

“We should like to advertise if it cost us nothing”

When a Philadelphia business man said this in a conference his associates laughed at him.

And yet he was right.

Advertising correctly used costs nothing.

It is not an expense. It is an investment which returns its own cost plus added revenue.

It does this chiefly in three ways:

- (1) It reduces general selling expense.
- (2) It increases the volume of sales, thus making possible lower cost of production.
- (3) It increases the total volume of profits.

An illustration of the reduction of selling costs through advertising was recently given by a writer in *Printer's Ink*, as follows:

I know of one manufacturer whose selling cost in his nonadvertising days approximated 35 per cent. Today, after several years of advertising, his sales cost is 12 per cent and his advertising 4 per cent,

the total selling expense being only 16 per cent. In the old days that manufacturer's salesmen thought they were making a lot of money. They were on commission, and at a liberal rate, because the manufacturer was entirely dependent on them. When the advertising policy was introduced the men rebelled vigorously. Their complaint was that it would destroy their jobs. Now those men are on a salary, and because of their vastly increased sales they are making more money than they ever made on commission.

It is no doubt true that the average cost of selling the products made in Philadelphia's factories is much greater than that of the cost of selling the products of any other great city in America.

This is because old-fashioned selling methods still persist in Philadelphia, perhaps to a greater extent than in any other important industrial center.

There are already many Philadelphia manufacturers who have learned that advertising, properly applied, not only costs them nothing, but also greatly reduces their other costs.

When will others learn this profitable truth?

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman