

RE-ORDERS

Every business man knows that the stability of his business is measured by re-orders.

If customers do not come back, something is wrong.

But if the most careful buyers in the field, having tried the goods, find them satisfactory and come back for more, the business is sound.

Advertising may be judged by the same sure test.

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In 1915 The Saturday Evening Post carried the equivalent of 1682 full pages of advertising—1,143,502 lines.

Of this, 1429 pages, or 971,991 lines, came from firms which had also advertised in the Post the year before.

These figures mean that:

The Saturday Evening Post drew 85% of its volume in 1915 from the same customers that had bought its space in 1914.

That is, the re-orders of Post advertising amounted to 85%.

This evidence of the stability of modern advertising is not new. A year ago, similar figures showed that in 1914 the Post obtained 85.8% of its business from firms who had used its columns in 1913.

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Of such a condition any business, whatever the product or sales method, might well be proud.

It expresses the consensus of experience of astute buyers, extending over a period of years.

It testifies to the establishment of advertising as an integral factor in economic development—as a profitable investment—not an expense, not a speculation.

It means that manufacturers may invest in advertising in full confidence of substantial return.

It reflects the stability, the soundness, the permanence, of advertising today.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman