YELLOW STARTS HUGE COMPANY

Drivurself Firm Backed by General Motors.

The organization of a new $30,000,000 transportation enterprise by the Yellow Truck and Coach Manufacturing Company, backed by the General Motors Corporation, of which it it a subsidiary, was made public today by John D. Hertz, chairman of the board of the Yellow Company.

It is proposed to increase the capital stock of the Yellow Truck and Coach Campany to provide $14,000,000 is to be made immediately available for the new enterprise. The new firm is known as the Hertz Drivurself Corporation and will act as a holding company, controlling State and local Drivurself companies throughout the counthy.

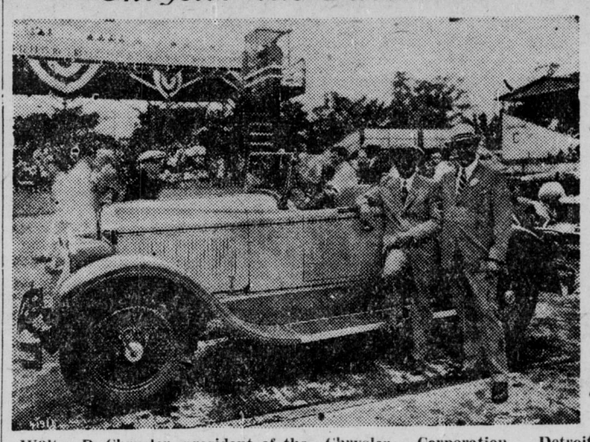
This is the first time in history that a transportation system has been offered to the public on a chaid store plan of operation. In the future it will be possible to secure a private car on a rental milage basis in any city in the United State, use it either for local or touring purposes and leave it in any other city where the individual renting the car my happen to be when through with the car.

TO DEDICATE COLORS

Christ Union Church Will Have Flag Day Services Sunday.

A patriotic service including the dedication of a flag staff and colors as a memorial to members of Christ Church who served in the World War will mark the Flag day celebration at the church Sunday morning. The Rev. Floyd E. VanKeuren will deliver a short sermon on "The Meaning of the Flag."

Chrysler the Pacemaker



Walter P. Chrysler, president of the Chrysler Corporation, Detroit, Mich., and Carl H. Wallerich (left) president of Carl H. Wallerich, Inc., local Chrysler distributors, as they appeared following an inspection of the Chrysler Imperial "80" roadster which was pacemaker for the Speedway race May 31. Chrysler was the guest of Wallerich during his visit to Indianapolis for the race. The photograph was taken a few moments before the start of the race.

ALONG AUTO ROW

Cash gifts, complimentary dinners and a few words of thanks to foremen and department heads are the vogue at the Stutz Motor Car Company's plant. New records of production and general efficiency are being made every month through the cooperation of the men, according to Vice President E. S. Gorrell, and the company is showing its appreciation in tangible form.

Rapid expansion has taken place in the Locomobile sales organization during the past year, since the addition of the Junior Eight to the line. Two hundred additional dealers and distributors have been established in 200 cities and towns in the United States and foreign countries, according to figures made public by George S. Spindler local Locomobile distributor.

M. E. Almond has joined the Federal Motor Truck Sales Corporation (direct factory branch), 933 N. Capitol Ave., in the capacity of sales manager. Almond's experience covers several years in the directing of wholesale and retail sales forces, both with passenger and motor truck distributors. He comes to Federal with a producing record behind him.

Two snappy Buddy Stewart trucks have just been delivered to the Weber Milk Company by the Martin Truck Company of N. Capitol Ave., local distributors of Stewart trucks. The trucks will be used exclusively for cottage cheese delivery in the city and country within a radius of fifty miles. The Weber Milk Company now operates a fleet of ten Stewart trucks.

Walter P. Chrysler, president of the Chrysler Corporation, Detroit, Mich., who was an Indianapolis visitor Memorial day for the Speedway race and who visited the salesrooms of the Carl H. Wallerich Company, local distributors of Chrysler cars, took time while here to observe how Indianapolis is handling some of its traffic problems. He said he thought it was well handled. Synchronized traffic control as used here has proved practicable in other cities. In fact, without such control, traffic in many of the larger cities of the United States would be chaotic, he declared.

During the four weeks ending May 29, retail deliveries of Dodge Brothers cars amounted to 37,660, according to information just received by F. L. Sanford local distributor of Dodge cars and Graham Motor Trucks. This was a substantial increase over the previous four weeks and a gain of 12,735 or 51 per cent over deliveries during the four weeks ending May 30, 1925.

Dealers in the United States alone have delivered 144,199 new Dodge Brothers Motor cars and Graham Brothers Trucks from Jan. 2 to May 29, 1926, a gain of 48 per cent over the record of 97,572 for the corresponding period last year.

The Indianapolis Flint Company local factory branch of the Durant Motor Company has been discontinued. All Flint factory branches in the United States are to be closed within the next several months.

Mattox Motor Sales, 1001 N. Meridian, distributor of Star four and six cylinder cars, has just received one of the new Star Sport roadsters. It is causing a lot of comment along the row.

GOVERNOR NAMES TWO

La Porte Man Appointed to State Board of Pharmacy.

F. W. Meissner of La Porte has been appointed by Governor Jackson to succeed Robert J. Beddoe, Democrat, of Bedford, as a member of the State board of pharmacy. The appointment is for four years, effective, May 6. Jackson has reappointed Thomas C. Howe of Indianapolis to the State teachers' retirement fund for a four-year term.

FINCH SELECTED AID

University Heights Man Secretary of Exposition Committee

William W. Finch, University Heights, has been appointed secretary-treausrer of the Indiana advisory commission of the sesquicentennial exhibition at Philadelphia, Pa., it was announced today.

Headquarters have been established at 646 Illinois Bldg. Finch will offer assistance to Hoosier exhibitors and visitors.

WFBM

Merchants Heat and Light Co.
268 Meters
Thursday, June 10.

6:00—Sports and stock market reports. Courtesy Indianapolis News.
6:30—Boys' hour; F. O. Belzer; Indianapolis Council B. S. A.
7:00—Gus Edwards' Athletic Club Orchestra. Elizabeth Richardson, pianist.
8:00—Program by Miss Vivian Whitridge.
8:30—Goodness Gracious Greggorizers.
9:30—Charley Davis Orchestra.

RADIO HOUR —BY— HOUR

(All Central Standard Time)

Wave Lengths

KDKA	309	WCAR	263	WJZ	455
KFAB	340	WCBD	345	WKRC	326
KFDM	316	WCCO	416	WLIB	303
KFH	268	WCX	517	WLIT	398
KFI	469	WDAF	366	WLS	345
KFKX	288	WEAF	492	WLW	422
KFNF	263	WEAO	399	WLWL	288
KFUO	545	WEBH	370	WMAQ	448
KGO	361	WEBJ	273	WMBB	250
KGW	492	WEEI	348	WMC	500
KHJ	405	WEMC	286	WMCA	341
KJR	384	WENR	266	WNYC	526
KDLS	441	WFAA	476	WOAI	395
KMA	252	WFBM	268	WOAW	526
KMOX	280	WFI	395	WOC	484
KNX	337	WGES	250	WOK	217
KOA	322	WGHP	270	WORD	275
KOIL	278	WGN	303	WOS	441
KPO	428	WGR	319	WPG	301
KPRC	296	WGY	380	WQJ	448
KPSN	416	WHA	535	WRC	469
KSD	545	WHAL	275	WREO	286
KSO	242	WHAS	400	WRNY	258
KTHS	375	WHAZ	380	WRVA	256
KYW	535	WHB	366	WRW	278
WAHG	316	WHN	361	WSAI	326
WAIU	294	WHO	526	WSB	428
WBAL	246	WHT	400	WSM	288
WBAP	476	WIBO	226	WSMB	319
WBBM	226	WIP	508	WSOE	246
WBBR	273	WJAR	306	WTAG	268
WBCN	266	WJAX	337	WTAM	389
WBZ	333	WJAZ	322	WTIC	476
WCAE	461	WJR	517	WWJ	373
WCAL	337	WJY	405		

Radio Programs

5:30 P. M.—WCAU—Symphony Orchestra. WEAF—Music.
5:45 P. M.—WGY — Studio. WLS—Orchestra.
6 P. M.—KYW—Studio. WDAF—"School of the Air." WEBH—Recital. WJR—Entertainers. WJZ—Movie. "The Savage;" also WRC. WLS—Orchestra. Lullaby time. WLIB—Dinner program. WMBB—Ensemble. WQJ—Dinner concert, entertainers.
6:30 P. M.—WFAA—Orchestra. WLWL Entertainers. WGHP—Children's Chat. WJZ—Marine Band; also WRC. WGY. WLS—Organ. Listener's Voice. WPG—Auction Bridge.
6:55 P. M.—WLS—Golf lesson. Surprise time.
7 P. M.—KFNF—Junior Loyal Daughters. KFH—Music. KPRC — Agricultural talks. KYW—Studio. WBAL—Organ, mixed quartet. WBBM—Dance staff artists. WBZ—Organ. WCAL—Church.

Concert Music

7:30—KDKA, WBAP.
8:00—KYW, WCBD.
8:30—WFBM, KPRC, WSMB, WJZ.
9:00—KDKA, WBAL.
9:30—KPRC, WBAP, WGY.
10:00—KTHS, WJAZ.

WCAU—"Chefs," tenor. WCX—Studio. WENR—Popular program, orchestra. WHN—Entertainment. WIP—Artist recital. WJJD—Orchestra, vocal. WMCA—Entertainers. WMAQ—John Loring Cook program. WORD—Trio. Sunday School recital. WOQ—Educational. WPG—Concert orchestra. WRNY—Trio, song series.
7:15 P. M.—KDKA — Farm program. WREO—Vocal, instrumental.
7:20 P. M.—WLS—Mu Phi Epsilon Concert.
7:30 P. M.—KDKA—Famous composers, symphony; KPRC—Orchestra. KOA—String orchestra. WBAP—Saxophone octet. WGY—Recital; also WJZ. WRC, WHO—Quintet. WHAS—Instrumental, vocal, talk. WMCA—Entertainers. WMC—Scores. WOI—Talks, music. WRVA—Scores, talks.
8 P. M.—KSO—Band. KLDS — Studio. KDKA—Concert. KXW—Classical concert. WBZ—Tenor, pianist. WCAU—Sesquicentennial hour. WCBD—Conservatory program. WEBH—Orchestra, songs. WHB—Symphony Quintet. WHO—Trio, vocal. WJAZ—Trio. WMCA—Music. WJR—Orchestra, soloists. WMAQ—University of Chicago lecture. WOQ—Music. WPG—Studio. WRNY—Music. WRVA—Negro spirituels, dialect readers. WSB—Concert. WTAM—Studio.
8:05 P. M.—WIP—Dance.
8:20 P. M.—WMAQ—Church Athletic Association.
8:30 P. M.—KPRC — Tenor, violinist. WBZ—"Unknown Contralto." WFAA—Soprano and musicians. WGBS—Dance. WGY—Pianist; soprano. WHN—Orchestra. WJZ—Record Boys. WMC—Music. WOAI—Melody Maids. WRC—Program. WSMB—Music.
9:00 P. M.—KDKA—Concert. KMA—Orchestra; songs. KPRC—Mixed quartet. KSD—Theater. KTHS—Scores; ensemble. WBAL—WBAL Trio. WCAU—Orchestra; revue. WCCO—La Sebana Program. WEAF—Dance. WGN—Sam 'n Henry; music; reading. WHB—Popular music. WJAZ—Women's Quartet. WJJD—Feature Hour. WMCA—Orchestra. WOAW—Classical. WOC—Plow Boys. WPG—Silver Slipper Club. WQJ—Orchestra; artists. WRVA—Orchestra.
9:30 P. M.—KYW—Carnival. KPRC—Record artist. WBAP—Concert. WGY—Organ. WMAK—Organ. WRC—Swanee Syncopators.
10:00 P. M.—KTHS—Accordion. KFI—Chamber music. WEBH—Orchestra; songs. WGHP—Dance; soloists. WHN—Entertainers. WJAZ—Vocal concert. WLIB—Popular program; orchestra. WMCA—Broadway night.
10:45 P. M.—WSB—Organ.
11:00 P. M.—KFI — Popular program. WBAP—Dance. WHT—Your Hour League. WHO—Orchestra.
11:30 P. M.—WJJD—Settin' Up Hour.
11:45 P. M.—WDAF—Nighthawk Frolic.
12:00 M.—WQJ—Popular program.

