

BLACKER'S
FAIRMOS CHILE SEASONING
"IT'S ALL IN THE SEASONING"
On Sale at All Grocers
MAKE YOUR CHILE CON CARNE AT HOME

**ELECTRIC LIGHT
AND POWER
SERVICE**
MERCHANTS
Heat & Light Company
C. O. B. Murphy, General Manager
The Daylight Corner

**The New
Lincoln Hotel Barber Shop**



Completely Equipped—Thoroughly Modern and Sanitary—Six Chairs—Six Barbers and Manicurist—Open 9 a. m. to 11 p. m.

Basement Lincoln Hotel

Recreation Building
16 Bowling Alleys—10 Pocket Billiard Tables
All New Brunswick

Claman Dairy
Lunch
Number 3
Cafeteria Service
Sunday Chicken Dinner
Good Music
Soda Fountain
and
Soft Drinks

Three Places
No. 1—305 North Illinois st.
No. 2—42 Virginia ave.
No. 3—207 N. Delaware st.

We are showing
An Unusually Attractive Line
of

**Christmas Greeting
Cards**

Choose Useful Gifts. May We Suggest Desks, Office Chairs, Desk Lamps, Inkwell Outfits, Fountain Pens, Eversharp, etc. Such Gifts Will Be Appreciated and Remembered Every Day of the Year.

Hiller Office Supply Co.
26-28 S. Pennsylvania St.

Helm-Lewis
Cement Block Co.
High-Grade Building Blocks, Porch Columns and Concrete Products. Office and Factory, 14th & Fall Creek. Main 4967.

SPECIALISTS
Grilles, Wickets, Machinery Guards, Factory Partitions, Tool Gages, Window Guards, Wire and Iron Specialties. Indianapolis Wire and Iron Works 123 E. MARYLAND. MAIN 4778.

Service Transfer & Storage Co., Inc.
LIGHT AND HEAVY HAULING
SPECIAL ATTENTION GIVEN TO BAGGAGE
MAIN 4400. MAIN 4401.

HAYES BROS., Inc.
PLUMBING AND HEATING SPECIALISTS.
MAIN 2492. 236-38 West Vermont Street.

MAIN 1375. Residence, Irvington 3650
The Lightning Transfer & Storage Co.
W. W. GRAVES, Mgr.
OVERLAND AND HEAVY HAULING
FURNITURE, PIANOS AND BAGGAGE
314 South Illinois Street. EXPERT RIGGERS FOR MACHINERY

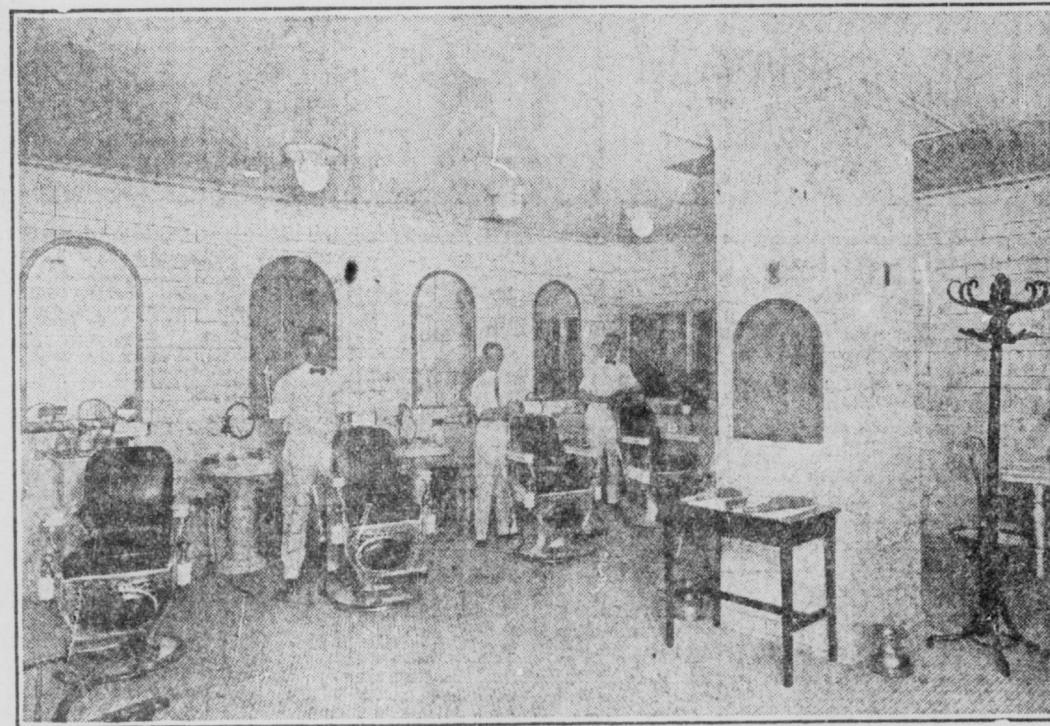
Yourself As a Christmas Gift
A Xmas Gift nothing equals the personal charm of a well-made, well-mounted photograph of yourself. OUR WORK IS BEYOND REPROACH
Holland Studio
Main 2989.
17 W. Market St.
Cor. Illinois and Market Sts.

DO YOUR OWN DRIVING
AUTOMOBILES FOR RENT, by day, week or month. Day or night, at prices cheaper than owning a car. Do your own driving and go where you please. Special rates to commercial men.
WARREN AUTO LIVERY 127 EAST WABASH ST.
RAY. O. BURNS, Manager Auto Laundry and Storage Phone, Main 5921

MARVEL CARBURETERS
Built to Endure and Handle Low Grade Gas
We Have a Marvel for Your Car
ABSOLUTE SATISFACTION GUARANTEED
We Maintain Expert Service and a Complete Rebuilding Plant.
Marvel Carbureter Sales Co. 226-28 East Washington. Phone, Drexel 0172.

WEEKLY Business-Industrial PAGE

Hotel Lincoln Barber Shop Last Word in Up-to-Date Equipment



Probably in no single line of business has there been greater development and improvement than in the equipment and service of barber shops of the better type.

Only a few years ago the barber shop was just a place to get a hair cut and a shave whenever the customer could not stay away longer, there was all the equipment of the shop in many instances were little better than those of an ordinary kitchen. Any old kind of chair would do, a few pairs of shears, a motley collection of razors, good, bad and indifferent, a few towels, often kept in the most insanitary manner, and a bottle of highly scented water of some sort; that was typical equipment of a barber shop not many years back.

But now all has changed, a modern up-to-date barber shop, such as is operated by the Hotel Lincoln contains appearances never dreamed of by barbers of the old days. To begin with the physical equipment is of the very

highest quality and a single chair or electric machine costs as much as did an entire shop back in the old days. This equipment, selected with an idea of beauty, comfort and with especial care of the health of the patron is not exceeded by any in the country. The walls are beautifully though simply decorated and there is a large number of long, paneled mirrors that add tremendously to the effectiveness of the shop.

No effort has been spared to equip the shop with the very latest along the lines of tonsorial equipment, and nothing is missing which will add to the service facilities of the place.

Only white barbers are employed, and they are selected carefully and not picked up haphazard as is the case in some shops.

No white barber is equipped to give the very highest grade of service," an official of the company said. "We realized from the first that Hotel Lincoln must have a barber shop fully in keeping with the

rest of the hotel appointments. Investigation proved to us that too frequently high-grade hotels have neglected this very important feature and we made up our minds from the first that we would have a barber shop of which we could be proud with good reason. And I feel that we have succeeded.

From the first to last we spared no time or money to make the shop the very last word in barber shops and have worked earnestly toward establishing a record for good service of which we could be proud. Probably in no line of business is this element of service of more vital importance than in the barber business.

There is an element of direct personal touch in this work that makes the customer very exacting, although he may be easy going and not inclined to be particular in the ordinary affairs of life.

In the Hotel Lincoln barber shop we feel that we have supplied a shop of which Indianapolis as well as ourselves may be proud.

DEMAND EXPERT GRINDING WORK

Barber Supply Business Must Please Exacting Public.

