

## SIDENER NAMES BUSINESS CRIMES • BEFORE ROTARIANS

Indianapolis Man Speaks in Plain Terms of Questionable Methods.

By United Press  
ST. LOUIS, Mo., June 20.—Business ethics and the influence of the individual Rotarians in bringing about honest business methods were discussed at the morning session today of Rotary International at the Coliseum.

Those who spoke were Merl Sidener of Indianapolis, a member of the vigilance committee of the Advertising Clubs of the World; Sidney W. Pascal of London; Raymond Havens of Kansas City, president of Rotary International; Sherman Rogers of New York, known as the "lumber-jack orator" and Bert Scribner of Pueblo, Colo., head of Rotary business committee.

### Speaks in Plain Terms

Steak thieves, forgers, embezzlers, plain burglars and yeggmen of business were dealt with in plain terms by Sidener.

"First, let us look at the sneak thief business," he said. "Here is his identification card. It indicates he picks all available pockets while crowding his victims with the 'business-is-business' fallacy. The space for the identifying photographs is left blank on this card. And if, perchance, the face of the offender which comes to your mind in the face you see in the mirror when you shave—take the matter seriously and try to reform him. Inefficiency in business, slow turn-over, high cost of production and selling, failure to use modern methods—these are the practices of the sneak thief."

### Business Forgery

The next offender is the forger, who disposes of merchandise by means of forged trade names. The manufacturer or distributor who misbrands or mislabels merchandise is guilty of business forgery. The adulteration of commodities, the substituting of the products of one manufacturer for another by imitation, these are merely steps in business forgery.

"Here is the embezzler who embezzles money held in trust by means of exorbitant or concealed profits. Following him is the burglar who robs the business of competitors through various tricks of unfair competition."

### Commercial Bribery

The outstanding offense under this classification is commercial bribery—the paying of commissions in money or other things of value to employees of customers for the purpose of influencing their buying power, bonuses to jobbers and retail salesmen, false and misleading advertising—even white lies in advertising are phases of business burglary.

"And finally there is the yegg—who blows up the reputation of competitors by false reports and destroys good will. The making of false statements concerning competitors and their products is the best weapon of the yegg."

"Rotary International gave the world a great inspirational doctrine when it formulated the code of ethics. But Rotary International made a constructive contribution to business as an institution when it devises a practical way of transforming those principles into action by means of the business methods committee."

### LOCAL MAN BUYS POWER SITE NEAR SHELBYVILLE

C. C. Shipp Purchases Flatrock Mill for Water Development.

Clarence C. Shipp of C. C. Shipp & Co., Indianapolis manufacturers of ventilating and heating specialties, today announced purchase of Flatrock Mill, Shelby County, a water-power site.

An immediate expenditure of \$125,000 will be made to modernize the plant now located there, and to supply Shelbyville and neighboring towns with electric power, Shipp said.

Shipp also contemplates the establishment of a summer resort on the Flatrock River. He acquired 176 acres on the south side of the river.

### FIELD PARTIES TO SURVEY

Survey of Indiana's various geological resources will be made this summer by field parties of the division of geology of the State conservation department, according to Richard Lieber, director. The principal field party will be led by Dr. W. N. Logan, State geologist. The party will study formations in southwestern Indiana.

## Boils

HERE is a reason for everything that happens. Common-sense kills misery. Common-sense also stops boils! S. S. S. is the common-sense remedy for boils, because it is built on reason. Scientific authorities admit its power! S. S. S. builds blood-power, it builds red-blood-cells. That is what makes fighting-blood. Fighting-blood destroys impurities. It fights boils. It fights pimples! It fights skin eruptions! It always wins! Mr. V. D. Schaff, 557 15th street, Washington, D. C., writes:

"I tried for years to get relief from a bad case of boils. Everything failed until I took S. S. S. I am now absolutely cured, and it was S. S. S. that did it."

S. S. S. is sold at all good drug stores in two sizes. The larger size is more economical.

**S.S.S.** The World's Best Blood Medicine

## George Hanneford Learns Elephants May Be Used as Leather Pincushions



HERE IS THE FAMOUS HANNEFORD FAMILY, ALL DRESSED UP FOR THEIR CIRCUS ACT AT THE LYRIC THIS WEEK. THE CLOWN OF THE FAMILY IS GEORGE. HE IS FOUND ON THE EXTREME RIGHT.

FTER MANY YEARS in the sawdust rings of this country and Europe, the Hanneford family, famous circus bareback riders, are experiencing their first season in vaudeville.

They are headlining this week's bill at the Lyric. George Hanneford, a riding clown, heads the act, having stepped into the shoes of his brother, "Poodles," who recently signed a contract with Joe Schenck, husband of

Norma Talmadge, to star in a series of two-reel movie comedies. He is now at work in Los Angeles making the first of these.

"It isn't much of a jump from the circus to vaudeville," said George Hanneford, "We miss the smell of the old sawdust, and the sight of the many friends we made in our years with the 'big tops,' but the week stands in theaters make up for a lot of things. Circus life is a hard life,

but a healthy one. And, say it's much harder to please vaudeville patrons than the ones who go to a circus."

Four beautiful horses are used by the Hannefords in their vaudeville turns. They are cared for by a special groom, and nothing is overlooked to assure their comfort and well-being. One of the animals is twenty-five years old, but shows no signs of growing old and is in perfect physical condition.

"You know our family had the first

## New Service Fitted To New Possibilities

WE move swiftly in America — change is the order of the day—industrial economics are changing — labor relationships are changing. The size of the oil business is changing and the Standard Oil Company (Indiana) keeping step with progress, is changing its methods of doing business, to meet the new conditions as they arise.

We invent, and improve, and learn, and go ahead.

The Standard Oil Company (Indiana) developed the Burton Process to increase the recovery of gasoline to meet the demand caused by the increasing number of automotive machines. It improved merchandising methods until its distribution and marketing systems are the standard of efficiency for the industry.

The Standard Oil Company (Indiana) developed new methods of handling its business. Many of these are applied to administration inside the organization, — as for instance, the Industrial Relations Plan, the Annuity Plan, and the Stock Purchasing Plan, all of which have resulted in bringing the Company and its employees closer together.

Other methods have expanded the Company's activities in new directions,—as for instance, in the development of a chain of service stations located at convenient points throughout the ten Middle Western states where the motorist may secure his requirements of fuel and oil in such quantities as he may need.

This is but one of the many improvements which the Company has adopted to better the service which it is rendering the people of the Middle West.

All these methods tend to hold down prices. This is recognized in a recent article in Petroleum Age which says, "No other product or power of like value, obtained at such expense and under such hazardous conditions, is furnished the people at such reasonable prices at all points of the country, as oil and its products."

In the petroleum industry the real problem of the hour is service. The Standard Oil Company (Indiana) is continually fitting new service to new possibilities and adapting its established service to meet new conditions. This policy makes for prosperous business, without which no nation can hope for general prosperity.

As the demand for petroleum products increases, it will be found that the Standard Oil Company (Indiana) has put itself, by progressive development of new possibilities, in a position to give a service commensurate with the increasing demand.

**Standard Oil Company**  
(Indiana)

910 So. Michigan Ave., Chicago, Ill.

## SUNDAY SCHOOL INTEREST URGED

### Speakers Say Every Person Has Place in Work.

"Every soul has some gift of God that can be used for others," declared Mrs. Florence Canina before the adult sectional conference of the Indiana State Sunday school convention at Roberts Park Church.

Mrs. Canina said there are three kinds of adult classes, the active charted classes, the ought-to-be classes and the has-beens.

Marion Lawrence of Chicago, general secretary of the International Sunday School Council of Religious Education, pleaded for more consideration for the home department of the Sunday school.

to put big trees and rocks in the road to block the wagons so they could see the animals and the performers. In many parts of the country the Irish had never seen an elephant.

"They were very skeptical about it, and didn't think it was real. On one occasion when the circus wagons reached the show lot there seemed to be something wrong with the old elephant we had. It acted in a most peculiar and sinister manner. On investigation we found that it had been stuck full of pins. The natives had used this method to discover for themselves whether the huge beast was real or a fake."

Yurka and Byington to Exchange Roles on Thursday

Immediately following the Wednesday night performance of "Captain Applejack" at the Murat Theater, Blanche Yurka, who has the leading feminine role in the play, will be transferred to the Cox theater in Cincinnati and Spring Byington, who has circus that ever visited Ireland," George said, and it was a great cur-

## Orloff Trio Plays Musical Setting

An added interest to the production of "Captain Applejack," the comedy being presented by the Stuart Walker Company at the Murat this week, in celebration of the one hundredth week anniversary, is the appearance of the Orloff Trio, Jean Orloff, violinist, Lenora Coffin, pianist and Genevieve Hughe, violoncellist giving a program fifteen minutes before each performance from one of the upper boxes in the theater, as well as supplying interesting entre' acts music during the intermissions.

The Orloff Trio have long been identified with the artistic forces of the Stuart Walker Company, and the many patrons of the Repertoire Com-

pany of Indianapolis will welcome them this week. In adding this artistic group of musicians to his company, Walker has again shown his high artistic sense of combining two of the great arts, music and drama.

The complete program for this week is as follows:

From 8:15 to 8:30 p. m.—  
"Gepak" ..... Missouri  
"Andante Cantabile" ..... Tschakowsky  
"Mazurka" ..... Wieniawski  
—First Intermission—  
"Amarillo" ..... Old French  
"Water Lily" ..... MacDowell  
"Boieldieu" .....  
—Second Intermission—  
"Shepherds Dues" ..... Edward German  
"Land of the Sky Blue Water" ..... Delibes  
"Passepied" .....  
Old French  
MacDowell  
Boieldieu

last appearance of Miss Yurka in this city, during the current season.

Attractions on view today include:

"Captain Applejack," at the Murat; "Getting Gertie's Garter," at English; Stan Stanley, at the Palace; musical comedy and movies, at the Rialto; "Penrod and Sam," at the Circle; "Johnny Get Your Gun," at the Brookside Park municipal theater; "A Front Page Story," at the Ohio; "The Girl of the Golden West," at Mister Smith's; "The Bishop of Ozarks," at the Islets; "Poor Men's Wives," at the Apollo, and Vardon and Perry, at the Lyric.

Bids On Workhouse Property

Sale of eighteen acres of county land at Northwestern Ave. and Twenty-First St., site of the old workhouse, will be advertised today by county commissioners. Fairbanks Morse & Co. persuaded the county to

put it up for sale, and intends to bid for the land as an expansion site. The county has set a minimum price of \$150,000 while the company named \$100,000. Other companies may bid.

### Endorsement Stands

Endorsement of a book, "The Unseen Source Records," by the national executive committee of the American Legion will stand, despite action of the New York Legion's State executive committee in repudiating official approval. The New York department said the endorsement "commercialized" the Legion.

## WILL RADIUM AT LAST OPEN THE DOOR OF THE GREAT UNKNOWN

If you are sick and want to get well and know what to write for literature that tells How and Why this almost unknown and wonderful new element brings relief to so many sufferers from Constipation, Rheumatism, Sciatica, Gout, Neuralgia, Arthritis, Nervous Prostration, High Blood Pressure and diseases of the Stomach, Heart, Lungs, Liver, Kidneys, and other ailments. You wear Dagnes' Radio-Active Solar Pad day and night, night and day, the rays of radium penetrate into your system, causing a healthy circulation, overcoming sluggishness, throwing off impurities and restoring the tissues and nerves to a normal condition and the next thing you know you are getting well.

Sold on a test proposition. You are thoroughly satisfied it is helping you before the appliance is yours. Nothing to do but wear it. The most remarkable thing about the appliance is that it is sold at a reasonable price. It is within the reach of all, both rich and poor.

No matter how bad your ailment or how long it has been, we will be pleased to have you try it at our risk. For full information write today—not tomorrow.

Radium Appliance Co., 1203 Bradbury Bidg., Los Angeles, Calif.—Advertisement

## STORE OPEN SATURDAY TILL 9 P. M.

### Men's Cone's "Boss" Overalls and Jackets

\$1.49

Union made; of best grade blue white-back denim; extra sizes 10 per cent additional.



"The Store of Greater Values"

\$25 Women's Silk Lined COATS and CAPES \$10  
Sizes 16 to 44

## New Wash Dresses

In a Great Value-Giving Sale Tomorrow Featuring Twenty Smart, New Styles

Ratine Linene French Voile Dotted Swiss Organdy Scotch Gingham

\$5

### \$15 Women's Tweed Sport Suits

Smart styles, splendid fabrics and workmanship. Light Greys and Tans.

\$5 Tweed Knickers to Match, \$2.95

### Undermuslin Sale

Dainty and Durable Garments Specially Priced Thursday

49c

Gowns Chemise Step-Ins Bloomers Petticoats Camisoles Corsettes Brassieres

Fine quality materials, daintily lace and ribbon trimmed, white and colors. A large assortment to select from. Tomorrow only.

Regular Sizes, 36 to 44

Women's Side-Tie Jacquettes Smart side-tie Sport Coats. Smart to wear with Sport Skirts. Bright colors.

### Silk Sports Skirts For Women

Knife Pleated Models \$5

The latest style for summer wear. Colors are white, gray, tan, brown, coco, novelties.

Inf'ts' White Dresses

Long or short dresses with shirred fronts and lace trimming.

50c Rubber Pants

Elastic top and knee, full and roomy, large, medium and small sizes.

Infants' \$1.00 Blanket

Good quality blankets with contrasting borders.

### Men's Ribbed Unions

Summer Weight 69c All Styles

Choice of White, Ecru, Dark Grey and Black, in long or short sleeves, ankle or knee length; durably knit in summer weight. All sizes.

### Men's Labeled Genuine PALM BEACH PANTS

Cool pants for summer, in light and dark colors. Every pair has the label sewed therein.

Men's Imported Finer GOLF KNICKERS

Men these are just the thing, giving plenty of freedom of action, cool and durable. All sizes.