

SILVER SUREEN
SPORTS AFIELD
SUCCESSFUL FARMING
TRUE CONFESSIONS
TRUE STORY
WOMAN'S WORLD

## t Pays To Advertise!

# How Much Does **Advertising Cost?**



Not long a to, 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 en-

titled to know.

Automobiles are extensively advertised. But only 3½ per cent of the selling price of a car goes for advrtising, 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 5½ 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



## DIRECT RADIO PHONE LINKS FRANCE, U. S.

## Connection Was Formerly Routed to London by Radio Circuit, Thence by Wires to Paris

Telephone communication with Paris over a new direct radio circuit 3,000 miles in length was opened on December 1 by the American Telephone and Telegraph Company with ceremonies conducted from the office of the Federal Communications Commission in Washington, D. C.

### Felicitations Are Exchanged

Fellelations Are Exchanged
Anning S. Prall, Chairman of the
Commission, spoke first to Robert
Jardillier, Minister of Posts, Telegraphs and Telephones in Paris,
after which Andre de Laboulaye,
French Ambasador to the United
States, talked with Mr. Jardillier,
and R. Wallom Moore, acting Secretary of State, delivered a messago
personally to William C. Bullitt,
Ambassador in Paris, and through
him to Yvon Delbos, French Minister of Foreign Affairs.

Short Way Tenneniscon Herd

Short Wave Transmission Used The new direct circuit to Paris consists of a short wave radio telephone channel between American Telephone and Telegraph Company stations in New Jerèsy and stations of the French Ministry of Posts, Telegraphs and Telephones near Paris. The American transmitting station is at Lawreneeville, N. J., which is picked up at Noiseau, while the French transmitter at Pontoise sends the voice from Paris to the American receiving station at Netcong, N. J.
Wires and cables carry the voice impulses from the pradio stations in

Wires and cables carry the voice impulses from the yadio stations in New Jersey to the overscas switch-board in the Logy Distance Building, 32 Sixth Avenue, New York, whence the connection is made to Bell System telephones, All together, the radio circuit jotween New York and Paris totals about 3,600 miles.

the other side of the 'thanite. In 1915, Bell Syst' in engineers set up receiving apparatus in the Eiffel Tower, in an attempt to pick up speech sent out o' other telephone engineers from Arlington. Ya. These successful experiments marked an important milestone in the development of the radio telephone system which now aids Bell System subscribers to reach telephones in some 60 foreign lands.

Sweden is to have an annual cen-us of bears.

Canton, China, has more than 2,000 women hairdressers.

Twenty-two tons of feathers were shipped by rail recently in England.

There are five regular women mail carriers on rural routes in the United States.

Half the women of twenty-five or over who apply for work at labor exchanges in England are married.

Glass bricks are used in an engineering shop under construction on the University of Kentucky cam

A Glasgow, Scotland, man claims to hold the record for the number of snips in cutting a head of hair— 1,667.

## Outlook Justifies State Participation In New York Fair

## Whalen Voices Opinion in Inviting Governor and People to the 1939 Exposition

NEW YORK, (Special).—In a letter of invitation to the governors of 47 states, Grover Whaten, President of the New York World's Fair 1939 Corporation, points out that the commercial control of the New York World's Fair 1939 Corporation, points out that the commercial control of the New York City are so, reat and important that they alone would justify the active participation of every tate in the nation.

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## WORTH REMEMBERING

Money talks.

Merry meet, merry part.

Many sands will sink a ship.

Man's life is filed by his foe.

More than enough is too much.

Make the best of a bad bargain

ORDER OF APPEARANCE
No. D-2014
STATE OF MICHIGAN, )
SOUNTY OF OAKLAND. )

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JESSE W. BOLLINGER Mortgage Attorney for Mortgagee 22287 Michigan ave., Dearborn, Michigan, Jan. 14-Apr. 5