

**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, advocated the local council and the Home Protection League from the building craftsman's side.

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 bricks, every sack of plaster, every foot of lumber, every yard of metal and every type of hardware, which might have been but were 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 going up, and the best 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 local and national state 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 in the 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

GUILDFORD, Eng., Feb. 10.—After paying \$30 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 Glamis have closed their palatial Welsh home owing to high taxes, and are going to live in a little fishing cottage near Builth.

**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 cruddy 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.

PROMPT! WONT GRIPPE
Dr. King's Pills

**Thedford's
BLACK-
DRAUGHT
Liver
Medicine**

Over
Eight Million
Packages
Sold a Year

Get the Genuine!

STORE OPEN UNTIL 9 P. M. SATURDAY

Up to \$7.50 Silk Sweaters **\$2.98**

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

**TRAUGOTT BROTHERS'
FAIR STORE**
511-521 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.

Up to \$85.00 COATS

\$24.75

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

\$9.85

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.

POSTAL TELEGRAPH - COMMERCIAL CABLES
TELEGRAM

This is in front of the Telegram address otherwise indicated by signal after the number of address. No. 1000 (Night Telegraph) or 2000 (Night Telephone) 10-5000

37CH FA 737 AM 39

HP NEW YORK NY FEB 7 1922

FAIR STORE

311 W WASHINGTON ST INDPLS-

BOUGHT ENTIRE STOCK OF COATS AND DRESSES FROM ONE OF NEW YORK'S BEST GARMENT MANUFACTURERS GOING OUT OF BUSINESS. THEY ARE THE MOST WONDERFUL GARMENTS I HAVE EVER SEEN FOR THE MONEY ADVERTISE THEM FOR SATURDAY'S SELLING

LOUIS TRAUGOTT

\$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.....

\$30 & \$35 Dresses \$19.85

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

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 sea-foam, full length
styles. With deep collar
of fur \$24.50**

**STOUT WOMEN'S DRESSES—
Made of Canton Crepes, beautiful
headed and
embroidered
styles, 42 1/2-54 1/2 \$24.50**

**STOUT SKIRTS—Of Prunella
cloth, in brown
and navy stripe
effects \$5.00**

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

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 B L U E 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 18 years.

Overcoats. \$2.95

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

**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

**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 kid caftan shoes, lace styles, with new broad toe. Sizes 8 1/2 to 2. Special one day only at—

1.89

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 gar-
ments, in fleeced
finish. Sizes up to
56. Per garment... 79c**

**UNION SUITS—Regular
\$1.25 union suits; cut extra
full and
long; heavily
fleeced..... 75c**

**DRESS PANTS—All-wool
serges, known for their wear-
resisting qual-
ties. Usually
sell \$4 to \$4.50. \$2.95**

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 in-
cluded at this special Saturday
price of SEVENTY-FIVE
CENTS.

77c