

**PHONES
OPERATED
BY BELL**

Telephone Company are: C. H. Rottger, president; T. R. Keyes, vice president and general auditor; F. A. Montrose, general manager; A. E. Smith, general commercial superintendent; C. R. Woods, general traffic superintendent; J. W. Hannon, general superintendent of plant, and A. R. Henry, treasurer.

rowth in Last Ten
Years Is Pointed
Out.

In the close of 1925 the Indiana Telephone Company has approximately 75,000 lines in Indianapolis, a growth of 50,000 in the ten years, the company's books read.

The general offices of the company maintained in this city, at New and Meridian St., handling the company's affairs throughout the state. Many improvements have been made during 1925, chief among these being the installation of forty-five miles of telephone cable, both aerial and underground. Switchboards have been enlarged and practically all of the offices redesigned to meet the growth of the company.

Fifteen Exchanges in City

The company operates fifteen telephone exchanges in this city, housing the manual and automatic systems. Through these fifteen branch offices, three-fourths of a million calls pass every twenty-four hours.

Eighty-nine motor trucks over the city, setting poles, placing cable, installing telephones and maintaining service. This is, perhaps, the largest automobile fleet in the city, aside from that of the Indianapolis Fire Department. Indianapolis is near the center of telephone population of the United States.

Long Distance Business

The long distance business of the company has greatly improved during the past few months. This year there have been upward of 1,276,348 originating long distance calls handled by the local offices. Many new direct toll circuits have been added, making a total of 283 long distance lines radiating from this city. Some of the new important direct circuits that have been installed during the last twelve months are to Grand Rapids, Mich.; Champaign, Ill.; Toledo, Columbus and Dayton, Ohio, and Peoria, Ill.

In the Indianapolis district alone there are 2,550 employes, all of whom live in this city. The officers of the Indiana Bell

**WFBM OPENING
PUTS CITY ON
MAP OF RADIO**

**Merchants Heat and Light
Station Sends Many
Programs.**

From a civic standpoint, one of the outstanding achievements for the city of Indianapolis during 1925 has been the opening of broadcasting station WFBM by the Merchants Heat & Light Company. This station, the most powerful in Indiana, is operated by the local utility on a novel principle. No charge is made for broadcasting and nothing paid the artists who broadcast.

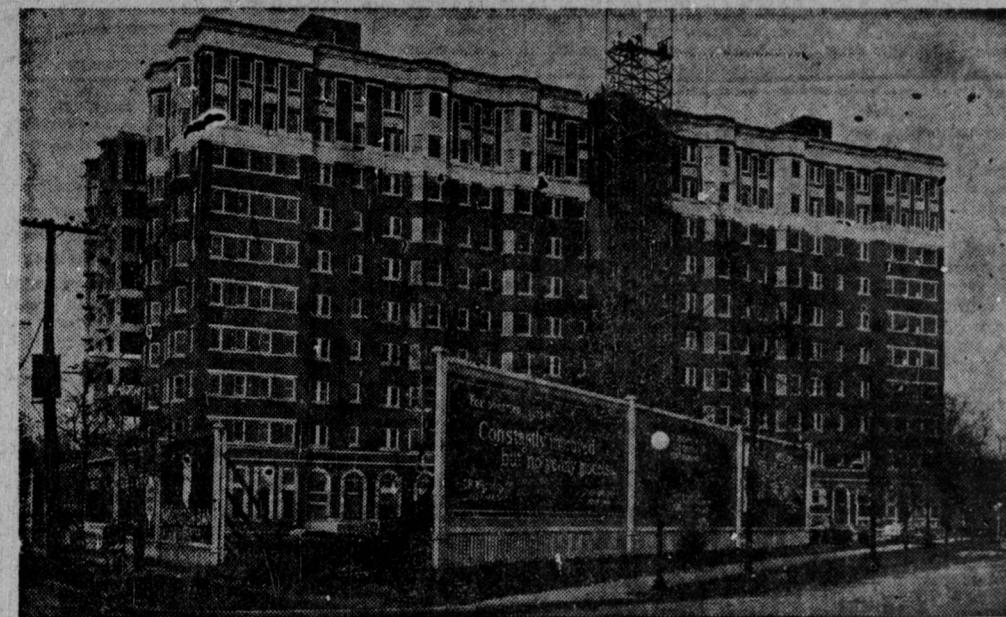
The programs of the station have been enthusiastically built by clubs and civic bodies. The press of Indianapolis has given the station splendid support and several of the newspapers have arranged programs of their own for broadcasting through this station.

One of the first steps in its operation was the opening of a studio in the Indianapolis Athletic Club and a special line arranged for between this point and the Lenore substation, five miles south of the city, where the transmitting apparatus is located. Subsequently, various organizations arranged to broadcast at their own locations, so there are now twenty-one broadcasting points in the city, with lines all leading to the central studio, in charge of a chief announcer in the Indianapolis Athletic Club.

Some of the outstanding events broadcast over the station during the year are the basketball tournaments, the motor speedway races, baseball games, football games and Christmas Messiah programs.

Appreciative reports have been received from forty-six States in the Union, Canada, Porto Rico and Ireland. A total of 10,000 replies of various sorts have been received regarding the various organizations' programs which have been placed on the air.

Apartment Hotel Towers High in Air



Marrott-Spink Apartment Hotel
diana village, and be as complete
a unit.

Towering high in the air at Fall Creek Blvd. and Meridian St., the new Marrott-Spink Apartment Hotel, when occupied, will contain more persons than many an In-

nasium, nursery and clubrooms. Complete hotel service will be given. The building will cost \$3,000,000, it is estimated, and will be done about July 1.

**BUS PRESIDENT
URGES SAFETY**

**Bowman Plans to Expand
Company's Service.**

Service, safety and courtesy were three words stressed by A. Smith Bowman, the man who brought bus service to Indianapolis, in operating his lines in 1925. His company, the Peoples Motor Coach Company, closed the year with thirty-four busses in operation on four lines.

In 1926 Bowman plans to expand his service to other points in the city, providing the public service commission will grant the necessary permission. Since its founding in 1923, Bowman's lines have carried more than 4,000,000 people, he figures.

"We have tried to be as cautious as possible in operating our busses," said Bowman. "We want our patrons to feel safe in using them, for we know the future of business depends primarily on this one point."

"We operate on a regular schedule. Our busses stop at any corner, and in many cases even at the door of patrons. We educate our drivers in courtesy, both for passengers on busses and motorists."

Thomas Jefferson was presented with a 160-pound cheese on his first New Year's day in the White House.



HERE'S thanking you for your business for the last year—here's hoping that we may continue to serve you in the future as we have in the past. We are a part of a community that we believe in. We want you to believe in it. With that aim in view, we start the new year resolved that every customer shall be a satisfied customer.

Great Western Furniture Co.

334-336 East Washington St.

TRY A WANT AD IN THE TIMES. THEY WILL BRING RESULTS.



**ELECTRICITY—
the Universal Slave!**

IN THE days of Rameses, man-power was considered cheap. In the building of one Pyramid alone, the labor of 100,000 slaves was required for 30 years. Slaves did the manual labor that the aristocracy required. Prestige was often measured by the number of slaves owned by an Egyptian noble.

Today,—a new aristocracy is present. Any man may command a far greater power which belittles slave-power in its strength and cost. Beside it, slave-power is tremendously expensive. Electricity, the Universal Slave, servant of all, serving everyone with equal speed, efficiency and economy.

And Merchants Service means more than Electricity alone. It means that behind every light socket, stands a trained organization that knows its obligation to you.

**The
Union Trust Co.**

The Leading Trust Company of Indiana
120 East Market Street
CAPITAL, SURPLUS AND PROFITS, \$2,300,000

The SHIELD PRESS

Extending New Year Greetings
foresees Prosperity in 1926
for Business Gogetters

To CONCERNs desiring to cultivate their markets more extensively or intensively, the SHIELD PRESS offers a marketing service in the multiplication of personal salesmanship by means of writing, illustrating and printing. Clients benefit by our many years' successful experience in selective advertising and selling by mail. If you would like to develop the latent "acres of diamonds" in your selling range, give us an opportunity to confer with you.

**LEVEY PRINTING Co.
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INDIANAPOLIS
250 WEST OHIO ST.

Merchants Heat & Light Co.
"THE DAYLIGHT CORNER"
INDIANAPOLIS