

FORTNIGHTLY
BUSINESS and INDUSTRIAL NEWSNOTICE
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Polar
Refrigerator **33 1/3 % OFF!**
Convenient Terms—Unheard-of Values
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Funerals
"A Shirley Service Is a Remembered Service."

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UNIVERSITY OF INDIANAPOLIS
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Ten hours over a hickory wood-
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food flavor, in addition to the
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LI. 7446

Coal sold under the trade-mark
painted, 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.

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by good roofing is essential! We'll
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**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

MANY AND MAYER
GENERAL MACHINE WORK
WE SPECIALIZE IN REPAIRING OF
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RADIATORS
- cleaned out
- repaired
- re-cored
REED-MUELLER, INC.
AUTO RADIATOR SPECIALISTS
111-119 Kentucky Ave Lincoln 5192

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 & Cement Company.

"This company carries a fine
stock of coal, including in it many
varieties. 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 en-

thusiastic for Everglow.

Patrons, too, become enthusiastic
on the subject. Every one, pre-

sumably, 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 Everglow coal say
that it burns better, is cleaner and
causes no trouble. Because of this
the People's Coal & 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 com-
mercial photography. It is a de-
velopment 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 technic 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 in-
stances that might be repeated of
the new and troublesome problems
of the man who comes out as a com-
mercial photographer, and the man
who can remain long in the business
has done so because he has de-
veloped his ingenuity as well as his
knowledge.

Gray and Orndorff, Century build-
ing, 36 South Pennsylvania street,
for the last twenty-five years, have
been supplying commerce and in-
dustry 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 pro-
fession of appreciation of the purposes
and value of its pictures, and its photog-
raphers are highly skilled in this
work.

**DEEP SEA FOOD
AVAILABLE HERE**

HOOSIER TO MINE GOLD

Clinton Man Will Go to Alaska
Next Month.

By Times Special

CLINTON, Ind., March 14.—Early
in April, Mr. and Mrs. Ora D.
Cramer and 9-year-old son will leave
for Alaska where Crane will be em-
ployed in a gold mine.

The family will go to Seattle,
Wash., from where, thence by boat to
Seward, Alaska. From there will
travel by train to Anchorage. A
plane will be used in making the
remainder of the journey, 300 miles,
to Flat, where the family will live.

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AND
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Exteriors—Street Scenes
Building Construction

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Lincoln 1250

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FOR RENT**

In many desirable locations.
Rates \$30 to \$125. Suites
and one-room type to eight-
room deluxe.

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**COAL STOKER &
SERVICE CO.**

Or Phone Your
Coal Dealer

Riley 4148

1887-43 YEARS' SERVICE—1930

**THE RAILROADMEN'S BUILDING
AND SAVINGS ASS'N.**

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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**

1480 N. ILLINOIS ST. Riley 7434

THE INDIANAPOLIS TIMES

BUSINESS RECORDS
INCREASE PROFITS

Many Firms Find Part-Time
Bookkeeping Service
Valuable.

There never was a year in recol-
lection of business men when the
path to profits so desperately need-
ed 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, over-
head, the losses 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, manufac-
turers of radio and phonograph
cabinets, dining room and bedroom
furniture, custom and special cabin-
etwork.

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

"We have been acknowledge receipt
of monthly report showing compa-
rative analysis of income and ex-
penses and want to take this occasion
to assure you that the book-
keeping service rendered by your
firm has been highly satisfactory
and dependable.

"At the time we made the change
from a weekly 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
problems 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.

ANNOYANCE ON
MOVING DAY IS
NOT NECESSARY

Reliable Warehouse Firm
Relieves Householder of
All Worries.

"When it comes to packing up a
whole houseful of furnishings and
carting it to some other location, the
job is not exactly a source of re-
joicing on the part of the household.
It is a tremendous undertaking, un-
less it is gone about in the right
way.

The best way of going about it is
to have nothing to do with it—just
shift the job on to the shoulders
of some body who knows how to do
it with the minimum of trouble and
the maximum of speed and skill.

Here is the solution. The house-
holder must pay some one for the
job wherever he is going or what-
ever he is going to do to help him-
self. The sensible thing is to select
some reliable furniture warehouse
and let them do the job from
start to finish, whether the move
is into the next block or hundreds
of miles away.

Annoyance Is Avoided

The mover can be given full in-
structions and be permitted to pick
up the goods, provide the trans-
portation and place the furniture
in the new location, saving the
householder from annoyance and
worry of personal supervision.

The Shank Fireproof Storage
Company, 1430 North Illinois street,
Riley 7434, has been doing this for
the people of Indianapolis for
thirty-five years. They have the
equipment to do it right and they
have trained men who know how
to handle furniture, pianos and
other things. In fact, they have
everything needed to take care of this
kind of a job to any one's complete
satisfaction.

Storage Is Provided

The wise householder who turns
his moving worries over to the
Shank company can go about his
usual duties with very little inter-
ruption of the regular routine.

If he wishes to store some or all
of the goods, the Shank company
will attend to this in a highly satis-
factory way, insuring the goods and
providing all necessary safeguards
to protect the property.

VAULTS

Afford Permanent Protection
Available to All Good Funeral Directors

ATLAS BURIAL VAULT CO.

Drexel 5441

OPPORTUNITIES
FOR

1931

The Indianapolis Life is making new Agency appoint-
ments throughout Indiana. Managers and District Man-
agers 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

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Family Laundry
Problem
SOLVED

by our Economy Finished Service

10 Pound Bundle \$1.51

• proportionate
economic rate for
larger bundles.

Every article
washed and
Ready to Use

nothing left for you
to do—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!