

EXPOSITION IS URGED TO GIVE BUILDING LIFT

Slack Period of 1921 Seen as
Sweeping Booster for
1922.

WOULD BANISH GLOOM

The Building Supply News, the building material dealers' official publication, "editorially speaking" in a communication to the Marion County Building Trades Council, advocates the local council get behind a Home Exposition, at least from the building craftsman's standpoint.

The communication begins by saying the slack business developments of 1921 will prove a vital factor in insuring a building revival this year, that for every barrel of cement, every thousand of brick, every sack of plaster, every foot of lumber, every yard of metal and every ton of sand and gravel, which might have been, but was not, used the last year, there will be a certain and increasing demand in 1922.

"In not a single year since 1914, the record shows, has there been a total sale of building materials anywhere near the average demand of normal times," it says. "Every month the aggregate of postponed construction has been piling up, and the first evidence of returning popular interest and confidence has come within the last ninety days, during which new construction records for these months, surpassing any pre-war year, have been made in all parts of the country. Artificial business boosting never pays and is always followed by a reaction."

"The big fact at present is every town and city in the country is suffering from lack of necessary new homes, stores, offices, churches, schools, theaters, and in many cases industrial structures. There is no reason why we should not take a real step forward this year in the meeting of this daily increasing need."

By way of advice, the council is told, the first step should be to puncture the strained and depressing suspicion and pessimism regarding the alleged high cost of construction; to banish the glooms with a flash of festivity and enthusiasm; to get together all local forces and plan a real home show that will put the whole argument in a fresh, vivid and attractive picture for every citizen. Even the most modest sort of exhibition or exhibit will strike home a thousand times more surely than all the talk and argument one could circulate in a score of years.

"In fact," it concludes, "a Home Exposition, such as any town could plan and put across, would rejuvenate your local appeal. Let the people for once forget cold type and see the real thing produced before their eyes in miniature. Now is the time to get busy and put it across."

Officers and members of the Marion County Building Trades Council are impressed with the idea and believe any kind of a real "Build-a-Home Exposition" handled in a business-like way can be made a tremendous business booster and developer for Indianapolis and Marion County.

Gives Bull For Food

GUILFORD, Eng., Feb. 10.—After paying \$350 for a prize bull at the local stock show, Edward Colebrook gave the animal to provide a dinner for the town's unemployed.

Peer In a Cottage

CARDIFF, Feb. 10.—Lord and Lady Glasnik have closed their palatial Welsh home owing to high taxes and are going to live in a little fishing cottage near Buth.

Check That Cold Right Away

A SUDDEN chill—sneezes—stuffy feeling in the head—and you have the beginning of a hard cold. Get right after it, just as soon as the sniffles start, with Dr. King's New Discovery. For fifty years a standard remedy for colds, coughs and grippe.

There are no harmful drugs, nothing but good, healing medicines, that get right down to the trouble and help nature.

You will soon notice a change for the better. Has a convincing, healing taste that the kiddies like. Good for croupy coughs. All druggists, 60c.

Dr. King's New Discovery For Colds and Coughs

Put "Pep" in Your Work. Many a man is a failure in business, many a woman in her home, because constipation stores up poisons that enervate and depress. Dr. King's Pills make bowels act naturally, 25c.

Dr. King's Pills

Thedford's BLACK- DRAUGHT Liver Medicine

Over
Eight Million
Packages
Sold a Year

Get the Genuine!

Over
Eight Million
Packages
Sold a Year

Get the Genuine!

Over
Eight Million
Packages
Sold a Year

Get the Genuine!

Over
Eight Million
Packages
Sold a Year

Get the Genuine!

Up to \$7.50 Silk Sweaters

Very fine Silk Sweaters, in navy blue, black and Copen. Tuxedo style, with touches of color or self trimmed.....

\$2.98

TRAUGOTT BROTHERS
FAIR STORE
371-321 W. Washington St

Women's \$1 Wool Hose

A Special Purchase, just received, heather shades, drop stitch of plain effects. Saturday at.....

55c

Read the Telegram. It Concisely Tells the Story

These garments are NOT broken lots—NOT odds and ends—NOT discontinued lines—but BRAND NEW GARMENTS, sacrificed to us by manufacturers going out of business.



COMPLETE ASSORTMENTS IN PRACTICALLY ALL SIZES, COLORS AND STYLES. This sale will be a long remembered event. Buy now for next year's needs.

Up to \$85.00 COATS

SAMPLE GARMENTS, just one of a kind. The richest materials. Pollyanna, Bolivias, Chamoistynes, Baffin Seals. Many of them with gorgeous fur collars, handsomely silk lined.

\$24.75

37CH FA 737 AM 39

EP NEWYORK NY FEB 7 1922

FAIR STORE

311 W WASHINGTON ST INDPLS-

BOUGHT ENTIRE STOCK OF COATS AND DRESSES FROM ONE OF

NEWYORKS BEST GARMENT MANUFACTURERS GOING OUT OF BUSINESS

THEY ARE THE MOST WONDERFUL GARMENTS I HAVE EVER SEEN

FOR THE MONEY ADVERTISE THEM FOR SATURDAYS SELLING

LOUIS TRAUOGOTT

Up to \$20 Coats \$4.75

Snappy, smart Coats of good, practical materials. Many of them have fur collars, which are worth the price we are asking for the Coat itself.

\$15 and \$20 Spring Dresses

No matter what kind of a dress you may be in need, you'll find it in this lot. Spring Taffetas, Canton Crepes, Twills, Tricotines. Dresses for women, misses and juniors. We urge you to take advantage of this sale—as once sold we cannot duplicate them at the same price.

\$9.85

\$10 and \$12 Dresses \$4.85

A very special lot of Velour, Serges, Tricotines, Taffeta, canton crepe, satin. A complete range of sizes. To be sold tomorrow for just.....

\$4.85

Fur Coats at Less Than Half

\$125 Marmot Coat\$65
\$200 Muskrat Coat\$98
\$50 French Coney Coat\$24.75
\$195 Mink Cape\$100

Stout Women's Apparel

STOUT WOMEN'S COATS—Baffin 8-14 plush, full length styles. With deep collar of fur\$24.50

STOUT WOMEN'S DRESSES—Made of Canton Crepes, beautifully beaded and embroidered styles, 42½-54½.\$24.50

STOUT SKIRTS — Of Prunella cloth. In brown and navy stripe effects\$5.00

\$30 & \$35 Dresses \$19.85

SAMPLE DRESSES, only one of a kind, all the new rich materials and pastel shades shown in this group.....

\$19.85

Sale of Girls' COATS \$6

NEW ONES, just received; every kind of material, color and style. Some of them fur trimmed. Sizes 2 to 14 years. On sale at.....

\$6



New
Undermuslins
To Sell for
47c

Women will be busy choosing these Saturday; all are new and decidedly dainty, with touches of embroidery, lace and insertions. Envelope chemise, nightgowns, bloomers, camisoles. Flesh color or white.

Pretty, New Spring Dresses

For Girls of 2 to 6

DRESSES, of the prettiest kind; gingham in checks and plaids, with perky sashes, piping, fancy pockets; touches of embroidery. Extremely low in price at—

\$1.25

For Girls, 8 to 14 years.

Clever styles fashioned of gingham, chambrays, etc.; plain colors, plaids and checks; high and normal waist lines, plain and fancy styles.

\$1.49



Stout Women's
BLOUSES
\$2.98

A splendid lot of CREPE DE CHENE, blouses for women requiring sizes up to 54.

Well made, in stylish models, either embroidered or beaded; also simply plain ones. Dark and light colors.

Just for Little Folks

DRESSES—Dainty, pretty dresses, long or short styles, with touches of lace and embroidery. All new spring styles.....

99c

ROMPERS—Checked gingham, made in popular Dutch styles, with plain colored elastic waist and knee.....

49c

RUBBER PANTS—Good quality rubber; natural color or white. Have elastic waist and knee.....

39c

SILK COMFORTS—Pretty as can be; plain colored tops, with trimmings of pink or blue.....

\$1.69

COATS—Up to \$5 qualities. Made of corduroy; rose, navy blue, green, brown and other popular shades. Extra special at.....

\$1.98

Oh, Boy! Won't Mother and Dad Be Glad When They See They Can Buy One of These



\$8.50 and \$10 Blue Serge
SUITS at . **\$5.95**

Why, that's almost like getting two suits for the price of one. ALL-WOOL BLUE SERGES, Norfolk coats, knicker lined.

CHALK-LINE suits, with two pairs of pants; snappy as can be. Neat dark colors with white stripes. Two pairs pants with each suit.

CHEVIOTS in dark, attractive shades; single or double breasted styles. Sizes for boys, 7 to 13 years.

Overcoats . **\$2.95**

Regular \$6.95 values. Chinchillas, self-collared. Broadcloths with fur collars. Kerseys with beaverette collars. Sizes up to 7 years.

CORDUROY SUITS—Cute little Oliver Twist style; medium rib corduroy; in gray, navy blue, brown, wine, taupe, etc.....

\$1.98

Knickers47c

Corduroy knickers95c

On Sale Saturday at 8:30 A. M. Sharp



200 Men's 2-Pant SUITS 200 Men's OVERCOATS

Regular \$35 to \$45 Values **\$15**

Men, this is the greatest sale yet. Your choice of these splendid Suits and Overcoats at little more than half regular valuation.

Plaid Back O'Coats—Popular!

And most of them are made with the kimono sleeve that men of fashion are demanding. Fine, heavy overcoatings—woolly fabrics—well tailored and well proportioned. Patch pockets—big collars—GREAT!

Two-Pant Suits—Double Wear!

But the two pants feature is not their only feature. There are snappy models—excellent fabrics—tailored as only the best tailors know how. And there's not a suit in the lot that is not worth more!

That's the story—men! Come in and get yours tomorrow—in the morning if possible!

CASHMERE SOCKS—Regular 25c socks, BLACK only. A splendid sock for every-day wear.....

10c

STOUT SHIRTS AND DRAWERS—Separate garments, in fleeced finish. Sizes up to 56. Per garment.....

79c

UNION SUITS—Regular \$12.50 union suits; cut extra full and long; heavily fleeced.....

75c

DRESS PANTS—All-wool serges, known for their wear-resisting qualities. Usually sell \$4 to \$4.50.....

\$2.95

Special Sale Newest Spring HATS

Under ordinary circumstances it would have been utterly impossible to offer them at this astonishing price.

Embroidered failles.....

Flower trimmed straws.....

Fruit trimmed taffetas.....

Fancy visca braids.....

Flattering new pokes, turbans, off-the-face shapes. All new, smart and fashionable.

\$4.75

New Dress APRONS

You'll be enthused over these aprons, they are so entirely different in their styles and trimming ideas.

Chambray, and Gingham, in plaids, checks, combinations of materials and colors: Ric Rac trimmed; some of them piped.

Large pockets and sash back effects. Regular and extra sizes included at this special Saturday price of SEVENTY-FIVE CENTS.

77c

Saturday Shoe Bargains

Spats

Choose from brown, gray, fawn and castor; made of very fine quality materials, with fancy buttons, some of them silk piped. Spats, that would sell regularly for up to \$1.50. Your choice Saturday, at—

69c

Children's Shoes

Shoes for both boys and girls at this remarkably low price.

FOR BOYS—Black and brown leather shoes; good heavy soles; the majority with RUBBER HEELS attached. Sizes 9 to 13½; 1 to 5½.

FOR GIRLS—Black kid calfskin shoes, lace styles, with new broad toe. Sizes 8½ to 2. Special one day only at—

\$1.89