

A Permanent Business Built By Permanent Advertising

Advertising in THE LADIES' HOME JOURNAL for twenty consecutive years has been the backbone of "Mum" selling policy

In the summer of 1902, with an initial investment of \$900, George B. Evans began advertising "Mum" in THE LADIES' HOME JOURNAL. "Mum" was then sold only in Evans' drug stores, two department stores in Philadelphia and a few stores in large cities like New York and Chicago.

The preliminary advertising results were so satisfactory that the next year he became a consistent advertiser in THE LADIES' HOME JOURNAL. Every year of its advertising history the "Mum" business has shown a steady increase.

From this small beginning the volume of "Mum" advertising investment has grown steadily year by year. In 1919, when THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST carried a major

portion of the advertising, the business took a further jump.

Consumer advertising has built the "Mum" business to a point at which it is now hard to find a store anywhere in the United States where "Mum" is not sold.

During 20 years that "Mum" has been advertising in THE LADIES' HOME JOURNAL, a permanent and consistently growing demand has been developed through this permanent advertising policy.

An ever-increasing number of Philadelphia manufacturers are adopting the policy of permanent advertising in the *Curtis publications*, and there are many others whose products could fill the permanent market which their quality warrants, if they advertised.

*We should like to discuss with you
what advertising can do for your business*

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman