

it Pays To Advertise!

How Much Does **Advertising Cost?**

Not long ago, we heard a house-to-house canvasser tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise." How much does advertising actually cost?

As a customer every day in your life, you are entitled to know.

Automobiles are extensively advertised. But only 31/2 per cent of the selling price of a can goes for advitising, or about \$17 on a \$500 machine. Before large scale advertising, you paid \$1,000 for a car not so good.

Coffee, canned foods, soft drinks, etc., have large advertising budgets. Only 51/2 per cent of the selling cost, or one-half cent on a 10-cent can, is used for promotional advertising. The average retail store spends from 1 to 4 per cent on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.

> Is it worth your while to pay this much for the knowledge that advertising gives you? And do you think the low prices on extensively advertised products would be possible without volume production that is entirely dependent on advertising?

> Newspaper advertising pays you dividends—It pays to advertise.

accident he stumbled on the secret.

He had eaten his noonday meal and not waiting to wash his spoon, he tossed it in one of his cup-boards. There was a metal plate coated with fodine on the shelf and the silver spoon lay on this will the next norming. The spoon had not not shelf and the silver spoon lay on this will the next norming. The spoon had found a clear picture of it on the metal plate.

Immediately he began to coat more plates with fodine of silver and then tried other developers. At length he found that mercury vapor gave a quick result. That marked the beginning of successful photography.

LEST YOU FORGET-

Fortune favors fools.

For mad words deaf ears.

Fair fall truth and daylight.

Feasting is the physician's har

Friendship is not to be bought at

Fine clothes oftentimes had a

Forget others' faults by remem-ering your own.

Follow the wise few rather than the vulgar many.

Fools and philosophers were made STA' of or out of the same metal.

Fortune sometimes favors those whom she afterwards destroys.

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Fame, like a river, is murrowest at its source and broadest afar of, and the state of the stat

sale contained in andi mortgage, and of the County of Oskiand is held). Of Michigan, in such case made and provided, notice, in hereby given may be meessary to pay the amount of the provided and the provided provided, notice, in hereby given may be necessary to pay the amount of the provided provided and the provided provided