

BOGUS USE OF NAME ALLEGED

Associated Advertising Clubs Have Tomahawk Out for Oil Concern

The Associated Advertising Clubs of the World, through a special bulletin of the National Vigilance committee, is directing another attack against alleged questionable stock selling enterprises. A circular received by State Corporation Commissioner H. J. Schulderman shows that the advertising club, after investigation has turned its guns upon the Studebaker Oil & Refining company, a \$20,000,000 Arizona corporation with headquarters at South Bend, Ind., the circular bearing particularly upon the company's advertising campaign through the newspapers.

The oil and refining company is alleged to be making improper use of the name "Studebaker," and the public is said to have been misled into the belief that the Studebaker Oil & Refining company has a relation to the well known Studebaker corporation of South Bend. There is a blood relation between the men in the two concerns, it is claimed, in that the three Studebakers in the oil company are the sons of Henry Studebaker, one of the founders of the Studebaker corporation, but who left the business in the days when it was a small wagon shop before the Civil war.

"This report is issued," says the circular, "because we understand the promoters of this enterprise, who have not succeeded in obtaining the approval of the capital issues committee, are planning a further advertising campaign to sell stock, and we have been informed that advertisements will be offered to the newspapers."

"Newspapers have already been misled by the skilled manner in which the promoters have played up the name Studebaker. Newspapers have told us that they accepted advertisements of the company because of the use of the name Studebaker by the promoters."

"Though none of the men connected with this enterprise has ever contributed to the success of the Studebaker corporation, of South Bend, Ind., the name Studebaker is given prominence in the advertising matter in such manner as to imply they are the Studebakers who built the wonderful business bearing that name."

"The name Studebaker runs through the advertising matter. Too, the name Studebaker Bros. is used freely, and that was the name under which the Studebaker corporation formerly did business. The advertising has quoted the address of the oil company as 'Studebaker Bldg., South Bend, though there is no office building of that name in South Bend."

"Thus, the coupling, in the advertising, of the good name Studebaker and the city South Bend, has misled and misinformed the public."

"The Studebaker corporation emphatically states, and has so stated when numerous inquiries have been made regarding the oil scheme, that no officer of that company, and no man connected with it, is officially interested in the oil scheme."

The report concludes: "In the light of such facts, we strongly urge that newspapers and other advertising mediums decline to publish advertisements offered by the Studebaker Oil & Refining company, or by brokers representing this company or offering its stock for sale."

"We make this recommendation in the interest of clean and legitimate advertising. The publication of advertisements that mislead the public has a right to believe advertising, and newspapers have a responsibility to their readers to present only advertising which is worthy of confidence."

WARREN CLAIM IS SUSPECTED

Highway Engineer Thinks Claim May Be for Patented Pavement

State Highway Engineer Herbert Nunn in an inquiry addressed to Attorney General Brown, indicates his belief that a claim of the Warren Brothers company against Oskar Huber, contractor who constructed the pavement on the highway from Newberg, is for royalties on patented pavement rather than for labor and materials furnished as asserted in a written notice which the Warren company has filed with the engineer. Nunn desires to know whether, regardless of the claim, the highway commission can proceed at once to settle with Huber, and the attorney general holds that this can be done.

The length of the improved portion of the highway is 15 miles and the amount of the claim of the Warren Brothers company against Huber is \$23,874.53, which is against a bond furnished Huber by the American Surety company of New York. Nunn claims that no proof was furnished with the claim. The bond is for the sum of \$127,398.18. By taking the required bond the attorney general holds that the highway engineer has protected the state and all persons furnishing the contractor with labor and material. Notice of the claim as filed with Nunn by the Warren Brothers company, the opinion holds, is not sufficient to prevent the highway commission from making final settlement with the contractor. "Under no circumstances," the opinion concludes, "would the claim of the Warren Brothers company become a lien upon the public highway."

Germany has relinquished the desire for a place in the sun. She will be satisfied with a place on the map.

EXTRA GOOD

Ladies' all black button shoes, medium narrow plain toes, French heels; \$5.00 quality at special price of

\$2.95



EXTRA GOOD

A small lot of ladies' gun metal lace and button heavy shoes, some cloth tops, all heavy soles; small and large sizes only, but are worth today from \$4.00 to \$5.50; are specially priced at

