

PROOF THAT ADS PAY

THE first batch of Coca-Cola was put on the market back in 1886—only twenty-five gallons of sirup, which sold for \$25. The Wall Street Journal comments that "the present company paid the original owners \$20,000,000 for Coca-Cola goodwill."

"Good-will" is another word for reputation. Reputation, in modern business, is the direct result of three things—merit of product, methods of doing business and advertising.

Coca-Cola, of course, has been about as thoroughly advertised as is humanly possible.

The \$25 realized from the first Coca-Cola sale was immediately invested in advertising, for which the first bill was \$46. From that small seed grew \$20,000,000 worth of "good-will."

It pays to advertise. Most of the big advertisers started in a small way. Venturing cautiously into the water, they soon struck out for the deep spots. They found that it pays to advertise.

The William Wrigley Company's first advertising appropriation was \$32—its entire capital—writes John Allen Murphy in Printer's Ink Magazine.

Murphy tells the story of Royal baking powder. The company started in a small drug store in Ft. Wayne, Ind., as a side line. Its first advertisement appeared in local papers. The campaign then gradually spread throughout the State until the company was able to move to New York. Soon after that it became the largest national advertiser of its day.

What fertilizer is to farm soil, advertising is to business. It makes the seed grow, the acorn into a giant oak. "It pays to advertise" is the best slogan to hang over the sales manager's desk.

Incidentally, the Coca-Cola, Wrigley and Royal companies advertise in The Indianapolis Times.

IT'S ALL AGAINST GARY

NOT even the economics of the steel situation back up Gary of the United States Steel Corporation in his argument for a twelve-hour day for steel workers.

Of course, every human and humane consideration and every consideration of good citizenship are in everlasting opposition to his proposition.

As to the economics, Gary claims that the insufficiency of labor makes it impossible to meet the steel requirements of the domestic and foreign market, without twelve-hour-a-day slavery in the steel mills. (The words "12-hour-a-day slavery" are ours, not Gary's.)

The fact seems to be indisputable that at the present, and for some months past, 90 per cent level of production in the steel industry, we are producing more steel than we can economically use or export.

The significant figure of "unfilled tonnage" for April was less than for March, indicating that production and prices have reached a peak.

According to the best experts on steel economics, the market would soon be glutted at the present rate of production. There does not seem to be the slightest doubt that without the addition of a single steel worker, the present force on an eight-hour a day basis could produce all the steel that the market can absorb during the next twelve months.

There is just one reasonable interpretation of the Gary twelve-hour-a-day attitude. He is trying to create public sentiment favorable to an influx of foreign labor. The more diluted the steel labor market, the easier for Gary to enforce his un-American terms on steel workers.

THIS TALK ABOUT THE NEXT WAR

SECRETARY OF WAR WEEKS and the general staff are propagandizing about "preparing for the next war." In the name of Mars, what occasion is there for this "next war?"

Against whom? Is it to be a war of offense or defense? If defensive, who is likely to attack us?

When the whole world seemed on fire across the ocean we were made to believe we were in grave danger. We went into the World War not to aid plans for aggression, but to defend our beloved shores and to protect the idea of democracy. We were made to believe that German aeroplanes might drop down on Indianapolis.

Do you remember the stories which the propaganda artists faked on the subject? We were made to believe that New York was about to be held for tribute and in order to protect and defend ourselves we conscripted our young men and sent them overseas to war.

But to return to the question, who is about to attack us? Does France wish to invade our shores? Or our cousins, the British? Will the Turks get so far from home as to attempt to massacre in Buffalo and Detroit? Are the Germans and Belgians menacing us? Or does anyone think Lenin about to lead a Red army in our directions? Must we tremble again at the bogie of Japan?

Haven't we had enough war for a generation without conjuring up nightmare wars? Can't the war mongers and profiteers wait until the last war is paid for? Can't jobs be found for our veterans and enough insane asylums provided to take care of our shell shocked? Can't our jails be emptied of the last war's victims before this indecent talk begins of another blood and profit orgy?

Yet, the general staff talks of "the next war."

Questions ASK THE TIMES Answers

You can get an answer to any question of fact or information by writing to the Indianapolis bureau, 1332 New York Ave., Washington D. C., enclosing 2 cents in stamps. Medical, legal, and other matters, advice cannot be given, but can extended research be undertaken, or papers, speeches etc., be prepared. Unsigned letters cannot be answered, but all letters are confidential, and receive personal replies.—EDITOR.

