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NOTRE DAME BLASTS TECH, 13-3

LLOYD GEORGE SEES DANGER IN DIVIDED RANKS

Essence of Argument Is on Policy of Swapping Horses in Mid Stream.

IS GIVEN GREAT OVATION

Delivers Strong, Although Not Bitter, Attack on New Cabinet and Law.

GLASGOW, Scotland, Oct. 28.—(By A. P.)—Former Prime Minister Lloyd George, invading the Glasgow constituency of Premier Bonar Law today addressed an enthusiastic audience of 5,000 persons in St. Andrew's hall, bringing to the fore the danger that he saw existing in division among men of like minds who believed in the necessity of keeping the country steady at a time when it was being threatened with serious storms.

Referring to the coalition government, which had achieved the victory in the war, and which was now broken up, he asked an explanation of 'that wanton act of sabotage,' declaring that he had neither heard nor read why.

"I am more perplexed than ever," he continued, "and I think the nation is perplexed. I never heard a question raised in the cabinet which would explain the split. Where is the question of policy? It was not discussed in the cabinet and yet this has happened. It becomes more and more bewildering.

"I awaited an explanation to be given his constituents by my old friend, Mr. Bonar Law — my old friend and I hope my present friend —and I sincerely trust my future friend. I am fighting no personal battle. I should be ashamed if I were to invite the verdict of a nation of 21,000,000 electors upon a personal issue.

"I waited for Mr. Bonar Law's explanation and I am more doubtful than ever. I cannot find that he pretends that there is any difference of opinion on any questions of policy."

Wanted: Less Energetic Premier.

Mr. Lloyd George said the conservatives wanted a premier of less energetic type, admitting that he was good in 'getting out of the rough," but that somebody with an easier stroke in the fairway was wanted now. He questioned, however, whether the nation was "out of the rough," and pointed to the manifesto issued by the labor party as a formidable challenge showing the nation was by no means "out of danger—that the die-hards were not the only people calling for a change, but that there were millions to whom the radical labor program would appeal." This was not the time, he said, with menaces on all sides, and with the nation surrounded by clouds and darkness," for moderate men of like mind who think of the security of the "state to fall out among themselves."

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HUGHES DECLINES ALLIED INVITATION TO ATTEND SESSION

Request Formally Presented to Participate in Turk Peace Conference.

WASHINGTON, Oct. 28.—(By A. P.)—Another request that the United States actively participate with the allied governments in the settlement of European difficulties, this time involving the establishment of peace between Turkey and the allies, and the status of the Dardanelles and Bosphorus straits, was received today by the Washington government.

Its formal presentation by Sir Auckland Geddes, the British ambassador, Count de Chambrun, acting for France in the absence of Ambassador Jusserand and Charge Rossi, who appeared for Sen. Ricci, the Italian ambassador, was followed by an authoritative statement from the state department that this government yesterday had instructed its ambassadors in London, Paris and Rome, to inform these governments that it could not officially participate in the near east conference at Lausanne, Switzerland. At the same time it was pointed out that there were important interests in the near east in which this government was interested and treatment of these by the Lausanne conferees would be observed by American representatives.

Never at War.

Regarding the decision not to be represented through appointed delegates it was said the United States had never been at war with Turkey and therefore did not belive it could appropriately take part in framing a treaty of peace with that nation in association with the allied conferees.

Sec'y Hughes' instructions to Ambassadors Harvey, Herrick and Child, it was understood, recounted the interests of the United States in subjects to come before the Lausanne meeting for adjustment.

Outstanding among these were said to be that of protection of racial and religious interests in Turk

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Princeton Humbles Chicago in Stirring Gridiron Struggle

Most Thrilling Battle of Decade Ends With Tigers Leading 21 to 18 as Maroons Fail to Kick Goal After Touchdowns.

STAGG FIELD, CHICAGO, Ill., Oct. 28.—The 32,000 football fans who were fortunate enough to obtain seats for the Chicago Princeton football classic here this afternoon saaw the Maroons lose a heart-breaking game, which will undoubtedly go down in football history as the greatest battle in more than a decade.

Trailing by three points—because after each Maroon touchdown the point which goes with a goal was not forthcoming — the Midway team made one last desperate attempt in the closing minutes of play. Every bit of strategy taught by the veteran Stagg was thrown into play as Maroon-jerseyed team completed pass after pass, intercepted with large gains through the line, until the ball rested on the Tiger two-foot line with one down still left.

John Thomas, stellar fullback and Princeton nemesis in 1921, had already scored three touchdowns and it was he who was called upon for the final plunge. But the Tiger line had stiffened and a desperate lunge by Thomas was fruitless as the ball downed several inches from the chalk-mark.

Princeton kicked out of danger and then the whistle blew. Princeton had avenged last year's unexpected defeat but they had gone through a battle the memory of which will remain for years with every person present.

Great Tiger Comeback.

While Chicago's gallant attempt for a last-minute victory furnished the real climax to the spectacle, it did not entirely overshadow the wonderful comeback which Princeton made to nose out the victory. For Coach Roper's team entered the fourth quarter with the score 18 to 7 against them and with little prospects of victory. A barrage of long and short passes, however, put the Maroon team to rout temporarily and a long run following a fumble enabled Gray, Orange and Black end to score the first touchdown, and this was followed shortly after by another by Crum. Cleaves kicked goal for the point each time and it was by this margin that Princeton won.

Every known play that would bring the supreme thrill into the hearts of the spectators was furnished in today's contest, each team presenting a powerful offensive, which made the tide of victory sway first one way and then the other. Forward passes, a feature utterly lacking in last year's contest, were thrown with seeming abandon, but each eleven had a good percentage of completed passes. Several long runs were provided to add to the enthusiasm resulting from the hectic turns of the game, while two desperate stands within the three-yard lines—one in which the Tiger stayed off impending defeat and the other in which the Maroon was forced to yield the winning touchdown—served to make staid old Stagg field a hotbed of pandemonium.

Despite the fact that he was unable to "come through" once more to save the game in the closing minutes, John Thomas of Jamestown, N. D., stood head and shoulders above all others on either team for individual honors. His line-plunging equalled his work in last year's game while the fact that it was he whom they stopped on their last desperate stand served to make the victory all the sweeter for the Tiger.

Spectators Pack Field.

Every available inch of Stagg field was packed, and while the seating capacity was announced at 32,000, Coach Stagg squeezed several more thousand into the field. The rival rooters were generous in applauding each other's songs and cheers and the spectacle was conducted according to the best traditions of the great college sport.

The big Chicago band with a 20-foot bass drum in the center, kept the rooters' toes going in rhythm to stirring marches. Between halves the musicians paraded to the center of the field, formed a great letter "P," and led Princeton in the "Cannon March."

The first half was a see-saw fight between two highly developed offensives. Chicago showed the greater power through the line but Princeton had an edge on aerial tactics. Neither team could turn the ends.

The Maroons enjoyed an unexpect advantage at the start, gaining ground steadily under Strohmeir's and Pyott's punts. The latter drove the ball upwards of 50 yards but Princeton's punters lacked full opportunity to display their wares as the home team tackles were through and forced hurried work on every attempt. Chicago had first chance to score when one of these hurried punts gave them the ball on their own 32 yard line. The Thomas brothers, sturdy North Dakota products, carried the ball alternately and finally John pushed it over.

First Quarter.

Baker kicked off over Chicago's goal line. The ball was put in play on the 20-yard line. Princeton was penalized five yards for offside, and Strohmeier punted to Princeton's 45-yard line. Gorman returned five yards.

Caldwell made two yards through right tackle. Cleaves was thrown for a yard loss. A long forward pass by Cleaves was intercepted by Strohmeier on his 19-yard line. Strohmeier punted to Gorman on the Tiger 44-yard line. Cleaves made a yard through center, but Princeton again was penalized five yards for

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TO QUESTION WOMAN IN MURDER MYSTERY

Police Hunt Clues for Brutal Slaying of Woman Found in Shallow Grave.

CLEVELAND, O., Oct. 28.—(By A. P.)—Prosecutor Ostrander and and deputy sheriffs of Lake county tonight announced they are going to question a young woman living near the woods, where the mutilated body of Mrs. Hazel Burns was found late Wednesday buried in a shallow grave, regarding a report that the woman heard screams from the direction of the woods early Wednesday morning. A neighbor who gave the information to the sheriff, had told of being awakened by shrieks of terror.

Cleveland detectives at the same time announced they have begun a search for the diary of Mrs. Burns reported to contain passages which would give a clew to the motive for the murder. Lake county authorities were also searching the scene of the murder for a shovel and gun, which are thought to have been used in the murder.

Search is also being made by Lake county authorities for $2,700 which Burns claims he had hid in his Cleveland home and which was not found in a search of the house by authorities, and for diamonds which Mrs. Burns was said to have worn.

Authorities have virtually abandoned hope of securing a confession from Henry J. Burns, husband of the murdered woman, who is held in the Plainsville jail charged with the slaying. Authorities announce they will question Burns further as they do not wish to persecute him.

COX ATTACKS G. O. P. TARIFF LAW, ALSO GIFTS FOR CAMPAIGN

Asserts Contributors Are Beneficiaries of Reactionary Class Preference.

INDIANAPOLIS, Ind., Oc. 28.—(By A. P.)—Declaring that class preference is written in every line of the Fordney-McCumber tariff bill, former Gov. James M. Cox of Ohio in an address here tonight denounced the Republican tariff law which he said is "improperly discriminative." Gov. Cox spoke in behalf of Samuel M. Ralston, former Indiana governor and Democratic nominee for the United States senate.

Ohio's former chief executive criticized contributors to the Republican campaign fund, the list of which was recently made public, asserting:

"In the main the contributors to this fund are the beneficiaries of the reactionary policy of class preference."

"The ruling spirit with some is just ordinary greed and they believe that anything is fair in politics. If they out-smart someone else and buy a reserved seat at the government preference table, they sincerely believe there has been no lapse of ethics. They have been doing it so long they believe it the proper conduct.

Hits Campaign Funds.

"Then there is another class of these investors—because in the truest sense they are not contributors but investors. They are doubtless sincere in their belief that if big business is made prosperous, regardless of the method, enough prosperity will dribble through for the mass.

"I do not endorse any preachment that aligns class against class," Gov. Cox said. "The attitude of the present administration of affairs is such that the subject could not be discussed without recognizing the conspicuous preference for a certain class. It is written in every line of the Fordney-McCumber tariff act. The provisions of the bill are improperly discriminative. The origin

(Continued on page two.)

Biggest Factor in Irish Victory

The outstanding feature of Notre Dame's great victory over Georgia Tech yesterday was the brilliant all-around playing of Paul Castner, stellar fullback. It was Castner who scored the first touchdown on a short pass from Stuhldreher, while he hurled pass after pass which had the Yellow Jackets completely at sea. In addition, his line-bucking, defensive work and punting were bright spots in the Irish play.

Kewanee Citizens En Masse Hear Talk By Miss O'Keefe

Listeners Demonstrate Enthusiasm as Woman Congressional Nominee States Principles and Repeats Challenge for Debate With Hickey.

The entire city of Kewanee turned out Saturday night to listen to Miss Esther O'Keefe, candidate for congress on the Democratic ticket.

The hall was filled to overflowing and several hundred were unable to gain admission. The hall itself has a seating capacity of 500.

The meeting both in attendance and in enthusiasm was the largest held in that city in the present campaign, and the evident impression made by the woman nominee for congress was shown in the most outspoken declarations from numerous men and women who have hitherto supported the Republican ticket to vote for her.

Once more she invited Congressman Hickey to appear at any meeting she has in this district before the campaign and meet the voters in a debate as to the platforms and principles for which she stands.

Urges Hickey to Explain

"I trust that Mr. Hickey will find it convenient to appear in South Bend at my meeting on Tuesday night," she said. "It would be a fair thing since at a meeting he held with his organization he intimated that I know nothing of the processes of government, nothing of the mechanism by which laws are made, nothing of orderly procedure.

"That may be true, but especially would I welcome the chance for Mr. Hickey to explain and I give notice now that I intend to discuss this matter, his own record on the question of income taxes.

"I would like to hear the explanation of reducing the taxes paid by all those who have incomes of above $200,000 a year and placing the burdens lifted from these oppressed millionaires upon the farmer and the worker.

"I would like to hear his defense of the tariff act and why he believes the worker and the consumer should be forced to pay new tributes to monopolized products.

Stand Upon Bonus

"I would welcome the opportunity for him to explain to the voters, not to the organization, his real stand upon the bonus and have him answer whether it be true or not that he was not informed by the daily press in advance of his vote, that the compensation act for the soldiers was to be beaten in the senate when he cast that vote.

"I would welcome his explanation of why he refused to vote for a sales tax to raise this bonus and now praises and supports Mr. Beveridge, who applauds and approves and commends that tax not only for any compensation to soldiers but for all revenues.

"I would like to ask him when he submits his candidacy on the ground that he is needed to support the administration whether that support is to be limited to the cutting down of the income of the rich or whether he is asking support of the veto of Pres't Harding on the bonus measure."

Yesterday afternoon Miss O'Keefe addressed an enthusiastic audience at Walkerton, which entirely filled the theater in which the meeting was held. The crowd was estimated at 400 persons, which was approximately twice the number who heard Congressman Hickey speak at Walkerton the previous evening. The audience was regarded as an especially satisfactory one for an afternoon meeting.

Miss O'Keefe Here Tuesday Night

Miss Esther O'Keefe, the first woman in Indiana to win a party nomination for a national office, will speak at the High School auditorium on Tuesday evening.

Her campaign has attracted national attention and in this district she has been welcomed with enthusiasm by record-breaking audiences in every city she has visited.

At the meeting on Tuesday night, Miss O'Keefe will discuss the issues of the campaign and the platform which she has advanced as the remedy for national ills.

BARNUM WAS RIGHT SAYS REALTY BUYER

NEW YORK, Oct. 28.—(By A. P.)—Harry Friedman took his place today in the hall of fame beside the man who bought the Brooklyn bridge from a stranger and him who purchased the right to collect nickels at a subway station. Friedman told the police that Abraham Heidman had sold him space for a stand on an east side street corner for $1,583.33. He did not learn until he tried to operate there that Heidman did not own the corner. Heidman was arrested.

BOY, 11, STABS HIS BROTHER; NEAR DEATH

BOSTON, Oct. 28.—Eleven-year-old John Margolis today stabbed his brother, Joseph, two years his senior, in the heart with a kitchen knife, at their Chelsea home. Joseph is dying at the Chelsea Memorial hospital. John has been arrested.

The two boys had waged a furious battle for hours in their home.

THE WEATHER.

Indiana: Fair Sunday, warmer in northeast portion; Monday probably showers and cooler.

Lower Michigan: Generally fair and warmer Sunday; Monday probably rain, cooler in south portion.

CORONER'S JURY TO INVESTIGATE DUAL SHOOTINGS

Mother of Mrs. Carleton Demands That Tragedy Be Probed by Authorities.

SEN. WALSH IS RETAINED

Wife of Minister Describes in Detail Incidents Leading Up to Affair.

HAVRE, Mont., Oct. 28.—(By A. P.)—Official investigation by a coroner's jury into the deaths of the Rev. Leonard Jacob Christler and Mrs. Margaret Carleton lasted until late tonight, no witnesses being examined until the night session. The public was excluded from the inquest. According to authorities, there were no new developments tending to disprove the story of Mrs. Christler to the effect that she heard shots in the next room, opened the door, saw the body of her husband on the floor and saw Mrs. Carleton shoot herself.

Mrs. J. H. Pyle, mother of Mrs. Carleton announced this afternoon she would demand that the tragedy, which cost her daughter's life, be fully investigated. Mrs. Pyle declared that United States Sen. Walsh, a lifelong friend of the family, would have charge of the investigation for her. Sen. Walsh is registered at a Havre hotel. That Mrs. Carleton threatened her life after having shot her husband was the statement credited to Mrs. Christler today by the Great Falls Leader.

Mrs. Christler told her story in the church her husband had builded. After telling what had happened the early part of the evening when services were held in her husband's church, followed by a church supper, Mrs. Christler said:

"Rev. Christler had gone to accompany Rev. Chapman, of Butte, to the sleeping car at the depot about 12:30.

Attorney Stands Guard.

"I walked home slowly and saw the house lighted. I called Atty. O. C. Hauge, a neighbor, who was passing, to stand on the porch while I went in. I found Mrs. Carleton tearing photographs of Mr. Christler up and also papers and burning them on the floor. I persuaded her to go out and we went out together. Meeting Mr. Christler returning home, we three walked back together and went into the parlor and sat down. There are two doors to the parlor and Mr. Christler stepped through one of them, closing the door behind him. Mrs. Carleton rushed to the other and passed through and immediately I heard a shot and sprang to the door my husband had passed through. Mrs. Carleton stood with a gun in her hand and seemed crazed.

"She raised the gun and pointed it at me, but either did not pull the trigger or the cartridge failed to explode as the gun wavered a second in her hand and she turned it against her left breast and fired without a word."

Both Killed Instantly.

The bullet from the revolver entered the right side of the minister's breast and came out the shoulder, severing the aorta of the heart and causing instant death, while Mrs. Carleton was shot through the heart, the bullet emerging behind her left shoulder.

Mrs. Christler declined to say what conversation passed preceding the shooting, further than to intimate that only ordinary affairs were

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WOMAN IS VICTIM OF BAR WRECKING

Record of Smashings Reaches 25 as Alleged Proprietress Is Arrested.

The total wrecked bars for the year was increased to 25 about 4.30 o'clock yesterday afternoon, when Sergt. Delinski and Officers Pinter, Winthers and Kish raided a soft drink place said to be operated by Mrs. Marie DeMay at 511 W. South st.

A charge of unlawful possession of liquor for sale was lodged against the alleged proprietress when a half pint of colored "mule" was found in the place. Richard DeBaerlamaker, bartender at the establishment, was also charged with unlawful possession of liquor for sale when neither would admit ownership of the liquor found.

The DeMay place is said to have been under suspicion for some time, several complaints having been received by the police concerning the utter disregard the proprietress is said to have held for the Volstead act.

The finding of a pop bottle nearly full of liquor resulted in orders being issued to wreck the bar and fixtures. Little time was spared in demolishing the equipment, despite the pleas of the woman to spare the property, she claiming she did not own it.

As the police entered the place, Mrs. DeMay is said to have seized the bottle of liquor and rushed for the rear of the place in an effort to

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N.D. Homecoming Activities Will Commence Today

Elaborate Plans Made for Events Leading Up to Indiana Football Game.

Notre Dame's third annual Homecoming celebration opens today.

The inauguration of the "Hello" greeting at Notre Dame, a snake dance of 2,000 students, a medley of vaudeville and athletic entertainment, a great homecoming barbecue and picnic, the Indiana-Notre Dame clash, the Monogram club banquet and three student dances are salient features of the annual affair.

Twenty thousand people are expected to participate in the celebration, of which 5,000 will come from every section of the country to renew college acquaintances. Reservations in every hotel are to capacity and hundreds will be housed in private homes over the week end so that they may take part in the big doings.

Students at the university today will inaugurate their "Hello" week program. All of the boys will wear tags bearing their name so that the student body may become better acquainted before the big celebration. Upper classmen will be given gold tags while the freshmen will wear blue ones. Distribution of the tags will be started in the halls on the campus tonight. Day students will secure their tags tomorrow as they leave cars for their classes or at the off-campus office.

"Hello," is Greeting.

The recognized greeting at Notre Dame today becomes the simple "Hello," and it is expected of every man on the campus. In an informal way, Notre Dame men have always used this or some similar greeting. Today, however, it becomes official, and is expected to become as traditional as the "Hello, boys" of Illinois.

Members of the Boosters' club and a corp of students called upon to assist, will begin the work of decorating the entire campus in appropriate style. Prizes have been offered for the hall, which is pronounced the most effectively garbed. South Bend's business district, too, will fly the Blue and Gold to the breeze and the entire city will be in gala array for the occasion.

On Friday night the cover will fly off, when 2,000 students, armed with much red light and plenty of pep, will invade South Bend and do their annual snake dance on the downtown streets. The men residing onthe campus will meet at the Notre Dame postoffice with the band, and the day students will join the parade on Michigan st. at Lake Shore drive. Cheerleader John Gleason will head the parade.

With the red light and gay antics of the college students as they wind back and forth across the streets the procession will lead to the Oliver hotel, where Indiana's invading team will be accorded a royal welcome. The shouting Notre Dame youths will call for Pat Herron, the Crimson coach, and "Duke" Hanny, captain of the enemy aggregation. Their speeches over the entire downtown district will echo when the Irish "Victory March" is sung by the great Homecoming crowd.

To Welcome Visitors.

In Washington hall at Notre

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SAYS FRANCE MUST ABIDE BY OWN LAW ON DRY SHIP RULE

Ambassador Jusserand Declares French Sailors Must Have Their Wine.

NEW YORK, Oct. 28.—(By A. P.)—M. Jules Jusserand, French ambassador to the United States on his arrival today on the Paris from France asserted that in the face of the recent "bone dry" ruling of Atty. Gen. Daugherty, which prohibits the use or carriage of any liquors on vessels entering American ports, France can abide only by the laws of France.

"French ships are a part of the territory of France," said the ambassador, "and I believe that you properly claim your carriers are part of the United States wherever they may be. The laws of France, passed several years ago in our parliament, state that one half a bottle of wine must be served to the sailors on a French ship and a full bottle to the stokers. As such wine contains probably 90 percent of water, I can hardly see that it is dangerous for men on ships to drink.

"Further, our eminent doctors maintain that wines of such alcoholic content are beneficial rather than harmful; that is their right of opinion and we shall uphold it. If your physicians say otherwise that is the business of your country."

In addition to the dry ruling, Ambassador Jusserand said he would give his attention also to a study of other American issues bearing on the policies of his own country. Chief among these, he placed the tariff.

Touching on foreign countries he declared he could see no reason for a change in the relations of Great Britain and France because of the resignation of Lloyd-George as premier.

His only comment on European debts was, "France will pay, for France always pays her debts."

AERIAL ATTACK OUTWITS HUSKY YELLOW JACKETS

Inflict Defeat on Pride of South on Home Soil First Time in Six Years.

CASTNER IS REAL STAR

Rockne's Inexperienced Outfit Reveals Strategy—Fumbles Costly to Tech.

BY A STAFF CORRESPONDENT.

ATLANTA, Ga., Oct. 28.—Whatever doubt may have existed as to the prowess of the 1922 Notre Dame football team was dispelled at Grant field this afternoon when Coach Rockne's inexperienced "Fighting Irish" showed a large southern crowd of 18,000 persons an aerial attack hitherto unknown below the Mason-Dixon line and swept to victory, 13 to 3, over Georgia Tech., the Golden Tornado and champions of the south.

It was the first time in six years that Tech had been forced to bow to defeat on their home grounds. During this period such teams as Pennsylvania, Centre, Georgetown and Washington and Lee had vainly attempted what the Irish accomplished today.

There was nothing indecisive about the victory, for after the first period, when Rockne played second-string backs, the issue was never in doubt, although the Yellow Jacket backs made several concentrated attacks upon the lighter Notre Dame line. The southerners, however, were unable to fathom the Irish overhead attack and this, coupled with their own frequent fumbling, kept them from ever being a serious contender after the start of the second quarter.

Barron's Fumble Costly.

Even a spectacular last-minute attack—when victory was almost beyond hope of realization—might have led to a touchdown had it not been that "Red" Barron, captain and star of the southerners, fumbled at a disastrous moment on the Notre Dame five-yard line where the ball had been carried by virtue of a 50-yard run following a forward pass. The Notre Dame line, whose work in following the ball was one of the outstanding features of its play, was on the ball in an instant, it was recovered and Tech lost its only real chance for a touchdown.

To Paul Castner, versatile fullback of the Irish squad, goes a great portion of the credit for the wonderful showing of the team and at the same time he takes his place as the successor of the late George Gipp and Johnny Mohardt in the Notre Dame forward pass attack. In addition to scoring the first touchdown after having received a short pass over goal line from Stuhldreher, Paul was on the hurling end of nearly every pass completed. His work in this department was a source of wonderment to the Tech players, who were utterly unable to cope with the attack. Castner also was a bulwark of strength at backing up the line and he never failed to gain when called upon through the line when yardage was needed.

Carberry Injured.

Rockne furnished considerable of a surprise when his opening lineup was announced. Instead of starting Crowley, Castner and Miller—each of whom had been counted on for great things—Layden, Connell and Cerney, all of them sophomores facing their first real test, took their places in the backfield. While it was against them that Tech scored their lone field goal, each showed ability that augurs well for the future.

The only damper on the spirits of the Notre Dame squad came when "Judge" Carberry, captain and star end, was forced to retire in the first quarter on account of injuries. At the time the game looked like a terrific struggle and the loss of the Irish captain, who had been performing brilliantly on the defence, appeared a severe blow.

Georgia Tech was the first to

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CIRCULATION Fact No. 2

Shoppers use the same care in buying a newspaper that they do in buying silk—or a new fall hat. It must be good or the won't take it; won't pay the price.

They demand every quality that the real article must be made up of. They seldom pay cash for an "imitation" if the genuine article may be had within reason.

The fact that The News-Times is bought and paid for by several thousand more persons than buy any other local newspaper is evidence that it is THE newspaper that carries the desired news and advertising, and ALL the NEWS of the day and night.

More than 100,000 persons read

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(Always in the Lead)