

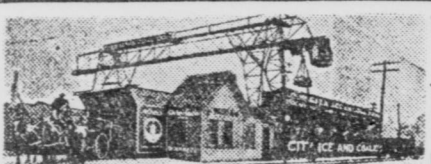
## ELECTRIC LIGHT AND POWER SERVICE

Merchants  
Heat & Light Company  
C. O. B. Murphy, General Manager  
The Daylight Corner

## 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.



We Specialize on the Very  
Best Obtainable

COAL

No Contract Too Large  
No Order Too Small

MA in 1089, Lin. 8621

Most Modernly Equipped Coal Yard in Indiana  
CITY ICE AND COAL COMPANY  
720 E. WASHINGTON ST. 1225 ROOSEVELT AVE.

Purchasers of

## WASTE PAPER NATIONAL PAPER STOCK CO.

CI role 4000-4001

320-330 W. Michigan St.

## John C. McCloskey

Property bought, sold,  
leased and managed  
Reliable and authoritative  
Appraisals made  
Valuations made for  
Federal Estate Tax  
and  
Indiana Inheritance  
Tax  
407-9 Indiana Trust Building,  
Indianapolis  
Phone, Main 7030

## Travelers' Checks

LETTERS OF CREDIT  
FOREIGN EXCHANGE  
TOURS  
STEAMSHIP TICKETS  
Richard A. Kurtz, Manager,  
Foreign Dept.

The Union Trust Co.  
120 East Market Street  
MA in 1576, 2853

## MALT AND HOPS

2 1/2-lb. can of Malt Extract ..... 65¢  
4 ozs. of Oregon Hops..... 25¢  
1 package of Leaf Isinglass ..... 10¢  
Six orders for ..... \$5.00  
1 dozen orders delivered ..... \$9.00  
Crown Caps, per gross ..... 30¢  
Dry Malt, per pound ..... 10¢  
3 pounds for ..... 25¢

SUPPLIES OF ALL KINDS  
QUALITY IS OUR MOTTO.

## Malt-Ade Supply Co.

12 Pembroke Arcade. Phone, Main 5526.

## THE MANSFIELD ENGINEERING CO.

1011 Fletcher Trust Building  
Indianapolis, Ind.  
Contractors and Manufacturers of  
Pioneer Back Dump Gravel Buckets.

## F. E. TROSKY

MERCHANT PLUMBER  
PLUMBING AND  
HEATING  
RA adolph 1817.  
2949 Central Avenue.

## A BILLIARD TABLE FOR THE HOME

Affords clean amusement for young and old.

The Brunswick-Balke Collender Company  
111 S. Pennsylvania St.

## "The Yellow Wagon" and 100 Teams

## COAL—ICE

POLAR ICE AND FUEL CO.—8 PHONES



A FLOCK OF FORDS and  
A GANG OF MEN  
ALWAYS ON THE JOB

## HAYES BROS.

PLUMBING, HEATING AND  
VENTILATING CONTRACTORS  
MAIN 2493 M-2492

## LUMBER—MILLWORK

ONE BOARD OR ONE MILLION FEET

Quality Service

## O. D. Haskett Lumber Co.

Phones—WE bster 0114, Auto. BR ookside 1415

Send for our 1923 Sales Plan  
for improving markets and in-  
creasing sales. It will cost you  
nothing and will impose no ob-  
ligation.

## Associated Direct Mail Service

4th Floor Century Bldg.  
MA in 4756  
Indianapolis.

Foster and Messick  
FLETCHER TRUST BUILDING  
Telephone, MA in 6100  
Surety Bonds and  
Casualty Insurance

## SPINK ARMS HOTEL

418 North Meridian St.  
A Reality of Convenience.  
—INDIANAPOLIS' NEWEST AND  
FINEST HOTEL.  
Unexcelled Transient Service—\$3  
and up.  
One, two and three-room fur-  
nished apartments with kitchenette,  
\$100 per month and up. Unfur-  
nished apartments in our new ad-  
dition, \$50 and up; unexcelled cafe  
service; Table d'hôte luncheon, 75  
cents; Table d'hôte dinner, \$1.25;  
also service a la carte.

Maud E. Grah  
Beauty Parlor Furniture  
and Supplies.  
Removed to 450 Century Bldg.  
Phone—LI ncoln 8015



# Business-Industrial

WEEKLY  
PAGE

## PUBLIC DEMANDS

## GOOD PRINTING

Time Has Come When Buyer  
Decides in Favor of Best.

The analytical printer, capable of entering into and sharing the problems of his customer, is the one whose services are most in demand, according to Roland L. Mellett, president of Mellett Printing Company. "Many buyers of printing rely almost wholly on the advice of their printer," said Mr. Mellett, "and they have found this practice very satisfactory and economical. In these times of strong competition it is being proved that the printer who can give the greatest service is in the final analysis the cheapest and most valuable. It is not so much what the cost, but what is obtained for the amount of money ex-

pected. And then buyers are becoming more discriminating. They are learning that the difference in cost between a high-grade properly executed job of printing and the shoddy, indifferent, poorly executed kind is insignificant when compared with the actual difference in worth. More and more is service becoming an integral part of the printing business and it was in recognition of this condition that the Associated Direct Mail Service was organized.

"Appreciating the insistent demand for a talented, well balanced and rational organization to aid manufacturers in exploiting their products through the medium of the printed word and judicious use of Uncle Sam's mail, the Associated Direct Mail Service has been formed in conjunction with and as a part of the Mellett Printing Company. As a result merchandising advertising printing service plus, is now available to the progressive concern that is seeking to quicken its market.

"Associated Direct Mail Service is composed of qualified departmental heads, with experience covering every factor entering into the successful advertising issue, and is built on the proved, basically sound principles of analysis, survey, research, investigation, consultation and co-operation; on the unalterable precept that there is a rightful place for every useful, properly manufactured article; that the volume of business should be measured only by capacity, if the product has merit; that there is an accessible, receptive market, as an outlet for all sound industrial activity.

"Searching investigation, correct analysis, logical plans, high-power copy and compelling illustration are essential elements in successful merchandising advertising, but they are unavailing unless properly coordinated with the finally and equally important printing organization. Mellett Printing Company quality and reliability need no introduction. Its equipment is modern and complete, including its own type casting machinery, and its department heads are leaders in their craft.

"This complete and unusual combination is, of itself, a guarantee of a new standard of service to manufacturers and selling organizations that would make 1923 an epoch marking year in their business."

## Employment Conditions Better

The Bureau of Labor Statistics, Department of Commerce, shows that the report of the employed for December last, based on the reports of forty-three manufacturing industries, indicate that during this month there were 1,587,708 employees in their establishments, or a gain of 2.4 per cent over the preceding month. This

## Great Gain in Newspaper Production

A recent review showed that in Canada and the United States there are now 22,000 newspapers, 18,000 of these are weeklies or monthlies. The general circulation of the English speaking dailies is 30,000,000 in daily editions, with a general circulation of 20,000,000 in Sunday editions. In 1922, the United States produced 1,448,000 tons of newspaper, a gain of 16 per cent over the production for 1921.

## Scotchmen Wed Early

EDINBURGH, Feb. 5.—The marriages of 369 boys who were below the age of 19 are recorded in the sixty-seventh annual report of the registrar general for Scotland, which deals with the year 1921. Of these, four were 16, fifty-two were 17 and 313 were 18.

## HYDRO ELECTRO IS SUCCESSFUL

Proves Beneficial as Medium  
in Treating Many Cases.

One of the newest methods of treating some diseases is by hydro and electro-therapeutics—by means of the same strange power that is the motive force behind the biggest industrial enterprises of the present age. An exponent of this curative science, Mr. Roger Williams has recently come here from Philadelphia and has opened an office on the fourth floor of the People's Bank building.

"It is my aim," said Mr. Williams, "as well as the aim of all the men of this profession, to work hand in hand with the men of the medical profession. With the increasing knowledge of the laws governing physiological functions of many of the organs of the human body, the treatment of several diseases through the medium of electricity has been advanced, and today all thinking people realize their worth. The expensive installation of the necessary apparatus, the large area of space it requires and the time which is needed for these treatments makes it a hardship for the general practitioner to make use of them; hence the field has offered opportunities to make a special study and practice of this treatment.

"For people whose physicians endorse this treatment, we use the electric cabinet containing forty-eight 60 watt lamps. The one used by us is put out by the Burdick Cabinet Company and the only one endorsed by the Government for use during the last war. This cabinet is generally used in cases where the patient is suffering from rheumatism or similar conditions.

"Our high frequency machine, with a capacity of 2,500 milliamperes, is used in the treatment of high blood pressure cases or cases of an allied character. In addition we have therapeutic lamp with 1,000 watt power. This is used in treatment for local pain such as neuritis.

"We do not claim we can cure all diseases; we know that we can not even help a lot of things, but there are numerous cases where our treatment, carried on as prescribed by the attending physician will attain incomparable benefits. When working with a doctor, we administer treatment according to his suggestions and make a report to him about the progress of the patient.

"The hydro and electro treatment has been endorsed by some of the most eminent men in the medical profession and as people become more educated concerning the real methods of our treatment and the results obtained in cases of nervous disorders, insomnia etc., this will prove to be a more and more popular medium of treatment. It is a scientific and legitimate method of treatment, well able to stand on its own merits.

## Tax Income Exceeds Estimates

WASHINGTON, Feb. 5.—Federal tax collections for 1922, despite depressed business conditions during part of the year, have exceeded treasury estimates, bringing a total for the twelve months of \$1,247,187,000. While the amount is far under the collections for 1921, the drop in receipts is chargeable largely to the changes in the revenue law.

Of the total payments \$1,167,646,000 was turned into the treasury in the last six months of the calendar year, forecasting a total of approximately \$2,500,000,000 for the current fiscal year ending June 30. Collections usually are larger in the first six months of a calendar year, as the heaviest income and profits tax payments fall in March and June and many taxpayers pay all they owe the Government in the first and second quarterly payments.

Income and profits payments for the last six months of 1922 amounted to \$665,339,375, or only slightly more

## PLAN MEETS WITH LOCAL APPROVAL

'Rent a Car and Drive It  
Yourself' Proves Popular.

Seven years ago Mr. J. Saunders, president of the Saunders System (Rent a Car and Drive It Yourself) dreamed an idea until it materialized in the purchase of one Ford car, which he rented persons who wished to drive it themselves. Today in twenty-six cities of the United States, including Indianapolis, there is a local branch of the Saunders System. Not only did the dream become a reality; it grew and still continues to grow.

The local branch, located at 350 N. Delaware St., is in charge of Mr. Heater, who is vice president of the company. This plant, according to Mr. Heater, has proved to be a very successful one. During the year and more that they have been in the business here the company has developed a steadily growing list of customers.

"A new added attraction which we expect to be very popular," said Mr. Heater, "is the installation of gear-shift cars. Hitherto we have used only Ford cars—coupees, sedans, open cars and four-door sedans—we are using more and more of the latter and expect to eventually use four-door sedans exclusively. But we feel that many customers will appreciate the fact that they can now rent a Maxwell as well as a Ford.

"Our customers come from two general classes; most of the people who rent cars in the daytime are commercial travelers while most of the people who rent cars at night are people who are seeking pleasure or recreation. Both have a great deal of praise for the system. Especially are the travelers our staunch friends. A traveling man will rent a car while he is in Indianapolis, tell us just when and how long he will be in Louisville, Cincinnati or some other city, and we send on and engage a car for him at our other branch places for the time that he is scheduled to be in those particular cities. The man appreciates this courtesy.

"No matter how few miles a man wishes to drive—he pays only for the exact mileage he drove—even if he kept the car a whole day and drove only three miles, he paid for but three miles.

"Our place is open at all times, day and night. In serving the public in a business like ours it is necessary to be able to meet the call at all times if one is to conduct the business successfully. When a man wants a car, he wants it then, no matter what the clock may say; it is our business to meet his need."

A recent review showed that in Canada and the United States there are now 22,000 newspapers, 18,000 of these are weeklies or monthlies. The general circulation of the English speaking dailies is 30,000,000 in daily editions, with a general circulation of 20,000,000 in Sunday editions. In 1922, the United States produced 1,448,000 tons of newspaper, a gain of 16 per cent over the production for 1921.

