



Philadelphia's Traditions.

The high ideals which have contributed most to her industrial supremacy

They're old, those traditions—as old as the town itself—and originated with the only founder of English-American Colonies whose sense of justice and fair play was never questioned by the Indians—

A man who valued the keeping of faith above all else and left the heritage of such a reputation to the city he founded.

It is with a distinct sense of infused strength that we look, from time to time, toward the noble bronze on City Hall.

It requires no great stretch of the imagination to picture the great right hand, palm downward, as if in benediction—for the heritage he left was planted in fertile soil. Philadelphia has prospered industrially on the principle of keeping faith until she leads this vast country.

We think, sometimes, that through his simple Quaker dignity must run a touch of pride as he calmly watches Philadelphia's great development through the years.

It must be much the same sort of pride that we have in him, and in the Franklins, Morris and Stephen Girards that have contributed so generously to Philadelphia's traditions.

Frankly, we acknowledge a very large debt of gratitude for the strengthening influence of those traditions.

They have helped us to keep faith with those consumers who buy Crew Levick products for Crew Levick quality—to keep faith at a time when unprecedented demand has lowered many standards.

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