



Know Your Markets

TWO years ago a New England concern, a quarter of a century in the field, making a household commodity, for sale everywhere, consumed everywhere, always the leader, always a national though small-space advertiser found it necessary to increase its price.

Hoping to offset sales resistance resulting from price increase, the manufacturers began an aggressive advertising campaign. A larger market in a country completely covered for twenty-five years seemed impossible.

Advertising surprised them. Their sales broke all records. And the increase was not gained at the expense of competition. It was a created increase. New uses for their commodity were discovered by consumers. After twenty-five years of familiarity advertising was still able to develop a new market, to discover desirable service, to open the way to yet greater educational publicity. It pays to *know* your markets.

Old bugaboos about economic saturation and limit of consumption have been rather generally exploded. Hardly can a commodity or device or equipment be named which has reached its reasonable limit of distribution.

Market investigations are forever bringing rewards of increased business beyond the hopes of the most hopeful. This is particularly true in the field of the specialized product, the machine or device of so-called "restricted" sale and consumption. Just as the makers of certain parts for automobiles have discovered their largest market in the tractor industry; just as adding machines have opened up fields of operation many times greater than their original objective; so the machine and tool and other specialized products of Philadelphia as well as the wares of general consumption, have yet vast undiscovered markets before them. Know your markets!

Yes, know your markets; or as many of them as you can. And know this: with all the study you give the subject, each fresh effort will bring fresh surprises, increased rewards. Changing conditions require constant investigation if you would keep up with your sales opportunities. The man who discovers a market is as great as he who invents an improvement.

Fortune awaits the market explorer—know your markets.

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