

The Right Kind of Advertising Assures Business Prosperity

The financial report of Julius Kayser & Co., silk glove makers of New York, shows net profits for 1914 amounting to \$1,250,869—a gain of a little more than \$47,000 over 1913. The balance was equal to 14.4 per cent. on \$6,000,000 common stock against 13.63 per cent. a year ago.

Julius Kayser & Co. is a national advertiser

The annual report of the American Radiator Company for the year ending January 31st last shows net profits of \$2,289,075 compared with \$2,081,267 in the previous year. President Woolley in his remarks to stockholders attributes to the promotional and advertising methods credit for the increased sales, as higher interest rates restricted general building operations during the year, and there was also a falling off in foreign business.

The Chicago correspondent of the Wall Street Journal writes as follows:

"American Radiator is regarded as remarkable in point of success as Sears-Roebuck. Its oldest stockholders have received in cash and stock dividend disbursements many times the amount of their original investment."

The American Radiator Company is a national advertiser

The net profits of the Quaker Oats Company for the year ending December 31 were \$2,367,251, an increase of \$80,241 over the previous year. The total dividends were \$1,289,980, and a surplus of \$809,669 was set aside bringing the total surplus to \$3,772,751.

The Quaker Oats Company is a national advertiser

The Northwestern Knitting Company, late in 1914, stated that "this year a production of over 8,000,000 Munsingwear garments will be required to supply the demand from trade already established." A new factory has been erected.

The Northwestern Knitting Company is a national advertiser

The Joseph Campbell Company, of Camden, is considering plans for building a model manufacturing plant at Washington Park.

The Joseph Campbell Company is a national advertiser

The Victor Talking Machine Company, of Camden, is to erect an eight-story office building costing several hundred thousand dollars.

The Victor Talking Machine Company is a national advertiser

The report of the Studebaker Corporation for 1914 shows net sales of \$43,444,223, as against \$41,464,950 the previous year.

Frederick S. Fish, president of the company, in remarks to the stockholders, says:

"Net profits for the year increased 150.6 per cent. Total net sales for the year were the largest in the history of the company. In the automobile division sales during the first nine months of the year were much greater than during the same period last year. Our shipments in 1914 were 36,430 cars, compared with 32,504 in 1913."

The Studebaker Corporation is a national advertiser

The report of the B. F. Goodrich Company, of New York, for the year ended December 31 last, shows a net income of \$5,440,427, which is an increase over the year before of \$2,840,680. The net sales amounted to \$41,764,008. A balance of \$3,177,000 was carried to surplus.

The B. F. Goodrich Company is a national advertiser

The National Cloak & Suit Company reports for the year 1914 net profits of \$1,003,196. After deducting dividends on preferred stock there was a surplus of \$828,196, equivalent to 6.9 per cent. on the common stock. The net sales for the year were \$15,164,727.

The National Cloak & Suit Company is a national advertiser

It is stated that the 1914 gross sales of Gray & Davis, manufacturers of automobile accessories in Boston, were \$4,000,000, a new high-water mark. The net earnings for the year were in excess of \$300,000. Earnings upon the preferred stock are equivalent to about six times the dividend requirements, the outstanding preferred having increased from \$500,000 to \$750,000 during the year.

The Gray & Davis Company is a national advertiser

In spite of the difficult conditions of the year past, scores of national advertisers showed large gains, paid good dividends and added to their surplus. It is perhaps unnecessary to call attention to the fact that most unadvertised lines fell off in both volume and profits during the year. Perhaps you can verify that out of your own experience.

Whether it be war, politics, business depression, or what not, it is the well-advertised lines that are best equipped to meet emergency conditions.

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA