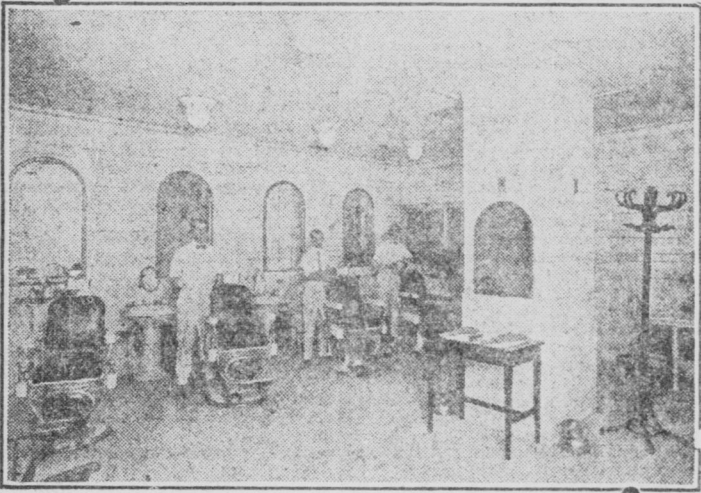


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WEEKLY

Business-Industrial

PAGE

NEW SALES PLAN PROVES SUCCESS Liberty Market Still Growing After 4 Years in Business.

Four years ago an Indianapolis business man had a novel idea, and because of its very novelty the plan was met with a flood of predictions of sure failure. Not a chance was given to it to succeed, and yet after four years the Liberty Market, established by Nick Kerz, is doing business on a bigger scale than ever before with every prospect of continued success on a constantly increasing scale.

"It seemed to me at that time that a grocery store which eliminated the high overhead costs of delivery service and depended upon a quick turnover would meet with a hearty reception from Indianapolis citizens," Mr. Kerz said. "But I was told by well-meaning, pessimistic, and as the result ultimately showed, utterly mistaken friends, that it could not be done, that customers do not like to pick their groceries, that they would rather pay higher prices and get delivery, that I might do a good business for a while but that as soon as the novelty wore off the old habits would reassert themselves among my customers and failure would result for me."

However, I was confident that I was right, and so the Liberty Market was established. As a matter of fact, the rapid success was a surprise even to me. After one year we found it necessary to move to a location which would give us more room, and already we are crowded in these quarters. In an effort to provide sufficient space for handling merchandise we have narrowed our aisles, heightened our shelves, put tables in every available bit of space and still we are crowded.

"I really believe the Liberty Market is the largest grocery store in Indiana. An interesting and unexpected development of the business has come along mail order lines. This, I must admit, was unforeseen. We carried advertisements in the local newspapers with a view to obtaining Indianapolis patronage, but the first thing we knew we were receiving mail orders in large numbers from surrounding territory and this department has come to be a very vital one in our business."

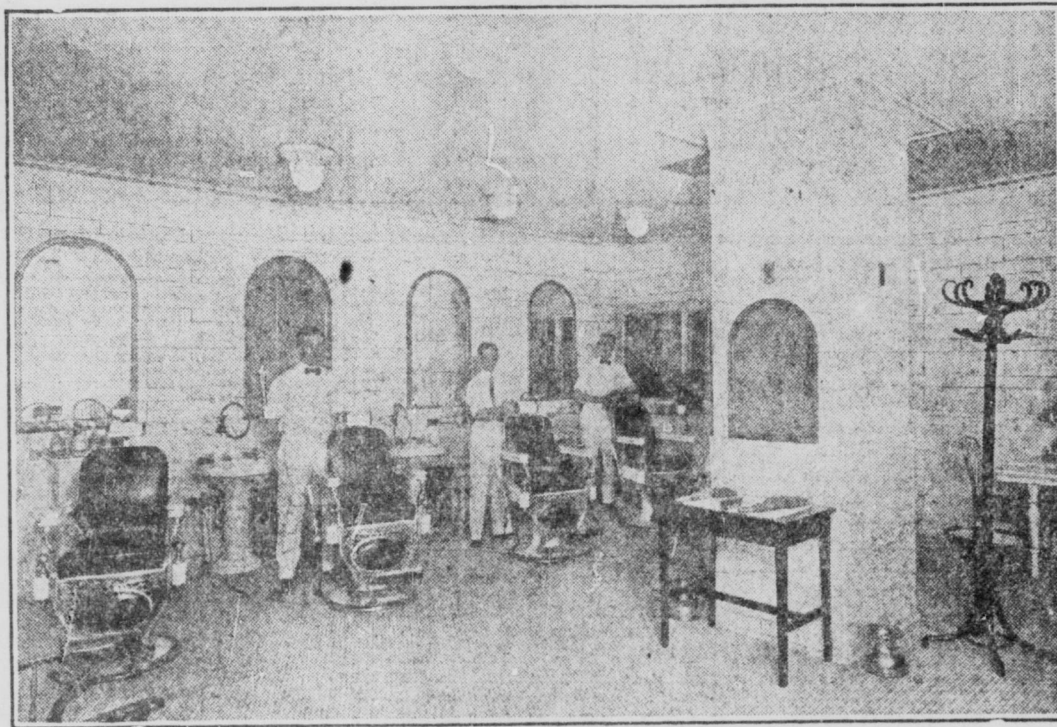
HARDWOOD FLOOR NOW A NECESSITY

Modern Home Building Requires Best Equipment.

Luxuries of one generation become the necessities of everyday life of the next, and this statement applies as much to house building and home equipment as to any other line of industry according to Roy A. Pearson, who specializes in the laying of hardwood floors, stairways, etc. "In 1907 I gave up general contracting work," Mr. Pearson said, "and devoted all my time and energies to specializing in hardwood flooring, laying of new floors, repairing and refinishing old ones and work of a similar character. At the time many persons told me that the field was too limited for exclusive work, but in general has become the use of hardwood in homes and other buildings that on one ever thinks of saying that any longer."

"When I first started in business my entire force consisted of myself and a helper and my equipment consisted for the most part of a bicycle on which I rode to and from the jobs I had to do. Year by year the business grew until it became necessary for me to give up ac-

Hotel Lincoln Barber Shop Last Word in Up-to-Date Equipment



Probably in no single line of business has there been greater development and improvement than in the equipment and service of barber shops of the better type.

Only a few years ago the barber shop was just a place to get a hair cut and a shave whenever the customer could find a barber. The barber shop of today is a place of comfort and convenience. The equipment of the shops in many instances were little better than those of an ordinary kitchen. Any old kind of a chair would do, a few pairs of shears, a mirror, and a towel rack, and that was all. A few towels, often kept in a bottle of highly scented water of some sort, that was typical equipment of a barber shop not so many years back.

But now all has changed. A modern up-to-date barber shop, such as is operated by the Hotel Lincoln, contains appointments never dreamed of by the barber of the old days. To begin with the physical equipment is of the very

highest quality and a single chair or electric machine costs as much as did an entire shop back in the old days. This equipment, selected with an idea of beauty, comfort and with special care of the health of the patron is not exceeded by any in the country. The walls are beautifully though simply decorated and there are a large number of long, panel mirrors that add tremendously to the effectiveness of the shop.

No effort has been spared to equip the shop with the very latest along the lines of barber shop equipment, and nothing is missing which will add to the service features of the place. Only white barbers are employed, and they are selected carefully and not picked up haphazard as is the case in some shops.

"Our shop is equipped to give the very highest grade of service," an official of the company said. "We realized from the first that Hotel Lincoln must have a barber shop fully in keeping with the

rest of the hotel appointments. Investigation proved to us that too frequently high-grade hotels have neglected this very important feature and we made up our minds from the first that we would have a barber shop of which we could be proud with good reason. And I feel that we have succeeded."

"From first to last we have spared no time or no money to make the shop the very last word in barber shops and have worked earnestly toward establishing a record for good service of which we could be proud. Probably in no line of business is this element of service of more vital importance than in the barber business. There is an element of direct personal touch in this work that makes the customer very exacting, although he may be easy going and not inclined to be particular in the ordinary affairs of life. In the Hotel Lincoln barber shop we feel that we have supplied a shop of which Indianapolis as well as ourselves may well be proud."

DEMAND EXPERT GRINDING WORK

Barber Supply Business Must Please Exacting Public.

With the development of business along the more exacting lines demanded by customers has come an increased demand for the very best quality of barber supplies, according to E. E. Schaaf, dealer in barber supplies, 107 West Maryland street. Formerly barber shops did not find it necessary to have any particularly varied equipment, anything being acceptable to the customer that could produce some form of results.

All that is now changed," Mr. Schaaf said, "with the increased demand for the public for all that is good in barber

shop service has come a resulting demand for cutlery of the better grade. It requires a real expert to successfully grind cutting instruments, such as razors, shears, clippers, etc. Even the finest barber instruments may be utterly ruined by one job of bad grinding, and owners of the cutlery can not be too careful in seeing that the work is done by only the best equipped shops and by workmen who understand this particular kind of work thoroughly.

"We also have found that there is a growing appreciation of high grade cutlery and the prospective buyer is not as easily satisfied with a pretty, fancy handle or case with no attention paid to the quality of material in the blade as he formerly was. To meet these demands we have stocked razors, shears, pocket knives, clippers, special shaving outfits etc. of high grade and good quality and we have found the demand for this line of goods better than even we expected."

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