



PUTTING PHILADELPHIA TO THE TEST

Every manufacturer in Philadelphia is now being put to test by the United States Government.

John F. Daly, chief special agent of the Department of Commerce, is established in the Postoffice Building with a corps of clerks and assistants.

His purpose here is to take the census of the city's manufactures for the year 1914—the first taken since 1909. The Government is asking: "*How well have you succeeded in building up your business?*"

What will this census show when the figures are completed and published to the world? The last census showed in cold figures that:

1. Philadelphia manufacturers in five years had increased their total output only 26.2 per cent. as against an average increase for the whole country of 39.7 per cent.
2. Among the 50 leading industrial cities there were 39 which had been growing faster than Philadelphia.

A showing like this for the whole city indicates a tendency, and reflects upon the individual aggressiveness of the manufacturers of the city.

If the individual manufacturers were alive to their opportunities they would be expanding as energetically as their competitors in other cities, and the city as a whole would take rank where it belongs.

The present census, in the opinion of well-informed persons, is very likely to show a further loss in relative growth, rather than a gain.

The past five years have seen great awakening of individual enterprise and civic spirit in other cities. What has Philadelphia done? Dozens of other cities have been forging ahead—and the result will show in the figures, perhaps to the distinct disadvantage of Philadelphia.

This is the city of which the census bulletins have said:

"It occupies a very advantageous position for the distribution of its products."

Philadelphia has failed to make the most of this position.

Philadelphia manufacturers, you are being put to test.

What are you going to do about it? Here is one thing you can do:

You can go forth to the world *now* and show by intelligent, aggressive, widespread selling effort and advertising for your own goods that the sluggishness of the past is gone—that the conditions disclosed by the 1905, the 1909, the 1914 censuses do not apply today.

The results of such effort would be shown, not only in the census of 1919, but next year, and the year after, and every year after that, in your own individual profits and prestige.

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The Country Gentleman

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