

the law of Nature in the twentieth century," it is more than possible—indeed it is quite probable—that he did not realize the significance of his remark. Commercial success lies along the line of least resistance. Advertising creates a magnetic force that no saleable, high-grade article can withstand. The line of least resistance for the merchant and manufacturer, who would reach the success goal, is the advertising way.

Strange, is it not, that the layman should recognize the effectiveness of advertising so much sooner in many instances than those whose commercial success depends solely on a liberal and judicious use of printer's ink? Whatever our attitude towards advertising may be, the stress of competition makes it an absolutely necessary element in every sagacious business policy.

#### *THE WHOLESALER INDISPENSABLE.*

"The jobber has been a success because he has been the salesman, but now that the manufacturer wants bigger profits he's taking the business which has been done by the jobber."

Ten years ago business systematizers were going to obliterate the jobber—squeeze him out of the scheme of distribution entirely. But the reports of the jobber's exit from the scene, like Mark Twain's death, were greatly exaggerated. In quite a number of lines the crowding out of the wholesaler goes on merrily because the manufacturer sells direct to the dealer. The middleman must go where he is not a necessary link in the distribution of the world's merchandise.

Consumer advertising has made scores of manufacturers very independent gentlemen. But—big wholesalers scented this trouble years ago and as a result they have pushed their own brands so that the changing conditions have not affected them very seriously, except to increase their competition.

Under present conditions the jobber who wants to