With the development of business along the more exacting lines demanded by customers has come an increased demand for the very best quality of barber supplies, according to E. E. Schauf, dealer in barber supplies, 107 West Maryland street. Formerly, barber shops did not demand much in the way of particularly varied equipment, anything being acceptable to the customer that could produce some form of results.

"All that is now changed," Mr. Schauf said. "With the increased demands of the public for all that is good in barber

shop service has come a resulting demand for cutlery of the better grade. It requires a real expert to successfully grind cutting instruments, such as razors, straight razors, etc. Even the finest barber instruments and tools are usually ruined by one job of bad grinding, and owners of fine cutlery can not be too careful in seeing that the work is done by only the best equipped shops and by workers who understand this particular kind of work thoroughly.

It is the opinion of Mr. Schauf that there is a growing appreciation of high grade cutlery and the prospective buyer is not as easily satisfied with a pretty, fancy handle or case with no attention paid to the quality of material in the blade as to the former. As the market demands we have stocked razors, straight razors, knives, clippers, special shaving outifts, etc. of high grade and good quality and we have found the demand for this line of goods better than ever we expected."

shop service has come a resulting demand for cutlery of the better grade. It requires a real expert to successfully grind cutting instruments, such as razors, straight razors, etc. Even the finest

barber instruments and tools are usually ruined by one job of bad grinding, and owners of fine cutlery can not be too careful in seeing that the work is done by only the best equipped shops and by workers who understand this particular kind of work thoroughly.

It is the opinion of Mr. Schauf that there is a growing appreciation of high grade cutlery and the prospective buyer is not as easily satisfied with a pretty, fancy handle or case with no attention paid to the quality of material in the blade as to the former. As the market demands we have stocked razors, straight razors, knives, clippers, special shaving outifts, etc. of high grade and good quality and we have found the demand for this line of goods better than ever we expected."

LUMBER
SUPERIOR 
BURNET-BINFORD LUMBER CO.
Phones RAND. 0300.

Bedford Stone and Construction Co.
Contractors—Engineers
810-15 Fletcher Savings and Trust Building
Indianapolis, Indiana.

THE WHITAKER PRESS
Incorporated
Printing :: Publishing
Liberty Building, 107 South Capitol Ave., Cor. Maryland Indianapolis
Rooms 10-12-14. Main 3067.

BARBER SUPPLIES
Manufacturer and importer of fine cutlery. Expert grinding of razors, shears, clippers, etc. High class service, 40 years' experience. Try our special razors, shears, pocket knives and special shaving outifts, etc.

E. E. SCHAAF BARBER SUPPLIES
107 West Maryland St. MAIN 4033.

American Paper Stock Company
Incorporated.
We Buy Waste Paper of All Kinds

Main 6089. Don't Burn Your Old Books and Records. Sell Them to Us. That Means Their Destruction. 332-40 W. Market St.

PRINTING'S first function is to sell goods. Monotype printing is the recognized best. It is "big town" printing. Buy printing for what it will do.

Mellett Printing Company
Particular Monotype Printers
Fourth Floor Century Building
MAIN 4756

WE ARE AS NEAR TO YOU AS YOUR PHONE
Phone RANDolph Seven Thousand
"Lumber Measured By The Golden Rule"
WM. F. JOHNSON LUMBER CO.
FINE MILL WORK—BUILDING MATERIAL
1915 & MONON & LEWIS ST.

**HANDLON GARMENT
CLEANERS**
Clothes Cleaned, Dyed and Repaired.
"Service and Satisfaction."
Main 5184. 340 Blake St.
We Call and Deliver.

**Blacker's
Famous Chile
Seasoning**
FOR SALE AT ALL GROCERS

**KATZ
Transfer & Storage Co.**
MAX KATZ, Proprietor.
ALL KINDS OF COMMERCIAL
TRANSFERRING AND STORAGE
122 S. PENN ST. Phone Main 5281

RADIO
If you haven't a hobby, get one. \$15 Will install a set in your home. Hear all the current events, grand opera, concerts, weather and market reports. Headquarters for amateur operators.

THE HOOSIER RADIO CO.
108 Pembroke Arcade. Circle 7406.

**INTERSTATE
Public Service Co.**

14 LIMITED TRAINS DAILY
Between INDIANAPOLIS and LOUISVILLE

**STAFFORD
ENGRAVING CO.**
"The House of Ideas"
CENTURY BLDG., INDIANAPOLIS

COMMERCIAL ART
HALFTONES—ZINC
ETCHINGS—COLOR PLATES
ENGRAVED AND
EMBOSSED STATIONERY

**Putnam-Line
Music Co.**
1042 S. Meridian St.
Phone Drexel 6503

**Recipe for Delightful
Dance Music—**
Try Emerson's New "Hits" on Emerson Phonograph

Hear Same at
Putnam-Line
Music Co.

RADIO
\$15 Will install a set in your home. Hear all the current events, grand opera, concerts, weather and market reports. Headquarters for amateur operators.

THE HOOSIER RADIO CO.
Circle 7406.

**EAT SWEETHEART
BREAD**

Made with Milk
Grocers Baking Co.

GROCERS BAKING CO.

Sales Photography.

W. FRANK JONES
Commercial Photographer.

"MY CAMERA IS YOUR SALESMAN."

103-05 WULSIN BLDG.

MAIN 5255.

Sanitary Laundry Company
2441 to 2443 Central Ave.
Harrison 2915. —Phones— Harrison 2916.

Roy A. Pearson
HIGH GRADE
HARDWOOD FLOORS
LAID AND FINISHED COMPLETE
Refinishing a Specialty

505 People Bank bldg. Rnd. 7258

W. W. WISE
All Kinds of Brick Work
206 Indiana Trust Building
Circle 4164.

Indianapolis is a Great City

For her continued growth and prosperity she must have a good transit system. She can only have this by a thoughtful, sympathetic support of the only company prepared to give such service.

Indianapolis Street Railway Co.

THIS IS A REAL SERVICE

Damaged Automobile Sheet Metal Parts Made Good as New
36-HOUR SERVICE.

See Us Before Throwing Them Away.

BAKED ENAMELING

Guarantee Metal Enameling Co.

325 E. St. Joseph St. Indianapolis Main 3126.

Studebaker Light 6 Touring
\$1235.00 Indianapolis

We are making Indianapolis a Studebaker town.

THE BUCK CO.

315 N. Penn.

Main 0308

BUILDING MATERIALS

... Blocks, Wall Plaster, Lath, Cement, Sewer Pipe, Lime, Par-tion Tile, Exterior Stucco. Licensed Manufacturers of Gran-A-Tex Magnesite Exterior Stucco. A year-round building material; beautiful, permanent, fireproof, weatherproof. This material is now being applied on many residences in our city and can be applied successfully during all the winter months in safety. It is not mixed with water, but magnesium chloride, which will not freeze. Consult our Stucco Department for detailed information.

Indianapolis Mortar & Fuel Co.
407 ODD FELLOW BUILDING
Phones—MA 1-3030; Auto, Lincoln 7581.

OGLE COAL CO.
PRODUCERS OF
**25,000
TONS
PER DAY**

EXCLUSIVE SELLING
AGENTS FOR
VANDALIA COAL CO.
MONON COAL CO.
VIGO MINING CO.
BY-PRODUCTS POCAHONTAS CO.

Also selling agent for other large producers of high-grade Indiana and Eastern Coals.

**F. E. Gates Marble
& Tile Co.**
Manufacturers and
Erectors

Twenty-First and Adams.
Webster 4330.

Phone MAin 1015
ALL OUR CABS

Are
METER EQUIPPED
YOU PAY ONLY
DISTANCE

Yellow Cab

Liberty Market
350-354 East Washington Street
Holiday Candies

The best offering we have yet made in a Christmas mix of all new and fresh stock and made up of fourteen of our choicest varieties, creams, caramels, chocolates, ices, etc. This elegant mix on sale at.....

Three Pounds.....50¢
We make a special price to churches, lodges and clubs, who will find this to be the look-for opportunity to buy their supplies at a moderate price and be assured of getting quality goods.

Mixed Nuts.

All new 1921 crop. Pound.....

Christmas Trees, 4 to 8 feet high, with stand.

Make your own selection.....