

**ELECTRIC LIGHT
AND POWER
SERVICE**

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

A Rybolt Furnace
In Your Home Insures
Comfort and Convenience
REPAIRS for all Makes of Furnaces
by Expert Mechanics.
632 Massachusetts 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.

Purchasers of
WASTE PAPER
NATIONAL PAPER STOCK CO.
320-330 W. Michigan St.
Circle 4000-4001

FOR EXPERT
SPRING REPAIRING

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
Circle 4886

New springs re-arching, retensioning, extra leaves for all cars and trucks. Why wait when we can give you immediate service. Real service, real prices and real workmanship.

Indianapolis Auto
Spring Co.
320 W. Wash. St. Circle 4886

Indiana Billiard Company, Inc.
Complete Line of Billiard, Pool Tables and Supplies.
For Home, Club or Public Hall
Roy L. Marsh, President
8-10 Pembroke Arcade. Phone—Circle 4738.

**The
BRUNSWICK**
Equipped with the ULTONA all-record reproducer and all-wood-tone AMPLIFIER, is the world's most perfect Phonograph.

Brunswicks are Mechanically Perfect.

Brunswick Shop
124 N. Penn St. Opposite Keith's

Holland Studio
Photographs that Please at Prices that Attract.
17 West Market Street.
E. S. Mack, Proprietor.

F. E. TROSKY
MERCHANT PLUMBER
PLUMBING AND
HEATING
Randolph 1817.
2049 Central Avenue.

"The Yellow Wagon" and 100 Teams
COAL—ICE
POLAR ICE AND FUEL CO.—8 PHONES

Weight Reducing
This establishment is especially fitted out with up-to-date Electric Cabinets, Therapeutic Lamps, etc., so patients with proper diet can be reduced to normal weight and kept in first-class physical condition.

The Indianapolis Hydro and Electro Therapeutic Institute
Male Attendants
Female Attendants
Suites 717-718-719.
132-36 East Market Street
Office Hours, 9 A. M. to 5 P. M.

LUMBER—MILLWORK
ONE BOARD OR ONE MILLION FEET
Quality Service

O. D. Haskett Lumber Co.
Phones—WE bster 0114, Auto. BR oaks 1415

**Hand-Made
Pies**
There are none like them anywhere.

Ward-Baxter Pie Co.
203 N. Delaware St.
Convenient for Market Shoppers.

Foster and Messick
LETCHER TRUST BUILDING
Telephone, MAIN 6100
Safety Bonds and Casualty Insurance

**SPINK-ARMS
HOTEL**
410 North Meridian St.
A Renowned Accommodation.
INDIANAPOLIS—NEWEST AND
FINEST HOTEL.
Unexcelled Transient Service—\$3
One, two and three-room furnished apartments with kitchenette, \$100 per month and up. Unfurnished apartments in our new addition, \$25 and up. Unexcelled cafe service. Table d'hôte luncheon, \$1.25; also service a la carte.

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

WASTE PAPER We Buy All Kinds
Main 6089
American Paper Stock Company
Incorporated

**WEEKLY
Business and Industrial
PAGE**

**PRINTERS' INK
AIDS SELLING
TO BIG DEGREE**

National Printing Company
Recently Organized, Completely Equipped.

There is no better way to appeal to the general public in order to put across the merchandizing of any saleable article than through the use of printers' ink, and this fact has given rise to a number of firms whose business it is to deal in high grade printing, engraving and other processes of this character.

The National Printing Company, 135 E. Market St., organized in 1898, has recently been reorganized with Harry Snagle and Ralph Rossmage in charge. Both men had been associated with Indianapolis firms until their taking over and reorganizing the National Printing Company.

The firm has added a quantity of new equipment and are now ready to handle all kinds of printing, and engraving, with correct and artistic use of color.

"We are ready to take care of needs for letterheads, enclosures, booklets and circulars, in fine color printing and engraving, at a fair cost," said Ralph Rossmage. "We take care of the designing of any art work that is needed on the job, make up the copy for advertising circulars, as well as take care of the mechanical processes necessary to turning out the job."

"The printing of a commercial character has undergone a wonderful growth and development during the last few years. It is superior to the printing of a few years ago, simply because the business man and the public in general have begun to know and appreciate the value of a superior grade of printing. A high-class firm realizes that printing that goes out under their name must be of a quality that will do them credit."

"Our business is opening nicely and we feel that the city of Indianapolis appreciates our policy of turning out economical and at the same time attractive printing."

Seventy Members Received

More than seventy new members were received into the Tabernacle, Presbyterian Church Sunday, following services attending dedication of a communion table, silver communion service and a baptismal font. The Rev. J. Ambrose Dunkel, pastor, conducted the ceremonies.

War Pictures Are Stolen

A thief today had seventy-five pictures taken in France, a collection of family pictures, an Army discharge, two quilts and two pillows. H. O. Alstott, apartment No. 5 at 19 N. Oriental St., reported the theft from the basement of the apartments.

