

# What could be worse than just breaking even?

There is no other business condition so dangerous as "just a little better than breaking even." It breeds timidity. It fosters the lazy policy of "let well enough alone."

When business drops below the profit line altogether, heroic measures are taken. Stern necessity forces the issue. But meanwhile valuable time is lost.

When volume and profits are steadily mounting this growth brings enthusiasm.

But the manufacturer whose balance sheet shows but a living margin has neither the courage of healthy success nor the desperation of impending failure. He is too comfortable for his own safety.

In Philadelphia there are business concerns that are just comfortably "getting by." The business remains uninspired. It needs new ideas, new

policy, new incentive, if Philadelphia is to catch up with Chicago, Detroit, Cleveland and other cities.

These manufacturers are in a defenseless position. They are unprepared against sudden, swift competition, against temporary depression, against market changes.

Time and again advertising has proved to be the reviving stimulant that quickens a sluggish business.

Advertising skillfully thought out, intelligently planned, arouses an interest in factory, office, sales and production that can be attained in no other way.

A business that advertises shows the public that it is successful and that its product can stand the limelight.

But more than that: It fires its workers with a fresh enthusiasm, with broader vision, with real initiative.

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*