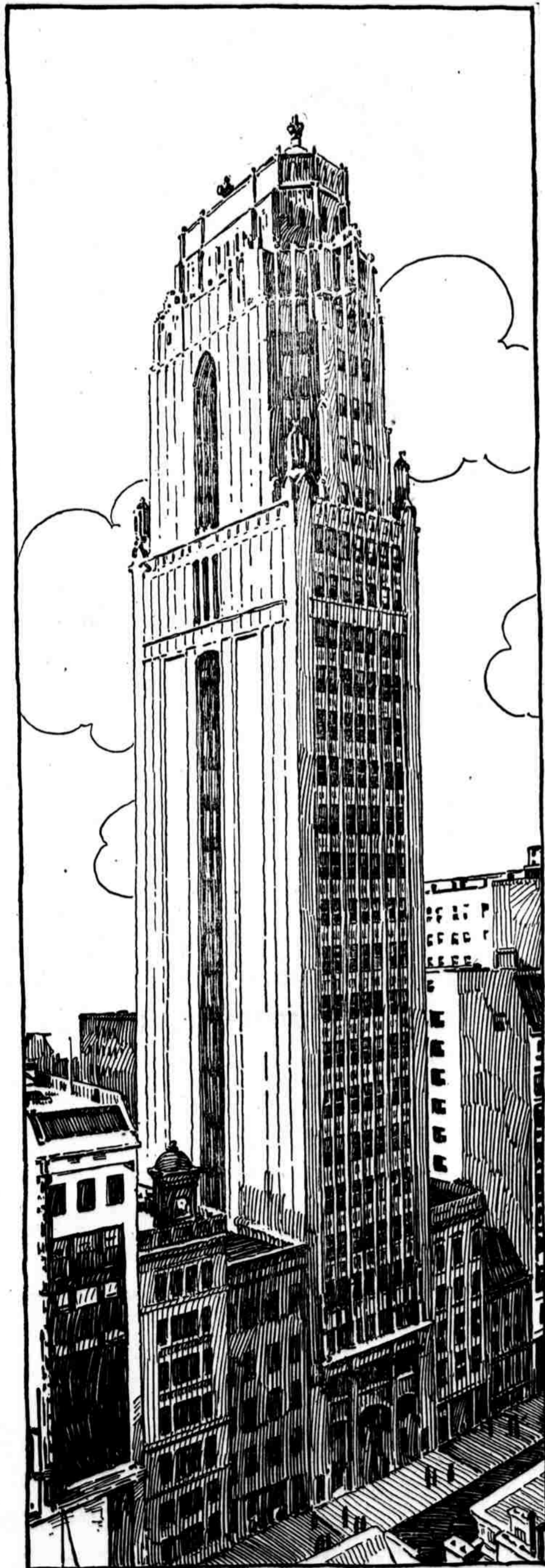


# ECONOMY IN SELLING

*A New and Practical Plan to Give to Philadelphia Manufacturers a Broader Distribution of Merchandise in Domestic and Foreign Markets at Greatly Reduced Selling Costs*

**D**UE to the intelligence and industry that have distinguished its manufacturers during many generations, Philadelphia is today the greatest manufacturing city in the United States. From her more than 10,000 industrial plants comes a yearly volume of merchandise valued at more than one and one-half billions of dollars. Of the 264 kinds of industries in this country Philadelphia has 211.



**This is Bush Terminal Sales Building** on 42d street, just east of Broadway, New York city, where the Bush organization is applying to the sale and distribution of manufactured products the same economic principles of co-operation which have made Bush Terminal so conspicuously successful. It represents an initial investment of two million dollars, and within its thirty stories will be housed the products of hundreds of manufacturers, the International Buyers' Club with its 50,000 membership, comprising buyers representing the leading merchants of the world, and selling facilities unequalled anywhere. Soon the demand for its facilities will exceed the space available. Manufacturers, producers, merchants and buyers are invited to inspect it when in the New York market.

Her industrial supremacy rests firmly on the integrity of her manufacturers and the worthiness of their products.

Worthy merchandise welcomes rather than avoids the test of comparison. And all that the representative Philadelphia manufacturer asks is that his goods be given an equal opportunity to compete in the world's markets.

In order to buy intelligently the merchant must know what the market offers him. Only two courses have been open to him. He must either visit the factory or buy from the samples shown him by the manufacturer's salesman.

The former method is so costly to the merchant in both time and money as to make it impossible except in a very limited way. The second method is enormously costly to the manufacturer, and permits of a very unsatisfactory showing of his goods under unfavorable conditions and without the opportunity for comparing values.

