

DAILY DEMOCRAT

Published Every Evening Except Sunday by 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 economies 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 economies 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

and 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 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, frosty feet—cold of the chest (it often prevents pneumonia). It is always dependable. 35c and 65c jars; hospital size \$1.00.

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"

DECATUR DAILY DEMOCRAT WANT ADS GET RESULTS
INSPECTION TOUR

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 Borroughs.

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. Borroughs. 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 Magon on South First street.

A Bunco party was given by Mathilde and Fred Krueckeberg Saturday evening at the Fred Krueckeberg home in Union township. Prizes were won by Hulda Bleeke and Alfred Grote, and boobies by Irene Walters and Walter Bleeke. Those present were Hattie and Marie Bleeke, Velma, Mabel and Irene Walters, Gertrude Thieme, Ida Holle, Julia Welling, Ellas Krueckeberg and Elise Bleeke of Decatur, August, Minnie and Emette Seikling of St. Johns, Harvey Tieman of Root township; Hulda, Louise, Edna, Gretchen and Martha Bleeke, Hanna, Angelina and Mathilde Krueckeberg, Alma Klenk, Amalia Blenz, Walter, Alfred, Herman, William, Victor Bleeke, Erwin Blenz, Fred, Simon, Ernst, Thiene, 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.

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.

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.

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.

INDIANAPOLIS MARKET

Indianapolis, Ind., Feb. 9.—Hog receipts, 12,000; market 50 to 25 cents higher; best heavies \$2.25@\$9.00; medium mixed \$2.25@\$9.50; common choice \$9.75@\$10.00; bulk sales \$9.00@\$10.00; cattle receipts 800; steady; steers \$5.50@\$8.00; cows and heifers \$2.50@\$7.50.

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