

Who pays for Ads?—

IN the minds of the average layman the question "Who pays for the advertising?" has never been answered to his satisfaction.

One theory expounded is that neither the advertiser or the consumer pays for advertising since the expenses are absorbed with a profit for both, in the increasing amount of business resulting from advertising.

It's a fact that some one pays for it. But who? Whether the merchant does or does not may be answered that he actually doesn't for his sales are increased and stocks are turned often. The public doesn't pay for advertising for through newspaper appeal demand is created and that in turn produces volume. The net savings accrue to the buyer.

But in the final analysis it's the merchant who doesn't advertise who carries the bag. The business is eventually drawn from his store and the profits that once came to him go to pay his competitor's advertising bills.

For him it is progress without, and stagnation within. The non-advertiser fails to see much farther than the end of his nose. And he wonders why he doesn't progress.

In some instances he actually gives values the equal of his fellow townsman down the street, but unless he tells the world no one will know about it. Failure to advertise has placed him on the defensive. He will always remain there unless he develops new business—and new business naturally must come through advertising.

**Non - Advertisers
Pay for the Ads!**