

DEVELOPING A SIDE LINE

All Philadelphians know the retail drug stores of George B. Evans. Most Philadelphians also know of "Mum," a personal deodorant, nationally advertised.

Not all, however, know that "Mum" is a Philadelphia product made by Mr. Evans and sold as a side line to his retail business.

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"Mum" began as a side line, and has always continued as a side line.

The problem of distribution and sales has been so simplified by means of advertising that the side line has never interfered with the retail business out of which it grew. It is said that the agent who prepares the advertising devotes more time to the product than does Mr. Evans himself.

There has never been a salesman employed to sell it.

And yet today it has a volume of sales fifty times as great as when it was first advertised.

Mr. Evans says flatly, "Without advertising 'Mum' never could have been marketed."

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Fifteen years ago Mr. Evans was putting up "Mum" for the trade in Philadelphia and round about. Its reputation began to grow. Distant consumers sent to Philadelphia for it, and some of the leading department stores and drug stores of other cities put it in stock.

There seemed to be possibilities of a wide sale for such a product, and Mr. Evans determined to develop it in addition to carrying on his retail business.

There are two chief methods used for extending sales. One is to put the product on the shelves of retail stores, and entrust its fortunes to the merchants and to the gradual spread of word-of-mouth publicity.

The other is to go out and create a demand from consumers.

Mr. Evans preferred the latter method. Being a retail merchant himself, he had a profound respect for the wants of the consumer. He saw clearly that a consumer demand meant swifter growth.

Advertising being the natural means of creating demand, he decided to invest \$1000 in it.

On the advice of an advertising agent he put this entire amount into five advertisements in five successive issues of *The Ladies' Home Journal*.

Results came almost at once. Women in many states sent orders by mail, and wholesalers and retailers who had never carried the article felt the demand and sent for a supply.

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The advertising had to be skilfully done. The nature of the product was such that advertising, instead of simplifying the problem of sales, could easily have wrecked the business. A false note, or a slight departure from good taste, would have killed sales, as had previously been proved by the history of other preparations. And for this particular product, over-advertising—spending too much money at the start—would have been equally dangerous.

But the quiet, convincing story told in moderate-sized space, brought returns that were so promising that Mr. Evans adopted a plan of appropriating a fixed portion of his gross profits for advertising. As the sales grew, therefore, more space was used in *The Ladies' Home Journal*, and other publications were added.

The increases have been so large that, although the advertising appropriation is now many times greater than it was originally, it today represents a far smaller proportion of the gross profits than ever before.

There is now hardly a retail drug or department store in the country where "Mum" is not sold, and it is also on sale in South America, England, Europe, Australia, South Africa and the West Indies—although no salesmen except advertising have ever been employed.

The business is simple, clean-cut, free from complicated selling machinery, running along as a side line without greatly taxing the energies of the firm, and producing a handsome revenue year after year.

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Two points worth reiterating:

1. "Mum" is a side line.
2. "Without advertising 'Mum' never could have been marketed."

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman