

**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.
11th and College Ave.
MA in 0973

We Specialize on the
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
1225 ROOSEVELT AVE.
220 E. WASHINGTON ST.

Purchasers of
WASTE PAPER
NATIONAL PAPER STOCK CO.
Circle 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
2½-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 10101 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 oaks 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
One, two and three-room fur-
nished apartments with kitchenette,
100 per month and up. Un-
furnished apartments in our new ad-
dition, \$60 and up. Unexcelled room
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—Lincoln 8015

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

**WEEKLY
Business-Industrial
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 eco-
nomical. 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-
pended."

"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 dif-
ference 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 instant demand
for a talented, well balanced and ra-
tional 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 in support of the Mellett
Printing Company. As a result mer-
chandising-advertising-printing ser-
vice, 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 ad-
vertising issue, and is built on the
proved basically sound principles of
analysis, survey, research, investiga-
tion, consultation and co-operation; on
the unshakable concept that there is
a rightful place for every useful, prop-
erly manufactured article; that the
volume of business should be mea-
sured only by capacity; if the product
has merit; that there is an accessible
receptive market, as an outlet for all
sound industrial activity.

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