

PLUMBING

INSTALLED ON

"The Buschmann Payment Plan"

BY ANY RESPONSIBLE PLUMBER

FOR INFORMATION SEE

AUGUST BUSCHMANN & SONS, Inc.

MA IN 0973

11th and College Ave.

**ELECTRIC LIGHT
AND POWER
SERVICE****MERCHANTS
Heat & Light Company**
C. O'B. Murphy, General Manager
The Daylight Corner

THAT Hotel Lincoln is full to the roof over Memorial Day isn't altogether remarkable, perhaps. But that every room was reserved THREE MONTHS AGO is worth considering.

And that NO ADVANCE IN RATES has been made, is simply added proof that Hotel Lincoln is playing square with its patrons.

HOTEL LINCOLN

A LINCOLN SQUARE, INDIANAPOLIS

Wm. R. Secker, Mgr.

Quick Results—Investigate

Sulphur Vapor Bath Institute

It seems to us that if you knew about the wonderful benefits others are getting in cases of Nervousness, Rheumatism, Neuritis, High Blood Pressure, Colds, etc., you would soon become a desirable member of our growing family. Separate department for ladies, with lady attendants. Indorsed by Physicians.

132 1/2 West Washington St. We Invite Investigation.

Main 5361

The HOOSIER RADIO CO.

Headquarters For Amateurs

Tell Us Your Troubles

TWO STORES

No. 1, 9 Pembroke Arcade, CI tele 7406

No. 2, Daylight Corner Merchants Heat and Light Co.

Like Home Just Opened

**The Russet
Cafeteria**

37 S. Meridian St.

Highest possible quality of food, prepared by skilled white lady cooks and served to the public at moderate prices. Open 11 a. m. to 2:15 p. m.

**FINE ARTS
FRAMING CO.**

We will regild or refinish your old frames at special low prices this wk.

Lawn Mowers

Called for and Delivered

HERBERT A. DAUM

Grinders of Lawn Mowers, Tools, Knives and Scissors.

43 Virginia Ave. Main 7188

**F. E. TROSKY**

MERCHANT PLUMBER

PLUMBING and HEATING
PROMPT JOB WORK GET OUR ESTIMATE.
RA ndolph 1617. 419 E. 30th St. Auto. KE nwood 2946

TELEPHONES: Randolph 0468 Circle 0309 3020 Schumann Ave. 127 Fulton Street.

The E. & I. COAL CO.

Successors to J. L. Hampson Coal Co.

Indianapolis

Service Transfer & Storage Co., Inc.

LIGHT AND HEAVY HAULING

SPECIAL ATTENTION GIVEN TO BAGGAGE

MA in 4400.

MA in 4401.

Bedford Stone and Construction Co.

Contractors—Engineers

810-15 Fletcher Savings and Trust Building
Indianapolis, Indiana.

MA in 0758. Residence, Irvington 3650

The Lightning Transfer & Storage Co.

W. M. W. GRAVES, Mgr.

OVERLAND AND HEAVY HAULING
FURNITURE, PIANOS AND BAGGAGE
EXPERT RIGGERS FOR MACHINERY

208 Pierce Bldg.

Rent a New Ford — Drive It Yourself

Touring Cars Roadsters SAUNDERS Drive It Yourself SYSTEM Coupes Sedans
Phone Circle 6826. 330 North Delaware St.

**Business-Industrial**

PAGE

**MODERN PHOTOS
WORKS OF ART**Development of Science in
Few Years Almost Un-
believable.

With commencement time drawing near at a rapid rate the thoughts of thousands of high school and college students naturally turn to thoughts of photographs, according to a member of the staff of the Holland Studio, 17 West Market street.

"There are two periods during the year when the demand for photographs reaches its peak—the holiday season and commencement time. Photographs make an ideal present and at the same time they record for all time the appearance of the young woman or man, at one of the most important periods of life.

"It is interesting to note no modern science has made more rapid strides than the art of photography. In this art the progress of only a few years has been equal to that of a century in other sciences. Take up a magazine of decade ago and see how crude and imperfect the camera work in it is, as compared with that of today, and you can get some idea of the rapid progress that is being made. The very highest types of photographic art, only a few years back are obsolete already, and become almost laughable in the light of the work done today.

"Just brush the dust off the old family red plush album, and of course there is one about the home complete, for to well regulated home is complete without one hidden away in some bottom drawer or in a box in the attic. Now take a look at the strained, pained looks of the victims and remember the agony you underwent years ago when a trip to photographer was looked upon with about the same degree of pleasure, as a visit to the operating room of a hospital in the role of patient. Remember how they used to clamp your head and subject you to all kinds of torture, before you had just the pose the photographer thought you ought to have.

