



# A More Excellent Way

War has created a new conception of commerce and of life. The larger responsibility is upon the leaders. The light of righteousness has come with the blotting out of a great curse and a new spirit has entered into industry. This new spirit is making itself manifest in selling.

To know and cultivate the pleasure of the public, rather than to merely make its acquaintance for the purpose of selling, gives a long lead toward market success.

**M**ODERN commerce knows no true sale is made until the wares are in the hands of the consumer; that no manufacturer really owns his business unless he controls his market, unless consumers demand *his* wares.

The day of the "order taker" has passed; so has the day of the house with no other thought than the dumping of as many goods in as many directions as possible.

Selling now studies the problem of the consumer and gives the dealer the benefit of these investigations. The manufacturer knows the needs of the merchant. The result is that modern selling does

not concern itself with orders; but with service; from which not only orders but consumption logically flow.

**T**HIS development of salesmanship not only multiplies domestic consumption but opens foreign markets to economic approach. Our great, new merchant marine will prove a stabilizer of trade through enlarged distribution.

Export will become an important factor in our commercial life; but the market of immediate concern, of vital issue, of readiest response, is the vast market at our own doors. The United States for goods "made in the U. S. A." Service to home comes first.

Never in the history of our Nation has its buying power been so great as now. The workers in industry have prospered beyond all record. The farmer never has known such surplus of capital.

**P**HILADELPHIA must know its markets. The manufacturing interests of this great industrial center must speedily prepare to secure the trade that awaits them. Competition will be strong. PHILADELPHIA must be stronger.

## The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*