

# A NEW DAY DAWNS!

The tide turns! The sun rises! And you can no more stop the dawn or the sunrise than you can stop this great new day dawning for Indianapolis! A new and greater era is already on its way! And with it comes higher prices for labor and materials and

greater values for your homes and businesses!

Modernize! NOW! Get your home and your property and your business in shape BEFORE PRICES GO UP! You will profit in three ways by every cent you invest:

- 1—Prices for repairs and remodeling are lower NOW than you will ever find them again!
- 2—The mass expenditure of this great city-wide campaign will stimulate business in every line!
- 3—Every dollar you invest will increase pay rolls; put men to work giving added value to your property!

This is really a call for YOU to help YOURSELF! Better business and rising prices are already on the way. At this time Pledge Cards covering more than a million dollars have been received. And the second

million is already in sight! If YOU delay it will cost YOU money! You can not delay the dawn! And with it comes every reason why you should join this great campaign and do your utmost to insure your part of the benefits!

## NOW—MODERNIZE! —BEFORE PRICES GO UP!

INDIANAPOLIS is going forward! This great Modernization Campaign is one of the steps in keeping YOUR city a great, growing center of better homes and better business! Join in this great movement NOW and not only sign your pledge card but talk to your neighbors about it.



These representative citizens are serving as a cabinet and have pledged their support to the success of the Modernization Campaign:

LOUIS J. BORINSTEIN, Chairman  
ARTHUR R. BAXTER  
ARTHUR V. BROWN  
FERMOR S. CANNON  
CHARLES W. CHASE  
WARREN C. FAIRBANKS  
ROBERT C. FOX  
JOHN P. FRENZEL, JR.  
J. I. HOLCOMB  
WILLIAM HUTCHESON

BENJ. F. LAWRENCE  
IRVING W. LEMAUX  
J. K. LILLY  
FELIX M. McWHIRTER  
TALCOTT POWELL  
SAMUEL E. RAUH  
P. C. REILLY  
ELMER W. STOUT  
REGINALD H. SULLIVAN  
EVANS WOOLLEN

With them are 5,000 volunteer workers, one of whom should call on you. He represents you and is working for YOU.

Now—when you can buy repairs and remodeling for about half price! Now—when you can profit by giving needed employment to carpenters, painters, masons, electricians, plumbers, labor of every type! Now—when you can do your part to add speed to this new era of better business! Now—improve and modernize YOUR property!

A few suggestions are shown in the list at the right. The Indianapolis Modernization Movement is well under way. A great army of volunteer workers is attempting to visit every home and business and factory before May 5. Every one of them works unselfishly without salary—works for this new day that is dawning for our homes, our businesses, our city!

The goal is \$2,500,000. And it is estimated that this expenditure will result in \$25,000,000 or more in added business for Indianapolis. Of that sum you will receive your share! But first you must figure on just what you can do and how!

Your pledge card merely indicates YOU will try to do YOUR part! You can buy materials where and how you wish! You can have any one do the work! You do not contract with any one but yourself! But you should do something! No matter how modest your home or business there is some work that is waiting—and you can not delay and get it done at present prices.

## Will You Do Your Part?

It is not necessary for YOU to wait to be called upon. You can call LINCOLN 1551 and YOUR pledge card will be sent you! It is not possible to argue and convince you as to what is the meaning of this campaign! If YOU can not realize the facts—if the plain statements made here do not lead you to put forth an effort to help yourself—YOU may wait for higher prices and pay more! The penalty for inaction comes with the dawn—and the dawn is here! The greatest benefit from this campaign is the benefit of community action—and just as you and your home and your job is a part of this community—just so your pledge is important! The campaign closes on next Friday—May 5th! Up until then YOU have an opportunity—not only to modernize your property while prices are at rock bottom—but to write on the records of Indianapolis whether YOU did your part to help business go ahead! YOUR pledge should be numbered among those of the citizens who are working together to make new marks of progress out of the night of Depression into the Dawn of this New Day!

## Here Are a Few Suggestions for MODERNIZING YOUR Property NOW!

- Repairing shingles or slate on roof.
- Install cedar linings in closets.
- Remodel attic space to make more useful.
- Construct new outside chimneys to permit installation of new fireplaces.
- Inclose existing porch with glass to make a new sunroom.
- Build portable screens to inclose porch for summer use.
- Convert large closets into extra toilets or washroom.
- Enlarge garage for extra car.
- Build window boxes, bird houses.
- Erect or repair fences, gates and outdoor garden structures.
- Build breakfast nook in unused part of kitchen or pantry.
- Weatherstrip doors and windows.
- Renovize lighting system.
- Replace old screens.
- Repair garage doors, or install overhead doors.
- Construct rock garden.
- Resod, reseed and roll lawn.
- Build in new bookcases, window seats and telephone cabinets.
- Recondition driveway, applying brick, crushed stone or concrete.
- Repair and refinish baseboarding.
- Repaper rooms.
- Replace gravel or cement at garage entrance.
- Build outside cellar-way.
- Line unfinished attic space with insulating boards or plaster.
- Install shower inclosure in bathroom.
- Repairing garage roof.
- Develop recreation room in basement.
- Repair or replace gutters or downspouts.
- Repaint house.
- Beautify your lawn.
- Erect new awnings.
- Correct sagging doors.
- Build up old chimney masonry to improve draft.
- Repair porches.
- Add a new porch.
- Construct winter vestibule for doors exposed to winter winds.
- Install full length mirrors on bedroom doors.
- Install shoe racks, clothes hangers, linen shelves in closets.
- Make extra bedroom by subdividing large one.
- Renovize existing bathroom; new tile; new fixtures; medicine cabinet.
- Repair or replace concrete, stone or brick walls.
- Keep out moisture; cold air, etc., with caulking.
- Install new kitchen cupboards or china cabinet.
- Install fuel lift from basement wood or coal pile to living room fireplace.
- Install laundry chute.
- Paint garage.
- Replace shrubbery.
- Build up terraces.
- Repair and clean stucco.
- Repair or replace foundations.
- Install new hot water heater or tank.
- Install gate at head of stairs to safeguard children.
- Reset brick or flagstone walks.
- Build fence in backyard.
- Replace sagging or worn out steps.
- Construct new coal bin.
- Build partitions in basement.
- Repaint interior trim in one or more rooms.
- Damp-proof basement walls on inside to prevent leaks.
- Construct work bench and cabinet for tools in basement or garage.

THIS, of course, is just a partial list of suggestions for modernizing your property. Any effort that you put forth to improve your property, including the interior as well as the exterior, is included in the Modernization Campaign.

JUST CALL  
LINCOLN  
**1551**

**INDIANAPOLIS MODERNIZATION MOVEMENT INC.**  
Headquarters, Second Floor Chamber of Commerce Building