



Advertising Is Not a Thing to Be *Tried Out*

The day when the Philadelphia manufacturer needed to *try out* advertising is past.

Advertising has been tested and proved in too many industries—under too many different conditions, to be any longer on trial.

The manufacturer himself needs to be put on trial, perhaps, to find out whether he is equal to advertising—

Whether he has the courage and skill to employ it rightly—

Whether his business can stand the spotlight—

Whether his organization can keep pace with the demands that will be forced upon it.

In the face of the record of years, in the face of the successful application of advertising to practically every industry—in the face of an ever-widening field—no intelligent Philadelphia manufac-

turer can conscientiously say “Advertising won’t work in my business.”

Today in The Saturday Evening Post may be seen the advertising of:

Pullman service
Fraternal insurance
National political parties
The telephone
Granite

Great railroads
Financial institutions
The U. S. Marine Corps
Lumber
Iron

and scores of other products or services which, a few years ago, were thought unadvertisable—to say nothing of hundreds of more familiar commodities.

We do not suggest to any Philadelphia manufacturer that he make *a trial* of advertising.

We do suggest that he put his own business and his own personality on trial and find out how he can apply to his own problems a force that has been, long since and over and over again, proved effective and economical.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

