

PHILADELPHIA CLOCKS AND WATCHES, BOOTS AND SHOES

It is a recognized fact that there are some Philadelphia industries—some of her greatest—which do not lend themselves to national advertising. They must be promoted by other methods.

But it is equally a fact—though not so well recognized, unfortunately—that there are dozens of smaller Philadelphia industries which have in them magnificent possibilities of development through advertising to the consumer. These industries are never given credit for their size because they are overshadowed by the big industries. They trail along in the wake of the rest.

In other cities, these industries have asserted themselves and become great.

For example:

Clocks and Watches

Five Philadelphia manufacturers of clocks, watches and materials were shown by the last census to do a total business of about \$2,000,000.

Watches have been successfully advertised for many years—and the field is still open to others. The head of a large watch company says:

"In the early history of our company, approximately forty years ago, the price of watches was very high, the volume of production very small and the sales were equally small. It was decided to begin a vigorous advertising campaign, to cut the price of our watches over forty per cent. and to increase our production correspondingly.

"The company went through a struggle of two years of losing money, but at the end of that time our name had become a household word, the prices of watches were nearly cut in two, our production was more than doubled and the company began paying good dividends. In a general way that policy has been continued up to the present time.

"As a result of the advertising which has been carried on for forty years, we have been able to increase our sales so largely, and enlarge our productive capacity accordingly, that today the list price of one of our

named movements is \$18.50 as compared to the price of \$67.50 about forty years ago.

"The company does not make anywhere near as much money per watch, but it does make more money for its stockholders because of the aggregate profit on the increased number of watches sold."

This is but one of a number of manufacturers of watches, who together invest more than \$240,000 a year in national advertising.

Clocks have been successfully advertised, as in the case of Big Ben.

Perhaps Philadelphia may yet produce a Big Ben, an Elgin, a Gruen, a Hamilton, a Howard, an Ingersoll, a South Bend, a Waltham.

Boots and Shoes

Although not today one of the large Philadelphia industries, boots and shoes appear to have had a start here which might well have been developed—and still may be. Including the plants making cut stock and findings, Philadelphia has 58 boot and shoe factories. In ten years, the value of the products increased only slightly, reaching a total by the last census of \$6,500,000.

Surely when the industry as a whole increased 76 per cent. and the number of employees engaged in it in the whole country increased 31 per cent. there is no reason why Philadelphia should not become the leader.

Twelve shoe manufacturers in other cities in 1913 invested \$270,000 in national advertising. These manufacturers and others have demonstrated the practical value of this great force which can keep factories going ahead in step with increasing consumption.

Why not in Philadelphia?

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

Enthusiastic Philadelphians who wish to see their city grow should mention this truth to their friends among boot and shoe or watch and clock manufacturers.

The Ladies' Home Journal The Saturday Evening Post The Country Gentleman

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