"Then look at a modern picture and see the smoothness of finish, the perfection with which the natural expression of the subject is reproduced, and you will realize just what for photographers of today, has accomplished and how far it has come. It has reached a high state of development and the work produced by a well equipped, high grade, modern studio such as the Holland Studio, compares favorably with the hand work of famous portrait painters."

gin to cut down on their purchases of fling devices and equipment of various kinds. But as soon as it gets better, up goes the demands for our products again.

"If I can judge rightly from conditions as they now are, especially in the past few months, we should enjoy a good business year in 1922. The demand for fling devices and loose leaf equipment has shown a decided increase recently and this indicates to my mind that business houses are feeling the first effects of a general movement toward resumption of business on a normal scale.

"Recently there has been almost no change in the price of equipment and this makes the conviction in my mind that the low level of prices has been reached in our line at last. Recently there has been a stiffening in the market in some cases, and it has been difficult to obtain some merchandise. Of course this means but one thing, that the demand for them is steadily increasing.

"During the last few years the legitimate dealer has come into his own, and has established a place for himself which he well deserves. By the word legitimate I mean supply dealers with a permanent location and ability to give real service to customers.

"The day is passing when some 'fly-by-night' merchandise peddler can go into an office and unload a lot of second quality goods on a first by making what appears to be an attractive price. Customers have learned that, after all, the best values and the best results are obtained through dealing with old, established concerns, with some sense of responsibility, an honest desire to give satisfaction and to establish a reputation for honesty and integrity in their dealings.

"Our new catalog is just out and we feel that it is the most complete and comprehensive we ever have issued. It always has been our ambition to give real values and real service to our clients, and the long list of repeat orders we receive from satisfied customers is proof in our minds that we have succeeded.

**HOME SHORTAGE
STILL EXISTS**Record Breaking Building
Year Forecast by Lumber
Dealer.

That the present year will be a record breaking year, as far as building operations are concerned, is the opinion expressed by Herbert E. Hill, president of the Speedway Lumber Company, of this city. Mr. Hill bases his opinion on the record of sales made by his company, for various months of the present year, as compared with the same periods of 1921. To strengthen this view he shows that building permits taken out so far this year exceed those for the same length of time last year, by at least \$2,500,000.

War time conditions, resulting in a shortage of labor, for anything but war work, and the great rush to the cities by rural dwellers in the days following the close of the World War, also are vital factors, Mr. Hill declared, as this resulted in one of the greatest and most astounding house shortages in the history of the United States.

"In speaking of the present situation he said: 'Today we are enjoying the greatest business that we have had in our history. Last year was wonderful, but in the first half of the year, sales through April, sales exceed those for the same period of last year by 77 per cent—a tremendous increase.

"We know that we are not the only one that are busy. So far this year building permits have been issued amounting to \$22,000,000, while the permits for the same period last year amounted to \$10,000,000.

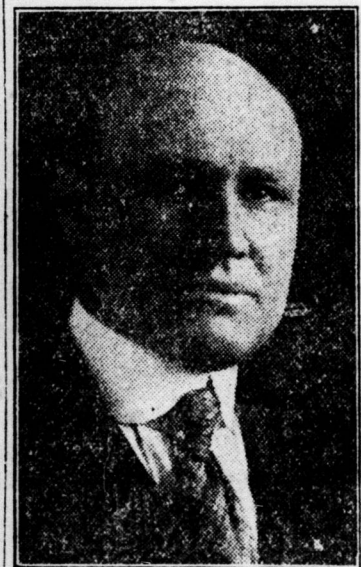
the same period last year amounted to \$10,000,000.

"The manager of the Polk Directory Company pointed out in a news article a few days ago that there were 7,000 vacancies in the city, including apartments, homes and offices a year ago, while only a little over 600 were listed this year. This is a real reason for the need of building in Indianapolis. Everywhere in the civilized world, almost, the same condition exists. This country did not lose property in the first of the war, but a shortage exists as a result of the war time curtailment of building. Whole areas were entirely destroyed in some parts of Europe. The world can hardly be adequately built in fifty years.

"Prices probably will be fairly stable during the rest of the year. Decreases are unthinkable in the face of world conditions. The floods have now subsided in the South, adequate stocks in some lines may not be available for some days. However, the Speedway Lumber Company can take care of all orders with a very good stock."

**NEW BUSINESS
GROWS RAPIDLY**

Demand for Builders and Contractors Supplies Increases Steadily.



H. D. CLARK.

A business organized by men long experienced in the particular line of work to which they are now devoting their energies, for the express purpose of affording contractors, builders and farmers, as well as the general buying public, an opportunity to purchase paint, roofing, cement, fencing, contractors' and farm supply, under the most advantageous conditions, has been started in this city under the name of the Indiana Paint, Roofing and Supply Company, 132 South Pennsylvania street.

The company is composed of H. D. Clark, J. W. Collins and E. J. Bohall, all former employees of long standing with Hurst & Co.

"All three of us were associated with Hurst & Co. for five or six years," one of the members of the firm said. "While with this firm we realized there was a great opportunity offered to a company handling a line of merchandise, which is constantly in demand. So we started this business with an idea we would work, not only into a general supply store for the regular retail customer, but would also give service as a supply house to contractors, farmers and builders, thus covering the entire field of consumption.

"Specializing as we are, at this time,

on roofing, paint and fencing, we are pleased with our connection for paint supply as it is in every sense high grade in quality and will give the very best and most satisfactory results.

"As time goes on, we intend to broaden the scope and field of our activities, until we have reached a place where we can supply any want of any character, in our line.

"We are finding that business conditions are better than they have been for a long time past. There is considerable more confidence noticed in our field and purchasers are coming back into the field and buying more than they have for a long time back.

"This is of course encouraging as it means a resumption of general business activity. Naturally our line of work, which is closely affiliated with the building industry, has been very quick to feel the effects of the tremendous building boom which is now under way in Indianapolis.

"We feel that by the end of the year all our hopes and judgment on which the business was founded will have been found fully justified in every particular."

**EATING IN CAFES
NOW A PLEASURE**

Rapid Strides Made in Restaurant Management Recently, Manager Says.

So pleasant have surroundings of downtown eating houses become under advanced ideas of scientific management, that no longer does the average business or professional man or woman look with alarm on the necessity of eating away from home. This is the opinion expressed by Grace Anna Rust, manager of the Russet Cafeteria, 37 South Meridian street.

"There has been a great advance in the equipment of restaurants and eating places, and in the care taken in the selection and preparation of foodstuffs within the last few years," Miss Rust said. "In the old days customers of downtown cafeterias and lunchrooms, while not at all satisfied with the service and food they received, put up with what they got, as a necessary evil and simply adopted the expedient of eating away from home as seldom as possible.

"But that day is gone, and gone forever. No longer can food, carefully selected, or picked with an idea of cheapness and not of quality, be foisted off on the customer. The public has become so thoroughly educated and exacting that only the best of foodstuffs, carefully prepared will satisfy. Pleasant, comfortable, sanitary surroundings are demanded also. 'When we opened the Russet Cafeteria recently we made up our minds that only the best qualified and trained specialists in the preparation of food would be employed. We also had in mind giving quick, high grade service at reasonable prices, amidst the most pleasant and comfortable surroundings. The instant response received by us showed that we were fully justified in our ideas and our ideals.

"It was our particular object to give downtown men and women the same service and quality, usually obtainable at the highest grade places, at a cost far in excess of ours.

"We abolished monotonous menus which kill the joy of eating. We make it a special point to change our menus daily and thus avoid the tiresome repetition of dishes day after day.

"The quality of food served by us is of the very highest. We make our purchases carefully and do our own baking."

Miss Rust, president and manager of the company, has had wide experience in work of this kind. For eight years she conducted a tearoom during the summer season at Bay View, Mich., and for a long time was connected with the food administration of Columbia University. In the management she is assisted by Charlotte Rust McPherson.

THIS IS A REAL SERVICE.

Damaged Automobile Sheet Metal Parts Made Good as New

36-HOUR SERVICE.

See Us Before Throwing Them Away.

BAKED ENAMELING**Guarantee Metal Enameling Co.**

325 E. St. Joseph St. —Indianapolis— Main 3126.

315 North
PENN.Lincoln
4371**STUDEBAKER CARS**

The World's Greatest Builders of Six-Cylinder Cars.

BUILDING MATERIALS

Cement Blocks, Wall Plaster, Lath, Cement, Sewer Pipe, Lime, Partition Tile, Exterior Stucco. Licensed Manufacturers of Gran-A-Tex Magnesia Exterior Stucco. A year-round building material, beautiful, permanent, fireproof, weatherproof. This material is now being applied on many residences in our city and can be applied successfully during all the winter months in safety. It is not mixed with water, but magnesium chloride, which will not freeze. Consult our Stucco Department for detailed information.

