MONSHN SILI

## After the

## Showdown

The great "buyers' strike" of 1920-21, a never-to-be-forgotten event in the economic history of this country, proved a point which must henceforth be recognized as basic and incontrovertible.

It was discovered by merchants and jobbers everywhere in practically every line of merchandise, that it was the trademarked and adequately advertised brands of goods that got the lion's share of the business there was to get, while the preponderant loss of sales fell on the unbranded and unadvertised goods.

This was a great "showdown" for Advertising. Its position as a factor in economic life was on trial. Had it really done what had always been claimed for it? Had it created consumer preference that would hold against the keen competition of a sacrifice price on unmarked goods?

The verdict of the buying public was unqualified. It was not a straw vote to determine popularity. It was the final test of willingness to buy. The ballots were dollars. And the preponderant majority voted with their dollars that they preferred to keep right on buying advertised goods.

With the whole country on a reduced schedule of production and sales, the factories that were able to keep on producing, in anything like normal quantities, were invariably those making trademarked and nationally advertised goods.

All over the country today manufacturers, jobbers, and merehants are giving serious consideration to this important and conspicuously demonstrated fact; the public prefer to buy nationally advertised brands of merchandise. And public demand is the last word in all economic situations. No one can go against it and long endure.

This will mean, then, that more and more manufacturers will seek out ways to make their products worthy of a distinctive trademark and a sustained plan of advertising. It will mean that merchants will more and more give preference in their stocks to advertised brands. It will mean that the jobbers will more and more arrange to supply the merchant with advertised brands.

But new advertisers, manufacturers who are finally convinced that their future lies in the direction of an advertised product, will discover that the magic power of advertising cannot be applied overnight. It may require sustained effort to attain a position of equality with competitors who have been advertising for many years. This will be an unwelcome discovery. But it will be found to be the truth, and will be their only hope of gaining a substantial foothold in what, from now on, must continue to be a more keenly competitive market than we have known for a generation.

