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"IT'S ALL IN THE SEASONING"

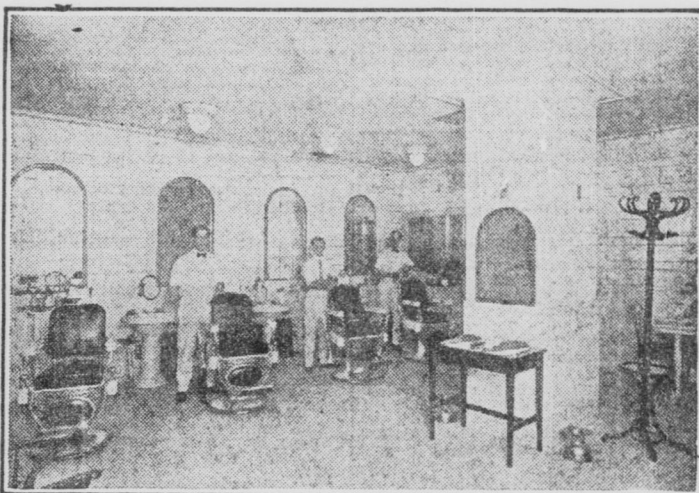
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Heat & Light Company**  
C. O. B. Murphy, General Manager  
The Daylight Corner

## 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 Dinner  
Sunday Chicken Dinner  
Good Music  
Soda Fountain  
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Soft Drinks  
Three Places  
No. 1—305 North Illinois st.  
No. 2—42 Virginia ave.  
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**Helm-Lewis  
Cement Block Co.**  
High-Grade Building Blocks, Porch  
Columns and Concrete Products.  
Office and Factory, 14th & Fall Creek.  
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**SPECIALISTS**  
Grilles, Wickets, Machinery Guards,  
Factory Partitions, Tool Gages,  
Window Guards, Wire  
and Iron Specialties.  
Indianapolis Wire and Iron Works  
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**Service Transfer & Storage Co., Inc.**  
LIGHT AND HEAVY HAULING  
SPECIAL ATTENTION GIVEN TO BAGGAGE  
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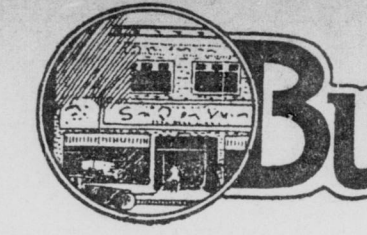
FOR OVER TWENTY YEARS  
The Trade-Mark of Quality, Workmanship and Service  
**HAYES BROS., Inc.**  
PLUMBING AND HEATING SPECIALISTS.  
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**The Lightning Transfer & Storage Co.**  
WM. W. GRAVES, Mgr.  
OVERLAND AND HEAVY HAULING  
FURNITURE, PIANOS AND BAGGAGE  
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**Fine Hardwood Floors**  
Electric Floor Surfacing, Resurfacing and Refinishing a Specialty.  
"UNEXCELLED SERVICE."  
**L. E. REED**  
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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.  
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**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.**  
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WEEKLY

# Business-Industrial

PAGE

## RADIO CREATES NOVEL BUSINESS

Wireless Telephone and Tele-  
graph 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.

This new science, 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 was just becoming popular users of equipment found it difficult in 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 the city and all over the country. Daily concerts are sent out by the Westinghouse 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."

"As great as has been activity along home building lines in Indianapolis during the past year the home shortage has not been relieved as yet and the demand for well built, modern homes still is very insistent. During the coming year this demand will increase, undoubtedly, as good weather approaches.

"In our own plant we have found that we are turning out 1,500 new blocks every day through the use of the very latest and best types of machinery which are of the latest design.

"We established our factory near Fall Creek where there is an enormous supply of sand and gravel available, the largest in the State I believe, with the exception of the dunes along Lake Michigan in the extreme northwest part of Indiana.

"The use of cement blocks is becoming greater and more varied every day. They now are used for insurable purposes and because of their ease of handling, cleanliness and general utility they have proved extremely popular."

quantities of circular work or special work of this character to be done, realize the necessity of getting an individual appeal in them, one of the proprietors of the shop said. "The difficulty in the past has been that a circular often has made a cold, impersonal impression on the prospective customer, with the natural result that it has been consigned to the waste basket. This led to a search for some method of overcoming this difficulty, and the answer was found in the typewritten circular letter, where it was impossible to detect any difference between the first original typewritten sheet and the last of thousands of circulars printed in imitation of the original.

"Then the service we give is far wider than this. We are prepared to do addressing, filling in, folding, enclosing and mailing and many concerns that do not have equipment for this particular work, and it takes experts to do it properly, turn to us to help them out. This service has proved to be very popular among professional and business men."

## CEMENT BLOCKS PROVE POPULAR

Building Boom and General  
Utility Create Demand.

Despite adverse business conditions there has been a surprisingly large demand for cement blocks is the opinion expressed by L. W. Lewis, secretary-treasurer of the Helm-Lewis Cement Block Company, Fall Creek and West Fourteenth street. This demand, Mr. Lewis attributes to the growing demand for cement blocks in construction work and to the continuance of the home-building boom which has been so marked in Indianapolis.

"During the last year there has been a drop of 25 per cent or more in the price of cement blocks," Mr. Lewis said, "and I am convinced that if the freight rates are lowered from their present abnormal height there will be still another falling off in price. Business conditions are unusually good, in spite of general conditions. Our plant is producing about 1,500 blocks a day, with increases in sight.

