

WHAT DETROIT DID PHILADELPHIA CAN DO

The city of Detroit in 1904 turned out manufactured products valued at \$128,000,000. In 1910 the value of her manufactured products was \$250,000,000. An increase of 97%. And in 1910 Detroit was *just getting started*. In the five years since then she has made strides even more tremendous.

This is what Philadelphia manufacturers want to do—and they can do it.

Philadelphia in the same period increased its manufactured product only 26%. And has not been doing much better since 1910.

Detroit made this vast gain largely through advertising. Not simply through advertising the city itself—although that helped.

It was done largely through the advertising of her individual manufacturers—the advertising of automobiles, stoves, paints, drugs, corsets, metal products, overalls; advertising which not only made these industries *known*, but made them *grow*.

Philadelphia has lagged behind because her individual manufacturers have not let the world know about her products.

Philadelphia manufacturers: Read what E. Phil Merrill, of the Cadillac-Motorcar Company, Detroit, has to say about it:

Detroit became the hub of the automobile industry simply by advertising its wares. From the housetops the cry was raised, "Made in Detroit and It's Best," and as a result the town has developed so rapidly that an Aladdin might have wrought the change. You would ask, "Was it because of advertising that the city was really made?" and I reply with emphasis, "Yes!"

This is how the wonderful city of Detroit gained world-wide fame. Do you know that the sun never sets on Detroit-made products? This is no exaggeration. In every country of the globe Detroit articles are to be had. I do not care where you travel, you will find that good, old reliable mark, "Made in Detroit," ever prevalent. Not only is the town a great automobile centre, but it has many other great plants. Just for example, Detroit is famous for its

Automobile manufacturers
Stove works
Paint concerns, likewise manufacturers
Pharmaceutical laboratories
Overall factories
Corset-making establishments

And the largest brass and copper rolling mills in the world.

All of these industries have been advertised broadcast throughout the land, and as a result nearly every one in this country and abroad is familiar with the things that Detroiters construct.

Note that it is the industries that have advertised Detroit instead of Detroit advertising the industries.

Detroit is probably best known as the home of the automobile industry. It was in the city of Detroit that a few wise investors saw the opportunity for establishing the place as

an automobile industrial point. With the advent of the automobile came the demand for proper sites for automobile manufacturing plants, and as Detroit made itself heard concerning its water and other natural advantages, it was not long before the investors were attracted there. The Autocar, Ford, Cadillac and Packard automobile companies were the pioneers, and today you can see the result. It all came about through the wonderful channel of crying your wares, so to speak. Let the other fellows know what you are doing. You city fathers, once you attract a good business, hold it.

Reputable manufacturing concerns in Detroit delivered the product to please the public, and the result is everywhere evidenced. Detroit made automobiles—like everything else—to please the public. There you are. The establishment of Detroit as a centre for various industrial plants came about when men of means took a chance. Again I point to the result: What Detroit has done, other cities can do by advertising.

Note that he means by the advertising of individual manufacturers as well as by advertising the city itself.

After an extensive advertising campaign the city of Detroit profited to the extent of several automobile manufacturing plants—that was during the early history of the industry—and once the firms located, men of wealth took hold and progression was history-making.

Philadelphia is admirably situated, and I believe has more natural advantages than many other cities. The great city is near the coal fields, has railroad and other transportation facilities calculated to be attractive. There isn't any reason, to my mind, why Philadelphia, with all its beautiful surroundings, wide streets and other advantages, cannot become as industrially well known as Detroit. Philadelphia has a great right to cry, "The sun never sets on Philadelphia-made goods!" but the world doesn't know it. One word solves the question—advertise.

This is directed to the leading manufacturers of Philadelphia as *individuals*. Note the next statement.

Camden has a great world-wide reputation. Its advertising factors are the Victor Talking Machine Company and the Campbell table products firm. These companies advertise the city as nothing else would, unless an earthquake destroyed the city or some other horrible catastrophe occurred. It pays to advertise. If you do not cry your wares, who will know what you have to offer?

What will Philadelphia manufacturers do about it?

We have some suggestions which we should be glad to offer to certain individual firms who can do something. These suggestions are along this line:

Industrially, a city becomes famous only when its individual manufacturers make themselves famous

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