



Our Biggest Asset is Fireproof

A BIG manufacturing concern was wiped out by fire. While it burned an adjoining piece of ground was bought. "We'll start building in the morning," said the President. "We need a larger factory and opportunity has forced it on us. Our biggest asset—our name—is fireproof."

This concern fairly jumped over the fire into larger production. They were prepared to grasp opportunity. Fire could not destroy their reputation—that was known all over the country.

Fire forced opportunity on one manufacturer. War has forced opportunity on many Philadelphia manufacturers. But most of you are in the reverse position of the concern that was burned out. War made you increase your production. You can manufacture as never before; but how about selling?

Here's what the largest manufacturer in his line in the country says concerning sales: "Volume

alone would have enabled us to decrease the cost of manufacture; advertising has decreased the cost of *selling*. Now selling costs only half what it did fifteen years ago; and we figure advertising as part of that cost."

This manufacturer's business climbed from \$1,500,000 a year to \$15,000,000 a year. His production costs have been cut and his sales cost divided in half. He gives the greatest credit to advertising.

What about you manufacturers of Philadelphia? Your increased production is your opportunity—with a penalty clause attached, and a time limit. Your country offers an ample market. Are you prepared to put your goods into every corner of that market?

Advertising will help you.

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