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WEEKLY
Business-Industrial
PAGE

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Damaged Automobile Sheet Metal Parts Made Good as New
36-HOUR SERVICE.
See Us Before Throwing Them Away.
BAKED ENAMELING
Guarantee Metal Enameling Co.
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**ELECTRIC LIGHT
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SERVICE**
MERCHANTS
Heat & Light Company
C. O. B. Murphy, General Manager
The Daylight Corner

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

Basement Lincoln Hotel

LINCOLN SAID: "You can fool some of the people," etc.
But we never fool anybody. Our work is good work always. MA in 2995.
HOLLAND STUDIO, 17 West Market Street

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.
To meet a demand for information of

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

F. E. TROSKY
MERCHANT PLUMBER
PLUMBING and HEATING
PROMPT JOB WORK. GET OUR ESTIMATE.
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ALL GRADES AND SIZES OF COAL
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SPECIAL ATTENTION GIVEN TO BAGGAGE
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DO YOUR OWN DRIVING
AUTOMOBILES FOR RENT—New Ford Touring, New Sedans and Gear Shift Cars for Rent by the Mile; Also Touring and Closed Cars by the Hour. Special Rates to Commercial Men. Prices to Fit Every Pocketbook—\$10 DEPOSIT.
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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.
926-28 East Washington. Phone, Drexel 0172.

**GRAPHITE CUTS
OPERATING COST**

Motor Upkeep Greatly Reduced by Scientific Lubricant.

For years the problem of making graphite available as a lubricant for automobile motors has attracted the interest and efforts of some of the best minds of the motor world. The wonderful lubricating possibilities of graphite has long been a generally recognized fact, but until recently the problem was not solved.

This was due to the fact that until a process was discovered for manufacturing a perfect graphite, the mineral graphite available contained too many impurities to be entrusted to the walls of a motor cylinder.

However, Oildag, which is nothing more than deflocculated asbestos graphite diffused and suspended in a pure paraffin oil, has solved the old troublesome question perfectly. In this compound the pure oil acts as a vehicle for the graphite, which does the lubricating.

The fineness of this deflocculated graphite can be understood when it is explained that when manufactured at a fine line it will pass through a screen having 40,000 openings to the square inch. The process of deflocculating shatters each minute grain of this graphite powder into thousands of smaller particles. Then wherever the oil goes the graphite goes, flowing as freely as oil itself, and has the starting and uniting faculty of uniting with metal piston rings, cylinder walls and bearings and creating a new surface in the metal itself, called graphite surfaces.

These graphite surfaces are smooth and slippery, so free from friction that the rubbing of two of them together produces no more heat than does the rubbing of two pieces of ice.

"This has the effect of almost eliminating friction," explained an official of the Petroleum Service, Inc., distributors of Oildag for this territory. The use of lubricating reduces friction with Oildag almost to a minimum. It has been our experience that automobile motors in which graphite surfaces have been formed, have given service never before dreamed of by their owners. And of course, this is due to the virtual elimination of friction in the operation of the car."

GUIDE CONTAINS
VALUABLE ITEMS

Interesting Book Contains Complete City Information.

It is indeed wise citizens that know their own city. A great many of us actually think we know Indianapolis when as a plain matter of fact we could not pass an examination with any degree of credit to ourselves if we actually were put to the test.

Where is Beauty avenue? What street car line do you take to get to public school No. 67?

Where is the Reyer apartment house? How far is it to the southern limits of the city?

Where is Highland Drive? Highland Park? Highland avenue? Highland Park?

Just try to answer a lot of questions and see how little you know about your own city. The suggestion offered by E. S. Larrison, assistant sales manager of the National Map Company.

"To meet a demand for information of

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BURNET-BINFORD LUMBER CO.
Thirtieth St. and the Canal. Phones R. And. 0500.

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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 outfit, etc.

E. E. SCHAAF BARBER SUPPLIES
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American Paper Stock Company
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We Buy Waste Paper of All Kinds

Main 6069. 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.

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this character in condensed form the National Map Company has issued its new map and street guide of Indianapolis," Mr. Larrison said. "We had behind us thirty-six years of experience in map-making, and we feel certain that we have given to the city the most and most complete guide of Indianapolis ever published. It is correct, up-to-the-minute, and in such form that information may be had from it without delay or complicated computations of any sort."

"Every street, park, addition, public or private institution of importance, public building, street car line, railroad and automobile highway are shown clearly. Besides the street indexes and locations, the business naming systems, the guide has included the information as to houses, theaters, churches, clubs, lodges, libraries, apartments, etc. As a result of automobile owners keeping old cars in commission as long as possible in preference to purchasing new ones, carburetor sales are constantly and steadily increasing, according to George E. Nelson, manager of the Indianapolis branch of the Marvel Carburetor Sales Company."

"The selling and replacement business are particularly good," Mr. Nelson said. "A great part of this is due beyond a doubt to the fact that the recent business slump and financial depression has resulted in determination on the part of many motorists to keep their old cars running as long as possible, rather than replace them with newer models."

"In working over an old car the effects of a carburetor are often apparent. Carburetors are frequently little short of miraculous, and as a result many carburetors are being sold for replacement purposes."

"In fact, we have found that the carburetor business is far better than it appears to be on the surface, and as a result we have a complaint to make of business conditions. In no other part of the automobile business is the carburetor service has a more important part than in the carburetor. A poorly adjusted carburetor can cause a lot of trouble in a motor car, and our local branch has established a reputation of maintaining a standard of service that has won many friends and customers. Our experts are well equipped to repair and rebuild carburetors."

"Although the Marvel factory is located at Flint, Mich., the device is the invention of an Indianapolis man and was first manufactured in this city. The inventor was Bert Pierce and for a time the factory was located here."

"From information at hand I understand that during the last two months building activity has been renewed in New York and in other parts of the East. Necessary this will be followed by a corresponding reaction in Chicago. Indianapolis the home building boom which assumed large proportions last year has been kept alive by the unusually favorable conditions existing throughout the winter months, and naturally this will become even greater when spring comes."

"Despite adverse business conditions the demand in our own particular line of business has proved strong and has even increased, as we have found. We have employed some very handsome jobs during the past year, among which may be mentioned the Spencer County court house at Rockport, Loew's Theatre in Indianapolis, the exchange room of the Cotton Exchange in New Orleans, First National Bank of Shreveport, the Trillium building, South Bend; the First National Bank of Sheridan and the Bankers' Trust building in this city. The fabrication of marble work in the Society of the Sons of the American Revolution, the 16th and Seventeenth streets, was completed by us, as was the work for the new dormitory of the Sisters of Providence, St. Marys, Ind., the addition to the Masonic Temple, Illinois and North Streets. Hotel Lincoln and banks at Durger and Shivelyville. In addition to this we constantly are doing work for owners of private residences."

"In designing the new addition," an official of the Hotel Lincoln said: "We had in mind the fact that among families there are many who do not regularly get away from home and eat a meal away from the housewife. This is a break in the ordered routine of life. It takes responsibility away from the housewife and gives her an opportunity to enjoy herself without the slightest worry as to how things are done."

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