

## SALESMANSHIP KEY TO BETTER TIMES, IS CLAIM

Eastern Mayor and Author  
Speaks to Petroleum  
Association.

Salemanship will do more to bring this country out of the depression "than all the political foldings 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 Severin Hotel.

"New England sold itself on its possibilities and then did something about it," he said. "When the textiles and shoes went out with 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 fires which have raged for two days over 700 square miles along the international border.

Twenty-one persons already were known dead.

The fire 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 is 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, 230 E. Ohio St. Officers will be elected tomorrow.

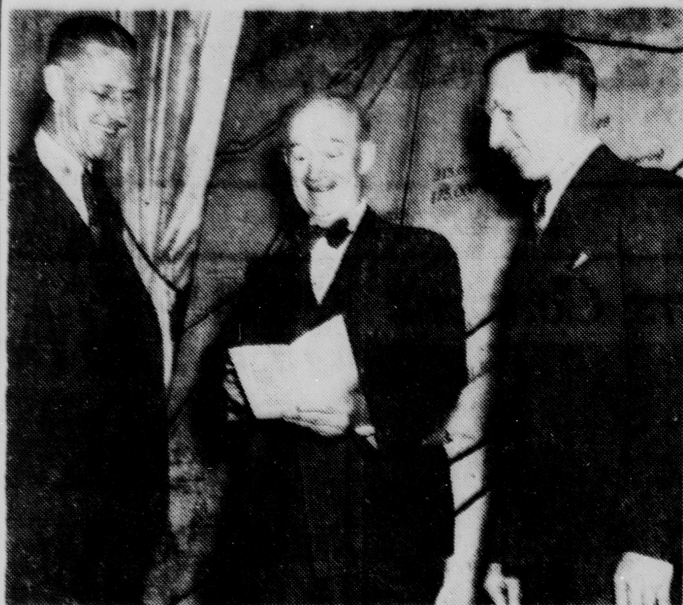
The 91st annual communication of the Grand Encampment I. O. O. F. of Indiana is to be held here Friday.

## 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  
Special 29c Complete  
All Week  
11 A. M. to 8 P. M.  
**CORAL TEA ROOM**  
K. of P. Bldg. Mass. Ave. and Penn.

## Oil Dealers Hear Easterner



"Showmanship and Salesmanship" was discussed by Billy B. Van, mayor of Newport, N. H., center, before convention delegates of the Indiana Petroleum Association today. Shown with him are George W. Hofmayer, left, association secretary, and C. W. Huber, Crown Point, a director.

## LABOR LEAGUE ASKS MORRISSEY'S OUSTER

Immediate removal of Police Chief Morrissey was demanded today by the Marion County Committee of Labor's Nonpartisan League. Charging that Mr. Morrissey's recent order to Indianapolis police concerning the committee's activities in strikes is "an admission of guilt that his department has violated its duty in failing to protect the rights of workers as defined in city and state regulations," the committee at a meeting last night attributed most of the recent industrial disturbances "to the failure of police in maintaining a fair and impartial attitude toward strikers."

## TWO-WAY RADIO FOR FIREMEN DEVELOPED

Loud Speaker System Also  
Helps Fight Blaze.

(Copyright, 1938, by Science Service)  
CHICAGO, Oct. 12.—Short wave, two-way radio may soon be the newest aid for firemen, it was indicated in the address of Anthony J. Mulaney, first deputy chief fire marshal of Chicago before the National Safety Congress today.

Fire chiefs nowadays, he said, not only have to know how to fight fires but they ought to be mechanical, hydraulic and electrical engineers and probably architects, too. They should have at the disposal of the department an expert chemist to analyze and determine the fire resistance of the hundreds of materials which now go into buildings.

The new two-way radio is now being studied by the Chicago Fire Department. It would be strapped on a fireman's back and could be taken into a burning building. The information, from the seat of the fire, could thus be transmitted back to a central control station outside the structure and the efforts of all the fire fighting forces could be coordinated by the chief in charge.

Supplementing this central control is the loud speaker public address system now installed on trucks by the Chicago Fire Department, which permits commands to be heard above the noise and confusion at any major fire.

