



"I CAN'T AFFORD TO ADVERTISE"

It not infrequently happens that we talk with a manufacturer who unquestionably has an opportunity to develop his business through national advertising. And oftentimes the manufacturer replies:

"I can't afford to do national advertising. I haven't enough money to start right."

This man has the wrong perspective. He is thinking only of the big advertisers, the firms which have "arrived." He does not stop to realize that most of the big advertisers were once little advertisers.

Each case must be considered individually.

It is true that many firms would do better not to advertise until they can use large space. Others would much better begin small, and build up.

For example, here is the story of a specialty, which had such unusual features, and so favorable an opportunity, that a small investment in advertising brought almost immediate success, and paved the way for bigger things to come.

* * *

The Ashby-Crawford Company of Marlborough, Massachusetts, started business three years ago, and put on the market the Trot-Moc shoe. In construction this shoe was different from any other shoe then on the market. Where other makers talked style and appearance, this firm talked flexibility, comfort and lightness of weight.

It was a campaign of education, not alone to the public, but to the shoe retailers.

The manufacturer tells the story thus:

* * *

"Our first advertising of Trot-Mocs was done in the summer of 1913 in *The Ladies' Home Journal*. It scarcely reached the dignity of a campaign, consisting of six advertisements of 3½ inches each.

"As a result of this modest expenditure we sold direct by mail, at retail prices, \$7,000 worth of shoes on which we made both the retail and manufacturer's profits. These profits paid for our advertising, giving us the general publicity and dealer help absolutely free. And in that year the number of dealers selling Trot-Mocs doubled.

"In 1914 we increased our space in *The Ladies' Home Journal* to six inches an issue. We doubled our mail order sales, this time not only paying for our *Ladies' Home Journal* advertising from the profits, but also showing a neat surplus.

"We also put about \$2500 in *The Saturday Evening Post*, all during April, May and June, 1914. We were happily surprised at the immediate and steady results. Not only did we receive about half as many mail orders as from the *Journal*, but, beginning April 1, 1914, we added an average of seven new, desirable retailers a day until July 1. We opened during the season about 1000 new accounts. To the 650 accounts opened from the date of our first advertisement in the *Post* to July 1, we sold goods to the value of \$70,000.

"While business generally slumped during the fall of 1914, our business showed an increase of more than 25 per cent. over the fall of 1913.

"Our selling costs average about 4 per cent., so that it does not require an expert mathematician to ascertain that our *Saturday Evening Post* advertising, as well as our *Ladies' Home Journal* advertising, paid for itself."

* * *

The net results of two years' work were these:

- 17,000 active names on the mailing list.
- 95% of the business on their own brand.
- 3000 good dealers obtained—some with special Trot-Moc departments.
- Twice as much cash received on mail orders as the total advertising cost.
- A huge amount of free newspaper advertising paid for by retailers.

* * *

Most shoe manufacturers figure that it costs them at least 5 per cent. to sell their goods.

This company during the first two years of its business has kept the cost down to 4 per cent.

* * *

We should be glad to confer with manufacturers who think they cannot afford to advertise—with the purpose of showing them how they may be able to use advertising to cut down their selling cost.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman