

Sing Talks

s of The Sun

IER, Editor of "Printer's Ink"



Ink Publishing Co., New York.

on tary—so plain and full that a child
ne could understand.

It is right here that an advertiser
should use his imagination. Many
business men will scorn the idea that
"imagination" can be profitably em-
ployed in so prosaic a business as sell-
ing goods—they think only poets and
novelists have use for imagination.

Yet it is only by the exercise of
imagination that one can picture the
average man and woman, whose un-
derstanding he must reach to make
advertising pay. He must make AN
IMAGE of this average reader, in ac-
cordance with that person's ascertain-
able likes and dislikes, and his limi-
tations of purse and understanding.

Advertising to the average person
instead of to one's self calls for pains-
taking earnestness. The man who
airily says he "dashes off his ad in
four minutes," is fooling himself into
thinking he is doing good advertising.

He is merely advertising to himself.
"Know thyself" is an ancient and
good piece of advice. But to sell
goods, you must know the other man
too and advertise to him.

pany, the Imperial Tobacco company and
the British American Tobacco company
and its subsidiaries was dismissed. The
other defendants, parties to combinations
in restraint of trade, were enjoined; the
American Cigar company, the American
Stogie company and other companies were
adjudged unlawful combinations and en-
joined from interstate commerce. The
American Tobacco company, American
Snuff company, American Cigar company,
P. Lorillard company, R. J. Reynolds To-
bacco company, Blackwell's Durham To-
bacco company and the Conley Foil com-
pany were adjudged as holding shares in
specified corporations, and were enjoined
from acquiring the plants or businesses,
or voting the shares of, and from exer-
cising control over the issuing companies.
The decision further enjoined the issuing
companies from permitting control, one of
another, through ownership of stocks.

From this decision appeals were filed
by the government and the defendants and
the case was brought to the supreme court
of the United States, where it was docketed
Dec. 23, 1908. There were two cases, that
of the government, appellant, vs. the
American Tobacco company and others;
and that of the American Tobacco company
and others, appellant, vs. the United
States.

The decision obtained in the New York
court was not satisfactory to either the
government or to the tobacco interests, but
on the whole it was conceded that the gov-
ernment came off with first honors in the
first round of the fight.

WILL ASK MINERS TO ACCEPT COMPROMISE

The miners of the Tuscarawas district
of Ohio will be asked to accept a com-
promise proposition and return to work
after a strike that has lasted more than a
year. The matter will be settled by a
referendum vote Wednesday.

RICH ARE ROOFLESS; SLEEP OUT IN PARKS

Aristocracy Gets Lowly Rest When It Finds All Rooms Full.

SOME RIDE TILL DAY

Joy Spinners Leave Streak of Wreckage Along Streets.

Figuratively speaking, America's aristo-
cracy slept in the streets of Indianapolis
Monday night. 'Twasn't because it had
not the price of a couch, either. 'Twas
because there were no couches to be had
at any price.

These solons of silver and gods of gold
laid them down upon the cool, green grass
of the city parks to snooze. Their long,
white coats shimmered through the gloom
beneath the trees like the slain of a battle
laid out in silent rows.

Men of millions mingled with the mot-
ley mob that made the hotel lobbies re-
sound with snores. Beggar and prince,
rich man and "dip" rolled about and
kicked each other in the ribs midst play-
ful and unconscious slumber. Hotel rooms
for one person were loaded up with more
cots than a crowded ward at the City
hospital.

Some Sleep In Cars.

And some of them just scooped down
in the leather seats of their autos and shut
off the engine. The Claypool hotel was
thickly settled. The Denison was densely
populated. The Grand hotel walls were
seen to bulge and the timbers were heard
to groan with their load.

Then again, some of them didn't sleep at
all. Hundreds spent the night buzzing
about the boulevard and down Meridian
street. All night long Meridian from the
Circle north was a bedlam of purring en-
gines and bubbling laughter. As far as
the eye could see along the thoroughfare
there was nothing but hundreds of auto
lamps jiggling and gleaming low along
the paved way. And there was also a
row of wreckage up the oily street for
many accidents occurred during the night.

Hundreds slept right where they ate.
The cafe of the Denison hotel was turned
into a giant bedroom, filled with cots,
snores, snorts and guzzles. Tomlinson
hall was thrown open to the breezes and
the crowd.

The streets and boulevards of the city
were thrown into one monster garage.
Autos of all kinds and conditions were
lined up along the curbs. Drivers slept
in their seats, nodding and napping amid
the all-night turmoil of noisome voices
and buzzing cars.

Crowds Storm Office.

At the Speedway office on Capitol ave-
nue there was a crowd all night long,
wanting tickets, information, places to
sleep, this, that and the other.

Detectives, private and professional, lo-
cal and imported, watched over the rec-

ord-breaking crowd to see that purses
were not nipped from hip pockets.
Downtown cafes, restaurants, chop suey
restaurants, chop houses and the like did
a land-office business from sunset until
dawn.

There were champagne parties, seeing-
Indianapolis-by-night tours, joy rides by
the hundreds. The German house, Meh-
nerchor, Columbia club, Commercial club,
University club and other fashionable
places were the scenes of merry-making
far into the small hours.

Station Is Jammed.

At the Union station there was a crush
and jam throughout the night; and they
were all coming in and none going out.
The same was true at the Traction Terminal
building. All night long the stream of ar-
riving autos poured into the city from all
directions, adding to the crowd, the hub-
bub and the uproar. With the first faint
glimmer of dawn the influx of machines
loaded to the guards increased. It was the
coming of those who sought accommoda-
tions for sixty miles around the city. They
came from the little towns, from farms
and country homes.

With daylight hundreds of machines
that had lain dormant during the dark-
ness awoke to life and went shooting
around the city gathering up their loads
of humanity to be taken to the speedway.

WIFE BARES SAVE JAMES

Man on Trial Bo Little Daught His Lay

While Mrs. James R.
story in criminal court
charged with the murder
sat with bowed head. M
His little daughter snug
Frequently he would w
his eyes as his wife, bet
the circumstances of h
Bucy and the confessio
the shooting by her husb
was on the stand most
Wood shot Bucy in a
bama street, opposite the
January. Attorney Hen
fending Wood.



Our Department

This bank has made every one o
ments a complete, thoroughly syst
of the institution.

In general banking, collections,
loans, safe deposit service, etc., you
fect facilities for your requirements.

CONTINENTAL NATIONAL BA

On Meridian Street, Between the Monument and Washing

These Specials in the Baseme Wednesday

APRON CHECKED GING- HAMS, 7c and 8c qualities, yard04½	10c CURTAIN SCRIM, 36 wide, yard	
REMNANTS OF DRAPER- IES, madras, gingham, calicoes and bunting, Wednesday at.....	HALF PRICE	WHITE MADRAS white pin cord, yard	
SILKOLINES AND ART draperies, yard04½	14c INDIA LINONS, 28 wide, fine and sheer, y. wide, yard	
15c PERCALES, 36 inches wide, yard09	10c RIBBED VESTS children, full taped, ea. GINGHAM APRONS women	
12½c AND 15c DRESS ging- hams, lengths up to 20 yards08½	GINGHAM WASH SKIR for women, 50c values. 6c UNBLEACHED mus 28 inches wide, yard	
CHAMBRETTES, 28 inches wide, solid colors, yard05	BLEACHED MUSLIN, r nants, values up to yard, Wednesday	
10c LAWNS and batiste, yd. 25c SATIN FINISHED fou- lards, very sheer, patterns that are equal to the choicest silks, yard06 12½c .10	12½c LONGCLOTH, leng up to 10 yds., Wednesd yard	
15c DRESS FOUARDS, for one day only, yard10	12½c CAMBRIC muslin, y suits for women	
15c DOTTED SWISSES and white checked lawns, yard09	12½c STOCKINGS for we en, double heel and pair	

H.P. Wasson & Compan

FAST CRUSH RIOTS TO GET PAST DEPOT

Swarms Struggle as Great
Incursion Trains
Pull In.

YOUNG SPORTS COME

One Road Alone Will Have
Sixty Sleepers for
Departure.

The great commonalty of the automobile race-lovers arrived in the city Tuesday. That is to say, those who could not afford to give up the convenience and comfort, to say nothing of the speed of the railroad train, for the pleasure and exclusiveness of a long, hot, dusty ride in a touring car, reached Indianapolis, and without waiting to offer any of the local hotels \$50 for a room, proceeded immediately to the speedway.

Trains began arriving at 7 a. m. at the Union station and each train was from twenty minutes to one hour and a half late. Loaded to the platforms they pulled into the shed and as quickly as they could be unloaded they were pulled out again, to make room for more trains. At no time during the morning was more than one track vacant and that only for a very few minutes.

Miniature Riots Start.

At 7 a. m. it was with great difficulty one could move about in the station. At 8 a. m. it was impossible, to all intents and purposes. The unloaded hundreds, coming through the gates, fought with the waiting hundreds that crushed upon the gates, all but one of which were reserved for the speedway crowds.

Long before 7 a. m. the downtown streets presented a scene that to the Indianapolis citizen gave them the appearance of the noon-day rush and at 9 a. m. on Illinois street from the Union station north to the Traction station, thousands packed the sidewalks. A slow but steady procession, through which it was practically impossible to break formed and continued until after 10 a. m. at which hour most of the crowd had departed for the speedway.

from Chicago and three from Detroit and Toledo. Specials were also brought in from practically every Indiana locality, many of the neighboring towns being practically depopulated.

DROUGHT IS BROKEN; BRAZIL HAS BOOZE

(Special to The Sun.)

BRAZIL, Ind., May 30.—The long drought in Brazil is broken and the wets won out in a sweeping victory in Monday's election by a majority of 713. Factories and mines closed to allow the men to vote. W. C. T. U. members worked hard all day long and served lemonade to the voters. John Morgan, banker, bought a page in a local paper to tell how the dry spell had injured the city commercially and it is thought this had much to do with the outcome.

Outside of Brazil only one township went wet and that was Washington, with a majority of only 7. The townships going dry and their majorities are: Harrison by 265, Perry by 128, Posey by 86, Sugar Ridge by 74, Van Buren by 47.

COUGAR SPRINGS AT MAN BUT HE ESCAPES

CENTRALIA, Wash., May 30.—Peter Simonds, a farmhand, was walking at night through the woods five miles east of Centralia on his way to town when he heard a rustle in the trees. Glancing up he saw a big cougar crouching. He was barely able to jump aside as the beast sprang. Simonds, who is an old trapper and a good shot, drew his revolver before the cougar could make a second attack, but only succeeded in wounding it.

A trail of blood leading to the cougar's lair is being followed and the hunters expect to get a few cubs in addition to the old animal.

FAIRBANKS SPEAKS TO AGED SOLDIERS

(Special to The Sun.)

MARION, Ind., May 30.—Former Vice President Charles W. Fairbanks arrived from Indianapolis over the I. U. T. this morning and alighted at the Soldiers' Home corner, where he conducted the annual memorial exercises at the national military home. Mr. Fairbanks attended the exercises at the I. O. O. F. cemetery this afternoon and assisted in the unveiling and dedicating of a magnificent monument to the veterans. Capt. Woodson S. Marshall also gave an address.

BEAUTY SOUGHT BY

The 1910 Man

MATTHEW P. killed in the V when car dived New York, Oct.

WILLIAM J. BR died from injury car skidded at against a fence hour race. At Y., May 14.

DYAL—Driver, w spin at Atlanta trol of his car a fence, death simultaneously. July 30.

JESSE FRICKE—wild through a ers after collision cycle. At Dallas

ALBERT FUCHS—killed when car a fence; W. H. killed; practice race. At Savan

CHARLES HAMI died from injury lision in a fre portland, Ind., J

TOBIN DE HYMI Stoddard-Daytor front wheel bro into fence in a San Antonio, N

THOMAS KINC driver of the 1 when he lost control spin on the way; aged 19 Ind., July 6.

CHARLES MILI Louis Chevrolet when car bec and left course cup race; collision car and several Chevrolet received leg. At Ne

SMOKE CL BIG L

Inspector Say
in Comb

...tically impossible to break formed and continued until after 10 a. m. at which hour most of the crowd had departed for the spedeway.

Most All Young Sports.

It was a remarkable fact that most of the train arrivals were young men and but few of them were burdened by any baggage other than an umbrella and a pocket-book. Most of them did not possess the umbrella and may have been without the pocketbook. Comparatively few women were on the trains and these apparently were from nearby towns and expected to return home before nightfall.

Visitors arriving on the trains near 10 a. m. did not stop to go uptown, but made a rush for the numerous ticket booths that had been provided, purchased their tickets and joined the crush to the speedway trains. Aside from the regular booths inside the station, the roads provided a number of extra booths in the waiting rooms and eight temporary booths on the Illinois street side of the depot. All of these were kept busy throughout the morning.

Arrange for Departure.

Estimates as to the number of visitors vary from 65,000 to more than 100,000. The Pennsylvania railroad officials announced they would run sixty extra sleepers and six special trains from the city Tuesday night to care for the crowd leaving the city. They could place no estimate on the number of passengers carried. One of the specials mentioned has been engaged to carry the Cleveland Automobile club, which arrived at 7:15 a. m., and included several hundred auto enthusiasts. The train consisted of four sleepers and a baggage car.

The Monon road brought in its usual Chicago train in four sections, each one heavily loaded. An extra section was also run on the Toledo train and a special was brought in from Decatur and Springfield, Ill. The Big Four road has six specials

**WHY ARE
CHRONIC DISEASES
SO FREQUENTLY
AND**

ment to the veterans. Capt. Wood Marshall also gave an address.

BEAUTY SOUGHT B ARSENIC; GIRL D

ST. LOUIS, Mo., May 30.—The d
Miss Hildegarde Walton, stepdaug
John T. Milliken, millionaire c
manufacturer, is attributed to h
ing taken about 300 wafers, a com
remedy containing arsenic. The
physician today said that the
wafers undoubtedly hastened deat
Milliken is a brother-in-law of
T. Patrick, who is serving a life
Sing Sing for the 'murder of
Marsh Rice, millionaire.

BUGGY SHAFT HITS CHAUFFEUR IN

(Special to The Sun.)

KOKOMO, Ind., May 30.—Roy L
18, is in a dangerous condition
peculiar accident. He was riding
automobile and while passing
driven by Charles Coy the animal
frightened and lunged into the
ble. The point of the steel-capp
pierced Leckrone's side, fracturing
ribs and inflicting other injuries.

PREVENT DIVING I UNDER BIG ENGE

Alleging violation of the ash
in making employes get under
tives to empty the pans, C. W.
United States Attorney, late Mond
suit in federal court against the
Indianapolis & Louisville Railwa
pany. The suit was brought for
terstate commerce commission a
causes for action, each calling
judgment.

CLUBFOOT HOLDS GIANT ROOT DIG

(Special to The Sun.)

LAWRENCBURG, Ind., May

AY, MAY 30, 1911.

COUNTLESS NUMBERS WATCH SPEED KINGS

Promise of Speed and Pros- pect of Blood Lures Many.

Lured to the speedway by the promise of speed and the prospect of blood, thousands upon thousands of people thronged the stands in summer attire Tuesday for the opening of the big 500-mile race. The space in every direction inside and outside the speedway grounds was crowded with automobiles, parked while the owners found seats around the big race course. Flags were fluttering and the speedway employes busy. It was a restless crowd, active in moving about to vary the monotony of the long grinding race.

Every hour the throng increases. It is doubtful if, at the hour of the finish, the various transportation facilities will be able to expand to meet the demand for service to any adequate extent.

In all that is done, in every precaution that has been taken, it is seen the speedway management has a clear recollection of the lives that were sacrificed to the speed god at the track two years ago. It is clear, too, in the action and conduct of the big crowd that the bloody memory lives. It is a topic of conversation on all sides, and the "ohs" and "ahs" are close to the teeth as the sputtering, buzzing cars flash by, and hearts are in throats whenever the cars bunch at the curves, or some driver makes a daring spurt for position.

The tension is present and potent, mak-

ing the crowd nervous and uneasy, like a man on trial for his life. It is as if the whirring of the cars was the whirring of the wings of the death angel overhead marking his next victim, while the crowd below awaits the verdict, and the method of the taking off.

Police Fight Back Crowds.

Hundreds of special officers were on hand early to preserve order and to keep the crowd from overrunning the grounds and the track, for there were plenty with more nerve than judgment who crowded down to the edge of the course ready to slip through on the brick roadway. With the crowds pushing them from behind there is no guessing what the end might have been. The bloody tribute so expectantly anticipated might have come from the crowd itself instead of the racing drivers who keep the track humming.

They came from everywhere. The early and lively demand for bleacher seats is held due to the lack of any other kind. Two special trains in from Chicago Monday found the supply exhausted and no seats available from the box office. Other train loads that came through the night brought visitors who were similarly disappointed. It is believed that before night all records for speedway attendance will be broken.

From Far-Off Cities.

Most of the machines parked on the grounds bear evidence of the distance traveled. One car bore an oilcloth sign, "Wheeling from Wheeling." Others, it appeared, from the emblazoning insignia, had come wheeling from North Carolina, Georgia, Kansas, South Dakota, Colorado and other now justly to be claimed "Indianapolis outposts." Those tagged as from Chicago, Cincinnati, St. Louis, Detroit and other Illinois, Ohio, Michigan and Kentucky points were so numerous as to be common. Many grimed with dust bore no labels at all, owners being indifferent about letting the world know how far they had come.

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WATCH US GROW

No C. O. D.

TRADING STAMPS WITH ALL PURCH