

LAND PURCHASED FOR SUPER-POWER UTILITY ON OHIO

Samuel Insull Interests Plan
\$10,000,000 Plant at
Jeffersonville.

Another Indiana super-power plant was virtually assured today with the purchase of 105 acres of land on the Ohio River at Jeffersonville by the Interstate Public Service Company. The company is a part of the Samuel Insull interests, the biggest utility combination in the country.

The new plant, which is expected to cost about \$10,000,000, probably will be tied up with plants operating in Kentucky under the ownership of the Kentucky Utilities Company, another Insull concern.

Announcement of the plan for the new plant was made by Harry Reid, president of the Interstate Company. The Interstate now has two power lines between Indianapolis and Louisville, and eventually the new power plant will be connected with Indianapolis.

High tension transmission lines now are under construction in Kentucky.

Choir Concert in Park
The Gypsy Smith Choir will give a public concert at 7:45 p. m. Saturday at the Garfield Park Municipal Theater. In the afternoon the choir will hold a picnic in the park.

Belting Taken
Four hundred fifty-seven feet of belting were missing today, John Carr of the Indianapolis Union Railway Company, told police. The belting, worth \$200, disappeared a few days ago from the Union Station.

Weekly Book Review

Interest Centers On Anna Viroubova's "Memories of the Russian Court"

By WALTER D. HICKMAN.
FIRESIDE READING in the fall and winter is now being promised by the publishers.

There is no prevailing fashion in books. Often a "best seller" paves the way for numerous stories of the same nature, but the tastes of people in books does exist as in clothing.

Young men may go "wild" over Valentino trousers and hundreds of men may wear "em. It is a fash style. Not so with books. Some people read only fiction, others love stories, some essays and poetry and still others concern themselves with travel and books on historical subjects.

All publishers in their fall lists are announcing books of all characters. No list is complete without its books of fiction, memories and travel.

Many books have been written on the late Czar of Russia and his court. Realizing the interest in the "true" story of the conditions in the throne room of the former Czar, The Macmillan Company announces for early fall release "Memories of the Russian Court," written by Anna Viroubova, a friend of the royal family.

Author Gives Different Picture of the Czar

In the advance information I have received from the publishers, it is evident that the author gives a different description of the Czar and his wife than has previously been given the world.

I quote the following from advance sheets of "Memories of the Russian Court":
"Before the war the Emperor of Russia was pictured far and wide as a cruel tyrant deliberately opposed to the interests of his people, while the Empress appeared as a cold, proud woman, a 'malade imaginaire' wholly indifferent to the public good. Both of these pictures are cruelly misrepresentative. Nicholas II and his wife were human beings, with human faults and failings like the rest of us. Both had quick tempers; not invariably under perfect control. With the Empress temper was a matter of rapid explosion and equally sudden recovery. She was often for the moment furiously angry with her maids whom, too often, she discovered in insinuations and deceit.

Romance of Iowa Told in New Quick Book



HERBERT QUICK

Among the new books is "The Hawkeye," by Herbert Quick and published by Bobbs-Merrill. Quick has written a romance concerning the people of Iowa in his new book. It is romance although it is historical in conception.

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"The Emperor's anger was slower

to arouse and much slower to pass. Ordinarily he was the kindest and simplest of men, not in the least proud or over-conscious of his exalted position. His self-control was so great that those who knew him little he often appeared absent-minded and indifferent. The fact is he was so reserved that he seemed to fear any kind of self-revelation. His mind was singularly acute, and he should have used it more accurately to gauge the characters of persons surrounding him.

"It was entirely within his mental powers to sense the atmosphere of gossip and calumny that surrounded the Court during the last years, and certainly it was within his power to put a stop to idle and malicious talk. But it was rarely possible to arouse him to its importance. 'What high-minded person would believe such nonsense?' was his usual comment. Alas! he little realized how few were the really high-minded people who, in the last years of the Empire, surrounded his person or that of the Empress."

Doran Company Publishes Nine Interesting Books

The list of new publications of George H. Doran Company include nine books covering many subjects. This again proves that there is no prevailing style in books.

Doran's list includes the following:
"THE DOMINANT SEX," by Mathilde and Mathias Vaerting, translated by Eden and Cedar Paul. The authors show that there are no "masculine" or "feminine" characteristics, but only those of a dominant and a subordinate sex. In various societies at various periods, woman has been dominant and has then exhibited the so-called "masculine" traits and characters, even to physical superiority over the man.
"AMERICAN POEMS," by J. C. Squire. A new collection of Mr.

