



REACHING THE MAN BEHIND THE SCENES

A frequent and important effect of advertising is in reaching the man higher up or the man behind the scenes.

To sell a fleet of motor trucks, for example, it is important that the truck should be known favorably not only by the purchasing agent, but by the board of directors above him, and by the shipping office employes and even the chauffeurs below him.

Advertising reaches many of these influential factors.

Huge orders for typewriters, adding machines, filing cases or other office equipment, or for factory equipment, such as belting and lubricating oil, often depend equally upon the O. K. of the president and the O. K. of the office help, the shop foreman or engineer.

Advertising goes where the salesman cannot go.

The man's selection of a suit may depend upon a word dropped by his wife—a city board may decide upon a certain material for road making because it is well and favorably known to the public, and automobile manufacturers are quite likely to give preference in building their cars to those parts and accessories which have been made familiar to car owners generally.

In many such indirect ways is the power of advertising manifested.

* * *

We were given an illustration of this recently as the result of one of our advertisements in the Public Ledger.

The day after one of these advertisements appeared a prominent brokerage house sent for us.

When our representative arrived he found several members of the firm gathered together eager to talk about advertising. One of them boasted that he had not missed one of the advertisements in this series.

It developed that one of the firm was a stockholder in a very large Philadelphia manufacturing company. This company, he believed, had been losing ground in the trade, and while it was doing good business and growing gradually, he said, it certainly was not measuring up to its opportunity.

As the result of our advertising he and several other stockholders, who had also read the Ledger advertising, had come together and decided to use their influence upon the company in question to induce it to adopt more modern methods of selling.

Heretofore the only method by which the subject of advertising could have been presented to that firm was by personal call upon the officers. Now, quite unexpectedly, as a result of these advertisements, the larger influence of many stockholders and other interested persons has been brought to bear upon that firm to consider the possibilities of national advertising.

* * *

There are many Philadelphia products which depend for their sale not solely upon the approval of an individual consumer, but also upon the support and enthusiasm of other important factors—the presidents, directors and stockholders of great corporations—clerks and office employes—and many others whose influence is strong but is exerted indirectly, and who are often difficult to reach.

Advertising in high-grade publications of wide circulation reaches the man behind the scenes.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman