

DECATUR DAILY DEMOCRAT

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THE DECATUR DEMOCRAT CO.

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WHAT ADVERTISING DOES:

When pessimistic persons ask, as they sometimes do, what permanent good advertising does and charge that one of its results is to create wants that cause a needless waste of money, they are all wrong, according to Frank Presbrey, who is an experienced business man regarded as an authority on modern advertising. On the contrary, he regards the phenomena of the present system of publicity as promoting growth and prosperity and undertakes to prove his theory.

In the World's Work he presents the system, not as a great educational force, which it is, but as a creator of national discontent. "Not that sort of discontent which makes men desirous of tearing down, but our typical American characteristic—that divine discontent which drove our forefathers westward in search of broader fields to till, which has led a backwoodsman from a log cabin to the White House, that desire for better things that led a station boy, by means of a telegrapher's office, to the presidency of one of America's greatest railroads—the discontent which makes men want more, and so makes them work more to get what they want."

The masses of our people are not satisfied with inferior modes of living. Advertising has raised their standards. They have worked to get what they want and their ever increasing wants have created and increased consumption of goods which is the basis of all prosperity. Numerous illustrations are cited. Perhaps four-fifths of the older generation were born in houses without bathtubs and insanitary plumbing; then advertisements showing the superiority of the white tubs and tile, the builder would even put up a little house without white bathtubs. It is the same with the oft repeated injunction, "Own your own home." "Don't write, use the telephone." "Get your family an automobile." "Enjoy good music, buy a radio," and so on.

Advertising campaigns, it is asserted, have done more to change the habits of the nation in ways of sanitation and cleanliness than the speeches of all the uplifters who have uplifted their voices in the past fifty years. Constant repetition of the advantages of this, that and the other has its influence. The public become educated each year and its taste and judgment have raised the standards of many articles in domestic and personal use. Competition in advertising helps to raise the standards of art as applied to mechanics and purchasers learn to seek the best. Just as the intelligent use of advertising in America has made the world see that high wages and the desire to possess more are not incompatible with great national prosperity, so it has also shown that seasonal unemployment with its untold miseries is not an inevitable trick of a malevolent fate, like a tornado or an earthquake, but a preventable waste which is gradually being eliminated. Mr. Presbrey says:

"So that he may have money to buy the things he has been made to want by advertising the worker increases his efficiency and by that increases output, so that the employer is enabled to pay good wages for increased production. This circle, instead of being vicious, is a circle which stretches continually to the benefit of all, for the permanent prosperity of the whole nation. We have discovered that prosperity becomes permanent in direct proportion to how widely it is shared."

It would be hard to find an intelligent person who would be willing to go back to the old days when "modern improvements" that are now fixed

KNOW YOUR STATE

INDIANA has a law requiring standards of sanitation and security in houses designed or maintained for human occupancy. Fire hazards also are subject to a strict investigation and limitations designed to protect human life. The latter activity includes especially buildings used for public purposes.

accessories were unknown and many luxuries that are now indispensable were out of reach—certainly advertising has had its part in the change. —Indianapolis Star.

The bronze tablet, in book form, was being placed today on the big boulder in the court house yard, to be dedicated to the memory of Gene Stratton-Porter, former Adams county citizen and nationally famous writer. The rock will be dedicated with appropriate ceremonies at a later date and the people of this community will welcome the opportunity to revere the memory of one of its famous citizens, who through her writings acquainted the country with the Limberlost and Adams county.

Recently Decatur has obtained more or less favorable mention in outside papers and the advantages offered by our fine city have been stressed not a little. Every local booster for this community knows that it is about as fine a place as a person can find and naturally we are proud that others should take notice of us.

The Chautauqua provides clean entertainment and uplifting thought and by purchasing a season ticket you can attend every program, any one of which is almost worth the price of the season ticket.

Four weeks from today the school bells will ring, which may not be pleasant news to Mary and Johnny and also to the man of the house who has to pay for the winter's supply of coal.

WEDNESDAY AGO TODAY

From the Daily Democrat File

Twenty Years Ago This Day

August 9.—Decatur defeats Dunkirk 7 to 0, and 1 to 0, in a double header. Insurance rates in Decatur advanced 20 per cent on all stocks of merchandise.

A bill will be introduced in the next session of the legislature to abolish the office of township trustee.

Tom Jeffery has left knee dislocated in a runaway accident.

Mr. and Mrs. A. D. Suttles leave for Bay View, Michigan, for an outing.

Miss Hattie Studabaker leaves for Atlantic City.

Dragton Hill acquitted on charge of hunting on Sunday.

Chicago holds the murder record with 155 during past year.

Rev. D. B. Beckard surprised on his 69th birthday.

Herschy & Winteregg, of Berne, will conduct an excursion to North Dakota on August 13.

REPPERT AUCTION SCHOOL NOTES

The Reppert School students assembled in the vacant room at the corner of Second and Monroe streets Saturday afternoon and answered to roll call. Then they marched through the main street, giving the usual yells and calling auction sale, auction sale on court house square.

The auction sale was preceded by college songs. Introductory remarks were made by members of the faculty and the public was invited to attend the sales to be held each night. The first sale, held last Saturday afternoon, consisted of the following items: Indian blankets, toilet sets, jewelry, two wheel farm trucks and many other things of value. Each sale was a bonafide sale and all were made happy with congratulations from every angle, for the Reppert Auction School student body. The Saturday evening sale was witnessed by nearly a thousand persons, who stood by eagerly to bid on the articles as they were offered for sale.

NOTICE

Plenty of money to loan on city property.

SCHURGER ABSTRACT CO.

164-271

Express Company To Make Storage Charge

Charges will hereafter be assessed for storing of express shipments not accepted when tendered for delivery or uncalled for after due notice has been sent to the consignee, according to B. H. Elzey, agent of the American Railway Express company here.

Thus, a system similar to that affecting freight and baggage shipments has been put into effect in the express service at the cities and in the districts where free delivery service is provided. This has been made necessary by the growing problems of the carriers in caring for an increasing quantity of shipments, which they have not been able to deliver, for reasons for which they were in no wise responsible.

Some of these are business differences between shippers and consignees or the forwarding of goods without provision for their acceptance upon delivery. In the interim, the carriers have been forced to maintain a costly and elaborate system of storing and recording such business.

Three days' "free time" is allowed, after which a storage charge is assessed at the rate of 10 cents for the first day, five cents for each of the next eight days, with a maximum of 50 cents a month for each shipment weighing 100 pounds or less and a regular monthly charge thereafter of 50 cents per month or fraction thereof. Shipments forwarded "C.O.D." are allowed five days "free time."

On shipments weighing over 100 pounds the storage charge is proportionate; that is, any fractional part of 100 pounds is computed as 100 pounds, thus, shipments over 100 pounds and not over 200 pounds are assessed storage at twice the rate of the shipments under the 100 pound limit.

The carrier, however, is required to give proper notice of the unsuccessful attempt at delivery and the charges are figured after the expiration of the free time from the first 7 a.m. following the sending of such notice. The charge does not apply to shipments to addresses beyond the free-delivery limits of the express company.

Before becoming effective, the system was submitted for consideration to the shipping public, including organizations of shippers and practically no objection was entered against putting it into effect.

Madame Homer at Winona

The Chautauqua season of 1926 at Winona reaches its climax on August 11th. LOUISE HOMER day. The splendid talent engaged by the program Director and his committee has been well received. Following the custom of other years Winona offers this season three special artists, of which Madame Louise Homer is the last. Admission to the Park will be free for that day, and the public at large is urged to come and picnic at Winona and enjoy the day's festivities.

At 12:30 p.m. in the afternoon formal reception will be given to Madame Homer by the Women's clubs of the surrounding communities. At 1:00 o'clock a Service Club luncheon will be given by Homer Rodeheaver at the Westminster Hotel, at which time Senator Arthur J. Robinson and Walter Jenkins will be special guests.

At 2:00 o'clock the Winona Orchestra will give a concert just preceding the address by Senator Robinson in the Tabernacle. Dr. Melvin G. Kyle, who has recently returned from Archeological Expedition to the Holy Land, will lecture at 3:30 o'clock, and at 4:15 Miss Maude Aldrich will bring a message to women. The high point of this busy day will be 8:15 in the evening when Madame Louise Homer, America's beloved Contralto, will give her recital.

All entertainments for the day will be free except the evening concert, reserved seats for which may be had at popular prices.

BIG FEATURES of RADIO

Tuesday's Five Radio Features Copyright 1926 by United Press WEAF, Hookup, 7 p.m.—Eveready orchestra.

WKRC, Cincinnati, 4:22M, 8 p.m.—Organ recital.

WOC, Davenport, 4:45, 8 p.m.—Band Concert.

KGO, Oakland, 361M, 10 p.m.—Minstrels.

WJZ, New York, 4:45M, 7 p.m.—Key stoners.

HOSPITAL NOTES

Mrs. Frank Carroll, of South First street, underwent an operation at the Adams County Memorial Hospital this morning for removal of her appendix and gall bladder. She withstood the operation nicely and it is believed she will get along alright.



The GIRL in the MIRROR

By Elizabeth Jordan

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WNU Service

THE STORY

me that the obvious course for you is to move. After you're safely hidden somewhere, I think I can teach Herbert Ransome Shaw a lesson that won't react on you."

She shook her head.

