Death Marks Speed Trials on Georgia Course.

PILOT KILLED ON SAVANNAH TRACK

Jay McNay Crushed to Death When Speeding Case Car Overturns on Grand Prize Course.

JOE DAWSON IS INJURED

Marmon Car Driver Escaped Serious Hurts in Collision During Practice Spin.

SAVANNAH, Ga., Nov. 20.—(Special)—One dead, two badly, if not seriously, injured and the wrecking of three racing cars was the total score after the first day's practice over the Grand Prize course today. All of the accidents were directly traceable to the presence of vehicles other than racing cars upon the course.

Jay D. McNay of Racine, Wis., a driver on the Case team, was killed instantly, and H. F. Maxwell, his machinist, was seriously injured in the first accident, while Joe Dawson of Indianapolis, a Marmon driver, was badly bruised in another smash. Both of the injured will recover, and Dawson probably will be able to drive in the races, according to the report from St. Joseph's Hospital late tonight.

McNay was driving his Case racing car on an "S" turn near Cattle Park, and had been given the clear-course signal by a flagman. Just as he rounded the turn he came up on a negro in a mule wagon and in attempting to dodge a collision struck a tree at the side of the road. The car was demolished and the steering wheel was drivin in McNay's chest hard enough to rupture the heart, causing instant death. Maxwell, the mechanician, was thrown to the ground and sustained three fractures of the left arm and serious bruises about the head and face.

NIKRENT DODGES TOURING CAR.

Dawson was riding in the mechanician's seat of one of the Marmon light cars driven by Joe Nikrent. The flagman at Whitfield avenue near Bethesda road gave the clear-course signal and Nikrent took a pace of about eighty miles an hour. Just as he rounded a bend in the road a touring car confronted him and he drove into the high bank of the road to prevent a collision. Dawson was thrown headlong about fifty feet and was rendered unconscious for a brief time. He was taken to the hospital and an examination showed that his injuries were confined to bruises about the head and body, none of them serious. Tonight he is feeling comparatively well and feels no ill effects from the shaking up. He probably will leave the hospital by Wednesday. The Marmon car was not damaged.

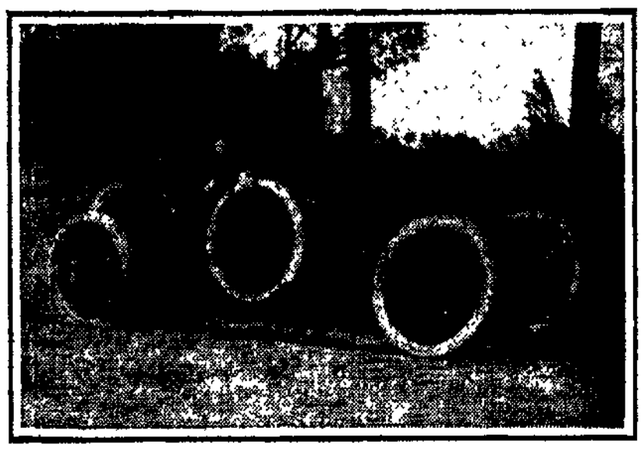
The touring car blamed for Dawson's injury also caused Driver "Billy" Knipper to stop his car so suddenly that W. F. Barens Jr., was pocketed and rammed Knipper's car. Both cars were badly damaged, but the drivers were unhurt.

Physicians at the hospital to which McNay was hurried say his death was probably caused by concussion of the brain and internal injuries. McNay's car collapsed like an accordion and the steering wheel was jammed into his breast. A particularly sad feature of the young driver's death is the fact that his marriage was set for the week after the races here.

The fastest practice time for the first day was made by Ralph DePalma, in a Mercedes. He turned the course 13:40 for the 17.14 mile distance, an average of 75.9 miles an hour. In the light car practice Disbrow in Case made a lap in 15.25 an average of 65.8 miles an hour. The drivers believe better time will develop later, as the course is still soft from oiling in certain parts.

PILOTS KILLED AND INJURED AT SAVANNAH.

J. D. McNAY AT THE WHEEL OF CASE CAR ON SAVANNAH RACE COURSE; MAXWELL, MECHANICIAN AT HIS SIDE.



JOE DAWSON IN MARMON CAR SKIDDING AROUND TURN ON GRAND PRIZE COURSE.

J. D. McNay, the Case driver killed in an accident on the Grand Prize and Vanderbilt race course at Savannah yesterday, was to have been married to Miss Daisy Jennings of Texas, at the close of the Savannah Challenge Trophy race. One of his wedding presents was to have been a Case car which McNay was to drive in the $50,000 race to be held at Indianapolis on Memorial day. McNay met Miss Jennings while driving in races at San Antonio, Tex. McNay, who was 27 years old, was born in Los Angeles, Cal. His home was at Racine, Wis. He had driven in a number of races, having piloted National, Cutting and Jackson cars. Maxwell, McNay's mechanician, was not seriously injured in yesterday's accident. Joe Dawson, the Marmon driver, who was injured in an accident earlier in the day at Savannah, will probably be able to drive his car in the Grand Prize and Vanderbilt races.

BALDWIN SLOWS UP FOR MANDOT

Veteran All but Knocks Southern Lightweight Out in Bout at Memphis.

REFEREE CALLS IT A DRAW

Boston Veteran Puts on Steam and Gains Big Lead in the Closing Rounds.

MEMPHIS, Tenn., Nov. 20.—(Special)—Joe Mandot, the Southern aspirant to the lightweight title, and Matty Baldwin of Boston fought eight fast rounds to a draw tonight before the Southern Athletic Club.

Mandot had Baldwin's mouth bleeding in the third round and had an easy lead until the final two rounds, when Baldwin finished strong and by landing hard rights to the face had Mandot staggering and all but out in the seventh and eighth.

The largest crowd in history of ring affairs here witnessed the bout

Referee Haack's decision of a draw created mingled applause and hoots. The loyal Southern fight fans, who had laid 2 to 1 that Mandot would win could not see any justice in the verdict of draw, but the impartial critics were unanimous in supporting the referee.

Baldwin stripped rather fat and flabby although he weighed in at the stipulated 133 pounds at 3 p. m. Mandot's seconds complained that he was suffering from an attack of malaria and was weak.

Both boys slowed up at times. Baldwin opened the first round with a fusilade of rights and lefts and had Mandot on the defense before the end of the round. Baldwin tired, however, in the middle rounds, but came back strong in the seventh and eighth.

MANDOT EASY FOR BALDWIN.

He staggered Mandot with a right to the point of the jaw in the seventh and repeated twice to the same spot in the final lap. There were no knockdowns, but from the appearance of the fighters it looked as if Baldwin might have finished his man in a few more rounds.

Mandot's famous pivot blow was missing tonight. The Bostonian mastered it every time and stopped it before Mandot got in action. The fifth round was Mandot's best round. He caught Baldwin tiring and by clever feinting he rammed repeatedly rights and lefts to the body and jaw without a return. During the middle of the round he staggered Baldwin with a right hook landing flush on the jaw, but Baldwin recuperated before the gong ended the round.

It is likely that they will be matched for a return engagement, although a winner tonight meant a match with the winner of the Wolgast-Welsh fight in New Orleans or the McFarland-Murphy match in Frisco. The fight by rounds:

Round 1—Mandot landed light to jaw, and Baldwin rushed Mandot to ropes, using left to side Baldwin missed left swing, but landed light left to Mandot's face and missed right across. Baldwin forced Mandot to ropes, using left to stomach. Baldwin landed light right to Mandot's face. Baldwin's round.

Round 2—Mandot shot left to Baldwin's face. Baldwin forced the fight, but Mandot held ground. Mandot shot straight left to Matty's face, shaking him. Baldwin missed several hard swings. Mandot shot right to Baldwin's face, following it with left, and then landed another right to Matty's face coming out of the clinch. Baldwin's face was slightly swollen. Mandot's round.

Round 3—Baldwin was the aggressor, but Mandot shot straight left to face Mandot hung right across on Matty's face, coming out of a clinch. Round ended with Baldwin backing away. Baldwin's mouth wr swollen and bleeding from Mandot's left jabs.

Round 4—Mandot grazed Baldwin's face with left swing and Mandot lopped right around Baldwin's neck and shot left to face. Matty went into a clinch, receiving a left in the stomach. Baldwin landed several kidney punches, forcing Mandot into a clinch.

Round 5—Although Baldwin came back as the aggressor, Mandot jabbed with left and crossed right to face. They clinched, both landing light kidney punches. Baldwin missed wild right and Mandot tilted Matty with right to jaw and went into a clinch. Mandot landing two rights to the jaw. Baldwin continued to miss. Baldwin appeared worried and rushed Mandot to the ropes. Mandot forced the fight. Baldwin went to corner bleeding from his mouth. Mandot's round.

Round 6—Both came up fresh. Matty crossed right to Mandot's face and used left jab. Mandot continued to use left jab to advantage and shot left jab to Matty's face, following with right to jaw. Mandot tilted Baldwin's head with straight right to jaw. Mandot missed right swing, receiving in return left on the jaw from Baldwin. Baldwin tried to feint Mandot into leading. Baldwin went into clinch, receiving left to stomach and right to face Baldwin landed right and left to Mandot's face. Mandot stumbled to the floor but, coming up, sent hard right to Baldwin's face Mandot tripped on Baldwin's feet as he went down. Mandot's round.

Round 7—Baldwin forced the fight, landing right to face Mandot replied with right cross to Baldwin's face. Matty hooked left to Mandot's face. Baldwin sent left to chin. Mandot hooked right to jaw Baldwin landed several kidney punches. Mandot sent right uppercut to Baldwin's mouth. Baldwin clinched frequently.

Round 8—They shook hands. Both were strong. Mandot shot two lefts to Baldwin's face going into a clinch Baldwin was forcing the fight. They went into a clinch, Matty taking right to the face. Mandot shot a hard right to Baldwin's mouth, following with a left Matty made Mandot back away, and Baldwin had the best of the slugging Mandot tried to put over right swing, but Baldwin shook Matty with hard right to face. Mandot missed a left swing at the end.

PREMIER BOWLERS WIN THREE GAMES

Down the Mais Motor Five and Increase Their Lead in Manufacturers' League.

The Premiers were in good form last night in the Manufacturers' Bowling League and captured straights from the Mais Motors, incidentally increasing their hold on first place. After dropping the first two games to the Overlands, the National Autos came back strong and hung up a 926 score, which won them their only game. The News took two games away from the Mayer Stencils, and the Spackes, after losing the first game by ten pins to the Kahns, came back and captured the next two. The Premiers showed the best all-round form of the evening, hanging up two 900 totals. Their 932 score proved the high team mark.

C. Miller of the Overlands took down the individual laurels of the night when he recorded a 242 score in his initial performance. Jesse Pritchett was in good form and came within one pin of averaging 200 for his series. Three individuals had two double centuries to their credit, Goodwin of the Spackes getting 214 and 219, Mullen of the Premiers 206 and 212, and Tucker, a teammate, 225 and 216. Scores:

MARION ALLEYS.

Overlands				National Autos.			
Gantner	169	166	146	Livingston	138	168	194
Churchill	138	135	167	Manchestr	180	127	174
W.Miller	140	157	187	Jones	154	124	167
C.Miller	243	156	135	Knipple	194	166	209
Sourbier	192	195	161	Lauphimr	118	139	182
Totals	882	809	806	Totals	785	743	926
Premiers				Mais Motors.			
Pritchett	209	197	198	Trieb	213	150	187
Fehrnbch	121	188	171	Blind	125	125	125
Richert	146	119	125	Lighthiser	132	201	172
Mullen	206	212	180	Princci	164	144	142
Tucker	225	216	158	Fisher	138	165	128
Totals	909	932	822	Totals	777	785	734

TURNER ALLEYS.

News.				Mayers			
Stone	165	178	175	Berberich	146	175	169
Woodard	146	189	165	M'Crmick	136	149	119
Broden	112	158	113	Fich	151	149	120
Whitemn	119	170	166	Cissell	167	149	128
Baker	156	149	143	Mayer	188	178	189
Totals	698	808	764	Totals	788	801	730
Spackes				Kahns.			
Goodwin	214	219	164	Sloan	202	168	135
D.Spacke	191	144	148	Barrett	155	128	165
Drexlei	107	152	135	Curtis	142	145	146
E.Spacke	149	158	165	Ashley	186	130	155
Willey	177	183	194	Wallace	162	182	135
Totals	838	856	807	Totals	848	748	774

SUNDAY SCHOOL LEAGUE GAMES.

Two games went to the St Marks five over the First Evangelicals last night in the Sunday School Bowling League that rolled on the Y. M. C A. alleys, and the Seventh Presbyterians—forfeited—three games to the Sutherlands. Hansen of the St. Marks team posted the high individual mark with a 182 count.

Y. M. C A ALLEYS.

St. Marks.				First Evangelicals.			
Blind	125	125	125	A Hnshmn	143	129	148
Brocking	147	125	99	Billeter	144	153	136
Schrope	110	135	144	H Hnshmn	86	107	..
Hansen	112	182	124	Simon	124	118	152
Nckmhrst	148	135	168	Soltau	...	...	178
				Aldag	...	...	104
Totals	642	702	660	Totals	622	623	719
Sutherlands.							
H P Strtr	151	166	129	First Presbyterians forfeited to Sutherlands			
Rafert	156	168	100				
H P.Strtr	180	118	164				
Ramsay	147	122	171				
Clemens	146	164	93				
Totals	780	738	657				

PLAY A TIE GAME.

Although outweighed twenty pounds to the man, the West Park A A's succeeded in holding the Washingtons to a 5-to-5 tie Sunday The game was fast and interesting, with Murphy of the Washingtons and McCarthy of the West Parks playing the best game.

ELLIS LOSES FIRST CITY TOURNEY GAME

Former City Champion Breaks Opponent's Clean Record in Handicap Billiard Match.

STANDING.

	Won.	Lost	Pct.
Bosson (175)	4	0	1.000
Trimble (200)	3	0	1.000
Lehman (175)	3	0	1.000
Nusbaum (200)	4	1	.800
Ellis (250)	4	1	.800
Bemiss (300)	1	2	.333
Bussey (250)	1	3	.250
McConnell (200)	0	3	.000
Gant (200)	0	4	.000
Simons (300)	0	6	.000

One of the largest audiences ever gathered in the Board of Trade billiard parlors was on hand last evening to witness the game between the city champion, Willis Nusbaum, and the hitherto undefeated Charles Ellis in the city amateur handicap billiard tournament. "Nus" played for 300 and "did the stunt" in 44 innings, making an average of 6 9-11 to the inning, while Ellis only secured 181 "buttons," making an average of 4 5-44 to the inning.

Nusbaum was not in good stroke in the early part of the game, although he scored a run of 14 in his third inning. He, however, caught his stride about the fifteenth inning, and from that time on played consistent and winning billiards. He had twelve double figure runs, the largest being 45, 19 and 37, in the twenty-third, thirty-third and forty-third innings. His run of 45 was especially fine billiards. He had caught his stride, his stroke was good, he could make anything that came and it looked as though he would shatter all records for high run, but was careless in making a short one-cushion shot on the head rail on his forty-third shot, spreading the balls so he was able to make but one more count before he missed.

NUSBAUM SHOWS CLASS.

After "Nus" "got going" they all seemed to look easy to him. He would "tear off" three-cushion caroms and masse shots with ease and confidence. His draw, especially his "nip" draw, was working fine; his speed was good, and he looked like a winner. His run of thirty-seven in his forty-third inning was very pretty billiards, displaying almost all the shots known to the "fraternity." He then needed only one point to win, and his miss was on a one-cushion shot, which he would be almost sure to make nine times out of ten.

Ellis was unable to get started, and he had only eighteen points at the end of his tenth inning. He made only five "double figure" runs in the game, the best being twenty-one in the twenty-fourth inning and twenty-seven in his thirty-eighth inning. The balls were running badly for him, and many times when he came to "bat" the balls would be lined up; his cue ball would be on the rail and his only shot a draw. But that did not account for his defeat; he appeared to be overanxious and lacked his usual cool nerve. He had ten blank innings to his opponent's eight when he counted; he lacked control. He passed "Nus" on his thirteenth inning with a run of thirteen, and retained his lead until the end of the eighteenth inning, when Nusbaum passed him by a run of fifteen, and from that time until the end "Nus" did not appear to be in danger.

Ellis's runs of twenty-one and twenty-seven were finely executed billiards, and it looked as though he could "come back," but the pace was too fast for him. His speed was not good and his anxiety to win destroyed his usual cunning. Instead of a perfect drive or carom, with an easy shot left, he would have a hard one, one on which he could not get position, and his run would be broken. He had hard luck with some of the shots he had left him, but his defeat was largely due to his inability to control the balls.

The crowd was large and enthusiastic, and evidenced its appreciation of the difficult shots made by either player by generous applause. Score:

Nusbaum—3, 3, 14, 3, 0, 8, 3, 1, 0, 3, 2, 0, 0, 2, 13, 0, 10, 15, 14, 18, 2, 4, 45, 15, 1, 8, 0, 5, 0, 12, 4, 9, 19, 3, 1, 8, 1, 6, 0, 3, 5, 11, 37, 1—300. Average, 6 9-11. High run, 45.

Ellis—0, 3, 0, 1, 3, 7, 0, 0, 2, 2, 10, 2, 13, 11, 8, 1, 8, 0, 1, 1, 4, 5, 0, 21, 1, 2, 2, 0, 1, 0, 7, 5, 1, 0, 1, 0, 4, 27, 8, 4, 6, 1, 8, 4—181. Average, 4 5-44. High run, 27.

Referee—G. W. Stone.

SECOND EASTERNS WIN.

The Second Eastern defeated the Westerns, 7 to 0 The score would have been greater in favor of the Easterns had not the crowd swarmed on to the field, delaying the game. Moore worked the forward pass successfully six times out of seven trials. These two teams will meet again at an early date The Second Easterns are supposed to be champions in the 115 and 120-pound class, and desire games with any teams claiming this title. Address Walter Sheets, 418 North State street, or call Woodruff 1751

Auto Show Week Opens With Crowds

There is no doubt now that the 1912 models are here. The creatures of the skill of automobile engineers and mechanics were shown to the public last evening. Automobile display week in Indianapolis was opened officially at 7 o'clock last evening and flocks of prospective buyers and automobile enthusiasts were whisked from storeroom to storeroom via the "auto bus line" established by the Indianapolis Auto Trade Association.

The dealers generally were pleased with the interest shown in the show on the opening night and in the crowds of visitors were many persons from out of town. Unusual interest was shown in the stripped chassis models, which occupied space in many showrooms, and the dealers say this interest in the mechanical workings of the automobile shows the public has become motor-wise. The decorations of the various showrooms was another pleasing feature of opening night and the dealers say the indications are display week this year will be a record breaker in Indianapolis in point of interest.

Amateur Athletic Union Names Kirby

NEW YORK, Nov. 20.—Gustavus T. Kirby of New York, chairman of the executive committee of the Intercollegiate A. A. M. A., was today elected president of the Amateur Athletic Union of the United States. He defeated George F. Pawling of Philadelphia, president of the Middle Atlantic Association, by a vote of 22 to 6. The election took place at the twenty-fourth annual meeting of the A. A. U., held here with delegates in attendance from all parts of the country. Mr. Kirby will succeed Everett C. Brown of Chicago

Four vice presidents of the union also were elected as follows: First, A. J. Lill, St. Joseph A. C., Boston; second, Dr. B. M. Hopkinson, Baltimore A. C., Baltimore, Md.; third, George James, Olympic A. C., San Francisco, and fourth, John J. O'Connor, Missouri A. C., St. Louis, Mo. James E. Sullivan was re-elected secretary-treasurer.

Live News From College Gridirons.

MINNEAPOLIS, Minn., Nov. 20.—The University of Minnesota is planning to induce Michigan to return to the Western conference, it was said in university circles today. It is said that with Michigan back in the conference, Minnesota and Michigan will begin a campaign for a general betterment of athletic conditions in the West.

If Michigan does not return to the conference, it is probable that Minnesota will withdraw from the "big eight" and refuse to meet the University of Wisconsin in athletics. Sentiment against Wisconsin is strong as the result of the protest against Capt. Earle Pickering a few days before the Wisconsin and Minnesota game.

Light work was done by the team today in preparation for the game with Illinois next Saturday.

ANN ARBOR, Mich., Nov. 20.—No action on the part of the University of Michigan authorities since the opening of the present football season has been construed to mean that Michigan is willing to return to the Western conference. On the other hand, recent rumors that Minnesota had decided to break away from the conference caused what seemed to be general satisfaction in university circles here.

Michigan students in general are anxious for future struggles on the gridiron with Minnesota. The Pennsylvania game has come to be regarded as a popular fixture. The games with Syracuse and Vanderbilt, especially the latter, are considered strong features of the schedule.

LINCOLN, Neb., Nov. 20.—Almost every possible candidate for a place on the Nebraska lineup was out today for football practice in preparation for next Saturday's game with Michigan. The most noticeable exception was Racely, the speedy substitute half back, who is suffering of a sprained ankle, and is not likely to play again this year.

Hornberger and Potter, whose condition last week caused misgivings, are in good trim, their workout with Kansas seemingly being of benefit.

It was a formidable squad that faced Coach Stiehm today, and he put them through a lively signal drill Tomorrow scrimmage play will begin and will continue until Friday.

CHICAGO, Nov. 20.—Practice by the football team of the University of Chicago today brought new hope to the members of the football team for the game with the University of Wisconsin on Saturday. Subs had a light drill and Coach Stagg announced he had a complete substitute backfield for emergency

New forward pass plays were practiced. Speed is especially sought by Coach Stagg. Capt Rademacher, the only regular player severely bruised in the Cornell game, was on the field today. He will not engage in heavy work till Thursday.

A special line of defense and offense to play against Keckie Moll of Wisconsin will be evolved by Coach Stagg.

AMERICAN BRED HORSES WIN.

Army Equines Score Against Those of Other Nations.

NEW YORK, Nov 20.—Army officers and American-bred horses scored a triumph over all foreign competitors by winning the $200 Cup prize in the international contest awarded at the horse show tonight. Against the best army horses of Ireland, Belgium and Holland, Chiswell, a chestnut gelding, owned by the United States government and ridden by Capt. Guy V. Henry, took the blue ribbon, and to the American officers also were awarded third and fourth prizes, second going to Black Paddy, winner of the event last year, with its owner, Baron H. F. M Vanvoorst in the saddle. While the foreigners were better on the jumps, the superior action of the United States army horses permitted them to outshine the visitors from abroad

Gridiron Gossip.

The S M B.'s played their fifth tie game of the season when they tied the Imperials Sunday They desire a game for Sunday with the Detch Specials. They have played this team two tie games this season 0 to 0 and 5 to 5. The S M B's are strong on the defensive, but there is room for improvement on their offensive playing. They will practice tomorrow evening at Twenty-fifth and Illinois streets They have greatly strengthened their team, and expect to cop the 115-pound championship of the city For games call either phone 4000 after 7 o'clock, and ask for Herbert Newman

The Tuxedo Seconds deny being tied by the Spartans, but claim that they defeated the Spartans, 5 to 0 For games with the Seconds call Irvington 116, and ask for John

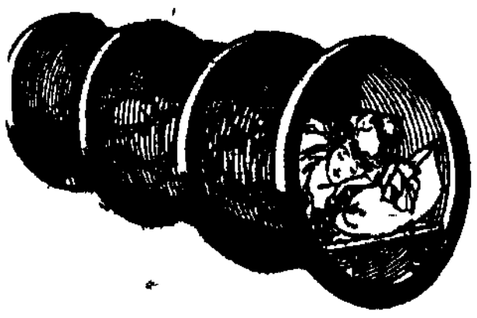
The C G's defeated the H. B's, 10 to 7 Rollins showed up well for the H B's

The Mickies who have never been scored on this year, are out for the city championship in the 115 and 120-pound division The Mickies defeated the Hill Crests yesterday at the Mickies diamonds, although they were outweighed ten pounds to the man. The Hill Crests couldn't score, while the Mickies made a touchdown and kicked goal. The winners desire games with any 115-120-pound team for Sunday. Any team desiring games, call Robert Smith, at the Smith dye house, between 3 and 4 o'clock.

TELEVI

[TO SEND FORCE]

The Wonder Worker



For the Treatment of Coughs, Colds, Bronchial and Lung Affections, Nervousness, Neuralgia, Rheumatism, Kidney, Bladder and Stomach Troubles and other ailments.

TELEVIRA, the Latest Offering of Science to Sufferers

TELEVIRA has created wonderful interest in Indianapolis and vicinity. It is a combination of massage, electricity, heat, vibration, light and ozone. In cases of affliction of the lungs, throat, stomach, bowels, skin, liver and for nervous diseases, Televira has met with startling success.

It is undoubtedly the acme or highest point attained by the learned medical men of the age, and by the judicious blending of that life-giving fluid—Electricity—with the tried and true medicines; an efficacious remedy, as well as prevention, has been given to the medical fraternity for the betterment of mankind.

Well Known Memphis Physician Gives High Praise to Televira

(From Memphis Press.)

In an interview recently with a Press representative, Dr. S. C. Frost of 207 Court street, Memphis, Tenn., gave an interesting account of his personal investigation of the Televira treatment that was causing something of a sensation in the South at that time. Lack of space prevents a full account of this interview. A few quotations will be given. "I became very much interested in the Televira treatment," said Dr. Frost, "when the testimonial of Mrs. J E. Holland appeared in the paper. I am personally acquainted with a number of other patients who were restored to health, and know positively that the testimonials printed in the papers were bona fide and true in every particular. The treatment is a combination of the best features of all prominent methods of healing the sick, with the exception of surgery. Massage, electricity and vibration play a prominent part. Televira treatment is a great alleviator of pain. It can be especially recommended in cases of rheumatism, neuralgia, gout and inflammatory conditions. Certain forms of stomach, liver and bladder troubles respond quickly to the treatment. It was my pleasure to see several severe cases under treatment, and I was greatly pleased at the rapid progress toward recovery made in each and every case."

Price of Televira Treatment Is Within Reach of All

The Televira system of treating the sick has revolutionized modern methods and has caused a sensation wherever it has been demonstrated. Indianapolis and vicinity has many sick people. Televira invites all sufferers of Rheumatism, Partial Paralysis, Neuralgia, Gout, Liver, Bowel, Stomach and Bladder Trouble, Blood Poison, Catarrh, Lumbago, Piles, Malaria, Asthma, Hay Fever, Eczema, Skin Diseases, Nervousness, Epilepsy, Lung Troubles, to CALL AT ONCE. No matter how long you have been afflicted—no matter what form of treatment you have tried—no matter what medicine you have taken—TELEVIRA will bring about wonderful results in your case in a few days' time, if your case is curable. If incurable—the Televira doctor will reject same. It will cost you nothing to find out The Oxyodine department for the relief and cure of all lung diseases Televira treatment is the most successful before the public today. It has no equal—no competitors. No other form of treatment has such wonderful testimonials on file. Call and see for yourself.

Only Limited Number of Patients Can Take Televira Treatment

Only a limited number of patients will be accepted for treatment. The enrollment books are now open. To those who call before the first of December a FREE consultation and examination will be given. Don't delay. Call AT ONCE. Televira may save you years of suffering and many hundreds of dollars spent in doctor's bills. The offices are permanently located. The treatment is safe, certain and gives quick results.

Do not delay longer. Get in touch with us today. The thousands of seemingly hopeless cases which the Televira Institute has benefited is certainly proof that there is hope for you. Come in at once and find out if we can aid you.

Consultation and Examination Free.

Institute Hours: 9 a. m. to 4, and 6 to 8 p m.; Sundays, 9 to 12.

TELEVIRA INSTITUTE 440 North Pennsylvania Street Indianapolis, - - - - Indiana

AQUOS DISTILLED WATER CO.

Aquos Distilled, Mt. Jackson Lithia, Glacial Spring and Tuckahoe Lithia Waters. BOTH PHONES.

ADVERTISING TALKS

WRITTEN BY

WILLIAM C. FREEMAN

There is a great difference of opinion on the question as to whether a company should advertise or not WHEN BUSINESS IS AT HIGH TIDE.

HUGH CHALMERS was recently asked by his associates WHY HE CONTINUED TO ADVERTISE when his company's output for a year ahead was provided for. He said:

"When my company faced the fact that we were far oversold, and I still desired to keep up an aggressive advertising campaign, I was asked why in the world I considered it necessary to advertise. I told my company that we were not in business for today only—we were in business to stay, and that tomorrow and the day after were very real factors in our permanent business success. If we intended to keep our business as active as it is today, I told them that advertising was a prime essential."

In every community the advertising representative meets the merchant, who says: "I am doing all the business I possibly can, so THERE IS NO NEED FOR ME TO ADVERTISE."

I recall an experience of my own with a merchant who was on the crest of the wave. He had been spending $100,000 or thereabouts in advertising and his business was going along swimmingly. HE SUDDENLY DECIDED THAT ADVERTISING WAS AN EXPENSE, so he commenced to cut it down and down, and then used irregular copy in the newspapers.

After a period of about six months the business commenced to show signs of falling off. His managers protested about the NONADVERTISING POLICY, but the merchant was very stubborn, and stuck to it.

He said that he had been in business a great many years; that all the people in the community knew all about him—that it was the fault of the managers that the business was not going forward, and not because the advertising was stopped.

He changed managers from time to time, but the business HAS GROWN STEADILY LESS UNTIL now the total is less than one million annually, whereas I recall the time when it was nearly four millions a year, and it is just hanging on by its eyelids.

A MERCHANT CAN NOT AFFORD TO STOP ADVERTISING, EVEN AFTER HE HAS ESTABLISHED A BIG BUSINESS.

People forget unless they are CONSTANTLY REMINDED, and not one of us is big enough to be remembered by the public unless we are constantly doing things to remind the public that we are on earth, and THE ONLY WAY TO DO THAT IS TO ADVERTISE.

(To be continued.)

W. L. DOUGLAS $3, $3.50 & $4 SHOES

All Styles, All Leathers, All Sizes and Widths, for Men and Boys.

THE STANDARD OF QUALITY FOR OVER 30 YEARS

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If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would then realize why I warrant them to hold their shape, fit and look better and wear longer than other makes for the price.

CAUTION The genuine have W. L. Douglas name and price stamped on bottom. Shoes Sent Everywhere — All Charges Prepaid.

How to Order by Mail.—If W. L. Douglas shoes are not sold in your town send direct to factory. Take measurements of foot as shown in model; state style desired; size and width usually worn; plain or cap toe; heavy, medium or light sole. *I do the largest shoe mail order business in the world.*

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