

"THE WORLD'S GREATEST WORKSHOP"

Certainly. Philadelphia should be known as the world's greatest workshop.

But slogans alone will not do it.

We have right here in Philadelphia the goods, the factories, the men, that should make Philadelphia famous.

But it must be done by these goods and these manufacturers *individually*, as well as by getting together.

The following is a commonsense statement made in a recent issue of *Printers' Ink* by J. M. Studebaker, of the great Studebaker Corporation, South Bend, Indiana:

"There are a few American manufacturers who have made a name for themselves abroad—McCormick, Singer, Studebaker, Oliver, Armour, the United States Steel Company, the Baldwin Locomotive Works, the American Locomotive Company, Edison, etc., etc. But their goods are bought on the personal reputation they have established, and not because of the country in which they were made.

"As a matter of fact, 'Made in U. S. A.' doesn't recommend the goods even to ourselves. If you want to buy a razor or a knife, 'Sheffield' recommends it to you; but not 'Made in Toledo,' though I believe our lakeside city makes a creditable article. If you want to buy brandy, 'France' recommends it; or velvet, 'Lyons' is the name to conjure with. Do you tell your guests that your champagne comes from Sandusky; or your pearls from the Wabash?"

The same truth applies to Philadelphia.

Philadelphia has more than 8000 manufacturing

plants. But pitifully few of these plants make goods that are known outside of Philadelphia.

Hundreds of Philadelphia products are not even given a name and trademark.

Many a product that is sold under a trademark bears the name not of the Philadelphia mill that makes it, but of the enterprising firm in New York or some other city which advertises it nationally.

Philadelphia-made goods have enormous possibilities of world-wide sale.

Philadelphia itself can become known everywhere as a great workshop producing fine goods.

But it is entirely up to the manufacturers of Philadelphia themselves to make themselves known and to make their products known everywhere, before the city can be made known everywhere.

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

There is but one way to get such a reputation.

Having made good goods, trademark them with your own name and advertise them intelligently, persistently, broadly.

We have done this ourselves—we have taken our own medicine. It is frequently said that all over the country there are people who hear of Philadelphia oftener as the home of our publications than in any other way.

We should like to see a hundred other Philadelphia manufacturers also advertise Philadelphia by advertising themselves.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA