Government And Movie Industry At

HORIZONTAL

1 Miser king of

fiction.

13 To fish.

beast.

20 Needle-

14 Civet-like

16 Tolerates.

18 Drunkard.

shaped.

22 To woo.

than.

25 Project

28 Stop.

30 Bustle.

10 To enliven.

12 To do wrong.

On Film Deal

Latest Production By Lorentz Is Released On Percentage Basis

HOLLYWOOD, June 22-(UP) ment battled the movie industry on charges of assorted corporate skullduggery, the U. S. Treasury precedented request. department today went into partnership with Hollywood on a picture releasing deal.

the situation gets complicated.

pervision of Pare Lorentz. Lor- terrible. entz was the young man who used to write those fiery movie re- Tierney's recently revived musi- the Tri-County Beckeepers-assn in views for the old Judge magazine. | cal, "Irene," will be Frank Munn's | Waterworks park, according to He seldom liked the way Holly-tenor solo for the American Al- Simon Allen, secretary of the orwood made movies.

His first production for the gov- 8:30 over WEAF. ernment was "The Plow that Miss Doris Gibson, magazine including congress, agreed that it over WABC at 6:30 p. m. was a superb job.

Only no major movie circuit U. S. Film Service. It was too im- baritone, featured singers. portant to ignore. Paramount released "The River."

then and he was in Chicago photo- their Schnectady graphing "The Fight for Life." less maternity deaths.

son for them to finance a movie appropriation and the Film Service faded from the Washington

That left the treasury with a movie, which had cost \$151,000, and which had to be exhibited if it were not to be a total loss. So the department asked for bids, on forms similar to those it uses for the purchase of red tape, marble blocks for court houses, and antifreeze for the post office's trucks.

Seven bids arrived, from as many responsible movie distributors. The best came from Columbia Pictures Corp, which said it would take "The Fight For Life," pay for prints, distribute them in theatres thruout the United States and give the treasury 25 per cent of the profits. The government signed on the dotted line.

WINDOW SHADE FIRM STARTED BY WAPAK MAN

(Lima News Bureau) WAPAKONETA, June 22-Wa-

pakoneta has a new industry but it is known to only a few and in time to come may grow from its present infancy to a point where it will employ several persons. The "new industry" is a window shade making concern and is operated solely by J. U. Fox, local merchant. Fox came here more than a year ago from Cleveland

and venetian blinds. Fox's factory is located in a basement at 48 E. Auglaize-st. His equipment consists of a cutting table, sewing machine, and other incidental equipment sufficient to produce quality made to measure

where other members of his fam-

Ily also are making window shades

NEW SCHOOL HEAD IS NAMED

Ford, former superintendent of the Lafayette and Waynesfield schools in Allen-co and the Deshler school, .has been elected to the post of superintendent of the Allen-tp school in Hancock-co, it was announced today

Ford served for the past four herc. He received a bachelor of science degree in education at master's degree at Ohio State university. He was given a two-year

Buren school, Allen-tp, for the announced his future plans.

GAME OPERATOR FINED very were participating.

Treasury In Aldrich Family Moves Into Partnership Benny's Spot Sunday Night

Date His Best Girl; Munn To Sing "Alice Blue Gown"

"The Aldrich Family," moving into their summer spot Sunday, will be heard at 6 p. m. over WEAF in the spot vacated by Jack Benny. In the first of its Sunday airings, -While the U. S. Justice depart- Henry, played by Ezra Stone, will make demands on his father for use of the family car for dating purposes --- an un-

Charlie McCarthy, Edgar The Treasury department may spear, will be given selected block-booking, a trade practice tips for future dramatic atwhich the Justice department vows tempts when Robert Benchit will eliminiate. If the Justice department succeeds in that, the Treasury department may lose its the program at 7 p. m. over movie profits-and from there on WEAF. The rest of the cast, in-President Roosevelt established cluding Donald Dickson and Robthe U.S. Film Service a few ert Armbruster are of the opinion years back under production su- that Benchley's performance, is

bum of Familiar Music, Sunday at ganization. The session will open

Broke the Plains." It was per-cover gul, will attempt to prove haps the first of American docu- that brains mix with beauty when mentary films, showing how man as Ellery Queen's "armchair dehimself was responsible for the tective" she tries to solve "The midwest's dust bowl. Everybody, Adventures of the Dark Cloud"

The gay spirit which exemplithe government was muscling into Nineties will be brought to the air proximately twice that number of fied bieyeling parties of the Gay the movie business. That didn't in music and song during the bother Lorentz. He went on to Summer Hour broadcast Sunday make "The River," a story of the at 8 p. m. over WJR. "Bicycle Built For Two," will be the feafine picture. The Movie chieftains ture number with Jessica Drago- place the value at \$70,000. by then were taking notice of the nette, soprano, and James Newill.

As the third in a series of interesting "behind the scenes" Lorentz still wasn't bothered stories on developments and cur-He was too busy making pictures rent experiments now being confor Uncle Sam. It was last fall by ducted by General Electric m Rush Hughes, on the "Hour of gather the nectar. The tri-county This was based on Paul De Charm' program for Sunday organization is unique, inasmuch Kruif's book on America's need- night, will relate the accidental as it is believed to be the only discovery of the fever machine organization of its kind in the na-When the picture was finished, and the manner in which it is be- tion-composed as it is-virtually the U. S. Film Service was on the ing used to combat disease and to of all commercial beckeepers. congressional griddle. The law case suffering. The program is makers decided there was no rea- heard at 9 p. m. over WEAF.

no matter mous Symphonies" will be played how excellent was its product. So under the direction of Dr. Frank for better or worse, they made no Black, Sunday, 7 p. m. over WJZ. SUNDAY, JUNE 23

Eastern Standard P. M.—Subtract One Hour for CST., 2 Hrs. for MT.— Daylight Time One Hour Later

(Changes in programs as listed due to last minute action's corrections.) (Changes in programs as listed due to last minute actuoik corrections.)

12:00—Music for Moderns — nbc-weat Red Cross First Aid Prog.—nbc-wjz Church of the Air Sermon—cbs-wahe Dance Music Orchestia—mbs-chain 12:15—Vass F. milv in Songs—nbc-wjz Leonore James Songalon—mbs-chain 12:30—Silver Fittings Orch,—nbc-weat Orchestra and Its Vocalists—nbc-wiz The Democracy in Action—cbs-wale Wild Life Talk; Orches.—nbs-chain 1:00—Salute of the Americas — nbc-wiz Treasure Trails of Song — nbc-wiz 1:30—Chicago Roundtable — nbc-weat NBC's Salon Silhouettes — nbc-wiz News; The Musical Quiz—cbs-wabe To Do Announced (30 m.)—mbs-chain 2:00—Concert Frogram — nbc-weat The Kidoodlers Quartet — nbc-wiz Farlow's CBS Symphony—cbs-wabe To De Announced (30 m.)—mbs-chain 2:15—Foreign Falicy Talks—nbc-wiz To Be Announced (30 m.)—mbs-chain 3:00—Dancing Music Orc.—nbc-weat NBC's Concert Orchestra—nbc-wiz To Be Announced (30 m.)—mbs-chain 3:00—Dancing Music Orc.—nbc-weat Sunday's Vespers by Railo—nbc-weat Sunday's Vespers by Railo—nbc-weat Basin Street Swing Prog-mbc viz Invitation for Learning'—cbs-wabe Los Angeles Troubadours—mbs-chain

2:30—The World Is Yours—nbe-weaf
Basin Street Swing Prog—nbe wiz
Invitation for Learning—cbs-wabe
Haven of Rest. Hymnal—mbs-chain

4:00—Yvette and Vocals — nbe-weaf
Ten Rhythm Disciples Orc.—nbe-wiz
Choosing Up Sides, Quiz—cbs-wabe
The Musical Steelmakers—mbs-wor

4:15—Three Cheers, Vocals—nbe-weaf
Vincente Gomez and Gintar—nbe-waf
Vincente Gomez and Gintar—nbe-waf
Vincente Gomez and Gintar—nbe-waf
Vincente Gomez and Gintar—nbe-waf
Vincente Gomez and Frog,—nbe-wijz
Rhythm Gently Flowing—cbs-wabe
Rendezvous with Ramona—mbs-wor

5:00—The Catholic Service—nbe-waf
News, Danco Music Orchest—cbs-west
Dancing Music Orchest—abs-wor

5:30—Ted Veems & Quiz—nbs-weaf
Cavaleade of Hits, Orch, — nbe-wijz
Gene Autry and Melodies—cbs-albe
Show of the Week Orches,—mbs-wor

6:00—The Aldrich Family—nbe-weaf
Daropean War Broadcast—nbe-wijz
European War Broadcast—nbe-wijz
European War Broadcast—cbs-wabe
Tropical Serenade, Orch,—mbs-wor

6:30—Randwagon Orchest,—nbe-wijz
Ehery Queen Adventures—cbs-mabe
Potpouri of Weekend—cbs-nadeest
German War News; Music—mbs-net

6:45—Dance Music Orch,—mbs-chain
Gabriel Heatter Comment—wgn,—wor

7:00—Chas, McCarthy Prog—nbe-weaf

9:00—Phil Spitainy's Girls—nhe-weaf
Good Will Hour Via Radio—nhe-weaf
The Bob Hawk Quiz—chs-wahe-basic
Vocal Help Wanted Prog.—chs-Dixlo
Nows; WGN Symph, Hr.—mbs-wor
9:30—Dance Music Orches.—nhe-weaf
Rep'n Convention; Music—chs-wahe
9:45—NBC String Quartet—nhe-weaf
10:00—News Broadcast—nhe-weaf-wiz
Irene Rich in repeat—nhe-blue-west
News Broadcast Period—chs-wahe
Tunes for the Dancing—mbs-chain
A. Mitchell, Answer Man—mbs-west
10:05—Dance Music till i—nhe-chains
10:15—Dancing Music to 1—chs & mbs

CROW HUNTERS' MEET

DELPHOS, June 22-Sportsmen

6:45—Dance Music Orch,—mbs-chain Gabriel Heatter Comment—wgn-wor 7:00—Chas. McCarthy Prog—nbc-weaf Sunday Evening Concert — nbc-wiz Concert in Rhythm Orch,—cbs-wabe American Forum, Talks — mbs-wor 7:30—"One Man's Family"—nbc-weaf Johnny Presents Quiz—cbs-wabc-bas. Program of Song Styles—cbs-west 7:55—Elmer Davis, News — cbs-wabe 8:00—The Merry Go Round—nbc-weaf Walter Winchell's Column—nbc-wiz Jessica Dragonette Hour—cbs-wabe Old Fashioned Revival — mbs-chain 8:15—"The Parker" Family—nbc-wiz 8:30—Album Familiar Mus.—nbc-weaf Irene Rich's 15-min. Play—nbc-wiz 9:90—Phil Spitalny's Griss—nbc-weaf Good Will Hour Via Radio—nbc-weaf

(Lima News Bureau) FINDLAY, June 22 — Berlin

years in Deshler before coming Ohio Northern university and his

SPORTSMEN TO ATTEND Ford succeeds A. J. Hooley, who has been head of the Van past eight years. Hooley has not

from here are planning to go to Kenton next Friday and Saturday for the sixth annual crow hunters FT. RECOVERY, June 22-Mel- convention and shoot in that city. vin Warnock was fined \$50 and A trophy will be given to the wincosts when he pleaded guilty to ner in the national shoot. The first charges of operating a poker session of the convention will be game, when arraigned before Friday afternoon, and the Ohio Mayor Sebastian Ranly on Friday. Conservation department will pre-Kernock was arrested after the sent motion pictures at the night serico sheriff and Ft. Recovmeeting. The crow shoot will be police raided the game here held Saturday, followed by a handle right, in which 16 men quet. Headquarters of the Ameri-Union City, Portland and Ft. can Crow Hunters-assn is at

Henry Will Create Stir By Request For Car To

Charlie McCarthy, Edgar Bergen's seedling Shake- Delphos Will Be Host Sunday To Beekeepers

DELPHOS, June 22-Plans have been completed for the visit here Sunday of hundreds of apiarists "Alice Blue Gown," from Harry for the fifth annual field day of at 1 p. m.

Speakers will be here from Ohio, Michigan and Indiana. Delphos has been selected annually for the field meet owing to its being an important center in the bee and honey industry. There are probably 5,000 colonies of bees owned by Delphos residents and distributed thru the surrounding countryside and anthis territory, during a normal year, about 1,000,000 pounds of honey are produced and authorities

Delphos is considered the largest shipping point for the sweet in the United States.

This community is one of the greatest producers of alsike seed in Ohio. Bees are important factors in this production as they nollaboratories. hnate the clover bloom as they

Addresses will be heard from Dr. W. E. Dunham, C. A. Reese. "Famous Movements from Fa- Ohio State university extension mous Symphonics" will be played service; E. R. Root, Medina; Harry Crawfordsville, Starnes. James Starkey, Indianapolis, Ind.; Emerson Long, Conover; Russell Kelty, East Lansing, Mich. Robert Porter of this city will preside.

PILOT COURSE AT NORTHERN OPENS MONDAY

(Special To The Limn News) ADA, June 22-Due to speeding up of air pilot training, classes in Civil Aeronautics will open at Ohio Northern university Monday night. Prof A. R. Webb and D. S. Pearson will serve as ground work instructors and flying will be done

at Lima. Thirty-eight have enrolled and 45 are expected by Monday. In the group are two co-eds, Dorothy Rapp and Adda Beth Clabaugh of Lima. Candidates must be over 18 and under 26 and must have one year of college training. Two classes will be held each evening five nights a week for about eight weeks. A deposit of \$6 is made upon registration which is refunded if the applicant fails to

pass the physical examination. TWO INJURED IN AUTO ACCIDENT NEAR OTTAWA

(Lima News Bureau)

OTTAWA, June 22 - Isidore German, 48, of Ottawa is in St. Rita's hospital at Lima with severe bruises on his left side and Wes Lammers is recovering at his home here from body bruises as the result of an accident on Route 109 about five miles north of Otlawa about 11:30 a. m. today in which the automobile in which they were riding overturned.

The men had just left Ottawa following the wedding of German's son, Victor, to Miss Rose Lammers at the Sts. Peter and Paul church. They are believed to have skidded on pavement made slippery by a light shower this morning. No law enforcement oflicers were called to investigate.

Passing motorists brought the men to a local physician's office where they were treated. German then was removed to the hospital in the Fischer and Son ambulance of Ottawa.

Hospital attaches reported tonight that German's condition is He sustained bruises on good. his left side together with scalp wounds. Lammers suffered cracked ribs and a bruised left arm. German was reported to be the driver of the car which was owned by an Ottawa automobile dealer.

Lost Creek Club House

East On Harding Road Special Sunday **CLUB DINNERS**

75° 85° 81.00 SPECIAL PARTIES "Russ" Burke

NITE LIFE **FOOTNOTES**

CASANOVA - Skeet shooting (better'n quail on toast, they tell me) is featured here. Also encouraged is archery altho patrons are warned against giving way to the William Tell urge after qualfing a

DUTCH'S CAFE - Folksies, here's the spot to get that elegant T-bone steak. Incidentally this is the only place we know of that has an old-fashjoined family entrance.

CASTLE FARM - Still Dolly Sterling (seventh mighty monstrous week) heads the floor show here. Patrons claim she's the best and looks like her booking will make the Tobacco Road run look like a one-night

WHITE DOVE INN-Carl Beach and his band whoop it up every Sunday night, In addition to this boon to dancers, fine food and drink are obtainable. Located at Scott's Crossing.

MOONLIGHT TERRACE -Dancing every night to the music of one of Lima's favorite sons of music, Bob Deikman. Remember this is an outside pavilion and you get nothing but cool lake breezes during the hot spell.

LOUIE'S NIGHT CLUB - Featured is dancing to popular music aided and abetted by the tops in beverages and eatments. Louis Dalcy is the head man here.

BARR RAINBOW ROOM-Posttively the last word in dancing facilities. All the modern exponents of litter-buggery are to be found here, also that well-known Michigan graduate prowler, known as "Elmer."

ROXY GRILL - Speaking of bar - keeps - about - town, we don't believe we've introduced you to Clay Sorgen, prominent mixologist. He makes a mighty fine teammate for "Merry Mike," of whom much has been said in the past,

DANCELAND - That all-gai band, the Coquettes, are carrying on at this establishment. In addition to being a fine musical contingent, they have an added feature over other female orchestras. No linstick on the mouthpieces in the brass section.

TRISH HILL - No cover charge any day but Saturday, Anyhow, the proprietor's name thymes with Bichidi, so every thing must be all right, Located in St. John's at just the right interval after a thust protoking drive.

LOST CREEK - In the heat of presaging the victuals here we've plumb practically forgotten the swell beverage department in conjunction. Drinks emanate from a downstairs bar. Most of the masculine element congregate here.

STONE'S GRILL - The management modestly claims the drinks and cats here come in the most copious quantities to be found in the entire village. GLENDALE GARDENS - Get

away from the hustle and bustle of it all, Complete relaxation guaranteed. We find the brew handled with loving care and capable of great potency. DICK'S PLACE - Popular spot with the railroaders, Frivolity lasts until the wee hours of the morning. All within the

legal time limits, of course, BLINKING OWL - All types, kinds and varieties of sandwiches are dealt out here. Personally we're partial to the beef sandwich smothered with lamb chops.

RATHSKELLER - Positively one of the liveliest spots in town. Never have we failed to become involved in a murth provoking argument with some of the patrons. Also dancing is tolerated, if not encouraged,

ALPINE VILLAGE - Sunday matinee dancing featured. It's amazing how many persons can hop, skip and jump about in the place and still execute dance steps.

MAPLE BAR - One of the confidential types of drink havens. Very compact set-up. Bright and cheery, Barkeep always in fine humor, Drinks of requisite strength.

2,000 ATTEND

SIDNEY, June 22-An estimated 2,000 persons attended the of an American newspaper womopening session of the Sidney In- an in China. It is an excellent dustrial exhibition in progress at job of eye-witness reporting of Karns Skating rink here. It will individual events. It is not simbe open Sunday afternoon and ply concerned with reporting the Ohio and former Governor George



Headquarters **Dancing** FRI., SAT., SUN. NITES

> Plenty of Dancing Space In Our New Terrace Room

And His Orchestra

Buck Warnock

MYTHICAL MISER

Answer to Previous Puzzle 16 By ---- in a 6 He - gold above all else. 9 Erased. 21 Large nets. 23 Overturns. 26 Rough lava. 27 His story is a 29 Spoken. 31 An outfit. 2 Monkey. 33 To meditate.

24 Nothing more 48 Kettle. 50 Kimono girdle. 51 Since. 53 More frugal. 32 Toward sea. 33 Form of "I." 56 Neither. 34 God of war. 59 He had the

36 Clipped. power to turn 38 Inferior dog. what he -39 Appellation. 41 Heron. to gold. 42 Obi. 60 Even his food 43 Gentle slope. — to gold. 45 Pokes a fire. 47 Payment VERTICAL

(abbr.). (abbr.). 15 Therefore.

2 Indian.

3 Crown.

units.

6 Rental

(abbr.).

contract.

8 Before. 9 Doctor 11 Transposed

Books Reviewed Here May Be

Obtained At The Lima Public

Library, Main Library

Miss Booker's personal friend-

Nordhoft and Norman Hall.

Little Brown and Company.

A change from the anxieties of

western civilization is more than

welcome and Nordhoff and Hall

in another of their delightful

The Tuttle family had originally

come from New England but after

several generations of intermar-

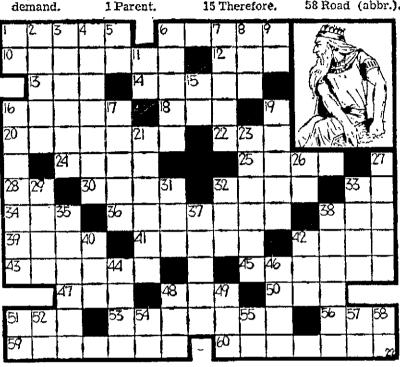
riage with the Polynesians their

given way to a delightful indo-

lence. What happens when there

are no fish to catch and when

their gamecock is dead make the





By MARY LATHROP formation about the little-known events of the early twenties. NEW WORLD ORDER. By H. G. Wells. Altred A. Knopf.

ship with Mme. Chiang Kai-Shek Wells argues that the disease is described. She has a definite which infects the world is na- flair for news and personalities, tionalist individualism and coor- for being on the spot when things dinated enterprise' and that the happen. And her temperament only remedy is a liberal collect- helps to bring the civil wars, the world, scientifically generals, the things she saw and planned and directed" and based the people she talked to, peculiarupon the three ideas of socialism, ly close to the reader. law and knowledge.

The prolific Wells has preached NO MORE GAS. By Charles many tracts but none so powertul and persuasive as this in which he outlines a course of action which will check the destructive forces driving us toward

AN OLD CAPTIVITY. By Nevil stories of carefree life in the Shute Norway. William Mor- South Seas provides the change. row and Company. \$2.50.

A strange, somewhat weird, but haunting story of a scientific expedition to Greenland where a university professor wishes to study ancient ruins. The entire responsibility for the trip falls on the pilot and the strain and anxiety finally take their toll.

There is an odd mixture in the story; a straightforward ac- story. count of airplane flying and also a mystical element of vivid by calling the Circulation dedreams. The book has a charm partment, Main 7317. which is quite rare in fiction and it holds the interest skillfully BUSINESSMEN keeping you reading breathlessly from page to page.

THE VOICE OF DESTRUCTION. By Hermann Rauschnigg. P. Putnam. \$2.75.

This new book by Hitler's former aid is more intense, more oil, transportation and industrial terrible, but gives a more inti- leaders from all parts of the counmate and personal picture of try were in Findlay on Friday for Hitler than did the author's pre- the golf party sponsored annualvious book, "The Revolution of Nihilism." This book is a report of Rauschnigg's confidential the Ohio Oil Co. talks with Hitler and gives certainly a convincing, devastating lay Country club, with various picture of Der Fuehrer and his games and exhibitions. A luncheon movement.

The hook has the virtue of coming from an insider and it gives the most convincing charac- baseball game here. ter sketch yet drawn of Hitler.

NEWS IS MY JOB. By Edna Lee Booker. Macmillan Company. \$3.00.

war; there is also a mine of in- White, of Marietta.

4 Electrical others are seriously threatened. ing. The water was only a few feet 40 Small shield. from the highway, which last year 5 South Africa 42 To cry. was flooded to the extent that pa-44 Twelfth of a trolinen were needed to warn foot. motorists to detour. 46 Precept. Interested citizens are of the be-48 Small tablet. 7 Waistcoats. 49 Twitching.

51 Preposition. 52 To proceed. 54 Pronoun. 55 Exclamation. 57 Whirlwind. 58 Road (abbr.).

river his

Classifies.

Greek -

(pl.),

35 Punk.

37 Previous.

38 Manufactur

disappeared.

the condition, they told Drainage Engineer Sites of the state highway department office at Sidney. FACTORY BEING BUILT BY NEW FINDLAY FIRM

FINDLAY, June 22-Announcement was made today that ground new building on E. Bigelow-av the Naco Fertilizer Co. The new business, first of its kind to locate here, is expected to be in operation about Aug. 1 and employ 15 to 20 men. The building will be 80 by 144 feet in size and 45 feet high with a capacity of 12,000 tons. It will be located on the south side of the street just east of the New York Central railroad tracks. The fertilizer will be made from phosphorus nitrogen and potash,

it is located in the heart of a rich agricultural territory. OFFICER ON LEAVE ST. MARYS, June 22 - S. D. Campbell, merchant policeman here, is taking a 30-day leave of absence from his duties while convalesing from a recent attack of

flu. Harold (Tobe) Doty is substi-

tuting for him.

trustees, met in the Minster Com-

mercial club to seek to devise a

means of stopping what they say

is unnecessary flooding of Lake

Loramie and feeder streams, and

Planted fields of farmers were

flooded today with waters reced-

way 119 east of here.

LAKE LORAMIE FLOOD DANGER Junior Players IS DISCUSSED To Stage Play (Special To The Lima News) MINSTER, June 22.—Interested citizens of Minster, farmers living along Lake Loramie, Auglaize-co For Three Days commissioners and Jackson-tp

"Getting Gracie Graduated." a one-act play, will be staged by the Junior Amil Tellers of Dramatics in this manner avert serious dam- at 2:30 p. m. on Tuesday, Wednesage being caused to crops and day and Thursday at Stable Gables, Lakewood and Lincoln-avs.

threatened damage to State High-The junior group was organized recently for Lima school pupils by the Amil Tellers of Dramatics, ing slowly. Thousands of dollars local dramatic group which has of crops already are ruined and been staging monthly plays at the Stables.

Members of the cast of the junior production are Janis Early, Douglas Slabaugh, Shirley Figgins, Jeanette Elliott, Dan Slabaugh, Betty Hahn, Jenne Mclief that dredging of the lake and Donald, Larry Gibson, James streams presents the only cure for Steinle, Tom Parent, Helen Miller, Shirley Shrider, Arthur Bowdle, Betty Phillips and Herman Bronfen.

> Action of the play takes place on a June evening of the current year in the outer office of the Grant public school.

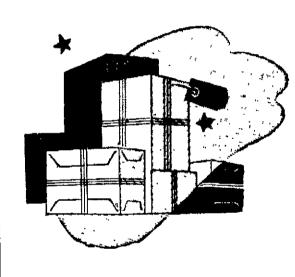
The executive staff will be as follows: Mary Lou Ebersbach, business manager; Betty Myers, property manager; Don Slabaugh, stage manager; Lillian Lippincott, has been broken for erection of a director; Jean Teehan, Rita Devlin, Betty Phillips, Margaret here to house a new factory of Naum, Martha Kennedy, Betty Yessenow and Anna Mae Genhardt, refreshments committee; Fay Mervis, Melissa Oberlin, Marian O'Brian, Mary Connelly, Anna Walsh and Gloria Garman, ushers.

The adult committee in charge of the production includes Miss Lippincott, Mrs. Bettye Silbaugh and Miss Eloise Brown.

DUST BOWL FEARS

CHINCH BUG HORDE all of which will be shipped in, it was announced. The firm chose LINCOLN, Neb., June 22-The Findlay, it was reported, because whirring chinch bug threatens to rival the infamous grasshopper as a menace to grain crops in parts of the dust bowl.

> Nebraska agricultural officials have appealed to the Federal government for funds to aid in combating the tiny bugs and said potential damage in parts of southeast Nebraska was greater than that caused by grasshoppers.



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Says Merchant*

"Advertising Helps Turnover and Keeps Prices Down ...

Ja.

"When I say advertising moves my goods faster, I mean the advertising done by the manufacturers of those goods. Nationally advertised products are in demand, and they're in demand because, generally, their quality is uniformly better and more reliable than products that are not so advertised. In addition, for goods of comparable quality, I think nationally advertised goods are priced as low or lower than others . . . My business depends upon turnover. My earnings, and profit if any, do not come from making a large profit margin on each item, but from selling goods fast, even if the profit margin is relatively, low, If I turn my stock over twenty times a year at a low profit each time, I am better off tham I would be if I turned it over only test times a year at a higher profit . . . If manufacturers did not advertise their goods so well, then I would have to advertise more. because people do not like to buy things of uncertain quality-and I would probably have to get more for what I sell. As it is, my advertising only consists of listing the names of products and the prices an a My costs of business are relatively lower, I can sell for less, and make more money by handling advertised goods."

THE LIMA NEWS

... Newspaper<mark>archive</mark>®

These books may be reserved ATTEND ANNUAL DONNELL PARTY

(Lima News Bureau) FINDLAY, June 22-Business

ly by O. D. Donnell, president of

The day was spent at the Findwas served at noon and a dinner at night. A number of the guests attended the Findlay-Fostoria

Thirty special cars brought a number of the well known guests to Findlay and at least one, B. E. Hall, Houston, Tex., president of the Texas Pipe Line Co., arrived An account of the experiences at the Findlay airport by plane.

Among the guests at the party were John E. Galvin, Lima, president of the Ohio Steel Foundry Co., John W. Bricker, governor of



Big Girl Revue Starring

OTHER STAR VODVIL ACTS 2 SHOWS NITELY -- 11:00 AND 1:30 AND HIS SWINGSTERS MC AND HOST It's Always COOL at Castle Farm

HORSE RACES—SUN., MON., TUES.

DOLLY STERLING IN HER 7TH BIG WEEK "Song's You'll Never Hear On The Radio" SERGE FOCKLER FRANK SCHIRMER