



This Man Advertises to Increase Other Manufacturers' Business

WITH nothing to sell to the public, with nothing of interest to the public, a manufacturer advertised extensively to the public and increased his sales enormously. Yet he never mentioned his own product and the public became the consumers of his wares without knowing it.

This sounds like an advertising *story*, but it's the reverse; it's an *advertising* story. This manufacturer produces a container for a raw food product. The housewives of the country have no interest in the container and there was no reason why they should have such an interest. The only way the manufacturer could increase the sale of his container was to increase the sale of the contents. As a number of manufacturers use this container, and as they make all grades and kinds of the commodity in question, the advertisements were devoted to telling

of the health, economy, quality and variety of the home-made article.

THE RESULT: The housewives bought more of the food product from the retailers, the retailers increased their orders to the jobbers, the jobbers purchased more heavily from the manufacturers—and the manufacturers nearly swamped the maker of the containers. The man who was supposed to have nothing to sell the public, advertised nationally. He won new business from new customers and more business from old customers.

Many a Philadelphia Manufacturer could follow some variation of this plan with profit. When he takes advertising into his business he will find it to be a universal selling tool; one which fits into every kind of a good selling plan, and in a number of places. You can't get the most out of selling until you accept advertising; for advertising is a vital sales organ.

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