



Philadelphia—Tenth City in Modern Salesmanship

Look at the record of the selling energy put forth in 1916 by ten American cities. This table shows the amount of advertising placed in 30 leading national publications by the manufacturers of these ten cities, respectively.

Philadelphia—
 third city in population—
 third city in manufacture—
 tenth city in modern salesmanship.

How long can Philadelphia hope to hold her place in population and industry if she does not use modern methods to sell what she makes?

How long before Detroit or some other city adopting strong selling methods will become a greater city than Philadelphia, as Chicago has already done?

Philadelphia ranks *tenth*—and there are still others pressing her closely.

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The prosperity of the bankers, the investors, the

employees, the railroads—of every citizen of Philadelphia largely depends upon industrial activity.

In their eyes, then, this table is an indication of the methods of Philadelphia's manufacturers.

It points to a lack of aggressiveness, an appreciation and knowledge on the part of Philadelphia industries.

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To each individual manufacturer it can only mean that his own competitors in New York, Chicago and half a dozen other cities are steadily forging ahead.

It is prophetic of a loss of markets, retarded growth, reduced dividends.

Here and there one Philadelphia manufacturer, more progressive than the rest, has risen to a realization of what modern selling demands, and has entered the field of national advertising.

The successful record of these progressives is written for their fellow-manufacturers to read.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman