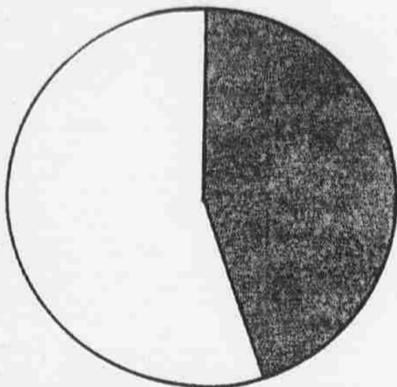
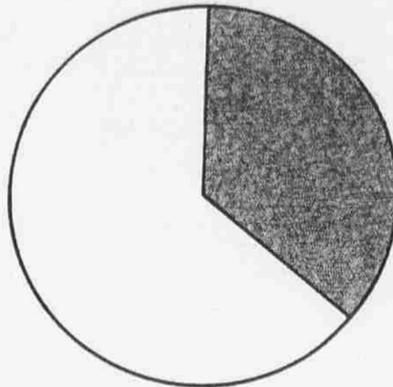


LOSING LEADERSHIP:

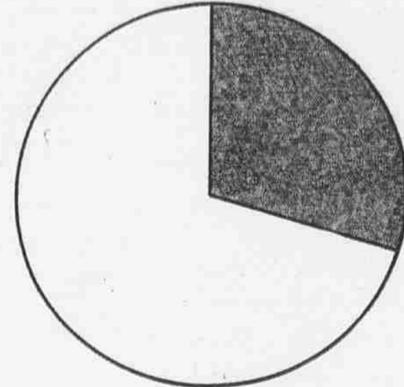
Carpets and Rugs



Fifteen years ago Philadelphia had 45 per cent. of the Carpet and Rug Industry.



Ten years ago Philadelphia's share had decreased to 40 per cent.



Five years ago Philadelphia had only 32 per cent., and was still losing ground.

Five years ago Philadelphia was producing 32 per cent. of the carpets and rugs in this country, reckoned by value.

Ten years ago Philadelphia was producing 40 per cent.

Fifteen years ago Philadelphia was producing 45 per cent.

The last census showed that the consumption of carpets and rugs in this country had increased 15.6 per cent. in five years. But Philadelphia, the centre of the industry, showed a decrease from twenty-five millions to twenty-two and a half millions, and a decrease of nearly 2300 in the number of persons in the city employed in making carpets and rugs.

Why should Philadelphia be thus losing her leadership in this industry?

The reason is that other cities and other sections of the country have been attacking her markets with more vigorous salesmanship. They have the secrets of manufacture. So has Philadelphia. But they *also* have the secret of selling successfully. And this is being overlooked in Philadelphia.

The carpet and rug manufacturers of Philadelphia have, however, a great opportunity, one that is wide open to them today, but which tomorrow may be much lessened.

In some of the great textile industries, competition in other cities has already entrenched itself through modern selling methods, including national advertising. This has not only increased the present danger to Philadelphia's prestige and made it every day more essential that Philadelphia's mills adopt modern methods. It is also giving these advertising manufacturers a longer and longer lead which will be harder and harder to overcome when at last Philadelphia mills make the inevitable start.

There are, however, only a few manufacturers of carpets and rugs who have thus far employed national advertising. Some have done so and others will do so soon. It is the time for one, or two, or three, Philadelphia manufacturers to begin to get the long lead themselves instead of letting someone else get it.

The report on textiles made by the Curtis Division of Commercial Research, after a year's study which involved 32,000 miles of travel, visits to every part of the United States, and 1016 interviews with merchants and others, has this to say, among other things, about the advertising opportunity for carpets and rugs:

"Possibility of consumer advertising in floor coverings seems excellent. Carpets have to be bought largely on faith, for even an expert, it is said, cannot judge a rug within 10 per cent. of its value, hence the customer must rely on someone's guarantee of quality, and he prefers the guarantee of the manufacturer. The fact that pattern is subordinate to texture and that styles change slowly seems to make it clear that a manufacturer of quality goods by quality copy could make a marked success of floor-covering advertising." (Carpets, rugs and linoleums.)

We should be glad to confer with any Philadelphia manufacturer, and to lay before him the full report of this expert investigation and make any other suggestions that we can, showing how Philadelphia may reclaim her leadership in this industry.

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA