

New York, Chicago, and———?

What city comes next?
Philadelphia?

If we talk of population—yes.

If we talk of old-established manufacturing prestige—yes.

But if we mean alertness to modern opportunity, a forward look toward industrial development, the employment of the most advanced weapons of commercial warfare, each of the following cities must be named before Philadelphia:

Akron, Ohio
Battle Creek, Mich.
Boston
Camden, N. J.
Cincinnati
Cleveland
Detroit
Minneapolis
Rochester, N. Y.

And then comes Philadelphia, close pressed by Pittsburgh, Milwaukee, Meriden, Conn., Buffalo and some others.

This is not mere assertion. It is supported by figures.

The day is near at hand when bankers, investors, new manufacturers seeking locations for their plants, are beginning to ask a question that live business men have long known to be the true test of the vitality of an industry or a community. They ask: "Are the men in that industry, or the industries of that community, employing modern selling methods—are they insuring against the future by getting a firm hold on the good will of the consumer?"

And as a basic feature of modern selling methods they are looking for the intelligent use of national publicity.

We have carefully examined into the use of advertising made by the 400 leading advertisers of this country. For this purpose our statistical bureau has checked over each and every advertisement inserted by

each of these advertisers in more than 30 leading publications.

One of the questions has been, "In what cities do we find manufacturers using advertising most largely?" And this is what we have found:

That in addition to New York and Chicago *each of the nine cities listed above considerably exceeds Philadelphia in the origination of broadly conceived advertising.*

By the census of 1909 there were in Philadelphia 8379 manufacturing establishments, giving employment to more than 300,000 workers and turning out products valued at more than \$746,000,000. By this volume Philadelphia held the position of third industrial city.

But five years have elapsed since those figures were compiled. During that period the nine other cities whose manufacturers outdo Philadelphia in the use of advertising have been making long forward strides. In some of them, it is true, the great volume of advertising is due to the energy of only one or two manufacturers with big visions. But even in these it is working out, as it always does, that other manufacturers are catching the spark of renewed vitality and setting out side by side with their fellow-townsmen.

Which one of these cities is drawing up to pass Philadelphia as a manufacturing centre?

Which Philadelphia manufacturers will catch the spark?

We have no delusion that by an appeal to civic pride we can create advertisers where the advertising spirit does not exist.

But aggregate totals are only the sum of many individual figures. And figures are only worth while as betraying a widespread condition. These figures mean that out of the more than 8000 manufacturers in Philadelphia there are scores who have been blind to opportunity, letting their competitors in other cities steal up behind them.

Which one of your competitors is among these?

When you, and you, and you—a dozen or a score of great Philadelphia manufacturers have each made your *own* product known nationally, then—and only then—will Philadelphia's products generally be nationally known.

The industrial reputation of a city is only the sum of the reputations of its individual manufacturers.

THE CURTIS PUBLISHING COMPANY

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