

The Drive Wheel To Better Business

Roger W. Babson, the great writer on financial subjects recommends more advertising to encourage buying. When the surplus of mass production is consumed by mass consumption the retailers will begin to buy more from the wholesale merchant. Then the wholesale merchant will turn to produce more and raw products will be needed.

Advertising is ideally fitted and competent to accelerate the circulation. It is the most effective known force for accomplishing the speeding up of money and thereby giving us more business at times when more business is the nation's greatest need.

There never was more money than there is today. Banks hold it, corporations hold it, the people hold it. That is the trouble, the money is being held instead of circulated. A beautiful system of piping, a plentiful supply of fluid, but the whole mechanism fails to function for the want of better pumping power of publicity to tell the world of better goods, lower prices and greater service. We need a sound plan to reduce the choppy action of business and promote smoothness and steadiness of growth.

Advertising is the sorely needed governor of business. It requires no novel mechanism. All the apparatus is available. Though capable of illimitable improvement, the fundamental principles of advertising are clearly established; its practice is a well-known art.

The basic cause at which the jobless should shake their fists is not that too few mills are running, but that too few advertising campaigns are running.—Record, Penn's Grove, New Jersey.

“Advertise In And Build
Better Business
Through The Columns Of
The Farmington Enterprise