

“The Last Thing We Would Cancel Would Be Our Advertising”

says a successful Philadelphia manufacturer

“A policy is a course of action to be followed under all conditions, despite the most alluring inducement to turn from it, or the grimmest kind of discouragement.”

In this spirit of determination W. M. Steppacher & Brother, Inc., of Philadelphia, manufacturers of Emery Shirts, took up national advertising in 1910. The quotations are from an article by Clarence L. Marks, Vice-President of the company, in a recent issue of “System.”

Since 1910, through fat years and lean, they have stuck without interruption to their advertising in THE SATURDAY EVENING POST.

Their business has increased 600% in these ten years. Today their factory is running on full time—a shining example in the shirt industry—and their sales are only slightly lower than were recorded at the peak of 1919.

“When the slump struck us,” says Mr. Marks, “our prospects were no

brighter than those of others, but behind us we had a good will and public demand born of 10 years of consumer advertising. We saw others taking to cover; bigger concerns than ours were curtailing output or closing down their plants completely. But under our policy there was only one thing to do if we were to be consistent. That was to keep the wheels moving and fight.

“Advertising is a policy. Yet how many businesses have only recognized it as such in times of unusual prosperity, when the influx of dollars is so great that they cannot find too many ways to spend them, or else in periods of depression when concerns look to advertising to be the open sesame to business?”

“The last thing we would cancel would be our advertising, especially in a period of stress like the present, when sales effort should be kept at the maximum possible,” is Mr. Marks’ emphatic statement.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies’ Home Journal

The Saturday Evening Post

The Country Gentleman