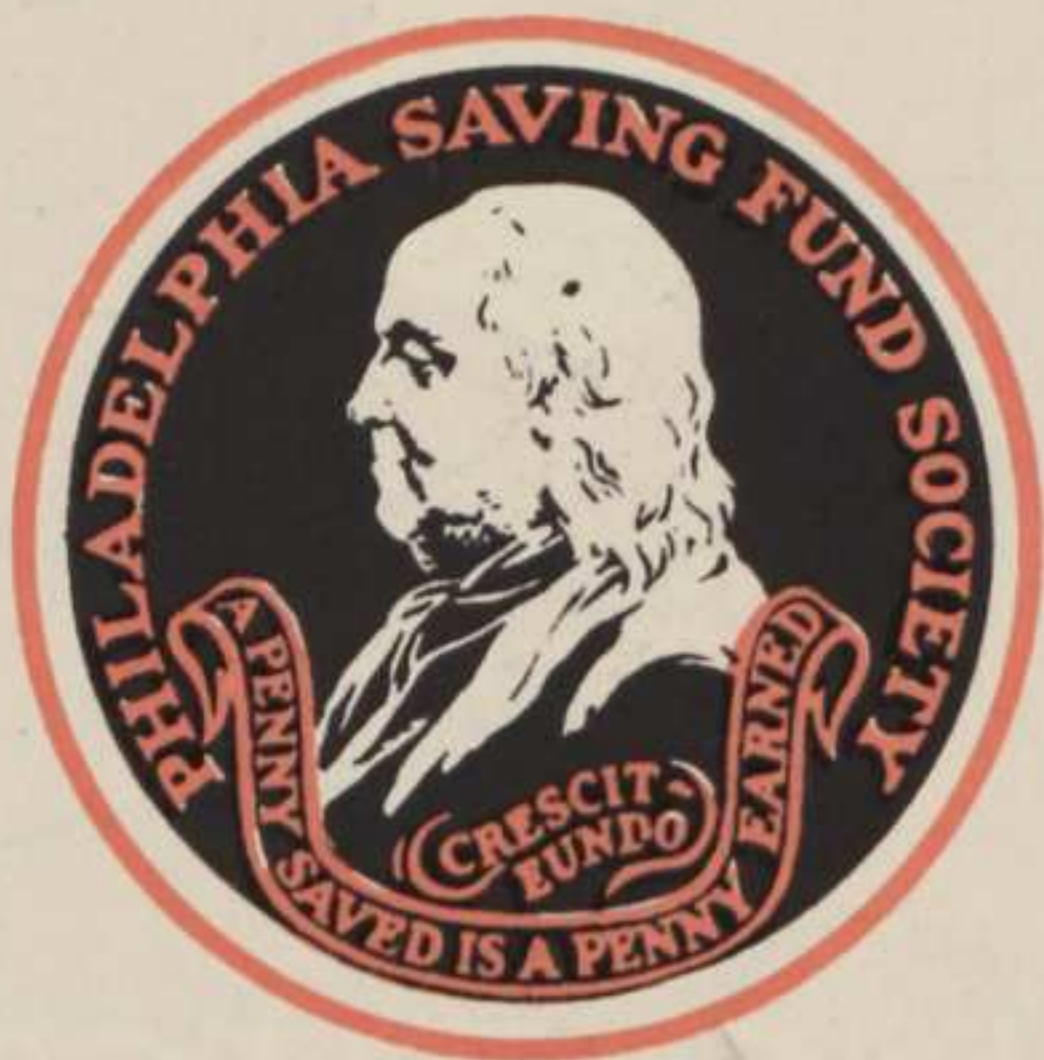


MORE MODERN

NOTHING





**UNDER THE PERSONAL MANAGEMENT
OF AMERICA'S OLDEST SAVINGS BANK**

The Philadelphia Saving Fund Society will occupy this building as its Central-City Branch. Also, it will manage the building in a manner reflecting the Society's prestige and strength. This is assurance enough that service will be in accordance with your most exacting desires.

TWELVE SOUTH TWELFTH will be modern when other office buildings in Philadelphia belong to a past era. To make it so, expense has not interfered with the very latest design.

Elevator service is 20% faster than customary. Radio outlets are in every office. Electric lighting has been carefully designed. "Nothing More Modern" answers *your* needs for office space.

GARAGE FACILITIES

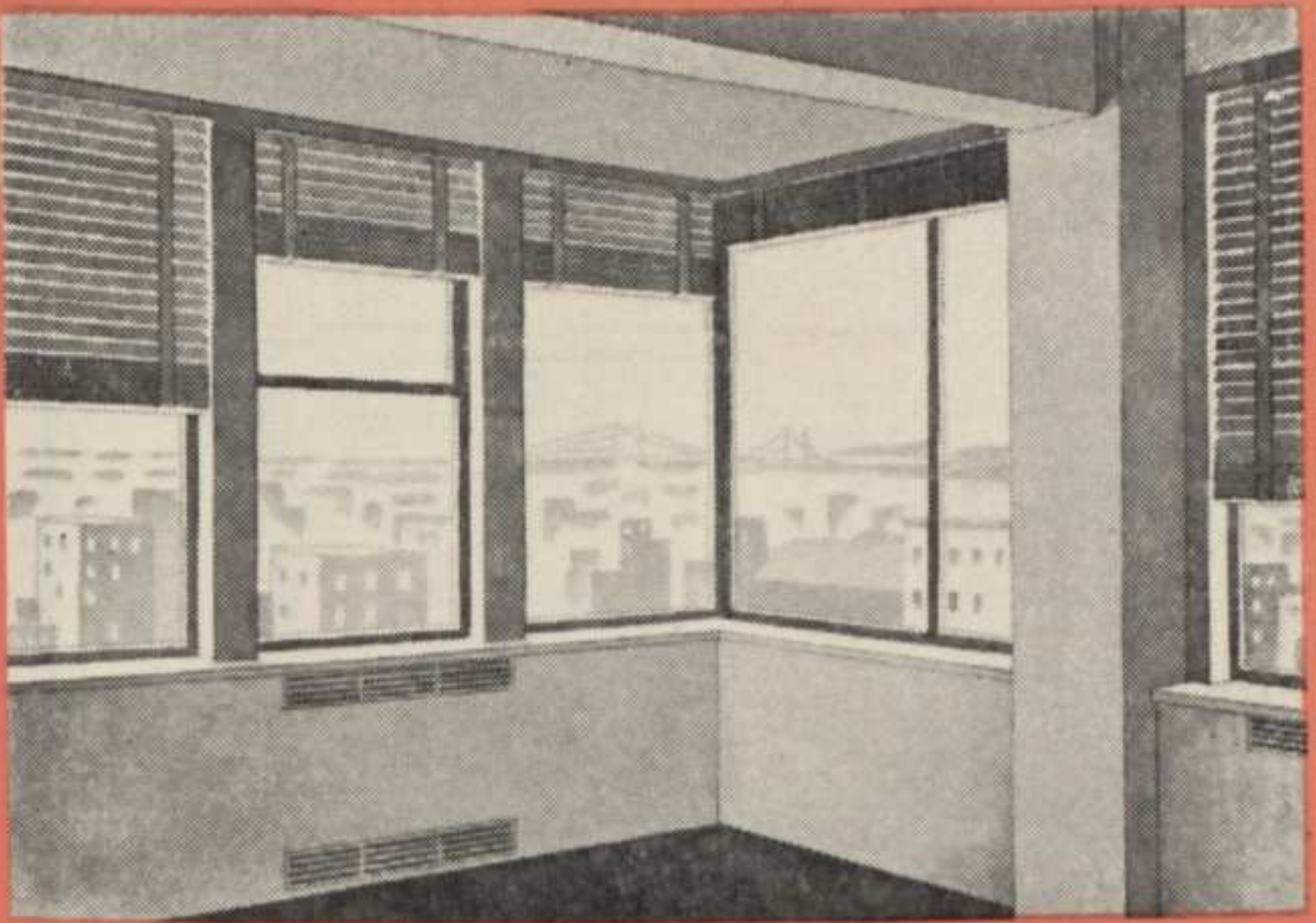


**YOUR CAR IN CAREFUL HANDS
READY FOR YOU WHEN YOU WANT IT**

At Twelfth and Filbert Streets, within less than a block of your offices at **TWELVE SOUTH TWELFTH**, will be the P. S. F. Garage, as modern as the office building which it will serve.

Its location will enable you to avoid the traffic of Market Street and to enjoy quick access to the Delaware River Bridge, North Broad Street, or the Parkway.

The P. S. F. Garage will have a capacity for 400 cars and will have such generous floor areas that there will be no double parking at any time—and every car will face an aisle. It will be the final necessary convenience for tenants of **TWELVE SOUTH TWELFTH**.




WINTER HEAT IS AUTOMATIC AND THERMOSTATICALLY CONTROLLED

In the case of winter temperatures, you are the one to say whether it shall be 68° or 75°. Yet your opinion may disagree with your neighbor's. At **TWELVE SOUTH TWELFTH**, you can both suit yourselves!

Radiators are integral parts of the aluminum window construction. Each radiator is individually controlled to suit *your* preference. Each radiator is concealed. Set the thermostat yourself and, day or night, your office holds its temperature.

Concentration is possible only with physical comfort. Move to **TWELVE SOUTH TWELFTH** and enjoy the physical comfort *you* prefer through every season of the year.



THE PHILADELPHIA
SAVING FUND BUILDING

IS UNIQUE IN THE ADVANTAGES IT OFFERS
TO BUSINESS AND PROFESSIONAL MEN

WEIGH CAREFULLY THE ADVANTAGES
OF MOVING TO TWELVE SOUTH TWELFTH

Business and professional men with foresight are signing leases for office space at **TWELVE SOUTH TWELFTH**. They recognize instantly the unusual advantages which *The Philadelphia Saving Fund Building* provides.

They know that they will avoid office-moving for many years to come — for **TWELVE SOUTH TWELFTH** is the office building of tomorrow, *here today!* *Manufactured Weather* will increase their working efficiency and general health. This new location will simplify their arrival and departure, expedite business appointments, and please clients. Increased daylight will add to the usefulness of floor space and the productiveness of employes.

