

# Industrial and Business Activities

## THE COST OF ICE!

Is determined not by the price you pay per hundred pounds, but by the efficiency of your refrigerator.

The best grade of coal stoked into an inferior furnace will not give satisfactory heat—likewise the best ice we give you will not be satisfactory unless you have an efficient refrigerator.

At our plant we make Polar Ice the best and purest product that science and modern machinery can produce. But only by combining Polar Ice and a good refrigerator can our customers get the most ice per dollar.

Consult us on your refrigerating problems.

## POLAR ICE AND FUEL CO.

## THE NEW CHEVROLET TRUCK HAS 6 CYLINDERS

32% more power—greater speed—50% more capacity—seven inches more wheelbase—4-speed transmission and 4-wheel brakes.

COME IN AND SEE IT!

## HARE CHEVROLET CO.

552 E. Washington

Riley 5325

## Your Home

That home you are planning. Its completion will be the result of years of unceasing effort.

Do not mar its beauty and permanence by using inferior lumber.

## Brannum-Keene Lumber Co.

3506 E. Washington  
Phone—Irvington 0404

## "WE HURRY"

## Quality, Purity, Cleanliness

All three combined make us the ideal place in this city to buy baked goods.

Service Daily to Your Door

Chas. Freihofers Baking Co.  
259 E. Merrill  
Phone Drexel 5600

## Consider the Purity, Healthfulness of

**Velvet**  
Ice Cream  
ALL THE NAME IMPLIES

In comparison with other foods containing less food values and you will serve Velvet Ice Cream more often.

Serve It Often

Jessup & Antrim  
Ice Cream Co.  
Riley 3404

## CLEAN COAL

QUALITY & QUANTITY  
Service and Satisfaction  
Guaranteed

J. L. Hogue  
Fuel & Supply Co.  
29th and Canal  
Phone, TAlbot 4798

## The New Idea in Merchandising

Suites and pieces from our own shops and others purchased in advantageous markets to complete our selection. Everything you need to furnish your home in the modern manner, consistently lower in price.

**EMERICH**  
FURNITURE  
Sold Direct  
FACTORY STORE  
324 W. Morris St.  
OPEN EVERY EVENING

There is no substitute for ICE.  
If you want dependable refrigeration, USE ICE.

## Artificial ICE & COLD Storage Co.

Main Office, 326 W. Ohio St. Branch, 42d & Monon Ry.

## RUG CLEANING

DE LUXE  
\$12 DOMESTIC RUGS  
CLEANED, \$2.00

## SUPERIOR

RUG CLEANERS  
1804 College Ave.  
Phone—Hemlock 4462

Established 1868

## HENRY C. SMITH

ROOFING CO.  
Roofing & Sheet Metal  
Contractors  
430 S. Meridian St.  
Lincoln 4937

Established 1868

## JOSEPH GARDNER

Company  
Tin, Copper and  
Sheet Iron Work  
Repairs on Slate, Tile and Gravel  
Roofs, Gutters, Spouting and  
Furnaces  
Riley 1562  
147-153 KENTUCKY AVENUE

Established 1868

## Castings

Light and Heavy  
Gray Iron, Brass,  
Bronze, Aluminum

## C. & G.

Foundry and  
Pattern Works  
1036 Kentucky  
LL 1119  
244 Yandes  
HE 5685

Established 1868

## Street and Road

Paving  
Indiana  
Asphalt Paving  
Company  
(Incorporated)  
28th Street and  
Columbia Avenue  
Phone—Hemlock 3548

Established 1868

## C. C. SHIPP & CO.

Manufacturers of the

## D-I Ventilating Radiator Units

Office: 212 Castle Hall  
Indianapolis, Indiana, U. S. A.

Riley 2232

Phone, Riley 9384

Phone Drexel 0354

Phone Drexel 0354

Phone Drexel 0354

Phone Drexel 0354

Phone Drexel 0354

"The Advertisers on This Page Are Responsible for Commerce and Industries' Growth of Indianapolis"

## USE OF FRUIT IN ICE CREAM AID TO HEALTH

Jessup and Antrim Firm's Officials Point Out Digestive Values.

From a health standpoint, too little attention is given to the value of fruit ice creams, according to officials of the Jessup & Antrim Ice Cream Co., 713-15 North Illinois street.

The average child, if given a preference, will select a fruit cream largely perhaps, because of the color, but many really from taste. Many mothers hesitate to give in to this preference, imagining some ill effects to be derived. This is highly erroneous.

The value of vitamins A and B in dairy products generally is acknowledged, and these are present in ice cream in a condensed form easy to assimilate. Vitamin C is not found in large amounts in dairy products, but is abundant in fruits. Most fruit ice cream contains this vitamin, necessary to the growth of children.

In addition, citric and tartaric acids are present, together with valuable mineral salts. These salts in digestion counteract the acid residues of a meat or cereal diet.

The present fruits that are generally used in ice cream manufacture include strawberries, pineapple, cherries, bananas, peaches, grapes, oranges and raspberries.

Recent experiments show that prunes, figs, persimmons, and raisins all give delicious flavor to ice cream when used in the proper amounts.

## REALTORS PREPARE HOME-OWNING DRIVE

50 Listings, Comprising Best Buys, Are Mailed.

With the ten-day Own Your Own Home campaign of the Indianapolis Real Estate Board scheduled to open Monday morning, realtors were completing preparations.

In an attempt to extend the service to prospective home buyers during the ten-day period, the board today sent out approximately fifty listings, comprising the "best buys" on the market. These properties will be made available to every member of the board during the campaign.

The listings were sent out under direction of a committee composed of T. E. Grinslade, chairman; William L. Bridges, William A. Moslander, Glenn B. Ralston, Norris P. Shelby, Timothy P. Sexton, Z. B. Hunt, Frank E. Brown and Dan W. LeGore.

Fred L. Palmer is chairman of the general committee for the campaign. Other members are A. H. M. Graves, J. Harry Miles and Harry B. Griffey.

## Couple Held in Burglary Case

COLUMBUS, Ind., Sept. 28.—Arrest of Estelle Weller and Arthur Houvaux in Indianapolis will, it is believed by Sheriff Alonzo E. Fitch of Bartholomew county, clear up a number of burglaries committed in the county during the last few months.

## Made in Indianapolis

**Hoosier Gold**  
Creamery Butter

## "Golden Goodness"

Oakes Products  
Stand for Safety  
Tire Carriers and Locks

OAKES DIVISION  
HOUDAILLE-HERSHEY  
CORPORATION

Long Distance Trucking Service

## AMERICAN MOTORIZED TRANSPORT

Bonded and Insured Carriers

CHICAGO DETROIT TOLEDO INDIANAPOLIS

616 W. Merrill St. Phone Lincoln 1582

Buildings—"CURRY CUTS COST"

## CURRY CONSTRUCTION CO.

Building Contractors

200 EMPIRE LIFE BLDG. Riley 4162

## CHARLES MCGARVEY

PLASTERING CONTRACTOR

ESTABLISHED 1893

5264 Washington Blvd. Phone Humboldt 4582

KINGAN'S

"RELIABLE" HAMS AND BACON. MILD, SWEET, TENDER AND JUICY

KINGAN & Co.

PORK AND BEEF PACKERS

Trucking

## CENTRAL

TRANSFER & STORAGE

COMPANY

Established 1887

118-132 S. Alabama St. Phone, Riley 9384

Phone, Riley 9384

Phone, Riley 9384

## Attended Sales Session



Executives and managers of the Kay Jewelry organization, operating jewelry stores at Indianapolis and thirty-six other stores from coast to coast, recently attended the annual sales conference at Hotel Paramount, New York.

## EXPERT PLANING IS OFFERED BY FIRM

## Brannum-Keene Company Boasts One of Best Mills in States.

An effort to provide the best mill work and lumber possible for its customers is made by the Brannum-Keene Lumber Company, 3506 East Washington street.

The Brannum-Keene company probably has the best equipped planing mill in the state. To give its customers the utmost satisfaction, it carries in stock all kinds of lumber and mill work of all grades, with emphasis on the finest materials obtainable.

The firm makes its own doors, sashes, mouldings, cabinets and similar products rather than to buy, ready-made, an inferior quality.

Equipped to give speedy delivery service anywhere in the state, the company strives at all times to maintain its motto: "We Hurry."

J. G. Brannum is president of the company, which was established in 1905. Other officials are W. S. Brannum, vice president; G. F. Moyer, secretary, and William Heess, treasurer.

## \$1,562,100 UTILITY ISSUES APPROVED

Terre Haute Phone Company Has Largest Securities Petition.

Utility securities totaling \$1,562,100 were authorized by the public service commission Friday.

The Citizens Independent Telephone Company of Terre Haute was authorized to issue \$1,384,100 in refunding securities, to retire outstanding issues May 1.

The Sullivan Telephone Company was authorized to issue \$28,000 of first mortgage bonds for refunding.

The Southeastern Indiana Power Company was authorized to issue \$150,000 worth of improvement bonds.

## C. of C. to Nominate

By Times Special

BLOOMINGTON, Ind., Sept. 28.—A nominating committee to select candidates for the board of directors of the Chamber of Commerce will be appointed at a meeting of the present directors Tuesday. Candidates for other offices also will be appointed by the committee.

By Times Special

GREENCASTLE, Ind., Sept. 28.—For the first time in the history of county fairs here, a balance remains in the treasury of the Putnam county fair board after payment of all bills.

## CHROME PLATING

NICKEL, COPPER, OXID AND POLISHING OF ALL METALS

## The ADAMS PLATING COMPANY

"The Service Platers"

Lincoln 5897 128 W. 10th St. We Furnish Truck Service

## CARS WASHED RITE

DAY OR NITE

## Service Auto Laundry

J. B. KING, Prop.  
130 South Capitol Avenue

## INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

Building Material and Coal, Lime, Cement, Plaster, Lath, Brick, Fire Brick, Sewer Pipe, Drain Tile, Mortar Color, Cement, Blocks, Fine Lining, State and DeLosa Sts. Drexel 0253

## ERECTORS OF STRUCTURAL STEEL

## THE R. H. GOODRICH CO.

"RUSS" GOODRICH, Pres.

1144 E. Georgia St. Phone Drexel 0354

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## ADAMS PLATING CO. TO INSTALL PLANT ADDITION

2,000 More Feet of Floor Space Needed to Care For Business.

A new addition containing 2,000 square feet of floor space has been opened by the Adams Plating Company, 138 West Tenth street, as the result of constantly growing business.

Albert P. Kriesel, production manager, today said the company's business is greater than ever before in its history for this season. Instead of falling off in the fall, as usually is the case, business is continuing at the usual spring and early summer pace.

## Replate Stoves

Most of the plating work being done by the firm at present is replating stove trimmings for home owners. A large amount of automobile plating also is being done.

Ninety per cent of the firm's business is chromium plating. Chromium plating, the latest development in the plating industry, consists of applying a coat of chromium over a previous coating of copper and nickel, producing an exceedingly brilliant and hard, nontarnishing surface with a bluish cast resembling polished aluminum.

Many working parts of automobiles are being chromium plated over the bare metal for hardness and durability. For appearance, rather than hardness, chromium is applied over a nickel plated surface.

## Work on Stutz Bodies

Much work is done by the firm for the Weymann American Body Company, which makes fine bodies for Stutz and other higher-priced automobiles.

The firm was organized ten years ago by Thomas, Robert and Edward Adams, the present owners, who, by taking an active part in the operation of the plant, insure the highest efficiency and quality work at a reasonable price because of the lower overhead cost.

## NEW CONSTRUCTION TOTALS \$404,300

Twenty-two Residences Are Included Among Week's Permits.

A large number of business and industrial buildings, for which permits were issued by the city building commissioner, brought the total of new construction for the week to a high level, according to a compilation by the Indianapolis Real Estate Board.

Permits for new construction totaled \$404,300. Of this amount, \$102,300 was for twenty-two new residences.

Industrial permits issued during the week included one for a \$70,000 building to be constructed for the United States Corrugated Box Company, 1315 Martindale avenue.

Another large permit authorized the erection of a \$210,000 power plant at the city hospital. The Standard Oil Company of Indiana obtained permits for filling stations at Thirty-eighth and Illinois, Ohio and East and Broadway and Forty-second streets. The Roepke Floral Company took out a permit for an addition at 3863 East Washington street, and permit for a new building at Michigan street and Wallace avenue was granted C. R. Marcum.

## Sentence is Deferred

Filling Station Bandit, Convicted by Jury, Attends Funeral.

Charles T. Northern, 27, Indianapolis, is awaiting formal imposition of a ten-year sentence at the Indiana state prison after he was convicted Friday by a criminal court jury for the holdup of a filling station in April.

Trial Judge James A. Collins deferred sentencing Northern until Wednesday when informed Northern's sister died during the trial. Her funeral was held here today, and Northern was permitted to attend the rites.

## Fair Shows Profit

By Times Special

GREENCASTLE, Ind., Sept. 28.—For the first time in the history of county fairs here, a balance remains in the treasury of the Putnam county fair board after payment of all bills.

## Specialists

We know the car repair business from A to Z and we guarantee every bit of repairing that leaves our shop. Try our low priced service.

## Satisfactory Service—Priced Right

## Wrecking Service

## Madden-Copple Company, Inc.

733 N. Capitol

"Always Open"

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## A New Fast Luxury Train 'The Southeastern Limited' Now In Daily Service

Lv. Indpls. for Rushville, Connerville, 4:15 P. M.  
For Shelbyville, Grnsburg, Cincinnati, 4:05 P. M.

No Local Stops



Porter Service

No Extra Fare

Reserved Seats

For Reservations Call Riley 4501

## INDIANAPOLIS & SOUTHEASTERN R. R.

"Keeping Abreast of the Times"

## MARMON Roosevelt

A Quality-Built Straight-Eight for Every Purse  
Marmon Motor Car Co., Indianapolis

## ROUTE YOUR Express Shipments

to or from  
Union Traction Points