

## CITY CHURCHES JOIN IN CHARITY FUND CAMPAIGN

Fifteenth Annual Drive to Open Oct. 26, Close On Nov. 7.

Approximately fifty Protestant churches in the city will observe "Community Fund Sunday" tomorrow as a part of their co-operation with the fifteenth annual Indianapolis Community Fund drive which opens Oct. 26 and closes Nov. 7.

Catholic churches also will stress the importance of the welfare campaign in announcements to be read at masses tomorrow. Catholic, Protestant and Jewish church leaders recently issued statements appealing to the public to support the annual Fund campaign.

Due to other arrangements tomorrow, several city churches will devote time to the drive at services to be conducted at a later date. The following Protestant churches have announced that they will devote time to the campaign tomorrow:

The Third Christian, Roberts Park Methodist, Episcopal, Tabernacle Presbyterian, Meridian Heights Presbyterian, Irvington Methodist Episcopal, Brookside United Brethren, Woodruff Place Baptist, Carrollton Avenue Reformed, First Reformed, Central Avenue Methodist, Episcopal, Washington Street Methodist Episcopal, Zion Evangelical, Fletcher Place Methodist Episcopal, St. Paul Methodist Episcopal, Washington Street Presbyterian, Jones Tabernacle, African Methodist Episcopal Zion, Simpson Methodist Episcopal, Allen Chapel African Methodist Episcopal and Bethany Christian.

Calvary United Brethren, Mayer Chapel Presbyterian, St. George's Episcopal, First Lutheran, Emmanuel Reformed, Mount Zion Baptist, Roumanian Orthodox, Capitol Avenue Methodist, Episcopal, West Michigan Methodist Episcopal, Otterbein United Brethren, Woodside Methodist Episcopal, North Methodist Episcopal, All Saint's Cathedral (Episcopal), Downey Avenue Christian, Second Christian, Seventh Christian, Gethsemane Lutheran, Westminster Presbyterian, Broadway Evangelical, First Friends, St. Mark's United Lutheran, East Tenth Street Methodist Episcopal and Irvington Presbyterian.

First Congregational, Southeastern Union, Wallace Street Presbyterian, Second Moravian Episcopal and Central Baptist.

### CITY ITALIAN CLUB TO STAGE DINNER DANCE

Discovery Day Celebration Planned; Mayor to Speak.

The Italian colony of Indianapolis will observe Discovery day with a dinner dance tomorrow at the Indianapolis Athletic Club. Principal speakers will be Mayor Richard H. Sullivan and Dr. V. A. Lapenta, Italian consul.

The Queen Marguerite Society, headed by Mrs. Nick Iacobelli, is in charge of arrangements for the affair. She will be assisted by Mrs. V. A. Lapenta, Mrs. Michael Cardarelli, Mrs. N. Mazza, Mrs. A. Corracchione, Mrs. A. Neece, Miss Gene Gatti, Miss Pansy Iaria, Miss Elvira Fosso and Miss Assunta Cardarelli.

Entertainment will be furnished by Thomas Moriarity, pianist, and Gloria Iacobelli, reader.

### CITY ZIONISTS WILL HEAR DR. LIEBERMAN

American Jewish Leadership of Tomorrow is Topic.

Dr. George B. Lieberman, now occupying the pulpit at Beth Jacob Congregation, Cincinnati, O., will speak on "American Jewish Leadership of Tomorrow" at the second meeting of the Indianapolis Zionists district at 8 tomorrow night at Beth El Zedeck temple.

Cantor Myro Glass will present a musical program. Louis Golstein will recite a poem from Bialik in Hebrew and Daniel Frisch, honorary district president, will give several Sholom Alechem readings. Daniel Stauber will report on the conference of the American League Against Fascism and War held recently in Chicago.

"Advance Night" on Program

Irvington chapter No. 364, Order of Eastern Star, will observe "Advance Night" at 8 Monday night in the Irvington Masonic temple. Mrs. Ethel Manley is worthy matron.

### Safe Deposit Boxes

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HORSE SHOW TROPHY FROM CHILE

# BUSINESS NEWS FOR THE WEEK

## SMALL LOANS FIT NEEDS OF MOST PERSONS

Only Small Per Cent of Population Can Be Served by Banks.

