

Here is an object lesson from New England for Philadelphia textile mills

A New England textile mill with a long and honorable record decided to overhaul its selling methods.

It was selling its product in bulk. A manufacturer made up the goods into finished product and distributed it, chiefly under the mill tickets.

An investigation disclosed some astonishing facts, such as these:

There were retail stores all over the country which reported that they wanted the goods, but were "unable to get them."

The highest price charged anywhere in the United States was found in a department store in the very city in which the mill was located.

In its own city there was little demand for the product, it being outsold by inferior brands made in other centers.

The mill decided to change this situation, and proceeded as follows:

1. A new building was erected, machinery installed, and for the first time the mill began to turn out the *finished* product ready for the consumer.

2. A new selling organization was obtained.

3. The market of the entire country was analyzed and sales quotas for each salesman, each territory and each prospective customer adopted.

4. A national advertising campaign in *The Ladies' Home Journal* was started.

Within a few weeks of the announcement of these new policies the mill was oversold.

And perhaps the most striking result was in the home city, where the brand had formerly been outsold by cheaper but better-known products. For one merchant in that city immediately placed, on behalf of his several stores in that territory, *the largest single order for the product ever obtained from any one customer.*

Some New England and Philadelphia manufacturers are still clinging to outworn sales methods.

Is Philadelphia willing to abandon the traditions of the past generation, and profit by the discoveries of the new?

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman