

**The original documents are located in Box D17, folder “Better Business Bureau, Lima, OH, April 9, 1965” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.**

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Lima, Ohio

INTRODUCTION

(C)

*Charlie Cook*

Those of who who are sports fans may know that football is my first love. I am only a politician because of job security!

But, since Michigan--my alma mater--beat Oregon State in the Rose Bowl by 27 points, and three days later Ford walloped his opponent by only 6 points, perhaps I chose the wrong profession.

I have often wondered where I would be now if I had accepted Curley Lambeau's offer in 1954 to play pro ball with the Green Bay Packers----- perhaps on the Supreme Court bench!

Now--in a more serious mood.....



Lima, Ohio

INTRODUCTION

April 9, 1965

(A)

You may have been surprised to learn that there is a pocket of poverty in the White House..... however---I see no immediate need to start passing the hat to help President Johnson pay back the \$100,000 he told reporters recently he borrowed to pay his income taxes.

The President's remark about his personal finances was given much attention by the news media, which also devoted its professional and skilled energy to a rather obscure political happening in Washington earlier this year.



Lima, Ohio

INTRODUCTION



You may recall that I was elected Minority Leader of the House by a landslide vote--- the count was 73 to 67. Some <sup>have</sup>~~have~~ described this as a triumph---my golden hour. Others say--and keep saying--- I have a shaky mandate. No matter what name is given to my political victory, it shows that all you need is an allegation of virtue, a moderate amount of hard work and lots of luck.

more



The 89th Congress faces giant-sized jobs and some of the most important decisions in modern history.

We must move ahead with vision, dedication and wisdom to help guide our Nation toward the goals of freedom, security and peace. At the same time we must honestly advocate and effectively achieve federal fiscal responsibility.

\* \* \*

The national debt has increased by \$10 billion in two years to an all-time high of \$318 billion.

At the present rate of spending by the government, our children and the generations to come will be buried under a financial load that can only adversely affect their way of life.

\* \* \*

We should throttle the rapidly-expanding trend of too much federal control over States, counties, cities and smaller communities.

Among the major issues today is whether excess concentration of federal power and sovereignty is to destroy State, local and individual freedom and responsibility.

State and local officials have the answer. Simply stated it is---"We will do the job." Perhaps, it must be done at times in partnership with a federal agency.

If there is a will and capability at the local level, there is no reason to have a federal monopoly with a bureaucratic jungle and a tangle of red tape.

\* \* \*

A bi-partisan effort is needed in two major areas.

We must maintain a balance in the legislative, executive and judicial branches of government as intended in the Constitution.

At the same time, we must preserve the two-party system, which has been called the genius of the American Democracy.

Under our political system, the President represents the views of the people who elect him. There is great power in the executive branch.

Congress is the voice of the people. It cannot experience a slow erosion of its balanced power without cracking the foundations of our Democracy.

The Federal Judiciary's function is to interpret laws, not to make them. There is evidence that the Judiciary Branch is arbitrarily elbowing its way to new positions of authority, disregarding the wise suggestions of judicial restraint made by the late Justice Frankfurter and others.

When either party has iron-fisted control of both the executive and legislative branches of government, the tradition of checks and balances as spelled out in the Constitution loses its meaning.

A crushing over-balance of strength in either party puts control in the hands of a comparatively small, but powerful, majority.

A strong two-party system is assurance that our Democracy will survive, prosper, grow and help others in the world to accept their responsibilities in the society of free nations.

At the same time the people of our country benefit by creative ideas for better government, carefully thought-out alternative plans and proposals for legislation that have a more even chance of being adopted.

\* \* \*

The party out of power must earn its way to more strength at many levels of government by seeking more efficiency and a less burdensome tax system.

#####

**BETTER BUSINESS BUREAU**

*First Lima Building*  
205 WEST MARKET STREET, LIMA, OHIO

March 23, 1965

Honorable Gerald R. Ford,  
Minority Leader  
U. S. House of Representatives  
House Office Building  
Washington 25, D. C.

Dear Congressman Ford:

We are looking forward to having you with us at the Annual Meeting of the Bureau on Friday, April 9, 1965.


So that you may know how we are promoting the meeting, we are enclosing one of the invitations that are being mailed out along with a biography of yourself and a card on which to order tickets.

We sincerely hope that Mrs. <sup>no</sup>Ford will accompany you to the meeting.

Will you please take a moment and indicate on the enclosed card if both of you or one of you will be attending the meeting, if you desire roast prime rib of beef or lobster, and drop the card in the mail. We, of course, will have complimentary tickets waiting for you when you attend the meeting.

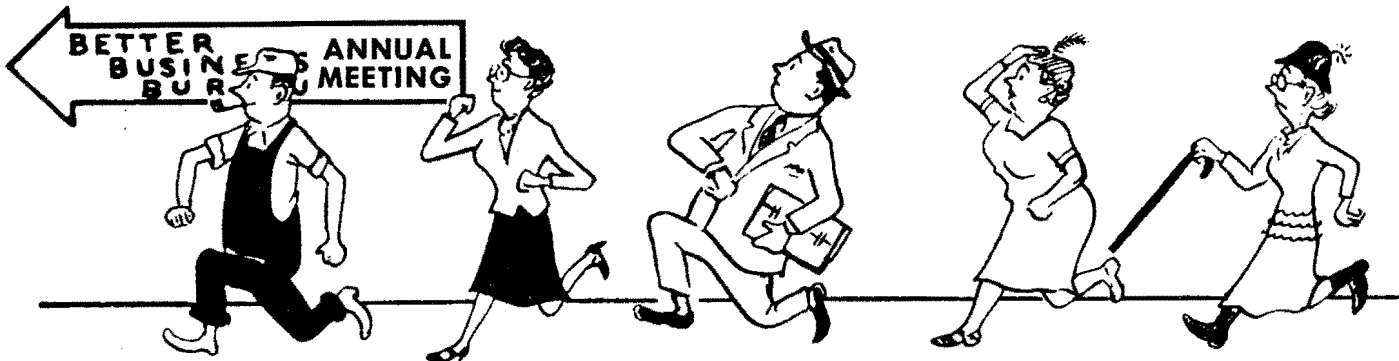
Sincerely yours,

BETTER BUSINESS BUREAU, INC.

  
Lou W. Mannon,  
Secretary-Manager

LWM/jmc  
Enclosures

*Card returned  
3/26/65*



You - your business associates - your wife - your friends  
are cordially invited to attend the

ANNUAL DINNER MEETING  
OF THE BUREAU  
SHAWNEE COUNTRY CLUB  
FRIDAY, APRIL 9, 1965  
6:30 P. M.

GUEST SPEAKER - HONORABLE GERALD R. FORD, Congressman from  
Michigan and Minority Leader of the United  
States House of Representatives.

SUBJECT - "Balance In Government".

MEETING LOCATION - Shawnee Country Club.

ENTERTAINMENT - 110 voice Lima Senior High School Choir,  
directed by Ronald W. Richards, Director  
of Music, Lima Public Schools.

PROGRAM - With exception of speaker and entertainment,  
will be held to a minimum and streamlined as  
much as possible.

FOOD - Chilled tomato juice, roast prime rib of beef au  
jus or rock lobster tail, baked Idaho potato  
with sour cream, green peas with tiny carrots,  
spring salad with tomato wedges, french dressing,  
celery and olives, rolls and pie. Be sure and  
indicate on reservation card choice and number  
of prime rib of beef or lobster tail dinners.

PRICE - \$7.50 per plate.

RESERVATIONS - May be made by members and non-members on en-  
closed card. Reservation deadline April 5, 1965.

**BETTER BUSINESS BUREAU**

(Completed 48 years continuous service. Starting 49 years.)

Annual Meeting Committee:

Harry J. Moyer, Chairman  
Charles H. Cook  
E. Perry Webb

Franklin E. Mack, President  
Lou W. Mannon, Secretary-Manager

**BETTER BUSINESS BUREAU***First Lima Building*  
205 WEST MARKET STREET, LIMA, OHIO

HONORABLE GERALD R. FORD

Minority Leader, United States House of Representatives  
Guest Speaker at The Better Business Bureau, Inc., Annual Meeting  
Shawnee Country Club, Lima, Ohio  
Friday, April 9, 1965

In Congress since January 3, 1949, Rep. Gerald R. Ford was elected Minority Leader of the House of Representatives at the opening of the 89th Congress on January 4, 1965. During the 88th Congress (1963-64) he was Chairman of the Republican Conference of the House. Before becoming Minority Leader, Ford served on the Committee on Appropriations where he was the senior Republican member on the Subcommittee for the Department of Defense and a member of the Subcommittee for Foreign Operations. He also served on the Republican Policy Committee and acted as Chairman of the Republican objectors for the Consent Calendar. He has been a member of the Joint Senate-House Republican Leadership since January 1963. In November 1963 he was appointed by President Johnson to a seven-member board to investigate the assassination of President Kennedy.

Ford has been designated as a member of the American Group for the Interparliamentary Union and attended the 1959 session in Warsaw, the 1961 session at Brussels and the 1963 meeting in Belgrade. He has also represented this country at meetings of the United States-Canadian Interparliamentary Group in Ottawa (Canada), New York and Washington in 1959-1960. Rep. Ford was called a "Congressman's Congressman" by the American Political Science Association when in September 1961 he was selected by the Association as the Republican House member to receive its "Distinguished Congressional Service Award" for outstanding work in the Congress.

Rep. Ford, known to his friends as "Jerry", was born July 14, 1913, at Omaha, Nebraska,

(More)



but spent his childhood in Grand Rapids, Michigan, where he attended elementary school and South High School and where he won all-city and all-state football honors.

At the University of Michigan, he won three varsity football letters. A member of Michigan's undefeated national championship teams in 1932 and 1933, he was selected Michigan's most valuable player in 1934. He graduated from the University of Michigan with a B.A. degree in 1935, having been selected a member of Michigamua, top senior honor society.

On January 1, 1935, Ford participated in the Shrine East-West Crippled Children's benefit football game at San Francisco. In August of that same year he played in the All-Star game in Chicago against the Chicago Bears. In 1959 Ford was selected by the judges for "Sports Illustrated" to receive its "Silver Anniversary All-American Award" as one of the 25 football players of 25 years ago who had contributed the most to their fellow citizens in the quarter century.

Ford received his law degree from Yale University Law School in 1941, where, in addition to his scholastic activities, he had acted as assistant varsity football coach. Following his admission to the Michigan State Bar in June of that year, he became a partner in the law firm of Ford and Buchen in Grand Rapids. In 1964 he was admitted to practice before the United States Supreme Court.

In 1942 Ford entered the U. S. Navy where he served 47 months of active duty in World War II. Aboard the aircraft carrier U.S.S. Monterey (CVL-26) for two years he participated in the 3rd and 5th fleet carrier operations. Following shore duty with the Naval Aviation Training Program, he was released to inactive duty in January of 1946 with the rank of Lieutenant Commander.

Returning to Grand Rapids, Ford resumed the practice of law, and in 1948 received the Grand Rapids Junior Chamber of Commerce Distinguished Service Award for his active

(Tumble)

participation in various community projects. In 1949 he was selected by the United States Junior Chamber of Commerce as one of "American's Ten Outstanding Young Men" and received its Distinguished Service Award.

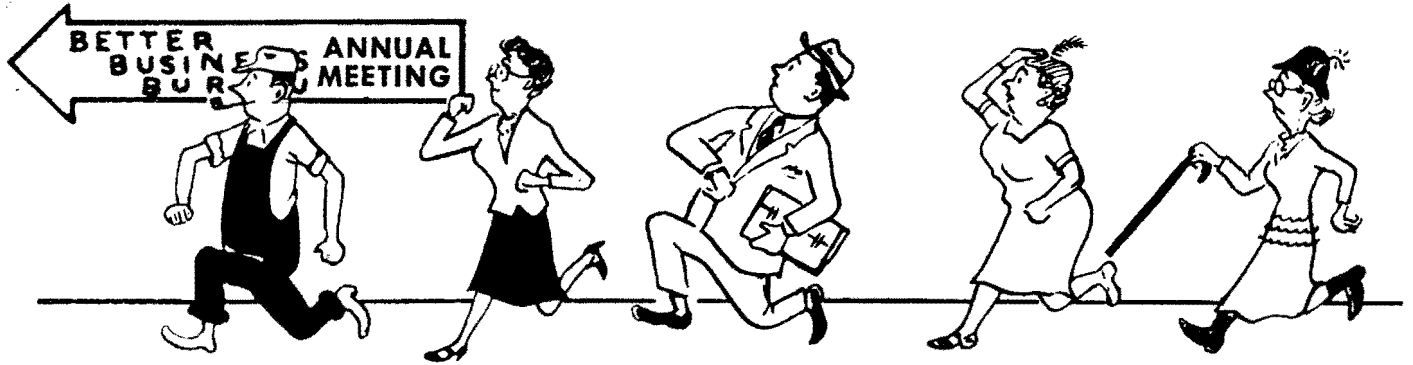
Ford holds active membership in the American Legion, VFW, and AMVETS. He is a 33rd Degree Mason. He is also a member of Grace Episcopal Church, Grand Rapids.

On October 15, 1948, he married Elizabeth Bloomer of Grand Rapids. The Fords have four children: Michael Gerald (March 15, 1950), John Gardner (March 16, 1952), Steven Meigs (May 19, 1956) and Susan Elizabeth, born July 6, 1957.

Gerald Ford defeated the Republican incumbent in the 1948 primary and won the November election to become the Representative in the 81st Congress from the Fifth District of Michigan which until 1965 was composed of Kent and Ottawa Counties. Ionia County has now replaced Ottawa County in the Fifth Congressional District.

Ford's appointment during his first term of office to the Committee on Public Works was followed by an assignment to the Committee on Appropriations in 1951 during his second term. In the 82nd Congress (1951-1952) he was a member of the Army Civil Functions Subcommittee and of the Emergency Agency Subcommittee of the Committee of Appropriations. During the 83rd and 84th Congresses Mr. Ford was a member of the Subcommittee on Appropriations for the Department of Defense and was on the Army panel. In the 83rd Congress he acted as Chairman of the Army panel. He was also a member of the Subcommittee on Foreign Operations. In the 85th, 86th and 87th Congresses Ford remained a member of both subcommittees (Defense; Foreign Operations) and during the 85th Congress was appointed to the Select Committee on Astronautics and Space Exploration.

Rep. Ford has maintained an attendance record of 92.8% during 16 years in office (1949-1964), missing only 237 roll calls out of 3,306 in the House of Representatives



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205 WEST MARKET STREET, LIMA, OHIO

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Please deliver \_\_\_\_\_ tickets for the Annual Dinner Meeting,  
Friday, April 9, 1965, Shawnee Country Club, 6:30 P.M.

[ . ] Please send statement with tickets.

[ ] Please send tickets and bill on next regular monthly  
statement. (If member of Bureau.)

Please indicate below choice and number Prime Rib of Beef or  
Lobster Tail Dinners.

|                                 |                       |
|---------------------------------|-----------------------|
| _____ Prime Rib of Beef Dinners | _____ Lobster Dinners |
| (Number)                        | (Number)              |

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Person Responsible For This Order \_\_\_\_\_

FIRST CLASS  
PERMIT NO. 601  
LIMA, OHIO

**BUSINESS REPLY MAIL**

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

**BETTER BUSINESS BUREAU**

**205 WEST MARKET STREET**

**P.O. BOX 269**

**LIMA, OHIO**







LIMA NEWS 3-21-65  
**Bureau Banquet  
Features Ford.**

Congressman Gerald Ford (R-Mich.), minority leader of the U. S. House of Representatives, will address the annual dinner meeting of the Better Business Bureau, Lou W. Mannon, bureau secretary - manager, has announced.

The dinner will be April 9 at Shawnee Country Club, starting at 6:30 p.m., Mannon said.

Serving on the committee are Harry J. Meyer, chairman; Charles H. Cook and E. Perry Webb.

BETTER BUSINESS BUREAU



BETTER BUSINESS BUREAU

First Lima Building  
205 WEST MARKET STREET, LIMA, OHIO

March 24, 1965

*April 9*

Honorable Gerald R. Ford,  
Minority Leader  
U. S. House of Representatives  
House Office Building  
Washington 25, D. C.

Dear Congressman Ford:

We are happy to report that plans for our Annual Meeting to be held Friday, April 9, 1965, are coming along nicely and the announcement that you are to be the speaker has been well received.

We know you are busy and we are not going into great lengths regarding our Bureau or Lima, however, feeling that perhaps you would like to have quick information regarding our organization and the city of Lima, we are enclosing a brochure describing the Bureau, its activities and functions along with a brochure published by the Lima Area Chamber of Commerce giving statistics of the Lima area.

Just as soon as your travel schedule has been set up, let us know what you would like for us to do to make your visit as pleasant and easy as possible.

If you fly into the airport at Dayton, Toledo or Columbus, give us your flight number and time of arrival and we will meet you.

If you desire for us to make arrangements for overnight accommodations, we'll be happy to do so.

If there is anything else we can do, please let us know.

Sincerely yours,

BETTER BUSINESS BUREAU, INC.

*Lou W. Mannon*

Lou W. Mannon,  
Secretary-Manager

LWM/jmc  
Enclosures



March 18, 1965

*April 9*

Mr. Lou W. Mannon  
Secretary-Manager  
Better Business Bureau, Inc.  
204 W. Market Street  
Lima, Ohio

Dear Mr. Mannon,

Thank you for your letter of March 12th with your invitation to be the guest speaker at the annual meeting of the Better Business Bureau at Lima on Friday evening, April 9th. I am pleased to accept the invitation and am enclosing some mats and photographs as well as biographical sketches for your use in advance publicity.

I would also like to confirm the conversation which you had with my office yesterday morning that you would be able to pay my traveling expenses to and from Washington and that there will be an honorarium of \$300.

As soon as my travel plans have been determined I will let you know when I arrive and whether I will need lodging for the night.

Sincerely,

Gerald R. Ford, M.C.

GRF:mr



*7-20-65 - sent via air mail*

BETTER BUSINESS BUREAU

First Lima Building  
205 WEST MARKET STREET, LIMA, OHIO

Call 419

300 min

March 12, 1965

normally + usually

AIR MAIL - SPECIAL DELIVERY

Honorable Gerald Ford,  
Minority Leader  
U. S. House of Representatives  
Washington 25, D. C.

Dear Congressman Ford:

We extend to you a sincere invitation to be guest speaker at the Annual Meeting of our organization on Friday, April 9, 1965.

The Annual Meeting of the Bureau is one of the highlights in our city.

We understand that our personal friend, Representative William B. McCulloch, has spoken to you regarding the meeting.

In attendance at these meetings, we have an average of 500 persons representing top executives of industry, banking, retailing and practically all phases of business and manufacturing as well as professional people.

Each year we present a top-notch speaker that we feel is popular with our people and you are in that category.

Last year we had the pleasure of having Dr. Edward R. Annis, President of the American Medical Association as speaker. The 1963 speaker was Mr. Ronald Reagan. In past years we've had such speakers as: Richard C. Hottelet, Vincent Price, Victor Reisel, Chet Huntly, H. Roe Bartle, Bennett Cerf, Paul Harvey and many others.

We would appreciate your confirming this engagement and for your convenience we are enclosing an addressed envelope which requires no additional postage. As time is short we would appreciate receiving confirmation as quickly as possible.

When writing, please tell us what your honorarium will be.

The meetings are in the form of a dinner meeting with both husbands and wives present. They start with a dinner at 6:30 P.M. The programs for the meeting are streamlined so the spaker will have ample time and the audience will not be restless.



# BETTER BUSINESS BUREAU

*First Lima Building*  
205 WEST MARKET STREET, LIMA, OHIO

*Call 419*

*300 min*

March 12, 1965

*normally & usually*

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Honorable Gerald Ford  
March 12, 1965  
Page 2.

As soon as possible after confirming the date, we would appreciate receiving two mats or glossy photographs suitable for newspapers along with biographical data for use in advance publicity.

We would like very much to have Mrs. Ford accompany you, if convenient.

Just as soon as we hear from you we will send you information regarding our organization and Lima.

Sincerely yours,

BETTER BUSINESS BUREAU, INC.

*Lou W. Mannon*  
Lou W. Mannon,  
Secretary-Manager

LWM/jmc

cc: William B. McCulloch

- will take care of lodging etc night or anything else  
- train to Pittsburgh



Mc Culloch

Lena, Ohio

Ch. of Com.

April 9<sup>th</sup>

April 9<sup>th</sup>

James Ohio

Called Mr McCallister  
for + said ok





WILLIAM M. McCULLOCH  
REPRESENTATIVE TO CONGRESS  
FOURTH DISTRICT OF OHIO  
WASHINGTON 25, D. C.

March 18, 1965

*Forwarded as of possible interest,*  
in view of your forthcoming speaking engagement in  
Lima, Ohio, on April 9. I thought the transportation  
information in the letter might be helpful.

To: The Honorable Gerald R. Ford

*Cordially*

*Bill*

**BETTER BUSINESS BUREAU**

*First Lima Building*  
205 WEST MARKET STREET, LIMA, OHIO

March 12, 1965

Honorable William B. McCulloch  
U. S. House of Representatives  
Washington 25, D. C.

Dear Bill:

All of us were thrilled when Perry told us that you had talked to the Honorable Gerald Ford, Minority Leader of the House, and that he had consented to be the guest speaker at our Annual Meeting on Friday, April 9, 1965.

We extend to you and Mrs. McCulloch a very special invitation to be our guests at the meeting.

Enclosed is copy of a letter that we wrote to Congressman Ford today.

Under separate cover, at Perry's request, we are sending you a brochure containing information on the Better Business Bureau along with another brochure published by the Lima Area Chamber of Commerce which gives facts and statistics regarding the Lima area.

Perry Webb also asked us to check air flights from Washington to Dayton and from Dayton to Washington.

Following are the flights from Washington, D.C. to Dayton, Ohio:

|                  |              |
|------------------|--------------|
| Leave Washington | - 10:20 A.M. |
| Arrive Dayton    | - 12:30 P.M. |
| TWA 343          |              |

|                  |             |
|------------------|-------------|
| Leave Washington | - 4:55 P.M. |
| Arrive Dayton    | - 7:05 P.M. |
| TWA 375          |             |

|                  |              |
|------------------|--------------|
| Leave Washington | - 12:00 Noon |
| Arrive Dayton    | - 2:38 P.M.  |
| United 765       |              |

Dayton, Ohio to Washington, D. C.:

|                   |              |
|-------------------|--------------|
| Leave Dayton      | - 9:50 A.M.  |
| Arrive Washington | - 12:12 P.M. |
| United 710        |              |



Honorable William B. McCulloch  
March 12, 1965  
Page 2.

Leave Dayton - 5:05 P.M.  
Arrive Washington - 7:27 P.M.  
United 850

We did check flights to and from Toledo and find that they are not good flights and we're not listing them. Flying into Dayton is quite convenient now that we have Interstate 75. We would have a car in Dayton and it only takes one hour to drive from the airport to Lima.

Perry also wanted us to check trains and we find there is only one train on the Pennsylvania Railroad between Lima and Washington, D.C. This is the General which leaves Washington at 5:00 P.M. and arrives Lima 6:01 A.M. the next day. To return to Washington the General leaves Lima at 7:29 P.M. and arrives in Washington, D.C. at 10:00 A.M. the next day.

We do appreciate your making it possible for us to be able to present Congressman Ford at the Annual Meeting and we know that he will be popular in Lima.

Sincerely yours,

BETTER BUSINESS BUREAU, INC.

  
Lou W. Mannon,  
Secretary-Manager

LWM/jmc

cc: Harry J. Moyer  
Charles H. Cook  
E. Perry Webb



*April 9 4*

March 23, 1965

Mr. Kent B. McGough  
308 West Market Street  
Lima, Ohio

Dear Mr. McGough:

Thank you for your letter of March 18th in reference to my visit to Lima, Ohio on April 9th.

I understand that the Better Business Bureau meeting will take place at 6:30 p.m. If it develops that the legislative schedule will permit me to leave Washington in sufficient time to have a press conference and/or a meeting with some of the Republican State Central and Executive Committee prior to that meeting, I will be happy to have you make such arrangements. However, I will not know until a few days prior to April 9th whether or not it would be possible to leave Washington early.

As the date approaches I will try to let you know what my travel plans will be so that you may make arrangements accordingly.

Thank you again for writing and warmest personal regards.

Sincerely,

Gerald R. Ford, M. C.

GRF:1

*G. R. Ford*



Kent B. McGough

Member of the Republican State Central and Executive Committee  
of Ohio from the Fourth Congressional District



419  
Business Phone: 222-3045

*Kent B. McGough*  
Business Address  
308 West Market Street  
Lima, Ohio

March 18, 1965

The Honorable Gerald R. Ford  
Member of Congress  
House Office Building  
Washington, D. C.

Dear Congressman Ford:

I was delighted to learn today from  
Congressman McCulloch that you are planning on  
being the speaker at the annual meeting of the  
Better Business Bureau in Lima, Ohio, on April 9.

While they will, of course, be in charge of  
your itinerary and principal engagement here, we  
in the Republican organization are quite hopeful  
that you will have the opportunity of arriving a  
little early and we would plan on arranging a press  
conference and a meeting with some of our people.  
I am hopeful that you will be able to work this  
into your busy schedule.

As your plans progress I would be pleased  
to hear from you, either direct or through  
Congressman McCulloch.

Respectfully yours,

*Kent B. McGough*

Kent B. McGough

KBMc:jb



## BETTER BUSINESS BUREAU

*First Lima Building*

205 WEST MARKET STREET, LIMA, OHIO

April 1, 1965

BULLETIN NO. 4-65

THINK AND REMEMBER

"What We Learn  
With  
Pleasure  
We  
Never Forget!" - Alfred Mercier

THE DATE - APRIL 9, 1965

THE TIME - 6:30 P. M.

THE PLACE - SHAWNEE COUNTRY CLUB

THE EVENT - ANNUAL DINNER MEETING, BETTER BUSINESS BUREAU, INC.

THE GUEST SPEAKER - HONORABLE GERAID R. FORD, CONGRESSMAN AND MINORITY LEADER OF THE U.S. HOUSE OF REPRESENTATIVES

Finalized plans for the Annual Dinner Meeting of the Better Business Bureau, Inc., are being completed by the Annual Meeting Committee consisting of Harry J. Moyer, Chairman, Charles H. Cook and E. Perry Webb.

We are happy to be able to present the Honorable Gerald R. Ford as guest speaker at the meeting. Mr. Ford has gained for himself a nation-wide reputation and is of the same caliber as speakers that we have presented in past years.

Mr. Ford has been in Congress since January 3, 1949 and was elected Minority Leader of the House of Representatives at the opening of the 89th Congress on January 4, 1965. He is a representative from the 5th District of Michigan.

Representative Ford is a "Congressman's Congressman".

Mr. Ford is an excellent speaker. The topic of his talk will be, "Balance In Government". We are sure that you will be sorry if you miss this meeting and the opportunity of hearing Mr. Ford.

We are sure that the menu will please everyone. It will be chilled tomato juice, choice of roast prime rib of beef au jus or rock lobster tail, baked Idaho potato with sour cream, green peas with tiny carrots, spring salad with tomato wedges and french dressing, celery and olives, rolls and pie.

Entertainment will be furnished by the 110 voice Lima Senior High School Choir under the direction of Mr. Ronald W. Richards, Director of Music, Lima Public Schools.

Invitations have been mailed. Be sure that when you send in your card for reservations you indicate your choice of roast prime rib of beef or rock lobster tail dinners.

If you've mislaid your reservation card, you can make reservations by calling 223-7010.

USE OF BUREAU NAME

The Better Business Bureau, Inc., has a long established policy that the Bureau's name may not be used in advertising or in any form of sales promotion. This applies to members as well as non-members.

Any use of the Bureau's name in advertisements, in sales promotions or in sales talks, no matter how carefully worded could be construed as an

(Tumble)

endorsement by the Bureau. One of the basic principles of the Bureau is, of course, that it does not recommend, approve or endorse any product, service or individual. As long as the public believes that the Bureau is an impartial fact-finding organization, it can continue to be an effective instrument in building public confidence in our business system. If the public ceases to believe in our impartiality and objectivity, our ability to serve it and our business firms will be seriously impaired.

We must insist, therefore, that you do not refer to your Bureau membership in your advertising, on your letterheads or in your sales promotions. Your salesmen should also be instructed not to allude to Bureau membership as part of their sales talk.

Your co-operation in maintaining this important policy will be greatly appreciated.

\$15,000 PRINCIPAL SUM 30 DAYS COVERAGE ONLY 25¢

Recently the Bureau received an introductory application from the Old American Insurance Company located in Kansas City, Missouri, offering \$15,000.00 principal sums, traffic and travel accident policy with hospital benefits, 30 days coverage, only 25¢.

We are happy to know that the Bureau is on most mailing lists.

The first time that the Old American Insurance Company came to the attention of the Bureau was in February of 1951 when, because of ads run in a local newspaper, the Bureau received inquiries from the public.

The Old American Insurance Company is not authorized to transact business in the state of Ohio.

