

WHY YOU SHOULD DRINK MORE TEA

by
Sir Charles Higham



THERE is nothing quite so delicious or refreshing as a cup of good tea. It stimulates the brain as nothing else can do. Try afternoon tea as an innovation in your home. Watch the effect on your guests. It promotes pleasant conversation. It strengthens your friendships. The Afternoon Tea habit is now general throughout the civilized world.



How to make Tea

Be sure you use India Tea or a blend containing India Tea and make it in the correct way—as it is served in England. Use an earthenware teapot. Put into it one teaspoonful of India Tea for each cup of tea required. Be sure the water is poured into the teapot the moment it boils. Allow to stand for 5 minutes to infuse. Put a little milk or cream into each cup before serving the tea. It greatly improves the flavour. Then add sugar to taste.



Your retailer or store can supply you with India Tea or blends containing India Tea. He has no difficulty in getting it as practically every wholesale distributor of tea in this district supplies India Tea.



The high level reached in the cultivation of tea in India has only been secured after many years of scientific agricultural research. The highly efficient process of India Tea manufacture is attained by the utilisation of the most modern methods and machinery, ensuring a product of the greatest purity.

Be sure you use
INDIA TEA
or a blend containing
INDIA TEA

U. OF P. MEETING TO BE HELD HERE

Associated Clubs in Annual Session Friday.

Prominent administrative officers, faculty members and alumni of the University of Pennsylvania will assemble here Friday in the annual conference of Associated Pennsylvania Clubs. Sessions will be held at the Indianapolis Athletic Club. For the accommodation of those at the conference, a special train will be run from here Saturday to Champaign, Ill., for the Pennsylvania-Illinois football game.

Samuel R. Harrell of Indianapolis, member of the university's welfare committee, heads the local committee on arrangements. Other local men on the arrangements committee are: Charles S. Weiss, president of Indianapolis alumni and member of the welfare committee; C. Willis Adams, member of the committee on relations with secondary schools; Robert F. Daggett; Bowman Elder, member of the committee on work of constituent clubs; Robert C. Winslow, Irving M. Fauvre, Howard M. Gay, Conrad R. Ruckelshaus, Robert E. Stafford and Dr. Arthur M. Mendenhall.

Dr. Robert Judson Aley, president of Butler University, is a member of the committee on nominations.

Kershner Tells How to Meet the Queen

Answering the prevailing question as to what sort of attire should be worn in greeting Queen Marie of Roumania when she visits Indianapolis Nov. 17, Adlt. Gen. William H. Kershner, head of the committee of welcome, today urged the "good, old-fashioned Hoosier hospitality and dress."

Kershner advised that Her Highness be greeted as a plain American citizen. "Should we attempt to imitate the manner and customs of a European court, we probably would only succeed in making ourselves ridiculous in the eyes of the Queen, who is an intelligent, courteous, sensible lady, as well as Queen of Roumania," he declared.

TELLS ABOUT BOYS

Curtis Publishing Company Representative Addresses Rotarians.

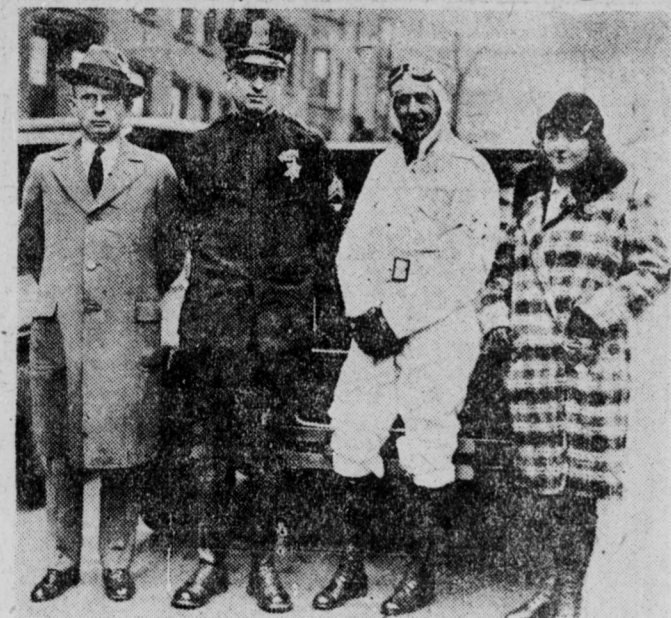
"You can always get to the heart of a boy if you have the right key," declared Charles U. Beeching of Philadelphia, Curtis Publishing Company chief vocational counselor, before a Rotary Club luncheon Tuesday.

Beeching, who has charge of the "boy power" of the company, is in constant contact with 35,000 young salesmen.

Marriage Licenses

Russell Fowler, 24, Elwood, Ind., making; Myrtle Harris, 18, 120 N. Harding, housekeeper.
George H. Harts, 31, 320 S. Pennsylvania, lithographer; Alice Conner, 25, 2210 Madison, typist.
George H. Harts, 30, 316 W. Sixteenth, waiter; Anna Gray, 25, 1901 Highland, waitress.
George Lowery, 24, 433 Bright, waiter; Clara Hester, 20, 109 E. Maryland.
John T. Zahn, 25, 434 E. New York, clerk; Margaret Rose, 38, 3038 E. Tenth St.
Chamney Street, 51, 5014 Julia, electrician; Grace Hitt, 38, 908 E. Fifth St.
Alpha Omega Cramer, 47, 2025 Hoyte, mechanic; Goldie Pearl Wood, 33, 2623 E. Michigan, clerk.
Victor Crickmore, 24, 1746 Roosevelt, welder; Mary Brady, 21, 1826 W. Virginia, inspector.

'Go Slower—Live Longer'



Left to right: Todd Stoops, secretary and manager of Hoosier Motor Club; Sergeant Frank Owen of accident prevention bureau; Art Hickox, "apostle of safety"; Mrs. Hickox.

The Hoosier Motor Club obtained the services of Art Hickox, here this week for accident prevention week observations. The safety expert talks to luncheon clubs, conferences at various public schools, and makes short speeches at theaters. Sgt. Frank Owen is accompanying Hickox and aiding him in the safety campaign.

The "apostle of safety" in trips through the downtown streets has an amplifier on the front of his car and calls attention to derelictions of traffic laws which he observes.

"Go slower and live longer" and "a light foot on the gas and a heavy one on the brakes," are Hickox's slogans.

SEEK PLANT FOR BODY COMPANY

Negotiations on for Leasing National Factory.

Negotiations for leasing the National Motor Corporation plant, Twenty-Second St. and the Monon Railroad, by the Weyman Body Company, an English firm, as an American branch for building Weyman auto bodies, are under way today and are expected to be completed Friday.

Attorneys of the Fletcher-American National Bank are preparing the lease. The bank is trustee for the bondholders who own the plant and equipment.

B. W. Twynne, former official of the Nash Motor Company, arranged the lease for the body company. Frederick Moskovic, president of the Stutz Motor Car Company of America, is interested in the location of the plant here. While abroad several weeks ago, Moskovic talked with officials of the English company regarding establishment of an American plant in this city.

Have You Slowed Down?

Is it increasingly difficult for you to get through the day without taking time out for rest? Are you just a little puzzled as to why you are unable to do as much as you used to do without that "all gone" feeling? You need to have no hesitation in seeking our advice and examination.

Ask the Man Who's Been Here

Just had 22 teeth taken out without the least pain and you are more than welcome to use my name. I will gladly recommend the People's Dentists.

W. E. WILLIAMS, 2338 Ruckle Street.

Gold Crown... \$4 and \$5 per tooth
Bridge Work... \$4 and \$5 per tooth
Filling... \$1.00 up
Artificial Sets, Gold Pin... \$12.50 up
Painless Extracting... .50c up

Extracting Free When Plates or Bridges Are Ordered. Examination Free.

THE PEOPLE'S DENTISTS

36 WEST WASHINGTON STREET

HOURS—8:00 A. M. to 6:00 P. M. SUNDAY—9:00 A. M. to 12:00 M.

Over Ganssohl Trunk Store

PURDUE SUBMITS EXPANSION PLAN

Budget Proposes Expenditure of \$3,663,330.

