

**PUBLICITY MEN
IN TWO PARTIES
SET FOR DRIVE**

Democrats and Republicans
Organize Staffs of
Newspaper Men.

BY ROSCOE B. FLEMING
WASHINGTON, July 17.—The
two greatest political publicity ma-
chines in United States history are
getting ready to grime behind the
stage-settings of both parties.

The Republicans have a start on
the Democrats. Under Henry J.
Allen, former publisher of the
Wichita Beacon, as director-general,
they have assembled a strong staff
whose executives are mainly former
Washington correspondents.

Radio to Help

Democratic plans have not been
announced. But they have the large
publicity staff which functioned for
Governor Smith in the pre-convención
campaign, and it is being kept intact
and ready to go in New York, directed
by the same board of ad-
visers which has served Smith so
well in State campaigns.

It is probable that Smith's main
publicity work will be done from
New York, unless the issue turns on
Republican corruption, in which
case the Washington office of the
national Democratic committee,
which has a full-time publicity
force, will be active.

The Democrats are in the pleasant
position of anticipating a
publicity war chest which will come
nearer matching that of the G. O.
P. than in many years past. They
also expect to be helped by the
personality of their candidate.

Added to the countless columns
of newspaper and magazine matter
to be sent out, the biggest radio
hookups in history will carry the
voices of Hoover and Smith deliver-
ing their major speeches, into mil-
lions of homes.

Bureaus in Cities

Among the Washington former
newspapermen engaged in the Hoo-
ver publicity headquarters are A.
H. Kirchhoffer, managing editor of
the Buffalo News; Harry J. Brown,
president of the Gridiron Club of
Washington; George Akerson, for-
mer Washington correspondent of
the Minneapolis Tribune, now Hoo-
ver's secretary and a dozen more.

Kirchhoffer will have the job of
organizing Hoover press bureaus in
Chicago, New York, the border
States, the Northwest and other
points where the fight is expected to
be hottest. Brown is liaison agent
between Hubert Work, Republican
national chairman, and the press.

Rules the Elks



Grand Exalted Ruler of the Elks is Murray Hubert, unanimously elected by the 1,400 delegates at the national convention in Miami, Fla. Hubert, long prominent in the order, also is a former president of New York City's board of aldermen.

JUDGE GETS HIS NUMBER

Reckless Driver Plunges Through Traffic, But Is Haled to Court.

By United Press
CHICAGO, July 17.—William Callahan, 33, a contractor, will be more careful in the future when he is driving.

Callahan, driving in heavy traffic, bumped one car, brushed several others, passed a stop sign and sped away, but Judge Freeman L. Fairbank, of the municipal bench, took his license number.

Now Callahan faces charges of speeding, passing a stop-light, leaving the scene of an accident, malicious mischief and damaging property.

YOUTH IS ON DECLINE

Younger Generation Declines 18 Per Cent Since 1870.

NEW YORK, July 17.—Numerically the younger generation is on the decline, Dr. Ira S. Wile found after completing a Federal census. In 1870 there were 7,700,000 persons between the ages of 15 and 25 while there were 2,000,000 persons between 50 and 59.

In 1920 there were 18,600,000 persons in the former group and 8,200,000 in the latter group, showing an 18 per cent decline in the younger generation.

Once There Was a Steer

that went all over the world. But not until after the meat was prepared for market.

The fine hair in its ears went to Paris to be used in an artist's "camel's hair" brush.

The shin bones went to Sheffield, England, where they became knife handles that were carried in men's pockets to South Africa and London.

The sinews and tendons went to Canada and Mexico—first boiled down into glue used in the manufacture of furniture.

Every part of this steer went somewhere and was used—even tiny glands no bigger than peas went to pharmaceutical houses to be made into medicine.

The farmer who raised this steer was glad to sell it to Swift & Company for a good cash price. If he had prepared it for market himself, it would not have been worth so much. Besides the meat, he could have saved only the hide and fats. All the rest of the steer would have been lost.

Swift & Company handles thousands of animals daily and uses every part of them. Economy results.

You benefit by it. Swift & Company's profit from all sources amounts to only a fraction of a cent per pound.

Swift & Company

Indianapolis Branch, 223-7 Kentucky Avenue
D. K. McLaughlin, Manager

Visitors are welcome at
Swift & Company packing plants.

July—A Month of Special Savings Downstairs at Ayres

Substandards of REAL SILK Hose for Women

Exclusively Downstairs at Ayres

Real Silk Hose are known the country over by women who appreciate their beauty and durability. Substandards (those that escape being classed as perfect because of some minor imperfection) are to be bought only in Indiana and in Indianapolis only downstairs at Ayres.

At \$1 At \$1.25

Silk to the top chiffon, full fashioned; with lisle reinforcements. Sizes 8 1/2 to 10.

At \$1 At 80c

Silk, service weight, to lisle garter hem. Full fashioned; fully reinforced. Sizes 8 1/2 to 10.

—Downstairs at Ayres.

At 59c At 79c At \$1

A Special Offering of 1,500 Women's Slips



A big special purchase of women's slips gives us an opportunity to offer you unusual values. Irregulars, manufacturers' samples and first quality merchandise are included. White, peach, pink, navy, black, Copen, nile and rose.

At this price are pretty dainty slips of lustrous rayon satin. Made bodice tops, hip pleats; narrow hem or trimmed in fancy picot scalloped ruffles. Regular sizes.

\$1.49
\$1.95

Selling at this price are heavy, fine quality slips made of beautiful lustrous rayon satin, styles are similar to ones described above. Shades to lend allure to dainty summer frocks. Regular sizes.

Muslin of good quality, made with deep hem. Tops are edged with lace—some have bits of real lace. A few plain tailored slips have built-up shoulders. Sizes 36 to 44.

Striped lingerie in peach, nile, pink or white, in extra sizes.

Heavy muslin in regular sizes, trimmed with real hand-made lace, or dainty embroidery.

Woven Rayon of pretty lustrous quality, made bodice tops, with narrow hem. Pastel shades. Regular sizes.

—Downstairs at Ayres.

Plain Colored, VOILES 22c Yd.

40-Inch voiles in a splendid weight for either lingerie or dress for women and children. Offered at an unusually low price. Choice of the following plain colors: Rose, Copenhagen, maize, red, black, navy, tan, nile and lavender.

Remnants of "Palm Prints" 25c Yard

A splendid selection of beautiful fast-color prints for women's and children's dresses; 36 inches wide.

Printed Silks, \$1.25 Yard

39-Inch printed flat crepes and printed georgettes in floral patterns and polka dots. A wonderful value.

Printed Silk-and- Cotton Crepe, 88c Yard

Very fine printed silk and cotton crepe, and printed rayons. In a good choice of patterns and in fast colors. 36 inches wide.

Remnants of Wash Fabrics, 19c Yard

A good selection of printed broadcloths, Rxford prints, percales, ginghams and lingerie crepes.

Printed Voiles, 39c Yard

An exceptionally large variety of patterns to choose from—floral and figured patterns on light grounds. 36 and 40 inches wide.

Rayon Alpaca, 29c Yard

A lustrous, closely woven quality in a large choice of plain colors, including rose, pink, lavender, Copenhagen, red, white, black, etc. 36-inch. —Downstairs at Ayres.

A New Shipment of Dainty Cool Wash FROCKS

Those popular Alpena garments that are so desirable. Excellent quality prints in neat all-over or larger floral designs; are trimmed in pique, lace, dimity, etc. Basque or straight line styles—cool-looking shades. Regular and extra sizes.

—Downstairs at Ayres.

\$1

Sale of Women's Summer Shoes In White or Tan Tweed

\$1.95



This is an unusual price for these attractive, serviceable summer shoes—all well made and in good styles. Included are straps and oxfords in white canvas, and oxfords made of tan tweed. These are imported shoes that are cool and comfortable for street and sports wear. Cuban heels. Sizes 3 to 8 in A to C widths.

Children's Perforated Dress Sandals

Dainty imported sandals in tan stitched with red; small heels. Sizes 5 to 8, \$1.95; sizes 8 1/2 to 11, \$2.45; sizes 11 1/2 to 2, \$2.95.

—Downstairs at Ayres.

Continuing Our Special
Week's Selling of Substandards of

REAL SILK Fancy Silk Socks

A Fine Value for Men

35c. Pair 3 Pairs for \$1

Because of the recent tremendous output of first quality fancy socks, it is natural that the Real Silk Mill would find itself overstocked with substandards. This condition has in turn made it possible for us to offer this special price for these well-known and well-liked socks for men. There is a special group of smart fancy patterns and color combinations to choose from. In sizes 9 1/2 to 12.



Girls' Wash
DRESSES
\$1.95

A new assortment of appealing frocks in tiny checked rayons, dainty printed fabrics, voiles, etc. Several pretty styles, sleeveless or with short sleeves. Light colors. Sizes 8 to 14.

—Downstairs at Ayres.

Just Newly Arrived! 300 Dresses

In Summer's Smartest Styles

\$10

Pastels divide favor with polka dots, and new navy georgettes. Sleeveless models vie with long sleeved styles. New trimming ideas give them individuality, and you will find types for every occasion for now and for early fall wear.

Sizes 14 to 48

Prints Navy White Wash Crepes Black Copen Satins Nile Orchid Pink Georgettes Maize White Beige