Mr. William R. Morris, Director of Insurance, State of Ohio, issues the following warning:

"The citizens of Ohio are warned against purchasing insurance from companies not authorized to transact the business of insurance by certificate of authority issued by the Superintendent of Insurance for the state of Ohio. Buy insurance from licensed agents and authorized companies."

If a company is not authorized to transact business in the state of Ohio and if that company refuses to pay a claim, legal action cannot be brought in the state of Ohio, but would have to be brought in the county and the state in which the company is located, and in this instance, it would be whatever county Kansas City, Missouri is located in and would be the state of Missouri.

PRO-FORMA INVOICE

According to the dictionary pro-forma is "for the sake of, or as a matter of, form".

On March 2, 1965, the Bureau received a mailing from Precision Equipment Company of Chicago, Illinois, which stated that it was a Pro-forma Invoice No. 09021. On March 5, 1965, the Bureau received another mailing from the same company and the same Pro-forma Invoice No. 09021 was printed on it. It had all the appearances of an invoice for 1 Diplomat File, net price \$39.95, then under the amount column \$39.95.

Also printed on this invoice looking form was the following wording, "Send no money! This is not a request for payment - it is a pro forma invoice showing the exact terms of our proposal. If you desire to order, sign and return this form. You will be billed after files are shipped."

This certainly had all the appearances of being an invoice.

It would be quite easy for anyone in a company who authorizes payment of invoices or whoever writes checks for invoices to pass this along as an invoice to be paid.

It's a good idea to be very, very careful in authorizing and paying any invoice.

A CONFIRMATION AND INVOICE

Another statement-looking solicitation mailing was referred to the Bureau a few days ago.

This one was mailed to a bank by the Masonic Tribune, Southern Representative, P. O. Box 75, Post Falls, Idaho.

Careful examination revealed that the following is printed on this form, "Confirmation And Invoice".

It was interesting to us to note that the envelope in which this was mailed was postmarked Laredo, Texas while the return address on the same envelope is Post Falls, Idaho.

As you can tell from reading this bulletin and the past two or three bulletins, the flood of phony billing forms or invoices continue to plague Lima area business and professional men.

We urge you to keep alerting those who authorize payment of bills and those who write checks in your organization.

APRIL 1965

|                              | <u>1965</u>     | <u>1964</u> |
|------------------------------|-----------------|-------------|
| Flower of the Month. . .     |                 |             |
| Daisy or Sweet Pea           | Selling Days 26 | 26          |
| Birthstone of the Month. . . |                 |             |
| Diamond                      | Saturdays 4     | 4           |
|                              | Mondays 4       | 4           |

- 1. April Fool's Day
- 1-7 Conservation Week
- 1-30 National Hobby Month
- 1-30 National Rug Cleaning Month
- 4. Passion Sunday
- 4. Daughter's Day
- 4. North Atlantic Treaty Signed, 1949
- 4-10 National Boys' Club Week
- 8-15 Model Building Week
- 9. BETTER BUSINESS BUREAU ANNUAL MEETING
- 10-17 Let's All Play Ball
- 11. Palm Sunday
- 13. Thomas Jefferson Born, 1743
- 14. Pan-American Day
- 15. Holy or Maundy Thursday
- 15. Lima Central Catholic High School - Easter Vacation Begins
- 16. Good Friday
- 16-19 Allen County Schools - Easter Vacation
- 16-20 Lima Public Schools - Easter Vacation
- 16-23 Do-It-Yourself Week
- 17. Lent Ends
- 17. Passover - First Day
- 18. Easter Sunday
- 18. Paul Revere Days, April 18 and 19
- 18-24 National Garden Week
- 18-24 National Secretaries' Week
- 18-25 Honey For Breakfast Week
- 19. Paul Revere's Ride, 1775
- 19. Paul Revere Day
- 19-25 Free World Friendship Week





- 21. Secretaries' Day
- 21. Genie Chapter - National Secretaries Association Bosses and Wives Dinner
- 21-Oct. 17 New York World's Fair
- 22-May 1 Hardware Housewares Week
- 23. James Buchanan, Born 1791
- 24. Passover - Eighth Day
- 24. First United Nations Conference Opened in San Francisco, 1945
- 24-30 National 4-H Conference
- 24-30 Photography Week
- 24-May 1 National Coin Week
- 25. American National Conservation Day
- 25-May 1 National Baby Week
- 25-May 1 National Library Week
- 27. Ulysses S. Grant, Born 1822
- 28. James Monroe, Born 1758
- 30. Louisiana Purchase, 1803
- 30. Washington Inaugurated President, 1789
- 30. Navy Department Formally Created, 1789

Percentage of Total Annual Sales - 7.9%  
(Based on Federal Reserve National Averages For 1963)

#### HIGH SCHOOL GRADUATES

We have now completed our solicitation of lists of graduates from high schools in this area and these lists are now in our office available to members of the Better Business Bureau on a loan basis. We have lists from the following schools:

|                                |                |
|--------------------------------|----------------|
| Auglaize Local School          | - Harrod       |
| Bath Local School              | - Lima         |
| Elida Local School             | - Elida        |
| Lafayette-Jackson Local School | - Lafayette    |
| Lima Senior High School        | - Lima         |
| Shawnee Local School           | - Lima         |
| Spencerville Local School      | - Spencerville |
| Sugar Creek Local School       | - Gomer        |

The following schools refuse to release lists of their graduates:

|                                   |                |
|-----------------------------------|----------------|
| Bluffton High School              | - Bluffton     |
| Lima Central Catholic High School | - Lima         |
| Perry Local School                | - Cridersville |

#### HOUSE BILL NO. 395 - TO REVISE SHOPLIFTING LAW

This month saw the introduction of a measure to alleviate merchants' problems arising from the apprehension of suspected shoplifters.

The bill was introduced in the Ohio Legislature by White (R - Allen), Cole (R - Hancock), Christiansen (D - Richland) and Gorman (D - Cuyahoga).

The bill has been referred to the House Judiciary Committee and hearings have started.

In essence, House Bill No. 395 would establish the right of merchants to detain shoplifters in order to recover stolen merchandise within the confines of the store, and thus serve as a deterrent to possible "false arrest" cases.

The present shoplifting law restricts very closely the merchant's legal ability to protect his property from shoplifters. A major weakness is that a merchant may not detain a suspected shoplifter until after he has left a retail establishment or has passed the check-out counter in a self-service store. The present law also permits the detaining of a

shoplifter only for the purpose of making an arrest. More latitude is granted with respect to detention of juveniles.

H.B. 395 would permit detention for a reasonable period of time in a reasonable manner for the purpose of retaining or recovering a merchant's property from a suspected shoplifter. It also would permit a merchant to detain a person within a store. The matter of detaining suspected shoplifters and the constitutional questions involved have been carefully analyzed by competent legal counsel. H.B. 395 should be a definite improvement in a merchant's ability to deal with the shoplifting problem.

Walter White, Representative from Allen County, is one of the four representatives who introduced this bill. If you are interested, we suggest that you call or write Mr. White and thank him.

#### PERSONAL PROPERTY TAX BILL

S.B. 142, the All-Industry Bill to reduce personal property tax has been recommended for passage by the Senate Taxation Committee of the Ohio Legislature.

Under the terms of this bill, property now assessed at 70% would be reduced 3% per year for ten years while 50% property would step down 1% each year over the same period. Thus, tax equality among all personal property would be achieved by 1975.

Opposition to the bill from schools and municipalities is growing even though the reduction of personal property from 70% to 40% in over a ten-year period will result in no decrease in school or municipal incomes.

The bill is now in the hands of the Senate Rules Committee which will decide when and if to put the bill on the floor for a full vote of the Senate.

Senator Ross Pepple, 1977 W. High St., Lima, Ohio, is a member of the Rules Committee. If you are interested, we suggest that you contact Senator Pepple and tell him you think the bill should be placed on the calendar at once so that all 32 senators will have a chance to vote for it.

#### WE KEEP BUSY

This is the article in each bulletin in which we give you statistics and facts in connection with your Bureau's activities, pointing out that we do keep busy.

During March 1965, investigation in connection with 18 complaints was completed and cases closed. This involved money totaling \$3,818.58.

Of these complaints, 39% were adjusted. 6% were not adjusted. 6% were considered unjustified. 11% were closed because of lack of co-operation on the part of companies. 11% were closed for other reasons. 27% were closed because of lack of co-operation on the part of complainants.

Of the complaints, 6% were in connection with advertising media. 16% were in connection with dry cleaners and launderers. 6% were in connection with moving and storage. 6% were in connection with automotive equipment and service. 16% were in connection with used cars. 16% were in connection with home appliances. 6% were in connection with home improvement and maintenance. 11% were in connection with magazine subscriptions. 6% were in connection with upholstering and 11% were of a miscellaneous nature.

11% of the complaints were because of defective merchandise. 22% were because of oral misrepresentation. 16% were because of non-delivery of merchandise. 6% were because promised adjustments were not fulfilled. 39% were because of unsatisfactory installation or service and 6% were for other reasons.

(Tumble)

During March, 1,599 telephone calls were received by the Bureau exclusive of calls to the Credit Bureau.

353 persons came to the office. 21 credit interviews were held with people who wanted to review their credit records. 329 outside trips were made by the staff. The staff attended 29 meetings. 15 bulletins were issued with a circulation of 1,881. 6,924 pieces of mail were posted. There was 1 newspaper story. There were 104 radio spots, shows and stories. 19,950 documents were microfilmed.

During March, 8,224 credit reports were issued by the Credit Bureau.

- - - - -

He Who Hesitates Gets Bumped  
From Behind.

- - Yours for service,  
Lou Mannon

DON'T FORGET  
TO ORDER TICKETS  
FOR  
BETTER BUSINESS BUREAU ANNUAL MEETING  
FRIDAY, APRIL 9, 1965