

NEWS OF THE AUTO WORLD

FORD INTERIOR TRIM REFINED, HAYES REPORTS

Treatment, New Accessories Termed Attractive by Buyers.

Important improvements in the interior treatment of Ford V-8 de luxe and standard body types including refinements in design of interior trim are now in production, it was announced today by R. A. Hayes, manager of the Indianapolis branch of the Ford Motor Co.

Besides interior changes and the addition of new accessories, two new and attractive body finish colors—armory green and light-fawn maroon—are made available in the de luxe types.

The new treatment and the new accessories make the Ford V-8 interiors substantially more attractive, buyers who have inspected the new cars, say. They reflect a continuance of the Ford policy of adding such improvements whenever they become available, without waiting for yearly model changes.

New Accessories Added

Important among the new improvements is the addition of the new accessories in the de luxe types. These include a sport-type steering wheel with arm spring steel flexible spokes, a pull-wind 30-hour clock recessed in the rear-view mirror and a glove compartment lock. Chrome bands also have been added to the wheels.

The theme of the interior trim of the de luxe body types is derived from a new walnut-grain finish for instrument panel and garnish moldings. The central section of the instrument panel is set off with chrome trim. Knobs for the throttle, choke, instrument panel light switch and the handle of the cigar lighter as well as the window lift and door handle escutcheons are finished to harmonize with the new finish, while the glove compartment and window regulator handles are in chrome.

The interior upholstery has been newly designed in piping and pillow effect; the fabrics used harmonizing with the new trim. A new style sidewall and door upholstery treatment also is used.

Improvements in the standard interiors include a new mahogany-grain finish on instrument panel and window regulator handles, new chrome-trimmed fittings, new carpet, the new upholstery design, redesigned seat and back cushions and a choice of broadcloth or mohair upholstery.

Rounding the Row

BY MYRON J. MCGEEHAN

SUPERIOR CHEVROLET, INC., Chevrolet dealer, 552 E. Washington-st., has opened an attractive used car lot at Alabama and Ohio-sts. M. D. Watkins, company president, announces a sales campaign is in progress featuring "OK used car values."

Frank Wise, sales manager for the C. H. Wallerich Co., Chrysler distributor at 930 N. Meridian-st., has recovered from his injuries. Though still using a cane, he reports a rise in sales for June.

Verlin Bohannon, 1112 N. Meridian-st., De Soto-Plymouth dealer, reports an increase in new and used car sales for June. A service department in the rear of the present location is maintained. "Bo" states that many of his organization are still with him in his drive for the last half of the year.

TED BYRNE, Studebaker dealer, 926 N. Meridian-st., was back at his desk today looking very fit. Ted said "you can't keep me tied down." Glad to know he is recovered from his illness.

Bick Edwards has taken over the management of the used car department of the Anderson Chevrolet at 38th and Illinois-sts.

Harvey Oakley, Oakley Motor Sales, Hudson Terraplane dealer, 1563 S. Meridian-st., spent a week-end at his cottage at Shaefer Lake. He planned to return there this week-end.

Many automobile dealers believe that much of the bonus money did not go to buy cars. The veterans, according to newspaper surveys, paid bills, banked their bonds, and bought merchandise. Automobile dealers feel this is a healthy situation, as it puts money in reserve as well as in circulation.

Many of the service departments in the city are encouraging auto owners to have their cars checked before any summer or vacation driving. Many are featuring bargain prices, and report a nice business.

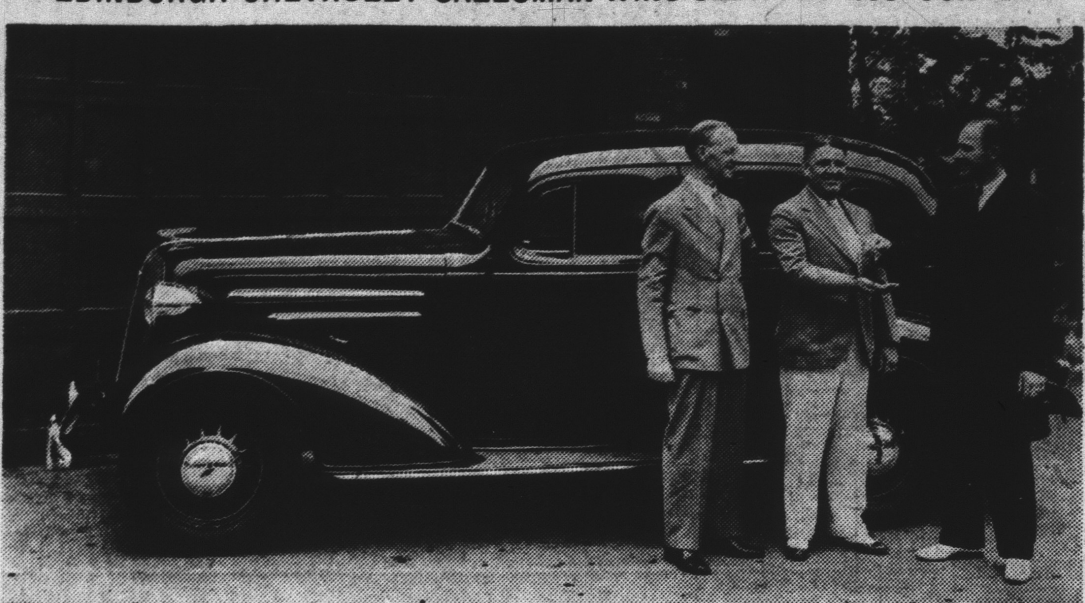
VICE PRESIDENT FOR STUDEBAKER NAMED

Kenneth B. Elliott Is Elected at Meeting of Board.

SOUTH BEND, July 4.—Kenneth B. Elliott, for several years a member of the executive staff of the Studebaker Corp., was elected vice president at a meeting of the board of directors this week, according to an announcement by Paul G. Hoffman, president. Elliott's duties will be those of assistant to the president, a position he has held since 1930.

Elliott joined the Studebaker ranks in 1928 following several years experience in banking and accounting. He was appointed assistant treasurer and later named assistant controller for the organization. This latter post he held until 1930 when he was named assistant to the president.

EDINBURGH CHEVROLET SALESMAN WINS SEDAN IN '400' CONTEST



The fifth winner in Chevrolet's "400" contest has been announced by E. W. Berger, Indianapolis zone manager. A Chevrolet Master Sedan has been awarded to D. B. Clark, salesman for the Kellams Auto Co. at Edinburg, for having made the greatest number of used car sales against his point quota. He attained 240 per cent of his quota during the 10-day period ending June 20.

Mr. Clark, shown above accepting keys to his new car from Mr. Berger, has been engaged in the automobile industry for 18 years. He has been one of

Chevrolet's most productive salesmen since joining the organization and accredits his unusual sales record to the popularity and superiority of the Chevrolet product. Mr. Clark asserted that the policy of his dealer in properly reconditioning used cars and offering customers the benefits of the "guaranteed red o. k. tag" has created a ready market for this merchandise and materially assisted in closing sales.

The winner during the concluding 10-day period of the "400" contest, which closed June 30, will be announced within the next few days.

FORD OFFICIALS GUESTS AT LUNCHEON



Sales executives of the Ford Motor Co. and the Universal Credit Co. were guests at a luncheon and sales meeting in Indianapolis Wednesday, which was attended by more than 300 Indiana Ford dealers, according to R. A. Hayes, Indianapolis branch manager for the Ford Motor Co.

The visiting officials are pictured above. From left to right they are: D. J. Hutchins, manager of truck and commercial sales; W. C. Dowling, general sales manager; A. S. Hatch, manager of Lincoln and Zephyr sales; H. C. Butkiewicz of the Universal Credit Co., and Mr. Hayes.

RISE EXPECTED IN RADIO SALES

Philco Chiefs Predict New High for Car Units This Year.

With more automobile manufacturers including auto radios as standard equipment on this year's models, and with many new features insuring better reception, Philco executives predict that a new high in auto radio sales will be reached this year, according to Art Rose, president of the Rose Tire Co., 930 N. Meridian-st., distributor for Philco auto radios.

New features incorporated in the 1937 models include a twin speaker arrangement providing clear, undistorted reception for both front and rear seats; a modern streamlined control head which gives the instrument panel a smart touch; a wide vision dial which makes the figures easy to read from the driver's seat, and filtered circuits which completely shield the chassis and eliminate the need for ignition suppressors.

Auto radio sales passed the one million mark for the first time in 1935. Approximately 2,000,000 auto radios are now equipped with radios, and the total is mounting rapidly. Since there were 26,000,000 automobiles in use in the United States, this leaves approximately 23,000,000 automobiles still without radios. The recent developments in easily installable automobile radios insuring good reception will undoubtedly do much to reduce this figure, Mr. Rose said.

GENERAL TIRE STOCK CHANGE IS OUTLINED

Common Stockholders Meeting Called for July 16 at Akron.

AKRON, July 4.—The General Tire and Rubber Co. has announced a special meeting of holders of common capital stock July 16 to authorize a vote on changing the par value from \$25 to \$5 a share and to change the number of shares from 100,000 to 500,000.

W. O'Neill, president, announced in a letter to stockholders that the management favored the plan because there "might be a more stable market for the stock, which would be of advantage to all common stockholders."

TIRE HANDBOOK ISSUED

Goodrich Co. Publishes 66-Page Volume for Operators.

AKRON, July 4.—Containing more statistical information than previous annual volumes, the 1936 edition of the "Operators' Handbook" has just been published by the B. F. Goodrich Co.

In the 66 pages is data on tires and tire performances of trucks, busses and tractors.

MAYTAG Used \$29
Repair Parts for All Makes
IDEAL WASHER CO.
285 N. Delaware
Near Ohio Open TH 9 P. M.

2200 DE SOTO TAXIS DELIVERED IN N. Y.

Order Said to Be Largest Single One Ever Made by Company.

The De Soto division of Chrysler Corp. is making delivery in New York City of the largest single order of automobiles in the company's history.

The order consists of 2200 new type taxicabs for the Sunshine Radio System, Inc. This represents the largest number of taxicabs ever to be placed in use in any city at one time.

The new taxicabs are designed to incorporate many of the comfort features of convertible model cars. Most unusual of the new features is a sliding auxiliary roof which opens to permit the occupants of the cab to enjoy the open sunlight while riding.

The cabs were placed in operation following a parade and ceremonies attended by local business men and city officials, with Samuel Levy, president of Borough of Manhattan, officiating.

OLDSMOBILE SALES TOP 100,000 MARK

Lansing Plants Running Day and Night, Report.

"Retail sales of Oldsmobiles from Jan. 1 to June 20 has passed the 100,000 mark. As of June 20, 103,265 Oldsmobiles have been delivered by dealers since the first of the year," according to D. E. Ralston, Oldsmobile vice president and general sales manager.

"Oldsmobile sales are continuing at a rapid pace," reports Mr. Ralston. "During the second 10 days of June, 7644 new Oldsmobiles were delivered to purchasers. This represents an increase of 14.5 per cent over the first 10 days of June and a gain of 29.7 per cent over the second 10 days of June last year."

"Production schedules are being maintained at a record breaking rate with both Oldsmobile plants at Lansing running day and night to keep pace with the country-wide demand for the 1936 Oldsmobiles. Total production of the 1936 model Oldsmobiles since their introduction last fall, up to June 20 has totaled 173,915 units," Mr. Ralston said.

MUNCIE PLANT EXPANDS

Owens-Illinois to Increase Production by 400 Per Cent.

The Owens-Illinois Glass Co. is reported expanding its glass block plant at Muncie, Ind., to increase production 400 per cent. Demand is increasing beyond expectations of officials, it is said.

INDIANA LAW SCHOOL

OF INDIANAPOLIS
(Organized 1894)
(Successor to The Indiana Law School and the Benjamin Harrison Law School.)
Day and Evening Classes
For information, address the Registrar, 1 E. Market St., Indianapolis. Phone RI 3433.

BUICK EXPANDS FACTORY SPACE

\$1,500,000 Building Program Announced by Motor Company Official.

An extensive expansion program, involving construction of \$1,500,000 in new buildings, made necessary by the company's tremendous progress in 1935, was announced this week by Harlow H. Curtice, president and general manager of the Buick Motor Co.

Permits were filed at Flint, Mich., for five projects which will add 400,000 square feet of floor space to the Buick plant. The new buildings will be broken at once for the first unit and it is expected the entire building program will be under way within 30 days. Contracts call for speedy completion so that all buildings may be put into immediate use in an expanded manufacturing program contemplated by the company.

Steady Growth Reported

The new construction, which will substantially redesign the company's layout, was necessitated by the rapid expansion of Buick volume during the last few years and the need for added and more efficient production facilities to meet the requirements of the future, according to Mr. Curtice, under whose guidance the Buick Motor Co. has experienced steady growth during the last three years.

This progress is demonstrated in Buick's steady growth of sales figures for the years from 1933 to date. In 1933, Buick sales were 43,000; in 1934 they were 65,000 and in 1935 they jumped to 107,000. A conservative estimate for 1936 places sales for this year at 170,000.

SCHOOL IS GIVEN CUT-AWAY CAR

U. of Michigan Uses Hudson Eight Model in Class Demonstrations.

Constructive, useful service for an automobile show cut-away chassis display was found this week by the Hudson Motor Car Co., when it presented the University of Michigan with its famous 1936 cut-away model of the Hudson Eight that created so much interest at the big auto shows last winter, according to R. H. Looney, president of Looney Motors, Inc., local distributors.

The chassis, gleaming in its nickel and bright paint and so designed as to show the exact functioning of every part, now is in the automotive laboratory of the University of Michigan at Ann Arbor. It is used by the faculty to demonstrate how engineering theory and practice are linked in modern automobile design.

"Co-operation of the automotive industry," said Prof. H. C. Anderson, head of the department of engineering, "has accomplished much in advancing our methods of teaching. Today, engineering is advancing so rapidly that textbooks, in some instances, may become obsolete in certain respects only a short time after they are printed. There are certain textbooks in existence that say it is utterly impossible to do certain things that are now a matter of daily routine in the automobile factories."

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Any Size You Want
One or a Whole Fleet
We rent them by the hour, day or week. On contract, we paint and letter them to your specifications. Inquire about our low rates!

Pleasure Cars Too!
NEW MODELS—LOW RATES
ADEQUATELY INSURED

Drive-It-Yourself, Inc.
39 Ky. AVE. Opposite Hotel Lincoln RI 7438

ILLNESS FATAL TO MRS. DIETZ; RITES MONDAY

Former Superintendent at City Hospital Dies at Age of 70.

MRS. SOPHIA DIETZ, a resident of Indianapolis for 57 years and for 23 years City Hospital Detention Ward superintendent, died yesterday afternoon at the home of her daughter, Mrs. Frances Hamilton, 2263 E. Riverside-dr. Mrs. Dietz, who was 70, had been ill for several weeks.

Funeral services are to be held at 3:45 Monday afternoon in the J. C. Wilson Funeral Home. Burial is to be in Crown Hill Cemetery.

Born in Germany, Mrs. Dietz came to Indianapolis when she was 13. She retired from the hospital four years ago.

She was a member of Naomi Chapter, Order of Eastern Star, the Reseda Club and Twentieth German Society.

Survivors are the daughter, Mrs. Hamilton, and a son, Harry A. Dietz, Detroit, Mich.

ROBERT S. COKE, retired postal employee, died Wednesday in Miami, Fla., where he had spent the winter. He lived at 2600 W. 16th-st.

Funeral services are to be held at 10 Monday morning in the home. Burial is to be in Crown Hill Cemetery.

Mr. Coke was 73. He was born in Rome, Ga., and came to Indianapolis when a child. He had a horse and wagon collection route on the South and West sides of the city following his appointment to the Post Office Department in 1893.

After his retirement in 1920 he has spent his winters in Florida.

His wife, Mrs. Ida Coke, died 12 years ago.

He was a member of the United Ancient Order of Druids and the National Association of Letter Carriers.