Income and profits payments for the last six months of 1922 amounted to \$665,339,375, or only slightly more

## One of the LARGEST—One of the BEST!

## INDIANAPOLIS LUMBER CO.

"Every Thing in Lumber"

## Rent a New Ford—Drive It Yourself

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

## For Your New Home!

Pictures or Mirrors, Etc.  
To Suit Any Taste or Pocket-Book, See

## Lyman Bros.

223-225 E. Ohio St.

## Quality Coal

From Kentucky, West Virginia, Illinois and Indiana Fields  
Service and Quality

## ACTIVE COAL CO.

FOURTEENTH AND SENATE.  
Phones—Yard, Circle 7012. Office, Lincoln 8626.

## Greater Service to Indianapolis

The extensive resources of A. B. Meyer & Co. and the Indianapolis Mortar and Fuel Co., together with the EXPERIENCED SERVICE of both companies combined, is available for your needs and requirements for fuel and building materials of quality and stability.

## ALLIED

## Coal and Material Co.

407-8 Odd Fellow Building Main 2440, LI ncoln 7581

## LIGHT and POWER

CALL LINCOLN 2371

A Representative will call to assist you solve your Electrical problems.

## Indianapolis Light and Heat Co.

Home Company. 43 Monument Circle. Edison Service

Belmont 3700

## O'Donnell Transfer Co.

Transfer and Trucking.  
Heavy Hauling and Safe  
Moving by Expert Riggers.

Overland Truck Service.  
1503 W. Washington St.

## Ask 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

## Attention— Wire Wheel Owners

Now is the time to have those wheels taken care of. We replace broken spokes and tighten up wheels. Call us for Prices and Information.

## Indiana Wheel and Rim Co.

40 West North Street. CI role 7345

## Automobile Glass

Replaced While You Wait

## Building Glass of All Kinds

Indianapolis Glass Co.

1002 Kentucky Ave. Cir. 7727



## INTERSTATE PUBLIC SERVICE CO.

14—Limited Trains Daily—14

Between

## INDIANAPOLIS and LOUISVILLE

"None Better Mill Work"

## SPEEDWAY LUMBER CO.

LUMBER AND BUILDING MATERIAL  
Our Truck Service Covers Marion County  
Herbert E. Hill, President Belmont 2000

## Is Your Fire and Casualty Insurance Adequate?

Let Us Solve Your Insurance Coverage  
IT PAYS TO INSURE WITH AN OLD ESTABLISHED OFFICE  
THEODORE STEIN, JR.  
GENERAL INSURANCE

240-44 Consolidated Bldg. Main 3433-3434

## Insomnia—Sleeplessness

How many suffering with these diseases dread the approach of night?

Electro-therapy will eliminate this fear, makes normal sleep possible and restores your health.

## The Indianapolis Hydro and Electro Therapeutic Institute

Peoples Bank Building  
132-36 East Market Street Phone LI ncoln 3024  
Suites 717-718-719 Office Hours, 9 a. m. to 5 p. m.

## W. W. WISE

All Kinds of Brick Work  
206 Indiana Trust Building  
Circle 4104

## American Construction Company

1201 E. GEORGIA, Drexel 6441.  
Streets, Sewers, Bridges, Concrete,  
Sand and Gravel.

## WASTE PAPER We Buy All Kinds

Main 6089  
American Paper Stock Company  
Incorporated

## BEDFORD STONE & CONSTRUCTION CO.

Contractors—Engineers  
810-15 Fletcher Savings and Trust Building  
Indianapolis Indiana.

## H. H. WOODSMALL & CO., INC.

GENERAL INSURANCE—SURETY BONDS  
"We Insure Everything but the Hereafter."

FIDELITY TRUST BUILDING

TRY A WANT AD IN THE TIMES.  
THEY WILL BRING RESULTS.

## THE WHITAKER PRESS

Inc.  
"Printing Done  
Right"

Fifth Floor Print Craft Building  
223-25 North New Jersey Street

## Hand-Made PIES

There are none like them  
anywhere.

## Ward-Baxter Pie Co.

203 N. Delaware St.  
Convenient for Market  
Shoppers.