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Business-Industrial

PAGE

FEATHERS USED IN MANY WAYS Expert Says No Substitute Exists for Them.

Few persons realize the wide extent to which feathers are used, according to E. P. Burke, feather dealer and expert, 439 Massachusetts avenue. "The light, fluffy but durable little things are used in hundreds of ways, both for decorative effects and general usage," Mr. Burke said.

"The longer I am in business the more I am convinced that feathers are to be numbered among the most useful materials in the world," Mr. Burke said. "They are found on women's hats, on fans, in mattresses, and for use in pillows no respectable substitute ever has been found for them."

"Also a common fallacy among many persons is that after feathers are used for a long time they wear out. As a matter of fact they never wear out if ordinary care is taken of them. However, it is always advisable to have them renovated and freshened up from time to time and any one who has a household article containing feathers is very foolish to burn them or throw them away, for under modern conditions a plant such as ours can renovate them and restore them to all their old time cleanliness and put them in the very best sanitary condition."

"It seems to me that people are learning this more or less slowly, but surely just the same, and as a result we are being called up every day to renovate feathers that have been in steady use in homes for many long years."

'SERVE-SELF' CAR RENTAL POPULAR

Automobile Renter Likes to
Do Own Driving.

How would you like to go down to a modern up-to-the-minute auto livery, rent a brand new car, pick, steer and drive in the very pink of mechanical condition, and then have the pleasure of driving it yourself?

Well, that is exactly what can be done in Indianapolis today, thanks to the installation of a new rental system which is proving a big winner for the Warren Auto Livery, 127 East Wabash street, according to Ray O. Burns, manager.

"With our fleet of new cars," Mr. Burns said, "which are driven by the customer himself, we have found the idea so popular it has been necessary for us to establish day and night service, twenty-four hours a day for every day in the year. The modern automobile livery patron certainly has become exacting his demands, and we are in position to take care of his desires and needs."

"Our plan of renting cars to respond to the needs of the public is a popular one, especially the feature of permitting the customer to drive the car himself and not having to be bothered with an expensive and high grade machine occupying the driver's seat. This idea has proved particularly popular with the traveling man, professional man, away from home, who is in Indianapolis for business. In almost every instance these men are automobile owners themselves and they like the feel of the steering wheel. Every one of our machines is equipped for long trips and we keep them in the very finest mechanical condition. This assures the renter the highest degree of service, safety and satisfaction."

"When this system was installed, we

were met with discouraging predictions on every hand. We were told the scheme was not feasible, that the cars would be wrecked, stolen, abused, 'busted up' and we would find ourselves without cars, business and profits within a short time. The actual working of the plan has proved differently. In most instances our customers have taken better care of the machines than their own cars, and they come in and out of their own cars, and we have no complaint to make on that score.

"Our auto laundry, with its splendid equipment, also is doing remarkably well. Located, as we are, in the downtown district it makes it possible for car owners to bring their machines to business with them, leave them with us during business hours, and then come in and find a clean, snappy car waiting for them when they are ready to go home in the evening. You can rest assured the business man likes this, for the average motorist likes a clean car, but he hates to give up the use of it while it is being washed."

BANNER BUILDING SEASON IN SIGHT

Contractor Predicts Record-Breaking Year in Construction Work.

While other cities have been in the very midst of a severe business depression which seriously handicapped their building activities, Indianapolis went along building new homes and other structures with even increased vigor, according to Walter W. Wise, building contractor.

"The realization of just what business conditions are and just how favorable it is to building activity," Mr. Wise said, "has come home to many people, and the wiser among them have not been slow to take advantage of it, for these conditions are all favorable to the builder at present. The increased efficiency of labor, both skilled and common, has all tended to bring down building costs and has been a very important factor in accomplishing this end. During the war when the young manhood of America was in the Army, labor conditions were decidedly unfavorable, but now it is as good or even better than it was in the old pre-war days."

"In the past six or eight months there has been a reduction of from 10 to 20 per cent in the price of building materials. It looks to me as if building conditions are just about as nearly perfect from the builders' standpoint as they ever can be right now, and any one who is thinking of building would do well to take advantage of a situation as favorable as any I ever have known."

One experienced home builder has gone beyond a doubt that building conditions are good. Only recently he finished putting masonry work on three apartment houses in the neighborhood of Sixteenth, Madison and Illinois streets. Then he remodeled the Best Laundry, with an unusually attractive and unique terra cotta front. In addition to this he is a great deal of work on that fine Gothic church, St. Marks English Lutheran Church at Linden and Prospect streets. There is the new building of the National Paper Stock Company on which we did the masonry work. To my mind this proves beyond question that all building activity is far from being on a slump, and that the building industry is in a very healthy condition. Of course, the greater part of work being done is of this character, but there is a great deal of other work under way as well.

"In view of all this I feel safe in saying that the coming year will see a new building record established in Indianapolis."

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'DINING OUT' NO LONGER A TASK Atmosphere of Hotel Lincoln Italian Room Allures.

Gone are the days when "dining out" at a hotel or cafe was regarded as a terrible ordeal to be suffered heroically and gotten over with as soon as possible by families, which, for some reason or other, were compelled to leave the old family dining room for a few meals.

As in this modern age, when hotel cuisine has become an exact science, and when the service demands of the general public have been met, it becomes a real treat for the head of the house to gather his flock about him once a week or oftener, crank up the old family automobile and take the family out for an evening at a good eating place.

As a result, Sunday evenings invariably find the Italian room of the Hotel Lincoln filled with family groups, happy in the fact they are being given a welcome diversion from the routine of life. When the management and owners of the Hotel Lincoln decided to enlarge the hotel facilities, particular attention was paid to the dining room equipment. In carrying out this idea the entire fourth floor of the new addition was devoted to this particular purpose and the large Travertine room, suitable for banquets, large parties and affairs of this character, and the Italian room, suitable for smaller gatherings, have proved especially popular.

"We took special care to provide excellent music and the fine Lincoln Trio and quartette have been received with spontaneous enthusiasm by our patrons. As a result many persons make reservations long ahead, and the same persons are coming again and again. This, of course, means all of our plans for the pleasure and satisfaction of our patrons have worked out excellently."

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LIBERTY MARKET GROWS RAPIDLY

Four Years of Success Proves
Idea Was Sound.

After four years of constantly growing business, a business that outgrew its original quarters in less than one year and is fast crowding the commodious quarters of the present location beyond capacity, Nick Kertz, proprietor of the Liberty Market, is willing to admit the idea was even a better one than he himself thought when the market was established.

"Whenever a person gets a hunch on a new merchandising idea," Mr. Kertz said, "there always are plenty of persons to point out just how wrong he is. Their arguments all run along the same general lines, such as, 'it never has been done,' 'it is too new,' the business will 'go all right' until the novelty wears off and then it will fail,' people like to do business just as they always have done it,' etc. Basically, all objections come from the fear of change. The fault of ultra-conservative men lies in finding anything that lacks the sanction of generations of usage."

"I think I can understand, to a small degree, the hide-bound ideas against which Columbus, Galileo, Fulton and all the other original idea men had to contend with in the past. My own idea was a 'grocery store' which eliminated the old hope of the retail grocery trade, delivery and its attendant high overhead cost, and which turned all its attention to obtaining quick turnover, would meet a long-felt want in Indianapolis and

would build up a tremendous volume of business. "This idea, simple in itself and to my mind perfectly logical, met with bitter opposition from some of my best friends, and I was brought not to waste my time and money by putting it into actual practice. I was told the public would rather pay high prices and do business with charge accounts and get their deliveries. But we went ahead and, after a year, we found it necessary to move to larger and more commodious quarters. At present we have the largest grocery store in Indiana, I believe."

"The growth of the mail order business has been fast and came of itself, for we had not planned the sale of this kind. In order to advertise our goods we carried advertisements in Indianapolis papers and the first thing he knew we had a real mail order business to take care of, as these Indianapolis papers went into neighboring towns and the prices appealed to the residents of those communities, just as they did to residents of Indianapolis."

SAYS BIBLE, NOT THEOLOGY, USED Book Suggests Colonization for 'Religious Bolshevists.'

What the world needs is the Bible, not theology, the Rev. William H. Book of Columbus, Ind., declared in an address on the "Religious Bolshevism" at the big meeting of the Y. M. C. A. at English's yesterday.

"God made the Bible and man made theology," the speaker said. "The world does not need theology. It wants the Bible. The prophecies of the Bible are being fulfilled every day. All you have to do is to know the Bible to realize this fact. These religious Bolshevists should go away and colonize among themselves. There is no room for them here in America."

"I do not ask that the Bible be taught in the schools but I do ask that it be read every day in the schools. If these foreigners who come to America do like the way we do live and object to our Bible and our religion let them go back to the land from whence they came. God forbid that we ever shall allow foreign countries to send an influence here which will undermine our faith in God. "The religious Bolshevist is trying to destroy the three foundations upon which our government rests, a personal God, a divine Christ and the Bible. If he succeeds the Government and civilization will fall. If you do not believe in anything except that which you understand you will not believe even in yourself, because you do not understand man. If you start out with a proposition which will undermine the God of kingsdom you will deny everything."

LEGION MEN TO HEAR BEVERIDGE. Albert J. Beveridge has accepted an invitation of the Nebraska department of the American Legion to speak at the State convention next fall. The invitation came from William Ritchie, Jr., commander of the Nebraska department.

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