Who wrote the words of "America?"
Samuel F. Smith.

When, where and by whom was the first settlement made in Michigan?

Apparently by Father Marquette and others at Sault Ste Marie in 1668.

What are the best methods of preventing forest fires?

The United States forest service says nearly all fires are caused by ignorance and carelessness. The following "Don'ts" have been formulated: Don't leave a campfire unwatched; don't build a campfire near underbrush; don't drop a match with out first making sure it is out and

ZERO HOUR NEAR FOR AMERICAN FARMERS

By GEORGE BRITT
NEA Service Writer

DES MOINES, Iowa, June 8. —When you overhear the rustic inquiry of "How's crops?" you want to perk up and take notice of the answer.

It's a far more vital question in the United States this present growing season than almost ever before.

For 1923 is the farmers' year of fate.

No less an authority than O. E. Bradfute, president of the American Farm Bureau Federation, is back of that statement.

Daylight Dawning
"The outlook so far is good, but if it doesn't pan out, it's all up to with thousands of farmers," says Bradfute.

"They can't run along on paper any farther."

"The farmer can see daylight now. His accounts are not so deeply in the red ink figures as they were two years ago. But the time is almost here when he must be paying off his mortgages. The banks have got to be cared for."

"Unless this turns out to be a good crop year, I am afraid we shall see foreclosures snapping all around us."

The farmer this year has a fairer fighting chance to overcome his handicaps than any time recently, Bradfute points out. His greatest gain, perhaps, has been in the intangible quality of renewed optimism. He is cheerful again and believes he can pull out of the slump.

On top of that he has the machinery of the newly amended Fed-



O. E. BRADFUTE

eral warehouse act to help in marketing. He can hold his crops to sell them when the market is right.

A second advantage from legislation is the new rural credits act which makes it possible to get long-term loans on advantageous terms. The Farm Bureau Federation is trying to come to the rescue still further by seeking reduced railroad rates on agricultural products.

"In at least one of the States, the president of the State Farm Bureau has advised the farmers not to buy anything that is not absolutely essential. The reports from the big mail order houses say their business is growing. I suspect the meaning is the farmers are seeking to buy necessities by mail and save a few cents on each purchase under the price at

the cross-roads stores.

"During the war period of prosperity, farmers got used to a higher standard of living. They got automobiles and victrolas and silk socks and sent their children to college. Farmers now are fighting to maintain that standard, and they have a right to those things."

"In some instances, however, I know they are keeping up that pace at the expense of their capital investment. They are letting their farms go without fences and fertilizer and paint."

In States where cooperative marketing prevails, and on crops so organized, the recovery toward prosperity is greater than in the non-cooperative States.

That may be simple coincidence, Bradfute admits. But it is a fact.

GOVERNOR'S DEVOTION TO DEAD DOG DIVIDES STATE OF MAINE AGAINST ITSELF

Flag on Statehouse Lowered
to Half-Mast During
Garry's Funeral.

By NEA Service

AUGUSTA, Me., June 8.—The august state of Maine is divided against itself over the matter of a dog.

It all started with Garry's illness. Garry, an Irish setter, was the inseparable companion of Governor Percival B. Baxter. The dog and his forbears had been in the Baxter family for thirty-seven years.

Each morning the dog would visit the Capitol, and drop in to see his

many friends in every office. In the executive chamber there was a special couch provided for him, and on it Garry would lie for hours at a time waiting for the Governor to finish his work. Then together they would walk over the hills and through the woods.

Branded Undignified
Some of the citizens thought the Governor was paying too much attention to the dog. It was undignified, they said. But then President Harding got Laddie Boy, and they modified their views.

Garry became a veritable shadow of the Governor. He trailed his master wherever he went, even on railroad trips. He enjoyed a special permit to ride in the coaches of the Maine Central Railroad.

The Governor, a bachelor, is an ardent lover of all animals. He sponsored the first anti-vivisection law by a Legislature in the United States. He recently made possible a new bird refuge.

Garry Became Ill

Last September, Garry became ill. He was sent to a Boston hospital and given the best of care. But it wasn't enough. The dog died.

The Governor was heartbroken. He ordered the flag at the Statehouse lowered to half-mast.

Immediately came a storm of protest. The State commanders of the G. A. R. and the American Legion, and leaders of other patriotic groups called the Governor's action "ill-advised" and "unfitting." This was answered by the Governor's friends. "I seek to offend the feelings of none," said the Governor, "but I yield to no one the right to act according to the dictate of my heart. My faithful dog, unlike many of my human friends, never betrayed or believed ill of me."

And so the flag was lowered while Garry was laid away beneath a mound of earth at the foot of a granite boulder on a little island. A copper tablet is imbedded in the rock, commemorating his memory. Soon he will be forgotten by all but the Governor.

Yet the controversy growing out of the Governor's order, rages on. Some say it may even mount into a political issue.

Court Reverses Decision

The Supreme Court of Indiana reversed decision of the Marion County Superior Court awarding the Crescent Paper Company judgment of \$10,687.65 against the Fletcher American National Bank and directed that a new trial be held. Payment by the bank of a number of alleged forged checks said to have been drawn by an employee of the paper company was ordered by the lower court.



GOVERNOR BAXTER OF MAINE, WHO STARTED A STORM OF PROTEST WHEN HE ORDERED STATE FLAG LOWERED TO HALF-MAST DURING FUNERAL OF HIS DOG, GARRY.

WASHINGTON IS ALARMED OVER MYSTERY SHIPS OF SEA AND AIR BEING BUILT

Armament Race Still on, Despite Arms Conference
Held Recently.

By WILLIAM PHILIP SIMMS
Times Staff Correspondent

WASHINGTON, June 8.—The armament race is still on, the Washington arms conference notwithstanding.

Disquieting news has reached Washington confirming the impression that unless President Harding again takes the initiative to put a stop to the struggle for supremacy on the sea, under the sea and in the air, the United States will either have to join in the race or be left hopelessly behind.

Great Britain is now building a giant submarine, the X-1, a mystery ship, which may completely revolutionize the navies of the world. It carries a twelve-inch high-velocity gun capable of firing some twenty miles.

That is disquieting bit of information No. 1.

France Builds Planes
France is experimenting with a giant airplane, which, in addition to a whole battery of machine guns, will mount a three-inch cannon and carry a company of troops.

This mystery ship of the air is disquieting symptom No. 2.

Japan is now not only building twenty-eight long radius submarines of large tonnage but eight high speed light cruisers—four being of the latest 10,000-ton variety—as well, at a cost of \$126,000,000.

This is disquieting item No. 3. And so on.

The Washington Conference put no limit on light cruisers, submarines or aircraft, and the present tendency of the principal foreign powers is to strengthen themselves to the limit in these directions.

The new giant submarine building

in England is regarded as only the forerunner of others, bigger and still more heavily armed. If a 12-inch gun, why not a 16-inch gun? If one such gun, why not two? And so on. It is merely a matter of rapid development until the submarine of today is as obsolete as an 1830 stage coach and capital ships themselves may submerge.

X-1 Is Gigantic Sub

The "X-1," soon to be launched at Chatham, has a displacement of 2,786 tons on the surface and 3,600 under water. No American sub-surface vessel comes within 1,000 tons of her. Lying low in the water she might engage almost any enemy and, after getting in a few effective shots, submerge before the vessels attacked got her range.

TRAFFIC WISDOM
by Dr. R. C. Rouche
Chairman, Safe Drivers' Club

Pedestrian crossing a street:
1. At the curb, LOOK LEFT.
2. At the center of the street, LOOK RIGHT.

LESSON NO. 6

Motorists making a right turn into intersecting street.

1. Signal for turn.
2. Slow down for turn.
3. LOOK LEFT, LOOK RIGHT, before starting turn.
4. Stay close to curb on turn.

PLAY FAIR ON THE HIGHWAY



Thinking men, who have made a life study of saving methods, recommend The Fletcher Assured Savings Account—because it conforms to all the basic principles of a sound savings account—plus protection to your family if you die.

\$1,000 Sure-Live or Die

FOR three years the Fletcher Savings and Trust Company has been investigating to determine upon a savings account that would assist you in saving and provide protection for your family in case of your death. The Fletcher Assured Savings Account is the result. We recommend it to you because we are convinced that it is an excellent combination of saving for yourself and protection for your family.

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