His niece, Mrs. Lenora Hindel of Indianapolis, is the only survivor.

MRS. MARY JANE MURPHY, a resident of Indianapolis for 28 years, died yesterday at the home of her daughter, Mrs. Mary Jane Crawford, 4833 College-ave, after an illness of 10 days.

Funeral services are to be held 8:30 Monday morning in the daughter's residence and at 9 p.m. in the St. Joan of Arc Church. Burial is to be in Holy Cross Cemetery.

Mrs. Murphy was 84. She was born in Waltham, Mass., and was a member of the A. L. O. E. Society of St. Peter and Paul Cathedral and the St. Joan of Arc Women's Club.

Survivors besides Mrs. Crawford are a son, Thomas Larkin Murphy, 4833 College-ave, four sisters, Miss Ella Larkin, Miss Anna Larkin and Miss Catherine Sherburn, all of Indianapolis, and a brother Thomas P. Larkin, Indianapolis.

WILLIAM B. SIMPSON, 80, a lifelong resident of Indianapolis, died yesterday in his home, 927 Elm-st. He had been ill since last spring.

Funeral services are to be held at 10 Monday morning in the Bert S. Gadd Funeral Home. Burial is to be in Crown Hill Cemetery.

Mr. Simpson, who was 80, was born in Indianapolis. He was a member of the Amalgamated Sheet Iron Workers.

Survivors are a daughter, Mrs. O. L. Teague, and a grandson, Dr. W. Teague, both of Indianapolis.

MRS. JOSEPHINE SMITH, 1034 N. Keystone-ave, died at her home yesterday of complications resulting from a fall that broke her shoulder. She was 87 and had been an Indianapolis resident 20 years.

Survivors are a son, George W. Curtis, Chicago; three daughters, Mrs. Fannie Schach, Chicago; Mrs. Fred Foster, Indianapolis, and Mrs. Ruby Wilkinson, Memphis, Tenn.; two sisters, Mrs. Mamie Rickett, Brooklyn, N. Y., and Mrs. Anna Marr, Scarsdale, N. Y.; 14 grandchildren and one great-grandchild.

MRS. CARRIE McDONOUGH, an Indianapolis resident for 44 years, died yesterday in the home of her daughter, Mrs. Frances Brooks, 2144 E. Michigan-st., following two years' illness. She was 79.

Funeral services were to be held at 10 today in the Harry W. Moore Funeral Home, with burial in Crown Hill Cemetery. Survivors are the daughter, three grandchildren and one great-grandchild.

Reward Posted for Slayer

PORT WATNE, Ind., July 4.—A \$500 reward was posted today for information leading to the arrest and conviction of the slayer of Arlie Foster, who was killed in his restaurant.

SATURDAY ONLY!
Special! Men's, Women's & Children's
HALF SOLES 39c
Any Size Shoes
SCHIFF'S
520 E. Wash St. Opp. Courthouse

Lighting Fixtures
Hatfield Electric Supply Company
Meridian and Maryland
RI 6321

CITY'S CHILDREN GIVEN CHANCE FOR FUN



Here are a few of the youngsters who have received benefits of sunshine and play at the Salvation Army summer fresh air camp at Oaklandon. The picture shows several of the underprivileged children enjoying the large playground.

STATE DEATHS

ANDERSON—Mrs. Sule D. Smyth, 69. Survivors: Son, Lester D. Smyth; daughter, Mrs. Forrest Giddwell and Mrs. Ruth McWilliams.

ANDERSON—Mrs. Rosa A. Baugher, 68. Survivors: Sons, Russell, George and Charles; half sister, Mrs. Rita Newkirk; half brother, George Hartsock.

ARGOS—George Umbaugh, 50. Survivors: Son, Loy; daughters, Mrs. George Deemer and Mrs. Mary Hahn.

BOURBON—Mrs. Theodore D. Moss, 66. Survivors: Widow, son, Harry; four grandchildren.

COLUMBUS—J. E. Dunlap, 88. Survivors: Widow, son, Elmer; daughter, Mrs. Iva May Rosenbush.

EVERETT—Mrs. Mary L. Gledhill, 53. Survivors: Widow, William; two daughters, Mrs. Charles Swanson and Mrs. Arthur H. Spooner; five sons, Lester, Richard, Bernard, William and Harold.

FLAT ROCK—Mrs. Everett Mellett, 26.

ELWOOD—Leroy Holt, 78. Survivors: Daughters, Mrs. Ralph Horney and Mrs. Harry Adler; sons, Kenneth, Harold, Herbert, Raymond, Fred and Jeff; sisters, Mrs. Rodie Coburn, Mrs. Nila Wirt and Mrs. Alice Rauh.

FLAT ROCK—Mrs. Lucinda Hupp, 79. Survivors: Son, William; sister, Miss Jennie Hildebrand; brother, William Hildebrand.

PORTVILLE—Mrs. Mollie Valentine, 68. Survivors: Widow, son, John; daughter, Mrs. Nettie Willinger; Mrs. William Cottrell and Mrs. William Stantfort.

JEFFERSONVILLE—Mrs. Mary Katherine Willinger, 77. Survivors: Son, William; daughter, Mrs. Philip Knick; Mrs. Nettie Willinger; Mrs. William Cottrell and Mrs. William Stantfort.

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KINGMAN—Mrs. Jane Lindley, 76. Survivors: Daughters, Mrs. Dora Bonebrake and Mrs. Mary Bonebrake; sons, Byron, sister, Mrs. Magie Clark and Mrs. Eddie Deason.

LA PORTE—Howard Koepke, 23. Survivors: Mother, Mrs. Edward Koepke; three brothers, Harold, Lawrence and LeRoy; sister, Miss Ruth Koepke.

MICHIGAN CITY—William Henry Glosinger, 22. Survivors: Father, John Glosinger Sr.; five brothers, John, Alvin, Lester, Charles and Harvey; sisters, Mrs. William Glosinger and Mrs. William Glosinger.

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MUNCIE—Joseph F. Stephens, 63. Survivors: Widow, Eunice; brothers, J. A. and W. R. Stephens.

NAPPANEE—Eli L. Miller, 73. Survivors: Sons, Levi, John and Robert; daughters, Mrs. V. J. Bontrager, Mrs. Henry Foster, Mrs. Eli B. Miller and Mrs. A. B. Miller.

NEW PALESTINE—Mrs. Florene P. Wicker, 49. Survivors: Widower, Thomas; stepson, William Wicker; father, Jacob Wicker; sister, Mrs. Clara Elliott.

NEW WAVELEY—Mrs. Marie Conrad, 42. Survivors: Widower, Lewellyn; sister, Mrs. Henry Welker.

NOBLESVILLE—Mrs. Anna Huffman, 66. Survivors: Sons, Earl and Harry; daughter, Mrs. Ruth M. Griffin; brother, Edward Coverdale.

NORTH VERNON—Charles E. Shultz, 75. Survivors: Widow, daughters, Mrs. Frank McClellan and Miss Lorraine Shultz; sons, Ralph and Edwin; stepson, Carl Brooks; sisters, Mrs. J. W. Cole and Mrs. Frank Brethauer.

PEDU—Mrs. Katherine Trapp, 67. Survivors: Widow, Adam; sons, John, George, Andrew, Herman, Frank, Charles and J. daughter, Miss Anna Marie Trapp; sisters, Mrs. Lena Chambers and Miss Mary Trapp.

SEYMOUR—Mrs. George K. Vaughn, 82. Survivors: Sons, Charles and Thomas; daughter, Mrs. Clara Montel.

SOUTH BEND—Mrs. Clara J. Everett, 74. Survivors: Widower, William; daughter, Mrs. Violet Rohrer; son, Merrill.

SOUTH BEND—Alexander Huggins, 74. Survivors: Widow, Mina; daughter, Mrs. Clarence Devenney and Mrs. Thomas McCay; sons, Nellie and Clayton; two brothers and two sisters.

SULLY—Mrs. Edora Bashor, 75. Survivors: Daughters, Mrs. Bert Stevens and Mrs. Rebecca Jane Held.

