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**WEEKLY
Business-Industrial
PAGE**

**NOVEL PAYMENT
PLAN SUCCEEDS**

Heating and Plumbing Installation Made Easy for Household.

Payment plans of purchasing about everything from homes, automobiles and talking machines have been in effect for years, but it has remained for the firm of August Buschmann & Sons, wholesale plumbing and heating supply dealers, College avenue and Eleventh street, to work out the details of a plan whereby householders may have their heating and plumbing systems installed on the part-payment plan.

The details of this system are thus explained by Alfred W. Buschmann, president of the company:
"The plan, known as the Buschmann payment plan, operates in much the same way as the deferred system used by dealers in washing machines, phonographs and automobiles, and although it has been in operation a relatively short time it has demonstrated beyond a question its feasibility and success."
"We have found that the system has opened a hitherto unexplored field of work in the plumbing and heating industry in this locality, which when developed, is going to mean a big thing for the community. In the past many persons have been compelled to put off much needed plumbing installation or heating installation, because of the expense connected with it."

"This always seemed all wrong to our company, for we felt that somehow a plan could be worked out to cover the situation. At last we hit upon a solution so simple that it really seems strange no one ever thought of it before. If a home, furniture, automobiles, washing machines, vacuum cleaners and other household devices, many of them not really essential, can be handled on the deferred payment plan there seemed to us no good reason why heating and plumbing work could not be taken care of in the home by the same plan."
"When we first announced it we were told that it was revolutionary, radical, foolish, and about everything else. We were told that we could not possibly hope to succeed, but that we went ahead and the success with which we have met in carrying out our idea was proof beyond a doubt that we were fully justified in it. In fact, it worked even better than we had hoped."

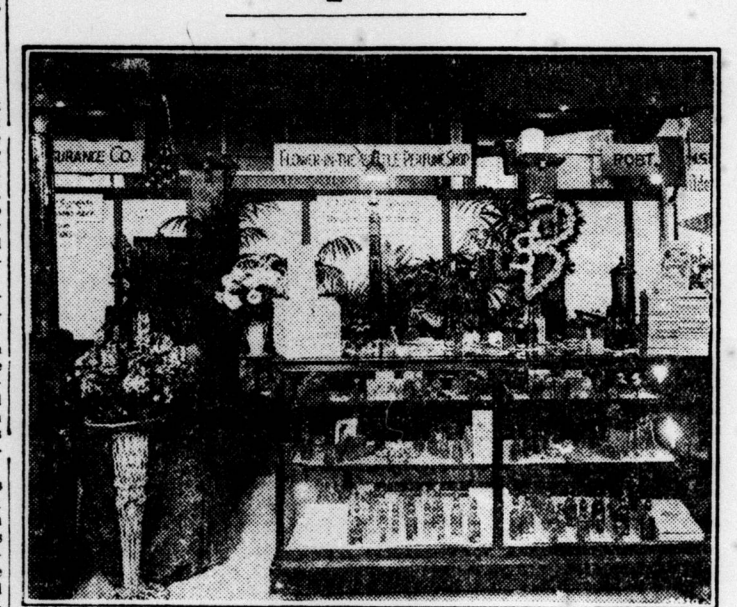
"Householders everywhere, all over Indianapolis, were not slow to take advantage of the opportunity to have necessary work done. Some of our customers frankly told us that the work in question should have been done long before, but that because of the fact he had to be paid for in one lump sum, they felt they could not bear the immediate expense of having the work done. But by our system this was made possible through the deferred payment plan, which makes it possible to pay in small amounts scattered over a long period of time."

**WORLD GIVES UP
NOTIONS SLOWLY**

It took the world a long time to wake up to the fact that in many instances cures and medical treatments associated in the minds of the people with certain localities could be given just as effectively away from those places, according to G. R. Cruzan, proprietor of the Sulphur Vapor Bath Institute, 132½ West Washington street.

"An ounce of fact, cold hard fact, is worth all the tons of theory and preconceived notions in the world," Mr. Cruzan said. "It has taken many years to get into the minds of the general pub-

**Exhibit of Toilet Requisites
Proves Exposition Feature**



TASTEFUL DISPLAY AT HOME COMPLETE EXPOSITION.

One of the most talked of exhibits at the recent home complete exposition at the Coliseum at the State fair grounds was the "Esprit d'Amour" exhibit which was in charge of Mrs. Abel, distributor in this territory for John Block & Son, Inc. of Chicago.

"We certainly have been flattered with the favorable comments we have received on our exhibit," Mrs. Abel said. "Of course we were pleased with the showing we made at the exposition, but we had no idea the display had taken so well with the public until after the exposition came to a close, then when the comments continued to pour in, all of a favorable nature, we realized that the Esprit d'Amour display had been one of the biggest hits of an exposition marked by artistic and attractive exhibitions."

"We made a mighty sincere effort to baptize every visitor at the show with Esprit d'Amour and I believe we succeeded to an astonishing degree from all I

he the well established scientific fact that sulphur baths may be given right here in Indianapolis just as well as at the famous bath places of the world.
"One of the best of these methods of giving the treatments is the Dr. Kruse system of sulphur baths, which is both sanitary and scientific. It is one of the most effective treatments known for rheumatism, neuritis and all kinds of illness due to the presence of any kind of poison in the human system."
"The system not only is indorsed by our patients but by reputable physicians as well and they have no hesitation in telling us that the baths as given by the Dr. Kruse system are as effective or even more so than those given at famous sulphur springs."

"One of the best features of the system is that the patient receives the treatment in a cabinet while in a reclining position. This insures perfect relaxation of all muscles and nerves. The bath is comfortable and convenient has been considered carefully, the head being outside the cabinet and the heat applied first to the feet. This has the effect of drawing blood from the head. The air in the room where the baths are given is kept perfectly pure, which insures the bather against inhaling noxious fumes so often characteristic of bathing institutions."

"The baths are particularly valuable to women who lead sedentary lives. Sulphur baths are famous for their beneficial effects on the complexion. To make this department just as effective as possible we have a skilled masseuse who gives special treatment and devotes her entire time to this particular work."
"The basic truth behind our system, the Dr. Kruse system, lies in its foundation on the age old truism that after all Nature is the best curative agent. The system strikes at the root of the patient's troubles by driving off the poisons which accumulate in the body and retard the circulation of the blood. Our massage, deep reaching in its effects, expels stagnant blood from the tissues and restores circulation and enables the blood to reach the wasted tissues."

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