

W.M. MAYBERRY... BRING A SPECIAL!

CAN SAVE YOU MONEY... LONNELLY & COMPANY

John T. Dyer Quarry Co. BIRDSBORO TRAPPE ROCK

William R. Chapman & Sons MASON BUILDERS

JAMES M. IRWIN & CO. LUMBER OF ALL WALL BOARDS

Let Us Solve Your Gear Problems ACME GEAR CO.

GUARANTEED TEN YEARS EHRET'S SLAG ROOFING

POWER REPAIRS PLANT REPAIRS... HESS & BARKER

American Dredging Co. American Shipyard Co. 308 Chestnut Street

DEXTER METAL LOCKERS... DEXTER METAL MFG. CO.

TO FINANCE BUILDERS COMMONWEALTH FINANCE CORPORATION

Henry D. Tudor, President of the Commonwealth Finance Corporation...

For eight years Mr. Tudor was a director of the Equitan Trust Co. of Boston...

GOSSIP OF THE STREET

The sudden interruption of the recent constructive movement in the railroad group is one of the biggest disappointments...

Dividend Uncertainties... Dividend action is to be taken by the directors of a number of the leading industrial companies...

Tonnage Still Slumping... Officials of railroads operating east from Chicago and St. Louis...

Security Assured... Every possible safeguard—physical, legal, financial, human—is used to assure the safety of our deposits.

THE REAL ESTATE TRUST CO. OF PHILADELPHIA Broad and Chestnut Sts.

Why Didn't He Make a Will? North Philadelphia Trust Co. Broad St. and Germantown Ave. Above Erie Ave., Philadelphia

FOX Motor Car Co. Building Philadelphia, Pa. J.S. ROGERS CO. BUILDERS PHILADELPHIA

54,500 BALDWIN LOCOMOTIVES HELPED DEVELOP THE WORLD'S BUSINESS

The Baldwin Locomotive Works Philadelphia

Head Lines in Aug. 1st issue of the Phila. North American on their Industrial and Architectural News Page stated: STEEL SHORTAGE HOLDS UP WORK ON 3 BUILDINGS HERE

THE DAILY NOVELETTE

When Brown Meets Brown By MARY MORISON Henry Brown stood looking out at the falling leaves on Stuyvesant Square...

Transportation vs. Money Market... The average person in the financial district in New York, as well as the general public, has but slight idea of the direct effect upon the money market of the smooth and rapid transportation facilities...

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From that day on there was no doubt as to the presence of Miss Henrietta Brown upstairs. He grew to hate the telephone—for whenever it rang it always seemed to be for Henrietta...

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The clock on the mantelpiece struck nine o'clock dimly—and reminded Henry that the day was Monday and he arose with a sigh and held out a big hand to Henrietta...

GERRYCO Stands for Wood Products of the Better Kind Frederick R. Gerry Co. Philadelphia, Pa.

Every Manufacturer in America Naturally Has His Eye on the Chicago Market

There are three million people within the two hundred square miles which represents The Chicago Market proper. There are thirteen million more people in the cities and towns of the five states surrounding Chicago which are commonly called The Chicago Territory.

Manufacturers who think in terms of continents have a vivid picture of what this means to them. The sixteen million people in the five surrounding states, known as The Chicago Territory, represent about one-sixth of the entire population of the United States.

It is important to understand these two markets thoroughly before invading them. They are neither difficult nor easy. BUT THEY ARE MARKETS THAT MUST BE UNDERSTOOD.

The chief danger lies in not distinguishing between The Chicago Market proper, with its three million people concentrated in two hundred square miles, and The Chicago Territory, with its thirteen million people scattered throughout five states.

Again and again manufacturers, failing to make this distinction, spatter this great Chicago Territorial circle with their random shots and fail utterly to hit the bull's eye, which is The Chicago Market itself.

With a picture of some far-flung circulation in their minds, which, besides its Chicago distribution, is selling five or ten papers each in distant villages, fifty copies in this far-away town, or a hundred or even a thousand in that, these manufacturers are told that they can dominate not only Chicago itself, but the millions and millions of people in the hundreds upon hundreds of cities and towns in the five states surrounding Chicago.

You CAN influence those thirteen million people in the five states surrounding Chicago, but you've got to influence them by what you accomplish IN Chicago.

There isn't a dealer in any of these hundreds of surrounding towns who doesn't know every product that the Chicago dealer is successfully selling and making money on. And there are few consumers in these surrounding towns, men and women alike, who do not know what Chicago men and women are favoring in their purchases.

Bethlehem Fabricators, Inc. Philadelphia, Pa. N. Y. Office Vandalia 9600