

## *If We Make Misstatements, We Will Correct Them*

The advertisements which we have recently been publishing in these columns have been attacked upon several grounds.

Particularly upon the ground of accuracy. We have been told that we have published incorrect figures with reference to several industries.

Every figure which has been given in these advertisements has been carefully checked. Thus far none has been found to be incorrect.

All figures with reference to the number of establishments, value of products, persons employed, etc., in Philadelphia industries are obtained from the tabulations of the Government on pages 1086-1089, inclusive, of Vol. IX of the 13th Census of the United States, published in 1909.

If proof can be supplied us that any statements which we have made or shall make are incorrect, we shall gladly make public correction.

Or if we can be given dependable information as to changes in conditions since the 1909 census, we shall gladly give such information to the public.

Up to date we have received no proof that any statements we have made require correction.

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One manufacturer in this city came to us and said that his firm alone did more than the total given by our figures for the entire industry in Philadelphia.

This is the kind of information that we are glad to have. If it were true in 1909, something is wrong with the figures of the United States Census. Whether or not it was true in 1909, the fact that it is true today is a great tribute to the power of advertising, which, after all, is the text of this series of advertisements.

The company in question has advertised widely for many years, although not recently in our publi-

cations. It is a great advertising house. The fact that this company by making a high quality product and advertising it extensively has built up a business which is as great as the total business of all the manufacturers shown by the 1910 census is in itself a tremendous testimony to the power of advertising.

And if this one company by advertising has obtained a total volume as great as the total volume given by the census for himself and *all* his competitors, *what have the others here in Philadelphia been doing meanwhile?*

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Philadelphia desires to grow.

We believe that the first essential for growth on the part of a city, or an industry, or an individual, is to know conditions as they exist.

We believe that one of the greatest obstacles to progress is self-deception—refusal to face the facts and a desire to gloss over unpleasant truths with generalities.

Knowledge of the true conditions is the best foundation upon which to build constructive effort.

It would be very easy to publish flattering reference to Philadelphia's greatness. We all know how great she is and what magnificent possibilities she holds.

We don't all know, however, just what are the obstacles to be overcome before these possibilities can be realized. Nor do we all know what methods should be adopted to overcome obstacles.

It is the purpose of the present series of advertisements to show some of the obstacles and to point to a method which we believe may have great influence in overcoming them.

*Let us face the facts.*

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

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA