

Winning A New Generation

We have been telling in these columns stories of successes built largely by magazine advertising.

Here is the story of a great Philadelphia business built without magazine advertising.

We tell it here for several reasons:

First, because it is only fair we should give heed to the fact that there are Philadelphia industries which have become great without such advertising.

Second, because many Philadelphia manufacturers look upon the success of the company in question as an argument against advertising, without knowing the conditions of the case.

Third, because the story shows the result of making only goods of high quality, putting them out under the manufacturer's name—never under private brand—and selling them aggressively.

Fourth, because we believe that eventually the company in question will naturally become one of the great national advertisers.

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Fifty years ago 90 per cent. of the hats made in this country were produced in Connecticut and New Jersey. John B. Stetson, who had worked as a hatter in these States, decided to start for himself. He came to Philadelphia because it was a great labor market. With \$100 capital he founded a firm which today makes \$9,000,000 worth of hats yearly.

Mr. Stetson made goods of the best materials and the highest workmanship. He put his own label on his whole output, never yielding to the temptations of reducing quality or making private brands for jobbers. He sent his salesmen all over the country, selling not just hats, but Stetson's.

The firm has never radically altered this plan of merchandising, which, plus good merchandise itself, has enabled it to reach an enviable position.

Today the John B. Stetson Company employs more than 5500 hands, and its goods are sold by more than 11,000 American stores.

Hare skins from Saxony, rabbit skins from Scotland, nutria skins from Argentina, raw silk from Japan, cotton from Egypt, shellac from India, sheep skins from France, rubber from Brazil—products from every corner of the world come to Philadelphia to be made into hats. Stetson hats are called for by name by the cowboy of the western plains, by the plantation owner of the South, by the broker

in Wall Street, by the farmer of the Northwest, by people in every civilized part of the globe.

Stetson hats have never been advertised nationally in magazine space. But they have been heavily and persistently advertised by their admirers. Hundreds of thousands of dollars' worth of newspaper space is paid for by retail merchants to tell their local trade that they carry Stetson hats.

And publicity worth an amount that cannot be computed is given to them through the mouth-to-mouth advertising of customers who have found Stetson hats of high quality and know what brand they are because the name is in them.

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At the time the Stetson business was founded there were no national advertising media. Sheer merit, sound policies and aggressive selling have given the business a steady increase year by year.

Today that company, with its far-sighted recognition of changing conditions, should see the importance of giving serious consideration to the question of national advertising.

The Stetson Company is on the crest of the wave. It has taken half a century of word-of-mouth publicity to put it there. But the tide of commerce moves more swiftly today. Printed national advertising has now been so developed that in two years it can do what word-of-mouth publicity alone takes twenty years to do.

The hat business is highly competitive. The increasing power of advertising means an increasing opportunity for competitors.

A new generation is coming up, a generation without too much reverence for tradition, ready to adopt the new—a generation to which printed advertising is a daily education.

The country and the markets are growing. Our people are daily becoming converts to a higher quality in merchandise. Hundreds of thousands who have been buying cheaper hats may be taught through skilful advertising to care more for quality and to buy higher grade hats.

Powerful advertising by the Stetson Company from now on would not only be almost positive insurance of its present business, but would also result in a very considerably increased rate of growth.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman