

# Philadelphia the Mecca of Good Advertising 

THE greatest "weekly" is published in Phila - delphia as are-
-The greatest monthly woman's magazine. -The largest monthly agricultural publication.
In Philadelphia are located some of the greatest and most efficient advertising agencies in this country-placing millions of dollars annually in advertising.

And in the Philadelphia field are located advertisers who spend annually 30 per cent. of the entire money spent in national advertising.

In advertising, Philadelphia has the same nation-wide repute it so proudly boasts in medicine, surgery and law

Great artists find Philadelphia their surest market for commercial art creations. Some of the most expert Photo-Engravers, Printers and Paper Manufacturers in the world, all the artisans of advertising - the geniuses who know best how to express ideas-are located in Philadelphia.
Philadelphia is the great training school of advertising brains . . . the graduates of Philadelphia advertising institutions are eagerly merchandising plans and the careful thoroughness of their advertising "copy" is proverbial.
Many of the greatest advertising minds have been developed in Philadelphia.
Is it any wonder, then, that Philadelphia is the Mecca of good advertising.

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Advertisers, who have had an opportunity of comparing, tell us that we have the finest and most complete advertising service.
Perhaps this is so. We have certain ideals
or beliefs in advertising. We recognize legitimate advertising as the most powerful factor to free a product from competition and standardize it nationally.
Everything we have done or will do is in the name of legitimate advertising. DonovanArmstrong superservice has been developed to a point that practically assures merchandising success.

Our record bears this out. In 1919, our business increased 150 per cent. over the preceding year and 96 per cent. of our total volume of business in 1919 was from clients who had been with us for more than one year (the usual "test" period) and in some instances for twenty-five years.
The average "life" of an account with us is seven years and a half.
The average "life" of an account with agencies in general is eleven months.
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These are facts that are worth consideration if you are contemplating a serious advertising and merchandising am as it is humanly possible. A goodly portion of our business is from accounts that have had no other advertising counsel . . . other accounts have "sampled" a good many different kinds.
That we should be able to develop these clients' confidence to the point we have, as shown by our record, is tangible evidence of the value of our service.
We can tell you some wonderfully interesting stories of successes in which we have co-operated.
obligation.

ANOTHER BIG FEATURE OF THIS GREAT

## Re-Classification Sale

of
$\$ 45, \$ 50, \$ 55$ and $\$ 60$
OVERCOATS \& SUITS
at the Uniform Price of
is the Fact that the
Higher-Priced Lines are Bigger than the Lower-Priced Lines!

II A little thing in itself, and yet it is just a little thing like the above that stamps the word genuine across this big Re-Classification Sale. How often are a few high-priced garments thrown into a sale to give a superficial appearance of bargains which do not materialize when you go around to get them? Nothing like that in the Re-Classification Sale. We go to the other extreme. Before this great sale started we had the lines at each price counted, and the official return on the $\$ 45, \$ 50, \$ 55$ and $\$ 60$ lines was such that we really ought to reverse their order and itemize them as our $\$ 60, \$ 55, \$ 50$ and $\$ 45$ lines!

Approach this Sale from any angle, and you will find every angle a right angle!

| ERCOAT | I |
| :---: | :---: |
| Ulsters, Ulsterettes, | Single- |
|  | doub |
| ingle and | its in blu |
| breasters in blacks, |  |
| owns, | plaids- |
| novelty patterns. | three button mod |

FUR-COLLAR Coats, Leather Coats, Leather and cloth Reversible Coats; Raincoats, big roughweather Storm Overcoats-all at-

One Uniform Price, $\$ 40$

Perry \& Co.,"n.b.t. 16th and Chestnut Sts.

