

## HOME EXHIBIT TO STIMULATE CITY BUILDING

Will Boost Big Program, Say  
Realtors and Busi-  
ness Men.

Indianapolis' fifth annual Home Complete Exposition, now in progress at the Manufacturers' Bldg. at the State Fairground, will be the greatest stimulus to home building in Indianapolis this year.

This is the opinion not only of members of the Indianapolis Real Estate Board, but of Indianapolis business men who realize the value of home building and home ownership.

They said the actual success of the show as far as the interested public is concerned does not begin until after the last visitor has passed through the portals of the building, through the entire show and is again in his apartment or home where the impressions of the exposition will begin to collect in his mind.

"Indianapolis has started on one of the largest building years in its history," Robert MacGregor, Real Estate Board executive secretary, said. "Nothing that can be contributed to the stimulation of this program will be of more value than the Home Complete Exposition."

### All Get Ideas

It is from this show that the ordinary home owner derives his ideas for his own home or the furnishings. It is where the man who can afford to spend thousands of dollars on a home comes to find the more delicate and refined touches that will make his place a bit more impressive.

"But in relation to the building program it is the belief of a large majority of business men and all realtors that it will bring a jump in home building here which will surpass all previous records."

MacGregor pointed out that the exposition was set for the time of year when people desire to build and make changes in their homes.

He said the time of home ownership and the theme of owning a moderate priced home will be stressed throughout the exposition.

John B. Reynolds, Chamber of Commerce secretary, asserted that the show will mean a great deal to bring the city to a million population mark.

"As long as people are impressed with the thought of home ownership and carry it out, Indianapolis will grow," he said. "There is no doubt in my mind that one of the most necessary elements of a thriving city is homes."

"Home ownership tends to make a solid and stable community, one that will be interested in civic activities because it has a share in them."

### To Carry Out Home Idea

The Home Complete Exposition will carry out the home idea and bring about the construction of many new homes in Indianapolis during the year.

"This will mean industrial expansion—more factories, more men employed, more money and wealth per person. The home show is an influence to business and people that can not be overlooked."

Opinion that the show not only will increase the amount of building, but also will exert an influence toward making homes and buildings more beautiful was expressed by Frank Gates, real estate board president.

"It has been noticeable that the amount of building has increased in years previous, immediately following the home show," he asserted. This year it will be a revelation. We know that Indianapolis has a building program that has never been equalled in its history. We know that as soon as the spring weather prevails this program will get under way with a vigor that will surprise even the men planning it.

### To Start Program

"Immediately following the show we will know that it has been

successful in getting this program started with a snap.

"Indianapolis can't be outdone. Florida boms come only once in a lifetime and then they don't last. They are merely bubbles."

"But when a city, year after year, has been growing continually, without setback and then launches into a large but conservative home and business building program people realize that that city, if a million population is its goal, will get there. That's Indianapolis."

Gates said the latest types of architecture and home decorative effects will be on display at the show. He asserted that shortly after the close of the show many of the new ideas will be reflected in Indianapolis buildings.

He said one of the outstanding points of the Indianapolis million-dollar home show is that it brings Nation-wide attention.

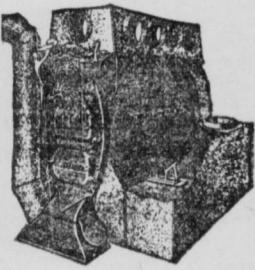
### Delegations to Attend

Delegations from Detroit and Milwaukee have announced that they will be here to stay two or three days and "look over" the show. Other out-State delegations of business men and real estate men are expected to visit the show.

"I believe it is safe to predict that home building in Indianapolis during this year will establish a record that could not be surpassed by many cities of its size and larger," J. Frank Cantwell, exposition director.

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## THE INDIANAPOLIS TIMES

## FIRM'S FINANCE METHODS TOLD

Finance methods of the Fletcher Avenue Savings and Loan Association, of which Charles R. Yoke is president, are explained at the company's booth at the Home Complete Show.

A home model in stucco, with a red-tiled roof, sits on a stage partially enclosed with plain gold drapery. A live moss lawn, with small trees and shrubbery, surrounds the miniature home. In a side driveway of white rice granules an automobile model stands opposite the door.

The home is electrically lighted.

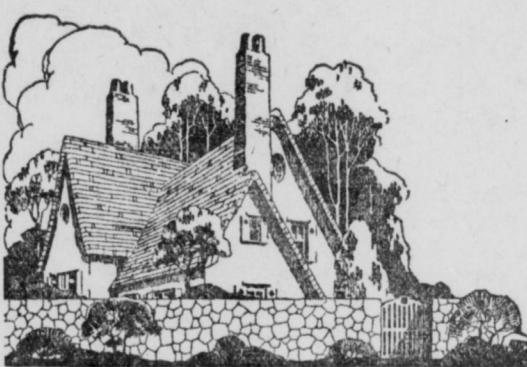
Yoke said there is much educational work yet to be done in explaining the benefits of buying a home with the financial assistance of a savings and loan association. He said with loans from an organization of this kind the monthly payments toward the purchase of a home are lessened and the borrower is entitled to a \$1,000 mortgage exemption on taxes.

## McDougall Domestic Science Kitchen Units, Stedman Rubber Tile Flooring, Kernerator Incinerator

Displayed in the Kitchen of the central house. Additional display of this equipment and of Linofelt and Fibrofelt insulation. Space Saver Cabinets and Roll-a-Way Beds, at Booths 202, 203 and 204.

## Neeves & Company

906 Odd Fellow Bldg.



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Interesting  
Exhibit at  
the Home  
Complete  
Exposition

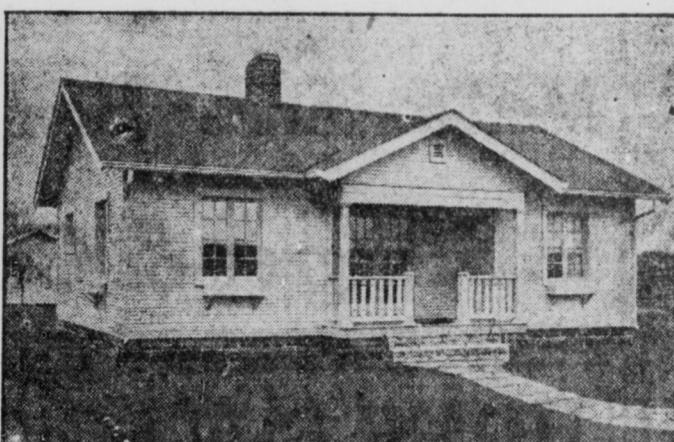
Expert  
Decorators  
at the Home  
Show to  
Answer Your  
Questions

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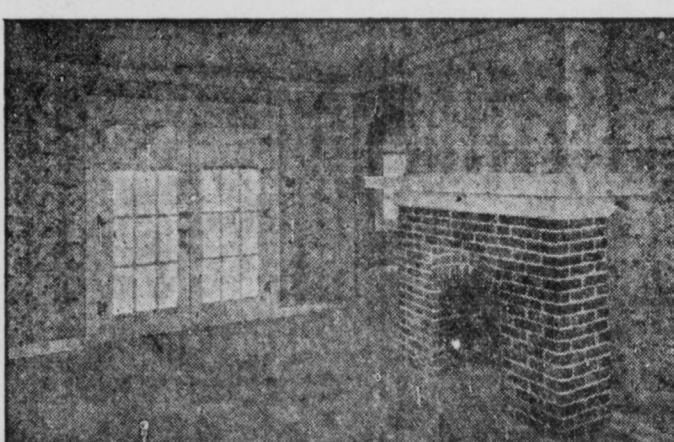
WITH a selection of home furnishings not equaled in this part of the country, with terms that meet individual requirements, with salespeople ever eager to serve whether you come to buy or just to look, this great institution has developed a store personality that rivals its values in popularity.

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This interior shows a view of the cozy living room with its beautiful fireplace and French doors of the above home.

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