

## A Message to Paint and Varnish Manufacturers

The annual production of paints and varnishes in this country, by the last census, was \$125,000,000. In ten years it increased 79.5 per cent. The number of persons employed in the industry increased 46.8 per cent.

Philadelphia had fifty paint and varnish factories, producing \$8,045,000 worth of goods. In ten years Philadelphia's output in this line increased only 8 per cent. and only 29 more persons were employed. The number of wage-earners actually *decreased*.

Paints and varnishes are products quite susceptible to national advertising. There are in this country 12 manufacturers of paint and varnish who employ national advertising to the extent of \$10,000 or more. All but two of these have been advertised for three years or more. Nearly \$500,000 was invested by paint and varnish manufacturers in national advertising last year. And yet among all Philadelphia's factories, there is only one that is advertising at all nationally.

Here is what the general sales manager of one of the very largest paint and varnish companies in the world said in a recent address at Chicago:

"It does not take as many salesmen nor as much time to sell a given quantity of an advertised article as it does to sell the same quantity of an article that is not advertised. In our business, advertising has developed for us a new type of salesman, viz., the salesman who can intelligently make use of our advertising helps in increasing the volume of the business.

"The average selling cost is thereby greatly reduced, for every time the turn-over is increased the average for expense is improved.

"In the old days, before we advertised extensively, a very simple product of our manufacture reached the ultimate consumer in many and devious ways, and in order to create a consumer demand for the product it was necessary for salesmen to be employed to demonstrate the particular product and to introduce it, oftentimes in a house-to-house canvass. Advertising has stepped in and replaced

this cumbersome and costly method by telling of the merits of our goods in the homes of the people of the world.

"When one of our salesmen undertakes to sell our products to retailers or jobbers, it is not now necessary for him to waste a lot of time in explaining just who we are, just what is our responsibility, just what is our capacity for manufacturing and just what is the character of our general output. He can cut out all of this preliminary skirmishing and get right into the real battle of selling.

"Advertising makes the consumer want the thing that the dealer has to sell, and it is because of this fact that dealers are coming to prefer more and more to sell only nationally advertised goods. Not only does advertising facilitate the distribution of a product by making its general selling points well known in advance of the salesman, but it goes farther, and does the great work of introduction to the consumer. In our own organization our advertising is intended to help consumption rather than distribution. No matter how well plans for distribution of products are thought out, unless plans for consumption of the product are even more carefully thought out, profitable business will not result."

The particular company referred to has invested in national advertising to an increasing extent year after year. Of its total investment in magazine advertising during the past four years, more than 50 per cent. has been placed in *The Ladies' Home Journal* and *The Saturday Evening Post*.

Surely such a positive experience as this, based on a considerable period of time and a considerable investment, and thoroughly checked up by the sales charts, is worthy of the sober thought of some of these Philadelphia manufacturers of paints and varnishes who have never tried to employ the great force of national advertising.

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*

**THE CURTIS PUBLISHING COMPANY**

INDEPENDENCE SQUARE, PHILADELPHIA