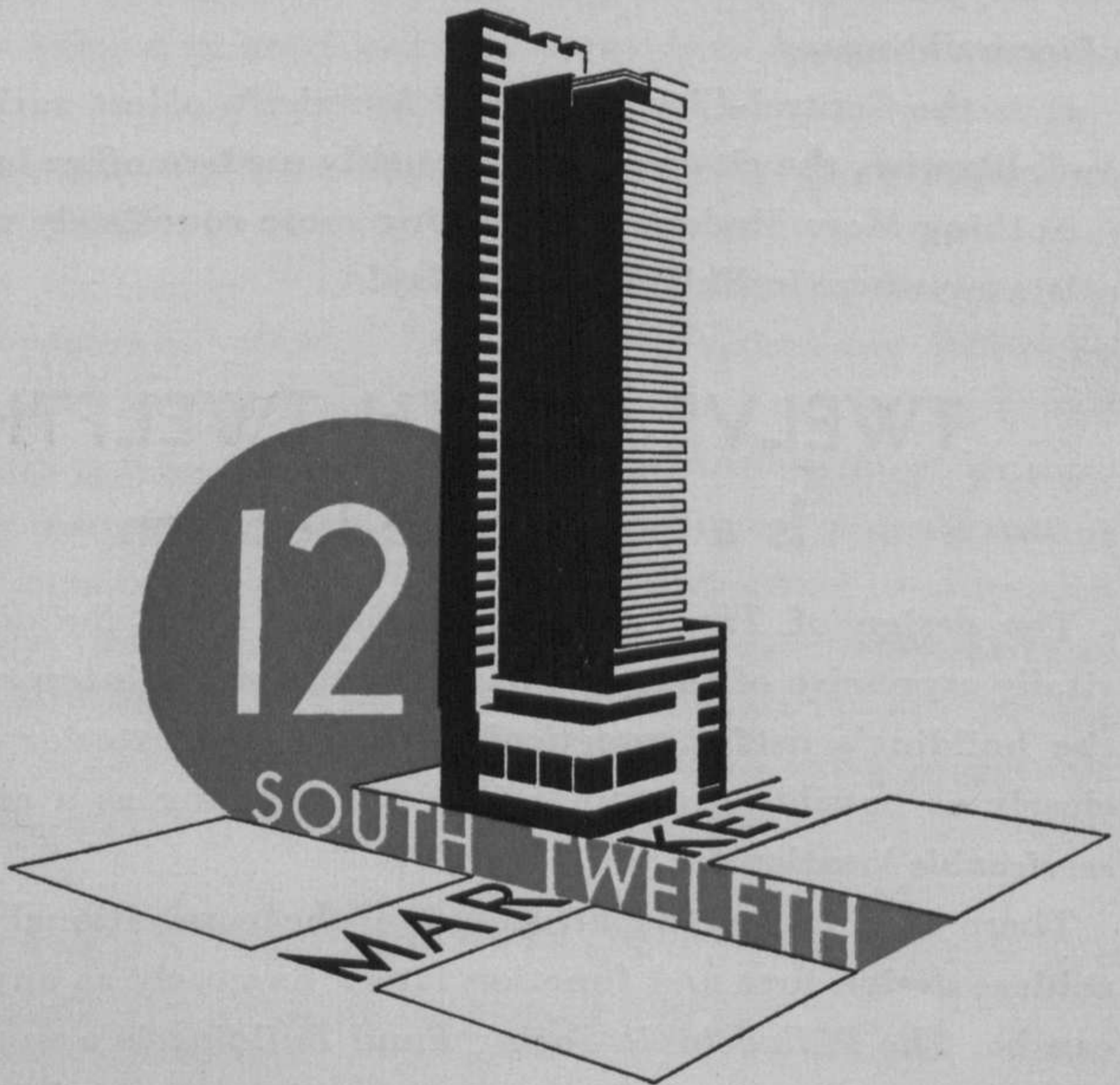
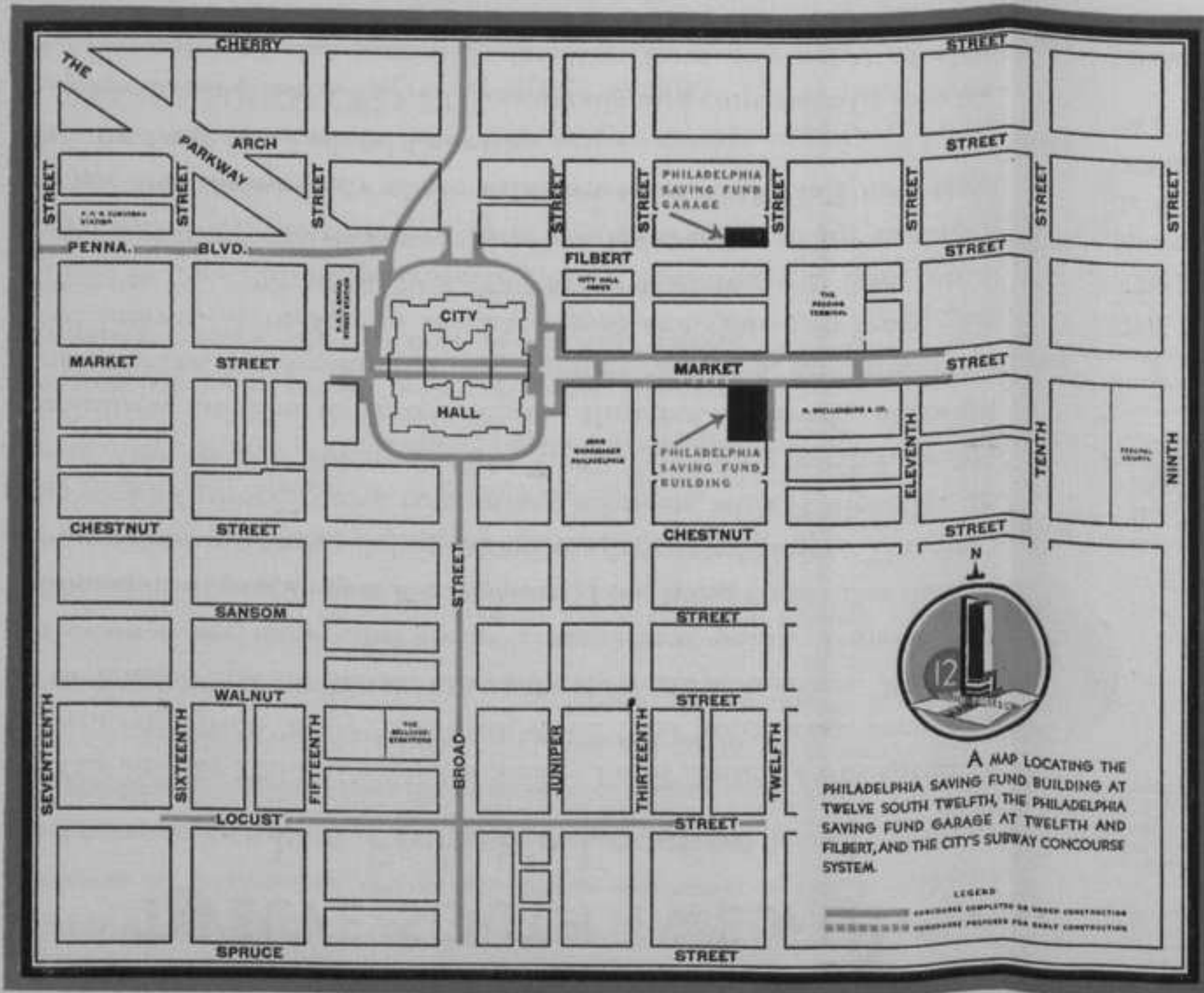


