

# LEVERNIER'S Sporting Goods & Chemical Shop

"At the Sign of the Big Bass"  
Syracuse, Indiana

## WARNING!

A fellow came running into the store this week, panting like a Nanny Goat, and said: "Remember that Bait you sold me? (I began to get worried.) Well, I want ANOTHER ONE like it! I caught four Bass in 15 minutes with that Bait!"

"O. K. Here it is, but remember Six Bass is the limit in one day, and if you get pinched for catching over the limit, don't blame this store, or myself, or Miss Billie Emerson or Miss Joan Xanders, or the fellow we rent from.

We have PLENTY Laundry and Dish Washing Soap, Fishing Tackle, Paints and Varnishes, and a lot of other things that you can use.

## Spread Beauty on Your Walls with SPRED

—the Easy-to-Use Wall Paint in

Colors Preferred 3 to 1\*  
by Leading Decorators

Extra Durable and Washable. One coat covers most surfaces including wallpaper. Dries in 30 minutes. No "painty" odor. One gallon does an average 10 x 14 room. Mixes with water. 11 beautiful colors.

\*In a national opinion poll on water-mix paint colors

SPRED

A GLIDDEN Time-Tested Wall Paint



## Levernier's Sporting Goods & Chemical Shop

SYRACUSE, IND.  
"At The Sign of the Big Bass"

### CARD OF THANKS

We want to thank the many friends who sent flowers and cards during the recent illness of Mr. Pryor. The many kindnesses will not be forgotten.—Mr. and Mrs. M. F. Pryor.

Box 377 Phone 889  
**A. J. THIBODEAUX**  
Syracuse, Ind.

LAWN MOWERS  
SHARPENED

Gold Soldering  
201 So. Lake St.  
1st House south of U. B. church

### DEAD ANIMALS-REMOVED

Horses - Cattle - Hogs - Sheep  
Phone: Milford 16

Cromwell 6  
Warsaw 162

Reverse Charges

INDIANA RENDERING CO  
Formerly Globe Rendering Co.

### DEAD ANIMALS-REMOVED

### -BETHANY

Mr. and Mrs. Guy Jarvis, of Mishawaka, Mr. and Mrs. Charley Jarvis, of Bristol, were dinner guests Sunday of Mr. and Mrs. John McGarity.

Mr. and Mrs. W. F. Rowdabaugh attended the wedding of the assistant Elkhart county agent, Webster Cadet, at Milford, Ill., Sunday. On their return they stopped at the hospital in Logansport to see Bertha Dougless, Mr. Rowdabaugh's sister, who is recovering from injuries received in an auto accident June 10.

Mr. and Mrs. Frank Linderman, Mr. and Mrs. Howard Vohls, Mr. and Mrs. Crate Beard visited Mr. and Mrs. George Troup at Dewart Lake Sunday.

Oleora Doll, Harold Kinney and wife were dinner guests Saturday of Minta Sheffield.

Born, to Mr. and Mrs. M. M. Eikenberry, Dayton, O., a daughter, Karen Michelle, July 7. Rev. and Mrs. C. W. Fawns are the maternal grandparents and they are in Dayton for a two weeks' visit.

### Salem

The Dale Mock family spent last Sunday evening with Mrs. Mock's parents, near Leesburg.

Mr. and Mrs. Emory Guy, the Arnold LeCount family and Mrs. Jennie Smith attended the birthday dinner Sunday at Pottowomni Park, Mishawaka, for Mrs. Kuneff and Mrs. LeCount.

Donald and Norman Method, of Winona Lake, spent last week with the Gerald Crowl family.

Manuel Kilek and wife were dinner guests Sunday of the Lavent Tom family.

George Mosser, who has been ill, is now able to be up again.

### S. S. Class Meets.

The Good Samaritan class of the U. B. Sunday school met on Tuesday evening with Mrs. Jennie Steinbarger, south of town. Nineteen were present. The study book, "In His Steps," was finished by Mrs. Katherine Babcock. Delicious refreshments were served.

Mrs. Travis Purdy and Mrs. N. A. Miles spent Tuesday in South Bend.

## Local News

Mr. and Mrs. Warren Johnson and Mr. and Mrs. Sam Johnson and daughter, Nancy, of Elkhart, called at the homes of Mr. and Mrs. Wm. Gants and Mrs. Ida Hamman Sunday afternoon.

Mr. and Mrs. Allen Baker and son, Bernard, and Mr. and Mrs. Oscar E. Miller and son, Richard, of Goshen, spent last week here at Lake Wawasee.

