

## More Philadelphia Advertisers

In these columns a short time ago we published a list of Philadelphia manufacturers employing national advertising. In that page we asked that our attention be called to omissions in order that a supplementary list might appear.

Such a supplementary list is given below.

Some of these names were, we regret to state, omitted from the first list through error in compilation in our offices. Among those are several firms employing advertising both in the Curtis publications and in others.

Two manufacturers have been added because they have entered the field of national advertising since the date of the previous list.

Several did not appear in the first list because, while former advertisers, they are not now employing national publicity. These are now included because they intend to enter the field once more in the not distant future—a most encouraging sign.

Others on the new list have for the first time come to our attention.

Firms.	Product.	Firms.	Product.
A. Theo. Abbot & Co.	Draperies	Manufacturing Company of America	Confectionery
William Ayres & Sons	Blankets and robes	W. H. & A. E. Margerison & Co.	Turkish towels
Franklin Baker Company	Food products	William Henry Maule	Seeds
Barrett Adding Machine Company	Adding machines	Thomas Meehan & Sons	Nursery stock
Biddle-Gaumer Company	Lighting fixtures	Moss Rose Manufacturing Company	Couch and table covers
Brandun Hosiery Mills	Hosiery	H. K. Mulford Company	Manufacturing chemists
Robert Buist Company	Seeds	Notaseme Hosiery Company	Hosiery
Thos. E. Brown & Sons	Hosiery	George P. Pilling & Son Company	Veterinary and poultry instruments
A. Colburn Company	Spices	Pratt Food Company	Stock foods
S. Dalsimer & Sons	Shoes	The A. Schoenhut Company	Toys
Edw. Darby & Sons Company	All-steel lockers	Shoo Fly Manufacturing Company	Fly repellent
Henry Disston & Sons	Hardware	W. P. Stokes & Son	Seeds
Henry A. Dreer, Inc.	Seeds, plants, bulbs	The A. W. Straub Company	Grinding mills
Enterprise Manufacturing Company	Hardware	Supplee-Biddle Hardware Company	Hardware
Farm Journal	Periodical	West Electric Hair Curler Company	Hair curlers
A. J. Holman & Co.	Books	Wick Narrow Fabric Company	Hat bands, ribbons, etc.
Insurance Company of North America	Insurance	John C. Winston Company	Books
Liberty Stove Company	Chicken hovers	Wirt Company	Electrical specialties
John Lucas & Co., Inc.	Paints and varnishes		

The above list, and the one previously published, are supposed to include only advertisers employing, to the extent of \$2500 a year or more, general advertising outside Philadelphia directed to the consumer.

Several well-known Philadelphia houses, such as Leeds & Northrup, The Royal Electrotape Company Strawbridge & Clothier, J. W. Rhoads & Sons, have been called to our attention as extensive users of trade papers.

A very large majority of all the manufacturers in the United States appear with more or less regularity in trade papers. Trade paper advertising is unquestionably of great value when proper mediums are used with proper copy. Many of the great general advertisers of today began in trade papers and later extended their activities to general mediums. Many of them still use trade paper advertising as a supplementary force. But advertising in trade publications is a distinct and separate classification from general advertising.

We have the greatest confidence that many Philadelphia manufacturers now using trade papers or using a small amount of general advertising will before long become extensive national advertisers.

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

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA