

# British Capital and Labor in Great Team-Work Plan

**D**O YOU know the famous Whitley Reports? They are the biggest force in British industrial life today. They are the basis for the most constructive movement for the betterment of

employer and employee that has been produced in modern times.

Every Philadelphia manufacturer should read "CONTROL OF THE JOB," on page twelve of

## THE SATURDAY EVENING POST *Out Today*

"Control of the Job" is one of the most vital get-together articles ever written and it comes at the moment of our most critical need.

The British Minister of Labor says: "The keystone of our country's future is in the getting together of employer and employee."

What England is doing to promote sound and cordial relations between management and workers in all lines of manufacture should be carefully considered by the industrial chiefs of Philadelphia.

We can carry this plan one step farther:—

## WE CAN TAKE THE WHOLE PUBLIC INTO THIS GIGANTIC CO-OPERATIVE MOVEMENT AND SO MAKE SURE OF OUR SALES AS WELL AS OUR PRODUCTION

The most speedy, most permanent and most certain way to bring your workers and your consumers to really know your house is to advertise.

Advertising will make your employees more interested in their work. It will make their jobs and your

business more safe. It will sell your goods on a quality basis.

Read The Saturday Evening Post today. Learn what England is doing in industry. You can start this work for your own house at once by building a vast national co-operation through advertising.

## The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*