

AW, GEE, FELLAS,
WHAT'S THE USE!

A black and white portrait of a woman with dark, wavy hair, wearing a dark dress and a pearl necklace. She is looking slightly to the right of the camera.

No Chance of Teacher Shortage in Indiana.

Teaching staffs in the public schools of Indianapolis will be substantially the same when school opens next month as they were at the close of last term, school officials said today. There will be no shortage of teachers, the present salary schedule being sufficiently high to attract teachers from other cities.

There is an adequate supply of teachers throughout the State, Benjamin J. Burris, State superintendent, said. Applications of more than 300 prospective teachers are on file in Burris' office, with an unusually small number of requests.

Next month will fall with the largest enrollment in the history of the State, Burris said. Most schools will begin Sept. 4, with a few opening Labor day, Sept. 3.

ILLINOIS TROOPS ORDERED HOME

Speaking on "Brothers and Sisters Who Talk Too Much," the Rev. I. G. Martin, evangelist from Pasadena, Cal., declared an "evil tongue has driven God out of many a church." Tuesday night at a revival meeting of the First Nazarene Church. The meetings are held in a tent beside the church in connection with the ninth annual assembly of the Indiana district churches.

LOANS
\$ 20 TO 300
Private - Confidential
STERLING LOAN CO.
209 BROADWAY, N.Y.C.

114 N. Penn. St.
55 Virginia Ave.
802 Mass. Ave.

You Can Buy

\$1.00 Abbott's Saline Laxative	7
50c Abbott's Saline Laxative	3
\$1.25 Abbott's Rheumatism Rem.	5
\$2.50 Absorbine	1
\$1.25 Absorbine Jr	9
50c Aftershave Water	3

made of Wheat and Turkey
Puritan Cereal Company, Inc.
Riverside Court, Waco, U.S.A.

A FOOD
Contains the essential elements of food
and is absolutely healthful.

A Complete Food

HAAG'S

Cut Price Drugs

53 S. Illinois St.
27 S. Illinois St.
103 W. Wash. St.
156 N. Illinois St.

Buy the Best for Less at **HAAG'S**

53 S. Illinois St.
27 S. Illinois St.
103 W. Wash. St.
156 N. Illinois St.

[illegible]

Hot Water Bottles, Fountain Syringes and Combinations at Cut Prices			
8c Cigars	4 for 25c	All 10c Scrap Tobacco	3 for 25c
8c Cigars	6 for 25c	15c Tins Smoking	2 for 25c
\$5.00 Brown Jug	\$3.48	Alarm Clocks	
\$5.00 Electric Stoves	\$3.48	\$3.00 Electric Toaster	\$1.68

Chesterfields, Camels, Piedmonts, Lucky Strikes, Home Runs, Clown and Sunshine Cigarettes, 2 for 25c

All Cigars, Cigarettes and Tobaccos at Cut Prices
HAAG'S PRICES ARE LOWER
 THE STORES THAT REALLY CUT PRICES



NIAGARA FALLS

SUNDAY

August 26th

—VIA—



ROUND TRIP

\$17.22

ROUND TRIP

\$17.22

Terre Haute, Indianapolis & Eastern Traction Co.

And connecting Electric Railways and Steamship Lines.
Ten Days Return Limit.

\$2.75

EVERY SUNDAY

—DAYTON, O.—

EVERY SUNDAY

\$2.75

SPECIAL LOW ROUND TRIP TOURIST RATES
10 Days Return Limit to the Following Points:

Toledo, O.	\$13.55
Detroit, Mich.	\$16.22
Put-in-Bay or Cedar Point,	\$20.52
Cleveland, O.	\$13.55
Buffalo, N. Y.	\$16.22
Toronto, Ont.	\$20.52

One Half Fare for Children, Stop-Overs Allowed in Either Direction

For further information call Traffic Department, 208 Terminal Bldg.
MA in 2737, or Joint Ticket Office, MA in 4500.

