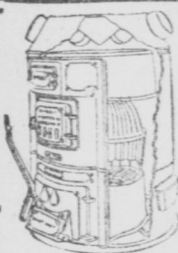


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workmanship.

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Spring Co.**
320 W. Wash. St. Circle 4886

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MA in 1576, 2853

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Complete Line of Billiard, Pool Tables and Supplies.
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Brunswicks are Mechanically
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We give special attention
to party orders.

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Cream Co.**
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Photographs that Please at Prices
that Attract.
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POLAR ICE AND FUEL CO.—8 PHONES

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Cabinets, Therapeutic Lamps, etc., so patients with proper diet can
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There are none like them
anywhere.

Ward-Baxter Pie Co.
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nished apartments with kitchenette,
\$100 per month and up. Unfur-
nished apartments in our new ad-
dition, \$30 and up; unexcelled cafe
service; Table d'hôte luncheon, 75
cents; Table d'hôte dinner, \$1.25;
also service à la carte.

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Beauty Parlor Furniture
and Supplies.
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American Paper Stock Company
Incorporated



WEEKLY Business and Industrial PAGE



PRINTERS' INK AIDS SELLING TO BIG DEGREE

National Printing Company,
Recently Organized, Com-
pletely Equipped.

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

The National Printing Company, 135
E. Market St., organized in 1922, has
recently been reorganized with Harry
Rogge and Ralph Rosnagle in
charge. Both men had been associated
with Indianapolis firms until their
taking over and reorganizing the Na-
tional Printing Company.

The firm has added a quantity of
new equipment and are now ready to
handle all kinds of printing, and en-
graving, with correct and artistic use
of color. Many firms now get out
house organs of various kinds, circulars
and enclosures, because they
realize the value of such material.
"We are ready to take care of needs
for letterheads, enclosures, booklets
and circulars, in the color printing
and engraving at a fair cost," said
Ralph Rosnagle. "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 char-
acter 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 pub-
lic in general has 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 at-
tractive printing."

Seventy Members Received
More than seventy new members
were received into the Tabernacle
Presbyterian Church Sunday, follow-
ing services attending dedication of a
communion table, silver communion
service and a baptismal font. The
Rev. J. Ambrose Dunkel, pastor, con-
ducted the ceremonies.

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

LUMBER
SUPERIOR MILLWORK
BURNET-BINFORD LUMBER CO.
Thirtieth St. and the Canal Phone RA role 6600

LIGHT and POWER
CALL LINCOLN 2371
A Representative will call to assist
you solve your Electrical problems.

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Home Company. 43 Monument Circle. Edison Service.

We maintain an EXPERT
service and rebuilding plant.
Have your Marvel rebuilt
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**Marvel Carburetor
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**THE MANSFIELD
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1011 Fletcher Trust Building
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Contractors and Manufacturers of
Pioneer Back Dump Gravel Buckets

W. S. FRYE
TRANSFER CO.
Phone MA role 3100, Lincoln 4704
We Haul Anything

Residential Construction Is Growing Very Rapidly

Some interesting statistics have
been given by Herbert E. Hill, presi-
dent of the Speedway Lumber Com-
pany, concerning the building con-
ditions during the past several
months.

"For the last two years we have
had unprecedented residential con-
struction. Since 1907 there had been
a general decline in building opera-
tions reaching the low point in No-
vember 1918, and as a natural result
the housing demand pyramidized. It is
generally conceded that the United

RAINS CURTAIL LUMBER SUPPLY

Market Is Stationary Now—
Future Price Doubtful.

It is the policy of the Indianapolis
wholesale lumber companies to pur-
chase lumber on a basis that is fair
to both the producer and consumer,
according to Ross Hill of the Indian-
apolis Lumber Company.

"We are making constant effort to
buy lumber at a price that will stimu-
late building and at the same time
give a legitimate profit to the pro-
ducer, and we feel that we are op-
erating on such a basis just now. The
margin is not high, but is consistently
fair to all concerned, a thing that is
absolutely vital in all kinds of
business operations. Equalization of
the profit and burden as well as the
thing that makes business good gen-
erally."

"There have been some advances
made in the prices of lumber, but
these have been largely absorbed by
the retail lumber yards, who are
working on a much lower basis than
is generally supposed. This has been
done in order to stimulate the build-
ing that is really needed to offset the
curtailment that was made during the
years of the war and those just af-
terward. Building is moving along in
line shape; our business shows a rather
remarkable increase over the busi-
ness done last year. It is our policy
to work in accord with the consumer
as well as with the producer."

"In regard to our southern opera-
tions, we can state that there has
been a considerable slowing up of op-
erations due to physical conditions.
Rain over a period of ninety days or
more has greatly curtailed not only
the production of lumber but the ship-
ping as well. Conditions made it im-
possible to load the lumber that was
ready to send out. Orders have been
very heavy with the southern mills,
and they are very eager and anxious
to get out their delayed shipments."

"The market in lumber is now sta-
tionary. Of course we can not pre-
dict 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
a time at least. The person who con-
templated building in the near future
will make no mistake in buying lum-
ber now."

HIGH AUTO RATES ARE NECESSARY

Insurance Man Tells of Diffi-
culties Being Encountered

"The public says rates on auto-
mobile collision insurance are too high.
The insurance companies say they are
too low. Both are right," according
to H. H. Woodsmall of the H. H.
Woodsmall Company, agent for the
Union Insurance Company, which
specializes on motor car insurance.

Collision insurance covers the loss
sustained by the assured, having no
relation to that inflicted. It covers
trees, cars and other objects, includ-
ing railroad trains.

"In the larger cities, the cost of
collision insurance is nearly prohibi-
tive," Woodsmall said. "The increase
in the number of cars in use adds to
the possibility of an accident. Joy-
riders are responsible for a great
number of claims. The cost of re-
pairs is in excess of what it was a
few years ago."

"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 pre-
miums are 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, insur-
ance men say that collision insurance
is expensive to the companies writing
it."

"Fire and theft insurance is ex-
pensive 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 main-
tained. Insurance companies had
been issuing policies on cars up to
the list price. The market slumped,
prices were reduced."

ELECTRICITY USED AS DISEASE CURE

Local Institute Treats Bodily
Illi With Current.

Every so often public attention is
aroused to consideration of some in-
novation concerning the cure of any
or all ills to which the system is sub-
jected. In the latter part of the last
century great enthusiasm was dis-
played 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 solve.
Direct current applications as first
employed with the old galvanic
batteries 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
disease was correct, thinking minds
kept at it until Nikola Tesla invented
the coil which furnished the needful
control of the current. To Tesla's in-
vention have been added others until
now electricity as applicable to the
body is one of the most welcome
curative aids and has grown so im-
portant as to hold a therapy of its
own.

Robert Williams of the Indianapolis
Hydro and Electro Therapeutic In-
stitute at 717-19 Peoples Bank Build-
ing, will be glad to give any desired
information about these treatments.

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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 dieting menu.
In some form or other it is served
at 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.

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Service and Quality
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4893, 4894

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