Now comes a new method which has been hailed by both manufacturers and merchants as a practical solution of the problem, and one which is certain to result in an enormous saving of time and money to both manufacturer and merchant. And, what is perhaps even more important, it gives the greatest help and protection to the manufacturer who produces and the merchant who distributes honest merchandise.

The manufacturer or producer whose product is distributed through a few large distributing units is not nearly so independent, is not nearly so sure of the profits he is entitled to secure on his annual turn-over, is not nearly so sure of that steady, even flow of business recognized as so necessary to the economical administration of any manufacturing establishment, as that other manufacturer or producer who does the same volume of business but distributes his product or products through hundreds or thousands of distributors.

The manufacturer or producer who places himself in the hands of a few distributors places himself in uncertain hands. In almost every instance the big distributor is building his own good will—his own business—on the product, the skill, the experience and the investment of the manufacturer and at his expense. The manufacturer stands in the shadows—in the background—an unknown factor—of vast importance, but nevertheless unknown.

The loss of a single one of these big distributing units knocks a big hole in his output or, if he submits to pressure in the form of price concessions and thus retains the withdrawing factor, his profits are reduced.

Under these conditions his business is constantly in jeopardy and none of the supposed advantages of having but a few accounts on his books, small book-keeping and clerical organizations, and limited sales force sufficiently compensates for the utter lack of guaranteed permanence of his industry, security of his investment, underwritten profits and steadily increasing volume of business.

The manufacturer or producer constantly increasing his avenues of distribution is laying a foundation resting on commercial bedrock, and he is laying it so broad and deep that it will carry any superstructure he may erect upon it in the years to come.

A hundred distributors introduce his wares into a hundred new channels of trade. A thousand distributors multiply these opportunities by ten. Under these conditions he finds his market so widespread that an industrial cataclysm in New England, a flood in the Ohio Valley, a wheat failure in the Dakotas or a drought in the agricultural districts of the Central West, affects him only incidentally, because all these misfortunes never come collectively. With a hundred or a thousand or two thousand distributors handling his products, he finds himself sharing in their growing prosperity which is reflected from season to season in steadily mounting volume and profits.

That manufacturer or producer who solves the great problem of distribution finds the right of way established between himself, his factory and the consumer and established on a permanent and satisfactory basis. But to solve it he must eliminate waste of every kind—in manufacturing

processes—of raw materials—of skilled and unskilled labor—of factory handling—of transportation—of time—of energy—of ability—of every factor which sums itself up in the finished article.

Just as he must be quick to see and take advantage of every facility offered for improvement and economy in his manufacturing processes, so must he be quick to see and take advantage of every sound facility offered which will enable him to increase the volume of his business and underwrite its stability by economically developing new and profitable avenues of distribution.

The Bush Terminal Sales Service opens wide the door of opportunity to the Philadelphia manufacturer and producer, helping him to multiply his avenues of distribution—to establish and maintain the individuality and integrity of his lines—to introduce his products to thousands of merchants with whom he otherwise might never come in contact—and to do all this so thoroughly, so satisfactorily and so profitably that its cost is almost negligible.

The Bush Terminal Sales Building's thirty stories of classic architecture—its unexampled facilities designed especially for the effective display of manufactured products—its International Buyers' Club, offering accredited Buyers from every country in the world every advantage to be obtained in the most exclusive clubs, and many special facilities designed with special reference to his requirements as a buyer—its service facilities to serve the mutual interests of manufacturer and merchant—all these things are but incidental to the great underlying fundamental purpose of the Bush organization to render on a co-operative basis such service as has never before been rendered the manufacturer and the merchant.

And Bush Co-operative Service is not an experiment. For a quarter of a century it has been solving the problems of economical manufacturing and shipping at its great Bush Terminal Buildings in South Brooklyn. The fame of its wonderful service has reached the uttermost corners of the world where American merchandise is sold. Its facilities have been expanded and perfected until now it stands as an unrivaled economical institution of great magnitude, serving thousands of manufacturers and shippers with smoothness, economy and efficiency unequalled.

