

Who Knows That YOU Are in Philadelphia?

Of the thousands who come to Philadelphia each year to see Independence Hall, the Curtis Building, and the establishments of other nationally known concerns, how many know that *you* are located in Philadelphia?

Except for the impression created by a few national advertisers the public at large thinks of Philadelphia as a place of historical interest, not as one of the greatest manufacturing centers in the country.

We want people to come to Philadelphia, interested in

what Philadelphia is doing *today*.

It's good business for a manufacturer to be located in a city that is alive—that people identify as an industrial center.

Philadelphia needs to be advertised more extensively by its manufacturers.

You can become an integral part of Philadelphia's supremacy as a manufacturing center by advertising your products nationally, and people will think of YOU when they come to Philadelphia

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman