

Making Philadelphia Mean YOU

What History has done slowly with the Liberty Bell
you can do quickly with your product—
make it synonymous in people's
minds with Philadelphia

No city in the United States has its name repeated as many times a month as Philadelphia, yet why does part of the public consider it "the Cradle of Liberty" instead of "the Workshop of the World"?

Here is opportunity. With each mention of the city a product or an industry should immediately come to mind. The Curtis Publications alone carry the name of Philadelphia practically two hundred million times a year into every city, town,

village and hamlet of North America.

Unless you are a national advertiser, how many people outside of your line or trade think of your product in connection with Philadelphia?

On the other hand, how many fail to think of "Kodak" in connection with Rochester? Or of Victor Talking Machines and Campbell Soups in connection with Camden? *There* is enthusiasm and individual initiative. Lesser-known cities, but better-known products.

Let's keep Philadelphia historically "the Cradle of Liberty" and make it mean commercially more and more "the Workshop of the World." Make it mean you!

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman