

Advertising sold over 10,000,000 bottles of 3-in-One Oil in 1921

**“Advertising is the one biggest factor in building my
small business into the big business it is today”**

In 1894 Noah Slee discovered that one of the by-products of his varnish factory had unusual qualities as a lubricant, cleaner and rust preventive. Naming it “3-in-One Oil,” he began bottling this new product, plunged \$6.25 on an advertisement, and sold the first gross—personally—to John Wanamaker.

After some years of local effort Mr. Slee decided to advertise his product to the householders of the country. In the August, 1904, issue of THE LADIES' HOME JOURNAL there appeared the first national advertisement of 3-in-One Oil. *Since that date every issue of THE*

LADIES' HOME JOURNAL—excepting six—has contained a 3-in-One Oil advertisement.

Last year the consumer demand resulted in the sale of over 10,000,000 bottles of 3-in-One Oil. Advertising has secured a distribution through 5000 jobbers and 250,000 dealers. And 3-in-One Oil is now sold in every country of the world.

These facts and figures are the proof of what the persistent advertising of a good product can accomplish. Where is the progressive manufacturer or business man who can afford to disregard such unequivocal evidence of the sheer power of advertising as a selling force?

In 1921 the 3-in-One Oil Company advertised in all three of the Curtis magazines—color pages regularly throughout the year in THE SATURDAY EVENING POST and THE COUNTRY GENTLEMAN and black and white space each month in THE LADIES' HOME JOURNAL.

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