

PLUMBING

INSTALLED ON
"The Buschmann Payment Plan"
BY ANY RESPONSIBLE PLUMBERFOR INFORMATION SEE
AUGUST BUSCHMANN & SONS, Inc.
11th and College Ave.
MAIN 0973ELECTRIC LIGHT
AND POWER
SERVICEMERCHANTS
Heat & Light Company
C. O. B. Murphy, General Manager
The Daylight CornerAFTER THE RACE
IS OVER

AFTER a day of tension and excitement, dine at Hotel Lincoln. Good food, well cooked and served, and good music will work wonders in smoothing out the physical and mental kinks of the day.

HOTEL LINCOLN
At 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, Neuralgia, 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.

132½ 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.

No. 2, Daylight Corner
Merchants Heat and Light Co.Tire Trouble
Call Circle 3000

FREE SERVICE ROAD

SERVICE

TO

LEE TIRE
USERS

37 West Vermont

F. E. TROSKY
MERCHANT PLUMBER
PLUMBING and HEATING
PROMPT JOB WORK. GET OUR ESTIMATE.
RAndolph 1d17. 419 E. 30th St. Auto. KE nwood 2946TELEPHONES: Randolph 0466
Circle 63063020 Schurmann Ave.
127 Fulton StreetThe 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

MAIN 4400.

MAIN 4401.

Bedford Stone and Construction Co.
Contractors—Engineers
810-15 Fletcher Savings and Trust Building
Indianapolis, Indiana.The Lightning Transfer & Storage Co.
W.M. W. GRAVES, Mgr.
OVERLAND AND HEAVY HAULING
FURNITURE, PIANOS AND BAGGAGE
EXPERT RIGGERS FOR MACHINERYRent a New Ford — Drive It Yourself
Touring Cars
Roadsters
SAUNDERS
Drive It Yourself
SYSTEM
150 North Delaware St.WEEKLY
Business-Industrial
PAGENOVEL PAYMENT
PLAN SUCCEEDSHeating and Plumbing Installation
Made Easy for
Householders.

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 Euclid Street, to work out the details of a plan whereby householders may have their heating and plumbing systems installed on the payment plan.

The details of this system are thus explained by Alfred W. Buschmann, president of the company:

"The plan, which is the Buschmann 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 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 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 afford to do it. The 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.

"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 bathers received the treatment in a cabinet while in a reclining position. This insures perfect relaxation of all muscles and nerves. The bather's comfort and convenience has been considered carefully, the head being outside the cabinet and the head applied first to the feet. This has the effect of drawing blood from the head, and carrying it where the bath is given, is kept perfectly pure, which insures the bather against inhaling noxious fumes so often characteristic of bathing institutions.

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

that sulphur baths may be given right here in Indianapolis just as well as at the famous baths 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 a sanitary and hygienic method of the various treatments known for rheumatism, neuralgia and all forms of illness due to the presence of any kind of poison in the human system.

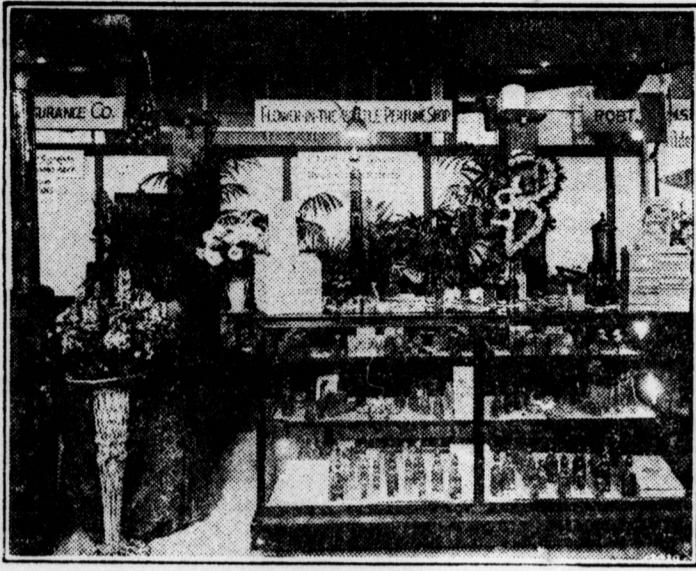
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"The baths are particularly valuable to women who lead sedentary lives. Sulphur baths are famous for their beneficial effect on the complexion. To make this distinctive feature effective, we have a skilled masseuse who gives special treatment and derives her entire time to this particular work.

