

BE CAREFUL

Announcing the Inauguration of an Extensive Advertising Campaign Advocating
Carefulness in Order to Avoid Accidents

Supported and Financed by Leading Financial Institutions,
Manufacturing Interests, Insurance Companies
and Public Service Corporations

The Series of Full-Page Educational Articles on This
Important Topic Will Appear Regularly in the
Public Ledger—Evening Ledger

FOR YOUR OWN SAKE, AND FOR THE SAKE OF THOSE
DEPENDENT UPON YOU, READ EVERY ARTICLE

IN ANNOUNCING THIS CAMPAIGN, THE INTERESTS WHO HAVE SUBSCRIBED HERETO AND WHOSE
NAMES APPEAR HERewith, WANT ITS REAL PURPOSE THOROUGHLY UNDERSTOOD BY EVERY
READER OF THIS NEWSPAPER. THE ONE OBJECT TOWARD WHICH THIS CAMPAIGN IS AIMED IS TO

Prevent Injuries and Deaths Due to Accidental Causes

With this purpose in mind, a few general and simple rules will be laid down, which, if properly observed, will, to a great extent, eliminate the possibility of accidents and their attendant suffering.

In this thickly populated, highly industrial community absolute freedom from accidents is an im-

possibility, but through the careful observance of such simple safety rules hereinafter suggested the number of accidents in this community can be reduced to a minimum.

Articles on this important subject will be presented. Illustrations of accidents caused by extreme carelessness will be shown; the frightful results of

inattention to minor scratches and injuries will be portrayed; accidents caused by recklessness and undue haste will be vividly illustrated. Thus the people of this city will be urged to join in and further this great movement of THINKING, TALKING AND TEACHING THE VALUE OF BEING CAREFUL.

THE FOLLOWING MANUFACTURING AND PUBLIC SERVICE COMPANIES, FIRMS AND INDIVIDUALS
HAVE SUBSCRIBED TO AND PLEDGED SUPPORT TO THIS CAMPAIGN:

The Pennsylvania Railroad Company
The Philadelphia & Reading Railway Co.
The Philadelphia & Reading Coal & Iron Co.
The Penn Mutual Life Insurance Co.
The Corn Exchange National Bank of Phila.
Insurance Company of North America
Philadelphia National League Ball Club
New York Shipbuilding Corporation
Thos. Wolstenholme Sons & Co., Inc.
The Western Saving Fund Society of Phila.
Henry Bower Chemical Mfg. Co.
Otto Eisenlohr & Bros., Inc. (Cinco)
Samuel T. Bodine, Pres. U. G. I. Co.
The Baldwin Locomotive Works
Southwark Foundry & Machine Co.
Specialty Engineering Company
Pennsylvania Lawn Mower Works
Traylor Engineering & Mfg. Co.
Traylor Shipbuilding Corporation
Bethlehem Steel Company
The Pennsylvania Co. for Insurances on Lives and Granting Annuities
The Home Life Insurance Co. of America, Philadelphia, Pa. Basil S. Walsh, Pres.
Central Market Street Co., Proprietors of Victoria, Globe, Ruby, Princess, Savoy, Market Street and Auditorium Theatres

John B. Stetson Co.
Owen Letter's Sons
D. G. Dery
Glasgow Iron Co.
John Lucas & Co., Inc.
Midvale Steel & Ordnance Co.
American Bridge Co.
J. S. Wentz Co.
Alan Wood Iron & Steel Co.
Sauquoit Silk Mfg. Co.
Philadelphia Electric Co.
Atlantic Refining Co.
Lukens Steel Co.
David Lupton's Sons Co.
Nagle Steel Co.
Aberfoyle Mfg. Co.
Ballinger & Perrot
Bernstein Mfg. Co.
First National Bank of Phila.
Abrasive Company
Crew-Levick Co.
The Bank of North America
Freihofer Baking Co.
L. G. Graff & Son
Quaker City Cab Co.
Alexander Brothers
W. Atlee Burpee & Co.
Louis J. Kolb

J. E. Caldwell & Co.
A. F. Bornot Bro. Co.
Norfolk & Western Railway
Autocar Company
Philadelphia Paper Mfg. Co.
Graham, Parsons & Co.
Antonio Roig & Langsdorf
Union National Bank
John Gribbel
Robert K. Cassatt
Harrisons, Inc.
Charles E. Hires & Co.
Pure Oil Company
Delaware State College
Union Paving Co.
New Jersey Zinc Company
Chas. J. Webb & Co.
Clyde S. Adams
Bailey, Banks & Biddle Co.
H. W. Butterworth & Sons Co.
Keystone Type Foundry
Pooley Furniture Co., Inc.
John A. Rigg
Stephen F. Whitman & Son
William Amer Co.
American Engineering Co.
A. T. Baker & Co.
Standard Steel Works Co.

Whitall-Tatum Company
The Franklin Baker Co.
The Brown Instrument Co.
Commercial Coal Mining Co.
Abram Cox Stove Co.
John T. Dyer Quarry Co.
Electric Service Supplies Co.
John R. Evans & Co.
Ford & Kendig Co.
The Hess-Bright Mfg. Co.
Link-Belt Co.
The Miller Lock Co.
Moore & White Co.
Pioneer Suspender Co.
Standard Roller Bearing Co.
Sun Shipbuilding Co.
Susquehanna Coal Co.
F. G. Vogt & Sons, Inc.
Geo. D. Wetherill & Co., Inc.
The John C. Winston Co.
William Mann Co.
National Metal Edge Box Co.
J. Alfred Clark
John Daley, Jr., Inc.
Denny, Hilborn & Rosenbach
Hutchison Baking Co.
Ehret Roofing & Mfg. Co.

Bristol Patent Leather Co.
Irwin & Leighton
Jacob Miller Sons & Co.
The Schwarz Wheel Co.
E. J. Spangler Co.
Philadelphia Gear Works
Girard Iron Works
Fretz, Gross & Co.
Defiance Mfg. Co.
Cresson-Morris Co.
F. Blumenthal Co.
Ajax Metal Co.
Aetna Foundry Co., Inc.
John Wood Mfg. Co.
Henry Troemner
Standard Pressed Steel Co.
Hoopes & Townsend Co.
William M. Lloyd Co.
Bobrow Bros.
F. Brecht's Sons
J. F. Buchanan & Co.
J. D. Johnson Co.
Herman Loeb & Co.
Henry B. Pancoast Co.
The Thomas W. Price Co.
Quaker City Cordage Co.
Camden Forge Co.