

FRESH EGGS GO UP IN DEMAND STRESS

Storage Product at Nearly
Half-Price Floods Market.

While dealers are seizing every available fresh egg in an effort to meet the demand which gradually is forcing prices to a top-notch level, storage eggs are flooding the market, produce men say.

The surplus of storage eggs in the United States Nov. 1 was 936,000 dozen more than the surplus Nov. 1, 1922, according to figures sent to Indianapolis commission men by the United States Department of Agriculture.

"If people would use storage eggs more instead of constantly demanding the strictly fresh product, fresh eggs would maintain lower prices," C. E. Grant, of the Grant Produce Com-

pany, said Tuesday. "Storage eggs have just as good food values and for the most part have good flavor. Moreover they cost only a little more than half as much."

Storage eggs Tuesday were from 35 to 38 cents retail. Fresh eggs were 60 cents.

The unusual "heavy lay" last spring is cited as the cause for the jam in the storage egg market in which dealers are said to be losing from \$1.50 to \$2 a crate.

ON ART OF LIFE-SAVING

Red Cross Expert Gives Advice to
Students and Club Men.

Demonstrations in life-saving were scheduled for today by Capt. William G. Kleb, life-saver of the American Red Cross.

He was to give a demonstration at 2:30 p. m. at Manual Training High School. A talk before Girl Scouts, leaders and counsellors was arranged for 4 p. m. at the Public Library. He will give instructions in water polo at the Hoosier Athletic Club tonight.

Captain Kleb gave a life-saving demonstration at the Y. W. C. A. Tuesday night.

VETS PAY TRIBUTE TO CAPTAIN LOER

New Auxiliary Is Organized—

Mrs. M. G. Henley, Head.

Mrs. M. G. Henley of Indianapolis was elected president of the Auxiliary to the St. Mihiel-Loer post of the American Legion, Tuesday evening, at the Hoosier Athletic Club, Meridian and Pratt Sts.

The meeting was a memorial to the late Capt. Austin L. Loer, former Indianapolis newspaper man, and a tribute to his mother, Mrs. Rilla Loer of Evansville, who attended.

Other officers of the auxiliary: Mrs. George H. Healey, secretary, and Miss Ethel Roberts, treasurer. The newly formed auxiliary is composed of sixteen members. Mrs. Hazel Workman,

State adjutant of the auxiliary, directed formation.

E. Arthur Ball of Muncie, State commander of the Legion, urged an intensive program of rehabilitation for disabled former service men. Col. George H. Healey, Loer's commanding officer during the war, paid him glowing tribute.

Other speakers: Frank G. Henley, State adjutant; Philip Stapp, Greenburg, former editor of the Hoosier Legionnaire; J. E. Ebaugh, post commander, who presented an enlarged photograph of Captain Loer to his mother.

More than fifty persons attended, including members of the post, their wives, mothers and guests. A trio played several selections during a banquet.

FARMER IS HELD FOR
KILLING YOUNG MAN

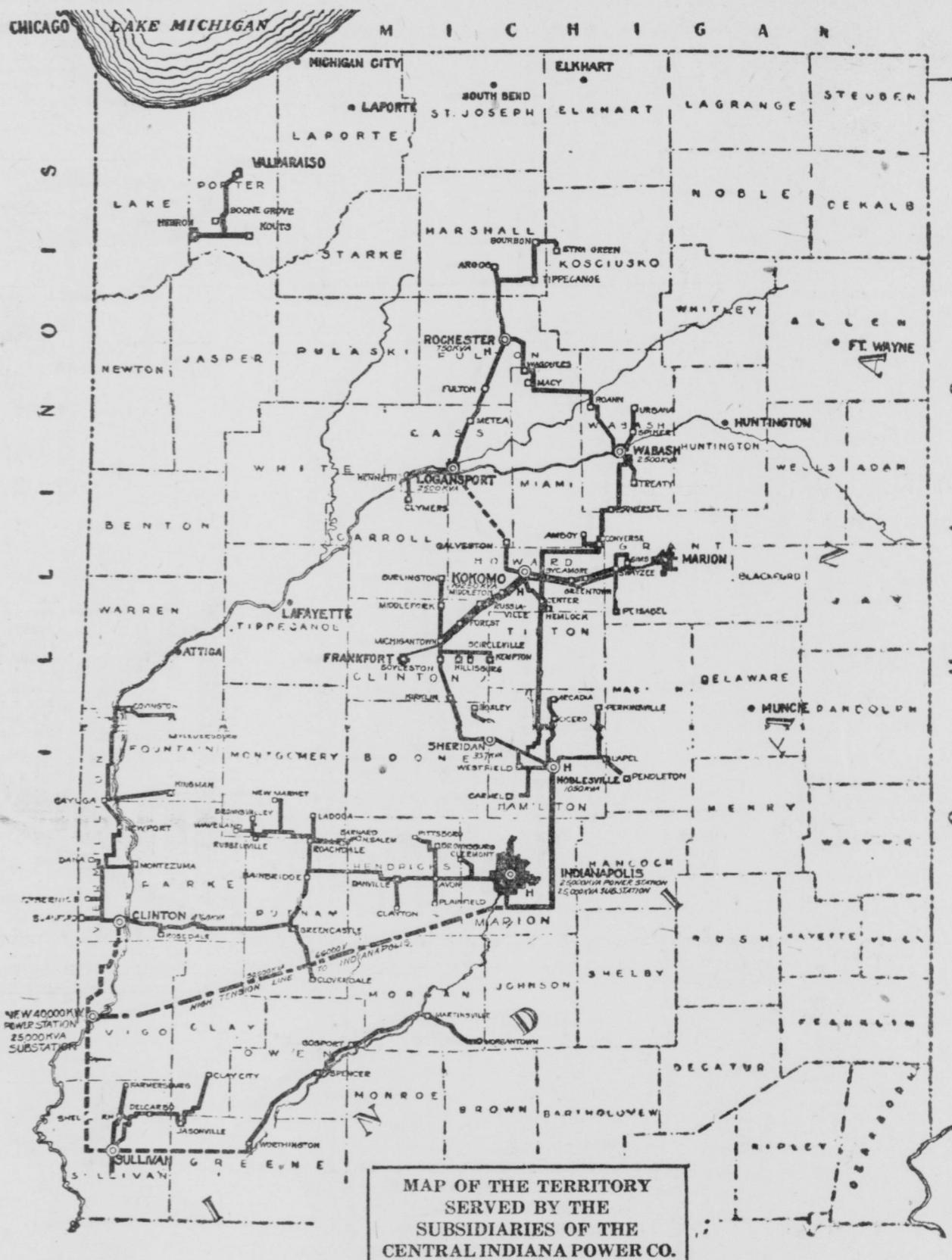
Alleges Visitor Made Improper Remarks to Daughter.

By United Press
ORRICK, Mo., Nov. 14.—Everett Endsley, 55-year-old farmer, was held

today on charges of killing Clegg Allen, 25, after the latter was alleged to have made improper remarks to Endsley's daughter, Mrs. Beatrice Tucker. Allen went to the Endsley home to pay for a cemetery lot. Tucker and Endsley, working in a field saw him. They hurried home and found him

embracing Mrs. Tucker, according to statements by the three.

Rainbow Meeting Tonight
The Rainbow Division Veterans' Association will meet tonight in courtroom No. 3 at the courthouse. Byron C. Young is president.



Forward Steps in Electrical Development

The Central Indiana Power Company through its subsidiaries is at present serving 61,000 customers in 120 Hoosier communities. These companies serve homes, stores, factories and farms in 28 counties.

Construction projects planned and under way will add a large amount of additional power and enlarge their field of operations. With a large number of diversely located steam power sources—in all it will be possible to safeguard service interruptions in a manner heretofore impossible.

The organization of the Central Indiana Power Company is a logical step in electri-

cal development. Engineers have long recognized that the electrical demands of the public can be met and efficiency of production and better service obtained, only by the creation of greater power systems.

This company is owned by more than 3,500 citizens. It is administered on the policy that the operation of a utility property is a public trust and the ideal of the "square deal" must control its actions if it is to continue to succeed.

We believe that we have your good will and that you will, sooner or later, join our large family of shareholders and become one of the many owners of what is truly "a great service company, owned by the public."

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LAFAYETTE

Saturday, Nov. 17th

VIA

Terre Haute, Indianapolis & Eastern Traction Co.

Account

PURDUE-NORTHWESTERN FOOTBALL GAME

Tickets good going on all regular and extra trains up to 11:10 a. m.
Saturday, November 17th

Good returning from LaFayette on all regular and extra trains up to and including Sunday, November 18th

Annual Home Coming of Alumni

The Hudson River Limited

An overnight through daily service to New York and Boston via the water level route of the "Century." The Hudson River Limited is an all-steel train, with club car, sleeping cars and a dining service of acknowledged excellence.

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Good- Will

SHAKESPEARE appraised good-will at its true value when he said:

"Who steals my purse steals trash;
'tis something, nothing;
Twas mine, 'tis his, and has
been slave to thousands;
But he that filches from me my good name
Robs me of that which not enriches him
And makes me poor indeed."

It is good-will that has made the Standard Oil Company (Indiana) great.

Good-will is prized more highly by the Management of this Company than any other factor or element in the business.

Good-will is born of confidence.

Confidence is the inevitable result of ability to serve—proved over long periods of time.

In short, good-will is the child of Service.

The Standard Oil Company (Indiana) long ago became convinced that when service is rendered to the public, profits follow—as surely as night follows day.

The more whole-souled, the more energetic, the more enthusiastic the service, the greater the profits.

Service is interpreted in the Standard Oil Company (Indiana) to mean something more than the perfunctory delivery of petroleum products.

It means going to any lengths to get Standard Oil products to the consumer, wherever he may be, in such quantities as may be desired—whether in thousand gallon lots or five gallon lots.

It means the highest standard of quality in manufacture and the maintenance of this standard at all times.

It means exerting every atom of facilities at the Company's command, to discover and develop new products from crude petroleum that will add to the comforts and refinements of life.

It is this enthusiastic spirit of intensive service—plus the every day practice of the principles of equity, fairness and justice—manifest at every point of contact between the Standard Oil Company (Indiana) and the public—that has gained for this Company the good-will, respect and esteem of the thirty million people of the Middle West.

**Standard Oil Company
(Indiana)**

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