

Spotlight on Improving Business . . .

Gross National Product In U. S. Has Increased 76% Since 1954

By ARCH BAUMGARTNER
Publisher of THE MAIL-JOURNAL

Since 1954, the gross national product in the United States has increased 76 per cent. During the same period, expenditures for advertising have increased 66 per cent.

Advertising has done a better than expected job of stimulating trade and improving the level of prosperity high.

Economists who have studied the relationship between national wealth and advertising have long been held that expenditures for advertising should increase at a more rapid rate than the gross national product.

The reason why is not difficult to understand. A rapid increase in national wealth is almost certain to be caused by automation in industry and the creation of new products.

Since advertising itself is a form of automation—this is, automation in

selling—it should become an increasingly larger part of the business budget, just as investment in machinery has been increased.

Also, since a dramatic increase in the gross national product is inevitably the result of development of many new products, sales becomes a more important force in economic progress than manufacturing.

New products, however, worthy

cannot be sold in great quantity without stepped up advertising—especially newspaper advertising at the consumer level.

Although advertising has done a remarkable job in fostering continued economic growth, a more vigorous economy could be built by increasing the percentage of national wealth invested in advertising.

Trading Dollars For Lives

By U. S. SENATOR HARTKE

Down toward Norfolk in Virginia there is an intersection of Route 13 with a cross road. It was a dangerous intersection. In two years it racked up 80 accidents, in which 54 people were injured and two died. Then a change was made. At a cost of \$16,700, highway officials installed a left turn lane and turning signals. In the next two years accidents dropped from 80 to 24, injuries from 54 to 8, and there were no deaths.

All over the country there are hundreds of places where such "spot improvements" would pay enormous dividends. Nearly 48,000 people were killed in traffic accidents last year, and the economic loss was \$7 billion—more than we spend on all our new roads in a year. Yet, while we build superhighways three times as safe as our old roads, we neglect high-accident or "death zone" spots where a little investment of money and engineering would help cut the toll.

I have just introduced another bill in my "safer highways" program, one designed to encourage spot improvements on primary and secondary federally-aided roads. Funds for these presently are on a 50-50 state-federal matching basis, and there are no funds specifically devoted to this kind of work. Whatever the state uses for old road improvement leaves that much less for new road building, and the danger spots are too often neglected. My bill will authorize \$100 million for distribution specifically for these improvements and will allow up to 70 per cent of the cost from the federal share. Here is a real incentive for the states to get busy on eliminating road dangers.

In some cases, the improvement will be widening a bridge. Research shows that when a bridge is only a foot narrower than the road approach to it, there are 100 accidents per 100 million vehicle-miles. When it is made five feet wider, than the road, the rate drops from 100 to 12. Increasing the radius of curves also helps greatly. In one group of seven such cases, the greater sight distance provided cut accidents by 84 per cent.

If the bill passes, about \$2 million will help in Indiana. If you know of a high-accident spot in your area, tell me about it. We must make highways safer!

Overseas Aid Program

A series of startling photographs arrived here recently from Peru. Those who viewed the pictures say it will be a long time before they will be forgotten. The photos were of two Peruvian infants, taken by a medical team doing nutrition research in that part of the world. There are two photos of each child, sort of a "before and after" bit. The two photos taken simultaneously about two months ago, show a pair of chubby, happy tots positively glowing with health. The other set was taken months before and shows two hardly breathing skeletons at the point of death.

When one views both the "before" and "after" shots of each tot, one is prompted to say there is fakery here, these cannot be the same infants. But there is no fakery. They are the same. The medical researchers selected the two children from among thousands of starving children in the southern hemisphere. There is no fakery, as we have said, but there is a sort of magic involved. And what is that magic? The simple daily use of a half-ounce of protein in the diet of these starving children wrought the magic and transformed them from dying things of skin and bone, to buoyant, happy and healthy little tots.

Over one-half of the world's population lacks protein in its diet. Our three great religions, the Catholics, Protestants, and Jews are moving steadily to bring this precious protein to the starved area of the world. Each year they conduct the Spring Religious Overseas Aid Program. With the Protestants, it's One Great Hour of Sharing; the Catholics call it the Bishops' Relief Fund. For the Jews, it's the United Jewish Appeal. Support them through your faith and your place of worship. It is worthy, indeed!

People with money to burn often live to rake the ashes.

EBENEZER LADIES AID HAVE PROGRAM ON EASTER

The Ebenezer Ladies Aid met recently in the home of Mrs. Edna Thomas with Mrs. Blanche Starkey and Mrs. Vernon Fawley as co-hostesses.

The devotions were given by Mrs. Starkey, Mrs. Fawley and Mrs. Thomas. There were 15 members present. Mrs. Winston Gants' read an article entitled "What Easter Means To Me" and the afternoon was spent socially.

The April meeting will be with Mrs. Stanley Limg, with election of officers. The hostesses served delicious refreshments.

ROBERT WEMPLE VISITS PARENTS

Robert Wemple of Albuquerque, N. M., spent the weekend with his parents, Mr. and Mrs. Lehman Wemple of Milford. Mr. Wemple was en route to Sidney, N. Y., on a business trip for the Sandia Corp. He flew from Albuquerque to Chicago and from there to South Bend where his parents met him.

While in Milford Mr. Wemple also visited his wife's parents, Mr. and Mrs. Arthur Wise.

RETURNS TO SCHOOL

Richard Sharp returned to Kalamazoo college on Sunday after spending his spring vacation with his parents, Mr. and Mrs. Jack Sharp, at Milford.

Ron Baumgartner, a student at Indiana University, was in Milford over the weekend.

PARKER-BFER ENGAGEMENT ANNOUNCED

The engagement of Jill Parker to Barrett L. Beer has been announced by her parents; Mr. and Mrs. H. T. Parker of London, England. Mr. Beer is the son of Mr. and Mrs. Peter J. Beer of Goshen.

Miss Parker is a graduate of Mariana Grey college, Twickenham, Middlesex, England, and is employed by the Cleveland public schools. Mr. Beer received his Ph. D. from Northwestern University and is a member of the faculty at Kent State University, Kent, Ohio.

A late summer wedding in London is being planned by the couple.

ATTEND BIRTHDAY DINNER

Mr. and Mrs. Forest Plank of Syracuse attended a birthday dinner recently for Mrs. Plank's mother, Mrs. Carl O'Haver of Elkhart.

The dinner was held at the home of Mrs. Eli Kaufman, at Elkhart, Ind. Other guests were Mr. and Mrs. Pauline Speicher of Nappanee. Mrs. Pauline Speicher is a daughter of Mrs. O'Haver.

ATTEND MOTHER'S DAY ACTIVITIES AT MANCHESTER

Mrs. Maxwell Simon of Syracuse attended the Mother's Day activities at Manchester College, Saturday, March 27. She attended the tea and banquet. She also visited the Calvin Ulrey dormitory where her son Richard is residing.

Charles Smoker, r. 4, Warsaw, County D.H.I.A. tester was the official judge for the contest and assisted with the oral reasons which the team members presented in the afternoon at the Silver Lake Lions Club Building.

Top individuals in the contest were: Roger Smoker, Milford, 379 points out of a possible 400; Dave Beer, Milford, 371; Jack Stookey, Milford, 363; Leo Anglin, Milford, 364; and Karen Ringenberg, Monroe 4-H, 362.

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