

Five Authoritative Statements

By James A. Farrell

President of The United States Steel Corporation

"Apparently the tide has turned. Each day records a marked improvement in the general situation. Our internal conditions are better than they have been for a long time, and, due to easier financial circumstances and an export movement of unexampled volume in foodstuffs and other commodities, a balance of trade is piling up which will place the business of the country upon firm foundations."

By Procter & Gamble

National Advertisers of Ivory Soap, etc.

The Procter & Gamble Company announces that its business has shown an increase of about 10 per cent. since the war began over the corresponding months of last year.

By the Welch Grape Juice Company

National Advertisers (Quoting Mr. H. N. Casson)

"Go back and advertise. Get ready for the most tremendous business boom that any nation ever had. Build your factories bigger. Train more salesmen. Borrow more money. Go ahead, and thank God that you are alive, and that your family is alive, and that you are living in a land that is at peace, at a time when nearly the whole world is at war."

By J. T. Dorrance

*President of the Joseph Campbell Company,
National Advertisers of Campbell's Soups*

"I am optimistic upon business conditions.

"We are leaving others to talk pessimistically about conditions at Washington, the war, or anything else. If we have reached a muddy place in the road, it isn't up to the business man to sit down and give up. The thing to do is to *hitch on another horse and go ahead till he pulls through.*"

By S. C. Dobbs

*National Advertiser and Former President of the
Associated Advertising Clubs of America*

"Philadelphia is the best town I know for high quality manufactures, and the poorest town for telling about them.

"You need more advertising. As a boy employed in a drug store, I became aware that a certain important chemical preparation was made in Philadelphia. Except for that juvenile connection, I might suppose it were a New York product, for it was billed from New York.

"When an advertising solicitor calls on me he needs no gimlet to get an audience, for I know he comes to serve me. As illustrating the status of the advertising man, it may be mentioned that 17 universities maintain chairs of advertising."

It seems to us that each of these authoritative statements has a direct bearing upon the situation in Philadelphia today.

We stand ready, if desired, to point out the particular application of national advertising to the business of any Philadelphia manufacturer.

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA