

## ADVERTISING TO FIGURE IN NEW PURE FOOD BILL

Measure Also Seeks Check on False Claims in Broadcasts.

This is the sixth and concluding article of a series on the Copeland Pure Food and Drug Bill.

By Science Service

WASHINGTON, Dec. 18.—One of the most hotly contested points along the whole battle line over the new pure food and drug bill to be presented before the coming congress will be the matter of advertising. Advertising does not figure in the present food and drug law, because in 1906, when it was enacted, advertising was not such a force in national buying and selling as it is now.

The present law merely prohibits untruth in labelling, so that an unscrupulous manufacturer or dealer can tell all the lies he thinks will bring him a profit so long as he does not print any of them on the package.

The new law strikes directly at this weakness, and it takes in plenty of territory while it is at it. An advertisement of a food, drug or cosmetic shall be deemed to be false, it states, "if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug or cosmetic."

It is that latter clause, the ambiguity or inference one, that is raising a particular howl from the ranks of a certain part of the proprietary medicine trade.

TRYING TO SPREAD PANIC

Manufacturers of products which the present law can not prove to be fraudulently presented are expert in oblique statements, that create impressions without making straight assertions, and they are rightly afraid of what may happen to them if they are suddenly confronted with the necessity to tell the truth, the whole truth, and nothing but the truth.

Some of their agents have tried to spread their panic to the newspapers and magazines by the claim that editors can be fined and jailed for printing false or misleading advertising, of whose nature they could of course hardly be expected to be completely informed.

The sponsors of the Copeland bill disclaim any intention to hold either newspapers or advertising agencies responsible for the factual content of the advertising they print or prepare for printing and they declare their intention to exclude them specifically from such responsibility.

But, by the same token, they do intend to "crack down" on the Ananias fringe among food, drug and cosmetic manufacturers, whose irresponsible claims work harm alike to advertising media, legitimate businesses, and the long-suffering consuming public.

RADIO'S THE PROBLEM

One new and important advertising medium will doubtless show the effects of this new demand for accuracy in advertising to a much greater extent than newspapers and magazines. That is the radio. After all, editors have been in the game long enough to know an advertising Ethiopian in the woodpile when they see one, and most of them want nothing to do with advertising that will defraud or injure their subscribers.

But radio is a younger business and apparently either less worldly-wise or less discriminating than newspapering, for the stuff that gets into some radio advertising "spies" make newspaper men (and the general public, too) hold their noses.

It will be most interesting to watch the revision of radio "plugging" if and when the Copeland bill is enacted into law.

TRACK ELEVATION TO BE TOPIC OF MEETING

Butler-Fairview Civic Group to Convene Tomorrow.

Track elevation problems will be discussed at the regular monthly meeting of the Butler-Fairview Civic Association at the Fairview Presbyterian church tomorrow night at 8. Election of officers also will be held.

DETAILED TAU DELTA TO HOLD STATE BANQUET

Dean C. E. Edmondson of Indiana to Receive Award.

A state banquet will be held by the Indianapolis alumni chapter, Delta Tau Delta, Dec. 27, in the Columbia Club. Citation of honor will be awarded Clarence Edmund Edmondson, I. U. dean of men, at the meeting.

Committee in charge includes: Dr. Frank Hutchins, general chairman; Hilbert Rust, Clarence Ullum and William M. Hutchinson, invitations; Hilbert Rust, banquet; George Badger, George Browne and Dr. T. D. Rhodes, tickets; Maurice T. Harrell, Charles Wells and John Barney, publicity; Clarence Ullum, Kiley, Hadley, Samuel R. Harrell and Paul Ragsdale, program.

STATE MOTOR FREIGHT BUREAU IS ORGANIZED

Meeting Called Wednesday to Discuss Tariff Board.

Organization of the Indiana Motor Freight Traffic Bureau, Inc., will be completed at a meeting at 3 Wednesday in the Lincoln. When a common and contract carrier tariff bureau will be discussed.

Bureau directors are E. E. Mills and Maurice Tucker, South Bend; M. S. Denny, New Albany; Clem Wickett, Richmond; John Mathewson, Indianapolis; Ed J. Buhner, Seymour; Harry Hedges, Terre Haute, and Jack Lamson, Ft. Wayne.

ENDS A COLD SOONER

PROVED BY 2 GENERATIONS

CHRISTMAS EXCURSION

ROUND TRIP rate for low one-way rate PLUS.

Again Greyhound sets the pace in amazingly low year-end fares—to nearly all parts of America. Book on strictly FIRST CLASS, comfort with Trans-AM heat, individual chairs. On sale Dec. 14 to Jan. 1. Return limit Jan. 15. Hundreds of Round Trip Bargains.

SERVICE IS ANNOUNCED

Door-to-Door Freight Shipments Are Inaugurated.

Shipments of freight in less than 400 carload lots now will be picked up and delivered in a door-to-door transportation service, according to an announcement by T. J. Paulconer, division freight agent of the Nickel Plate railroad. The new service is intended to give quick service to shippers, at a saving in transportation cost.

JAKE THE BARBER WANTS REVENGE



## CHILD WELFARE, WORK-SEEKING GROUPS CHOSEN

Four Committees Named by V. M. Armstrong, State Legion Head.

Three committees to deal with child welfare and one on employment problems were announced today by V. M. Armstrong, Indiana Legion commander.

One committee, to aid at the Knightstown children's home, is composed of Alfred Brown, Brookville, chairman; Rue Hinshaw, Carmel; Marion Amick, Columbus; Arthur Lemmon, Greensburg; Hubert Alexander, Rushville; Otto Walls, Knightstown; Theodore J. Spurgeon, Ligonier, and Clifford Payne, Newcastle.

Special state child welfare committee: Harvey C. Varner, Valparaiso, chairman; Ralph Rughman, Auburn; Egrad Mills, East Chicago; Elmer Bussell, Greenfield; the Rev. Fred Hill, La Grange; Cecil E.

Defying gangsters to carry out their death threats, John (Jake) Factor, thirsting for vengeance against his kidnappers, will testify at the approaching trial of Roger Touhy and his aids, accused of the abduction in Chicago. Factor is shown here as he declares emphatically that he will tell the story of his kidnapping and torture on the witness stand.

## PROMINENT CITIZENS SPONSOR BARITONE

Benefit Recital Will Send Young Singer to N. Y.

Prominent local citizens interested in music have been selected as sponsors for the benefit recital of Millard Burwell, southern Negro baritone, in Crispus Attucks high school auditorium tomorrow night.

Mrs. Felix T. McWhirter, past president of the Indiana Federation of Women's Clubs, has been active in arranging the patron's list. Patrons include Governor and Mrs. Paul V. McNutt, Mayor Reginald Sullivan, the Rev. and Mrs. W. W. Wiant, Mr. and Mrs. McWhirter, Mr. and Mrs. Neal Grider, Mr. and Mrs. Henry Ostrom, Mrs. Henry H. Ostrom, Mr. and Mrs. Frank B. Hunter, Mary Traub Bush and Wallace O. Lee.

Mr. Burwell's program will include compositions of Stephen Foster, as well as classical and Negro spirituals. The proceeds of the recital will be used to send Mr. Burwell to New York to take up concert work in that city.

## ARRANGE PROGRAM FOR BLIND SCHOOL

Christmas Music by Choir Is Scheduled.

Pupils at the Indiana School for the Blind will be entertained Friday afternoon with a Christmas program which has been arranged by George S. Wilson, superintendent.

Dr. Francis De Longlade will be the guest speaker and Miss Olive Kiler, violin teacher at the school, will be in charge of the program.

Included on the program will be numbers by the junior and senior choir and the orchestra. Pupils appearing on the program will include John Biery, Mabel Wiley Leive, Glenn Pittman, Dewey Wright, Michael Bessie, Betty Wright, Ralph Kidd, Bertie Jane Leonard, Marie Peroni, Clarence Chambers, Russell Muttart, Walter Ciconas, Paul McDowell, Tyndall Peitz and Eugene Pratt.

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## FATHER, 71, ACCUSED OF MURDERING SON

Pike County Man Indicted on First Degree Charge.

By Times Special  
PETERSBURG, Dec. 18.—John Phil Taylor, 71, is in jail without bond today after the Pike county grand jury indicted him on a charge of first degree murder in connection with the shooting of his son, Beaver Taylor 44.

The shooting occurred a week ago following a drinking party. He will be arraigned before Judge John L. Sumner sometime this week.

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## Yeah—What Roundup?

Chords Rend Air as Drunk Stages Act With 'Menacing' Figure in Background.

HE WAS "heading for the last roundup," a little uncertain on his pins and equally uncertain as to just what he wanted. He was one of the early crop of post-repeal drunks.

The scene was in the 1700 block of College avenue, where an automobile accident had taken place, leaving the losing car looking like it had gone through a giant sausages machine. It practically was immovable unless scraped together.

The owner viewed it disconsolately. So did a lot of sympathetic kibitzers.

Suddenly, the front door of the house in front of which the wreck lay, was flung open. An indignant and befuddled householder hurried forth as fast as his rebellious legs would let him.

"Get away from here, get away, I don't want you around here," he shouted vehemently.

The group, alarmed at his menacing tones, melted away—all except the owner of the wreckage.

"Get away, get away—get along, little doggie, git along," continued the drunk.

Enraptured by this fascinating idea, he retraced his faltering steps into the house.

"I'm headin' for the last roundup—da da da, da da," he caroled merrily with barbershop effects.

He was. His wife was waiting just inside the door for him.

## BUSINESS CLUB INSTALLS ASPY

New President Takes Seat at Dinner-Dance Celebration.

Bon O. Aspy was installed as president of the American Business Club at the King Midas dinner-dance of the club Saturday night in the Highland Gold and Country Club.

Other officers seated were John Collett, vice-president; Robert Kirby, secretary; Neil Estabrook, treasurer; James A. Gion, recording secretary, and Dr. Marlow Marion, William H. Wimmer, Thomas S. Hood, James H. Ruddell, J. Harold France, Mr. Aspy, Mr. Collett, Herbert E. Wilson and Harrison Eiteljorg.

### Sent to Hospital After Fall

Losing his balance as he stood on the rear of his truck, Ernest Drake, 35, Columbus, fell to the street and sustained a possible skull fracture. He was sent to city hospital in serious condition.

Insist on the Genuine



## KAY'S Help Last Week Shoppers

GIVE LIFELONG GIFTS OF JEWELRY PAY AT YOUR EASE!!

AMERICA'S LARGEST CREDIT JEWELERS

\$1.00 DELIVERS ANY GIFT up to \$50.00

THE "VOGUE" BAGUETTE  
A supreme value for last week gift shoppes! Dainty, tiny, and adorable, guaranteed, bracelet to match. \$1.00 Delivers It—50c a Week

THE CHIEFTAIN  
A constant reminder of your thoughtfulness! and a constant servant to wrist watch, with metal match, in fashionable case. \$1.00 Delivers It—50c a Week

The "Genevieve" \$9.75  
Imagine! A genuine diamond in a charming 18-karat white gold mounting at this low price! \$1.00 DELIVERS IT! 50c A WEEK

The "ROSALYN" \$59.50  
Large, blue-white diamond, glorified by 6 smaller diamonds, in 18-karat white gold mounting. \$1.00 DELIVERS IT! \$1.50 A WEEK

10-PC. VANITY FAIR DRESSER SET  
A personal gift that will please HER most! One of our most outstanding gift values! Beautifully decorated set contains every essential article, complete in a lined, gift box. \$1.00 Delivers It—50c a Week

BEGIN PAYMENTS in JANUARY

4-Pc. Electric Urn Set \$12.75  
A gift that every home lover will adore! Large size electric percolator, with sugar, creamer and tray . . . the entire set complete at one low price.

COCKTAIL SETS \$8.75  
If you are searching for a gift that is different . . . choose this handsome cocktail set. Set consists of shaker, goblets and tray, complete.

Wm. Rogers Silverplate \$16.50  
Down through the years . . . one of the most practical and most acceptable of gifts! Lovely new pattern . . . 26 pieces in a gift chest.

53-Pc. Set of Dinnerware \$12.95  
Who wouldn't like to receive this exquisite 53-piece set of Fresno Dinnerware? Complete service for 8 . . . smart new patterns in new colors.

FITTED OVERNIGHT CASE \$9.75  
Genuine Belber. Complete in a handsome durable case . . . includes every essential traveling article . . . a mighty large gift at a thrilling low price.

AS LONG AS 12 MONTHS TO PAY

24 DIAMONDS—"MARQUISE" \$89.50  
Make this the Christmas SHE will never forget! Present HER with this gorgeous white-gold wrist watch, set with 24 genuine diamonds. \$1.00 Delivers It—\$2.00 a Week

MAN'S NEW ELGIN \$35.50  
No gift you could give HIM would please him as much! 17 jewels . . . genuine Elgin . . . famed for accuracy . . . and band \$1.00 Delivers It—75c a Week

The "MARIANNE" \$75.00  
Large, fine quality center diamond, glorified by 12 smaller diamonds. \$1.00 DELIVERS IT—\$1.50 A WEEK

The "Franchon" \$24.75  
A delicate, delicate creation value last word in style, quality blue and white diamond. \$1.00 DELIVERS IT! 50c A WEEK

Open Every Night Till Christmas  
KAY JEWELRY COMPANY  
137 W. Wash. St.

No mystery about our Credit Plan. No red tape or carrying charge. Just bring or mail this coupon and your account is open. Any article purchased will be packed and shipped free of charge to any part of the world.

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