



“NOTHING TO ADVERTISE”

YOU frequently hear it said, “Yes, I agree that the power of advertising is very great, but it does not fit my product. I wish I had a line that could be advertised.”

To such men, one answer is, “Why not a side line?”

Many of the great successful articles of today began as side lines, and have grown through advertising until they have far outrun the original business.

Campbell's Soup was originated in a factory making miscellaneous canned products, chiefly beefsteak ketchup. Condensed soup was a new thing, susceptible of advertising. Today it is practically the whole business.

Mum, widely advertised, began as a side line of a Philadelphia druggist—and still continues as a side line.

Daniel Low was a local jeweler in Salem, Massachusetts. A souvenir spoon, advertised, was the beginning of an international mail order business.

B. V. D's were originated by a firm making overalls, working shirts and heavy underwear—and with the aid of advertising they changed the whole aspect of the underwear market.

The Ingersoll watch grew out of a miscellaneous mail-order business.

Out of a local wholesale drug business came Diamond Dyes—with so great a success that the drug business was dropped and the dyes alone continued.

A varnish factory was producing a little oil as an unimportant side line. Competition in the varnish trade pressed hard. Advertising made the side line into the Three-In-One Oil of today.

Mennen's Talcum Powder, Daggett & Ramsdell's Cold Cream, Pompeian Massage Cream, all began as the side lines of drug stores.

The Brunswick-Balke-Collender Company had “nothing to advertise,” until a deliberate search disclosed among its less important products the baby-grand billiard table which became the “leader” for advertising.

A certain factory was making woolen gloves and mittens. It had just bought a lot of new machinery when the bottom dropped out of the market. The Holeproof hosiery idea was evolved—and it has taken care of that machinery and a good deal more ever since.

If you really are convinced that advertising pays, when the product and the selling scheme are right, you can perhaps find the way to employ it by studying your present production.

The germ of a great advertising success may be hidden in one of your side lines, in a by-product, in some machines that are lying idle, in some commodity that you make up only now and then on special order—something that just meets an existing demand which is waiting only to be developed.

Occasionally a skilled advertising organization is able to come into a factory and, with the uncolored view of an outsider, discover there a great untouched possibility.

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

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