



## Who Owns Your Market?

### Here are facts.

Some years ago a sales company decided to merchandise a certain commodity. It had no factory; wanted no factory. Its whole concern was a market. It gave grave thought to a name. Once selected, legal experts were instructed to protect that name in every possible manner. At the time the name meant nothing, was worth nothing; but to these men it stood as the emblem of their future leadership. The name was the first step toward the market.

They next decided to spend one hundred thousand dollars to make people repeat that name. They negotiated with some manufacturers to produce their line. A Philadelphia concern was selected. An introductory order was placed. Demand grew; factory orders grew. Business boomed for everybody. The manufacturer saw the sales company spend its money in ever-increasing sums, while he got the big manufacturing orders. He was happy.

One day another manufacturer made the selling organization a proposition. The Philadelphia house lost the business—big business. It was powerless. The market had been bought and paid for by the selling organization.

The Philadelphia manufacturer had a plant—a fine, modern, well-organized plant; he could make any style, quality, kind or color of the goods required. The selling company had a slip of paper locked in a safety deposit vault. That paper proved their right to a name. Strange contrast.

A great plant against a name; but the name won—it owned the market, it could dictate. The manufacturer was helpless against the might of that name.

Some years later the selling company sold the name, a single word, for a sum amounting to nearly three times the value of the manufacturer's plant. And the buyers bought a bargain.

### ADVERTISING DID IT.

Another true story: This time a manufacturer saw the light. He produced a good commodity, but he could only sell it on a price basis,

because it was unknown and nameless. Conditions such as these were too uncertain; he decided to change. He named his commodity; then spent a year and considerable money putting that name into the hearts and minds of the people. At the end of the year the trade was asked to buy the branded merchandise. Did it object to having the tables turned and the manufacturer meeting a demand rather than trying to "drum up" orders? If it did, the trade never mentioned it.

Eighty-five per cent purchased the line as standardized and branded. The second season ninety-five per cent purchased the line as standardized and branded. The third season one hundred per cent (no exaggeration) purchased the line as standardized and branded.

Since that day, though three new factories have been built, production has never caught up with demand. The goods are not haggled over; a known price is paid for a known, proven and branded ware. The manufacturer owns his market.

ADVERTISING DID IT. Advertising secured and insured the market. Advertising built up consumption, stabilized ordering, standardized styles, reduced costs of production and selling—while doubling and trebling consumption.

Strange? Not at all. An ordinary happening; almost a daily occurrence with advertising. These are but two of thousands of instances—literally thousands; many of them far more dramatic and of far more resultful value.

Advertising has such a way with commerce; and why not? The whole fabric of selling is woven out of the very heart of desire. And desire; well, desire is all there is of life—it is life. We desire; therefore we live, we do, come, go, act, think, achieve, develop. All we do well we do through desire; never through compulsion. Even duty well done is built of a desire to do. So desire is life; selling is made of desire—and advertising is the voice of selling. Advertising is the life of commerce.

# The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*