

BUYERS' WEEK WILL ATTRACT MANY VISITORS

Thousands Expected to View Wholesale Merchants' Exposition.

KAHLO EXPLAINS PLANS

Chairman of Arrangements Committee Sees Resultant Benefits.

Arrangements are being perfected rapidly for Buyers' week, to be held by Indianapolis wholesalers Aug. 28 to Sept. 2, when thousands of retailers from over the Indianapolis wholesale trade territory are expected to come into the city.

Buyers' week is being arranged by a committee of the Chamber of Commerce, composed of Harry C. Kahlo, Havens & Geddes Company; Claude H. Crowder, Crowder, Crowder-Cooper Shoe Company; Fred L. Hollweg, Mutual China Company; A. G. Rudell, Central Rubber and Supply Company; A. Kiefer Mayer, Kiefer-Stewart Company, and Earl L. Ferguson, secretary of the wholesale trade division of the Indianapolis Chamber of Commerce. This committee is a sub-committee of the wholesale trade committee of the chamber. It has been working on plans for several weeks.

Firms Co-operate

The wholesale firms who are represented in the Buyers' week enterprise are as follows: American Appliance Company, Cartwright-Bowman Company, Central Rubber and Supply Company, Central Wall Paper and Paint Company, Crescent Paper Company, Crowder-Cooper Shoe Company, E. C. Dolmetsch Company, Eastern Rock Island Plow Company, Efronson & Wolf, Havens & Co., Harris & Co., Havens & Geddes Company, Hibben, Hollweg & Co., W. J. Holliday & Co., Indianapolis Saddlery Company, Kiefer-Stewart Company, Kipp Brothers Company, Kotche-Wells-Bauer Company, C. W. Lester Hat Company, Lewis Meler & Co., Mooney-Mueller-Ward Company, Mutual China Company, Schnell & Co., Standard Metal Company, Tanner & Co., United States Rubber Company, Van Camp Hardware and Iron Company, Varney Electrical Supply Company and Allen A. Wilkinson Lumber Company.

It has been explained by Mr. Kahlo that Buyers' week is a great merchandising exposition, staged for the purpose of acquainting retailers with the quality of merchandise that has made Indianapolis goods bought and resold over half a continent. It is not only to bring these buyers in here and to give them some real bargains to start off the fall business, but it is to acquaint them personally with the character and reputation of the wholesale firms which have made Indianapolis famous as a center of distribution for North America.

Displays of new and seasonal merchandise of every kind by every one of the firms cooperating with Buyers' week would be a feature, but according to Mr. Kahlo these displays of merchandise will not be all that will attract the buyers.

Buyers' week will be a gold mine of new money-making merchandising ideas. The various wholesale houses are planning many educational stunts for the dealers.

A very large invitation showing scenes about Indianapolis and giving details of the Buyers' week program is being sent to the retailers by the various houses this week. The invitation to the retailers to come to the Buyers' week reads as follows:

"All Indianapolis, and the Indianapolis wholesale firms listed in this circular especially, will welcome you during Buyers' week, Aug. 28 to Sept. 2. Come to Indianapolis and be assured of a Hoosier welcome and an intensely interesting and profitable trip."

Displays Planned

"Special displays of new and seasonal merchandise have been arranged by the Indianapolis wholesale firms listed herein. You will find in these displays some wonderfully attractive merchandising and new, live, money-making merchandising ideas. Your trip will be an inspiration and it will pay you in dollars and cents to come."

"Situated in the center of population and the center of industry of the Nation, Indianapolis is the natural wholesale distributing point for a veritable commercial empire. The growth of Indianapolis wholesale business has kept pace with its opportunities. Today Indianapolis wholesale firms and Indianapolis merchants are known wherever good merchandise is sold."

"More than the profits and the dollars and cents value of your trip to Indianapolis during Buyers' week, you will have a good time. Indianapolis, famous as a convention city, will show you a good time. Indianapolis knows how. Theaters, parks, clubs, golf, baseball, good hotels, boulevards, places to dine—everything that goes with a big, hospitable, metropolitan city is here."

"Make your plans to come to Indianapolis. It will pay you."

INCREASE POSTOFFICES

Thirty-Five New First-Class Stations Are Opened.

WASHINGTON—To the beginning of the present fiscal year the Post Office Department had added thirty-five new first-class postoffices to its list, bringing the total number of first-class offices to 334, according to First Assistant Postmaster General Bartlett.

This has resulted in an increase in the pay roll of \$112,000, the new first-class postmasters each receiving a salary of \$3,200 a year, Bartlett said.

NAP PROVES EXPENSIVE

Watch, Chain and \$39 Gone After Sleep on Beach.

TOLEDO, Ohio—Joseph Sousa, succumbing to cool Lake Erie breezes at Toledo Beach, peacefully went to sleep playing a bassoon solo of "Stars and Stripes."

He awoke away his gold watch and chain and \$39, police reports show.

FINANCIAL ROW RIVALS THAT OF WALL STREET



MARKET ST. LOOKING WEST FROM DELAWARE ST.

Indianapolis has a real financial district. Market St. from Delaware St. to Monument circle has become the Wall St. of the city. It is almost completely lined with financial institutions.

In the foreground of the picture is shown a part of the city market. It is also one of the unique features of Indianapolis.

INDIANAPOLIS IS CITY OF HOMES, STATISTICS SHOW

National Advantages Offered Here Make Ideal Place to Build Lifetime Fireside.

When a city has good schools, extensive parks, numerous libraries, cheap car fare, low rates for gas and electricity as compared with other cities of its size, and opportunity for expansion unhampered by any natural or artificial barriers, that city is a logical site for home building. And

because all of these things are true of Indianapolis, each day finds more people who have chosen it as the most desirable place to build their future homes.

Indianapolis has always had the reputation of being a "city of homes." According to figures of the Indianapolis Chamber of Commerce, 65 per cent of Indianapolis families own their homes, and present indications are that the percentage will be substantially increased by new homes which are building in all parts of the city.

It is only necessary to ride through the residential sections to discover new homes going up on almost every lot that stood vacant during the uncertain days of the war and the period of depression which followed it, while in outlying districts hitherto undeveloped additions are going up in new homes.

"Homes are going up in all parts of the city," declared Henley C. Hotell, executive secretary of the Real Estate Board. "And the larger part of these are being sold from the blue print, so great is the demand for them. Every indication points to the continuance of this building activity for several years to come—at least ten years, according to the statistics of Roger Babson, an authority on economic conditions. We have to build homes to take care of our rapidly increasing population, and every indication points out that we are on the stride to 500,000 in 1930."

The plan is to use the two most artistic of the city's buildings—the Federal building and the Riley library as the end units of the plaza. Between these buildings, extending from Meridian St. to Pennsylvania St., will be a parkway, including the now existing University park and St. Clair park, in the center of which the war memorial building will rise.

The building will cost, Dr. Keene estimates, about two and a half million. It will harmonize in its construction with the library and Federal building, and its purpose will be four-fold. It will serve as headquarters for various patriotic organizations, including the State Historical Society and the American Legion. It will contain a hall suitable for conventions and other large gatherings. It will

Church Building Program for Year Costs Nearly \$1,000,000

By THE VISITOR

Indianapolis—the City of Churches. That characterization of Indianapolis has become more convincing this year, as approximately \$1,000,000 has been expended or provided in the way of new church buildings, according to Dr. Charles H. Winders, executive secretary of the Church Federation of Indianapolis.

Along with the remarkable growth in new church structures, Dr. Winders states: "The last year has been a most remarkable year in church progress in this city. I do not think there has ever been a year in which so many people were added to the church, nor do I believe that the church was ever in a more healthy state than at the present."

There are approximately 250 churches in the city and over 200 of these are Protestant churches. According to Dr. Winders the Protestant churches have a membership of something over 70,000. He states there are twenty-one Catholic churches, with a membership of 20,000. The Sunday school enrollment in the Protestant churches is estimated at 50,000.

One of the largest church building undertakings is that of the Tabernacle Presbyterian church at Thirty-Fourth St. and Central Ave. The first unit, the church proper, will probably be completed by Thanksgiving Day. The other units will consist of a chapel and a large community house and modern Sunday school plant.

"The smaller churches are doing an equally heroic work in the building of plants adequate for their purposes," Dr. Winders states. "Every denomination is expanding and constructing new buildings and to take care of all the needs of the individual and the community."

"Community buildings are becoming quite the fashion in practically all churches," Mr. Winders contends.

The growth of the community church idea in Indianapolis is one of the outstanding features of the year. The Englewood Christian Church is building a new community house which also will contain its religious chapel. The Fountain Street M. E. Church, of which the Rev. G. S. Henniger is pastor, is contemplating making an extensive real estate purchase near the church for the purpose of erecting a modern community house.

Prominent business men, doctors, lawyers, judges, men who work in factories and stores, in fact, men from all walks of life "rub elbows" in the men's Bible classes on Sunday.

A study of the Sunday school situation reveals the fact that more adults are attending Sunday school than ever in the history of the city.

The Columbia Place Christian Church has opened a modern community house and recreational center and when this is completed it will meet the social needs of the entire community.



DR. CHARLES H. WINDERS

Dr. Charles H. Winders, executive secretary of the Indianapolis Church Federation, who finds that the church in Indianapolis is in "a more healthy state than it has been for years."

The Catholic churches of the city are making great advances in erecting modern educational plants with new church buildings and homes for the Sisters who teach in the schools.

The Christian Science Church has experienced splendid growth in the last year, a new church being added in Irvington.

The growth of the Protestant Sunday Schools of the city from the standpoint of holding and increasing the interest of men is one of the biggest accomplishments of the year, church workers point out.

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The Cadie Tabernacle with its program of Sunday sermons and sacred song recitals by the big Gipsy Smith choir has stimulated and increased the church-going attitude of men and women of the city.

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WAR MEMORIAL WILL VIE WITH FAMOUS SHAFT

Proposed Plaza Bids Fair to Surpass Soldiers' and Sailors' Monument.

PLANS NOW UNDER WAY

City and County Spend More Than \$3,000,000 on Pur- chase of Land.

For the last thirty years, hardly a visitor has come to Indianapolis who did not go away with a vivid impression of the Soldiers and Sailors' Monument—a nationally known feature of Indianapolis. Its location, in the heart of the business district, has made its accessible to even the most hurried sightseer, and its fame, and that of the city it typifies, is country-wide.

Before another decade has passed, however, Indianapolis will have another memorial equally as accessible to visitors, built for the same purpose to honor its soldier dead—that bids fair to surpass in fame the now famous landmark. It will be known as the War Memorial Plaza.

Five Blocks in Length

Already the architectural plans are under way for the Memorial building, five blocks in the heart of Indianapolis have been purchased and work is expected to begin with the course of the year.

The ground, which extends from New York St. on the south to St. Clair St. on the north, includes three blocks which were owned by the State—the block comprising University Park and the blocks occupied by the blind institute and St. Clair Park.

The two churches which occupy the block north of Vermont St. will be left standing for at least twenty-five years, according to present plans, but all other buildings in the five blocks will be leveled "to make way," according to Dr. Keene, "for a magnificent civic center, of which Indianapolis should justly be proud."

Use Present Structures

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WOMEN PROMINENT IN CIVIC LIFE



furnish space for a State museum and State library, now inadequately housed in the Statehouse, and will serve as a housing place for the relics and library of the World War.

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MANY DAYLIGHT HOURS

Humidity in Indianapolis Lower Than on Pacific Coast.

As much as sixteen hours of outdoor work can be done in Indianapolis without the aid of artificial light.

The humidity of Indianapolis averages lower than that of California coastal cities during the months between April and October, inclusive.

Railway System Great

Indianapolis has a great advantage in the system of steam and electric lines radiating from it. Two million prospective buyers live within two hours' ride of the city and 16,000,000 reside within an overnight trip.

Mrs. Felix T. McWhirter (above), president of the Woman's Department Club, and Mrs. Albert T. Fleming, president of the Indianapolis League of Women Voters, two of the leaders who have placed Indianapolis in the lead in women's club work.

EBB TIDE PASSED, AUTO TRADE SEES GREAT PROSPECTS

Indianapolis Makers and Dealers More Optimistic Now Than in Many Months.

STAFFS BEING REMADE

Popular Priced Car Features Comeback After Period of Depression.

The automotive industry of Indianapolis has passed the ebb-tide and is sailing toward recovery of such constructive nature and unlimited possibilities that Indianapolis manufacturers and dealers are more optimistic today than at any other time in the past two years. The acute business depression which visited local plants during the slump in 1921, laying several idle and making itself felt in all, is rapidly clearing away and resumption of activities is beginning on a new scale.

August is the month in which most plants reorganize their staffs, checking up their inventories and taking account of the facts at hand that will be the basis of their business guidance for the future year. New models are being turned over by the engineering departments for official O. K. before the purchasing agent calls his staff together to let the yearly contracts.

Season of Getting Ready.

Schedules and budgets are being formulated—and in many cases discarded and replaced as rapidly as formulated—for a beginning of operations. New stock is to be received, service parts are to be turned over to the service departments and new costs, both material and labor, are to be reckoned with before the sales manager blazes forth into print with the announcement that the company's most signal achievement is to be placed on the market in a few days.

A canvas of the wholesale and retail automobile section along Meridian St. and Capitol Ave. discloses that dealers have experienced their best sales year since the after-war boom of 1919-20. Prospects have been more plentiful and buying has been greater, a fact that is probably partly induced by the modern funding or financing methods offered by private companies or corporations, representing the automobile concerns.

Come-Back Noted

The popular-priced car that was struck the hardest blow in the depression, due to the fact that those who buy in that class are salaried men whose salaries were reduced or eliminated in the after-war housecleaning in industry, is steadily regaining its own. The salaried man seems to be creeping back to his pre-war status and to be investing in cars. Meanwhile the high-priced as well as the low-priced cars are keeping pace.

Expansions in the industry as well as improvements in the buildings and salesrooms so frequently made during the war boom are not to be found, re-employment having taken place.

A search of Marion County records with the State automobile licensing department at the Statehouse reveals the fact that this county possesses 42,000 passenger and 8,700 motor trucks. The State boasts 554,000 passenger cars and 47,700 motor trucks. Twelve and one-half per cent of the automobiles of the State are driven by Marion County owners, and approximately fifteen per cent of the trucks are owned by Marion County residents.

In view of these figures little question of importance of the city of Indianapolis to the