"If I moved, how long do you think it would take him to find me?"

"Weeks, perhaps months."

Again she shook her head.

"I moved here a few days ago. He appeared exactly forty-eight hours later. If I moved from here it would only mean going through the game of hide and hounds again."

"But—" he began. She interrupted him.

"I've reached the point where I can't endure that any more." For the first time her voice broke. "Can't you imagine what that sort of thing would be? To get up in the morning and wonder if this is the day I'll see him under my window? To go to bed at night and ask myself if he is lurking in the shadows below, or across the street, or perhaps outside my very door? To know that sooner or later he will be there, that his coming is as inevitable as death itself—" She broke off.

"I sometimes think I'd rather see a bog constrictor crawling into my room than see Shaw down on the sidewalk," she ended. "And yet—I know you can understand this—there's a queer kind of relief in the knowledge that at last, and finally, he has got me."

She whirled to face Laurie and threw out her hands. There was nothing theatrical in the gesture, merely an effort of entire finality.

"We have come to the end of things," she finished. "Since you would not have them end my way, they must end his way. Whatever happens, I shall not run and hide any more."

For a moment silence hung like a substance between them. Then the visitor resolutely shook off the effect of her words.

"I promise you I will get to the bottom of this," he quietly told her. "In the meantime, will you try to forget it, for a little while? You know you said you could do that, occasionally."

He was clearing the table as he spoke. Now he proceeded to unpack a basket he had sent over an hour before by Griggs, and which, he observed, had not been opened. Dropping back into her big chair, she watched him with an odd look. If he had seen this look it would have surely puzzled him, for it held not only interest but an element of apprehension.

"In the past two days," she said, after an interval, "you have sent me five baskets of food, four baskets of fruit, six boxes of candy, and three boxes of flowers. What do you suppose becomes of them all?"

"I know what becomes of the flowers." He cast an appreciative glance around the transformed room. "And I hope," he mildly added, "that you eat the food."

She broke into her rare laugh, soft, throaty, and contagious. Under it his spirits rose dizzyingly.

"You are feeding half the people in this building," she said, "not to mention Sam and his home circle. Sam has absorbed roast chicken, cold turkey, quail, and sweetbreads till he is getting critical. He asked me this morning if I shouldn't like ham and eggs for a change."

Laurie ground his teeth.

"What does he expect to gain by that performance?"

"Several things, I suppose. For one, he wants to get on my nerves; and he does," she added somberly, and still without turning.

Laurie made a vague tour around the room and brought up by her side. "You know," he confessed, "I haven't really taken this thing in yet. Even now, this minute, it doesn't seem possible to me that Shaw could do you any real harm."

She nodded. "I know. Why should it? Even to me it is like a nightmare and I keep hoping to wake up. There are hours, even days, when I convince myself that it isn't real." She stopped. "It must be very hard for any one else to understand," she ended, when he did not speak.

"Nevertheless," admitted Laurie, "I can't forget it. I can't think of anything else."

She took this as naturally as she had taken his first remark.

"It's going to be very hard for you. I was wrong to draw you into it. I am realizing that more and more, every minute."

"You couldn't help yourself," he cheerfully reminded her. "Now that I am in it, as I've warned you before, I intend to run things. It seems to

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Size and "Soul"

"The 'big business' corporations of this country never made a better move than when they concluded to make it easy for their employees to become part owners in the business in which they are employed. Among such corporations the Standard of Indiana is conspicuous."

"There is hardly an informed man in business of any kind who does not wish it were within his power to do as much for his employees as the Standard Oil Company of Indiana has done and is doing for its employees."

These paragraphs are quoted from an editorial appearing in the Atlantic News Telegraph of Atlantic, Iowa, June 8, 1926.

They indicate the trend of public opinion in regard to "big business" in general, and the Standard Oil Company (Indiana) in particular.

The old feeling that large corporations are necessarily "soulless" because of their size has practically disappeared.

Greater information results in a better understanding, and this has been true, particularly in the case of the Standard Oil Company (Indiana).

A number of years ago this Company adopted the policy of openly and frankly discussing its problems, and publishing facts concerning its work and its organization.

Open and straightforward statements of how the Standard Oil Company (Indiana) carries on its vast business, have brought about a truer public understanding of its work, a greater appreciation of the benefits of its operation, and a realization of the true significance of its great size.

It is not "soulless" because it is big. Rather, because it is big, in every sense of the word, it has soul.

The Standard Oil Company (Indiana) is big not alone in numbers, in wealth of resources, in the extent of its activities. These are but the outward signs of its deep inner bigness of purpose and principle, of its high ideals and far-reaching vision.

The attitude of the Standard Oil Company (Indiana) towards its employees, praised in the editorial above, is but one expression of the broad working principles of the Company.