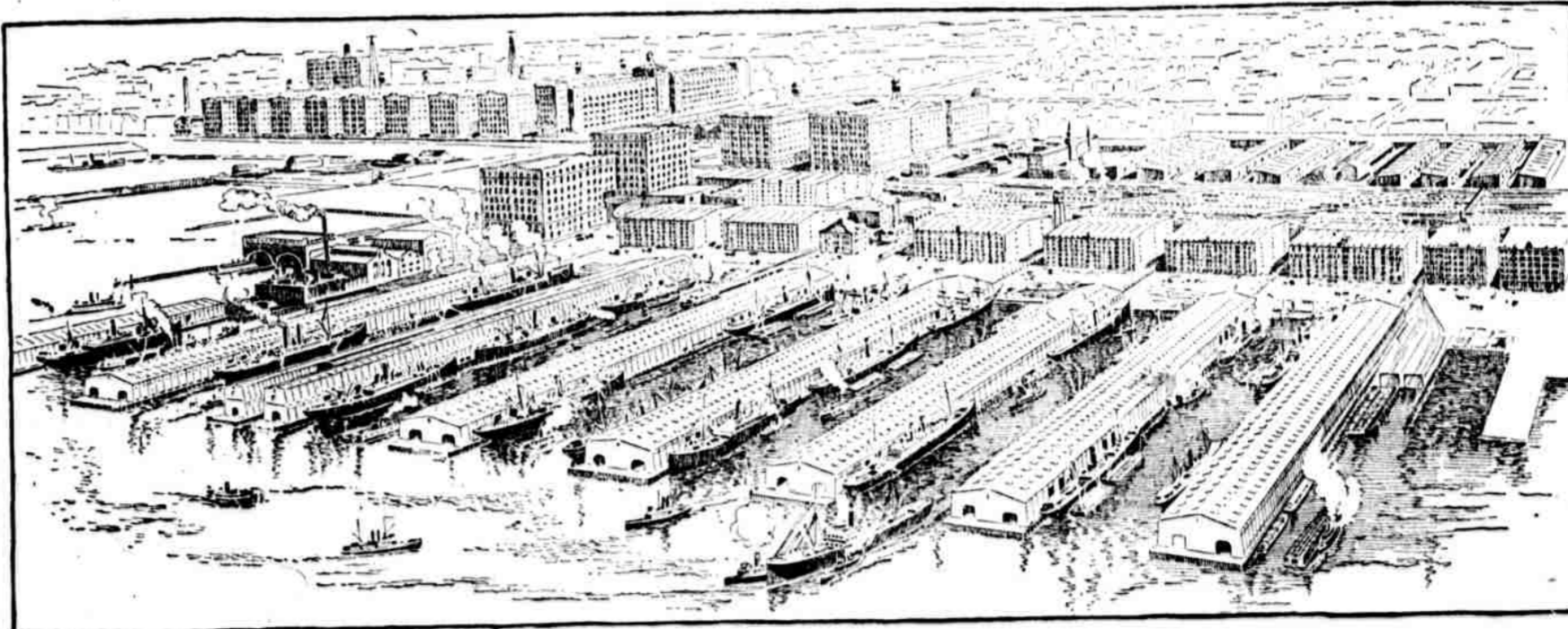
The same vision, the same great organization, the same large resources, the same tireless energy which have enabled Bush Terminal to bring co-operation to such a high state of efficiency in serving the needs of manufacturers and shippers, are now forging a new link in the chain which shall bring the manufacturer and seller closer together.

We desire to explain to Philadelphia manufacturers this great forward step in co-operative selling—just how we may serve him and meet any of the selling problems peculiar to his line. It is an interesting story—one of practical value to every manufacturer and producer—and our Philadelphia representative is ready and anxious to tell it to you when it will best suit your convenience to hear him.

Just now all the world is at war. The demand for merchandise exceeds the supply in most lines, and the shortage of labor and raw materials, the difficulties of transportation, all contribute to make selling the least of the manufacturer's problems TODAY. But the prudent, far-seeing business man is taking advantage of these extraordinary conditions to underwrite the future of his business when the reconstruction period comes. When abnormal conditions end—and the end may come quickly—when the highways of the sea are open again to all nations—when industry now engaged in war activities returns to the business of peace times—when labor is free to resume its place in industry—then the manufacturer who has prepared against that day will be ready to reap the harvest the less farsighted business man will be unprepared to garner.

Won't you let us tell you how the Bush Service will help you to serve as you have never been able to serve before, and to do it economically and profitably?

## BUSH TERMINAL COMPANY 42d St., East of Broadway NEW YORK CITY



**This is Bush Terminal, South Brooklyn, N. Y.,** the vast enterprise which, through co-operation, has brought to manufacturing and shipping interests representing practically every industry, facilities without parallel anywhere else in the world. There are eight piers, many of them the longest in existence; 123 warehouses, 12 Monolith Industrial Buildings, the most modern cold storage installation in New York, a million dollar Service Building, 30 miles of railroad tracks, a fleet of locomotives, automobile trucks, lighters, car floats, and tug boats. Notwithstanding the vastness of these facilities, covering 200 acres of ground and representing 40 million dollars of investment, we are not able to supply the demand for its facilities and have a waiting list of hundreds. The United States Government is now making large use of Bush Terminal in solving its over-seas transportation problems.