

WFBM PRAISED AS ADVERTISING BOOST FOR CITY

Tribute Paid Broadcasting
Station by C. of C.
Publication.

Tribute to WFBM, Merchants Heat and Light Company broadcasting station, as an advertising medium for the city, is paid in an editorial in the current issue of Activities, Chamber of Commerce publication, edited by R. Webb Sparks.

The editorial:

Each night as the clarion call "WFBM, the Merchants Heat and Light Company, at Indianapolis, the convention city of America," is broadcast from our local radio station, the "voice of Indianapolis" is carried to the far corners of the continent to inform the millions of radio listeners that Indianapolis is one of the Nation's most progressive cities. This announcement really means more than we can compute in dollars and cents, for radio today truly has become the official voice of cities and WFBM is the voice of Indianapolis on the air.

The potential value of radio broadcasting to any city is almost im-

possible of definite estimation. It carries the good word of a city to millions who never have seen it and possibly to many who never will visit it, but literally hundreds have answered the voice of WFBM by telegram and by letter.

The Merchants Heat and Light Company established its broadcasting station just as an incident. It dedicated the station to the legitimate use of the city, to the use of business organizations as long as their motives were maintained above reproach and to the city's almost countless social organizations that the fullest expression of the talents of these might be given. The unselfish devotion of the station to the better interests of the city has won it deepest admiration at home and the fine talent which it has been presenting to radio listeners has gathered to it an increasing volume of public esteem.

In these days of radio wonders, cities not infrequently are judged by their radio program. Someone declares that Station XYZ, for example, has a "rotten" program and that Station QRS always broadcasts an interesting program of entertainment.

Those responsible for the management of the station and the arrangement of the programs which nightly are broadcast, deserve praise of everyone in Indianapolis. The local programs by and large, certainly are not surpassed anywhere in the country, though larger cities might be said to possess a greater variety of talent from which to draw. As

WFBM continues, the name and fame of Indianapolis, will be broadcast throughout the land.

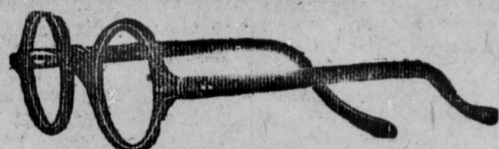
HORSES GET SUGAR

PARIS—Horses of Parisian mounted cops are enjoying sweet luxuries. Women have adopted the habit of feeding sugar to the beasts. It is not unusual for these animals to

PUZZLE CURE

LONDON—An inmate of an asylum here has been practically cured by the use of cross-word puzzles. The puzzles were successful in arousing the man's interest.

Jaffe For Better Vision



OUR SPECIAL—
\$4.00 COMPLETE

For Reading or Distance. Complete, including Examination

Complete
Service at
Each Store
Open
Saturday
Until
8:30 P. M.

Jaffe & Sons
OPTOMETRISTS

HAROLD JAFFE
133 N. PENN. ST.
Ground Floor Denison Hotel

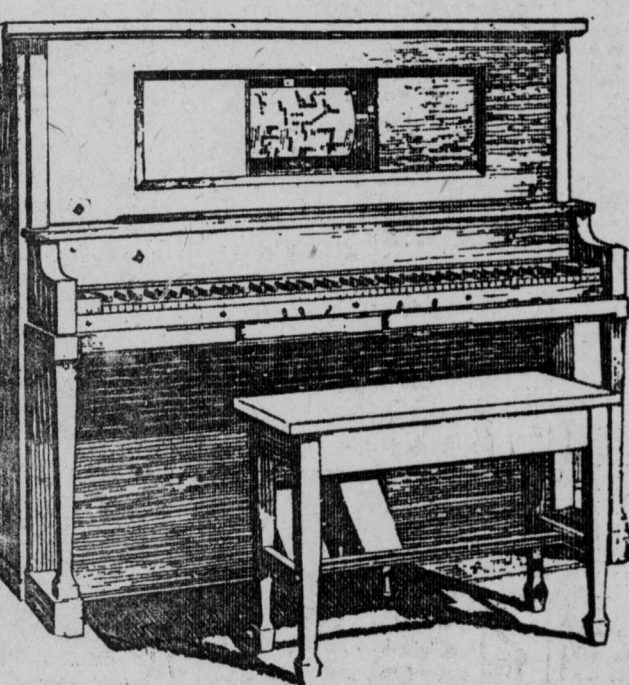
BERT JAFFE
7 N. ILLINOIS ST.
Opposite Claypool Hotel

Two Stores Owned and Operated Separately Under the Same Name

Real
Values

Gifts for the Home

Real
Values

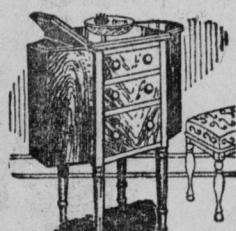


Player Piano Bench and Scarf

\$249.50

Supreme enjoyment for the whole family all year 'round. 88-Note player pianos of rich chime-like tone, possessing automatic tracker, transposing device and every improvement to insure perfect playing. With handsome sturdy bench to match and fringed velvet scarf

No Interest—No Extras
It's Easy to Pay the People's Way



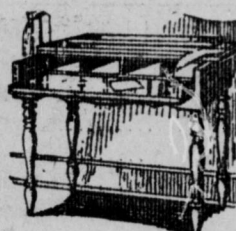
Cabinets

Attractive Martha Washington sewing cabinets, built of hardwood in mahogany finish. Special Saturday... \$11.95



Phonograph

Beautiful console model of pure, rich tone! Cabinet for radio. Reduced for Saturday... \$69.50



Spinet Desks

Decorative and unendingly useful! Hardwood in mahogany finish. Extending writing surface. Saturday... \$19.95



Priscilla

Convenient Priscilla style sewing cabinets. Divided sliding spool trays; rich walnut finish. Saturday... \$3.48



Diamond
Rings

The Gift Supreme
Unusually fine quality blue white diamonds. Hand-carved white gold mountings.

\$45.00

Easy Terms



Three
Diamonds

Magnificently carved white gold mountings—set with three sparkling blue white diamonds.

\$80.00

Easy Terms



For "Him"
an Elgin

Octagon shape Elgins in handsome engraved white gold cases.

\$32.50

Easy Terms



Wrist
Watches

Distinctively oval tonneau bracelet watches with engraved white gold filled cases—

\$16.75

Easy Terms

People's Flyer Auto

Auto
Show
Special

\$6.95

People's
Easy
Terms



Brightly painted, fully equipped Speedsters with gear shift lever, bumper, wire wheels and rubber tires.

Indiana's Greatest Showing of Junior Autos

Peoples Outfitting Co.
133-135 West Washington Street.

GIFTS for the HOME

Every Home
Should Have an Entertainment Corner

The supreme gift at Christmas time is a Brunswick Phonograph or Radiola, for they bring gaiety, joy, happiness, inspiration into the family circle. Music is the touch that makes all hearts beat in unison. Old or young, all respond to the universal appeal of lovely music. It is the one Christmas gift that never loses its charm. We cordially invite you to inspect, see, hear and compare our line of Brunswick Phonographs and Radiolas.



Brunswick
Tudor



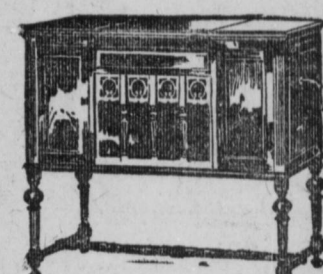
Brunswick
Eaton



Brunswick
Radiola No. 60



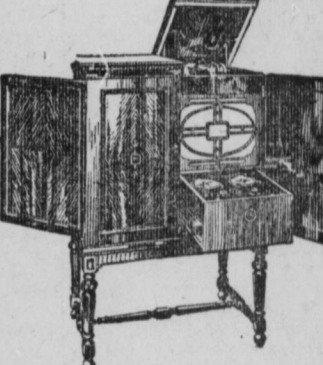
Brunswick
Radiola No. 160



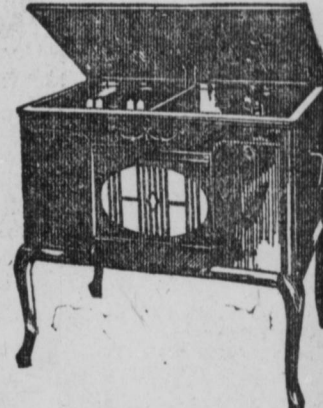
Brunswick
Raleigh



Brunswick
Arden



Brunswick
Radiola No. 260



Brunswick
Radiola No. 35

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS · RECORDS · RADIOLAS

WHETHER you want a de luxe Brunswick phonograph of the most modern and luxurious type of console model, or an inexpensive little cabinet or table model, we have what you want, at the price you want.

Don't deprive yourself and your family of the joys of owning a Brunswick. Get our convenient terms. Make this the happiest Christmas your dear ones ever had.

Brunswick Radiolas

Combines the Brunswick Phonograph with the Super-Heterodyne, the last word in radios. Here are a few of the exclusive features to be found in this remarkable instrument:

- 1—Requires no outside antenna — no ground wires. You can move it from room to room—plays wherever you place it.
- 2—Amazing selectivity permitting you to "cut out" what you don't want to hear and pick out instantly what you do. Consider what this means in big centers.
- 3—Combines the superlative in radio with the superlative in phonographic reproduction — a phonograph and a radio in one.

Brunswick Records for Christmas

Silent Night
Holy Night
Santa Hides in the Phonograph
Christmas Morning at Clancy's
A True Christmas Story
Playroom Jingles
While Shepherds Watched
Angels from the Realms of Glory
Christmas Carols
Day of the Lord
Oh Come, All Ye Faithful
Nazareth
Oh, Little Town of Bethlehem
The Infant Jesus

A Small Down Payment
Insures Christmas Delivery
Balance Convenient Terms

Radiolas and Atwater Kent

We Carry a Complete Line of These Well Known Sets

Here you will find the most complete line of radio receivers, from the small compact models to the beautiful new period designs.



Loud Speakers
\$17.00 to \$37.50



Atwater Kent
Model 20
Compact, \$80.00

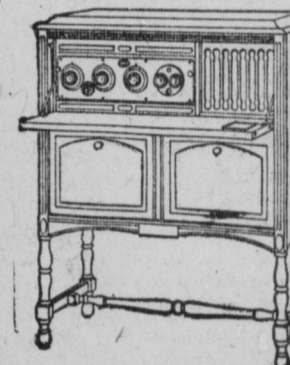


Atwater Kent Models
\$80.00 and Up



No. 6
Brunswick Radiola

Atwater Kent Pooley Cabinet Models



Each cabinet contains the built-in Pooley Floating Horn (patent pending), with the celebrated Atwater Kent Reproducing Unit—a combination which produces a volume, clarity and truth of tone surpassing anything radio science has yet developed. The radio beautiful—the radio you want—correctly priced.

Priced From \$200 Up

Opposite
Keith's

Brunswick Shop

124 N.
Penn. St.