

BOK ADVERTISING AWARD WINNERS FOR 1926 NAMED

Head of Audit Bureau of Circulations Wins Highest Individual Honor.

By United Press
CAMBRIDGE, Mass., Feb. 17.—Highest individual honors in advertising for 1926 go to Orlando Clinton Harn, advertising manager of the National Lead Company of New York.

The annual Harvard advertising awards, founded by Edward W. Bok, were announced here last night. The medal for distinguished personal service to advertising was awarded Harn for his work as president of the Audit Bureau of Circulations.

The \$2,000 cash prize for the national campaign of a specific product was awarded to the Blackman Company of New York and Proctor & Gamble Company of Cincinnati.

Barton, Derstine & Osborn, in association with the General Electric Company and Lord & Thomas, and Logan received the award for the national campaign of an institutional character.

To the Campbell-Ward Company of Detroit went a \$2,000 award for the real estate campaign of the Kreider-Rotzel Realty Company of Youngstown, Ohio.

A similar award was made for the best industrial advertising campaign seeking publicity through trade journals to the Rome Wire Company of Rome, N. Y., and Moser Cotins of Utica.

Four awards of \$1,000 each and a certificate were made for distinguished individual advertisements. They were:

A. W. Diller of New York City for an advertisement of the Manufacturers' National Bank of Troy, N. Y.

The Prudential Insurance Company of America.

The Federal Advertising Agency Inc., New York.

Calkins & Holden, Inc., New York.

A \$2,000 cash prize and certificate was awarded to Barton, Derstine & Osborn, Inc., New York, for advertising research.

HONOR COLLEGE RECTOR
By Times Special
JASPER, Ind., Feb. 17.—County offices and business firms, closed for the funeral of the Rev. Father Bernard Heichelbach, who for thirty-two years was rector of Jasper College here.



(READ THE STORY, THEN COLOR THE PICTURE)

The small balloons the Tinies held rose quickly. That's why Coppy yelled, "For goodness sake, hang on, real tight. The ground is 'way below. We can't be hurt up in the air. There's nothing here to bring a scare, so let's just keep on floating till we find out where we'll go."

How queer it seemed to float on high, among the clouds up in the sky. A bit of breeze was blowing and the Tinies picked up speed. They all went swinging to and fro. First very fast, then very slow, 'til finally Coppy's red balloon was blown up in the lead.

And then they started dropping down. Said Coppy, "We are o'er a town. I plainly see some buildings and a steeple and a farm. I wish the wind would get real strong, so we'd rise up where we belong. I fear if we drop lower, we will surely come to harm."

The trip, by now, was getting tough for they had dropped down low enough to have to dodge the trees and things that rose up near their feet. "My goodness me," said Coppy loud, "Supposing we'd fall in that crowd." The others looked and saw a throng of people in the street.

"Oh, well," said Coppy, in disgust, "I wish my old balloon would bust. I'm tired of dodging everything. It makes my bones all ache. Instead of bobbing all around, I'd rather be down on the ground. I'm brave enough to jump, except a lot of bones might break."

And then he got a quick surprise. A steeple rose up toward the skies, and Coppy chanced to blow that way while skimming o'er a house. Just as he reached the steeple top, he felt his journey quickly stop, and then he found the steeple point had caught him by the blouse.

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(The Tinymites have an accident in the next story.)

CITY BUILDING ACTIVITIES

CONTRACTORS SEE BETTER BUSINESS

Optimism prevails generally among the contractors of Indianapolis for a good year in 1927, according to O. D. Haskett, president of the O. D. Haskett Lumber Company, E. Twenty-fifth St. and Nickel Plate Railroad.

No phenomenal development booms are anticipated in 1927, but a steady, brisk building year is expected, he said. A normal year to take care of the increased population will prevail, he added.

Lumber prices are expected to maintain about the same level of 1926, which was slightly lower than 1925, Haskett declared.

"Indianapolis is growing briskly, 9,000 to 10,000 a year being added, and that means continued prosperity in the building business. New homes are being built and the older homes are being remodeled to meet demands of new tenants."

"We may expect also the usual changes in large types of old homes, which will be made over into duplexes, small apartment houses or for other purposes. All of these changes call for lumber of various kinds."

"As soon as the weather opens up we may expect a rapid recovery from the usual winter lull of building. Many large contracts are to be entered upon, along with the usual demand for homes," he said.

Home Has Every Comfort



The New Home of Mr. and Mrs. R. A. Hubbard, at 4058 N. Capitol Ave., was designed by Marion Cordill.

One of the most cleverly designed and most comfortable homes recently completed in Indianapolis is one built and designed by Marion Cordill, 351 S. Audubon Road, for Mr. and Mrs. R. A. Hubbard at 4058 N. Capitol Ave.

The new house is of Spanish mission type. It has five rooms and a bath, thoroughly modern and unusually interesting from an architectural viewpoint. The house faces the east and has a splendid exposure for excellent lighting in all rooms.

The roof is of variegated-colored Airlock composition shingles. The exterior is of deep buff, textured stucco. The woodwork is finished in brown and Venetian red. The windows are of steel, set in cement.

Tower Effect
The entrance has a tower effect with a recessed panel door. The entrance hall is squared in effect and has a convenient closet for clothes. A pretty candle niche adds atmosphere to the entrance hall. The walls are finished in textured plaster, with a brown heather stipple paint surface. The ceiling of blended ivory gives a light effect to the hallway.

Plastered arches of Moorish style lead down into the living room to the north side of the hallway. The living room is about twelve by twenty feet. It has an attractive brick fireplace which extends to the ceiling and has an antique stone mantel. Candle niches are built on either side of the fireplace above the mantel. The tiled hearth harmonizes with the fireplace.

Steps lead up into the dining room to the west. Two large plastered arches are built into the dining room and steel sash windows afford a well-lighted tone to the room. Wrought iron electric fixtures contribute to the antiqueness of the atmosphere in the dining room and throughout the house.

Back through a short hallway to the west are two large bedrooms with splendid cross ventilation provided in each room. Large clothes closets are built into the room. One of the bedrooms is finished in stippled lavender, while the other is in delicate peach stippled tones. A modern bathroom leads off of the hallway. The bathroom has a tiled fireplace. Windows on either side of the fireplace give plenty of light to the room.

NEW 5-ACRE PLAT OPENS IN SPRING

Announcement is made by Louis Sakowitz, secretary and treasurer of the Puritan Finance Company, 517 S. Delaware St., of plans for opening a five-acre tract at the corner of De Quincy and Tenth Sts., and building twenty-five modern homes on the tract to be sold on convenient terms.

As soon as the weather conditions warrant, work on the new houses will be begun, Sakowitz said. Many built-in features are to be included in the houses. City improvements are being made.

The location of the tract makes it unusually desirable for residence purposes. It is located on a street which is wide and well-paved. Tenth St. has become one of the principal arterial streets from the northeast and extends through a pleasant residential section of the city, Sakowitz pointed out.

Approximately fifteen houses are now under construction by the company in various sections of the city and ten more houses will be started soon on various lots which the company owns.

The company has moved from its offices in the Transportation Bldg., to 517 S. Delaware St.

OIL BURNER IS HIGHLY PRAISED

The most severe tests made of the Hart Oil Burner have shown conclusively that it will give guaranteed service in any home or building to be heated. The burner is sold by the Vonnegut Hardware Company, 120-124 E. Washington St.

The Hart burner, which has been distributed by the Vonnegut Hardware Company seven years, is the result of more than thirty-six years of experience and it has gained a wide reputation for service. Indianapolis homes equipped with this burner during the present winter have been kept comfortably warm throughout the coldest of days, reports made to the company have shown.

The burner is listed as "standard" by the Underwriters' Laboratories, Inc. It has a unit control feature, through which each of the various working parts are automatically coordinated. This feature makes for utmost safety in operation.

By means of a modern atomizing system the burner burns fuel oils very satisfactorily. The process of atomization is accomplished by mixing oil and air mechanically under pressure, passing it through a venturi, which produces a frothy mixture, similar to fog, although much finer. This process breaks up the fuel oil so that it is thoroughly combustible. It brings about complete carbonization.

No part of the burner is in the combustion chamber and with automatic control safety is secured. The control features, regulating degrees of temperature, have been very popular with housewives.

With the simplicity of the burner, installation can be made in a furnace in five hours without disturbing household schedules. This factor has been instrumental in the sale of a large number of the burners, officials have reported.

TOO DARK IN THEATERS

Eye Authority Urges Movement for Better Lighting.
By United Press
NEW YORK, Feb. 17.—Motion picture houses are too dark, according to Guy A. Henry, general director of the Eyesight Conservation Council of America. In poorly lighted auditoriums, he asserted, people are subject to eye strain.

Investigations reveal that managers of motion picture theaters have no method of determining the effectiveness of the lighting, said Henry, who urged the framing of a special code of illumination for motion picture auditoriums, following a scientific study of the problem.

Let Us Show You
some of our beautiful modern and semi-modern 5-room bungalows that we can build for you on small monthly payments.

\$25 to \$40 per Month

PURITAN FINANCE CO.
Transportation Bldg.
Indianapolis.

We Will Build You a Home
You Can Pay Like Rent
FLOYD PETERMAN
500 Massachusetts Ave.
MA in 7029. WE better 2172

GUTTER, SPOUTING and ROOFING
Quality Work With Quality Iron.
Phone for Estimates
IDEAL HEATING CO.
2137-29 Central Ave. RAN. 6161.

Oil Burner
The Cabinet Furnace Burner is automatic—that is, it feeds just enough oil to keep an even, steady heat, regardless of weather changes. Fully guaranteed and safely priced. Visit our educational showroom at 435 Mass. Ave. No obligation.

BRIGHTWOOD LUMBER CO.
Mass & Dearborn
MILL WORK—BUILDING MATERIALS.

1887 THE RAILROADMEN'S BUILDING AND SAVINGS ASSN. 1926
NO AGENTS—NO COMMISSIONS
21-23 Virginia Ave.

Fletcher Ave. Savings & Loan Assn.
Resources \$11,000,000
10 East Market Street
Has Paid 6% Dividends on Savings for 36 Years.

BEImont 2206 THE BEN DAVIS LUMBER CO.
Lumber, Millwork and Building Material

INDIANA GUNITE & CONST. CO.
Specialists in Cement Gun Work
816 Continental Bank Bldg.

WILLIAMS' OIL-O-MATIC BURNERS
in here six years. Hundreds in use—no failures.
W. D. Long & Co.
124 E. OHIO ST. Lin. 7110.

BUY COAL NOW!
People's Coal & Cement Co.
Main Office 1109 E. 15th St.
Webster 4890, 4891, 4892, 4893, 4894
Connects you with Main Office and Yards
Our yards cover the city.

Make Livable Rooms From Waste Space
Install a Presto Disappearing Stairway to Your Attic
For Information Ask
VONNEGUT'S
Lincoln 2321 120 E. Wash.

BRANNUM-KEENE LUMBER CO.
Wholesale and Retail Lumber and Mill Work
—WE HURRY—
IRv. 0404. 3506 E. Wash.

Shelton Heights
3900 W. Washington St.
Away From the Smoke, "Built Right" Homes Our Specialty.
W. B. Shelton
BEImont 3874.

When You Consider the Cost

When you compare the surprisingly low cost of Title Insurance with the benefits and safety it affords—you can at once realize it is indeed a good investment.

For \$5 per \$1,000 protection, with a minimum charge of \$20, you secure an absolute safeguard to your property — a convenience in arranging loans. Making easy and safe all transactions regarding such property.

UNION TITLE COMPANY
Indiana's Largest Title Company,
Union Title Building. LI ncoln 8361

Only \$10 Down Puts a Two Car GARAGE On Your Lot Eighteen Months to Pay

We will build a Better-Built two-car garage on your lot, complete from foundation to paint, for a down payment of only \$10—the balance in eighteen monthly payments.

Better-Built construction includes Hexagon 2-lb shingles, mill manufactured doors hung with bolts instead of screws, insulated walls, one coat of good lead and oil.

Phone DRexel 2163 or clip this ad, write your name and address in the margin, mail to address below, and we will give you full particulars.

F. M. Bachman Company
At 1601 Madison Ave., Since 1887

Study Well the Millwork—
when you build. It is like the tailoring of clothes—the refinements of a motor car—the carving of fine silverware—the setting of a rare jewel—it is most essential to SATISFACTION.

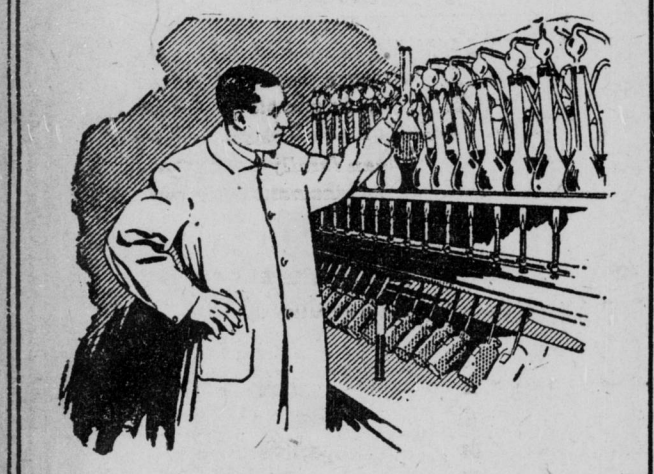
"Know the firm behind the lumber and millwork you use."

O.D. Haskett Lumber Co.
East 25th St. & Nickel Plate

Prepared Sand and Gravel
Washed, Screened and Graded
Makes Best and Cheapest Concrete for All Purposes
Indiana Sand and Gravel Assn.
603 Occidental Bldg., Indianapolis
Main 2076

Prospective Growth
Much has been said recently about Indianapolis' prospective growth. The Indianapolis Water Company is prepared RIGHT NOW for a City of Half a Million. In other words, if houses were built and normally occupied wherever we have facilities for furnishing pure filtered water, Indianapolis would have a population of 500,000.

Indianapolis Water Co.



Time and Thought for Improvement

The value of science and research in industry is strikingly illustrated in the review of Swift & Company's business for 1926.

Things don't "just happen." There is reason and thought behind each move.

Housewives are turning to lighter beef because of certain definite developments in American life;

Premium Ham and Bacon taste the same in New York as in San Francisco because science has made that possible;

Variations in texture and moisture, and in proportions of fat and lean have been overcome by uniform standards of manufacture.

Science and research play an important part in solving the problems that rise daily. Just how these problems are worked out, together with many more interesting facts about the business, is set forth in the Swift & Company 1927 Year Book.

A copy will be sent you free, for the asking. Just fill out the coupon below and mail.

Swift & Company
4337 Packers Ave., U. S. Yards, Chicago

Please send a copy of the 1927 Year Book to:

NAME _____
ADDRESS _____
CITY _____ STATE _____

THE INDIANA TRUST CO.
Pay 4% on Savings
CAPITAL SURPLUS \$2,000,000

HANNING BROS.
The Busy Dentists
Cor. Washington and Penn. Sts.
204 KRESGE BLDG.

DRESS-UP ON Liberal Credit
THE HUB
139 W. WASHINGTON STREET

Special excursion fares
every Saturday afternoon and Sunday
Round trip to any point for the cost of one way
Minimum, 50c

UNION TRACTION

Fermor Spencer Cannon ARCHITECT
21 Virginia Ave. CI role 2752

"A SHADY BUSINESS ON THE SQUARE"
Window Shades
Indianapolis Shade Co.
3222 E. NEW YORK ST.
IRVINGTON 1740

LET US BUILD YOUR HOME
Your lot as first payment. Convenient monthly payments like rent
Civic Realty Co.
136 N. Delaware St. Lin. 5066

Speedway Terrace
The ideal home site. Away from the smoke and soot. Only 15 minutes' drive from Monument. Own your home in this beautiful addition.
Ask About Our Building Plan
805 Lemcke Bldg.
Lincoln 5065.

We Specialize KITCHEN AND KITCHENETTE EQUIPMENT
Let us help you take the work out of housework
Caldwell Supply Co.
32 S. Pennsylvania St