



Trade Mark registered in U. S. Patent Office  
and Foreign Countries



—“and 1921 has been the largest year in volume and dollars of sales in our entire history”

Mr. James G. Lamb, Secretary of the Scott Paper Company, says: “We early realized that it is cheaper to make a million of one item than to make one of a million items.

*“We were sure that this idea would be immensely valuable to our consumers, as it would enable us to offer them standardized products, of the highest quality at the lowest possible prices.*

“We were confident, that if the consumers could be shown the advantages of such a policy they would support it.

“We have since 1910 employed advertising in a larger way each year, with the result that we have

- “1. Standardized our production and secured large savings in unit costs;
- “2. Converted our entire output to advertised brands;
- “3. Increased our total output to very satisfactory proportions,

and 1921 has been the largest year in volume and dollars of sales in our entire history.”

*The Scott Paper Company have advertised their products in THE LADIES' HOME JOURNAL for several years and in THE SATURDAY EVENING POST continuously since 1910*

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

# THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*