"As a general thing business falls off in this season of the year, but present indications are that as long as weather conditions permit there will be considerable building activity in Indianapolis throughout the winter. Indications are that 1922 is going to be a banner building year in this city.

"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 in mind we set out from the very first to make the Hotel Lincoln barber shop one

## BIG DEAL AND FOR KEY SPECIALIST

Little Object Suddenly Im-  
portant 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 and left the tiny little trunk key behind can testify to this fact.

"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 any one who has lost a key never discovers the loss until he wishes to make use of the missing article. We have been called upon to duplicate almost every kind of key in the world for every kind of lock in existence and the result is that there is a 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 unable to get into your own 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 PLEASES PATRONS

Equipment, Conveniences Fea-  
ture 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 five chairs, carefully selected expert white barbers and its splendid appointments.

"In planning our shop we took particular care with the use 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 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, Frederick E. Schortemeier, 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 Webster Long of Indianapolis 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 Severin, Jan. 26 and 27.

## M'CRAY WILL ADDRESS POST

Governor to Be Received With  
Naval Honors.

Governor Warren T. McCray will address George Dwyer 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, Hanford McVicker, National Adjutant, Lemuel Boles, R. G. Crevelton, William Day, Edward Prell, Marcus James, Humphrey Sullivan, Alvin M. Owsley, E. J. Cadon, J. J. Noel, Claude Harris and Miss Pauline Currick, national secretary of the American Legion Auxiliary are expected to be present.

A musical program will be provided by the American Legion Band and the musical program also will include vocal solos by Mrs. 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. 8.—In spite of emphatic denials from mine union headquarters here that any move had been taken to call off the 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 was called. 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. 22.

## 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.



315 N. Penn. Main 0308

## BUILDING MATERIALS

Cement Blocks, Wall Plaster, Lath, Cement, Sewer Pipe, Lime, Partition 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 in 3030; Auto, LI ncain 7581.

**F. E. Gates Marble  
& Tile Co.**  
Manufacturers and  
Erectors  
Twenty-First and Adams.  
Webster 4330.

## OGLE COAL CO.

PRODUCERS OF  
**25,000  
TONS  
PER DAY**

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

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

## Phone MAin 1015

ALL OUR CABS  
Are  
METER EQUIPPED  
YOU PAY ONLY FOR THE  
DISTANCE YOU RIDE.

## Yellow Cab Co.

350-354 East Washington Street

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

## A Christmas VICTROLA

will be laid aside for XMAS delivery for persons purchasing this ad on these unusual terms.  
Choose \$5 worth of records—pay nothing more until after Jan. 1, 1922—then easy weekly payments. Offer applies to any Victrola from \$25 to \$50.  
Victrolas and Victor Records Exclusively  
**Circle Talking Machine Shop**  
35 The Circle  
JUST WEST OF CIRCLE THEATRE

## LUMBER—MILLWORK

ONE BOARD OR ONE MILLION FEET.  
QUALITY SERVICE  
**O. D. HASKET LUMBER CO.**  
Phones—WE bster 0114, Auto, BR ookside 1415.

## Sales Photography.

**W. FRANK JONES**  
Commercial Photographer.  
"MY CAMERA IS YOUR SALESMAN."  
103-05 WULSIN BLDG. MAIN 5255.

## Roy A. Pearson

HIGH GRADE  
**HARDWOOD FLOORS**  
LAID AND FINISHED COMPLETE  
Refinishing a Specialty  
Main 6716  
500 Peoples Bank bldg. Hand. 7232

## W. W. WISE

All Kinds of Brick Work  
206 Indiana Trust Building.  
Circle 4104.

## 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.

**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 3057.

## EVERYTHING for the OFFICE

Expert Filing Advice.  
Office Systems Installed or reorganized under direction of our Expert Accountant and Auditor.  
Let us Analyze Your Problems.  
**W. K. Stewart Co.**  
44 E. Washington St.

## BARBER SUPPLIES

Manufacturer and importer of fine cutters. Expert grinding of razors, shears, clippers, etc. High class service. 40 years experience. Try our special razors, shears, pocket knives and special shaving outfits, etc.  
**E. E. SCHAFF 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. 322-40 W. Sell Them to Us. That Means Their Destruction. 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

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Large scale, accurate and complete in every respect. Shows all new additions, city limits, boundaries, streets, car lines, parks, etc. Principal auto highways out of city shown in color. Complete street index. May be had in wall or desk map, or mounted for use of colored tacks. A complete line of maps and atlases, and map equipment of all kinds. Get a copy today and see new Indianapolis Street Guide. At all book-stores and newsstands. ....35¢

## NATIONAL MAP COMPANY

Map Makers Since 1885.  
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Clothes Cleaned, Dyed and Repaired.  
"Service and Satisfaction."  
Main 5184. 340 Blake St.  
We Call and Deliver.

## Blacker's Famous Chile Seasoning

OR SALE AT ALL GROCERS

## KATZ Transfer & Storage Co.

MAX KATZ, Proprietor.  
ALL KINDS OF COMMERCIAL  
TRANSFER AND STORAGE  
132 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.

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TRAINS  
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LOUISVILLE

## Sanitary Laundry Company

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Harrison 2915. —Phones— Harrison 2916.

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## GROCERS BAKING CO.