

Even the most successful business has its peculiar problems which advertising can help

Some manufacturers still think of national advertising only as a physician for a young or a sick business.

Otto Eisenlohr & Brothers, Inc., however, have furnished Philadelphia an example of a business which, although healthy and already grown strong without advertising, employed it to gain greater strength.

In 1918 Otto Eisenlohr & Brothers, Inc., began their advertising in THE SATURDAY EVENING POST and have continued it ever since.

Mr. C. J. Eisenlohr, the president, says:

"Founded in 1850, this company has become the largest independent manufacturer of cigars, and its chief product—Cinco—has become known in every section of the United States.

"We had long been advertisers in a modest way. The time came when we felt that we could strengthen our already successful business by advertising nationally.

"We had in mind primarily—

- (1) To spread our sales more evenly over the year.
- (2) To insure that our increasing production should be absorbed proportionately by all of our distributors.
- (3) To make easier the opening of new territories.
- (4) To popularize new packings and larger units of sale to the consumer.
- (5) To emphasize certain unchanging qualities in Cinco Cigars.

"We selected THE SATURDAY EVENING POST because it offers among national publications unusual quality at a reasonable price. We felt that, because Cinco holds a similar position among cigars, the public must appreciate such an association of standard values.

"We believe that our four years of constant advertising in The Post has been a highly important factor in making the sale of Cinco Cigars during 1921 the largest we have ever had in our history of more than 70 years."

There are other Philadelphia manufacturers, already successful in various industries, whose very success has laid the best kind of a foundation for national advertising. We shall welcome an opportunity to confer with them.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman