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THE JOURNAL OF COMMERCE

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THE VALUE OF PUBLICITY.

There has never been an age in the history of the world when publicity played so large a part as it is doing at the present time. Every day instances are cited of men and business succeeding through publicity and on the other hand the records go to show that other business and men fail because of their failure to make use of publicity. The remarkable feature about advertising is that it can be applied to every line of human endeavor; the banker, the broker the insurance agent, merchant, manufacturer, commission agent and everyone else can build up his business by judicious advertising.

A few weeks ago, the announcement was made that the American Locomotive Company had decided to discontinue the manufacture of their motor trucks. This came somewhat as a surprise to the business world as the American Locomotive Company was in a position to manufacture trucks more economically than most manufacturers. Their decision to discontinue also came at a time when the demand for motor trucks was on the increase and

was all the more surprising because the company were manufacturing a good line of cars. The truth back of their decision to cease manufacturing motor trucks has just now been made public and had to do with their lack of advertising. The company, it seems, decided to manufacture a good car, one, as they expressed it themselves "which would sell on its merits." They did not propose to spend any money in advertising. Their car was undoubtedly a good one and at the outset attained prominence. The Company, however, neglected to advertise it and a few weeks ago decided to discontinue its manufacture. This venture on the part of the American Locomotive Company and their decision not to advertise cost them over \$7,000,000. In contrast to this, it is only necessary to turn to some of the Automobile Companies whose machines are household words because of judicious advertising. These companies are making phenomenal strides.

One other example of what advertising will do follows:—In a little town in the Western