

**FORTNIGHTLY BUSINESS and INDUSTRIAL NEWS**

**NOTICE**  
Trade in Your Old Refrigerator  
**NOW!**  
ON A NEW

**Polar Refrigerator 33 1/3% OFF!**

Convenient Terms—Unheard-of Values  
**POLAR ICE and FUEL CO.**  
2000 Northwestern Avenue

**SHIRLEY BROTHERS**  
Funerals  
"A Shirley Service Is a Remembered Service."

**INDIANA LAW SCHOOL**  
UNIVERSITY OF INDIANAPOLIS  
3 years' course of studying leading to the Degree of Bachelor of Laws.  
For Information Address  
Office of Secretary Indiana Law School  
143 E. Ohio St. Indianapolis, Ind. Room 316

**Try Our Delicious Hickory Smoked Spare Ribs, 35c**  
Ten hours over a hickory woodpile, preserving all the natural food flavor in addition to the hickory taste.  
1010 North Meridian Phone LI. 0180

**OSTROM**  
Realty and Construction Company  
Responsible Contractors  
Peoples Bank Bldg. LI. 7446

**EVERGLO COAL**  
Coal sold under the trade-mark pictured, is uniform in size and grading and all from one mine.  
**\$5.00 Per Ton**  
Peoples Coal and Cement Co.  
Phone Cherry 4890  
Get Our Prices on Other Grades of Coal  
MAIN OFFICE 1109 E. 15th St. EAST YARD 1109 E. 15th St.  
NORTH YARD 1002 E. 42nd St. SOUTH YARD 301 Shelby St.

**ROOFING**  
PROTECTION!  
—by good roofing is essential! We'll take care of any leaks or deficiencies. Just phone and our men will be on the job. Estimates furnished.  
**HENRY C. SMITHER ROOFING CO.**  
430 S. Meridian Lincoln 4037

**Auto Body Repairing and FENDER WORK**  
**C. OFF & CO.**  
107 N. East St. Lincoln 1549

**USE OUR PHONE WIRE FOR YOUR CLOTHESLINE**  
PHONE RI-9363  
**PILGRIM LAUNDRY**  
FREE RADIATOR INSPECTION  
DRIVE in and we will inspect your radiator, hose, connections and waterways without cost to you. Be sure it is functioning properly, as a clogged radiator freezes very easily.  
Let Us Check Your Radiator

**RADIATORS**  
—cleaned out—  
—repaired—  
—re-cored—  
**REED-MUELLER, INC.**  
AUTO RADIATOR SPECIALISTS  
111-119 Kentucky Ave. Lincoln 5192

**MANY AND MAYER**  
GENERAL MACHINE WORK  
WE SPECIALIZE IN REPAIRING OF PRINTING MACHINERY  
317 N. Ellsworth St.

**SANITEX**  
2000 SHEETS OF FINEST QUALITY TISSUE  
—THE ECONOMICAL BATHROOM PAPER—  
Ostermeyer Paper Co.  
Riley 6902 148 Virginia Ave.

**BLACK SERVANT COAL STOKER**  
Automatic, Even Tempered Heat  
Produces clean, smokeless heat at one-half the cost of Potomac lamp, one-third the cost of oil, one-fourth the cost of gas.  
Call  
**COAL STOKER & SERVICE CO.**  
Or Phone Your Coal Dealer  
Riley 4143

**TOURS**  
Richard A. Kurtz, Foreign Dept.  
**THE UNION TRUST CO.**  
120 East Market St. RI ley 5341

**SELECTION OF GOOD COAL IS FUEL ECONOMY**

Users Recognize Greater Heating Qualities of Better Grades.

Service is one of the big things that are expected from a coal dealer. He must deliver the fuel when it is wanted, and the manner of the delivery and courtesy of all concerned is important.

But there is another service that is just as valuable, or even more so. It is the kind of coal he delivers. Most coal yards get good coal; they must if they expect to stay in business. But once in a while one of them gets extra good coal, and then when the public finds it out, every one wants that particular coal.

Carries Fine Stock

That has been the experience of the People's Coal and Cement Company. This company carries a fine stock of coal, including in it many varieties. But when it is asked to recommend a coal that will give real satisfaction, furnishing more heat per dollar and less ashes, every one at the coal yard is enthusiastic for Everglo.

Patrons, too, become enthusiastic on the subject. Every one, presumably, at some time or another has received a load of coal that looked fine, but produced a poor fire and great quantities of clinkers and ashes. Because of such experiences many persons insist on having a branded coal, one they have burned and know fills the bill.

Volume Is Increasing

Those who use Everglo coal say that it burns better, is cleaner and causes no trouble. Because of this the Peoples Coal and Cement Co. has a growing trade in it, the volume increasing each season as more householders learn of it.

Information on this and other good brands of coal may be obtained by calling Ch. 4890. The company's main office is at 1109 East Fifteenth street, with a north yard at 1002 East Forty-second street; east yard, 1109 East Fifteenth street, and south yard, 301 Shelby street.

**PHOTOGRAPH IS AID IN BUSINESS**

Commercial Work One of Specialized Trades.

An art within an art may be said to be an apt description of commercial photography. It is a development of the portrait work of the early photographer into a highly specialized trade that takes care of the demands of commerce and industry.

To the uninitiated, it may seem to be a perfectly simple thing to photograph an inanimate object, yet behind this trade has grown a highly developed technique to supplement a natural attitude and a sense of commercial values.

One has to know how to get a photograph of a steam engine, for instance, that will suggest to the prospective buyer how it is improved over other steam engines, and he must know how to get photographs of glass and enamel fixtures that will defy the ordinary photographer to get anything more than a bright spot.

There are a hundred other instances that might be repeated of the new and troublesome problems of the man who starts out as a commercial photographer, and the man who can remain long in the business who has done so because he has developed his ingenuity as well as his pictures.

Gray and Orndorff, Century building, 36 South Pennsylvania street, for the last twenty-five years, have been supplying commerce and industry with the kind of photographs that help to sell goods.

The studio is equipped completely for whatever may be demanded of it in this class of work, has a proper appreciation of the purposes and value of its pictures, and its photographers are highly skilled in this work.

**MOYNAHAN PROPERTIES COMPANY**  
APARTMENT FOR RENT  
In many desirable locations. Rates \$30 to \$125. Suites and one-room type to eight-room deluxe.  
Phone LI. 3458 or RI. 1371

**24-Hr. AUTO REPAIRING AND TOW-IN SERVICE**  
**DON HERR CO.**  
Riley 2484 Ky. Ave. & Maryland

**GRAY & ORNDORFF**  
COMMERCIAL PHOTOGRAPHERS  
Real Estate—Interiors  
Exteriors—Street Scenes  
Building Construction  
Century Bldg.—36 S. Penn. St. Lincoln 1250

**Indiana Automatic Sprinkler Co.**  
Fire Prevention  
702 E. Market St. LI. 9540

**1887—43 YEARS' SERVICE—1930**  
**THE RAILROADMEN'S BUILDING AND SAVINGS ASS'N.**  
21-23 Virginia Avenue. An Indianapolis Booster

**COAL-ICE**  
**Artificial ICE & COLD Storage Co.**  
Main Office, 326 W. Ohio St. Branch, 42d & Monon Ry.

**SHANK**  
FIRE-PROOF WAREHOUSE FOR YOUR FURNITURE  
Moving, Storage, Packing, Shipping  
AUCTION EVERY THURSDAY  
1439 S. ILLINOIS ST. Riley 3434

**BUSINESS RECORDS INCREASE PROFITS**

Many Firms Find Part-Time Bookkeeping Service Valuable.

There never was a year in recollection of business men when the path to profits so desperately needed to be flooded with the light of vital facts.

To increase profits in 1931, nothing can take the place of knowing exactly where a business stands, and knowing it so promptly that one can act on time.

Production costs, sales costs, overhead—the figures every department and business of a business need watching as a cat watches a mouse. Profits, as things stand now, are likely to depend on flexibility and resourcefulness, here an extra push, there an intelligent economy as timely, accurate figures point, the way.

Bookkeeping is one of the most important parts of the conduct of any business, but employment of a full-time bookkeeper often is found too expensive by small companies. However, these firms now may have their business transactions recorded at a very nominal cost by a firm which specializes in keeping records for small companies.

This service is being provided by the Bookkeeping Service Company, 324 Circle Tower. Among the many firms using the service is the Krieg-Mellen Furniture Company, 312 South New Jersey street, manufacturers of radio and phonograph cabinets, dining room and bedroom furniture, custom and special cabinet work.

The bookkeeping company recently received the following letter from A. F. Krieg, president of the Krieg-Mellen company.

"We hereby acknowledge receipt of monthly report showing comparative analysis of income and expenses and want to take this occasion to assure you that the bookkeeping service rendered by your firm has been highly satisfactory and dependable.

"At the time we made the change from a regular bookkeeper to adopt your service we did not fully realize just how much a saving in expense this would be to us, but after having your service for the last six months, it shows a reduction in the expense of our bookkeeping department of approximately 40 per cent.

"Furthermore, we are very much impressed with the consultation service rendered on various business problems from time to time.

"Should there be any occasion for us to recommend your service to any one, do not hesitate to call on us."

Detailed information on this valuable service may be obtained by other firms by telephoning LI. 1074.

**Mineral Water Secret Is Retained by Nature**

Science Can Not Duplicate Health Qualities of Springs' Product.

Rapid strides have been made in the last several years by chemistry but as yet man has not been able to duplicate many of the wonders of nature.

Almost any one with a knowledge of chemistry could produce the world's most famous mineral waters, if only they had nature's secrets for combining gases and chemical elements of which they are composed, according to J. L. Schmidt, president of the Aquos Products Company, 1128 East Tenth street.

"However, nature refuses to yield her knowledge to man in this respect," he said. "A marked degree of curative properties for certain ailments is found in the world renowned springs of Europe, but Europe is not alone in possessing such springs.

"In our own state of Indiana, discovery of a mineral water of outstanding merit in treatment of internal disorders recently was made.

"This water, an entirely natural product, has been pioneered by the Aquos Products Company and is known as Jason water.

**Moisture Excluded by Concrete Burial Vault**

Steel Reinforcing Used to Prevent Breaking Under Pressure.

A good cement grave vault is the logical means of preserving remains of loved ones, according to Edward P. Egan of the Atlas Burial Vault Company.

"Nature's process of disintegration eventually will reduce anything else to dust," he said. "Some may take longer than others but the eventual result is the same.

"However, nature seems to recognize that concrete is everlasting. There is just one drawback, the possibility of breaking a concrete vault. That, however, has been taken care of by the remarkable system of steel reinforcing used in the Atlas concrete burial vault. This vault will stand more weight than ever would be placed over it and it is so strong I can not imagine any conditions that would break it.

"Completely sealed, the interior of the vault will remain dry forever."

The vault is made in five different sizes. The concrete case is made of the very best grade of cement and guaranteed to be absolutely waterproof. The company makes no retail sales, the vaults being handled through undertakers only.

**DEEP SEA FOOD AVAILABLE HERE**

Freshness Is Assured by Rapid Transportation.

Indianapolis persons with discerning tastes for the delicacies from the sea will welcome the news of a new and unique service furnished by Captain Nick's at 2254 College avenue.

Deep sea foods from the important fishing grounds of the Atlantic and the Gulf of Mexico are being served on Indianapolis tables within forty-eight hours after fishing boats have landed them at port, thus retaining the freshness and savor one would enjoy at a delightful seashore dinner, according to F. E. O'Reilly and Albert Nickerson, owners and managers.

Speedy, up-to-date transportation methods, combined with special arrangements with seaboard shippers, contribute largely to the natural flavor and tastiness retained by this food and discriminating housewives are placing their orders in advance at Captain Nick's for immediate delivery of their favorite deep sea delicacies upon arrival in Indianapolis.

Those more favorable to fresh water fish have the same rapid service from the ports of Lake Erie.

