

The Industrial Reputation of Philadelphia is the Sum-Total of the Reputations of its Individual Manufacturers

PHILADELPHIA Woven wares go everywhere; but have you ever asked a man in Kansas to name what Philadelphia makes? Have you ever asked him what he thinks when he thinks "Philadelphia"? Have you ever asked him if he ever thinks of Philadelphia at all?

As a producer of carpets, sheeting, clothing materials, and scores of special woven products, Philadelphia rides with the leaders. Yet the outside world knows little of this. *The consumers of Philadelphia fabrics give this city little credit. WHY?*

Her manufactured goods

go to many markets, but do they go as branded trade-marked merchandise for which a quality consumer demand has been built?

The industries of Philadelphia need to create a national specific consumption. They should know all the channels of trade, but, far more important, they should be known in all the channels of trade. Where consumers are, there Philadelphia wares should be known.

In doing this, the Fabric and Textile interests of Philadelphia can render this, their city, the finest and most lasting service.

The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman