

39 INDUSTRIAL CITIES ARE GROWING FASTER THAN PHILADELPHIA—WHY?

AMONG the 50 leading industrial cities, by the last census, Philadelphia stood third in volume of manufactures.

But in *rate of industrial growth*—which is the important thing—she stood *fortieth*, with an increase of only 26.2 per cent. in five years. The average five-year increase in volume of manufactures for the country as a whole was 39.7 per cent.

There were 39 other large industrial cities which were showing more rapid gain than Philadelphia in their industrial output.

This fact is important to Philadelphia as a city.

But it is still more important to Philadelphia manufacturers individually, because it shows that they individually are not going ahead as they should—as their competitors in other cities are.

What is the reason for this condition?

Perhaps the answer is found in the fact that most of these other 39 cities are cities whose leading manufacturers have not been merely manufacturers, but have also gone out and *sold* their own products widely, energetically, persistently, employing the most modern of selling methods—national advertising.

Akron increased her manufactures 118 per cent. as against Philadelphia's increase of only 26.2 per cent. Akron's tire manufacturers put out more national advertising than all Philadelphia manufacturers put together.

Detroit increased 97 per cent. against Philadelphia's 26.2 per cent. Detroit automobiles, stoves and other products are nationally advertised.

Battle Creek increased 65 per cent. against Philadelphia's 26.2 per cent. Cereal advertising did it.

Camden increased 46 per cent. against Philadelphia's 26.2 per cent. Victor talking machines and Campbell's soups, by advertising, did it. These two firms alone do more national advertising than all Philadelphia manufacturers put together.

Cleveland increased 58 per cent. against Philadelphia's 26.2 per cent. Advertised paints and varnishes, stoves, women's clothing, automobiles and other products.

Minneapolis increased 36 per cent. against Philadelphia's 26.2 per cent. Flour, hosiery, underwear—all well advertised.

Rochester increased 39 per cent. against Philadelphia's 26.2 per cent. Cameras, men's clothing, and other nationally advertised products.

Put two and two together.

Each of these cities is growing faster than Philadelphia.

The manufacturers in each of these cities do far more advertising than Philadelphia manufacturers.

Surely this is more than coincidence.

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