

The "Low-Down" On Indianapolis

The world knows that Indianapolis is a great automobile motor, full of power and possibilities. But the best motor in the world at times needs to be tuned up a bit. Right now it is proposed to touch up the valves, drain the oil in the crank case and cut out the carbon. Hence this "Indianapolis First" campaign.

And we are not quite sure that there aren't a few prowlers hanging around the garage that would rather NOT see Indianapolis win the race—vandals who would sneak sand into the gear set and "jim" the whole works if they could.

The new Chamber of Commerce, YOUR new Chamber of Commerce, pledges itself to police and to protect the welfare of Indianapolis. It proposes to get the Bertillon thumb prints of any and all MUNICIPAL VAGRANTS who can't give a good account of themselves; and to KEEP THEM AWAY from the machinery of our city.

It proposes to bring out the BIG MEN of Indianapolis and to SYNCHRONIZE their efforts to the end that Indianapolis shall develop her FULL RATED HORSE POWER and SPEED, and take a place of leadership and HOLD it.

The new Chamber of Commerce proposes to diagnose our municipal condition; ascertain our assets and shortcomings and, through proper organization, to SUPPLY what we LACK and SUPPORT and consolidate what we HAVE.

There are a lot of things in this town that need to be done.

The Chamber of Commerce proposes to equip itself to DO these needed things

DEFINITE OBJECTIVES

—of—

"INDIANAPOLIS FIRST"

1. To awaken and make permanent a BETTER Business and Civic Spirit centering in our NEW Chamber of Commerce.
2. To increase the value of Our NEW Chamber of Commerce by adding new members and new income to permit the development of the present work on problems of:

Civic Affairs	Foreign Trade
Conventions	Wholesale Trade
Education	Retail Trade
Fire Prevention	Insurance
Freight and Traffic	Fine Arts
3. To develop work of securing new industries and conserving and developing the present industries of Indianapolis through the employment of an experienced Industrial Sales Engineer backed by an organization to permit the proper research work and adequate financing of projects for the development of Industrial Indianapolis.
4. To perfect a plan for advertising adequately the advantages of Indianapolis and building good will for our city, not only to the outside world, but to our own citizens.
5. To promote a spirit of courtesy and welcome to visitors and new citizens of Indianapolis.
6. To make the path easier in the future for any movement which will result in the development of a BETTER Indianapolis through an organization big enough and broad enough to realize that our city is always changing—always developing—always in the making—animated with a wonderful spirit of co-operative enterprise—dynamic with opportunities for every one.

—to go after and GET a decent and fair tax rate

—to go after and GET new industries, thereby establishing a NEW FLOW of riches into the pockets of all of us

—to go after and GET a WHOLE-SOME TOWN, morally and physically, to the end that our faces and our souls, so far as possible, shall be CLEAN and UNBESMIRCHED.

Indianapolis can be made one of the fairest of the fair—a beautiful city in which to live and prosper

—but it has a long way to go.

And it's going to take the united efforts of the whole town to make the trip.

This new Chamber of Commerce is neither sectarian nor political

—and it can UNITE US.

This advertisement dedicated to the entire Citizenship of Indianapolis by

F. HILGEMEIER & BROS., Inc.