



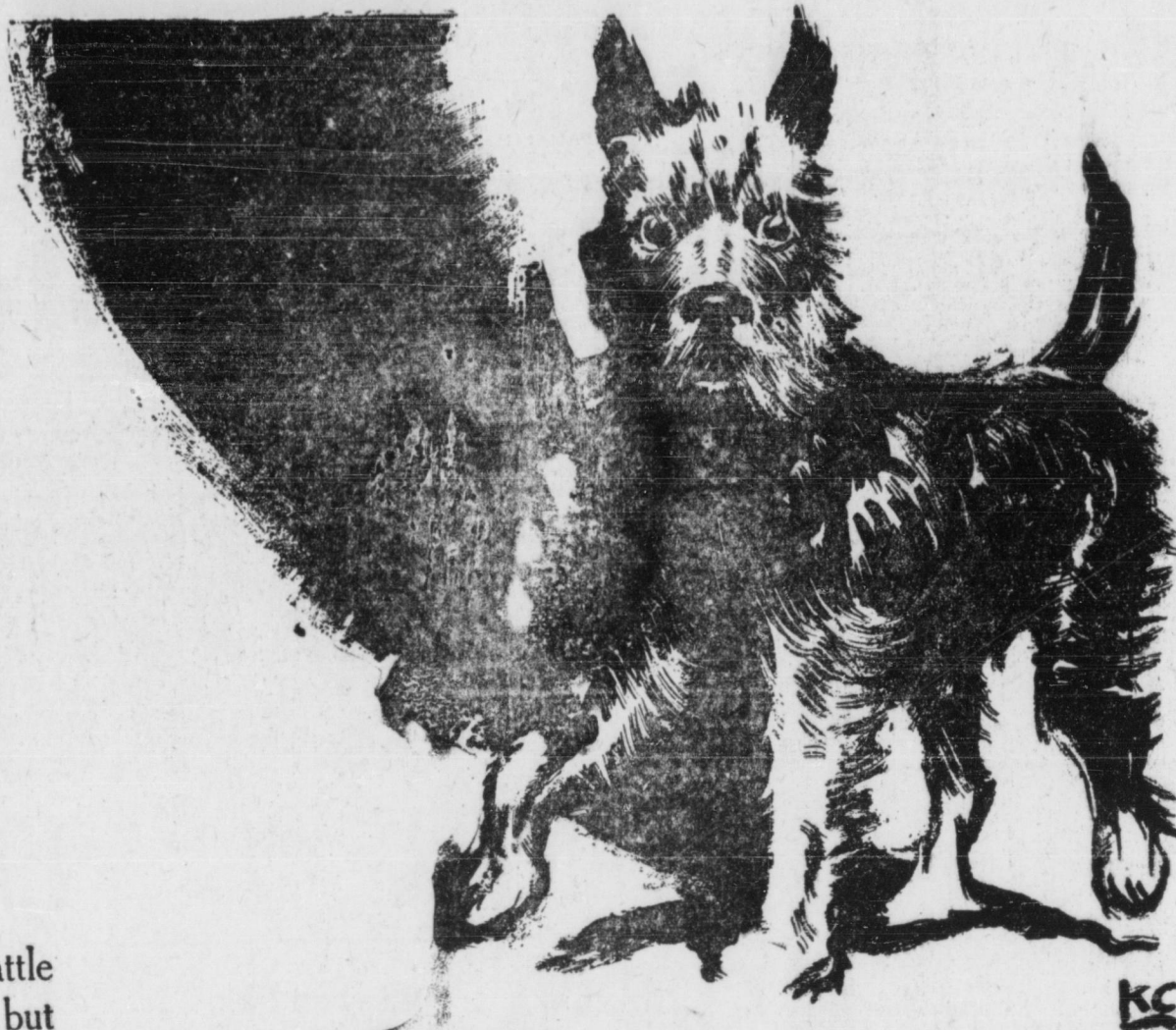
# IT ISN'T THE SIZE OF THE DOG IN THE FIGHT ... IT'S THE SIZE OF THE FIGHT IN THE DOG

**B**ONE and muscle are valuable assets, but no fight was ever won without brains and courage.

Cortez conquered Mexico with 150 men, because he kept his head and knew that victory would reward his courage.

The American colonies won their independence because they possessed the courage of their convictions and a firm faith in their ideals.

History is replete with examples which prove that it isn't the size of the dog in the fight, but the size of the fight in the dog.



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**A**MERICA has been going through a battle of depression. The fight isn't over, but America can now begin to see victory ahead. At last the American people are beginning to realize that their own mental attitude is the enemy. Now they know what to fight. Now they know how to win that fight.

They know that they have permitted themselves to talk gloom and to think gloom! They realize they have listened to bad business talk and helped spread such talk. They have allowed themselves to be affected by all this talk and, fearing worse conditions, have tightened up and taken their money out of circulation. They have felt poor, whether they were or not, developed an over-cautiousness, grown suspicious. Backbones have become wishbones and clear vision has been befogged.

The American people are beginning to realize that, regardless of what started present business conditions, they themselves have been responsible for helping put them where they are today.

But, confidence is returning because the people are awakening to their own folly. Courage is returning because they know the country is fundamentally and economically sound. Faith is returning because the size of the fight in America is too big to admit defeat.

It is now proposed that we give business a push in the RIGHT direction, and it behooves every person, regardless of his station in life, to make some extra effort to re-adjust the wheels of industry.

No man is too poor to keep a stiff upper lip and smile if he has any fight in him at all, and if the men and women who can buy needed commodities will throw fear overboard and buy, those who have nothing but a smile will soon be joining the spenders.

Confidence begets confidence. The margin between good times and bad times is the extra expenditure of less than 15 cents per day per person in the United States.

If you are willing to admit that you are tired of present conditions, if you are willing to admit that you are ready for prosperity, stop looking at the world through smoked glasses. Stop being afraid. Get into the fight and get a little more fight into you.

Present conditions will change and prosperity will be yours only when you decide to change these conditions. And each individual working together, with a purpose, can do it.

Get on your mark! Get set!

This is the second of a series of Advertisements in a campaign for the restoration of Confidence and Faith and American Prosperity,

Sponsored by

**DECATUR LIONS CLUB**

HEAR

**J. B. Wiles**

Industrial Commissioner, of Fort Wayne, at mass meeting TONIGHT at 7:30 o'clock, Decatur High school building.

The firms listed below are cooperating with Lions Club in "Starting the Clock" of better times and prosperity:

Decatur Lumber Company  
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Boknecht's Service Station  
Mutschler's Meat Market  
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Holthouse Drug Company  
Morris 5 and 10c to \$1 Store

Smith Drug Company  
J. J. Newberry Co., 5, 10 & 25c store  
Cutshall's Cut Rate Drug Company  
Voglewede Shoe Store  
C. L. Farlow, Mgr. A. & P. Tea Co.  
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