Mr. Shipper—

A new service going into effect Sunday, Aug. 26th. Daily, between Indianapolis and South Bend, Ind., leaving Indianapolis each day at 11 o'clock p. m., arriving at South Bend at 8 o'clock a. m. Returning leave South Bend at 9 o'clock p. m., arriving at Indianapolis at 8 o'clock the following morning. Handling newspapers, mail, express and fast freight for Warsaw, Goshen, Elkhart, Mishawaka, South Bend and points beyond, picking up freight at Kokomo from Anderson, Muncie and intermediate stations. Forget your past transportation worries and let the Interurban line show you what real transportation service means.

Union Traction Co.

of Indiana

A Hunch on Quantity *and* Quality

In a recent address on the subject of advertising and merchandising, Joseph French Johnson, D. C. S., L. L. D., President of the Alexander Hamilton Institute stated:

"By necessity, solutions to the problems are based upon detailed studies of facts, figures and theories. Circulation, meaning possible readers, and rates, meaning costs, are controlling factors. In circulation the essential factors are quantity and quality, and not always must we look for largest quantity or highest quality."

The Times, in presenting this ad to its readers and to business men, emphasizes that part of President Johnson's statement that is, or should be, of tremendous importance to Indianapolis advertisers, that is "—AND NOT ALWAYS MUST WE LOOK FOR LARGEST QUANTITY OR HIGHEST QUALITY."

What did President Johnson mean, when you apply this thought to newspaper advertising?

The words plainly indicate that his analysis evidently satisfied him that bulky circulation and bulky advertising do not necessarily mean BEST.

There have been many demonstrations in newspaper circles that a newspaper with a small volume of concentrated circulation, and a representative volume of advertising, has a greater power in the community than an apparently larger newspaper.

We all are inclined to use the measuring stick of BULK when making comparisons. David was nothing in size as compared with Goliath, but the Bible tells us what happened to the Big Boy. Bulk in this case, as in most cases where bulk is considered, was no protection against the well-directed energy of a smaller individual.

CONCENTRATED CIRCULATION

The Times has a concentrated circulation PLUS great reader confidence. The Times is not a large newspaper in the sense of greatest number of pages printed every day, but we think The Times is a big newspaper in a sense that it is a powerful newspaper, and it is powerful only because of the great degree to which it enjoys the confidence of its readers.

This reader confidence is making The Times a big newspaper—big in the power of accomplishment, and all this power is being exercised in the direction that we believe is for the good of Indianapolis and surrounding community.

THE INDIANAPOLIS TIMES
Bought Because It Is Wanted

The Sycamore

One of 7 All-Steel
On-Time Trains Between

Indianapolis and Chicago

Lv. Indianapolis 5:00 P. M.
Ar. Chicago 9:40 P. M.

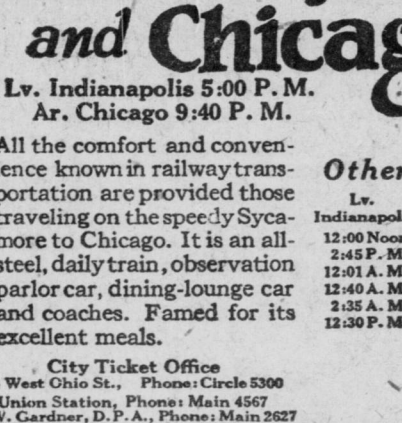
All the comfort and convenience known in railway transportation are provided for those traveling on Chicago. It is an all-steel, daily train, observation parlor car, dining-lounge car and coaches. Famed for its excellent meals.

Other Trains

Lv.	Ar.
Indianapolis	Chicago
12:00 Noon	4:55 P. M.
2:45 P. M.	9:05 P. M.
12:01 A. M.	6:50 A. M.
12:40 A. M.	7:05 A. M.
2:35 A. M.	7:50 A. M.
12:30 P. M.	7:00 P. M.

City Ticket Office
34 West Ohio St., Phone: Circle 5300
Union Station, Phone: Main 4557
J. W. Gardner, D. P. A., Phone: Main 2627

NEW YORK
CENTRAL
LINES



Big Four Route