

LOCAL MERCHANTS TOLD TO ADVERTISE

And Other Things That Make For Successful Business

EXPERT FROM DAYTON ILLUSTRATES TALK

Advocates Truthful Newspaper Publicity as Most Potent Factor in Business Promotion

With a very large number of representative merchants and salesmen present, among whom were five from Wellington, the business lecture given on Friday night in the K. of P. auditorium was a big success. The lecture entitled "Getting the Most Out of Retailing" was delivered by Mr. D. R. Thomas, a representative of The National Cash Register Company, who spoke under the auspices of the Medina Advertising Club.

The lecture, which was illustrated with nearly 6000 feet of moving pictures, was preceded by the showing of some very interesting community welfare pictures.

The community welfare film showed the results of this kind of work in Dayton, Ohio, the home of The National Cash Register Company. The audience marvelled at the transformation of civic conditions, a direct result of the concerted efforts of progressive citizens. It was stated that the changes and improvements made in Dayton may be made in Medina if the people will get together and show the right kind of co-operation.

Introduced by Pres. Gail Abbott, chairman of the meeting, Mr. Roberts complimented the Medina Advertising club for its splendid co-operation. He said: "You members realize the value of co-operation; you are on the right track. Keep it up and nothing can prevent Medina from maintaining its place in the front ranks of progressive cities in this part of the country."

The speaker made a vigorous appeal for better system in the operating of every kind of business. "It is only natural," he said, "that each one of us should want to get the most out of the work we are doing, or the business we are in; yet we must not forget that customers are justified in buying wherever they can get the most goods and service for the dollars they spend."

"In these days of keen competition, it is not easy to be a successful merchant. There was a day when a merchant could sit down and wait for business to come, but today he must coax trade through advertising, displays, store arrangement, prompt and cheerful service on the part of employees. The fact is the merchant who aims at the highest success has a big job on his hands."

"Competition is proving that store methods and store service must be improved to meet the demands of the buying public, and at the same time make a reasonable profit. Experience has shown that one of the best ways to get more out of retailing is to study and profit by the methods that have enabled other merchants to get ahead."

"The National Cash Register Company always has tried to help merchants solve their problems in this way. For more than twenty-five years we have been collecting the best retail ideas, plans, and methods from successful stores in all parts of the world. We have accumulated a vast amount of material, simplified, condensed and charted it and in such meetings as this have passed it along to those who could use it. It indeed is one of the hopeful signs of the times, that merchants are getting together through such organizations as yours to study these plans and to work for the common good."

"The store that knows best how to please the buying public will get the most trade, but unless at the same time it can make a profit, it cannot succeed. To succeed a store must be thoroughly organized. The help must look after the details, leaving the merchant free to keep his fingers on the pulse of the business and give time to affairs of the community."

"Customers should be told promptly about the goods carried, and impressed with the fact that the store is wide awake and progressive. Goods must be displayed so they will attract and please the customers."

"The salespeople should be made to know the value of giving prompt, and

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LOCAL MUSIC HEAR NOTED GANIST

The recital by Albert Riemenschneider last Friday evening at the Methodist church dedicatory of the new pipe organ recently installed in that edifice was one of the richest musical feasts given in the village in a long time. The intelligence and refinement of his playing is no less remarkable than his technique, both of which was but little short of a revelation to the great number of local music lovers who attended the concert.

Mr. Riemenschneider expressed himself as well pleased with the new organ and the exquisite tonal effects brought forth by his masterly touch of the keys and deft manipulation of the stops, indicated the correctness of his judgment as to the superiority of the instrument.

The following numbers, many of which were unfamiliar to most of the audience, constituted Mr. Riemenschneider's program:

Allegro Maestoso (third sonata) Guilman; Pastorale (first sonata) Guilman; Gavotte, Martini; Berceuse (Jocelyn) Godard; Will-o'-the-Wisp, G. B. Nevin; March Funere et Chant Seraphique, Guilman; Tocatta, Halsey; Song to the Evening Star (Tannhauser) Wagner; The Chase, Fumagalli; Chanson du Soir, Becker; Sous le Bois (In the Forest), Durand-Guilman; March Nuptiale, Faulkes.

Mr. Riemenschneider was assisted by Mrs. P. C. Bigelow, soprano, who sang "Great is the Holy One of Israel," by Case, accompanied by Mr. Riemenschneider. Mrs. Bigelow was in excellent voice and delivered this very difficult and beautiful number with remarkable vigor and intelligence.

The big audience attested their satisfaction and pleasure with the concert by unstinted applause of every number.

LIGHTING SYSTEM TO BE EXTENDED

Arrangements have been completed with the Ohio Gas and Electric Co. to extend its service as far north as Fenn's Corners, the conditions being that the residents along the way beyond the village limits bear the cost of the poles, which they have agreed to do. It is the purpose to erect new poles along the entire distance, upon which will be strung both the lighting and telephone wires, within cables the poles to become the joint property of the local lighting and telephone companies.

Erstwhile the farm homes north of Medina have either been dependent upon the primitive oil lamp, or compelled at a considerable expense to install individual lighting systems, which most of them have done.

The people east of Medina in Granger are likewise desirous of securing a similar arrangement with the Ohio Gas and Electric Co., and it is probable that they too will be accorded the service. In this event it is predicted that only a comparatively short time will elapse before every farm home in the county will be afforded the convenience of electric lighting that is now for the most part confined to the larger centers.

It is understood that work of the north extension will be begun soon.

MAYOR AND COUNCIL MUST LIKE THE WORK

Republican candidates for municipal offices in Medina and Wadsworth were filed with the County Board of Elections last Friday. In Medina the present officers filed candidacy for reelection. They are: H. H. Hartzog, mayor; C. M. Fenn, Hobart Edwards, Earl Thatcher, L. W. Boyden, Foyce Bagley and R. J. Hyde, councilmen. No Democrats filed. It is probable, however, that the Democrats will put up a ticket by petition in time for the August primaries.

It is reported that there will be three candidates in the field for the nomination of mayor of Wadsworth at the August primaries. Mayor Boyer, who is serving his third term, will be opposed by Councilman J. C. Whitlam for the Republican nomination, while Fred F. Falk is said to be a candidate on the Democratic ticket. There will be at least two full tickets in the field. With a split in Republican ranks, the women will hold the balance of power and an interesting contest may be looked forward to.

HIGH CARNIVAL AT LAKE JULY FOURTH

American Legion Boys Say So And Their Word Should Be Sufficient

VETERANS OF 37TH TO STAGE SHAM BATTLE

Excitement and Entertainment Assured From Dawn Till Midnight, With Comfort for Everybody

The many thousands of people who attended the Fourth of July celebration at Chippewa Lake a year ago under the auspices of the American Legion, will welcome the news that this virile organization of young braves is to attempt a similar celebration this year at the same place, with the added purpose that it shall surpass the former national anniversary jubilee in all particulars.

Members of the American Legion have repeatedly demonstrated their capacity for achievement in the paths of peace no less than of war, and when they announce to the public the many big things they may expect to be provided for their entertainment at the lake on the fourth of next month, the statement may justly be given the fullest credence.

From dawn till mid-night will be a continuous carnival of clean and varied amusements, among which may be mentioned a sham battle—a gigantic and realistic war spectacle by veterans of the 37th Division, with full equipment, consisting of rifles, trench mortars, etc.; the time-honored "mid-way", typical in every respect; ball games; the famous ladies' band of forty pieces from Barberton, and in the evening a massive and fantastic fireworks display on the water front, the effects heightened by the sinuous movements of brilliantly lighted and decorated gondolas dipping their way near the shore. There will be bowling, bathing and rowing, and dancing afternoon and evening.

Parking space will be provided for 5,000 automobiles and there will be special street car service to and from the grounds throughout the day and evening.

Fifteen thousand seven hundred and sixty admission tickets were sold at the celebration by the American Legion at the lake last year, and it was known that a great many persons slipped into the grounds with the crowds at gate without paying. Thus it was conservatively estimated that no less than 17,000 persons were on the grounds during the day. The weather conditions were perfect, and with the same favorable conditions on the Fourth of July this year it may safely be predicted that there will be a larger aggregation of people at Chippewa Lake on that day than the famous resort has ever had before.

BAND CONCERT

The Medina band will present the following program in the park next Saturday night, beginning at 7:45 o'clock:

- March—"American Educator" Galloway
- Overture—Selected
- Intermezzo—"On the Green" Goldman
- March—"Lucky Strike" Glogan
- Medley Overture—"War Songs of the Boys in Blue" Lauredeau
- Reverie—"Melody of Love" Englemann
- March—Selected
- Song—"My Home Town is a One-Horse Town" Irving
- Song—"Let the Rest of the World Go By" Ball
- March—"American Bandman" Miller

FARM BUREAUS MEET

The councils of the Farm Bureaus of Lafayette, York and Medina met Thursday night to arrange for the first stockholders' meeting to be held some time the latter part of June or the first of July, depending on securing a speaker from the state department.

The committees of the four townships reported that by July 1 between \$10,000 and \$15,000 will be raised.

The committees on drafting constitution and by-laws is now working. The committee consists of: Carl Abbott, chairman; Howard Brintnall, secretary; E. C. Nettleton, C. W. Mann and W. I. Fleck.

RUBBER COMPANY BRANCHING OUT

Takes Over New Safety Boot Concern That Looks Good

WILL MANUFACTURE PRODUCT AT ONCE

Daily Capacity of Plant Will Not Equal the Orders Being Turned in By Salesmen

Following closely the taking over of the Superfix Rubber Co. plant at Elyria by the Akron-Universal Tire and Rubber Co. a few weeks ago, notice of which appeared in the Sentinel at the time, comes the information that the same company has purchased the Keck Mfg. Co. plant at West Unity, Ohio., manufacturers of what is known on the market as the Keck Safety Boot, by which the Medina company believes it has put across a remarkably successful financial deal for its stockholders.

The "boot" is not merely a piece of fabric covering the inside surface where the casing is ruptured or blown out, but an improved blow-out boot that will hold the strain where the casing is weak. It is claimed the boot will not creep and has no bothersome flaps to project over the edge of the rim; will hold a rim cut as well as a blow out, and will not allow the casing to bulge. With the aid of this boot, the company states, many additional miles can be obtained from worn tires which otherwise would be discarded.

The Akron-Universal Tire and Rubber Co.'s attention was first directed to the Keck safety boot by one of its agents W. E. Case of Medina, who had seen the boot undergo severe and successful tests, and discovered that it was a big seller, so much so that the Keck Co. was unable to manufacture them in pace with its orders, and was not in financial condition to expand its capacity.

At this juncture President Baker of the Medina company conferred with the Kecks at West Unity, brought them to Medina to inspect the local plant, made them an offer for their plant and business, and closed the deal then and there, since which time the safety boot has been manufactured at West Unity in the name of the Akron-Universal Tire and Rubber Co.

President Baker stated to the Sentinel this week that the machinery in the Keck plant at West Unity has been dismantled and is already on the way to Medina for installation in the local factory. According to President Baker both the safety boot as well as the Superfix product machinery will be operated for the present by electric power, which is now in process of installation.

The Superfix machinery arrived in Medina last week and is nearly in readiness at the plant for operation. It is installed in the basement of the factory, which is well adapted in every way for the purpose. The safety boot machinery company will be installed at the north end of the main floor, adjoining the offices, and the company declares it will be turning out its new product at the local plant before the end of this month, at the rate of 300 or more a day, which is unequal to the rate agents are mailing in orders.

Herbert C. Keck, inventor of the boot, will move to Medina and superintend the manufacture of the product that bears his name. J. C. Keck, father of the former, and president of the Keck Mfg Co. will engage in field work for the Akron-Universal.

WALLACE AT WOOSTER.

The announcement that Henry C. Wallace, Secretary of Agriculture in President Harding's cabinet, is to be the principal speaker at the annual Field Day at Wooster on Friday, June 24, will doubtless be the means of attracting an unusually large attendance of agriculturists from Medina county and throughout this section. Other speakers are Pres. W. O. Thompson of O. S. U. and L. J. Tabor, master of the State Grange.

—Miss Eulaila Damon's Sunday school class of the Church of Christ gave her a kitchen shower Monday afternoon at the home of Mrs. W. S. Beck.

COURT TRIES TWO FOR ILLEGAL STOCK SALE

The criminal cases against Theodore Connor and H. J. Sommers for unlawful sale of stock were disposed of by Judge N. H. McClure on Monday morning. Both men were allowed to alter their original pleas of not guilty to that of guilty to the third count in their indictments, which was for selling four shares of preferred and sixteen of common stock in the Hydro-Carbon Products Co. of Cleveland to J. H. Hatcherberg of Wadsworth, without having prior to the sale filed with the Commissioner of Securities of Ohio such information as is required by law. Connor is president of the Hydro-Carbon Co. and Sommers secretary.

Immediately following their pleas Connor was fined \$50 and costs and Sommers \$1,000 and costs, respectively the minimum and maximum penalty prescribed by the statutes. Besides this the men must return to each of the following four men the amounts collected from them by agents of the company in the illegal sale of the securities: Max Wacker of Mallet Creek, J. H. Hatcherberg of Wadsworth, Jos. Degnan of Erhart and John Reider of Medina. In Sommers case the court suspended the fine, placing Sommers on parole.

Connor was remanded to jail here on Wednesday of last week under a new bond of \$2,000, following his arrest the day before on a capias issued by Judge McClure when Connor failed to appear in court when wanted at that time, as stipulated in the previous bond under which he was enjoying freedom. He promptly paid his fine and costs Monday morning and was released.

Since the above was written full restoration has been made in the sum of \$1,435 to those named to whom stock in the company had been sold.

HELD FOR TRIAL FOR ATTEMPTED MURDER

John Somody, arrested on Monday of last week after two ineffectual attempts upon the life of his father-in-law, Andrew Buzek, at the latter's home in Sharon township, was arraigned before Justice of Peace W. P. Ainsworth last Saturday morning, who bound him over to common pleas court under a bond of \$2,000.

Somody and Buzek owned the farm jointly until a short time ago, when Somody, in need of money, sold his share in the property to his father-in-law for \$1,000. Later he became convinced that Buzek had by too far the better end of the bargain, and made demand at different times upon the latter for further settlement. According to Buzek, Somody renewed his demands on the morning of the shooting, and while enraged grabbed a double barrel shotgun and blazed away at Buzek, neither of which shots took effect. Somody was overtaken by Sheriff Bigelow and Deputy Hanger near Akron, while on his way to surrender to the Akron authorities.

BUSY COUNCIL MEET

The regular monthly meeting of the village council Tuesday night was a busy one, a number of street improvement ordinances being passed, four of which appear in another part of this paper. The others, which will be published next week, authorized the proceeding to improve Huntington street from West Liberty to Friendship streets; West Friendship street from North Court street to Foundry street; East North street from Broadway to East street; also for the accepting by the village of the Frederick allotment on North Broadway extension. An assessing ordinance was passed affecting the improvement of North Court street. Solicitor Van Epp was authorized to take up with the C. S. & C. officials the matter of their payment of their share of the cost of paving North Court street between West Liberty and Union streets. Another meeting of council is called for next Tuesday night.

HINCKLEY YIELDS STILL

Mike Drespling, residing near the east county line in Hinckley township, was arrested at his home on Thursday afternoon of last week by Sheriff Bigelow and Deputy Hange, after they discovered a complete whiskey still there. The still was secreted under the floor of a rear porch, reached by means of a trap door over which was placed a rug and on top of that an ice chest. Previously the officers had been tipped as to where the still was hidden. Drespling frankly acknowledged his guilt both to the sheriff and later to Justice of the Peace W. P. Ainsworth, the latter imposing the fine of \$300 and costs.

EXPERTS TALK TO ELEVATOR MEN

Urge the Keeping of Special Record System in Elevators

DEMONSTRATION OF WHEAT GRADING MADE

Sealer of Weights and Measures Discusses Importance of Accurate Weighing Devices

The farmer elevator men met in all-day session at the Farm Bureau office Wednesday, June 8.

Mr. Z. B. Wallin of the Department of Marketing, Ohio State University, who had charge of the meetings, is conducting similar meetings throughout the state. It is the intention of the University to get in closer touch with the elevator man and his problems.

Such subjects as "Strong and Weak Features of Constitution and By-Laws," "The Qualifications and Duties of Managers and Directors," were discussed.

Mr. Brady of the Federal Bureau of Markets discussed the Warehousing Act recently adopted by the government.

"This piece of legislation is the best thing that has happened to the farmer since the Federal Farm Loan act," says Henry Wallace, Secretary of Agriculture.

The elevator or warehouse that holds a license under federal supervision can give the farmer a warehouse receipt for the produce he puts in storage. This receipt can be turned into the bank and receive money on loan.

Mr. J. A. Krabach, traveling auditor of the Ohio Equity Exchange Co., gave a very interesting and instructive talk on accounting and book-keeping systems.

The keeping of records in elevators has developed into a special system. The bookkeeper, the accountant and the auditor are all necessary features of this system. The bookkeeper keeps the actual records, the accountant analyzes the records and the auditor interprets and investigates the correctness of the records. Mr. Krabach advised the managers and Boards of Directors to require their bookkeepers to make monthly statements as to the condition of the business.

Mr. J. Cannon, Federal Grain Inspector for the Toledo district, demonstrated the grading of wheat with the assistance of Mr. Fuller, manager of the Spencer Equity. It was very clearly demonstrated how by improper methods of making the test that different results can be obtained. Mr. J. D. Dannley, County Sealer of Weights and Measures, discussed the difference in the test due to inaccuracy in weighing devices.

The managers co-operating with Mr. Dannley and County Agent Halderson will attempt to clear up the dissatisfaction that is current regarding wheat testing.

At the close of the session the managers elected officers of their county association—Mr. Fuller, president, Mr. E. L. Chatfield, secretary.

WEDNESDAY MATINEE

The increased attendance at the weekly races of the Medina Matinee club evidences the interest of track sportsmen in these events. No less than 400 attended the matinee Wednesday afternoon. The racing was good, hotly contested, and there were many close finishes. An outstanding feature of the afternoon was the vocal gymnastics of "Whistle" Clark, champion yeller of America, and whose voice could be distinctly heard for a distance of 4.8 kilometers on route 6. Following are the results:

First Event	
Donna B., McDowell	2 1 1
Charley R., Wilson	3 3 2
Black Hal, McDowell	1 2 3
Time—16 1-4, 13 3-4, 14 1-4	
Second Event	
Dr. Jolla, Bowman	2 1 1
Babe Olin, Sweet	1 2 2
Mary Louise, McDowell	4 3 3
Fleet, Shetler	3 4 4
Time—2.39, 2.36, 2.38.	
Third Event	
Maggie M., McDowell	1 1 2
Jno. K., Spitzer	3 2 1
Lee McKerron, Clark	2 3 3
Bay Sure, Battles	4 4 4
Time—2.21, 2.20, 2.19 1-4.	