTOM OF THE SEA.

WHY DID THE ACCIDENT HAPPEN? "SOME ONE TOOK A CHANCE."

Since this memorable sea disaster, the slogan "SAFETY FIRST" has been vigorously renewed on land and sea!

NEVER TAKE A CHANCE.

STOP—LOOK—LISTEN.

More people are killed and injured every year in the industries and city streets of this country THAN WERE KILLED AND WOUNDED ON BOTH SIDES DURING THE CIVIL WAR.

That is why YOU are urged to BE CAREFUL.

NEVER take a chance with a piece of machinery.

NEVER take a chance with a moving elevator.

NEVER take a chance with a moving street car.

NEVER take a chance while at work or at play.

ALWAYS THINK, ACT AND SET THE "SAFETY-FIRST" EXAMPLE.

REMEMBER, IT IS BETTER TO BE SAFE THAN SORRY.

THIS CAMPAIGN WILL ONLY SUCCEED THROUGH THE SUPPORT OF THE PUBLIC. WE ASK YOUR CO-OPERATION FOR YOUR OWN SAKE AND FOR THE PUBLIC'S SAKE.

NEVER TAKE A CHANCE.

THIS CAMPAIGN IS SUPPORTED IN THE INTERESTS OF HUMANITY BY THE FOLLOWING MANUFACTURING INTERESTS, FINANCIAL INSTITUTIONS, PUBLIC SERVICE CORPORATIONS, INSURANCE COMPANIES, FIRMS AND INDIVIDUALS

The Pennsylvania Railroad Company  
The Philadelphia & Reading Railway Co.  
The Philadelphia & Reading Coal & Iron Co.  
The Penn Mutual Life Insurance Co.  
The Corn Exchange National Bank of Phila.  
Insurance Company of North America  
Traylor Engineering & Mfg. Co.  
Traylor Shipbuilding Corporation  
Alan Wood, Iron & Steel Co.  
Harrisburg Pipe & Pipe Bending Co.  
General Accident, Fire & Life Assurance Corp., Ltd.  
Martin & Wm. H. Nixon Paper Co., Inc.  
Typothetae of Phila. (Master Printers' Assoc.)  
The Philanthropic Mutual Life Insurance Co.  
The Wm. Cramp & Sons Ship and Engine Building Co.  
Philadelphia Rapid Transit Company  
The Philadelphia Rubber Works Co.  
Otto Eisenlohr & Bros., Inc. (Cinco)  
Samuel T. Bodine, Pres. U. G. I. Co.  
The Pennsylvania Co. for Insurances on Lives and Granting Annuities  
The Home Life Insurance Co. of America, Philadelphia, Pa. Basil S. Walsh, Pres.  
Central Market Street Co., Proprietors of Victoria, Globe, Ruby, Princess, Savoy, Market Street and Auditorium Theatres  
The Philadelphia Contributionship for the Insurance of Houses From Loss by Fire

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John B. Stetson Co.  
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John Lucas & Co., Inc.  
Midvale Steel & Ordnance Co.  
American Manganese Mfg. Co.  
American Bridge Co.  
J. S. Wentz Co.  
Sauquoit Silk Mfg. Co.  
Philadelphia Electric Co.  
Atlantic Refining Co.  
Lukens Steel Co.  
David Lupton's Sons Co.  
Nagle Steel Co.  
Aberfoyle Mfg. Co.  
Champion Blower & Forge Co.  
Pennsylvania Lawn Mower Works  
Ballinger & Perrot  
Bernstein Mfg. Co.  
First National Bank of Phila.  
Abrasive Company  
Alex-Levick Co.  
The Bank of North America  
Frehofer Baking Co.  
L. G. Graff & Son  
Quaker City Cab Co.  
Alexander Brothers  
W. Atlee Burpee & Co.  
American Electrotyping Co.  
Frank P. Miller Paper Co.  
Parkesburg Iron Co.  
Bethlehem Steel Company  
Louis J. Kolb  
A. F. Bornot Bro. Co.

Norfolk & Western Railway  
Curtin & Brockie  
Autocar Company  
The Beck Engraving Co.  
Charles H. Howell & Co., Inc.  
Philadelphia Export Co.  
Mulconroy Co., Inc.  
Manufacturing Co. of America  
Congoleum Co.  
Belmont Iron Works  
Ziegler Bros. Co.  
Philadelphia Felt Co.  
Philadelphia Paper Mfg. Co.  
Graham, Parsons & Co.  
Antonio Roig & Langsdorf  
Union National Bank  
John Gribbel  
Edw. A. Schmidt  
Robert K. Cassatt  
Harrisons, Inc.  
Charles E. Hires & Co.  
Pure Oil Company  
Delaware State College  
Union Paving Co.  
Armstrong Cork Co.  
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Chas. J. Webb & Co.  
New Jersey Zinc Company  
Henry Bower Chemical Mfg. Co.  
Joseph Stokes Rubber Co.  
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Quaker City Rubber Co.

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Commercial Trust Co.  
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Fretz, Gross & Co.  
Girard Iron Works  
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Denny, Hilborn & Rosenbach  
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American Railways Co.

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