

DECATUR
DAILY DEMOCRAT

Published Every Evening Except

Sunday by
THE DECATUR DEMOCRAT CO.
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ded outside those zones.)Advertising Rates
Made known on application.Foreign Representatives
Carpenter & Company,
122 Michigan Avenue, Chicago
Fifth Avenue Bldg., New York City
N. Y. Life Building, Kansas City, Mo.It should interest the people of this
part of the country to know that one
of the east and west trunk lines pro-
posed by the state highway commis-
sion will run near this city with the
chances very favorable for the Mon-
roe street road if proper interest is
manifested. It's the biggest thing
we have had to think over for some
time and we must not overlook it.
The good towns in a few years will
have one or two or a half dozen of
those main roads and now is the time
to get them. Let that soak in.As a result of the balloon race
which started from Indianapolis July
4th the big U. S. Navy A-6698, man-
ned by Lieutenants L. J. Roth and T.
B. Null, fell in Lake Erie and the
men are believed lost. The balloon
has been recovered but the basket is
gone and the men cannot be located.
It is a sad experiment and leads us
to wonder why a balloon race any
way?Remember it's just as important that
Decatur gets a north and south trunk
highway and an east and west trunk
as it is that we have the Pennsyl-
vania and Erie and Clover Leaf rail-
ways. In a few years this will be
more evident than now and the
communities effected cannot afford
to do anything but assist those trying
to build them to the best advan-
tage.Reading between the lines of the
letters from Mr. Farmer and Mr.
Evans, Decatur may not be included
in the six sites from which the Yeo-
men will select one for the children's
home, but the fact remains as we
have represented it that if they are
seeking the most fertile soil for the
building of a great institution we
have it. No where in all the United
States have they found so splendid
a community of God-fearing people
who think together and work to-
gether and believe the great ideals.This community has nothing to apologize for whether they are in the
last ten, the last six or the final
choice. We believe as firmly as we
ever did that we have the mental soil
for the home and that is the biggest
thing after all and we believe the
site should be located with the same
care as was used by the Pilgrim
Fathers several centuries ago. The
rest is up to the board and it's a big
responsibility.There is a rumor which refuses to
die out that Henry Ford will be an
independent candidate for president
next year. If he is it is also figured
by experts he has an excellent
chance to carry several states, per-
haps sufficient that no candidate
would receive a majority vote from
the electoral college. Then the pres-
ent congress would make the selec-
tion, each state receiving one vote so
that the vote would be cast according
to the democratic or republican ma-
jority of the delegation. This would
result now, republican 23, democratic
20 and five states tied. Of the tied
ones a change is possible to either
one or the other of the two leading
parties before congress convenes in
December 1924 when the question
would be settled. All of which is
most interesting to those who watch
the political score board.Public utilities were urged to ad-
vertise more intelligently and more
continuously in an address by Bruce
Barton, well-known author and maga-
zine writer, at the convention of the
National Electric Light Association
in New York. He said that keeping
the public informed necessarily was
a continuous job, as those who are
informed move away or die and new
ones take their places. He suggested
that in dealing with the public,
language the public can understand
should be used. "In fact, my message
to you utility men," he said, "is 'be
genuine, be simple, be brief. Talk to
people in terms and in language that
they understand and finally and most
of all be persistent.' You can't ex-
pect to advertise in flush times and
live on the memory of it when you
are hard up. You can't expect to ad-
vertise when you are in trouble, or
about to be in trouble, and expect to
get anything in that direction. It is
a day-by-day and hour-by-hour busi-
ness. If the amount of money that
has been thrown away by people who
advertise spasmodically was all gather-
ed together it would form and endow
the most wonderful home of
aged advertising men and their
widows in the world. Don't throw
any of that money away. If it is
worth doing at all, it is worth doing
all the time. For every day, gentle-
men, 'the King' dies, and there arises
a new 'King' who knows not Joseph."The Ladies Aid and Missionary
Societies of the Christian church will
meet Thursday afternoon at the home
of Mrs. Arthur Fisher on North
Fourth street.The Ladies' Aid society of the
United Brethren church will meet
Thursday afternoon at 2 o'clock
prompt at the home of Mrs. Clarence
Drake. Mrs. Frank Bohnke, Mrs.
Wm. Shackley and Mrs. Lillie Burk
head will be assistant hostesses.
Business of importance will come up
and all members are urged to be
present.Mr. and Mrs. Charles Niblick, daugh-
ters, Margaret and Charlotte, Charles
Niblick, Margaret Mylott, John Teeple
and Lloyd Baker enjoyed a picnic
supper at Belmont Park last evening.The Winona Campfire Girls will
have a council fire at the home of
their guardian, Miss Margaret Ash-
baucher Tuesday evening at 7:15
o'clock. Any one wishing to be in-
vited may do so.The Tri Kappa Sorority will meet
at the home of Miss Veronica Anker
on Winchester street, Tuesday evening
at eight o'clock. Miss Dorothy
Durkin will be assistant hostess.The Junior Society of the United
Brethren church will hold a social on
the church lawn, Tuesday evening
July 10. The public is invited.

Society

CLUB CALENDAR

Monday
Auction Bridge Club—Mrs. Clayton
Carroll, 7:30 o'clock.Tuesday
Queen Esther—Miss LeeAnna
Vance.W. C. T. U. with Mrs. C. L. Wal-
ters, 2:30 p. m.Winona Campfire Girls—Miss Mar-
garet Ashbaucher.Tri Kappa—Miss Veronica Anker.
Junior Society of U. B. Church So-
cial—Church lawn.Wednesday
Meeting of Reformed Ladies Aid
Society postponed until Thursday.Thursday
Ladies' Aid and Missionary Soci-
eties—Mrs. Arthur Fisher.Reformed Ladies Aid Society with
Mrs. M. Kirsch, 2:30 p. m.

Ladies Aid Society of U. B. church

—Mrs. Clarence Drake.

Friday
Minnehaha Club—Red Men hall.Reformed Ladies Aid Society of the
Reformed church will meet at the home
of Mrs. M. Kirsch on Thursday
afternoon at 2:30 o'clock instead of
on Wednesday afternoon as had been
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