

FURNITURE AIDS ART OF LIVING, ROTARY IS TOLD

Chicagoan Stresses Need for
Comfort and Beauty
in Homes.

Explaining that furniture should be comfortable and have a "beauty that springs from unity in diversity," Bernard C. Jakway of the American Walnut Manufacturers Association, Chicago, told Rotary Club members at a luncheon meeting in the Hotel Claypool today that a well-furnished room contributes greatly to the art of gracious living.

The subject was made timely, he said, by National Furniture Week, to be observed Oct. 2 to 10.

Mr. Jakway said his formula of "unity in diversity" means a beautiful room can't be made by merely putting individually handsome or costly pieces in it, but only by seeing that everything goes together harmoniously. It also means, he added, that furnishings must not be too much alike.

Furniture Influences Lives

"Furniture can and does do something to you," he said. "It is a dynamic, rather than a merely passive influence in your lives. It even works while you sleep."

"The first principle is that every piece of furniture should be chosen to fit the people who are to use it, and the purpose of the room in which it is to be used."

It often happens, Mr. Jakway said, that after a new piece or suite of furniture has been installed, or even an entire room redecorated, the family finds itself vaguely uncomfortable and disconcerted.

"True enough, uncomfortable chairs and awkward tables are trifles," he said, "but like tight collars, ill-fitting shoes or a faulty digestion, they are what Chesterton called 'tremendous trifles.'"

Light Is Energizing

He pointed out that light is an energizing agent, while shadows are tranquilizing, and darkness lethargic.

"To be most restful in effect by day a room must be equipped with means for controlling easily the amount of light admitted by the windows. By night, it must be lighted by well-shaded lamps, and not by ceiling fixtures or wall brackets."

"Color affects a tired man in the same way," he said. "He can not hope to find the maximum effect of repose in a room with white walls, or with pale ivory or any color that approaches white in tone. A room, by association of ideas, is invested with a quality of restfulness by strong emphasis upon horizontal lines, upon length as opposed to height."

The right furniture, he concluded, can soothe or stimulate, bring repose and serenity, or gaiety and animation.

NEWLIN NAMED HEAD OF MCGUFFEY CLUB

John H. Newlin, 2019 Park-av., is the new president of the Indianapolis McGuffey Club. He was elected to succeed S. B. Prater, 956 N. Gray-st.

Other officers named were R. C. Burrell, Bloomington, first vice president; Harry M. McColgin, second vice president; Mrs. Jennie M. Sparks, third vice president; Mrs. Rose W. Sadler, recording secretary; Mrs. Libby Runyan, financial secretary, and Henry F. Bond, treasurer.

STOCK INDEX DECLINES

Times Special
NEW YORK, Sept. 22.—The investment companies common stock price index declined last week, as evidenced by the averages compiled by Distributors Group, Inc. Average for common stocks of 10 leading management companies influenced by the leverage factor stood at 20.78 at the close of Sept. 18, compared with 21.12 on Sept. 11.

The average of the mutual funds closed at 16.40 on Sept. 18, compared with 16.48 at the close of the preceding week.

REPORTS ON WPA WORK AT AIRPORT

Progress of WPA work on the Municipal Airport was to be reported today to WPA officials at Washington by I. J. Dienhart, airport superintendent.

Mr. Dienhart flew to Washington today for a conference with WPA executives. He said he had no indication whether added projects at the airport would be considered. The city recently filed a request that the government construct a new hangar. Development of the field for Army planes also has been considered.

DE PAUW HEAD HOLDS IDEALISM IS NEEDED

Times Special

GREENCASTLE, Ind., Sept. 22.—The function of college students and professors is solution of world problems in a spirit of idealism, Dr. Clyde E. Wildman, De Pauw University president, declared in his first address to the student body yesterday.

President Wildman struck at the "forces of materialism," and cited the need of educational institutions to adjust to a changing world.

COURT REQUESTED TO RULE MAN DEAD

Times Special

BLOOMINGTON, Ind., Sept. 21.—A petition to have a man declared legally dead prior to 1919 has been filed in Circuit Court here in connection with the settlement of the estate of Thomas A. Shields, World War soldier, who died in 1919.

The petition asks that Paris Shields, father of Thomas, be declared legally dead before 1919. Paris Shields, the petition states, disappeared in 1896 or 1897 and has not been heard from since.

The son carried \$10,000 war insurance to which his mother was beneficiary. The mother died recently with about \$2000 of the insurance money still unpaid. In order that heirs may be given the balance of the estate, it is desired that Paris Shields be declared legally dead.

WILDE TO ADDRESS LIONS

Carl Wilde, president of the Board of School Commissioners, is to discuss the public school housing situation and the school budget before members of the Lions Club at their luncheon meeting tomorrow noon in the Hotel Washington.

Miss Chambers Recommends

United Rugs and Linoleums



I am delighted with the new Fall Rug Patterns and Colorings. The tremendous selections and lower prices make shopping at THE UNITED a most satisfying experience!

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Every rug guaranteed first quality. Full bordered rugs in tile and oriental designs. Suitable for any room.

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Beautiful Persian designs in combinations of brown, rose and beige color in a heavy lasting quality—values that are easily worth \$31.50.

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FOR EVERY ROOM
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FACTS . . .

You may not know about Ayres Downstairs Store

TO BEGIN WITH we're not a typical "basement store" or "bargain basement." True, we're located on one great floor below the street level . . . but that's where the resemblance ends. Our merchandise, our methods of handling transactions are identical with those of medium-price upstairs stores. The Downstairs Store of L. S. Ayres & Co. is a complete store in itself . . . it is actually "a store within a store"! . . . a flourishing part of the entire L. S. Ayres & Co.

Ayres Downstairs Store is one of the greatest "traffic centers" in retail Indiana! More people pass through our aisles than in many large upstairs stores . . . truly "The BUY-WAY of Indianapolis." One of the reasons why this is true, as any of our customers can testify, is that we present the merchandise that is wanted—WHEN it is WANTED! Nothing is brought down from the upstairs store and placed in our stocks for clearance. We carry large, regular stocks in complete assortments and in wide variety—all bought by our own Downstairs Store buyers.

Our ready-to-wear departments feature inexpensive clothes that are in good fashion, and good taste. New merchandise arrives almost every day, and enables us to have the style-right items at the very moment they are most in demand . . . and at consistently low prices. We are equipped to specialize in apparel for three distinct types: for Misses and Women, for Larger Women, and for the Junior Miss.

Hats, shoes and accessories are treated with great respect in our Downstairs Store! We realize their utter Fashion importance, and select them for our stocks with as great care as we do our ready-to-wear. Thousands of Indianapolis women are familiar with our complete selections of gloves, bags, hosiery, underwear and foundation garments.

They say it's hard to get MEN to shop in a department store, yet we outfit hundreds of men—not just once or twice a

year, but all year 'round. Our "ONE-STOP MEN'S SHOP" includes hats, overcoats, suits, shoes, shirts, underwear and all other furnishings. So, if you have a man in your family who wants to be well-dressed, tell him about Ayres Downstairs Store values!

Of course, when it comes to the CHILDREN, everybody knows we're popular with Infants and Toddlers, Two-to-Sixers, Boys and Girls—all who have their own specialized departments. The hard-to-fit Teens are easy to fit here! You'll find it fun to select all the clothes your children need—all on this one big floor. You'll find your clothing budget goes SO much farther, too!

In Ayres Downstairs Store you'll find, not only apparel, but also departments devoted to yard goods, curtains and draperies, bedding and domestics, rugs. Did we say "Rugs"? Yes indeed! We have one of the most outstanding Downstairs Rug Departments in the middle west.

How many customers do we serve each day? Our records show that an average of several thousands of people shop here each day. There were nearly a million and a half separate purchases last year alone . . . and this year promises to be a record breaker! There are TWENTY-SEVEN separate departments . . . and over 40,000 square feet of floor space in our Downstairs Store. Our staff of employees often numbers more than 200—so that you can be served efficiently and without loss of time.

Every facility of L. S. AYRES & CO. is at your disposal when you shop in the Downstairs Store . . . deliveries, charge accounts, deferred payment and all other Ayres Services. Five stairways and nine elevators make the Downstairs Store easily accessible. Our efficient AIR CONDITIONING system keeps the air clean, healthful and comfortable . . . the air is completely changed every seven minutes.

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From report of noted home economist at leading university. Name and information on request.



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