



What Advertising means to YOU

TODAY you will go into a store and purchase something by name. You will not mention the character of the article; you will not examine it nor argue it. The name is its guarantee of quality and of price.

Your grandparents bartered raw product for raw product; your parents bargained bulk gold against bulk goods. Then a "fair exchange" was an ideal hoped for but seldom obtained. Today you buy without bargaining and without speculation.

How came this change? How are the forces of commerce and industry combined, controlled and directed by one super-force that such merchandising methods result to your benefit? What is this super-force?

This change has come through advertising, which is the super-force. Advertising has combined and directed industry and commerce because advertising has offered them the single certain guarantee of stability and progress—an unlimited market at an economic cost.

Whatever you do, whatever you are, advertising means much to you.

What Advertising Means to—

THE CONSUMER—and we are all consumers. It tells the truth about thousands of articles important to health, comfort and economic living. It gives opportunity to compare competitive goods and select the best for each purpose. It has brought these goods within the price of your purse; through quantity production, standardization of types and styles, reducing sales costs through building demand, reducing distribution charges through providing quantity shipments. Advertising gives the consumer protection against misrepresentation, against inferior quality, against faulty manufacture. For the branded, advertised article must always have

back of it the manufacturer who stamps his mark upon it, the magazine that carries the message and the merchant who makes the sale.

THE FACTORY EMPLOYEE—Permanence of position, increased opportunity, improved working conditions, no slack seasons; because advertising enlarges the market and builds a permanent demand.

THE STORE CLERK—Gives a knowledge of the goods handled, reduces selling effort, increases sales record, removes complaints; because advertised goods are half sold before shown, and they are good goods.

THE MERCHANT—Divides his selling costs, multiplies his turnover, puts stock on a standardized, evenly moving basis, builds confidence and position for his house, eliminates need for stocking unknown, speculative goods; because advertised articles are known and have a known sales activity.

THE BANKER—Not only increases his business through the prosperity of his merchant depositors but gives him an opportunity to more accurately appraise the valuation of a store's stock or a manufacturer's plant and makes it more simple and more safe for him to handle their paper.

THE MANUFACTURER—And now we come to the one who does the advertising. So advertising means to him all that it means to all the others; plus the security of owning his own market and having a powerful agent in his control that is capable of giving the answer to any important industrial problem. Here, at the birth place of the super-force, there need be no end to the energy advertising creates. When made the moving spirit of the industry, so that it operates as one of the main departments, it proves itself the pulse of the business—the stabilizer of production—the guarantee of growth.

The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers