

BLACKER'S
FAMOUS CHILE SEASONING
"IT'S ALL IN THE SEASONING"
On Sale at All Grocers
MAKE YOUR CHILE CON CARNE AT HOME

**ELECTRIC LIGHT
AND POWER
SERVICE**
MERCHANTS
Heat & Light Company
C. O. B. Murphy, General Manager
The Daylight Corner

CHRISTOPHER COLUMBUS
wasn't the only man to find
a good thing! Inconspicuously
tucked away in one corner of
Hotel Lincoln's menu is Corned
Beef Hash. It's good enough to
deserve capital letters.

Served piping hot, on a hot
plate, and browned to a turn,
Hotel Lincoln's Corned Beef Hash
will give you a boyhood appetite.
Eat it for luncheon, any day.

HOTEL LINCOLN
At LINCOLN SQUARE
Indianapolis
WM. R. SECKER, Manager

Quick Results—Investigate

Sulphur Vapor Bath Institute

It seems to us that if you knew about the wonderful benefits others are getting in cases of Nervousness, Rheumatism, Neuralgia, High Blood Pressure, Colds, etc., you would soon become a desirable member of our growing family.

Indorsed by Physicians.
132½ West Washington St.
We Invite Investigation.

Main 5361

MORE THAN GOOD! We could charge more, but we
could not give more Quality and
style to our pictures. "They're More Than Good."
MA in 2989.

HOLLAND STUDIO, 17 West Market Street

Like Home Just Opened

**The Russet
Cafeteria**

37 S. Meridian St.
Highest possible quality of
food, prepared by skilled
white-lady cooks and served
to the public at moderate
prices. Open 11 a. m. to 2:15
p. m.

F. E. TROSKY
MERCHANT PLUMBER
PLUMBING and HEATING
PROMPT JOB WORK. GET OUR ESTIMATE.
RA 1817. 419 E. 30th St. Auto. KE 2946

TELEPHONES: Randolph 043
Circle 0308
The E. & I. COAL CO.
Successors to J. L. Hampson Coal Co.
Indianapolis

Service Transfer & Storage Co., Inc.
LIGHT AND HEAVY HAULING
SPECIAL ATTENTION GIVEN TO BAGGAGE
Main 4400.

Bedford Stone and Construction Co.
Contractors—Engineers
810-15 Fletcher Savings and Trust Building
Indianapolis, Indiana.

MAIN 1375.
The Lightning Transfer & Storage Co.
WM. W. GRAVES, Mgr.
OVERLAND AND HEAVY HAULING
FURNITURE, PIANOS AND BAGGAGE
314 South Illinois Street. EXPERT RIGGERS FOR MACHINERY

Rent a New Ford — Drive It Yourself
Touring Cars SAUNDERS Coupes
Roadsters Drive It Yourself Sedans
Phone Circle 6826. SYSTEM 830 North Delaware St.

**WEEKLY
Business-Industrial
PAGE**

**NEW INSTRUMENT
MUSICAL MARVEL**
Combines Violin and Piano—
Operated by Electricity.

"A glance through musical annals from the earliest times shows there always has been a demand for music automatically produced, and it was only after years and years of failures and disappointments attempted to supply the demand finally culminated in the piano-player," said H. D. Clutter, manager of the Indianapolis branch of the Mills Novelty Company, Chicago, and distributor of the Violano-Virtuoso, the "electrical mastery of music."

"One by one other instruments yielded to the assault of brains and sciences," Mr. Clutter said, "but the violin not being a fixed tone instrument and at best yielding its hidden harmonies grudgingly to even the exceptionally gifted human player, steadfastly resisted all attempts to duplicate it by means of electricity."

"However, through the Violano-Virtuoso, this apparently impossible feat at last has been accomplished. And visioning its commercial and educational potentialities, Elman, the great musician, said, 'I see a great future for this instrument.'

"A decade or so ago the instrument was but a dream, a conception of an impetuous Swedish genius, Henry Sandell. At that time, despite a strenuous, but unsuccessful, struggle for recognition, Sandell finally found a backer in Herbert S. Mills, president of the Mills Novelty Company.

"To the automatic playing of the violin was added a piano part and after a long period of costly experimental work the Violano-Virtuoso at last was perfected.

"The perfected instrument combined the playing of the violin with piano accompaniment through the agency of electricity. The instrument produces solo parts and quartette effects with wonderful interpretation. It has the interpretation, dramatic force and rhythmic shading of a great master musician.

"One of the great features of this wonderful instrument is it may be played as a piano and violin, or as a piano or violin separately, and this is operated by the same electric currents which light your home.

"This instrument has been received enthusiastically by hundreds of music loving householders, but the management of hotels, clubs, restaurants, motion picture houses and theaters.

"One of the most remarkable things about it is that music can be changed on it in much shorter time than can be done by a human orchestra.

"The perfected instrument, combined the playing of the violin with piano accompaniment through the agency of electricity. The instrument produces solo parts and quartette effects with wonderful interpretation. It has the interpretation, dramatic force and rhythmic shading of a great master musician.

"One of the great features of this wonderful instrument is it may be played as a piano and violin, or as a piano or violin separately, and this is operated by the same electric currents which light your home.

"This instrument has been received enthusiastically by hundreds of music loving householders, but the management of hotels, clubs, restaurants, motion picture houses and theaters.

"One of the most remarkable things about it is that music can be changed on it in much shorter time than can be done by a human orchestra.

**EXPLAINS PROPER
CARE OF FLOORS**
Hardwood Expert Says Judicial
Refinishing Necessary.

With the coming of spring there is bound to be a large increase in the amount of building work to get under way, is the opinion expressed by Roy A. Pearson, hardwood floor expert of Peoples Bank Building. A large part of this work will be along the lines of refinishing, repairing and laying hardwood floors in homes, and, as a matter of fact, an unusually large amount of this hard wood floor work has been done during the winter months.

"Wise householders have been taking advantage of the winter months, when general construction work slows down to have their hardwood floors looked after," Mr. Pearson said. "This is wise, for a number of reasons; first, it is eas-

ier to get labor when other work is slack; second, the hardwood floor specialists are not so busy as they are during the summer months when new houses are being erected every day, and, of course, this means work for the hardwood floor men, as no home today is considered complete unless it has hardwood flooring.

"Then this character of work can be done just as easily, especially in the winter months, as any other time of the year. Cold, wet, disagreeable or stormy weather means no delay whatever in this work. We have found it possible to do this work, without the slightest delay this winter and our force has been kept steadily busy throughout the year.

"But the soil, spruce and general building activity is resumed we will be pushed to our utmost capacity to take care of orders. We can see right now what a rush is only a few months ahead of us. Any family intending to have the hardwood floors of its home refinished or repainted this spring will save a world of trouble by having the work done immediately.

"In the past, householders too frequently have failed to give their floors proper attention. They neglect them until they have to be scraped or planed and a great amount of costly work done that could have been avoided by having the refinishing done in time.

"But this day is now passing rapidly and the public is waking up more and more to the necessity of maintaining floors in as good condition as the rest of the home.

"Luxuries of yesterday have become the necessities of today. A few years ago a hardwood floor was a luxury, an extravagance. Today no home is considered modern unless hardwood floors are used throughout.

**STUDEBAKER IN
FOR BIG YEAR**
South Bend Plant Working at
Full Capacity.

One automobile factory at least in the United States is being worked to its utmost capacity to produce enough cars to supply the demand, and that is the big Studebaker plant at South Bend, according to an official of the Buick Company.

Studebaker distributors in this territory Undismayed by pessimistic talks of financial stringency, industrial depression and the like, this concern has gone ahead and is producing automobiles at a greater rate than at any time in the history of the plant.

"Not less than 10,000 cars will be turned out this month," the Buick Company reports. "The number may reach 8,500. At the present schedule there will be built 23,700 cars in the first quarter of the year, a new record for any quarter. Prior to this the 'high quarter' was made between April and July 1921, when 23,000 automobiles were completed at the Studebaker plant.

"On Dec. 31, 1921, Studebaker had 1,200 employees on the payroll, the most numerous ever in the history of the company. During the twelve months previous to that date the company had sold about 60,500 machines, even more than in the record year of 1916, when the company produced an enormous volume of war business. The receipts for 1921 exceeded \$105,000,000, and Studebaker entered upon 1922 in the strongest imaginable financial position.

"The old idea of a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

**DRUGGIST SEES
PLANS SUCCEED**
Advanced Ideas in Merchandising Wins Customers.

One druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.

"The old idea of business," Mr. Brooks said, "was that a store was merely a place in which certain articles could be bought. The idea of service for which no actual cash changed hands was unheard of. As a matter of fact, merchants whose idea are of that kind still remain, but these are rapidly diminishing in number every day and soon will be an extinct species."

"When I opened my store I decided that I would make it far more than a

druggist who has had the great joy of seeing his business judgment vindicated in the fulfillment of his plans has been a success. My store is located at Pennsylvania and Ohio streets.