



## *Shall* PHILADELPHIA *Lead or Laugh?*

**A** MANUFACTURER in a certain line broke all the rules of precedent and advertised his wares to the public. His competitors laughed. For two years they were skeptical. Then the humor of the thing passed. The advertised goods were actually selling, people were going into stores and asking for them, asking for them by name, an unheard of situation; unheard of because it was the first time the people had been given a name for which to ask. When it was given to them they used it, they liked to use it, its use indicated a knowledge that suggested protection against unnamed wares.

There are many advertisers in this industry today, the laughing competitors not the least of them. And they are all doing business; but the delay and the laugh was the price paid for leadership; the center of the industry was moved several hundred miles west.

The advertising also gave the first manufacturer another advantage. In the early days he had found it difficult to secure skilled labor, but advertising spread his name among the workers, it attracted many of the best of them. They wanted to be with a company that was known and talked about; also they saw the

guarantee of steady employment, and the opportunities offered by a growing concern where they, too, might find opportunity for growth.

PHILADELPHIA, today, has a like great opening through advertising. Its position as one of the chief centers for production could be easily advanced; leadership is well-nigh within its grasp. The record of PHILADELPHIA'S Manufacturers is an important chapter in the history of industrial America. For generations the city has had picked forces of the most skilled mechanics.

PHILADELPHIA'S Opportunity is in advertising; in building a demand for branded wares. Goods are bought on reputation; or they are bargained for on price.

The short, sure road to reputation is advertising. Consider the "laughed-at" manufacturer and his success.

Shall PHILADELPHIA lead; or laugh? The market waits PHILADELPHIA'S decision; demand is ready to honor the leader. The price of leadership is publicity.

## 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*