

DAILY DEMOCRAT

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THE DECATUR DEMOCRAT CO.

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WHO PAYS FOR ADVERTISING?

Who pays for the advertising? That was an old conundrum when Heck was a pup and as you no doubt know Heck is a very old dog now.

But then, as now, the conundrum had an answer.

And the answer is: Advertising pays for itself.

Which is to say that neither the consumer nor the dealer pays for the advertising in either higher prices or lowered quality.

There's an illustration which has been going the rounds for a long while now. It is worth repeating here.

X and Z are competitors in the manufacture of rubber nipples for babies' feeding bottles. Both produce 100,000 nipples a year and neither advertises. The nipples cost each manufacturer 12 cents each to make and they are sold to the dealer for 14 cents. Thus each manufacturer makes a profit of 2 cents on each nipple he sells.

X determines to advertise and appropriates 1 cent on each nipple sold and presently finds his market expanded to a demand for 200,000 nipples a year.

When he gets to making 200,000 nipples a year he discovers that economics in manufacture thus made possible make his factory cost 10 cents. So that instead of making 2 cents on each nipple he's making 3 cents and selling twice as many.

So next year he increases his appropriation to 2 cents per nipple, sells 300,000 and gets his factory cost down to 8 cents—a profit of 4 cents—and the price still remains 14 cents to the dealer.

Thus encouraged, the third year he increases his advertising appropriation to 4 cents for every nipple sold and enjoys a distribution of 500,000—and through further economics made possible through huge quantity production, he gets the factory cost down to a bed-rock figure of 5 cents per nipple. Then he decides that his profit is too long and he cuts the price to the trade to 12 cents, 2 cents lower than the beginning price—and makes 4 cents profit.

Meanwhile Z continues his enterprise without advertising and is found standing still—his factory cost continues at 12 cents, profit 2 cents and the dealer's price 14 cents.

X is clearly in the commanding position—he got there through advertising. He sells his nipple to the trade for 2 cents less, which affords the dealer an opportunity to make a longer profit—and you can guess whose nipple he buys and pushes. Meanwhile X is making 4 cents

against Z's 2 cents profit.

Thus the advertising paid for itself, gave dealer and manufacturer a longer profit, cost the consumer no more and probably in some cases less.

Good advertising pays its own way every time.—Merchandising Advertising.

A mass meeting was held in Huntington last evening for the purpose of voicing sentiment against the continuing of the "blue Sunday" regulations in that city. Since the decree to close up everything in the "Opportunity Gateway City" so claimed, the interurban lines running to Fort Wayne, Wabash and other cities have been crowded on Sundays and it seems that the people do not want to be told what they can do on the Sabbath. A happy medium can be reached in most things and it would seem advisable if the supporters of these freak laws would try to reach it. You can take a horse to water but you cannot force him to drink.

When the war was on the people read the daily papers to learn how things were progressing on the Western front. Now the papers—the home paper—is read to keep posted on the markets, which change nearly every day and to acquaint themselves as to the best place to buy, for any merchant who has a bargain will advertise it in the home paper. You cannot afford to be without the home paper. It costs only about one cent a day by mail and you could not begin to gather one item for such a small cost. Renew now.

A Topeka newspaper will be delivered every day for the next 20 years at the grave of Sam Ridges, a Topeka publisher of city directories. Before he died Ridges took out a 20-year paid subscription to the paper and requested that it be delivered to him at the cemetery. He was buried in a vault that he erected himself nearly ten years ago in anticipation of death. An electric light, which hangs inside the vault, is to burn forever.—Portland, Ore., Oregonian.

That man was certainly a booster for his home-town newspaper.

If the state highway commission is distributing old army trucks to the different counties in the state, we believe that Adams county is entitled to one, not alone on its glorious war record, but for the fact that one could be put to good service in this county. Adams county now has over six hundred miles of improved roads which the taxpayers have built themselves. One of the army trucks could be put to use in hauling stone this spring and summer for their repair.

The new headquarters of the Decatur Industrial association will prove a popular place for all those who wish to visit the rooms and become acquainted with the needs and progress of our fair city. The public is invited at all times to attend the

When Your Little Child

cries at night, tosses restlessly and mutters in its sleep, is constipated, fretful and feverish, or has symptoms of worms, you feel worried and have your night's rest disturbed by the little one's crying, or perhaps because of your own anxiety.

Many thousands of mothers rely at such times upon a tried and trusted remedy always kept in the house.

Mother Gray's Sweet Powders for Children,

used by mothers for over 30 years. These powders cleanse the stomach, act on the liver and give healthful sleep by regulating the child's system. Easy to give and pleasant for the child to take. Happy mothers in every community are using them with splendid results. Mother, if your child has the symptoms here described, you should try these powders. Sold by druggists everywhere.

Be sure you ask for, and obtain, **Mother Gray's Sweet Powders FOR CHILDREN.**

Grove's

is the Only Genuine

Laxative

Bromo

Quinine

tablets

The first and original Cold and Grip tablet, the merit of which is recognized by all civilized nations.

Be sure you get

BROMO

The genuine bears this signature

E. W. Grove

Price 30c.

meetings of this association, whose aim is to further and promote the progress of Decatur.

The building of macadam roads will continue in this county this spring. Yesterday the county commissioners ordered eight roads sold which will add several miles to Adams county's fine stretch of excellent highways, which the people want and demand that they be built.

THE MID-WEEK SERVICE

The third chapter of the book, "The Near East the Cross-Roads of the World," will be studied at the mid-week service of the Presbyterian church this evening. Oscar Hoffman will be the leader, and an interesting program has been arranged for the meeting, a number of the members of the congregation having a part.

HANDLE MANY CASES

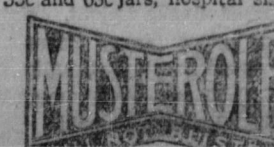
Indianapolis, Feb. 9.—Policewomen of Indianapolis handled 4,120 cases during 1920, according to a report submitted to Chief of Police Jerry Kinney by Clara Burnside, supervisor of the women police. This is almost twice as many as were handled in 1919. Of the total number of cases investigated, 1,857 were those of minor girls.

DON'T SUFFER WITH NEURALGIA

Use Soothing Musterole

When those sharp pains go shooting through your head, when your skull seems as if it would split, just rub a little Musterole on your temples and neck. It draws out the inflammation, soothes away the pain, usually giving quick relief.

Musterole is a clean, white ointment, made with oil of mustard. Better than a mustard plaster and does not blister. Many doctors and nurses frankly recommend Musterole for sore throat, bronchitis, croup, stiff neck, asthma, neuralgia, congestion, pleurisy, rheumatism, lumbago, pains and aches of the back or joints, sprains, sore muscles, bruises, chilblains, frost-bite—colic of the chest (it often prevents pneumonia). It is always dependable. 35c and 65c jars; hospital size \$2.00.



DOINGS IN SOCIETY

Club Calendar

WEDNESDAY.

Wednesday Afternoon—Historical club, Mrs. Leland Franks. Shakespeare club—Mrs. D. B. Erwin.

Reformed Aid—Mrs. John Glancy.

Thursday.

Evangelical Ladies' Aid—At the home of Mrs. Martha Roop, First st. Phoebe Bible Class—Mrs. Charles Brodbeck.

Evangelical Loyal Workers Class—Mr. and Mrs. Frank Butler.

The Eastern Stars will have their regular meeting Thursday evening.

Presbyterian Ladies' Aid—Mrs. Herb Borrowings.

Friday.

Zion Lutheran Aid—School House. M. E. Ladies' Aid—Mrs. Alpha Christy, Madison street.

The Presbyterian Ladies' Aid society will meet Thursday afternoon with Mrs. Borrowings. Members please be present.

The Loyal Workers' class of the Evangelical Sunday school will meet with Mr. and Mrs. Frank Butler Thursday evening. The husband of the members are invited, and a pot luck supper will be served. There will also be other interesting features on the program for the evening. All are requested to attend.

The Christian Ladies' Aid society will meet Friday morning at 10:00 o'clock at the home of Mrs. Noah Mangold on South First street.

A Bunco party was given by Matilde and Fred Krueckeberg Saturday evening at the Fred Krueckeberg home in Union township. Prizes were won by Hulda Blecke and Alfred Grote, and boobies by Irene Walters and Walter Blecke. Those present were Hattie and Marie Blecke, Velma, Mabel and Irene Walters, Gertrude Thieme, Ida Holle, Julia Werling, Ella Krueckeberg and Elise Blecke of Decatur, August, Minnie and Emeline Selking of St. Johns, Harvey Tieman of Root township; Hulda, Louise, Edna, Gretchen and Martia Blecke, Hanna, Angelina and Mathilde Krueckeberg, Alma Klenk, Amalia, Blenz, Walter, Alfred, Herman, William, Victor Blecke, Erwin Blenz, Fred, Simon, Ernest, Thieme, Alfred and Lawrence Grote, Emil, Fred, Harry, Ferdinand and Henry Krueckeberg, Edgar and Karl Reinking, Arthur Klenk, Clarence Dersch. At a late hour a delicious lunch was served.

Will be heard

Labor's Protest Against Abolishing of Contract Will be heard

Chicago, Feb. 9.—(Special to Daily Democrat)—Labor's verbal bombardment of capital wherein it charged Wall street is behind railroad owners in the latter's attempt to abolish national working agreements and reduce wages will take concrete form tomorrow when Representatives of two million railroad employees will give their answer to the railroad owners.

Armed with what is termed by rail union leaders as the "police information" on the financial situation frame-up, Walsh was speeding here today from New York to attend tomorrow's hearing before the U. S. Railroad labor board. Walsh was expected to go before the board with B. M. Jewell, president of the railroad shopmen's union and help labor in its stand against capital.

That the issue between the railroad owners and employees is to be the big showdown between the railroad owners and employees is to be the big showdown between capital and labor is becoming more apparent than ever.

The American federation of labor is ready to go to the mat with capital in the present fight and have indicated to the railroad workers that it will have the support of organized labor in whatever step they take.

It has sent here as its agent W. Jett Lauck, official statistician for the federation. Lauck will be on hand to furnish ammunition for Walsh and the labor leaders when they appear before them tomorrow.

Financial kings of the country may be called before the board, it was learned here today.

INDIANAPOLIS MARKET

Indianapolis, Ind., Feb. 9.—Hog receipts, 12,000; market 50 to 25 cents higher; best heavies \$8.25@9.00; medium mixed \$9.25@9.50; common choice \$9.75@10.00; bulk sales \$9.00@10.00; cattle receipts \$9.00; steady; steers \$5.50@9.00; cows and heifers \$2.50@7.50.

INSPECTION TOUR

F. C. McCall, the Assistant State Fire Marshall is

Inspecting Buildings

FINDS IMPROVEMENTS

Conditions Better in This City Than Two Years Ago—Orders Made

F. G. McCall, assistant state fire marshal of Indianapolis, is in the city and accompanied by Fire Chief Henry Dellinger were inspecting local business houses and buildings today.

Mr. McCall stated that he would be in the city a couple of days and after he had inspected the buildings and basements as to the wiring would make recommendations for improvements. Mr. McCall stated that Decatur was fortunate in having such an able and competent fire chief in the person of Henry Dellinger and that he wanted it stated that he was a "good one."

The state marshal also made mention that he found conditions much better in Decatur on this trip than they were two years ago. The annual report of Chief Dellinger for last year proves this fact as the fire loss in Decatur was comparatively small.

Those property owners who are ordered to make improvements or remove certain things must do so or be liable to a fine.

Charlotte Bronte's writing was so small that it appeared to have been traced with a needle.

The three marshals of France—Joffre, Foch and Petain—receive yearly in pay about \$8,000 each.

Stops Pain Like Magic

In grandmother's day the first thought was Lightning Hot Drops when some one had a pain—and pain vanished every time this old reliable remedy was used.

New fangled and more costly things have won the younger generation away from some of the good old-fashioned remedies, but the demand for Lightning Hot Drops is greater today than ever.

Nothing else so quickly relieves cramps, stomach and intestinal pains, rheumatic and neuralgia pain, toothache, earache and similar distress.

Lightning Hot Drops, for internal and external use, costs only 30c and 60c a bottle. At druggists—guaranteed.

Lightning HOT DROPS

THE LAST WORD IN SILVERWARE

Just recently we have received several new patterns that have set a new mark in artistic beauty. The lines are most graceful, while the prices demonstrate beyond question, the fairness of our new low price policy.

We should greatly enjoy an opportunity of showing and explaining the many exclusive features of this splendid silverware.

PUMPHREY'S JEWELRY STORE

DECATUR, IND.

GAS Notice

Gas Bills are due and payable at Company's Office on or before Feb. 10th, if you wish to save the discount.

Office open Thursday evening, Feb. 10, until 8:30 o'clock.

NORTHERN INDIANA GAS AND ELECTRIC COMPANY

105 N. 3rd

DEMOCRAT WANT ADS GET RESULTS

Our Tailor Made Suits

FOR SPRING 1921

WE CORDIALLY INVITE YOU TO CALL AND INSPECT OUR LINE OF SPRING WOOLENS IN ALL THE NEW ALL-WOOL FABRICS AND LATEST PATTERNS.

THEY ARE PRICED AT THE LOWEST POSSIBLE PRICES AND GUARANTEED TO FIT AND GIVE SATISFACTORY WEAR.

WHEN CAN WE EXPECT YOU?

Holthouse Schulte & Co.

Good Clothes Sellers for Men & Boys.

Try the Brunswick Tires

The Brunswick, Balke, Collender Company, manufacturers of Brunswick tires, have been in business 86 years manufacturing rubber goods and are now making a superior auto tire,

The Brunswick

UNLIMITED GUARANTEE

Give them a trial. Recommended by

Shanahan-Conroy Auto Co.

MOMENTUM

A Savings Account grows like a snowball—the longer it runs, the bigger it gets. And it is not only your Money that is growing. It is your strength of Character and your Self-Respect.

Come in and see us, and get a Home Bank for your small savings and start right.

The Peoples Loan & Trust Co

"BANK OF SERVICE"

LOANS

—on— Farm and City Property

At low rate of interest and reasonable terms.

THE DECATUR ABSTRACT & LOAN CO.

157 South Second St. Decatur, Indiana

Henry B. Heller, Pres. E. Burt Lenhart, Sec'y.

Saving or Slaving

Everyone knows what "slaving" means—working to the limit of one's strength without hope of relief.

Work was never intended to be slavery, and the reward of work should always be more than enough to buy necessities.

Not so many people know what "saving" means. Saving is putting by a certain sum of money regularly so as to build up a reserve and make slaving unnecessary.

Everybody should save money and make that money slave for him at interest.

We Pay Interest at 4% on Savings.

Old Adams County Bank

"The Old Reliable"