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Demand for Government Booklets Swamping GPO

Baby Pamphlets Best Sellers, But Report on War Crimes Trials Popular

By DOROTHY WILLIAMS, United Press Staff Writer
WASHINGTON, Feb. 11—The Government Printing Office is selling so many books on everything from babies to battles that it wants to branch out.

It hopes eventually to open up regional book stores, spotted conveniently around the country, to speed delivery of the 30 million copies of some 70,000 writings which it usually has on hand.

Last year the office—rated as the world's largest publisher—turned over \$3,038,377 to the U. S. Treasury from its sale of about 37 million books and pamphlets.

Many Small Purchases
Much of the revenue was in small coins which had to be washed in gasoline to remove the tape or glue with which they had been attached to letters.

"Infant Care," the 15-cent booklet put out by the U. S. Children's Bureau, continues to be the "all-time best-seller. More than 4 million copies have been sold, many to physicians.

Two more Children's Bureau books, "Pre-Natal Care" and "Your Child From One to Six,"

Marks 35th Year With Phone Co.

Carl C. Bose, supervisor of buildings and supplies for the Indiana Bell Telephone Co., has celebrated his 35th year with the firm.

He began his career in 1913 with the old Central Union Telephone Co. in Indianapolis as a draftsman and in 1920 was transferred to the plant. By 1922 he became supervisor of installation and district plant chief and assumed his present position in 1935.

Mr. Bose's past president of the Bell Telephone Club of Indianapolis, an organization of telephone supervisors, and the Hoosier State Chapter of Telephone Pioneers of America, national association of telephone workers with more than 21 years service.



False Teeth Are Bloodless Face Lifters, Dentists Told

Speaker at Chicago Dental Society Meeting Urges Profession to Exercise Salesmanship

By ARTHUR J. SNIDER, Times Special Writer
CHICAGO, Feb. 11—A dentist yesterday urged his colleagues to use commercial sales techniques to encourage patients to accept new scientific advances.

Instead of talking to patients about dentures (false teeth) in technical terms, he said, dentists should refer to them as "wrinkle removers" or "an investment in youthfulness" or "bloodless face-lifting."

"Porcelain jackets could be the 'purchase of a glamorous smile,'" he told the midwinter meeting of the Chicago Dental Society.

Need Salesmanship
The dentist, Dr. Cecil H. Bliss of Sioux City, Iowa, said the hardest job in dentistry is to get patients to accept some of the newer developments in the field.

The fault, he insisted, lies with the schools' failure to teach the dentist-salesmanship. In another paper presented before the society, Dr. George Hahn of Berkeley, Cal., said that baby doctors who advise mothers to turn babies on their stomachs to

Bankers to Meet Here Next Week

A consumer credit conference of Indiana bankers will be held next Tuesday and Wednesday in the Claypool Hotel under the sponsorship of the Indiana Bankers Association.

The conference will be presided over by Coleman L. Isaacs, Consumer Credit Committee chairman and vice president of Lincoln National Bank and Trust Co. of Ft. Wayne.

Governor Gates; Evans Woolen Jr., Fletcher Trust Co. board chairman; Charles Mattox, Union Trust Co. vice president, and Robert D. Mathias, Indiana Bankers Association president, are among the scheduled speakers.

Find Tung Oil Substitute
Oiticica nuts, the fruit of an evergreen tree in northern Brazil, yield oil which is claimed to be a practical substitute for Chinese tung oil in paint making.

Holder Named Counsel Of Conservation Group
Charles W. Holder, 315 S. Maple Rd., has been appointed to serve on the legal committee of Conservation United of Indiana, Inc., by Walter Haas, president.

Mr. Holder has been in state conservation for several years. He has also served as secretary to the Indianapolis Bar Association for the last two terms.

Too late to give your portrait for Valentine's...



But if you have your picture taken this week You can still take advantage of SPECIAL VALENTINE PRICES!

No appointment needed. Proofs shown. PhotoReflex Studio, Eighth Floor

L. S. Ayres & Co.

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FEBRUARY FEATURES for the HOME

... Remember our Special Houseware Events this Month!

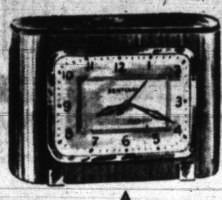
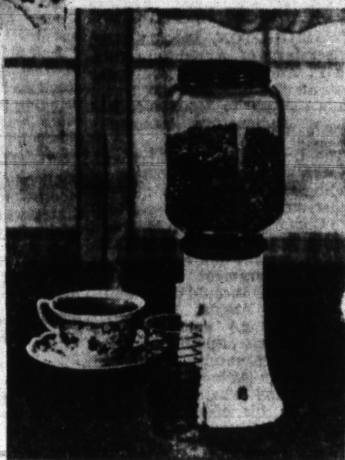
Demonstrations and Exhibits for Homemakers

Kitchen Aid Mixer ... demonstrated by Mr. L. J. Cranston. See all attachments and use of the handy coffee mill.

3 Qt. model with juicer \$4.50
Coffee mill \$9.25
4 Qt. model \$4.50

Everhot Roaster ... and other Everhot products. See a reproduction of the factory assembly line which makes Roasterettes ... see a complete meal cooked in one roaster.

Roaster \$4.95
Roaster table \$6.95
Roasterette \$8.95
Broiler griddle \$9.95
Timer clock \$7.95 plus tax
Rangerette \$29.95
Rangerette oven \$10.00
Ray-vector heater \$12.95
Air-flo Fan Heater \$12.95
Housewares, Seventh Floor



Ingraham "Sentinel" Clocks

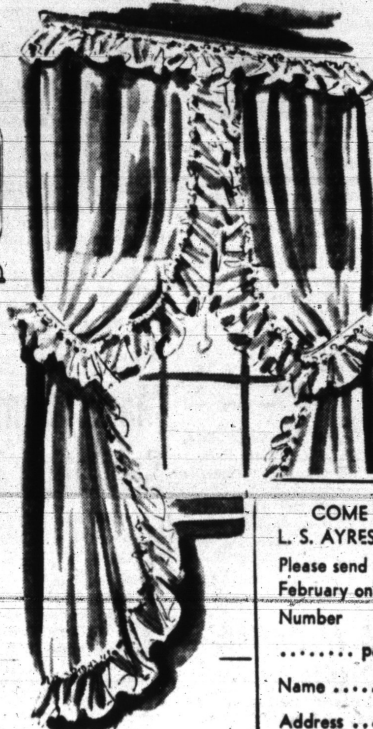
... Fine clocks for four generations—now available in two new electric models. A special allotment for our February event!

A. "Arterati" Sentinel ... handsome electric clock in polished wood case \$9.91
B. "Lyrie" Sentinel ... electric alarm clock, dull metal case \$4.95
C. "Sultan" Sentinel ... popular non-electric winding alarm, ivory color \$3.25

A Frame of Crisp Ruffling For Your February Windows

... At a Very SPECIAL Price! FOR FEBRUARY ONLY

Brighten a mid-winter view with these crisp pretty curtains. Fine quality plain cotton marquisette in creamy white. Edged triple-full rufflings! Back selvages are removed and hemmed for smooth, straight hanging.



49x54-in., originally 3.95 pr., now \$3.50
49x63-in., originally 4.25 pr., now \$3.95
49x72-in., originally 5.25 pr., now \$4.50
49x81-in., originally 5.95 pr., now \$4.75
49x90-in., originally 6.50 pr., now \$4.95
49x108-in., originally 7.95 pr., now \$5.95
73x90-in., originally 9.95 pr., now \$7.95
96x90-in., originally 12.95 pr., now \$8.95
Curtains and Draperies, Fifth Floor

COME IN—WRITE or PHONE RI ley 9441
L. S. AYRES AND CO., Indianapolis 9, Ind.
Please send me the following specially priced during February only:

Number Size
..... pair Ruffled Curtains
Name
Address
City State
☐ Charge ☐ Check ☐ C.O.D.

REMEMBER

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25



Four-drawer chest
Full bed
Three-drawer dresser with mirror } \$269.50

Excitingly Modern ...

Pleasingly Versatile ...

Solid Birch Bedroom Furniture by Heywood-Wakefield

Smooth birch with a subtly gleaming natural champagne finish ... blends beautifully into your traditionally styled home, or fits perfectly into more modern plans. Each piece is gracefully-looking ... carefully built. Chests and dressers have center-guided, dust-proofed drawers.

OTHER PIECES—

Night table with drawer and storage space \$29.75
Vanity Puff, circular swivel seat \$35.00

ALSO AVAILABLE—

Four-drawer chest } \$299.50
Full bed }
Vanity with mirror }

Furniture, Sixth Floor

For convenient monthly payment use our Deferred Payment Plan.

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