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What Advertising Has Done For YOU!

The Supreme Court of American Business

There is a court that judges American Business . . . a court whose decisions are absolute—final.

It is the great American household—your family and mine. It passes judgment on every American Product . . . on the quality and price . . . on the package . . . on the merchant who sells it.

It is the buyer who has the power to judge whether or not an industry shall survive—whether the service is worthy and the price is fair.

It is not by accident nor by tricks of words that products in highest favor with the public are those that are advertised most.

Advertising is the force which makes possible national distribution of products . . . makes possible large-scale manufacturing which brings down prices. Today you may buy advertised brands, with assured uniform quality and style, at prices lower than ever.

Every national advertiser knows that he cannot exist without maintaining and improving quality . . . without the approval of the supreme court of American Business.

It could be . . . but, thanks to advertising, it is not!

With various models selling from $950 to $2,000, this was the popular low-priced car in 1905. The few who could afford motoring, chugged along dusty roads at speeds of 15 to 20 miles an hour.

Their cars had no tops . . . no windshields . . . no spare tires . . . none of a score of accessories essential to modern motoring. Starters were hand cranks . . . brakes were far from the quick-acting, four-wheel safety of today.

What part did advertising have in changing the motor car? Simply this: Advertising created demand among those who could afford luxuries. Demand brought increased sales. Increased sales brought large-scale production and lower prices.

Lower prices opened new and wider markets . . . inspired competition. Competition demanded research.

Today a half dozen aggressive manufacturers, employing hundreds of thousands of workers, bid for the low-priced automobile market. The same manufacturer who sold his cars as high as $2,000 in 1905 now delivers his leader at a price near $600.

The automobile, thanks to honest advertising and research, today is available to those with modest incomes. Advertising has given us cars with smooth, powerful motors, steel bodies, shatterproof glass, safe brakes and luxury beyond the fondest dreams of 1905. A real contribution to the American Way of Living!

Meet a Young Woman of FIFTY!

A good-looking woman 50 years old is not unusual today. And whether they realize it or not, these young women of 50 owe their youthfulness to advertising.

Idle talk, you say? Not at all! Statistics show that the life span of women has been extended 12 years in the last three decades. This prolonged youth is, to a large measure, due to labor-saving devices developed by American Industry.

You merely have to look about the modern American home to see how the burden of household labor has been shifted from mothers to motors. Vacuum cleaners, stokers, oil burners and electric-powered kitchen equipment are but a few of the wife savers.

Research to discover new equipment and machinery to manufacture goods on a large-scale, low-priced basis can be obtained only through advertising and nation-wide sales.

The touch of progress goes beyond new equipment. It has created new soaps that cut dirt but save hands. It has filled the pantry shelves with new foods packed with magical, health-giving vitamins.

Advertising has taught the American woman about these advancements . . . taught her how to buy better merchandise for less money . . . how to enhance her beauty with preparations that once only queens could have afforded.

Today, the weary and work-worn woman at 40 is disappearing from America. In her place is the young woman of 50 . . . young at 50 because the American Way of progress has preserved her youth.

John Farmer Buys a TRACTOR!

When John Farmer's grandfather drove his claim stakes in the four corners of the homestead, he dreamed of a big barn to shelter the mules he'd need as power to farm his acres. Those were the days before advertising—when farming meant hard labor for every member of the family—every day of the year.

Now, John Farmer has just bought a new tractor to do the work of many mules. And the tractor performs myriad tasks that mules couldn't do. It runs the buzz saw, powers the feed mill, fills the silo.

Without the service of advertising John Farmer still would be farming with mules—using fertile acres to raise feed for them; devoting valuable hours every day caring for them.

How has advertising affected life on the farm? Without advertising, few farmers could afford tractors—few would have radios, electrified homes, automobiles, automatic refrigeration, motorized washing machines—and many other devices to save time and labor.

Advertising has brought about nation-wide sales, large-scale production and lower prices. Due to advertising the American Way of Living is not restricted to a fortunate few, but is open to all.

PROTECT YOURSELF

For Newness, Quality and Savings, Read the Advertisements in Your Newspaper