"Credit is a universal necessity," C. C. Lloyd, manager of the Capital Loan Company, Inc., 207 Kress building, 41 East Washington street, observes. "It is as vital to the workingman, clerk, artisan or laborer on small salary or wages as to the great corporations or to governments, to whom it is indispensable. The commercial banks do not and can not directly serve the credit needs of the great majority," he concluded. It is estimated that only about 8, or at most 10, per cent of the adult population has checking accounts, and of this number less than 5 per cent can borrow at banks. This is to say that 90 per cent of the adult population does not possess collateral which would be accepted by banks as security for loans.

Accordingly, this large majority, in any emergency such as sickness, death in the family, unemployment or other unforeseen or immediate occasion for ready money, must seek elsewhere for credit accommodations.

They have two available resources, charity or a loan. The first recourse is unthinkable to the great majority of such borrowers. The loan, then, is the solution.

The Capital Loan Company, Inc., is a friend indeed to those who are temporarily "up against it."

Any worthy person requiring financial help may obtain a loan in amounts up to \$300 within twenty-four hours and virtually choose the length of time for repayment. "We require no endorsers or co-makers of notes and make no inquiries of employers or trades persons," Mr. Lloyd explains.

## LONG SERVICE GIVEN BY FIRM

Selmer Towel Business Established More Than Quarter of Century.

For more than a quarter of a century the Frank Selmer Towel Supply Company, 710 East Michigan street, has been supplying many of the business houses of this city, and others throughout the state, with linen towels, aprons, coats and other supplies.

This company is one of the few users of monel washers, and as the soiled articles go through four suds and are rinsed through nine waters, including hot and cold salt water, the customer is assured of cleanliness.

Maintaining a large sewing room, the Selmer company makes its own towels and aprons, and all articles are mended before being sent from the plant.

Included in the towel supply service are mirrored cabinets and bars of pure soap supplied at no extra cost.

## FREE MAGAZINES AID YEAST SALES DRIVE

City Company Distributes 250,000 Copies.

A quarter of a million magazines are now being delivered by the messenger service of the Pioneer Distributing Company of this city to homes in all towns and cities in central Indiana.

This magazine, Picture News, is a very attractive paper of sixteen pages containing feature stories and illustrations dealing with current events. It is issued by the Ironized Yeast Company, Atlanta, Ga.

All towns between the east and west state borders and between Logansport on the north and Bedford on the south are being covered in the distribution.

The distribution is a part of a general advertising campaign for Ironized Yeast which embraces newspaper space and radio programs. The distribution is made in each city in the interest of its druggists, all of whom have Ironized Yeast on sale.

Gives Life for Paint Brush

It takes one Chinese hog to supply the bristles for a good paint brush. Twenty-two million hogs are grown annually in Manchuria for the bristles.

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MORE THAN 100 TRUCKS HAUL SCOTT COUNTY CANNED FOODS



The truck loading building of the Morgan Packing Company, Austin, Ind., pictured above, although very large is an exceedingly busy place. Here the more than one hundred trucks which

the Morgan company operates are loaded with Scott county canned foods and dispatched to all parts of America except the far west. Many truckers and service men are employed to keep them rolling.

Although the trucks transport large quantities of merchandise more than 60 per cent of the Morgan Packing Company's freight business is handled by the railroads. At Austin the Pennsylvania railroad does a larger freight business than at any other point between Indianapolis and Louisville.

## EUROPEAN TRIP BEING OFFERED AT LOW COST

One and a Half of Fare for Single Trip Pays for Two.

The following telegram was received recently from L. Plate, general western passenger agent of the Hamburg-American Line and North German-Lloyd, Chicago, by R. A. Kurtz, head of the travel department of the Union Trust Company, 120 East Market street:

"Cable advice was received here from our headquarters in Germany announcing that effective between Oct. 22 and April 30, the Hamburg-American Line and North German Lloyd will offer a special tourist and third-class round trip ticket, allowing passengers a stay of up to fifteen days in Europe, at one and one-third the present one-way east-bound port rates. Incidentally, this new rate offering should be of great assistance in connection with the coming holiday travel to Europe."

Included in these cruises is one known as the Columbus. It derives its name from the Columbus, a cruising liner de luxe, the fifteenth largest ocean liner in the world, and the second largest ever to sail east of the Mediterranean.

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