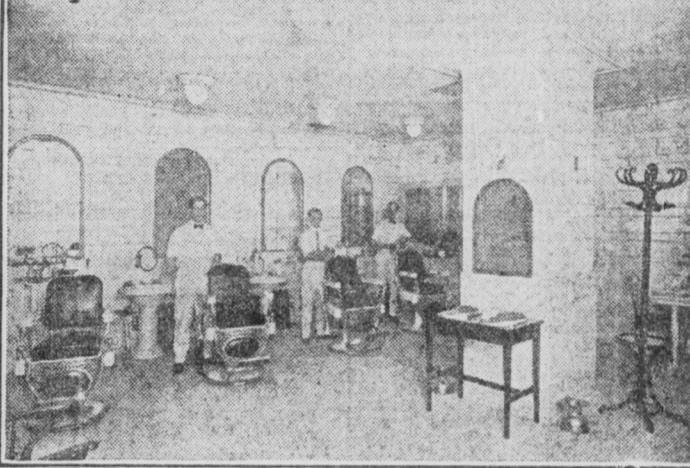


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WEEKLY Business-Industrial PAGE

RADIO CREATES NOVEL BUSINESS

Wireless Telephone and Telegraph Open New Field.

Radio telegraphy, which a few years ago was regarded by the general public as only for real experts when operated on a big scale, for youngsters to amuse themselves with on a small scale, now has come to assume an important place in the life of the community, and the radio telephone is in far more general use than the average person realizes. The radio service developed along lines, all its own, has resulted in the growth of an entirely new business, the supply business for radio equipment, according to L. H. Smith, president of the Hoosier Radio Company, 108 Pembroke Arcade. "When radio work was just beginning, popular interest developed and it became the extreme to buy supplies. Supplies of this character were handled by only a few shops as a sideline, the clerks knew very little about them, and the technical nature of the equipment made it almost impossible for anyone not enthusiastic about radio work to deal intelligently with the trade," Mr. Smith said.

"This led me to establish a store handling nothing but supplies for radio telephone and radio telegraph equipment. My patronage comes from about every part of Indianapolis and includes persons of all ages from the enthusiastic school boy to the business man, who is interested in radio work. I believe that at present there are more than 1,000 persons actively interested in radio work in this city and the number is steadily increasing.

"There has been a general misunderstanding in the public mind as to the expense of a radio plant. Contrary to the general belief it is not at all prohibitory. A receiving set with a range of 400 to 500 miles under favorable conditions may be purchased for \$15, and no great amount of study is necessary to use these machines.

"Radio telephony is growing more popular every day, a popularity that is increased by the concerts sent out nightly by the Commonwealth-Edison Company of Chicago. These concerts are given by the Chicago Grand Opera Company and are heard in this city and all over the country. Daily concerts are given out by the Washington Company at Pittsburgh at the same time, and by simply tuning the instrument the owner of a wireless telephone plant has his choice of the music to which he desires to listen."

VALUE OF GOOD LETTER WRITING

Poor Correspondence May Wreck Business Deal.

In modern business probably nothing has become of more importance to business men than their insistence on neat appearing, attractive well-prepared stationery. The time has long since passed when any kind of a letter, on any kind of stationery can hope to "get by" with the trade. Nowadays it has come to a stage where a poor bit of correspondence may well wreck a business deal of real importance.

As this condition has come into existence there has grown up a big demand for letter specialists, say Mary Davis and Emma Pearce, proprietors of the Indianapolis Letter Shop, 823-825 State Life building.

"Firms and individuals who have large

BIG DEMAND FOR KEY SPECIALIST

Little Object Suddenly Important When Missing.

A key is a thing of no great importance unless it happens to turn up missing and then it suddenly assumes the prominence of a paramount political issue. Any one who has lost his automobile keys, the key to his office, or gone away on a trip in lost the dinky little trunk key which can't identify the trunk.

"We get calls from all kinds of people for all kinds of emergencies," Herbert A. Daum, key specialist, 43 Virginia Avenue, said. "Often these calls are of a most unusual character and of course they are always hurry up calls, for anyone who has lost a key never discovers the loss until he wishes to make use of the missing article. We have been called by men who have lost a key and a lock in the world for every kind of lock in existence and the result is that there is mighty little about the lock and key business that we do not know."

"I have noticed a commendable tendency lately of key users to provide duplicate keys in order to protect themselves against sudden inconvenience or embarrassment. This is particularly true of house door keys and keys to automobile locks, for there is nothing much worse than to be locked out of your house or home or to bring your car down street, put on the safety lock, and then be unable to get the machine unlocked later on."

"The key business is a most interesting one from the human interest standpoint and I doubt if there is business anywhere which brings its owners into more intimate contact with a wider variety of people."

NEW BARBER SHOP PLEASSES PATRONS

Equipment, Conveniences Feature of Hotel Lincoln Shop.

When the Hotel Lincoln threw open its big addition with all the conveniences and equipment of a modern up-to-date hotel, the management was particularly proud of the barber shop with its six chairs, carefully selected equipment, barbers and its modern appointments.

"Planning our shop we took particular care with it," one of the officials of the hotel said. "So often the barber shop of even the best hotels falls far below the standard of the rest of the establishment, and we made up our minds that nothing of this sort was going to happen in our case. As a result we feel that we have given the public one of the most homelike, comfortable and most modern shops in this section of the country."

"In all this we had in mind first of all perfection of service rather than size. I doubt if ever a shop was furnished with so much attention to the little details that make toward convenience and comfort as was ours, and we feel that we have a right to be proud of the long panel mirrors which have been the cause of so much favorable comment among our patrons as well as our equipment upon which we have not spared expense."

"We realize that customers of today are very exacting and that they demand a brand of service that was undreamed of a generation ago. With this end in mind we set out from the very first to make the Hotel Lincoln barber shop one

that would give our customers a grade of service which not only would bring them back time after time, but their friends as well. And the results have proved that we were right in every particular."

COOLIDGE WILL OPEN CAMPAIGN

Vice President to Address G. O. P. Editors Here.

Calvin Coolidge, Vice President of the United States, will open the Republican campaign in Indiana with a speech at the midwinter banquet of the Republican State Editorial Association at the Claypool Hotel the night of Jan. 27. Fredrick S. Stevenson, secretary of the Republican State committee, announced today. The speech will be the first made by the Vice President in Indiana. He did not appear in this State during the last national campaign.

Other speakers at the dinner will be Governor Warren T. McCray, Senators Harry S. New and James E. Watson and Mrs. Daisy Douglas Barr of Newcastle, Mrs. Florence Weston, Long of Indianapolis, who will speak at the business session. The dinner will close the two-day session of the Editorial Association. Business sessions will be held at the Hotel Seville, Jan. 26 and 27.

MCCRAY WILL ADDRESS POST

Governor to Be Received With Naval Honors.

Governor Warren T. McCray will address George Dewey Post, No. 3, American Legion, at its meeting Wednesday evening at the Chamber of Commerce. The Governor will be received with the ceremonies prescribed in the Navy for the reception of high ranking civil, diplomatic and military officials.

Officers of the national headquarters of the American Legion, including National Commander, H. H. Nichols, National Adjutant Lemuel Boles, K. G. Creighton, William Day, Edward Preil, Marcus James, Humphrey Sullivan, Alvin M. Owlesley, E. J. Cadon, J. J. Noel, Claude Harris and Miss Pauline Curnick, national secretary of the American Legion Auxiliary, are expected to be present.

A musical program will be provided by the Indianapolis Legion Band and the band program also will include vocal solos by Mr. W. H. Huston and Mrs. Eva Escott Tooley and instrumental solos by Miss Beatrice Luse.

All Navy and Marine Corps men in Indianapolis are invited to be present.

Kansas Mine Strike Believed Near End

PITTSBURG, Kan., Jan. 9.—In spite of emphatic denials from mine union leaders that there had been any strike in the Kansas coal fields, persons closely in touch with the situation today said they believed the strike was in its final hours.

Mine operators reported more men were at work this morning than at any other time since the strike began. On the other hand, union officials denied any further desertion from the ranks.

OIL MARKETERS MEET.

The National Petroleum Marketers' Association will meet at the Claypool Hotel Tuesday, Jan. 21.

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Red Kidney Beans, pound	10c
Persian Dates, 10-ounce carton	15c
Campbell's Bean Soup	10c
Nabiscos	10c
Pickles, sour or dill; quart glass jars	25c
Van Camp's Red Kidney Beans; No. 2 can	10c
Clam Chowder; No. 1 cans	2 for 15c
Snowflake Powdered Sugar, now	10c
Eggs, selected and strictly fresh; dozen	46c
Monarch Dill Pickles; large and fine flavor	2 for 5c
Dozen, 28c	

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