"The basic truth behind our system is the Dr. Kruse system, lies in its foundation on the age old truism that after all Nature is the curative agent.

"The system strikes at the root of the potential trouble, and off the dangerous glands 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."

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 this territory for John Blockt & Son, Inc. of Chicago.

Many who constantly call on us for de-

pendable and reliable instructions for the care of scalp and skin, oily, dry and normal.

We have solved the perplexing

problems and needs of too many women

for us to keep track of during recent years.

Our hygienic toilet requisites were origi-

nated in 1885 by John Blockt, famous chemist, and have been made by the same company for more than thirty years.

The company specializes in soaps,

cleansers, creams, and face powders,

adapted to the individual needs with

the exactness which makes them par-

ticularly powerful in obtaining good results.

"I am always only too glad to receive callers at my Flower-in-the-Bottle Shop, 402 American Central Life Building, and will gladly give advice to any one de-

string it."

"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

the well established scientific fact that

sulphur baths may be given right here in Indianapolis just as well as at the famous baths places of the world.

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CARE OF WHEELS
AND RIMS VITAL

Many Motorists Fail to Give
These Parts Proper At-
tention.

Automobiles can do just about anything and get along with or without almost anything. They will navigate almost some way, but, hold on top, but there is one that just will not and cannot do that is to run without wheels. This is why motorists are growing more and more careful of the attention their wheels receive, according to the manager of the Indiana Wheel and Rim Company, 40 W. Market street.

"Some wise old sage, rich in motor experience, once said that an automobile is just as good as its wheels," he said, "and there is a lot more truth in this than most persons imagine. Few motorists realize just how vitally important it is to take good care of these parts of the machine. They will pay every attention to the body, to the parts, to the tires, to the condition of the paint and of the body, and yet they will neglect their wheels.

"They take these parts too much as a matter of course and utterly fail to realize that no part of a car is subjected to harder usage, more strain, and more pounding than are the wheels. The company which makes them is the one who is most responsible for the trouble and great expense to the motorist.

"The Indiana Wheel and Rim Company was organized for the express purpose of correcting, preventing and curing the rim troubles and wheel troubles of car owners. Among some of the things our company can do is to take the more rank and more dangerous out of wheels, avoid the cutting the valve stems by the insertion of proper wedges in the rims. In addition to this, we are in a position to replace all broken and damaged parts. I think I can say with perfect truth that we carry in stock parts for practically every known make of wheel, wood, wire or steel.

"We make a specialty of our paint work and on three days notice are in a position to paint wood wheels any desired color. We carry in stock rims and wheels for every make of car from 1912 models down. The only information we require of the customer is the make and size of rim and wheel, and we can give him service.

"The vital necessity of paying attention to rims and wheels is becoming more generally accepted among motorists, and they realize that the old adage about a stitch in time saves nine holds good in respect to wheels and rims with three fold strength."

Roy A. Pearson
HARDWOOD FLOORS
LAID AND FINISHED COMPLETE
Refurbishing a Specialty505 Peoples Bank bldg. Main 4716
Rand 7222One of the LARGEST—
One of the BEST!—INDIANAPOLIS LUMBER CO.
Everything in LumberAsk for Browder's Ice Cream
Everybody Says It's Good

We give special attention to party orders.

Browder Ice Cream Co.
Main 5595. 918 N. Senate.A FLOCK OF FORDS and
A GANG OF MEN
ALWAYS ON THE JOB.HAYES BROS.
PLUMBING, HEATING AND VENTILATING
CONTRACTORS

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