



# The Lure of the Elsewhere

**WISE MEN** have studied the motives that make us common folk do things. They describe the desire—the urge that takes men across high mountains, and over uncharted seas, as—

## *The Lure of the Elsewhere*

The same impulse moves the wandering worker who always believes that better wages, shorter hours—the easier job, is waiting in the other shop, or the next town.

Workers of Philadelphia—men of the bench, and lathe, and desk—there is no need to listen to the lure of the elsewhere.

The Opportunity you seek is **HERE**—in Philadelphia.

Your employer is ready to appreciate and reward unusual ability and unstinted loyalty.

Philadelphia is a good town to **LIVE** in and—

*Philadelphia Corporations, Firms and Individuals are Interested in Having Good Workers  
Know About Philadelphia—the Workshop of the World*

American Pulley Company  
John Wood Mfg. Company  
Pennsylvania Wyoming Oil Company  
Abrasive Company

David Lupton's Sons Co.  
Commonwealth Casualty Co.  
Martin & Wm. H. Nixon Paper Co.