BUSINESS AND PROFESSIONAL





Advertising reduces selling costs by increasing sales volume and sales velocity.

It is like the modern machine that enables a manufacturer to produce more and better goods in less time and at less cost.

Would anybody argue that a machine capable of increasing production and decreasing costs was EXPENSE--or that the buy er of the goods produced had to pay for the machine that produced them?

Advertising by merchants or manufacturer saves you money in the same way. It is the great modern machinery that moves the merchants goods faster and enables him to sell for less money, and to sell a better quality of goods.