Dancing

7:30—KPRC.
8:00—WEBH, WJR.
9:00—KMA, WEAF, WPG.
9:30—WRC.
10:00—WEBH, WLIB.
11:00—WBAP, WHO.
11:45—WDAF.
12:00—WQJ.

RALLY SATURDAY NIGHT

Olive Branch lodge, No. 2, Knights of Pythias, will hold a patriotic rally Saturday night at 230 E. Ohio St. Charles R. Cameron, E. O. Snethen and Archibald Hall will speak.

Marion County lodges, Dramatic Order Knights of Korassan and the uniformed rank will be represented.

Today's Best

Copyright, 1926, by United Press
(Central Standard Time Throughout)

WEAF, hookup, 8 p. m.—Gilbert and Sullivan's "Iolanthe," by the WEAF Light Opera Company.

WTAM, Cleveland (389M), 6 p. m.—Public auditorium program.

WMAQ, Chicago (448M), 8 p. m.—WMAQ Players.

WSAI, Cincinnati (326M), 9 p. m.—WSAI string quartet.

KLX, Oakland (508M), 11 p. m.—Community night.

Silent Today

Central—KFAB, KFDM, KFUO, WSUI, WGBF, WOS, KMOX, KFKX, WSM.
Eastern—PWX, WAHG, WEBJ, WAAM, WEAR, WHAR, WHAZ, WLIT, WOO, WCAP, WGHB, WOR, WTIC, WAFD.
Far West—KFOA, KLX, KOAC, KWSC, KOA.

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SUNDAY, JUNE 13
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DECATUR, ILL., $2.75
SEE BEAUTIFUL LAKE DECATUR
Visit Turkey Run—Indiana State Park—Marshall—$1.35
Train leaves 7 a. m. Returning, leaves Decatur 6 p. m.
One Fare Round Trip to All Stations on C., I. & W. Saturday and Sunday. Return Saturday, Sunday or Monday.
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ESSEX COACH "6"
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CHRYSLER "70"
Reduced $50 to $200
Unchanged Except in Price

	OLD PRICES	NEW PRICES	SAVINGS
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Roadster	1625	1525	100
Royal Coupe	1795	1695	100
Brougham	1865	1745	120
Sedan	1695	1545	150
Royal Sedan	1995	1795	200
Crown Sedan	2095	1895	200

(All prices f. o. b. Detroit, subject to current Federal excise tax)

Today's Chrysler "70"—changed in no way except new lower prices which save you $50 to $200—is more than ever the car of public preference.

Long lived; characteristic Chrysler beauty; compact to meet today's traffic needs; roomy for comfort and luxury; easiest to handle on any road; flashing pick-up; 70 miles an hour plus; safe—little wonder that none of its more than hundred thousand of owners who have driven their cars thousands upon thousands of miles, will ever willingly go back to the less modern type of cars.

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