



572,600 homes spend millions of dollars for furniture each year.



Market Street in the sector of large department stores. The volume of Philadelphia's retail sales is estimated at \$840,237,300.



The Grand Court in The Wanamaker Store—one of Philadelphia's great stores.



# PHILADELPHIA

## America's Third Largest Market



Philadelphia's annual expenditure for motorcars has been estimated at \$69,693,700.



AMONG all the markets of America, Philadelphia presents outstanding advantages to the European manufacturer or exporter.

It is easy of access: Philadelphia's fresh-water port is the second largest in the country in volume of water-born commerce. Fifty miles of water front; 267 wharves and docks; railroad trackage direct to ship; lower rates; freedom of port charges by city and state.

It is unparalleled as a distri-

bution center. 30,000,000 people live within a three hour train ride of Philadelphia. A quarter of America's population!

Philadelphia is a center of diverse manufacturing: 5,035 industrial establishments produce two billion dollars' worth of manufac-

tured products yearly . . . employ more than 240,000 workers . . . with an annual payroll of \$439,573,700.

Philadelphia is the shopping place of a great metropolitan area. The annual volume of retail sales has been estimated at \$840,237,300.

Philadelphia is America's great home center. No other market in America has so many home owners. 422,600 individual homes in the city alone, with half of them owned by their occupants. 150,000 additional homes in the suburbs.

And Philadelphia is a market where one newspaper — The Evening Bulletin — is read by nearly every one, where your advertising problem is simplified.

548,573 average daily net sale

### The Evening Bulletin

City Hall Square

PHILADELPHIA

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