Mr. and Mrs. John Gants and Mr. and Mrs. Osterhouse, of Elkhart, were dinner guests Sunday evening of Mrs. Ida Hamman and Miss Lillian Hamman.

Mr. and Mrs. W. H. Myers, of Pleasantville, Iowa, and Mrs. Don Jordan, of Des Moines, Iowa, left Monday for their homes after spending a week with their daughter and sister, Mrs. Albert Penn, and Mr. Penn, at Lake Wawasee.

Mr. and Mrs. Robert Cline and children, Margaret and John, of Cleveland, O., are guests of Mr. and Mrs. Charles Cline at their Syracuse lake cottage.

Mrs. Burton Niles, who has been at the Roy Niles home for the past two weeks, and her father, who was here for the weekend, returned Tuesday for their home at Elgin, Ill.

Mrs. Melbourne Hursey and daughter, Marla, spent last week with relatives in Wyandotte, Mich. Mrs. Hursey's sister, flight nurse, 1st Lt. Clover M. Ury, was also present on leave from France and on her way to the Pacific.

Arnold A. Pfingst left last Friday for California. He will accompany Mrs. Pfingst home. She has been visiting there the past month.

Mrs. Millard Hire and children and Daisy Stover are expected to return this Friday, after a two-weeks visit with relatives in Marshtown, Iowa.

Hugh Kitson and family, of Woodland, Mich., came Thursday, July 12, for a visit with his father, L. N. Kitson, and two sisters, Mrs. Garfield Walker and Lt. Mary Alice Kitson.

Mrs. Cyril Anderson and two sons, of Indianapolis, are here visiting in the home of her sister, Mrs. James Connolly, and family.

Mr. and Mrs. Ed Smith, of Auburn, Ind., visited last week-end here at the home of Mr. and Mrs. Fred Hoopingarnier.

Mr. and Mrs. Eugene Fidler and son, of Winchester, were guests here several days this week in the home of Mr. and Mrs. Hugh Causer.

Frank Remy, Lake Wawasee, was admitted to McDonald hospital, Warsaw, last Sunday for medical treatment.

FREE: Color Books for children. These were originated by the Creative Educational Society. Bring your tiny tots in for their book.—Mayme Wogoman.

### "THREE HITS AND A MISS"

Every Saturday Night

PICKWICK

COCKTAIL LOUNGE

Syracuse, Indiana

## QUOTES OF THE WEEK

"Let him live with my in-laws for a month!"—London citizen on how to punish Hitler.

"I won't let myself spend more than \$100 on a dress."—Mrs. Frank Sinatra.

"There is a bottom to every barrel, even America's."—Sen. Vandenberg, Mich., on world Lend-Lease in postwar.

"Our objective should be to create an economic framework within which a minimum of government intervention would occur."—Dr. A. F. Hinrichs, U. S. Dept. of Labor.

"Government guarantee of jobs would mean both the death of liberty and eventual impoverishment."—Henry Hazlitt, New York editor.

"I have yet to meet one GI who believes in strikes."—Pvt. Robert Stone, former int'l rep., United Auto Workers, CIO, now fighting in Europe.

Cadet Nurse Elizabeth Causer, student at Ball State Memorial hospital, Muncie, spent a two weeks vacation here with her parents, Mr. and Mrs. Hugh Causer. Cadet Nurse Norma Fox was her guest here a few days.

Mr. and Mrs. James Moreno and family, of Gary, visited here in the C. J. Kline home last week. Marshal Moreno, who had been here several weeks, returned to Gary, and Delores Moreno remained for a vacation visit.

M. F. Pryor, who was in the Goshen hospital several weeks, is now at home and is improving.

### PUBLIC SALE

I will offer at Public Auction at my home on South Huntington st., Syracuse, Ind., on

SAT., JULY 21

Starting at 1 P. M.

One large heating stove, one range stove, 3-burner oil stove, 2-burner oil stove and oven, one studio couch, six rocking chairs, large book case, 3 stands, mahogany book case with 2 sliding doors, buffet, extension table, 4 highback chairs, 3 kitchen chairs, 2 congoletum rugs, throw rugs, 1 lawn seat, large mirror, hall rack, curtains and drapes, 2 iron beds, sewing machine, Tru-tone table radio, roll-away bed, pillows, bedding, dropleaf table, cupboard, 1 steel cabinet, dishes and kitchen utensils, 2 clocks, bridge lamp, 3 step ladders, breakfast server, 1 shoe wardrobe, 2 fire screens for fireplace, clothes dryer rack, post hole digger, water softener with faucet, large crowbar, damper for fireplace throat, barn broom, 1 mole trap, sledge hammer, pick ax, sod tamper, electric fan, four hand saws, 1 shoe repair set, 1 pipe threater with stock of dies up to 1 inch, pipe vice, window ventilator, 4 clamps, cement mixing box, reflector lamp, a large galvanized pan.

Many other articles too numerous to mention.

TERMS—CASH.

DANIEL WARBLE

Wm. Helman, auct.

Leonard Barnhart, clerk.

### Pardon Me...



"Of course, help is hard to get, but when I told her we had our car serviced regularly at Smith's, . . ."

### SMITH'S

STANDARD SERVICE  
Huntington & Carroll Ph. 100

### POISON IVY

How to Kill It.

Kill the outer skin. It peels off and with it goes the ivy infection. Often one application is enough. Get Te-ol solution at any drug-store. It's powerful. Stops itching quickly. Your 35c back tomorrow if not pleased. Today at Thornburg Drug Co., Syracuse.

The Church of God Mission Circle met Thursday afternoon at the home of Mrs. Albert Troup.

Friday, June 13, 1945.

The Syracuse-Wawasee Journal, Syracuse, Indiana

## Advertising And YOUR Business

What kind of a "picture" does the public get of your business, Mr. Merchant? Is it good? Is it bad? Is it negative in value? When a buyer thinks of buying something in your line, does he also immediately connect your business with it? Those are going to be mighty important questions in the post-war period. And they are questions which MUST be answered on the "right" side if your business succeeds. Your home-town paper, The Journal, is the only "mirror" this community has. It has over 2,800 adult readers, and is the ONLY newspaper in the world working for the success of Syracuse and Wawasee. What kind of a picture do those 2,800 people get of your business when they read the home town paper?

There may be a few who think "2,800 isn't so many," but we think we are safe in saying that there isn't another business in the community that has that many different local customers, excepting the U. S. postoffice.

Nationally, advertising has created some slogans which immediately identify to the reader the product sold. For instance, "57 Varieties" suggests only one company. Here in Syracuse when you read "Next to the Post Office," you immediately know the company name. Advertising has over a period of years educated the buyers to look for and recognize such slogans. The most successful and also those serving the public best, are nationally and locally, those businesses which advertise regularly.

Advertising is NOT a cure-all. We do not claim that advertising alone will "make" a business or a community. You must have a product to sell the customer does want, or can be made to want, or you must give a valued service. If you have those things, THEN advertising will help you and the buyer.

Syracuse and Wawasee are going to grow, by leaps, in the near future. To meet the demand, the business firms of the community MUST GROW, or be supplanted by new ones. We have definite plans for the growth of The Journal. Just as soon as it is possible, we hope to go to a twice a week publication—we can see that far ahead. In another few years, a daily paper here may be possible.

So, in your plans for post war business, include a job or interest for returning veterans, include an added responsibility in giving the community a better store, include a permanent and steady place for advertising in your home paper—The Journal.

To further carry out the idea of a home paper being the community "mirror," in the case of every local citizen, it is The Journal which announces his, or her birth. Perhaps you next hear of this citizen in high school, on the "team," in the columns of The Journal. You read about the graduation exercises, going away to college—or to war—coming back, getting married; the birth of the first child; this mythical citizens "business," whether it be lawyer, merchant, preacher, etc.; you may read of him making a speech, or selling war bonds, or helping in the Red Cross; then, he may be elected a Senator, or go to serve his country in some other high office; the grandchildren are duly noted; and then, finally, an obituary. It has happened to thousands of Syracusans in some such way. Yes, The Journal IS the community mirror!

We have seen many small businesses start. Some of them have succeeded, but most of them fail. It takes some, or most, of the following to succeed: First, you must have a business that is needed, or wanted; you must render good service, constantly; you must meet competition from the price angle; you must "tell the public" what you have and what you do. Courage, aggressiveness, much hard work and sweat, and honesty are necessary, also.

We're always ready to help you BUILD your business—and Syracuse and Wawasee! Call-on us.

## Syracuse-Wawasee Journal

Syracuse, Ind.

## FORT WAYNE'S GREAT REGIONAL BEER!

ACCIDENT PREVENTION on the job means

HAPPINESS in the HOME

**HOFF-BRAU GOLD STAR BEER**

HOFF-BRAU BREWING CORP., FORT WAYNE, INDIANA