

West Washington St. Merchants

WILL DO THEIR PART

In the name of Humanity—and—Patriotism
"WE WILL DO OUR PART"

On the basis of this simple principle of everybody doing things together, West Washington Street Merchants join the nation-wide "recovery" parade.

On The Honor Roll ... on to good times ... on the wings of prosperity ... we stand ... side by side ... with our leader ... Franklin D. Roosevelt.

Success of this plan, in which all of us will share, depends upon the co-operation of all.

West Washington Street Merchants, in making this public announcement, endeavor to set the pace, lead the parade that will enlist each and every merchant in every part of our patriotic city.

Every American has his or her part to play.

West Washington Merchants, always leaders, eagerly await the opportunity to "Do Our Part"—with working hours that are reasonable, and the employment of as many more people as we can.

Get to know your West Washington Street Merchant; we believe you will be glad of it.

West Washington Street stores are an established feature of the economic life of Indianapolis ... merchants that have paid dividends in hard cash to shoppers who have invested time and money in them.

You are always assured of finding the latest styles and most attractive merchandise, at the lowest possible price, on

WEST WASHINGTON STREET

**EM-ROE SPORTING
GOODS CO.**
209 W. Washington St.

THE STORE OF QUALITY—OUT OF THE HIGH RENT DISTRICT
NATIONAL
FURNITURE CO. 335-337 339-341-343
W. WASHINGTON ST.

STAR STORE
BUY ON OUR TEN-PAY PLAN
360-370 WEST WASHINGTON ST.

THE STORE OF GREATER VALUES
THE FAIR
311-325 WEST WASHINGTON ST.

Peoples Outfitting Co.
178-183 WEST WASHINGTON ST. (OPPOSITE INDIANA THEATRE)

WOLF SUSSMAN INC.
Est. 32 Years. 239-41 W. Wash. St.
Opposite the Statehouse

KIRK FURNITURE COMPANY
211-215 W. Washington St.

S. S. RHODES & SON
Hardware and Lumber
340 W. Wash. St. LI. 8405

VICTOR
FURNITURE CO.
231-237 W. Washington St.
Directly Opposite Statehouse

JAKE WOLF TOM QUINN
WHITE
FURNITURE CO.
243 TO 249 W. WASHINGTON ST.

THE UNITED RUG CO.
207 West Washington Street
THE ECONOMY RUG CO.
213 East Washington Street