



The Power Behind the Growth of Cities

NATURAL advantages" cannot make a city; growth and prosperity depend upon the energy of its citizens.

Chicago has no greater natural advantages than has Philadelphia. Chicago has the disadvantage of having been born long after Philadelphia was a metropolis. Chicago, in 1870, had about half the population of Philadelphia. In 1917 it had passed our city by nearly three-quarters of a million.

Perhaps advertising had nothing to do with the forging ahead of Chicago and a score of other Central Western cities; yet, in 1918 the industries of Philadelphia engaged the force of national advertising to the value of \$1,358,394, while Chicago utilized this force to the extent of \$5,876,622.

Detroit, in 1904, ranked with the incidental cities.

To-day it is approaching the front line in size. The automobile is responsible for much of its growth; but Detroit is responsible for the growth of the automobile. It had no exceptional "natural advantages," but it had desire. The best engine makers were in the East; the body builders were in Cincinnati. Detroit excelled them both in selling methods, so it secured, and built, the business.

More national advertising comes from the Central West than from all the rest of the country. This advertising has come largely from new industries or from new concerns that are taking the lead in old industries. The cities of the Central West are outstripping many cities of the East; and the industries are building the cities.

The advertising of its individual manufacturers is a big power behind the growth of cities.

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