



“Reform” is a fine word, but “Progress” is a finer

The “*Evening Public Ledger*” says:

There are cities in this country which are unafraid of the trite when it is helpful; and the development gait of these communities is among the American miracles.

The kind of enthusiasm which prevails in Cleveland, Detroit, Minneapolis and other fast-growing American cities is amusing to the chronic ironist. But some of the humor evaporates when CLEVELAND JUMPS TO SIXTH PLACE among our population centers, while PHILADELPHIA REMAINS STATIONED AT THIRD FOR A GENERATION.

It is not braggadocio to admit truth in the

assertion that Philadelphia is one of the major workshops of the world. The real danger lies in aimlessly administering a business of superb potentiality and vast complexity as though it were a corner notion store.

Lamentations on our mistakes and deficiencies are hopelessly enervating. **THEY HAVE PRODUCED US NOTHING BUT A BAD REPUTATION.**

What is imperatively needed is constructive vision, constructive vigor and the courage to confront problems with action.

“Reform” is a fine word, but “Progress” is a finer, for it is inclusive.

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