**Venezia Service Garage**  
Corner Merrill and South East Sts.  
General Repair Work and Complete Rebuilding.  
Phone, DR. 3545—Res. DR. 3502

**THIEF**  
Store Door Delivery Freight and Express to  
TERRE HAUTE  
RICHMOND  
BRAZIL  
GREENCASTLE  
KNIGHTSTOWN  
CAMBRIDGE CITY  
GREENFIELD  
and intermediate points  
Via  
Terre Haute, Indianapolis & Eastern Traction Co.  
Phone Riley 1571 for Full Information

**That Wrecked Car Can Be Rebuilt to Look Just Like New**  
Expert Auto Body and Top Work  
Official Bendix Service  
24 Hours a Day—7 Days a Week  
**Auto Service Corporation**  
534 N. Capitol Ave. Riley 6151

**V. E. SPROUSE CO.**  
Manufacturers of Sheet Metal Specialties  
SPOT WELDING and ACETYLENE WELDING  
12 N. Liberty St. RI. 2858 Indianapolis, Ind.

**OPPORTUNITIES FOR 1931**

The Indianapolis Life is making new Agency appointments throughout Indiana. Managers and District Managers contracts direct with Home Office.

The Company is a leader in Indianapolis and has several openings in its City Agency for men of character who desire to build a future.

**Indianapolis Life Insurance Co.**  
Home Office  
Meridian and 30th Sts. TA 0788

**THE Family Laundry Problem SOLVED**  
by Economy Finished Service  
10 Pound Bundle \$1.51  
—Equal Flat and Apparel—  
• proportional economical rate for larger bundles.  
• Every article washed and ironed — Ready to Use — nothing left for you to do — we do it all.  
Slight extra charge for shirts, collars, curtains and silks.  
A 10 pound bundle is only 40 cents a week more than Rough Dry.  
Start Now!  
**BEST-GRAND LAUNDRY**  
RI ley 2555

**Bookkeeping Service Co.**  
SPECIALIZED BOOKKEEPING SERVICE  
At Reduced Costs on a Daily, Weekly or Monthly Basis.  
Call LI. 1074

**CHROME PLATING**  
NICKEL, COPPER, OXIDE AND  
POLISHING OF ALL METALS  
The ADAMS PLATING COMPANY  
"The Service Platers"  
Lincoln 8497 138 W. 10th St.  
We Furnish Truck Service

**ATLAS Concrete Burial VAULTS**  
Afford Permanent Protection  
Available to All Good Funeral Directors  
**ATLAS BURIAL VAULT CO.**  
DRexel 3441

**Joseph Gardner Company**  
Tin, Copper and Sheet Iron Work  
Repairs on Slate, Tile and Gravel Roofs, Gutters, Spouting and Furnaces  
147-153 Kentucky Ave. Riley 1562

**The Mineral Content OF JASON WATER**  
Far Exceeds That of Most Foreign and Domestic Waters in Quantity and Balance  
Results of Actual Tests on File at  
Aquos Products Co.  
Phone CHerry 5753  
Ask Your Physician About Jason

**Indianapolis Motor Speedway Corporation**  
500-Mile Race  
May 30  
FRANK SELMIER  
SLOWLY SUPPLY  
RI. 9381

**PEERLESS ELECTRIC SUPPLY CO.**  
"QUALITY—SERVICE"  
WHOLESALE  
ELECTRICAL, TELEPHONE AND RADIO SUPPLIES  
122 S. MERIDIAN ST. RI ley 2365

**CENTRAL Warehouseing**  
**TRANSFER & STORAGE COMPANY**  
Established 1887  
118-132 S. Alabama St. Phone, Riley 9384

**AUTO GLASS**  
We cut and install all kinds and especially recommend Pittsburgh's **DUPLATE** Shatterproof  
New low prices that save you time and money. Satisfaction guaranteed.  
**Perfection Windshield Co.**  
Lincoln 2940

**CIVIC PRIDE**  
Indianapolis is widely famed for its beautiful parks.  
For rest and recreation you can choose between seven scenic parks located in various sections of the city. Or, if you prefer golf, the city maintains six splendid municipal courses.  
We Can Not Stop Now—We Must Maintain Our Position! It is Your Duty as a Citizen to Encourage Proper Additions to Our Park Systems. Indianapolis Needs More Parks! Build Now for the Future.