

NEWCASTLE BARBECUE PROVES GREAT EVENT IN COUNTY HISTORY

NEWCASTLE, Ind., Oct. 13.—Business men were the guests of the Henry County Farmers' Federation at a district rally and barbecue held at the fair ground here Tuesday. Every store in Newcastle, Spiceland and several other towns were closed during the day. Three of the principal factories here also were closed for the event, and the employees took part in the big parade that was one of the day's features.

The city was in gala attire for the event and from early morning until the start of the big parade all roads leading into the city were jammed with traffic. The farmers took fried chickens and pies to the fair ground. In addition to the thousands of fried chickens twenty-five hind quarters of beef were barbecued.

Big Parade is Feature.

The parade was one of the largest ever held here. The townships of Henry county displayed keen delegation rivalry. Three bands and merchants and business men of the city headed the parade.

At the fair ground a general get-together meeting was held, the farmers and their guests seeking a closer community relationship. George A. Elliott, mayor of Newcastle, welcomed the farmers and visitors to the city, and Earl Crawford, of Milton, chairman of the district Farmers' Federation, responded. The principal address of the afternoon was made by S. L. Strivings, of New York, vice-president of the American Farm Bureau Federation, the farmers' national organization. He discussed farm problems, showing how they affect the business man, and pleaded for a closer cooperation between the two interests.

Children in "Clean-Up Brigade."

The serving of the big dinner started at 11:30 o'clock. Shortly after noon the "clean-up brigade" of 2,000 school children arrived and the farmer hosts had nothing to take back home. The event was so successful that officers of the Farmers' Federation have started plans for another rally next year.

Indiana Brevities

HARTFORD CITY—Decline in flour prices caused the price of bread to fall one cent a pound here.

LAFAYETTE—Instant death was met by Charles Ruffing, 25 years old, when he fell from a scaffold in a lumber yard. He fell only eight feet, but his head struck a spike, tearing a hole in his skull.

SOUTH BEND—Members of the Democratic county committee here, are opposing the proposition to place

The Gasoline Situation in 1910 and Now

IN 1910 there were approximately 400 thousand cars in the United States.

To operate these cars there was available a gasoline production of 750 million gallons, or, approximately, 1,875 gallons per car.

In 1919 there were more than 7 million cars and trucks operating in the United States.

To supply these engines there was available, according to Bureau of Mines Report, 3 billion, 957 million gallons of gasoline, or, approximately, 565 gallons per car.

In neither case has consideration been given to the demand of tractors, stationary gas engines, or the gasoline required by the arts and industries. Nor have we considered the large volume of this product shipped abroad annually.

The above figures are presented so that you may visualize one of the problems the petroleum industry has been called upon to solve in the past decade.

In 1910 the Standard Oil Company (Indiana) marketed about 20 percent of the gasoline output in the United States, or approximately 150 million gallons. In 1919 this Company sold about 640 million gallons of gasoline, or about 17 percent of the total for that year.

It has been the task of the 7 men who manage the affairs of the Standard Oil Company (Indiana) for the 5124 stockholders, not one of whom owns as much as 10 percent of the total, to expand the organization not only to keep pace with, but to keep ahead of the extraordinary and persistent demand for gasoline.

How well they have succeeded is illustrated clearly by the fact that in the 10-year period above mentioned, the Standard Oil Company (Indiana) has taken a leading part in increasing gasoline production 440 percent, while crude oil production increased only 94 percent.

Standard Oil Company
(Indiana)
910 S. Michigan Ave., Chicago, Ill.

BUSINESS METHOD TALKS

Short Talks Prepared by Merchandising Dept. of The Richmond Palladium

How to Write An Advertisement
It is said that fifty per cent of the millions of dollars spent each year in advertising in the country is wasted because of the poor way in which the advertisements are written.

Study this yourself. Don't some advertisements strike the nail right on the head for you? Some advertisements could be put in a page in every newspaper and magazine in the country and yet not have effect. Why? Because they are not advertisements.

In writing an advertisement you must first remember that you must get attention. Yours is not the first advertisement on the page. Only a small percentage of the readers of a publication go through the advertisements and give them the close attention they do the reading matter. By unique layout, unusual picture or attention-attracting heading you must put the eye to your advertisement. You must then arouse interest—not

a voting machine in every ward, as they state that they are afraid the machines will be tampered with. The plan was suggested by Fred C. Klein, St. Joseph county Republican chair-man.

NEWCASTLE—It is estimated that a crowd of 15,000 attended the Sixth district barbecue and rally given under the auspices of the Henry County Farmers' Federation. Twenty-four hind quarters of beef, and thousands of fried chickens were consumed. S. L. Strivings, vice-president of the American Farmers' Federation, of Castle, N. Y., was the principal speaker.

LAFAYETTE—Fourth place was taken by the Purdue university dairy cattle judging team, in the collegiate judging contest at the national dairy show at Chicago, according to a report just received here. There were 21 entrants.

REBEKAH LODGES TO MEET
SHELBYVILLE, Ind., Oct. 13.—The semi-annual district meeting of the Rebekah lodges of Rush, Shelby and De-

BOYS' SUITS

Large selection to choose from, priced \$10.00 to \$18.50

Loehr & Klute
111 Main St.
RICHMOND, IND.

Hood's Sarsaparilla
Makes Food Taste Good

Creates an appetite, aids digestion, purifies the blood, and thus relieves scrofula, catarrh, the pains and aches of rheumatism and gives strength to the whole system.

Nearly 50 years' phenomenal sales tell the story of the great merit and success of Hood's Sarsaparilla. It is just the medicine you need. Hood's Pills help—fine cathartic.

FORMER HARVARD GRID STAR HOPES TO BE GOVERNOR

By Associated Press

BARCELONA, Oct. 13.—Catalonia has undertaken to present to the world's approval one of the most extensive and comprehensive expositions ever held, and although it is not to open until 1924, the preparations already are far advanced. Under the supervision of General Rubio, an engineer officer recently retired from the Spanish army, the slopes of Montjuich are being transformed from an arid waste into an artistically laid out garden in the center of which the exposition buildings are being constructed.

The official title of the exposition is to be the International Exposition of Electrical Industries and the General Spanish Exposition. The ground allotted by the government for the purposes of the exposition is 270 acres in extent, and if necessary 220 acres will be added, this depending on the amount of space asked for by exhibitors. Up to the present arrangements have been made for the erection of buildings covering a space of 2,200,000 square feet, and the architects have

Everett J. Lake.

Everett J. Lake of Hartford, Conn., former Lieutenant Governor of his state, is the Republican candidate for governor there this fall. He gained fame in athletics as a halfback at Harvard.

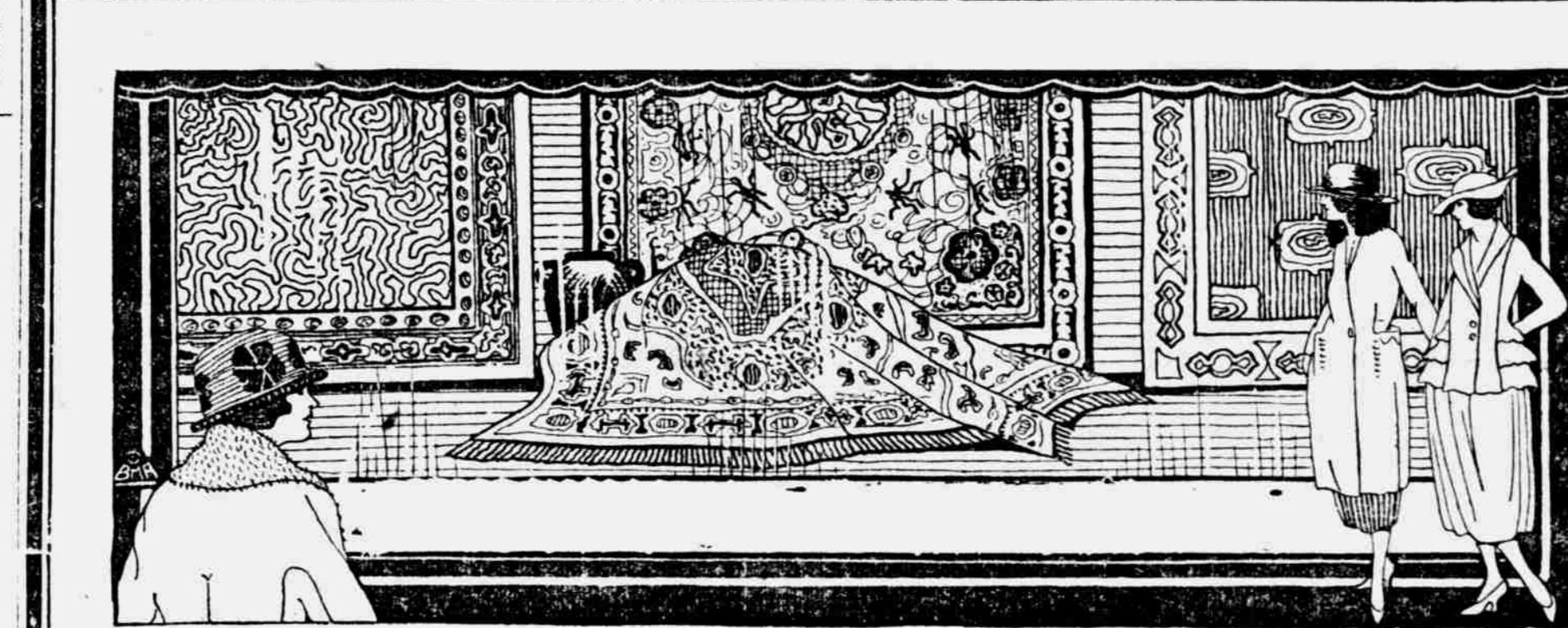
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NR-TABLETS-NR
Better than Pills | GET A
For Liver Ills | 25c Box

Clem Thistlethwaite's, Richmond, Ind.

WHEN A MAN MARRIES he wants good coffee, especially if he has been "eating around" for a few years. My how it warms his heart and makes him happily contented to find a steaming cup of all-satisfying Battleship Coffee making his every meal better and more appetizing! Ask your grocer.

Coffee—The Perfect Drink
The Canby, Ach & Canby Co., Dayton, Ohio

BATTLESHIP Coffee



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Here are three examples from a large selection

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Size 9x12, regular \$47.50

—now \$35.60

Extra Quality 9x12 Tapestry Rugs

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\$85.00 values, 9x12 sizes

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These Last
Days of
Our Removal Sale
and
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Extra Special
18x36 Fibre Rugs
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Extra Special Inducements
—in—
All Departments
For Ten More Days
To Avoid Moving a
Big Part of Our Immense Stock

Save \$7.50 on every
Hoosier Cabinet—
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We are doing our part to
make your dollar buy
what it would in pre-war
days.

OUR REMOVAL SALE CONTINUES 10 MORE DAYS

finished the plans and begun the erection of the chief pavilions.

One of the features of the exposition is to be the Palace of Light, where will be shown the most recent inventions from all parts of the world in connection with electric lighting.

Other pavilions are to be devoted to exhibits of electrically propelled implements for agriculture and industry.

In the exclusively Spanish department a great display is to be made of the progress of Spain in industry,

commerce, science, art and social life,

while the South American republics are each to have a pavilion of their own.

SICK WOMAN MARRIED IN BED
COLUMBUS, Ind., Oct. 13.—While

Mrs. Maggie Mugge was lying critically ill in a bed at her home in this city Monday she was married to Walter D. Sutherlin by the Rev. William Hobson of the Jackson Street Chris-

tian church. A few moments before the ceremony was performed County Clerk Charles G. Hunter and his deputy, E. S. Carter, called at the bride's home and issued a marriage license to the couple.

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Grove's Iron Tonic Syrup

is an Iron Tonic in the form of a Palatable Syrup, and being free from Nux-vomica or other Poisonous Drugs, it can be given to the Babe, the Child, the Mother or Grandmother with perfect safety.

More easily digested and assimilated than iron pills or iron tablets.

Ask your druggist for GROVE'S IRON TONIC SYRUP. Look for the signature of E. W. Grove on the package. Price 75c.