

FAKE PROMOTION RETREAD SCHEMES

Advertising Club Warns Public Against Glowing Stock Promises.

NEW YORK, Aug. 9.—To launch a fake promotion scheme, says Richard H. Lee, special counsel for the Associated Advertising Clubs of the World, it is not always necessary to find a new proposition. Often the false promoter finds it easier to glorify an old one which has the latent power to appeal to the public imagination.

Such is the case right now, he declared today, with the automobile retread business, and the advertising association is just issuing a report, warning the investing public and the trade against the dangers of some of these promotions.

Like Following Races.
"There is a new company of this kind born nearly every day now," says Mr. Lee, "for this promotion business is like following the races. Everybody wants to get on the horse that seems to be a winner, and they will turn their attention to something else as soon as the easy money ceases to flow in this line."

"Of necessity, tire prices are higher than they used to be, and so it is easier to interest people in the belief that in some mysterious manner an automobile tire, which has served its natural life, can be rejuvenated."

"We have just completed an exhaustive investigation in this field, and find that it is another case where an old business—legitimate enough when honestly conducted—is being glorified by means of making people believe that the companies which are advertising have new processes and novel methods of importance."

Question of Honesty.
"No well-informed person is against the retreading business," continued Mr. Lee. "It is legitimate and proper. Retreaders, when they operate on the level, have a place, just as much as the colorer who mends your shoes, but you would not think much of a colorer who would advise you to spend money on a pair of shoes that were not worth mending, or who would advertise to you that he had a wonderful new process for repairing shoes when, as a matter of fact, his was the same old method, but with some of the operations disguised under high-sounding new names."

It has been announced that special attention is to be given to advertising fakers in the automobile industry at the annual convention of the Associated Advertising Clubs of the World, which will be held in New Orleans, Sept. 21 to 25. At that convention, one session will be given over to the subject of truth in advertising, and to a discussion of further steps that should be taken to make all advertising truthful. An important phase of this discussion, the program committee announces, will have to do with fakes in motor-om.

Industry Backs Club.
The advertising clubs have the strong backing of the automobile industry in their fight against all fakers in the field. All legitimate automotive companies are interested, because they realize that every time a fake is "put over" in the name of the industry, or on the strength of what someone else in the industry has done, that reduced the pleasure which the automobile owner derives from the use of his car, and it injures the automobile business.

PLACE WAR RELICS IN UNIVERSITIES

Timberlake Would Distribute Government Collection to State Institutions.

BY LOUIS LUDLOW.
WASHINGTON, D. C., Aug. 9.—If congress passes a joint resolution introduced by Rep. Timberlake of Colorado, one educational institution in Indiana and one in each of the other states will receive from the government a comprehensive and highly interesting collection of war materials, this exhibit to be furnished free.

The Timberlake resolution recites that "the war department has on hand an accumulation of war material, such as machine guns, gas masks, hand grenades, small arms and a variety of fuel pipes, of American and foreign manufacture, which has all been paid for by the money and blood of the American people." It also declares that "a free distribution of at least a portion of such war material to the various state universities supported by public funds provided by the people of the various states will enable the government to utilize material no longer of great pecuniary value for educational purposes and will place the same where it will be most readily available for historical and scientific studies."

WE LIVE AND LEARN.
Anyway the result of the war has taught us to stop bragging about every man in America being a king.

CONSOLATION.
Germany ought to cheer up. Her future is just as bright as that of the American Brewers' association.

Advertisers make profits from volume—not prices.

DISLIKE GERMAN NAME; DEUTSCH IS NOW BAKER

DENVER, Colo., Aug. 9.—Boasting their names were not appropriate for citizens of this country, Hans Wilhelm Deutsch and Mrs. Luella Deutsch here filed a petition asking that their names be made Henry William Baker and Luella Louise Baker.

The petition states that Deutsch was born in Vienna, Austria, 35 years ago; that he emigrated from there to this country and became a citizen in 1912. Mrs. Deutsch was born in Germantown, Pa., and the couple was married in New York Aug. 2, 1902.

THEY ALL GET THAT WAY.
Judging by the way Mr. De Balera is making speeches, it looks as if he was going to be a candidate for a second term.

EVEN MORE.
A bolshevik by any other name can do just as much mischief, as we know from the performance of the Villistas.

NEBRASKA LEADS IN CARS OWNED

California Follows Closely, Leaders Having Machine For Every Eight Persons.

ST. PAUL, Minn., Aug. 9.—Figures compiled by an automobile statistics concern and made public here show that Nebraska leads the United States in the per capita ownership of automobiles. There are 173,357 machines reported from the corn state and the percentage is one car for every 7.8 persons.

All of the states which lead the list are west of the Mississippi river. New York is 23th on the list and Mississippi is last. With the exception of California, states with large populations did not make the show-

ing that the less densely populated states in the rural districts did and it is therefore estimated that the percentage of farmers owning cars is greater than the percentage in the city.

Statistics for the nine leading states follow:

State	Population	Cars	One to
Nebraska	1,353,000	173,357	7.8
California	3,253,000	497,761	7.9
Iowa	2,245,000	278,315	8.1
South Dakota	745,000	86,153	9.
Montana	455,000	51,022	9.2
Kansas	1,906,000	187,271	10.2
North Dakota	805,000	71,690	11.2
Arizona	276,000	23,995	11.5
Minnesota	2,550,000	294,450	11.9

Sales of automobile tractors and other motor farm machinery in the northwest smashed all records this year, it was announced.

ENORMOUS WHEAT CROP.
DENVER, Colo., Aug. 9.—It is estimated the 1919 wheat crop of Colorado will approximate 26,000,000 bushels and will be worth \$40,000,000. For the first time in the history of Colorado, wheat will be the leading crop for 1919.

CAMEL TIRE CO.



—will save you money on tires and tubes.
—Our stock is one of the largest in the city
—and you will find among it the best makes on the market.

Real Tire Bargains

30x3	\$ 8.50	32x4	\$19.50
30x3 1/2	10.50	33x4	21.50
32x3 1/2	14.50	34x4	22.00
31x4	17.50	35x4 1/2	26.50

AKRON MADE CORD TIRES

Open Evenings

CAMEL TIRE CO.

126 E. Jefferson Blvd. Phone Main 2251



TRADE IN YOUR OLD ONES ON NEW

TIRES AND TUBES

YOU CAN GET A REGULAR BARGAIN, AND IT PAYS TO RIDE ON NEW RUBBER.

We have 12 standard brands to choose from. They are
 Portage Goodrich United States
 Pennsylvania Fisk Federal
 Amazon Goodyear Firestone
 National Highway Diamond Perfection

It doesn't cost anything to come and see them and you save a barrel of money if you trade or buy.

Everything for your auto is our business.

O. E. LUDWIG Auto Supply

409 South Michigan St.
We buy old cars for tires, parts and scraps

"I am penalized if ever one comes back"

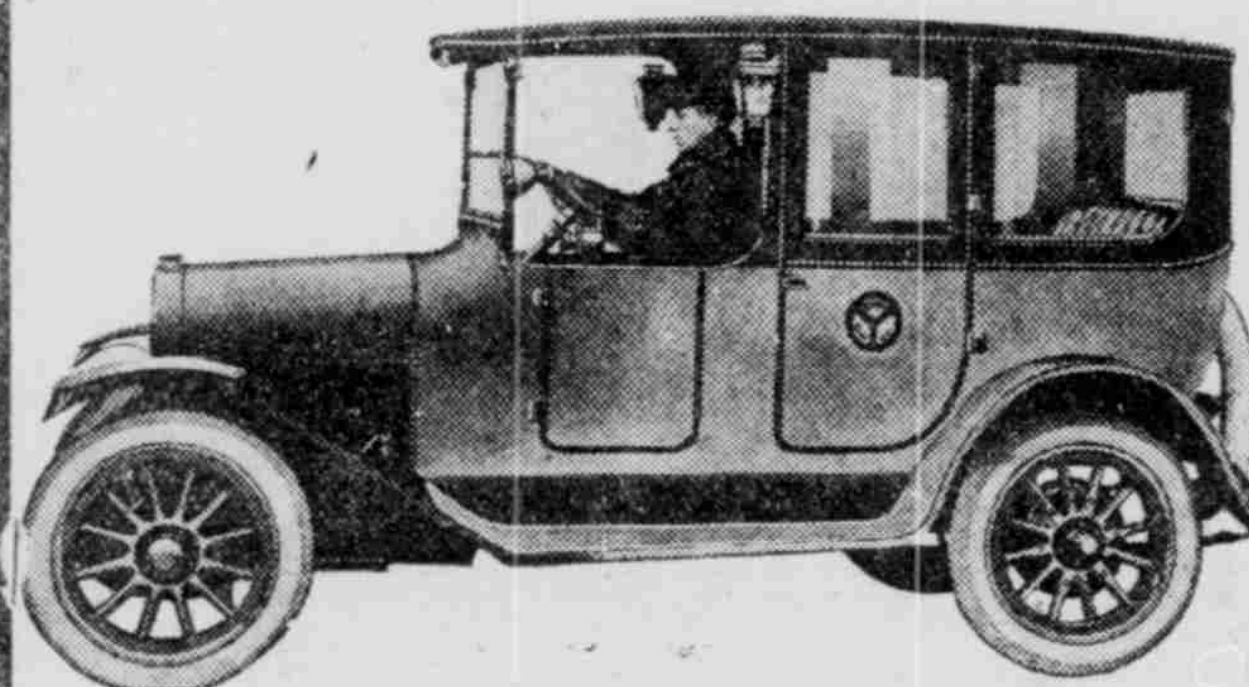


MILLER DEALERS—

do more than sell Miller tires—they give you the service that goes with this high-grade product. Their other lines are just as good in comparison.

Selected by Us to Give You Quick Service

Geared-to-the-Road Tread Helps to Make You "Safe in a Yellow Cab"



In the taxicab business, success depends largely on the safety and the service that is guaranteed to customers.

Miller Tires do their part in making this guarantee possible for the Yellow Taxicab and Transfer Co.—a large percentage of whose cabs are equipped with Millers—because the Geared-to-the-Road tread serves as an extra emergency brake and the Uniform Mileage of these tires is an assurance that you will get to your destination without those bothersome delays on account of tire trouble.

—AND HERE'S THE RECORD THAT THESE TIRES ARE MAKING WITH ANOTHER COMPANY

No more convincing proof of a tire's supremacy has been submitted to the court of public opinion. It comes from the private tests of the Eldorado Stage Company, Los Angeles, Calif. They're one of the largest users of tires in the world. To them it meant a huge sum of money to establish which tire carries a heavy load lightly, and runs the farthest.

Twenty-two leading makes of tires were tested on the Eldorado's seventeen 12-passenger Packards. They travel an average of 150 miles daily—a combined distance of 936,000 miles a year. That's more than 37 times around the world.

PROOF OF UNIFORM MILEAGE

This is the "service de Luxe" for which the Miller Tires competed and won. Their victory was based—not on exceptional mileage or a single casing—but on long distance uniformity, tire after tire.

THESE DEALERS WILL FURNISH YOU WITH MILLER TIRES

Anderson Bros. and Bultinck, 109 W. Colfax av.
 Automotive Electric Service Co., 124 E. Jefferson Blvd.
 M. W. Brodbeck, 815 E. LaSalle av.
 Cadillac Motor Sales Co., S. Lafayette Blvd.
 Liberty Garage, 219-21-23 W. Center st.
 Mishawaka Vulcanizing Co., 221 N. Main st., Mishawaka.
 Superior Motor Sales Co., 213-215 S. Main st.
 Szita Brothers, 321 S. Chapin st.
 Maxwell Garage, Niles, Mich.
 New Carlisle Garage, New Carlisle.
 Massey-Pfundstein Co., Miller Distributors, 133 E. Jefferson Blvd. Phone Main 2413.

S.O.S. Electric Service Co.

Our Specialty
STARTING, LIGHTING, IGNITION.

Distributors for
S. O. S. Storage Batteries

MILLER TIRES AND TUBES.

124 E. Jefferson Blvd.

Phone Lincoln 6310.

Open Evenings and Sundays.

SZITA BROTHERS

321 SOUTH CHAPIN STREET,
If You Want to Save Money and Worry.

VULCANIZING

Miller Tires, Tubes and Accessories.

MILLER TIRES CAN BE BOUGHT IN MISHAWAKA ONLY AT THE

MISHAWAKA VULCANIZING COMPANY



When you are in Mishawaka and want real tire service or anything else for your car, come in.

Auto Accessories of all kinds. Texaco Gasoline and Oils.
221 N. MAIN ST., MISHAWAKA. PHONE 1254.

"See Bob and Neal for a Square Deal."

THE LIBERTY GARAGE

is the place to take your car for that mid-summer "going-over" that most machines need. Our expert mechanics will take care of all your engine trouble.

MILLER TIRES AND TUBES.

219-21-23 West Center Street. Lincoln 5855.

MR. AUTOIST

Our Accessory Department Will Save You Money.

A Few of the "Real Values."

SPOTLIGHTS, \$5.00 value\$3.48
 TIRE PUMPS, \$2.50 value.....\$1.63
 2-TON JACKS, \$2.50 value.....\$1.37
 TIRE GUAGE, \$1.50 value.....\$1.17
 CEMENTLESS PATCH, 25c value, 17c
 TEXACO GASOLINE AND OILS.
 MILLER TIRES AND TUBES.

ANDERSON BROS. & BULTINCK

109 West Colfax Avenue.