An expansion program which will cost \$3,663,330 in addition to the regular operating expense has been asked for Purdue University in the biennial budget for the institution, filed with the State board of accounts by President Edward C. Elliott. In addition to the \$1,625,000 appropriation asked for next year for expenses and the \$1,500,000 requested for the succeeding period, incomes of \$347,000 are expected during each of those years, making a total of nearly \$4,000,000 available during the two-year period for normal expenses of operation.

Outstanding proposals in the expansion program include a new \$500,000 gymnasium, two new dormitories to cost about \$250,000 each, two units for the chemical engineering department, \$100,000 each; two new civil engineering units, \$300,000; a new pharmacy building, \$150,000; library additions, \$137,000; a \$155,000 faculty allowance, an expenditure of \$479,800 for the school of agriculture; \$112,000 for a heating and power plant and \$200,000 for an administration building. Normal expenses are separated from the expansion needs in the budget request.

RUBBER IN CALIFORNIA

Golden State May Solve American Shortage.

By Times Special
BERKELEY, Cal., Oct. 27.—"Gumtree," or Mexican rubber plant, may solve the American rubber shortage, according to announcement just made by scientists working at the University of California.

Dr. William McCallum, representing a Big American rubber company, Prof. F. B. Kennedy, and others have found that this wild shrub will grow better in the great California valleys than in its native Mexican plains. Plans are afoot, says Professor Kennedy, to plant extraction plants on each rubber farm, similar to the great sugar-beet units in California valleys.

The plant produces rubber equal to the best Para rubber for every purpose.

POLAR BEAR IS FICKLE

London Zoo Favorite Deserts "Brunette" for New "Blonde."

By United Press
LONDON, Oct. 27.—It now develops that polar bears—as well as gentlemen prefer blondes. Sam, the London zoo's favorite polar bear for many months had been perfectly content to hob-nob with a large brown female bear. Recently, however, he was introduced to a new arrival, a complete and perfect blonde from the Arctic. Forthwith Sam deserted his "brunette" friend for the new blonde.

The Store of Greater Values THE FAIR

311-325 West Washington Street

"Show Room Samples"

Said the Maker of These Fine

Fur-Trimmed Coats

Garments made for stores that offer the utmost in values at \$19.75 to \$25.00. On sale Thursday—

\$14.44

Wonderful Coats at a remarkably small price. All sizes for misses, women and plenty of sizes for larger women.

—Bolivias —New Reds
—Suedes —Rich Wines
—Plaids —Soft Greens
—Mixtures —Browns
—Velvettes —Lovely Grays
—Overplaids —Plain and Fancy
—Second Floor.

Better RAINCOATS for Women

Thursday the price reduced. Smart shades of red, green, blue and purple. Dressy styles **\$3.98**
—Second Floor.



Thursday—A Sale!

1,000 New Novelty

Shirts

Better Value

Worth More

New Shirts
New Fabrics
New Patterns
New Colors
New Values

89c

Collar Attached
Neckband Styles
For Men and
Young Men
Sizes 14 to 17

Men—Here are the best looking shirts you have seen at anywhere near this price. High-grade fabrics, handsomely tailored, perfect fitting, smart pattern, durable colors. Ready Thursday at eighty-nine cents.

Men's Corduroy Pants
\$2.95

Men's Warm Sweaters
\$3.95

Men's Dark Work Pants
\$1.00

Gray, blue and dark. Excellent quality. All regular sizes.

One of the best values in the sweater section. Coat style, heavy rope collar. Sizes 36 to 46.

The biggest dollar's worth in town. Neat dark patterned fabrics or high grade khaki. Sizes 36 to 42.

Real Bargains for Real Boys!
On Sale Thursday Only!

Boys' Long Pants Wool Sweaters and Lumberjacks

\$1.89

Only at the Fair will you find these of such splendid quality at such a small cost. Splendid Sweaters in all good colors—various styles. Big, warm, Lumberjacks in plaids. Trousers of excellent material, neat patterns and durable colors. Sizes for boys 4 to 17.



Boys' Fall and Winter Caps, 49c

Better than to pay 75c, isn't it? New Caps—light and dark colors. New styles—all sizes for boys. —Street Floor.

VICTOR FURNITURE CO — "The Store That Satisfies"

Buy Your New Stove

On "Victor Easy Terms"

THE MARVELOUS COLE'S Hot Blast Heater

A Remarkable Fuel Saver

1. Cole's Patented Carburetor Combustion with the Air-Vac Tube turns wasted fuel into warmth and comfort.
2. Gives perfect heat control—even steady warmth.
3. Powerful heat circulation through sensitive radiating body.
4. Easy of operation—sure—safe—clean and reliable.
5. Built to last through the years—low up-keep costs. Specially priced at

\$19.75 and up



The World's Famous

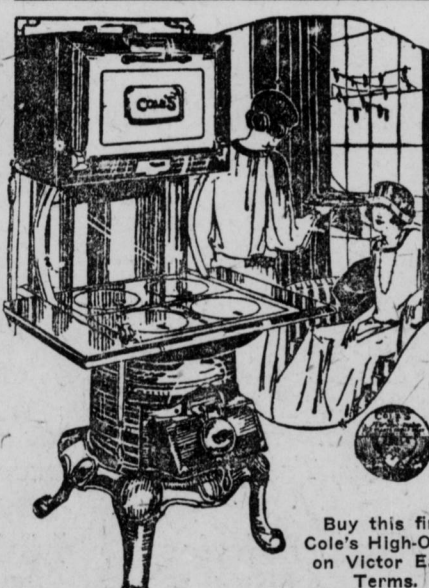
Cole's High-Oven

The Perfect Range and the Perfect Heater

Cole's High Oven Range with the round base burns any fuel with the utmost economy. The Hot Blast Draft burns the fuel gases as well as the solid fuel, and saves you a good many dollars a year. This range holds fire easily over night. You will get splendid baking results with this handsome range. This model is a very popular one and has become a favorite with thousands of housewives.

\$69.75

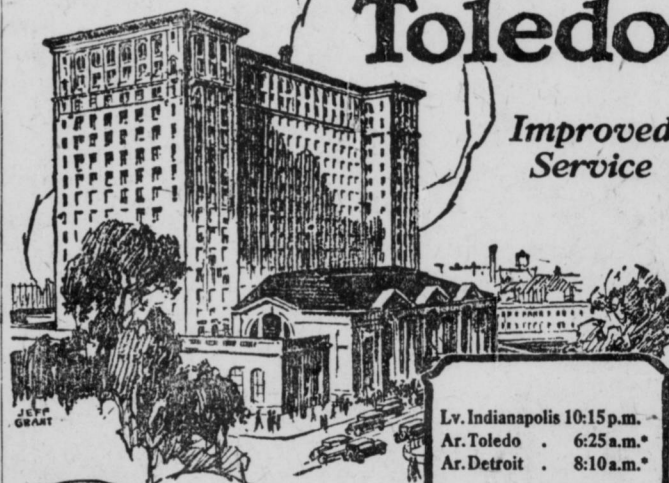
Buy this fine Cole's High-Oven on Victor Easy Terms.



VICTOR FURNITURE CO.

231-237 WEST WASHINGTON STREET

To Detroit and Toledo



Improved Service

Lv. Indianapolis 10:15 p.m.
Ar. Toledo . 6:25 a.m.
Ar. Detroit . 8:10 a.m.

Lv. Indianapolis 7:00 a.m.
Ar. Toledo . 2:43 p.m.
Ar. Detroit . 4:23 p.m.

Lv. Indianapolis 12:00 Noon
Ar. Toledo . 6:54 p.m.
Ar. Detroit . 8:40 p.m.

*Eastern Time

Three modern trains leave for Toledo and Detroit, morning, mid-day and night and provide the utmost in travel comfort. Parlor cars, coaches and dining cars serving excellent table d'hote meals on day trains. Sleeping cars and through coaches on night train.

Tickets and reservations at: City Ticket Office, 112 Monument Circle, phone Main 0350, Union Station, phone Main 4567. J. N. LEMON, Division Passenger Agent, 112 Monument Circle.

BIG FOUR ROUTE

7 Trains to Chicago
7 Trains to St. Louis
8 Trains to Cincinnati
7 Trains to Cleveland

Southwestern Limited
Lv. Indianapolis 2:05 p.m.
Ar. New York . 10:05 a.m.
Ar. Boston . 12:40 p.m.