

# Industrial Leadership is Moving West

**T**HE pendulum of industrial power is swinging toward the Central West. A few years ago the Eastern States held the great balance of manufacturing interests.

The Eastern manufacturer was the first in the field and for a long time he retained leadership through certain advantages of age. He controlled the skilled labor, had first choice in the purchase of raw materials, employed proven methods of manufacture, and brought out a product of acknowledged quality. With these advantages, plus the strongest financial backing, the Eastern manufacturer held the lead.

Some years ago Central Western manufacturers began overhauling their older, Eastern rivals. They began some years ago; today many of them have shown their ability to equal the Eastern producers in all their points of former excellence; and to excel them in one of the most vital functions of commerce—salesmanship.

Modern salesmanship is both the cause and result of the rapid, healthy growth of the Central Western manufacturers. Salesmanship gave them the means with which to build up their methods of production, develop their quality of product, establish the soundest financial backing, and secure or train skilled labor.

Modern salesmanship did all this for the Central Western manufacturer—and advertising did it for salesmanship. Advertising prepared the way to larger markets in more distant territories. Markets that grew until they invaded the very home territory of their older Eastern competitors; until you saw the Central Western wares on display in the shops of the cities which the Eastern houses had helped to build up.

Advertising is the answer the East must give the Central West. For the Philadelphia manufacturer to enter the national markets in a national way he must speak to the nation. Advertising is the only voice which can be heard throughout the country.

## 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 reputation of its individual manufacturers*