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THIS NEWSPAPER-1 Yr.

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Name _____
Street or R.F.D. _____
Town and State _____

SAVE
MONEY
WITH THIS COUPON

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 3 1/2 per cent of the selling price of a car goes for advertising, or about \$17 on a \$500 machine. Before large scale advertising, you paid \$1,000 for a car not so good.

Coffee, canned food, soft drinks, etc., have large advertising budgets. Only 5 1/2 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.

Let us endeavor to live so that when we die even the undertaker will be sorry.—Mark Twain.

3760 ORDER OF APPEARANCE No. D-2014 STATE OF MICHIGAN,) ss.

SUPERIOR COURT OF MICHIGAN,) ss.

State of