TWELVE SOUTH TWELFTH



THE PHILADELPHIA SAVING FUND BUILDING

Offers You a Serviceable and a Profitable Location



TWELVE SOUTH TWELFTH, as your business location, assumes a new significance as you study this map. See how conveniently located *The Philadelphia Saving Fund Building* is to the city's important transportation arteries: Broad Street Station, three blocks away . . . Suburban Station, four blocks away . . . The Reading Terminal, diagonally across the street. All can be reached, even by walking, in a matter of minutes.

Now follow the green lines on the map. They indicate the subway concourses, the city's underground highway with which *The Philadelphia Saving Fund Building* is in direct communication, and through which the tenants at TWELVE SOUTH TWELFTH will have direct underground access to most of the important places in the city.

Subway concourses, railroads, surface cars, bus terminals, subways, taxis, garage facilities, public buildings, law courts, shops, clubs, hotels, theatres and the business center—*The Philadelphia Saving Fund Building* is ideally convenient to all.

THE PHILADELPHIA SAVING FUND BUILDING

Offers You a Serviceable and a Profitable Location

Into the skyline of Philadelphia—on the southwest corner of Twelfth and Market Streets—rises *The Philadelphia Saving Fund Building*. Up it goes—ten . . . twenty . . . *thirty-three stories* above the city streets—to set a new high in the annals of Philadelphia's office buildings.

It is the Central-City Branch of America's oldest savings bank and, likewise, the city's most thoroughly modern office building.

Nothing More Modern . . . nothing more completely utilitarian exists anywhere in Philadelphia today!

TWELVE SOUTH TWELFTH Is a Serviceable Location

The design of *The Philadelphia Saving Fund Building*, while vitally expressive of today, is basically the visual interpretation of the building's useful, *practical* purpose. The exterior reveals as clearly as possible the function of the building as a convenient, *serviceable* location for you.

There is a radical departure from the conventional desire to achieve design first and function later. As nearly as any building can be, *The Philadelphia Saving Fund Building* is a working machine! It exists to offer you those modern conveniences which you have every right to expect in the offices you lease today. Its location on the city's busiest thoroughfare promises a Market Street of entirely new significance!

TWELVE SOUTH TWELFTH Is a Profitable Location

The site for *The Philadelphia Saving Fund Building* was carefully considered from every point of view. The southwest corner of Twelfth and Market Streets is a perfectly *natural* location. Business of every conceivable kind teems around that point. Hundreds of thousands of people pass it every day. Low-lying structures flank it to provide continuous daylight and unobstructed views. The city's network of underground concourses connects with it directly. Its proximity to the business district, the shopping center, public buildings, law courts, hotels, clubs, theatres, railroads, subways, surface cars, bus terminals, taxis, garage facilities, and airports is well known. A matter of minutes from the time you leave your offices in *The Philadelphia Saving Fund Building* will find you at any central-city destination. It is the ideal location for members of the Bar, being only three minutes from City Hall and three squares from the Federal Courts.

TWELVE SOUTH TWELFTH, centrally and conveniently located, is an important and *profitable* location from any point of view!



THE PHILADELPHIA SAVING FUND BUILDING is the Central-City Branch of America's oldest savings bank. It is also the city's most modern office building. The entrance to the banking room is on Market Street; the office entrance at TWELVE SOUTH TWELFTH. The building towers 33 stories above the city streets to a height of 490 feet. It is designed to serve a *useful* purpose.

Architects: Howe & Lescaze Constructors: George A. Fuller Co.

OTHER FEATURES OF THE BUILDING

Manufactured Weather

Every office air conditioned to provide Springtime temperature throughout the year. Philadelphia's first and only air-conditioned office building.

Day Lighted

More than 3,000 separate window units. More than 85,000 square feet of plate glass. Each office floor is 65% glass.

Thermostatic Heat Control

Low-pressure vapor heating controlled by tenant to any desired degree. Radiators concealed.

Radio Outlets and Underfloor Conduits

Every office provided with radio outlet. Every type of electrical equipment can be installed. Special facilities for professional men.

Safe Deposit Vault

Deposit boxes may be rented by tenants in modern, electrically protected vault on third mezzanine of Society's banking quarters.

High-Speed Elevators

Seven express and six local. Two freight elevators with separate entrance on Twelfth Street.

Artificial Light and Venetian Blinds

Diffusing type of fixtures designed to be in harmony with character of building. Each office equipped with Venetian blinds.

Garage Facilities

Modern, fire-proof garage at Twelfth and Filbert Streets for all tenants. Handy to offices. Away from traffic snarls.

Rental Agent

RICHARD J. SELTZER

225 South 15th Street « « Philadelphia

PENnypacker 7532