



To the Imposing Roster of Times Advertisers
We Add-

H. P. WASSON & COMPANY

The Indianapolis Times takes pleasure in presenting to its readers, the daily fashion and value news of H. P. Wasson & Company's new modern store.

Today's advertisement is the first of a regular program for Times readers. (See back page, first section.)

H. P. Wasson & Company has long maintained an enviable record in the retailing of the United States. Its reputation for many years as one of the Middlewest's outstanding fashion organizations has added luster to the business of retailing in Indiana. Its new 8-story modern addition affords every facility to the shopping public.

Always an integral part of this community's business progress, H. P. Wasson & Company's representation in The Times will, we hope, be the forerunner of still greater accomplishments. Our congratulations!

The Indianapolis Times

A Scripps-Howard Newspaper.