



## When New Problems Defy *Philadelphia Manufacturers*

Week by week, as new problems arise before you in your business, you apply to their solution one or another of the forces of modern industrial progress.

Chemistry, law, finance, engineering—each is called to carry its share of the load.

And then, one day comes a problem that defies you. It may have to do with the supply of raw material, with a gap in your executive force, with a drop in production, a sudden raid on your best sales district.

All your well-tried expedients fail. You meet the emergency half-prepared, and you come out of it weaker than you went in.

Every business knows these periods. Every Philadelphia manufacturer experiences them.

But you have *not* used every resource to provide against them until you have commanded that other great modern force—advertising—and made it bear its full load.

Advertising is not merely an adjunct to sales—an extra pressure to be turned on as needed.

Today advertising is being employed by the greatest geniuses of industry for its vitalizing influence upon every phase of business activity.

It is used not alone to stimulate sales.

It builds organizations. It breeds loyalty. It opens new sources of supply. It speeds and perfects production. It attracts and holds business friendships. It fortifies credit. It seeks out latent defects and corrects them. It discovers new strengths and intensifies them.

In Philadelphia there are businesses which in every department have work for the new kind of advertising to do, weak spots where, sooner or later, sudden unexpected problems will loom up—problems against which advertising is the one sure protection.

### THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

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