

YOU HAVE
UNTIL 9 P. M.
TOMORROW
NIGHT
TO WIN A
VALUABLE
PRIZE!
NOTHING TO BUY!

No Slogans or Compositions to Write
Just an easy interesting contest conducted to add pleasure and profit to those who visit the NEW PEARSON'S during the GRAND OPENING DAYS—TODAY and TOMORROW from 9 a. m. to 9 p. m. Before entering the store take special note of the height of the 22-foot helium-filled dirigible floating in the air... then write your estimate on a contest card and drop it in the box located near the front door. That's all there is to it—you'll be notified by mail if you win—if you win one of the larger prizes we will deliver it to your home FREE.

OPEN
TODAY
AND
WEDNESDAY
FROM
9 A. M.
UNTIL
9 P. M.

Florida Ready For Tourists

Hurricane Damage Quickly Cleaned Up
By STEPHEN TRUMBULL
Times Special Writer

MIAMI, Fla., Oct. 7.—It will take more than the worst nature can serve up to put Florida's fabulous "Gold Coast" out of the tourist business.

A post-hurricane survey just completed along the 60-odd ocean-front miles north of Miami—where the Sept. 18 monster turned in its most devastating licks—uncovered only one small and lone apartment house where it will not be "business as usual" comes the vanguard of the tourist trek.

No major hotel, and few minor ones, suffered any structural damage. The same is true of apartment-houses and tourist-court developments.

Great sections of beach have been shifted, but bulldozers are huffing and puffing at the job of getting it off the streets and back where it belongs.

Palm trees have been torn from their moorings and tossed onto adjoining properties. But their original owners are reclaiming them and dragging them home. Palm trees have great recuperative power.

'Eye' Hit Ft. Lauderdale

The "eye" of the hurricane came ashore at Ft. Lauderdale, but that community suffered less damage than did areas to the north and south of the storm center.

Hollywood Beach, just to the south, took a far more serious beating.

And to the north, through the swank resort of Palm Beach, some of the pranks of nature were colossal in their destructiveness.

Bulkheads were ripped away and long stretches of Florida highway crumbled into the ocean. Along the Palm Beach waterfront alone four miles of this waterfront drive have gone and even the optimists around the Chambers of Commerce admit it will be spring before it can be replaced.

In the town of Delray Beach, south of Palm Beach, more ocean front has gone, along with the pavilion and the boardwalk there.

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'Now I'm a Sight' Bum Among Essay Winners

INDIANAPOLIS, Oct. 7 (U. P.)—The East Side Chamber of Commerce announced today that it had awarded nine prizes for the best essays by the dunces on the boulevard of bums on "How and Why I Came to the Bowery."

Ninth prize of \$5 went to the author of: "I Came to See the Sights. Now I'm One of Them."

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Puzzled

Puzzled over winter heating problems? Well, here's one way to cut that "mountain" down to "molehill" size: Install storm windows.

Storm windows are essential parts of any heating system. That's because they do away with drafts and cold floors. They help eliminate steamy or frosted windows, too. Without these to contend with, it's much easier for your furnace to keep you warm and comfortable... and your problem of winter comfort is solved.

The BEST insulating job done by any storm window is done by So-Lite. It's the sash with $1\frac{1}{2}$ -inch MORE dead air space over the entire window area. Made of solid, extruded ALUMINUM, So-Lite fits any window snug as a glove. So-Lite sash is even designed to allow for the normal expansion and contraction of windows during changes in weather. So-Lite combination aluminum storm windows are completely maintenance-free. They're a permanent improvement, too... never need to be painted. So-Lite windows are self-storing, and they're easily locked, ventilated, removed, and replaced.

You can SEE for yourself. Give us a call, and we'll demonstrate So-Lite for you. No charge for looking.

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THE INDIANAPOLIS TIMES

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Colorfast! Wash
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All New Wool SOLID COLOR BLANKETS

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BATH TOWELS

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Two-Piece Set

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or Red

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Whipped Edges
Use them for light coverings or
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Snow White, Smooth Finish
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Sensational Value

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