

Spotlight on Improving Business . . .

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

By ARCH BAUMGARTNER
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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 keeping 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.



UNFAIR CAMPAIGNING?—Plain township voters who favored remaining in the Lakeland school corporation were dismayed Saturday when they went to vote to find vehicles with signs urging voters to "Vote Warsaw".

One such vehicle, parked in front of the Leesburg school building where voting took place Saturday, is shown here. The truck is owned by a Chapman Lake building firm, whose sign on the truck makes the company owners' leanings obvious. A Mail-Journal staff photo.



Famous Broadway Play Review To Be Presented In Syracuse

The Syracuse Women's Department of the Reorganized Church of Jesus Christ of Latter Day Saints wishes to announce a review of a Broadway play to be given by Mrs. Orlin Crowmover, who is a speech teacher at the Parker high school in Chicago.

Prior to this, Mrs. Crowmover lived in Hawaii and Canada and brings a rich background of human understanding. This play tells the story of the family of Jesus and their reaction to His ministry. It is especially fitting for this season of Lent.

The play will be presented at the Syracuse high school gymnasium on Saturday, April 3, at 7:30 p.m. The public is invited. This play is for the whole family.

BETROTHED—Mr. and Mrs. Richard Brown of Syracuse announce the engagement of their daughter, Sherrie Eileen, to John Hesse, son of Mr. and Mrs. J. H. Hesse of Atlanta, Ga. A summer wedding is planned.

RIDINGS-REED ENGAGEMENT ANNOUNCED

Mr. and Mrs. Harry Reed, r 3 Columbia City, announce the engagement of their daughter, Paula Jane, to Jackson D. Ridings, son of Mr. and Mrs. Jackson Ridings, r 2 Syracuse.

Miss Reed is a graduate of Wolf Lake high school and Fort Wayne Beauty college. Mr. Ridings attended Syracuse high school and Purdue university. He is employed by Aero Manufacturing Corporation. No date has been set for the wedding.

County Dairy Contest Held Saturday

The Kosciusko county 4-H and FFA Dairy Judging Contest was held Saturday, March 27th, at the Myron Metzger, Kenneth Dickey and Stanley Ummel farms in the southern part of the county.

The Milford high school team, coached by John Strouse, placed first in the contest. The Gene Ringenberg, Monroe Mere Men 4-H club team, won 2nd place. These two teams will represent Kosciusko County in the District Dairy Judging Contest April 24th in Whitley county. John Rodgers, Pierceton high school team placed 3rd.

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.

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.

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.

Introduces Amendment To Modernize National Electoral Procedures

WASHINGTON, D. C. — Senator Birch Bayh introduced today a proposed constitutional amendment designed to modernize national electoral procedures.

Bayh, chairman of the Senate Subcommittee on Constitutional Amendments introduced in the form of a resolution proposals for electoral reform which had been urged by President Johnson in a special message to the Congress. An identical measure has been introduced in the House of Representatives by House Judiciary committee chairman Emanuel Celler (D-N. Y.).

The proposed amendment would eliminate the Electoral College as it is now constituted. States would continue to cast the electoral votes to which they are entitled. But the electoral vote of a state would be required to be cast for the candidates for President and Vice President who receive the greatest number of popular votes in that state. The existing system permits electors to cast their votes as they choose—although for the most part, electors vote according to the mandate of the majority in their states.

The proposal sets up a system by which the responsible state officials would simply transmit to the Congress the popular vote for each candidate for President and Vice President and the number of electoral votes cast for the candidates receiving the greatest number of popular votes.

Another innovation would be the procedure for electing a President and Vice President in the event no candidate received a majority of electoral votes. Presently, the House of Representatives would elect the President and the Senate would elect the Vice President. In the House, the votes would be cast by states—with each state having one vote.

Under the proposed amendment,

he Senate and House would meet in joint session to choose from the three persons having the highest number of electoral votes for President or Vice President. Each member of the House and Senate would have one vote. There would be no balloting by states.

Finally, the proposal would provide that if the President-elect has died between election day and the time for counting electoral votes, the Vice President-elect would be entitled to elected President. Presently, there is no provision to protect the nation against the possibility that a President-elect could die before the electoral votes are valid.

MILFORD LADIES ATTEND BRIDAL SHOWER

Six Milford ladies attended a bridal shower Sunday at the Woodmar Country club, Hammond, for Miss Sharon Christianson of Portland, Ore., bride-to-be of Charles Kirkdorff of Hammond. Mr. Kirkdorff is a grandson of Mrs. Charles Brittain of Milford.

Hostesses for the shower were Mrs. Kenneth Albright, Mrs. Robert Stitt and Mrs. George Baxter, all of the Hammond area.

Those attending from Milford were Mrs. Brittain, Mrs. Harlan H. Sharp, Mrs. H. C. Snyder, Mrs. Ronald Brown, Mrs. Vera Gawthrop, and Mrs. Grace Collins.

SERMON FOR MILFORD METHODIST CHURCH

"Make Your Days Count" is the title of the sermon to be delivered Sunday morning at the Methodist church in Milford by the pastor, Rev. Richard Sumner. Scripture will be John 19:17-18.

