

## SALESMANSHIP KEY TO BETTER TIMES, IS CLAIM

Eastern Mayor and Author  
Speaks to Petroleum  
Association.

Salesmanship will do more to bring this country out of the depression "than all the political folderol in the world," Billy B. Van told the Indiana Independent Petroleum Association today.

Mr. Van, author and mayor of Newport, N. H., spoke at the opening session of the Association's two-day fall convention at the Sevier Hotel.

"New England sold itself on its possibilities and then did something about it," he said. "When the textiles and steel went out, it was the depression. New England went out and got new industries. There have been 487 new industries brought in during the last four and one-half years. The rest of the country can do the same thing."

Among other subjects to be discussed at the convention will be State fair trade laws permitting manufacturers to specify resale prices for branded products.

## FOREST FIRE DEATH TOLL MOUNTS TO 21

5000 Battle Flames on  
Minnesota Border.

FT. FRANCES, Ontario, Oct. 12 (U. P.)—Five thousand volunteers and CCC workers, aided by observers in airplanes, were gaining control today of brush and forest fire which have raged for two days over 700 square miles along the international border.

Twenty-one persons already were known dead.

The first region extended from a point north of Ft. Frances southward across the border to Rosseau, Lake of the Woods and Koochiching counties in Northern Minnesota.

Ft. Frances and International Falls, the only large communities in the area, were threatened for a time but the danger abated when a 30-mile-an-hour wind, which had driven the fire out of control, died down.

The situation had eased today, fire fighters reported. They said several small fires had burned out and they believed they would be able to prevent other fires from spreading if winds do not rise again.

Ontario Province had approximately 1500 men—nearly every able-bodied male in the endangered area around Ft. Frances—fighting the flames. Across the border, nearly 3000 CCC workers and volunteers were on duty. They were directed by 45 National Guardsmen.

Gov. Benson of Minnesota ordered the guardsmen into the area yesterday and assigned two airplanes to observation duty over the area.

## SCIENTISTS WANT 'SNIFFING' METER

Measurement of Odors Is  
Impossible Now.

Montreal, Oct. 12 (U. P.)—Scientists are trying to invent a "sniff-meter."

McGill University scientists disclosed that science has accomplished marvels in the accurate measurement of most things which register on the various human senses, but invention of some way to measure smells still baffles the best inventive genius.

Methods of measuring sound, light, heat and cold are known, they said, but there is no instrument which will measure the intensity of odors and express them in units in a satisfactory manner.

The detection and elimination of odors constitutes a practical problem. In schools, for instance, it is found necessary to circulate some 30 cubic feet of air per student through classrooms, though all that is necessary to eliminate carbon dioxide and supply adequate oxygen is 4 cubic feet. The remainder to eliminate odors, which, though not known to be harmful, create an atmosphere of stuffiness.

Until a "sniff-meter" is perfect man has to be dependent upon his olfactory nerves, which vary widely from person to person, to measure odors.

## ODD FELLOWS VISIT GREENSBURG HOME

Members of the Grand Lodge, I. O. O. F. of Indiana, journeyed to the Odd Fellows' Home at Greensburg today in the feature event of the 102d annual communication.

Nearly 1200 delegates met earlier in the Grand Lodge Hall to hear reports by Frank E. Cline, grand master, and others.

Degree services will be conducted by the Richmond Lodge tonight in Castle Hall, 238 E. Ohio St. Officers will be elected tomorrow.

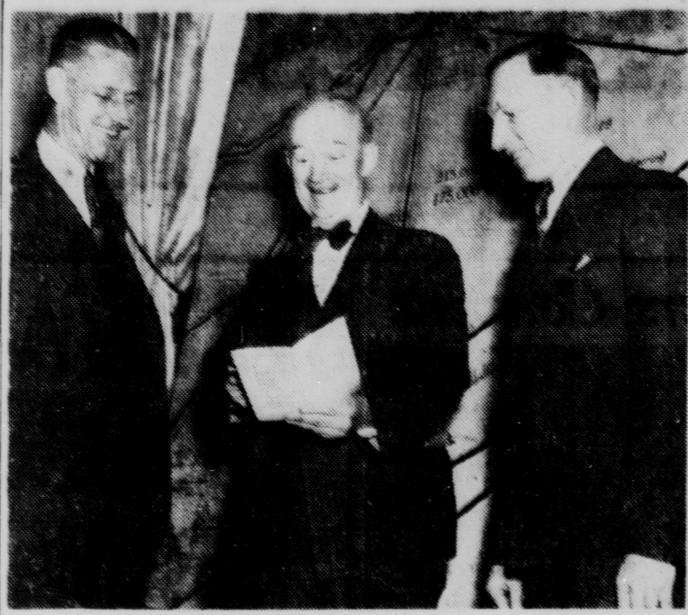
The 51st annual communication of the Grand Encampment I. O. O. F. of Indiana is to be held here Friday.

## BLIND MAN FINISHES WORLD TOUR ALONE

CALCUTTA, Oct. 12 (U. P.)—S. C. Roy of Calcutta, who is now back in his native city after a world tour, claims to be the first blind man to have accomplished such a tour alone. He visited Great Britain, France, Germany, the United States and Japan.

CHICKEN FRIED STEAK  
With Pan Gravy  
Specials Week 29c  
All Week 29c  
11 A. M. to 8 P. M.  
CORAL TEA ROOM  
K. of P. Bldg. Mass. Ave. and Penn.

## *Oil Dealers Hear Easterner*



# THE INDIANAPOLIS TIMES The "BUY WAY" of Indianapolis AYRES A DOWNSTAIRS A STORE

\* REGISTERED

**Tomorrow at 9:30! We Present a Grand  
Lineup of Our Best Selling Utility  
Coat Fashions—Attractively Low Priced!**

**Rain-r-Shine** \* REGISTERED

## Sports Coats

For EXTRA Warmth!  
For EXTRA Smartness!

**\$19.95**

Made of Twisted Tweed Boucle  
That's Moisture Proof, Dust  
Proof and Wrinkle Proof!

ABOVE: Panel back  
brown twisted tweed  
boucle swagger. Size  
20. \$19.95.

RIGHT: Brown  
twisted tweed  
boucle swagger coat  
with 1-button  
front. Size 20.  
\$19.95.

"Rain-r-Shine" twisted tweed boucle coats have become famous the past years because they offer so much EXTRA warmth and smartness. Because the boucle is grey, brown, blue mixtures is wrinkle proof, moisture proof and dust proof! This season we've a wonderful selection of new fitted, swagger, panel back and box swagger styles with fashion-right details and trims. The perfect coat for hiking, driving, campus, business, daytime and street wear. Styled for modern women and misses!

**Sizes 14 to 20—38 to 44—18½ to 26½**

—Downstairs at Ayres.

ABOVE: Blue  
gray twisted  
tweed with  
black leather  
piping trim.  
Panel back skirt  
treatment. Size  
14. \$19.95.

LEFT: Greenish  
gray twisted  
tweed with  
stitched lapel and  
slash pockets.  
Size 38. \$19.95.

To Make You Look Like the Women in Vogue!

## Betty Shaw DRESSES

With Soft Feminine Details

**\$6.98**

LEFT: "Betty Shaw" double alpaca rayon crepe in teal blue. Lace and velvet trim in contrasting colors. A day date, dressy style. Also in black, brown and wine colors. Sizes 9 to 15 in group ..... \$6.98

RIGHT: Two-piece style rayon alpaca crepe with dainty, feminine lace jabot. Plain enough for the office, gay enough for dates and dinner in the evening. Black, teal blue and wine colors. Sizes 9 to 15 ..... \$6.98

—Downstairs  
at Ayres



For Sports, For Business, For Daytime Wear

## "Round the World" Classic Wool Felt

**\$2.00**  
Headsizes  
21½ to 23½

• Black • Brown • Navy • Green

The perfect hat for here, there and everywhere! A classic, because it doesn't go out of fashion in a few weeks time! Has a becoming manipulated crown and decorative stitching with grosgrain and tiny feather trim. Wear "Round the World" as a bretton or snap brim swagger. Headsizes 21½ to 23½ in all four colors. Black, brown, green and navy.

—Downstairs at Ayres.

Foot-Flattering Fashions Combined  
With Foot-Comforting Arch Features!

## "American Girl" Cushion Comfort Shoes

**\$4.95**  
PAIR

• Kidskin • Suede • Calfskin • Pumps  
• Round Toes • Oxfords • Nurses • New Drape  
• T-Straps • Ties • Oxfords! Effects

One of America's outstanding style and comfort shoes. Shoes that give you cushion-comfort foot delight, because of the built-in arch support features. Shoes that give you style delight, because of the smart lines and details. Choice of over 20 different styles in black, brown and colors. Sizes 4½ to 11, widths from AAAA to EEE in the group.

—Downstairs at Ayres.

Irregulars of a Famous Crepe Stocking!

In 2, 3 or 4-Thread Weight!  
Snag Resistant—Gives Extra Wear!

## Crepe Knit STOCKINGS

**69c**  
PAIR

In Choice of Wanted Fall Colors!

You'll like these stockings, because they'll give you more wear, less likely to snag because they're knit on a special type machine. In 2-3- or 4-thread weights to round out your stocking wardrobe for morning, afternoon and evening wear. A stocking that's exquisitely sheer and beautiful. In all the smart, wanted fall shades. Sizes 8½ to 10½.

—Downstairs at Ayres.

**RCA Victor**

**Electric Tuning!**

New Low Prices!  
Special Easy Terms!

**95c DOWN**  
DELIVERS!

Just look at this gorgeous new-style cabinet. Notice the easy-reading Straight-Line Dial. Then—come in—try this sensational low-priced radio yourself!

**THE KRAUSS CO.**  
132 Monument Circle  
2 Doors East English Hotel  
MODEL 95K ONLY  
Flash!  
See the Powerful  
RCA 95X5 TUBE  
RADIO  
featured at \$14.95  
Only 95c Down!

**CHICKEN FRIED STEAK**  
With Pan Gravy  
Specials Week 29c  
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