SYRACUSE—Mrs. Rebecca Jane Held, 83. Survivors: Son, Lawrence; daughter, Mrs. Carl Stansbury; brother, Milton Haller.

CAMP GROUNDS AT OAKLANDON ARE INSPECTED

More Than 50 Persons Are Guests at Salvation Army Outing.

The annual picnic and inspection for members of the Salvation Army advisory board and local patrons was held at the Salvation Army fresh air camp at Oaklandon yesterday.

More than 50 persons attended the supper, followed by an inspection of the new camp facilities. Tennis and volleyball courts are among the new camp attractions. They were donated by J. H. Trimble. Several new buildings, including a garage, have been erected since last summer.

Fifteen acres of river front have been purchased as a site for a recreation hall.

Schortemeier Is Speaker

Frederick E. Schortemeier, advisory board chairman, outlined the purpose and history of the camp. The camp is conducted as a fourth grade of classes for underprivileged mothers and children. One hundred and eight are in this week's camp, the third weekly outing this year.

In its fourteenth year of operation, the camp is to close Labor Day. Brig. James Murphy, divisional commander, estimates that by this time more than 1000 persons will have attended. Camp facilities, which can accommodate 150 children, include 11 cottages, dining hall, swimming pool, playground, shuffle board, tennis court and a pony barn.

7 COUNTY COURTS CLEAR UP DOCKETS

Vacation, Beginning Tomorrow, Extends to Sept. 1.

Dockets of seven county courts were cleared of pending cases today in preparation for closing tonight for the summer vacation until Sept. 1.

Arrangements have been made to hold court once a week in Superior 5 to dispose of urgent cases. Courts to be closed tonight include circuit, probate and superior.

Faces Burglary Charge

Bertal Anderson, 19, Negro, 912 Muskingum-st., today faced charges of burglary and grand larceny after police reported they found him trying to close the doors of the I. Wolfe Used Car Co. building last night.

SHOE REPAIRING
Call for and Deliver

SUNSHINE CLEANERS
Sundries Cleaned at Home \$5.54

Maxoline
EXTRACTING
Safely and easily we remove your teeth by this method.

41 E. Wash. St. Hanning Bldg. DENTISTS

CREDIT
You Don't Need Ready Cash
By this business plan to 10-month financing plan you can get the best, highest bridges and crowns done at once. Pay later.

2nd Floor
KRESGE BLDG.

Truth in Advertising

... is not just a "catch phrase"

For the past quarter of a century the public and business has heard many times the expression "Truth in Advertising." Often during that time, thoughtless, careless and unscrupulous advertisers have caused some people to wonder whether or not this was some high-sounding phrase without practical application to every day business. This is a mistaken idea. The great majority of business men are today not alone interested in the altruistic phase of TRUTH. They are vitally concerned because untruth or inaccuracy undermines the foundation of legitimate business—CONFIDENCE.

The public responds to advertising so long as it has confidence in that advertising. This confidence is only built up and maintained over a period of time through accuracy in advertising and honest selling methods. Legitimate business men realize very keenly that the reward of honest advertising is public confidence which, in turn, means continuing and increasing public patronage. The penalty of inaccurate and dishonest advertising is loss of public confidence which, in turn, means decreasing public patronage.

And this is as it should be—reward for good, and penalty for bad, practices. It is unfortunate for all of us, both the public and business that there is a small unscrupulous and short-sighted minority who think they can beat this system and reverse the order. For a while they may do so, but eventually they themselves are beaten.

This is why the majority of Indianapolis retail advertisers and advertising media are constantly striving to place Indianapolis advertising on a higher and higher plane. It has been steadily improving in character and accuracy as new and better ways of describing merchandise offerings are discovered and put into practice. The Better Business Bureau and the publication in which this message appears welcome the criticism and suggestions of the public through this office.

The Better Business Bureau, Inc.
Majestic Bldg. Lincoln 6446
INDIANAPOLIS

This Bureau is an incorporated association, not operated for pecuniary profit, supported by more than 100 Indianapolis business concerns for the purpose of promoting fairplay in advertising and selling, where there is a public or a competitive interest involved.