Squire's serious verse. One of the longest poems describes his visit to the Chicago Stockyards.

"THE MAKING OF THE WESTERN MIND," by F. Mellan Stowell and T. S. Marvin. Traces the European cultural heritage from the days of the Greeks to the present.

"TRAINING FOR POWER AND LEADERSHIP," by Grenville Kleiser. This book contains the harvest of Mr. Kleiser's long experience in training men for leadership.

"ENGLISH DIARIES," by Arthur Ponsonby. Excerpts from and brief accounts of all diaries of interest from the sixteenth to the twentieth century. Edward VI, Fanny Burney, Fanny Kemble Byron, Queen Victoria, W. N. T. Barbellion, and, of course, Pepys and Evelyn are among those reviewed.

"THE SPIRIT OF ISLAM," by Syed Ameer Ali. The only book in English recognized as an authentic interpretation by the Mohammedan centers of instruction. The list of all publishers indicate that many books, dealing with the heavier subjects in life, science, religion and the life, will be published this fall.

AUG. 9 LAST DAY TO FILE PROTEST AGAINST BUILDING

School Board Plans to Issue
\$1,650,000 Worth of
Bonds.

Plans for issuance of \$1,650,000 worth of school building bonds to finance the construction of eight new school buildings and additions were being made by school officials today. The final day for filing remonstrance against the bond issue with Leo K. Feiler, county auditor, will be Aug.

9, R. O. Johnson, business director of the board, said. In the event no remonstrance is filed, bids will be received and bonds issued about Sept. 1.

Interest 4½ Per Cent
If the program is carried out, it will mark the first school building construction in Indianapolis in more than two years. The last program was brought to a halt when the State board of tax commissioners refused to approve a bond issue on remonstrance of ten members of the Taxpayers' League of Indiana.

The bonds will bear 4½ per cent interest, Johnson said. He added he had received suggestions that the interest rate be 5 per cent, but said he felt sure the entire issue would be taken up without discount at 4½ per cent.

Teachers Appointed
The following teachers were appointed by the board Tuesday night on recommendation of E. U. Graff, superintendent. Edith C. Robertson, Joyse E. Snee, Pansie Lowman, Nellie N. Schneider, Evelyn Allison, Clarence Marshall, all elementary; Ruth Hessler, physical training;

Eunice Teal, sewing; Esther Jackson, English, Broad Ripple High School; Louis F. Ewing, music; Mrs. Ada M. Bing, English; Mrs. Mabel Davis, English, and Clarence R. Clayton, mathematics, all at Emmertich Manual Training High School; Marjorie Hendren, English, and Marjorie Politt, Latin and English, Arsenal Technical High School.

Bank Made General Agent
Announcement was made today by Evans Woolen, president of the Fletcher Savings and Trust Company of Indianapolis, that the local institution has been appointed general agent in ninety-one counties of the State for the New York Indemnity Company. Local headquarters will be established soon and county agents will be named.

VACATION
For sunburn, bites, soreness, poison ivy or summer colds
VICKS
VAPORUB
Over 17 Million Jars Used Yearly

Store Open Saturday Until 9 P. M.

Fur Chokers

\$15 Squirrel Chokers (clear skins) \$6.95
\$25 Platinum and Blue Wolf Scarfs..... \$17.50
\$100 Platinum Fox Scarfs, sale price..... \$59.75
Select Stone Marten Chokers..... \$25.00
\$10 Fitch Opossum Chokers..... \$4.95



Sweet-Orr and Carhartt Overalls and Jackets

Best Grade Blue White Back Denim. 10 per cent added for extra sizes; Thursday

Men's Khaki TROUSERS
Well made summer work trousers, with cuff bottoms; cut full to size; special—

AUGUST SALE OF FURS

Women who know Furs and Fur values are rapidly taking advantage of our UNUSUALLY LOW August Sale prices, owing to our crowded quarters. The savings are at least one-third less than September prices. Buy now.



This will be the greatest fur season in many years. Styles are ENTIRELY DIFFERENT—long coats from 45 to 50 inches are the fashion; also many other decided changes.

A Reasonable Deposit Will Hold Any Coat for Later Delivery

MARMINK CAPE

August Sale Price
Made of beautifully striped skins; full length; handsomely lined. \$100

FRENCH SEAL COAT

August Sale Price
Full length; reverse striped; large squirrel or skunk collar. \$100

FRENCH SEAL CAPE

August Sale Price
Made of fine selected skins; trimmed with genuine mole collar. \$75

NEAR SEAL COAT

\$100 Value—August Sale Price
45-inch length; made of selected skins; handsomely silk lined. \$49.75

JAP MINK STOLE

\$100 Value—August Sale Price
Made of beautifully matched skins; full width; long length. \$49.75

\$50 French Coney COAT

\$50 Value—August Sale Price
The most remarkable value featured Thursday at— \$35

JAP MINK COAT

\$300 Value—August Sale Price
Very fine selected skins; full length. Featured Thursday at— \$195

JAP MINK CAPE

\$200 Value—August Sale Price
Made of beautifully matched skins; handsomely tall trimmed. \$100

Natural Muskrat COAT

\$150 Value—August Sale Price
Made with reverse striped border; crushed collar; 45 inches long; silk brocade lining. \$85

FINE MARMOT COAT

\$100 Value—August Sale Price
Made of selected skins; beautifully matched and richly lined. \$69.75

MARMINK CAPE

\$100 Value—August Sale Price
Made of beautifully matched skins; handsomely tall trimmed; silk lined. \$49.75

BROWN CONEY CAPE

\$50 Value—August Sale Price
Beautiful long model; luxuriously tall trimmed; \$50 value. \$29.75

Clean-Up of - Women's Gingham Porch Dresses

\$1.29

Styles
Organic Collars,
Clever
Sashes,
Vest Effects,
Flare
Cuffs,
Smart
Pockets

Regular and
Extra Sizes



August Sale of Plush Coats

Remarkable Values—New Styles—Lowest Prices

\$25 PLUSH COAT

Beautifully fur trimmed, cape collar and cuffs; sizes 16 to 44. \$16.75

SEAL PLUSH COAT

Stout women's fine seal plush coats in sizes 43 to 65; large fur cape collar. \$25

\$40 PLUSH COAT

Made of crushed plush with large Manchurian fur collar. August Sale price. \$25

\$50 Keremi COAT

A very high grade model; richly silk lined. August Sale price. \$39.75

SALTONIA COATS

Beautiful model; full length; rich fur collar. August Sale price. \$25

BRYTONIA CAPES

Full length; fur collar; Canton crepe lining. August Sale price. \$19.75



You can buy a high-class fur coat in this Sale for just about the cost of a good cloth coat!

\$25 Girls' Natural Hare. Sizes 10 to 16 Yrs. \$15

Boys' Two-Pants Suits

\$7.50 and \$10.00 Values in a Final Clean-Up Sale Thursday Only



Every mother knows that a boy's suit with 2 pants will give double the wear; while we are doubling upon the wear and almost cutting the price in half, we are still maintaining the same high standard quality. Bring the little man in and fit him up in one of these big value suits.

\$5

Sizes 7 to 17 Years

Reliability
is the watchword of this sale. We stand squarely behind every garment. Buy with confidence. Price, durability and quality positively guaranteed.

Hiring a New Office Boy

THE ideal business organization is one where, when a member of the Board of Directors leaves, there is a general advance all along the line; a new office boy is hired and the machine is complete in every detail.

It is toward such an ideal that the Standard Oil Company (Indiana) is striving.

In the selection of employees great care is taken to get young men who may be developed for positions of responsibility and trust. The results of this policy are to be seen by taking a careful check of the higher officers of this Company. Every one of these men has come up through the ranks, many from the lowliest beginning. They have won preferment by unusual fitness, by sheer ability and mastery of the particular work entrusted to their care.

It is this spirit of pure democracy which has made the organization of the Standard Oil Company (Indiana) what it is today—a big, loyal, hard-working group of men and women, bound together by mutual consideration, respect and ambition.

The men in the ranks of the Standard Oil Company (Indiana) have constantly before them the examples of those now directing the Company's activities. They know that there is an open road ahead, and that for the men who show unusual aptitude in any department of the business; unusual ability to vision the future, or to direct the immediate, there are no limitations placed upon advancement. Such men, taken from the ranks, will be the directing heads a few years hence.

This spirit, permeating every employee from the top to the bottom, keys the entire organization to a pitch of efficiency which enables the Company to render a superior service to 30 million people of the middle west.

Standard Oil Company
(Indiana)

910 So. Michigan Ave., - Chicago, Ill.