SHOP at your LOCAL STORES

Following Articles For Sale - Bud L. Cripe

Phone: 457-3802—196 No. Shore Drive, Syracuse, Lake

- | | |
|--|------------|
| Antique Oak Chest, White Marble Top | \$65.00 |
| Rogers Bros. Int. Silver, Service for 8 | \$25.00 |
| King B Flat Trumpet | \$20.00 |
| Bamboo Bird Cage & Stand | \$2.00 |
| Underwood Std. No. 5 Typewriter | \$15.00 |
| Mossberg 12 Ga. Pump Shotgun w/Cutts Compensator | \$25.00 |
| Argus C-3, 35mm Camera w/Telephoto and Wide Angle Lens | \$15.00 |
| Flash and cases | \$15.00 |
| 35mm TDC 300 Projector w/Fan, slide trays & carrying case | \$20.00 |
| Hospital Bedside Table | \$1.50 |
| Portable Zenith Record Player, plays all sizes | \$7.50 |
| Man's 16 lb. Bowling Ball & Bag | \$5.00 |
| Electric Hot Water Heating Radiator | \$5.00 |
| Smith & Wesson 38 Cal. Police Spec. Belt & Holster | \$50.00 |
| 18ft. Correct Craft Utility Boat, 6 cyl. Nordberg Motor, Conv. | |
| Top, Completely reconditioned and refinished | Best Offer |

WE HAVE MOVED

TO OUR

New Location

COME SEE US

JIM'S RADIO & TV

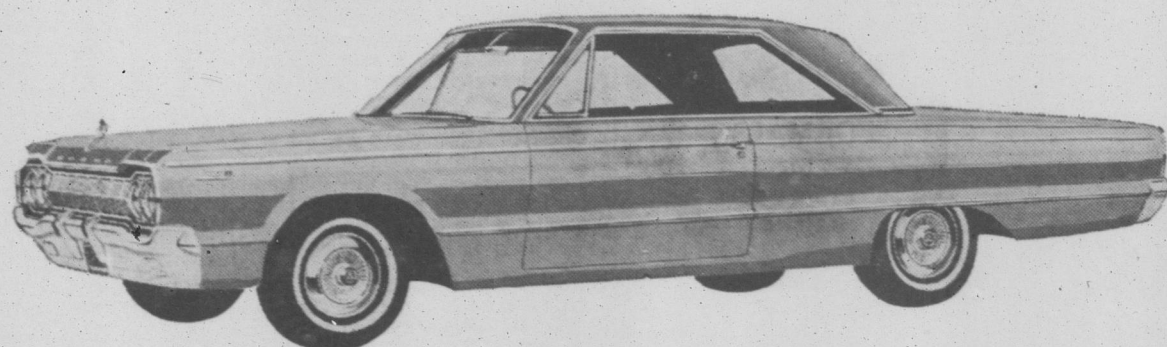
161 S. MAIN

NAPPANEE

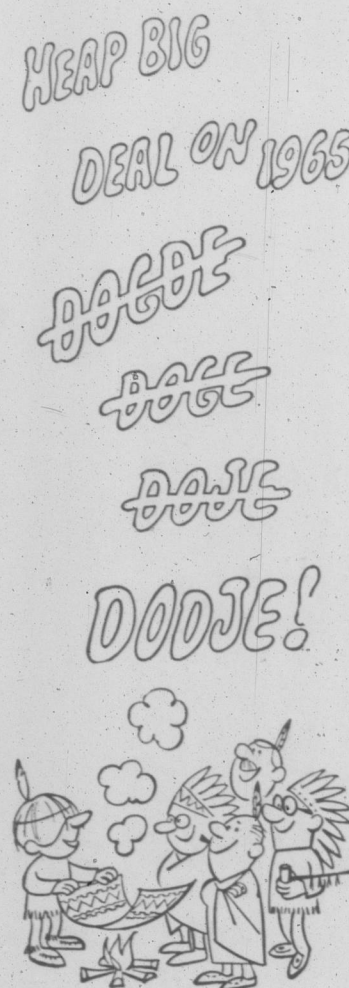
WATCH OUR SMOKE!

The Dodge Boys (that's us) are all fired up to put the heat on competition and break the sales increase record we set last year.

We Dodge Boys may not be the best spellers in the world, but when it comes to writing budget-wise deals we just can't be beat. Fact is, we're making the best deals in town. See us right now...we're the Dodge Boys, great guys to do business with.



Dodge Polara...comes on BIG for '65



HONEST INJUN...FOR THE HOTTEST DEAL, SEE



LAKELAND MOTORS

401 S. HUNTINGTON ST.

SYRACUSE, IND.

ORIGINAL JONAH CLUB

FISH FRY

Saturday, April 3

Serving 5 To 8 p.m.

NORTH WEBSTER SCHOOL GYM

— Sponsored By —

HUSTLERS S. S. CLASS

NORTH WEBSTER CHURCH OF GOD

Adults: \$1.25
Children Under 12: 75¢
Pre-School Age: Free

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 nutritional 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 ten 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.