## TARRED EVANGELIST, BRIDE HONEYMOON

MARIETTA, O., Oct. 12 (U. P.).—The Rev. Joseph A. Dixon, 42, Nazarene evangelist of Madison, S. D., and his young bride ate their first "honeymoon breakfast" without interference today because 10 of her relatives and friends were in jail after assertedly kidnapping and tarring and feathering him an hour after the wedding.

The evangelist's bride, 22-year-old former Opal Hasley, a farmer's daughter, vowed that "I love my husband and I'm going to stick by him," while her father, three brothers and six relatives and friends languished in county jail on kidnapping charges under \$1000 bond each.

Nine of the 10 posted \$1000 bonds and were released later.

## BITE OF BARKING SPIDERS PROBED

MELBOURNE, Australia, Oct. 12 (U. P.).—Entomologists, faced with a scientific problem of great import, sent for a species of barking spiders. The insects were flown 2500 miles for experiments to be conducted during the Northern Territory Exposition.

The bark of the spider, they learned, resembles the chirp of a cricket. Now they want to find out if it barks before it bites.

## 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 sensationally low priced radio yourself!

**THE KRAUSS CO.**  
132 Monument Circle  
2 Doors East English Hotel

Flash!  
See the Powerful  
RCA 95X5 TUBE  
RADIO \$14.95  
featured at  
Only 95c Down!

**\$49.95**  
BIG TRADE-IN ALLOWANCE!

## TYPOTHETAES TO PICK HEAD

Cleveland Man Is Slated for  
Presidency; New York  
Chosen.

B. B. Eisenberg of Cleveland was to be elected president of the United Typothetae of America at the closing meeting of the organization's 52d annual convention today at the Claypool Hotel.

He headed a list of unopposed nominees to be voted into office at an afternoon session.

Others assured of election and re-election included Edward J. Mordant, New York, first vice president; H. F. Ambrose, Nashville, Tenn., second vice president; R. W. Brandford, Denver, third vice president; Harry O. Owen, Chicago, fourth vice president; William T. Greig, Minneapolis, fifth vice president; Oscar T. Wright, Washington, treasurer, and Elmer J. Koch, secretary.

New York City was selected as the convention site for 1939.

Reports by the retiring president, George H. Cornelius, the credentials committee, treasurer, resolutions committee and necrology committee rounded out the day's sessions.

## PROBES TO RESUME SHIDLER FIRM QUIZ

The Marion County Grand Jury will resume its investigation tomorrow. Prosecutor Herbert M. Spencer said today of the activities of Shideler & Co., Inc., local securities firm whose license was revoked last week by the State Securities Commission.

Federal authorities also are reported investigating the affairs of the company following its failure with reported losses of \$100,000 to Indiana investors.

William Shideler, company president, and his father Frederick Shideler, are held in the County Jail under \$10,000 bond on charges of obtaining money under false pretenses.

## ROAD BLAST TEARS POWER POLES DOWN

PORTERVILLE, Cal., Oct. 12 (U. P.).—The highway crews constructing a new road north of here were warned to be more careful in their work.

A dynamite blast, intended to clear the way for grading, tore down several power poles carrying telephone and telegraph lines, and Porterville was cut off from the outside world for several hours while the lines were repaired.

## STEELCASE Business Equipment

**STORAGE CABINETS**  
Storage cabinets designed and built to be attractive articles of furniture. Suitable for use in any office. Strong and sturdy in construction.

36" Wide  
18" Deep  
72" High  
Green  
Finish  
No. 192  
**\$35.75**

Standard equipment consists of four adjustable shelves. Three-point locking mechanism. "Floor-to-Ceiling Service"

**BUSINESS FURNITURE CO.**  
112 EAST MARYLAND ST.  
• LI. 8515 •

# The "BUY WAY" of Indianapolis\* AYRES DOWNSTAIRS 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!

"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 in 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: 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.



ABOVE: Blue and white patterned twisted tweed boucle with black leather piping trim. Panel back skirt treatment. Size 14, \$19.95.

LEFT: Greenish gray twisted tweed boucle 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 gay date time, 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 breton 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.