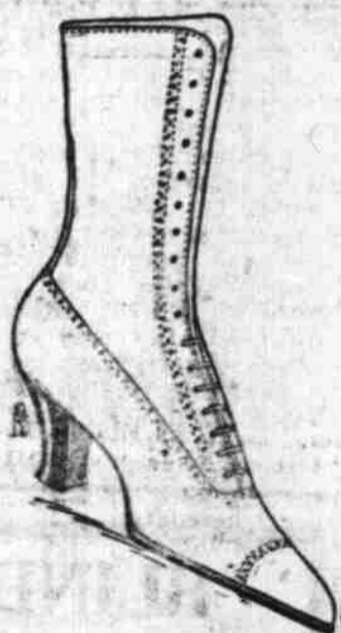
\$2.85

WAR EMERGENCY SHOE SALE

THE BAN ON HOLDING MEETINGS ON ACCOUNT OF THE "INFLU" HAS BEEN DECLARED OFF BY THE HEALTH BOARD, BUT THE

BAN ON HIGH PROFITS GOES ON Friday and Saturday, November 15 and 16

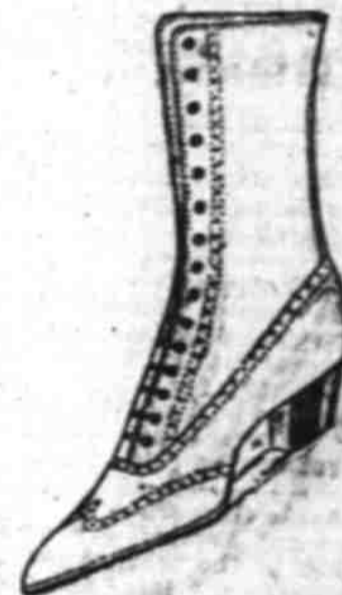
Owing to the extraordinary conditions arising from the war and the "influ" epidemic trade has been quiet for the last two or three weeks, but our big stock of shoes has been coming in right along, consequently our shelves are crowded and bills are coming too, so to relieve both situations we will put a BAN ON HIGH PRICES and make EXTRA INDUCEMENTS to shoe buyers. Next year the government limits the colors to black, dark brown and white, but for the present Mr. Baruch of the war industries board says, "It is a patriotic duty to buy the fancy greys and combinations of colors that are already in the stores," and there is no limit to what you shall buy if it is already made.



Our pledge to our government is: We, in the spirit of loyalty and patriotic service to our government in meeting all of the exigencies of the war, as applied to its prosecution and service of the people, we pledge ourselves to follow all the restrictions and regulations to the utmost.—Signed, THE BOOTERY, by J. B. Littler, Mgr.

As it was before, our prices on all grades have been lower than the government regulations. But in addition, for this sale we will make these

EXTRA REDUCTIONS



Shoes Specially Low Priced



Ladies' Fine Dress Shoes

- \$7.00 black kid vamp, grey cloth top, pointed plain toe, fine shaped French heel \$4.65
- \$8.00 black kid or patent vamp, grey cloth top, fine grade kid, plain toe, splendid style, French heels \$5.35
- \$8.50 extra good black kid, tan or grey cloth top; an extra fine welted shoe and a specially good bargain \$5.65
- \$7.00 quality brown kid, cloth top to match, all sizes fine, rich dark brown up to date last and French heel \$5.65
- \$7.00 grade dark grey kid vamp, matched cloth top, all sizes, the beautiful dark grey, plain, dressy toe, French heels \$5.65
- \$7.00 black kid, black cloth top, dressy shoe \$5.95

Men's Heavy Hard Surface Shoes

- \$5.50 grade, tan or black, to close out \$4.15
- \$6.00 grade, tan or black, to close out \$4.45
- \$7.00 grade, tan or black, to close out \$5.20
- \$7.00 Army tan shoe, to close out \$5.85
- \$8.00 Army tan shoe, to close out \$6.85

Just a few of the many which we have.



Men's Shoes

- \$8.00 men's fine calf blucher shoes, medium toes, fine heel, welted oak sole \$5.95
- \$7.00 men's calf, English lace, Neolin soles, nice shaped last and an extra good bargain \$5.65
- \$7.50 men's Aristo kid blucher, medium round toe, very easy last, arch supporting \$5.85
- \$6.00 gun metal, English or round toes, Rinex soles, a very satisfactory low priced shoe \$4.45
- \$5.00 gun metal, English, Neolin sole, rubber heels, just a few pairs in this lot \$3.15

BOYS' CALF SHOES



- \$4.50 grade, button or lace, Boy Scouts \$3.65
- \$3.50 grade, button or blucher, sizes 3 to 5 \$2.80
- \$4.50 grade, heavy double soled blucher \$3.10
- (Just a few pairs in sizes 3 to 4 1-2.)
- \$6.00 value, heavy 10-inch top, double sole \$4.65
- \$5.00 value, heavy 10-inch top, black and tan \$3.85
- (Not all sizes in this small lot.)

MISSES' and CHILDREN'S SHOES

- In sizes 11 to 2, all prices from \$3.95 down to \$2.65
- In sizes 8 to 11, all prices from \$3.65 down to \$2.35
- In sizes 5 to 8, all prices from \$2.95 down to \$1.65
- In sizes 2 to 5, all prices from \$2.35 down to 95c

ALL KINDS OF SPECIALS IN THE BINS



EXTRA—All black kid, lace or button, French or military heels; good lasts; worth today's market \$5.50; most all sizes.

\$3.65

All black kid, plain toe, button or lace, military rubber heels; all sizes; \$5.00 grade—while they last

\$3.85

This is but a glimpse of the good things we have specially marked, but it will give you a little idea of what we are doing to raise money at once.

SPATS and OVERGAITERS

We show fine lines in all the new shades and styles, from \$3.50 down to

\$1.65

We can show you a fine line of Christmas Slippers, and also have the best stock of Rubbers in the city.