MANUFACTURED



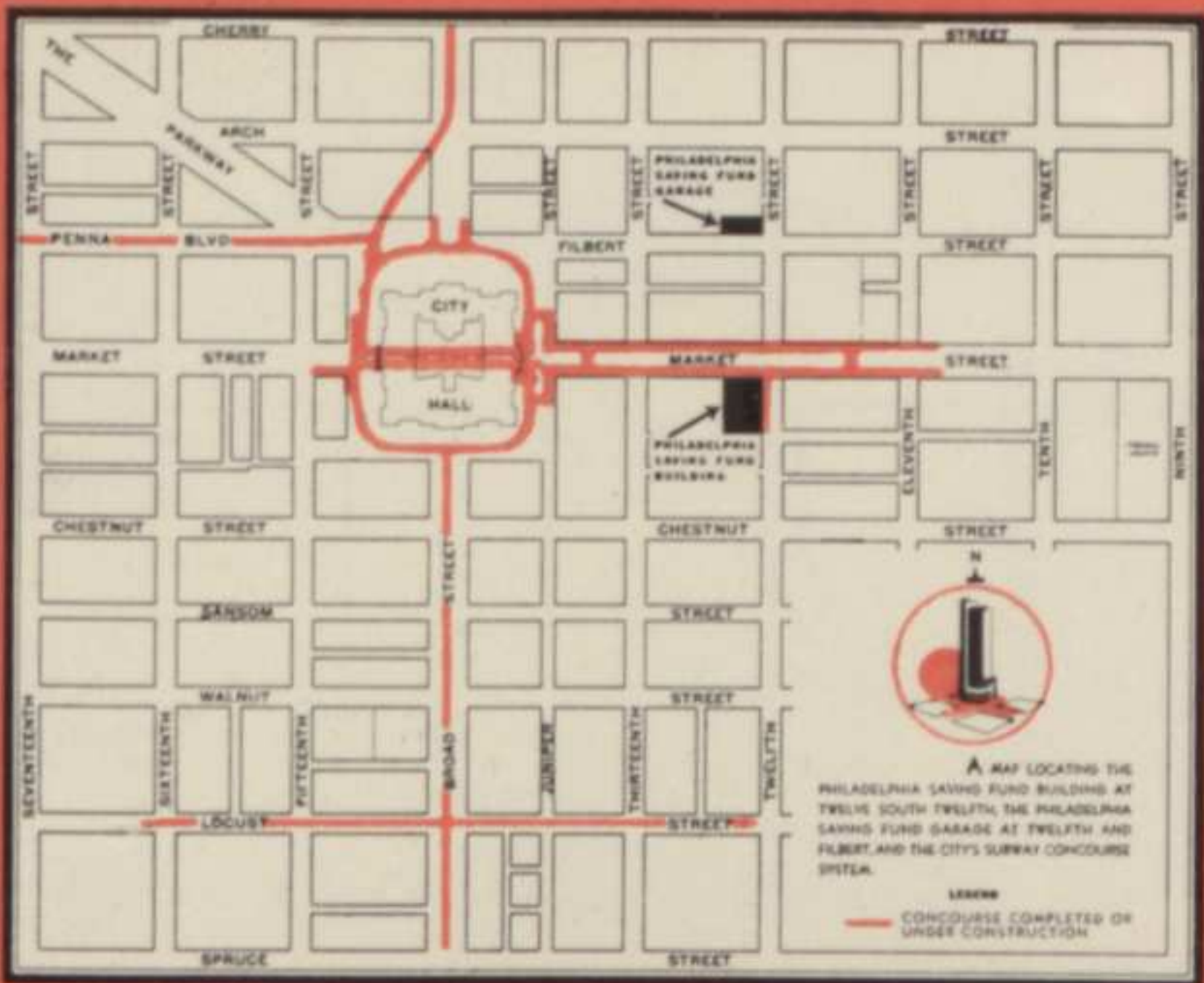
WEATHER

SPRINGTIME THE YEAR ROUND
AT TWELVE SOUTH TWELFTH

Every cubic foot of office space at **TWELVE SOUTH TWELFTH** is *air conditioned*. Tenants will breathe clean, purified air—correctly humid—cooled in summer and warmed in winter. President and office boy alike will forget the temperature in every season, for it will be like May the whole year through!

This is a radical step. *The Philadelphia Saving Fund Building* is the only office building in Philadelphia and the only public office building on the Atlantic seaboard to be air conditioned throughout.

Manufactured Weather is a progressive and necessary move. In the near future, tenants everywhere will expect and demand it. *You can have it now!*



TWELVE SOUTH TWELFTH IS A PROFITABLE LOCATION

“Ideal” describes the location of *The Philadelphia Saving Fund Building* at TWELVE SOUTH TWELFTH. Not only does every transportation system in the city serve it, but tenants need not even go out-doors to meet appointments.

The basement opens onto the city’s subway concourse system. It is a simple matter to walk under Market Street to the Reading Terminal, or along it to other sections of the city.

The proximity of TWELVE SOUTH TWELFTH to public buildings, law courts, shops, restaurants, railroad terminals, subways, surface cars, bus lines, taxis, and garage facilities makes it *the* location for business and professional men.



DAY
LIGHTED

TWELVE SOUTH TWELFTH IS DESIGNED TO BE DAYLIGHTED

Full daylight in every corner of every office. *The Philadelphia Saving Fund Building* has employed an architectural style which permits more window area than any office building in the city. Two acres of plate glass! Three thousand window units! Of the wall on Market Street, 65% is window space! Yet the latest type of Venetian blinds allows the control of daylight to any desired degree.

This flow of daylight can never be cut off by other structures, for **TWELVE SOUTH TWELFTH** is "stepped back" at its sixth floor and is protected from encroachment by two streets.

You will rent *no waste space* at **TWELVE SOUTH TWELFTH**.

**NOTHING MORE MODERN
NOTHING MORE UTILITARIAN**

**PLAN YOUR OFFICE TODAY
AT TWELVE SOUTH TWELFTH**

Further information in full detail, together with rentals and terms, will be supplied promptly by Richard J. Seltzer, 225 S. 15th Street, rental agent for **TWELVE SOUTH TWELFTH**. His experience with office rentals is at your disposal.

Phone Pennypacker 7532. Ask for floor plans. Or let Richard J. Seltzer inspect your present offices, consider your space requirements and make recommendations.

It need not be expensive to make **TWELVE SOUTH TWELFTH** *your* business location.



RICHARD J. SELTZER

225 S. 15TH STREET

PHILADELPHIA

Pennypacker 7532