



## Fountain Delicacies

Dedicated to dainty service of the appetite, White's new fountain is attracting hundreds of refreshment seekers throughout each day.

Cleanliness is the key-note.

Perfect ventilation, no crowding, comfortable chairs at tables combine to give thorough enjoyment.

EVERY GLASS, EVERY SPOON THOROUGHLY WASHED AND STERILIZED after each using!

In this single provision White's lead is an important step in sanitation.

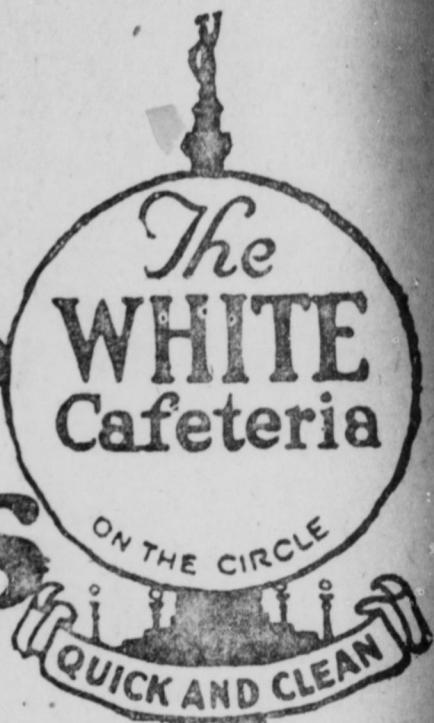
All fountain drinks, sandwiches and other light refreshments served from morning to night. Special table service of fountain delicacies, 2 to 5 each afternoon.

## Steaks and Chops With a Reputation

Our new CHARCOAL BROILER and the thorough competence of our chef and his assistants account for the growing fame of our steaks and chops. Our specialty. It is our ambition to give Indianapolis the best steaks and chops in this part of the country. No small undertaking, that, but we believe we know how to accomplish it.

Have Dinner With Us Today

# The "You" Idea at Whites



THE Speedway would not be the Mecca of five continents had Fisher and Allison and the others omitted the "You" idea from its foundation. Indianapolis has attained its place among the cities of the world because it is SERVED by men like Sol Meyer. No public institution, such as White's Restaurant, can maintain leadership through a period of years without a deep-seated appreciation of what its friends want and deserve.

You and I in this greatest of the world's inland cities, have a large responsibility. For the world has marked Indianapolis as the generic source of Big Things. We must meet the mark. And, really, isn't it hard to be a second-rater in this atmosphere of first-rate achievements!

Here at White's, success depends strictly on how your wishes are met or anticipated. You ARE the jury.

A single phase or development in White's service, the remodeled East Balcony, is the latest effort to anticipate your desires. Here each evening from 5:00 until 8:00 you can order your dinner from the menu and be served while seated.

Apart from our cafeteria service, the same policy of moderate charge prevails. It has all the luxury in service and appointment of any metropolitan restaurant, with the White, "You" idea uppermost.

## And Now—Table Service!

Have dinner with us some evening this big opening week (next seven days). Or come at noon on Sunday. Emil Seidel and His Entire Orchestra have a special program. A separate corps of cooks begins its duties, with the head chef in charge. Sit at a freshly lined table and order from a complete menu card. The regular staff of waitresses has been enlarged for the occasion. Specialties—STEAKS and CHOPS featuring a club sirloin steak with potatoes, one other vegetable, bread and butter—85c. SPECIAL SUNDAY—One-half fried spring chicken, country style, hot biscuits, potatoes and one other vegetable—95c. A la carte dishes at "You" prices.

WHITE'S RESTAURANT CO.

*Robert H. Kelley*  
President

TABLE SERVICE  
on East Balcony

Sundays.....12 Noon to 8 P. M.  
Week Days.....5 P. M. to 8 P. M.

