



Many Philadelphia Manufacturers Make Greater Reputations for Other Cities than for Philadelphia

DAY after day an increasing volume of Philadelphia products is making national industrial reputations for other cities.

These fine goods go from Philadelphia to other cities, unbranded, or carrying brands which are not associated nationally with Philadelphia manufacturers.

This vast volume of the product of the "World's Greatest Workshop" is distributed from other cities, branded by their industries, and these other cities gain the credit for being centers of trade.

Factories of Philadelphia have been a big factor in making another city the country's headquarters for textiles. Many markets have acquired great reputations on the goods turned out by Philadelphia plants.

Also, from Philadelphia come the machines which have equipped other industrial centers. We manufacture for manu-

facturers and we manufacture for other cities to distribute; but we get neither the credit for our work nor the full reward.

Philadelphia has a record on which the records of other cities are based. Yet how few there are who know what Philadelphia means to the manufacturing and distributing interests of the country. It is time Philadelphia claimed full return for its productive ability. It can secure this return through advertising.

No matter how limited the sale of a commodity, there is no limit to the influence exerted upon selection; except the limitation of ignorance. The unknown article is submerged in a sales vacuum; it lacks even the stimulation of competition. But advertise the existence of that article, send abroad the record of its ability, put its name and its service in the minds of the people, and its market is assured.

When Philadelphia manufacturers incorporate advertising as a basic policy in their business, both the business and the city gain greater reputations.

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