Indianapolis Mortar & Fuel Co.

407 ODD FELLOW BUILDING

Phone—Lincoln 7581.

**F. E. Gates Marble
& Tile Co.**

Manufacturers and Erectors

Twenty-First and Adams.

Webster 4330.

**OGLE COAL CO.**

PRODUCERS OF

25,000

TONS

PER DAY

EXCLUSIVE SELLING

AGENTS FOR

VANDALIA COAL CO.**MONON COAL CO.****VIGO MINING CO.****BY-PRODUCTS POCAHONTAS CO.**

Also selling agent for other large producers of high-grade Indiana and Eastern Coals.

**INTERSTATE
Public Service Co.****14 LIMITED
TRAINS
DAILY**

Between

INDIANAPOLIS

and

LOUISVILLE**Braun Tile Co.**

Estimates Furnished Free On

Bathroom, Mantel, Floor, Wall

Work

Special Attention Paid to Repair

Work.

Our Motto—First-Class Work-

manship

Phone—Randolph 8799

2306 N. Delaware St.

**Chiropractic Adjustments Restore Health
Quickly and Permanently****M. L. GALERMAN,**

CHIROPRACTOR

426 State Life Building. Phone MA in 2409.

Indiana Paint, Roofing and Supply Co.

Lincoln 8101. 132 South Pennsylvania St.

WE RETAIL Paints, Varnishes, Enamels, Brushes, Asphalt Roofing and Shingles, Fencing, Farm, Poultry and Lawn. Get our prices. They will save you money.

**Wm. H. Richardson
Funeral Director**

Thoughtful, Careful Attention to Every detail. Lady Attendant. Reasonable prices.

923 N. Pennsylvania. Li. 1493. Main 1493

**Mills Novelty
Sales Company**

Distributors of the

Violano Virtuoso

"SELF-PLAYING" VIOLIN

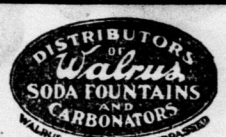
AND PIANO

30 S. Penn. St. Circle 6006.

**J. R.
SENTNEY**

MA in 0780

222 South Meridian St.



Soda Fountain

Supplies

Paper Cups and

Soda Straws

MORE THAN GOOD! We could charge more, but we could not give more Quality and style to our pictures. "They're More Than Good." MA in 2989.

HOLLAND STUDIO, 17 West Market Street**KATZ
Transfer & Storage Co.**

MAX KATZ, Proprietor.

ALL KINDS OF COMMERCIAL

TRANSFER AND STORAGE

1238 West Washington St. RI 8851

W. W. WISE

All Kinds of Brick Work

206 Indiana Trust Building.

Circle 4164.

Indianapolis is a Great City

For her continued growth and prosperity she must have a good transit system. She can only have this by a thoughtful, sympathetic support of the only company prepared to give such service.

Indianapolis Street Railway Co.**WASTE PAPER** We Buy All Kinds

Main 0609

American Paper Stock Company

Incorporated.

LUMBER

SUPERIOR MILLWORK

BURNET-BINFORD LUMBER CO.

Thirtieth St. and the Canal. Phones RAnd. 0500.

LUMBER—MILLWORK

ONE BOARD OR ONE MILLION FEET.

Quality Service

O.D. HASKET LUMBER CO.

Phones—WE bster 0114, Auto, BR ookside 1415.

SPEEDWAY LUMBER CO.

LUMBER AND BUILDING MATERIAL

Our Truck Service Covers Marion County.

Herbert E. Hill, President. Belmont 2000.

**THE
WHITAKER PRESS**

Incorporated

Printing ::

Publishing

Liberty Building, 107 South

Capitol Ave., Cor. Maryland

Indianapolis

Rooms 10-12-14. Main 9057.

Eat Breakfast where the

Food is good.

Toast made as you like it,

from Fresh Bread.

Best Coffee and Fresh Eggs.

Ward's

DENISON

Cafeteria

141-3 North Pennsylvania Street

**STAFFORD
ENGRAVING CO.**

"The House of Ideas"

CENTURY BLDG. INDIANAPOLIS

COMMERCIAL ART

HALFTONE-ZINC

ETCHING-COLOR PLATES

ENGRAVED AND

EMBOSSED STATIONERY

**MELLETT PRINTING
COMPANY**

Particular Printers

Century Bldg. M. 4756