The market in lumber is now stationary. Of course, we can not predict just what the condition will be in several months hence, but as far as we are able to see the prices will be maintained at their present basis for some time at least. The person who contemplates building in the near future will make no mistake in buying lumber now."

LUMBER
SUPERIOR  MILLWORK
BURNET-BINFORD LUMBER CO.
Third and the Canal
Phone, Main 6300

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.

We maintain an EXPERT service and rebuilding plant. Have your Marvel rebuilt into a new carburetor.

**Marvel Carburetor
Sales Co.**
926-28 E. Washington Street
Drexel 0172

**THE MANSFIELD
ENGINEERING CO.**
1011 Fletcher Trust Building
Indianapolis, Ind.
Contractors and Manufacturers of
Pioneer Back Dump Gravel Buckets

**BAGGAGE
TRANSFERRED
ALL PARTS OF THE WORLD**

W. S. FRYE
Phone Main 5335. Lincoln 4704
We Haul Anything

**The American
Construction Co.**
Builds Asphalt Streets, Sewers
and Bridges. 1201 E. Georgia St.

Residential Construction Is Growing Very Rapidly

Some interesting statistics have been given by Herbert E. Hill, president of the Speedway Lumber Company, concerning the building conditions during the past several months.

"For the last two years we have had unprecedented residential construction. Since 1907 there had been a general decline in building operations, reaching the low point in November 1918, and as a natural result the housing demand pyramidized. It is generally conceded that the United

States required 850,000 houses each year before the war to care for the natural increase in population. Last year 659,583 buildings cost \$2,555,567,939; during 1921, 525,940 buildings cost \$1,085,570,389; in 1920, 411,026 buildings cost \$1,467,911,559; in 1919, 390,585 buildings cost \$1,293,921,441.

"If the estimates on shortage of housing in 1919 are correct (3,500,000 homes in the United States) that amount plus the progressive demand since that time, created by the natural increase in population less the amount constructed should justify the assumption that the necessities have not been cared for, nor will they be cared for during the next few years."

"Last year the Speedway Lumber Company hung up a sales record of 50 per cent over the preceding year, which up to that time had been the largest in our history. So far this year this company has exceeded the sales record for the first three months of any preceding year by 112½ per cent, or more than doubled any previous record.

"We have had an unusually large amount of industrial and farmer business during the past few months. We are prepared to care for business in outlying communities and receive considerable from those sources. Home building, as well as other kinds of building did not receive the discouragement usually attendant upon the winter season, due to the open weather experienced throughout the whole winter."

"Collisions occur when the car is unattended. No one knows whom to call on for the cost of repairs and the insurance company pays. The insurance companies have taken the stand that they do not wish to issue full coverage policies. Many prefer that the assured will pay the first \$50 or first \$100 of the damage. The premium is correspondingly reduced."

"An obstruction on the road which causes the breaking of a wheel or steering gear means expense to the insurance company. In fact, insurance men say that collision insurance is expensive to the companies writing it."

"Fire and theft insurance is expensive to car owner and insurance company. Yet when one analyzes the costs, one wonders that it is not more."

"Shortly after the war, a big loss in fire and theft insurance began. High prices of cars could not be maintained. Insurance companies had been issuing policies on cars up to the list price. The market slumped, prices were reduced."

"Electricity is used as a disease cure

Local Institute Treats Bodily

Ills With Current.

Every so often public attention is

aroused to consideration of some innovation concerning the cure of any ail or all ills to which the system is subjected. In the latter part of the last century great enthusiasm was displayed about hypnotism as a cure.

"Much was printed on the subject, and hypnotic courses were added to many universities. Today we are confronted by auto suggestion—merely self-hypnotism.

"Electricity has long been known to have a marked and direct effect upon the body, but its proper application has been a matter hard to find.

"Direct current applications as first employed with the old galvanic battery were too violent, resulting in painful contraction of the muscles, and hence were successful only to a limited degree, but since the basic principle of electricity as applied to the body is one of the most welcome cures aids and have grown so important as to hold a therapy of its own.

"Robert Williams of the Indianapolis Hydro and Electro Therapeutic Institute at 717-19 People's Bank Building, will be glad to give any desired information about these treatments.

The Staff of Life

There is no other single article of food that is as frequently placed on the table or takes as prominent a place in the average diet as bread. In some form or other it is served as practically every meal and many times bread is the chief article of the meal.

"Properly balanced with milk, butter, fruits, vegetables, both leafy and fleshy, eggs, cheese, or a little meat, bread may well form a considerable part of our daily food.

"It is the policy of the City Ice and Coal Company to serve our customers in every way to assure their protection against inconvenience in the coal situation; for that reason we are especially urging those people who can store coal during the summer months to do so."

"Prices on eastern coal continue to

be a little uncertain, not only does that condition exist, but we are not promised a full shipment, in truth the eastern mines say they will take our orders on a 75 per cent basis, filling them in full if possible.

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One of the LARGEST—One of the BEST!

INDIANAPOLIS LUMBER CO.

Every Thing in Lumber

Contractors—Engineers

810-15 Fletcher Savings and Trust Building

Indianapolis, Indiana

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