

Dominance

In any industry a few firms usually dominate.

Dominance means, not monopoly, but leadership. It means, not a control of the market, but substantial and healthy volume, built on a sound product and supported by public recognition of the high standing and authoritative position of the firm.

Manufacturers have reached dominance in various ways. Some by long and costly struggle. Some by the combination of several concerns. Some by the control of patents, exclusive processes, or natural resources. Some by mere force of circumstance.

And some, in the past few years, have reached dominance by a more rapid and far less expensive method.

This newer method is free from many of the difficulties, legal and otherwise, which are incident to the older methods.

This method is the employment of publicity which is both *national* and *intensive*.

Such publicity brings, not only volume of sales, which is its primary purpose, but also other rewards, equally important, which cannot be won by the older methods.

It brings stability.

Stability means familiarity of the public with the product—a bulwark against the sudden inroads of sporadic competition—a guarantee of future volume.

It brings security.

Security means the confidence of the public—a protection against hasty and unfair legislation. A house and its policies can be made so well known that ignorant or unjust attack by the people or its representatives is impossible.

Such publicity as this has been made possible by the creation of a medium through which a vast cross-section of the public may be economically reached at one stroke, powerfully and often.

This medium is

THE SATURDAY EVENING POST

The medium of dominance

"Dominant methods of advertising" will be discussed in our next advertisement, to appear September 15.