

## CONSISTENCY— something more than persistency

A notable tendency in advertising during the past few years has been increased consistency.

While using larger units of space than ever before, advertisers are also making their publicity more sustained, more regular.

Formerly, at certain seasons, many campaigns broke off suddenly, as if all at once the public had ceased to form buying habits.

But a review of the issues of The Saturday Evening Post during the past summer will show how many advertisers are using schedules of every week, every other week, or every month throughout the year—large space steadily maintained.

This is a policy of being *consistent* rather than just *persistent*.

For it is far in advance of the elementary idea of mere repetition.

It means that national advertising has become an integral part of the business policy of these firms—intertwined with their every activity.

It is as much a continuous, unceasing function as the development of their horse power. They would no more interrupt it than they would discharge their sales force every summer to hire a new one in the fall.

They recognize that, in season and out, their national publicity is at work, molding opinion, steadying demand, enthusing the trade, throwing up on all sides a breastwork of protection.

And as the chief means to this end, they have adopted the Post, because of its vast circulation and intensive distribution, and also because of the telling force with which it strikes on the public consciousness, every week, week after week.

No one unit in a Post campaign can be viewed as a single advertisement. It is part of a constant national movement.

The Post is like a great stream of power, flowing ceaselessly onward. It is turning the wheels of hundreds of selling mechanisms in a hundred different industries. The accumulated force of its contact with these gives it more power to deliver to you.

And it gains momentum week by week. Each time you employ it, it gives you more power than before.

This is why the advertiser who would harness to his own business the maximum of Post energy employs it consistently, with dominating space.

# THE SATURDAY EVENING POST

**The medium of dominance**

The final advertisement in this series will appear September 29.