

WHY NOT SELL MORE ELECTRICAL GOODS?

The movement to promote Philadelphia industries, begun some weeks ago, has already made some impression upon manufacturers in other cities.

We are informed that a number of inquiries have been received from firms looking for factory locations. One of these was from a Chicago manufacturer of electrical supplies.

This is encouraging. It also, however, stimulates an inquiry into the present position of Philadelphia in the manufacture of electrical goods.

The last census showed that Philadelphia had 45 factories making electrical machinery, apparatus and supplies. Their total products were valued at \$7,065,000—an average of \$157,000 output per factory. The total number of persons engaged in the industry was 2,317.

It is noticeable, however, that Philadelphia has not distinguished itself as a centre of electrical manufacture. Why? Philadelphia has the raw materials, the labor and the shipping facilities.

Possibly the answer is found in the failure to *sell* aggressively.

Electrical goods have been proved very susceptible to modern selling methods and to national advertising. In 1913—the last year for which complete figures are available—there were eight manufacturers in this classification using national advertising extensively. Their total appropriations were more than \$380,000.

One of these manufacturers recently gave the following striking testimonial to the effect of advertising upon his business. He said:

“General advertising has unquestionably produced a large increase in our output.

“This increased production has in turn enabled us to adopt and develop many re-

finements in manufacture so that we are now building a higher quality product than we did when we started to advertise.

“While labor costs have increased about 20 per cent. since we first began to advertise, we have been able to keep the prices of our goods as low as they were when we first started.

“In other words, our advertising has enabled us to give the public a better article than we could before, and to keep the price down in the face of increased costs for labor.

“Since the increased consumption of current consuming devices means increased use of current, it will also be interesting to investigate what has happened to the cost of central station service during this period. I think an investigation of this kind will show that the cost of operating electric lights and current consuming devices of all kinds has been greatly reduced for the general public during the past 10 years.”

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We feel a particular pride in the development of this class of advertising, because it has been very largely confined to the SATURDAY EVENING POST. The eight advertisers referred to placed 74 per cent. of their total advertising in the POST. Several of them used no other publication.

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We hope that the Chicago electrical manufacturer who made the inquiry will come to Philadelphia.

Quite as valuable, however, would be a greater growth of one or two of the 45 electrical plants which we already have.

National advertising, well proved in this field, offers the way for this greater growth.

The Ladies' Home Journal The Saturday Evening Post The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA