



## The Best Illustrations of the Power of Advertising Are Right Here in Philadelphia

**T**HE largest publishing business in the world has been built here in Philadelphia, through the power of advertising.

So was the Wanamaker business, the Victor Talking Machine Company, the Joseph Campbell Company and plenty of others.

What these houses have done proves you can do anything in Philadelphia that can be done in any large city. To say Philadelphia is different; that your business is different, and that advertising cannot help you, is to ignore the fact that advertising has proved its power in all lines of business.

That you cannot meet present demand nor secure necessary raw materials are no excuses for not putting the power of advertising into your business.

We cannot supply the demand for advertising space in our publications. We had to decline a full million dollars' worth of business for March. But we continue to advertise just as we continue to manufacture. Each is an essential part of our business and both must be continued if we would always be prepared to meet future conditions.

Advertising is necessary to your fullest growth, and your business of the future depends upon your advertising today.

## The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*