

**PAINTED
HT ORANGE
INTERSTATE**

Company Operates
in Indianapolis to
Louisville.

Within the past year the Interstate Public Service Company, operating interurban traction service between Indianapolis, Columbus and Louisville, changed the color of its cars from red and green to a vivid orange, as part of the safety program. The company officials believed the color is more conspicuous and does not blend with the foliage during summer months. In addition, it has proven very attractive.

The Interstate owns outright its line from Louisville to Seymour, Ind., and has a 999 year lease on the division from Seymour to Indianapolis. It also owns and operates city lines at Columbus, Jeffersonville, New Albany and a suburban line between New Albany and Louisville.

At Indianapolis the Interstate has a connection with a network of suburban lines reaching into many localities in Indiana, Ohio and Michigan. For the past year and even longer it has participated actively in a large enterprise, originating at Louisville, to open new traffic avenues down the Ohio River from Pittsburgh, by which a vast amount of heavy freight will be delivered at Louisville and Jeffersonville and distributed from there at a rate much lower than now obtained over steam lines.

The policy of the Interstate is to anticipate the demands and requirements of its patrons, officials say. It constantly seeks to stimulate and promote interest in "traveling and sleeping by traction." It has put into service a fleet of modern buses between Indianapolis and Louisville, in order to provide the best possible service of the type for its patrons.

This has awakened the interest in "traveling by traction" by putting into service five parlor-buffet cars between Indianapolis and Louisville in connection with its limited trains. Contribution to this expenditure is made in revenue from through passenger service. It is putting into modern sleeping cars, which will be attention not only to the titles of the Interstate, but

to the general advantages of electric lines as a means of quick and safe transportation.

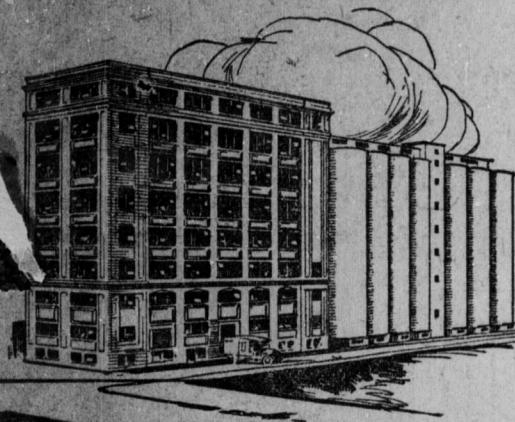
In the popularization of freight service the Interstate has adopted direct methods, which have been successful. The traffic department has more than anticipated the demands of its territory for transportation facilities and has carried on an intensive effort not only to popularize its service but to improve the territory it serves. It is the policy of this company to interest the landowners in its territory in the production of crops which will be the most profitable to them. It also has given a great deal of time to interesting the farmers in feeding of stock and in the development of the dairy industry.

It takes pride in the success of its cooperation in turning land that seemed of little value into profitable farms, by opening up a fine market for the farmers on the southern half of its lines for melons, blackberries, raspberries and strawberries. This is also a help to the canneries, as it has brought about a tremendous increase in the acreage of tomatoes, beans and other products and employment to a larger number of men and women.

The Interstate Public Service Company publishes monthly The Interstate News. The circulation is more than 38,000 a month, including every individual who owns any of the company's securities, shippers who use the Interstate and prospective shippers, colleges, universities, public libraries, newspapers and other institutions.

The safety of its patrons and employees is a first consideration of the Interstate. For years it has conducted a vigorous safety program among its employees. This has been extended to the public. It includes addresses made in public schools in the communities the Interstate serves. At these meetings addresses on safety measures are delivered by those who are most familiar with the subject, following which there is a discussion by employees, city and town officials.

ACME-EVANS COMPANY, MILLERS



The big electrically operated Acme-Evans Mills are lineal successors of the first grist mill built in Indianapolis in 1821.

From these mills, with their daily capacity of 3,000 barrels of wheat flour, comes the product on which so many Indiana housewives depend for successful, good-tasting bakenings.

**EVANS'
E-Z-BAKE
FLOUR**



**EXHIBIT YOUR GOODS
on the Catholic Living-Room Table**

Consider for a moment the setting of your advertisement in the INDIANA CATHOLIC AND RECORD.

There is friendship in the rays of the Catholic family's reading lamp.

There is prestige, conviction and authority in the page your message occupies.

The medium is an old and trusted friend of the family. Its background insures a fair and thorough consideration of your offerings.

300,000 CATHOLICS IN INDIANA

How can your profit be effected by the buying decisions of this great unified group of readers—exceeding 300,000 in Indiana?

They must be provided with the comforts and luxuries of life. Does your business hinge upon any of these demands? It is bound to.

During The Year 1926 Advertise Your Merchandise In

THE INDIANA CATHOLIC and RECORD

225 New Jersey St., Indianapolis, Ind.

For complete details phone RILEY 5922 and one of our men will call on you.

**STREET LIGHTS
OF CITY NOW
AMONG LATEST**

Installations Are Made By
Merchants Heat and
Light.

In the past few months Indianapolis persons have watched with interest the preceding street lighting installation by the Merchants Heat and Light Company.

Visitors from municipalities all over the United States have come to Indianapolis to view the results obtained in this most modern and recent of street lighting installations.

This installation stamps Indianapolis as one of the best lighted, if not the best lighted, city in the United States. All the equipment

which is being installed represents the very latest development of the laboratories of the electrical industry.

The installation contract awarded to the Merchants Heat and Light Company in 1924 was \$100,000 a year lower than the second bidder, which means a saving of \$1,000,000 to the city during the ten years to which the contract applies. This also contains several progressive features which the old contract did not have.

Lamps To Be Renewed

Some of these features provide that the installation may take advantage of improved equipment as it is developed during the life of the contract.

Another feature provides for lamp renewals after a certain number of burning hours to insure the highest efficiency and economy. A schedule of washing, for both the lamps and the globes is also provided to keep the installation at its best.

The result of all this has been a street lighting system modern and efficient in every respect, which not only meets present-day conditions

but is built to accommodate, as far as engineering skill and judgment can foresee, future additions as necessitated by the growth of the city.

The wisdom in this policy is already apparent in the general satisfaction and pride in the new lighting and the ease with which the system may be kept modernized.

Appreciated by Residents

Merchants of the city have expressed their appreciation of the new lighting system because of the psy-

chological effect on the city and the attraction of the people to the brightly lighted streets. L. S. Ayres & Co. writes, in part:

"We think, too, that your new and very beautiful installation in downtown Indianapolis will result in pleasanter handling of traffic and will draw crowds downtown at night."

Sixteen explosions were necessary to demolish Lathom Hall, Lancashire.

Our New Year Resolution

WE HAVE RESOLVED TO CONTINUE
IN 1926 OUR 1925 RADIO POLICY OF:

I—Selling only standard, nationally-known Radio Receivers—

FRESHMAN, DAY FAN, DEFOREST and
ADLER ROYAL (all 5-tube sets).

II—Selling at prices and terms to meet every pocket-book.

III—Giving Service that insures satisfaction to every purchaser.

Our prices for radio sets, complete and installed, range from \$85 up. We have on display 20 different models—small, compact receivers up to beautiful console types.

We handle DeForest Tubes.

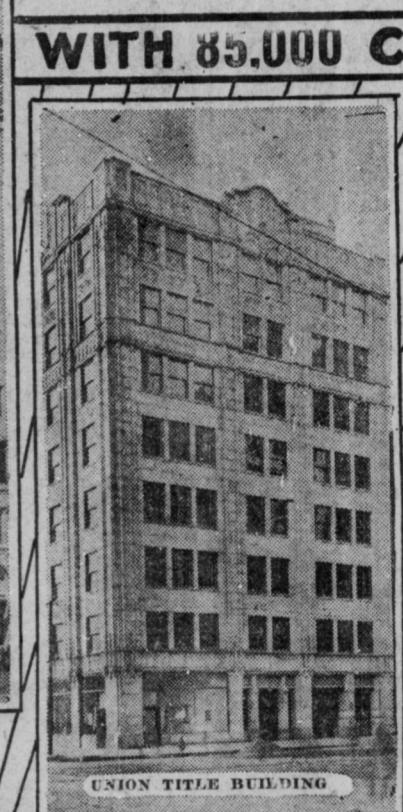
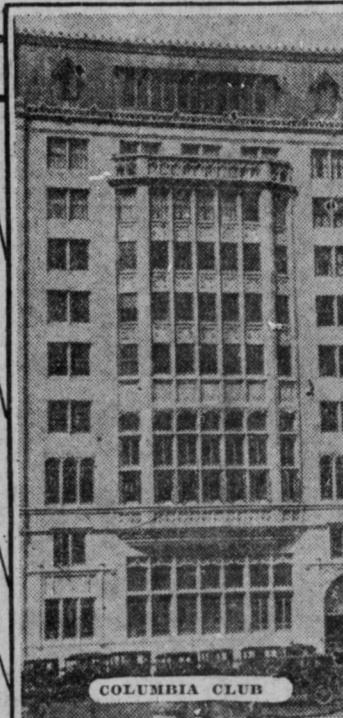
SEE US B4 YOU BUY

INDIANAPOLIS MUSIC HOUSE

134 N. Pennsylvania St.

MA in 2188.

THE HOME COMPANY



WITH 85,000 CONSUMERS



**—is used in these Modern Buildings
—and Hundreds More!**



VAST majority of the new buildings which year by year add more of a metropolitan aspect to the Indianapolis sky line have Edison Service installations. The reliability and excellence of this dependable service receives the indorsement of leading architects, engineers and builders. They know that Edison Service does not fail causing inconvenience and sometimes financial loss.

This dependable quality of Edison Service is not accidental. The best engineering minds of America have contributed the best scientific thought of this modern age to the perfection of equipment that assures its unusual degree of dependability. Not only

is the service in the downtown district backed by huge storage battery stations that give protection against outrages, but underground cables large enough to provide for the requirements of a city with a population of a million persons add to the effectiveness and safety of this service.

The capacity of The Indianapolis Light and Heat Company to render service to the city's industries, commercial establishments and homes is a constant urge for the city to grow. The company maintains two modern generating stations developing double the power required for the maximum requirements of its consumers.

Nearly 85,000 Users Depend Upon Edison Service

Knowledge of these conditions together with the fact that The Indianapolis Light and Heat Company is owned, controlled and operated by Indianapolis business men who are interested actively in the development of Indianapolis and in the creation of greater prosperity for its citizens has led approximately 85,000 consumers to choose Edison Service.

The Indianapolis Light and Heat Company considers this a tribute and reward for thirty-eight years of constant and unselfish effort devoted to the development of the city's resources and to be the advancement of the industrial, commercial and civic life of the community.

Edison Service is the Choice of 85,000 Consumers

The Indianapolis Light & Heat Co.

48 MONUMENT CIRCLE

THE HOME COMPANY WITH 85,000 CONSUMERS