

# The mere fact that your competitors do not advertise may be the best reason why you should

Seven years ago W. H. & A. E. Margerison & Co., who are distributing through their selling agents in New York, began to advertise their Martex turkish towels in THE LADIES' HOME JOURNAL, and have continued to do so every year since.

At that time all turkish towels were sold unbranded. None was advertised.

The trade-mark—Martex—was adopted and advertising started in a modest way. The effect was gradual, but convincing. Distributors who at first were skeptical gradually swung into line and accepted the branded product. Test shipments of unbranded towels soon brought instant complaint from retailers and consumers that, because the

trade-mark had been left off, the goods were not desired.

The steadily growing appreciation on the part of consumer and dealer that the Martex label stands for a permanent guarantee of high quality and good value is reflected in the Company's increasingly strong position.

What have been the results?

Even in the face of apparently bad business conditions, the mills have been operated continuously during the past year. The increased volume of business that has come to Martex as a result of the Martex advertising has more than justified their increased expenditure in THE LADIES' HOME JOURNAL in 1921 over 1920.

*We should like to discuss advertising and its application to your business with you*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*