

“We considered athletic underwear seasonal until we used year-round advertising in THE SATURDAY EVENING POST”

Last year the Topkis Company ran nearly a million garments short of demand. Again this year they will be oversold—although production has been more than doubled!

Yet the Topkis trademark was unknown before 1919.

This is how Louis Topkis, President of Topkis Brothers Company, sums up what national advertising has done for Topkis Athletic Underwear:

“Although 1920-1921 brought a great business depression, sales of Topkis Athletic Underwear have increased by an astonishing total since we began all-year-round advertising.”

This growth was achieved first, by making an athletic union suit of unquestioned merit; second, by pricing it at one dollar, which meant unusual value; third, by adding to the combination of quality and value the power of national advertising.

Strong displays in The Saturday Evening Post every month in the year form the backbone of Topkis National Advertising. Mr. Topkis says: “Our experience has been that The Saturday Evening Post reaches not only the buying public, but also every factor in the trade—the jobber, his buyer, sales-manager and salesmen—the retailer and the retailer’s salesmen.”

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

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Saturday Evening Post

The Ladies’ Home Journal

The Country Gentleman