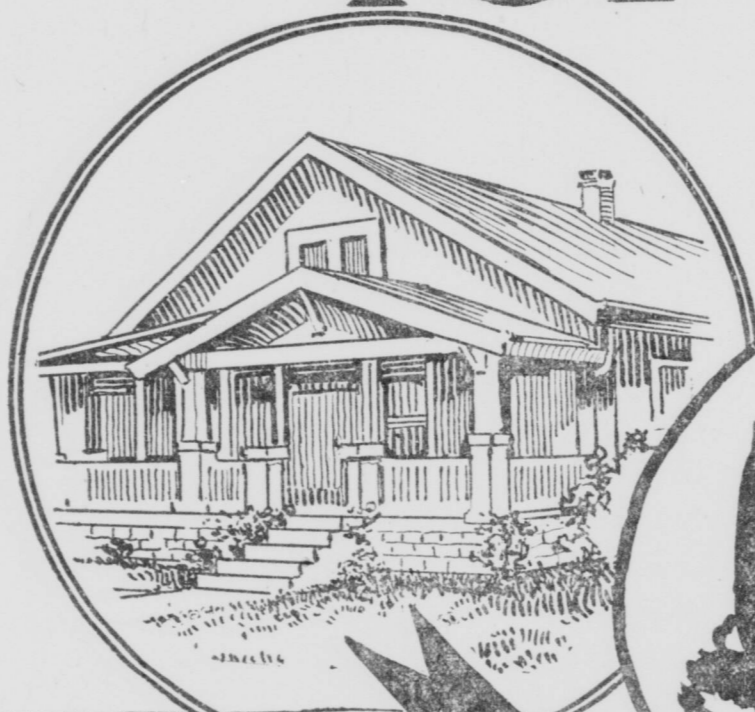


# Trade-in your old home for a new one



THIS HOUSE AT 426 WEST  
TWENTY-EIGHTH ST. WAS  
TRADED-IN BY MRS. MA-  
HALA MORGAN



ON THIS NEW HOME AT  
4413 CARROLLTON AVE.  
BUILT BY THE REALTY  
FINANCE AND BUILDING  
CO.

Send for this book



Realty Finance and  
Building Co.  
402 National Bank  
Building, Indianapolis.

Gentlemen—Please send me  
your illustrated booklet—  
“New Homes for Old” with  
full details of the “Realty  
Finance Plan,” which makes it  
easy to build a new home.

Name .....

Address .....

Sign and Mail Today

“Trading-in” is a common form of financing the purchase of automobiles and many other articles. We have applied the principle to homes.

This distinctively new plan makes it easy for a home-owner to build in a new location while living in his old home—and escape all the troubles incident to financing the operation.

## Here's the plan—

- |     |                             |   |
|-----|-----------------------------|---|
| I   | <i>“Trade-In”</i>           | We take your present home at an agreed price as a cash credit on a new home and lot. You can then live in your old home until the new one is built. |
| II  | <i>You pick the lot</i>     | You pick the lot yourself anywhere. You're not restricted to lots we own.   |
| III | <i>You choose the plans</i> | A competent architect prepares the plans according to your desires. Nothing cut and dried about it.   |
| IV  | <i>We do the work</i>       | We superintend the construction work and see to it that the house is erected as you planned it.   |

The “Realty Finance Plan” is a service that takes the worry and work out of building and financing a new home. If you are contemplating a move—take advantage of this service—it's good business for you, and for us. Don't wait. Mail the coupon for information NOW.

## Realty Finance and Building Co.

L. T. LAUB, President

F. G. HEINRICH, Sec. and Treas.

402-3 National City Bank Bldg.

Telephone, Circle 1230—1231

Evenings Until Nine o'Clock