



The Second Generation Must Look Ahead—As Well as Behind

THE second generation in a business must look to its future, and not so much at its past. The men of a former generation who built prosperous manufacturing houses were modern in *their* time. The men of this generation must be modern in *their* time—which is today.

To follow old ways, to be content with methods handed down by others, is to cut off power while climbing the grade built by competition.

Your fathers met the competition of old houses, and won because they introduced new ideas. What your fathers did your competitors can do. The new concern, spurred on by necessity, urged by ambition, grasping every opportunity to better its production, its product and its selling operations, must be met with like energy and progressive plans.

The manufacturer who holds to old ways admits that habits are his masters. Old methods, like old machinery, must be scrapped. Competition must be anticipated instead of followed. The business in its first generation is going after second generation trade.

The modern business knows only modern methods. It advertises to the consumer because it knows that no sale is made until the consumer is sold.

Advertising is placing second generation business on trial, for advertising has proved its selling force to first generation business.

There is another generation coming. What will it come into? Advertising is sales insurance; it will build the greater business for the coming generation.

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