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FAIRY 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

HOTEL LINCOLN

in four short years has made hotel history. There aren't so very many other businesses in this part of the country that have expanded as we have, are there? There's but one reason — good food, clean rooms and the ever present desire to make the guest feel at home.

Hotel Lincoln was built by business men for business men. You should be familiar with this truly Metropolitan hotel.

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.

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

MA in 2989.

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Like Home Just Opened

The Russet Cafeteria

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

While 100 Last
Antique Polychrome
Framed Panel \$1
MIRRORS 1
Fine Arts Framing Co.
343 Massachusetts Avenue
INDIANAPOLIS.

We Can Make And Repair
ANYTHING

All Kinds KEYS Grinding
HERBERT A. DAUM
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F. E. TROSKY
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PLUMBING and HEATING
PROMPT JOB WORK. GET OUR ESTIMATE.
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The E. & I. COAL CO.
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Service Transfer & Storage Co., Inc.
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dford Stone and Construction Co.
Contractors—Engineers
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LAND AND HEAVY HAULING
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It's a New Ford — Drive It Yourself
uring Cars
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Drive It Yourself
SYSTEM
330 North Delaware St.

WEEKLY Business-Industrial PAGE

SERVICE DEMAND GROWS STEADILY

Established Companies Equipped to Meet Motorists' Needs.

More and more motor car owners are realizing that with the purchase of a car, their relationship with the dealer is only beginning and not ending, in the opinion expressed by A. E. Buck, president of the Buck Company, distributor of the territory of the Studebaker automobile.

"With this relationship has come another," Mr. Buck said, "namely, that the companies best equipped to give service and satisfaction to the customers are those that have handled one car for a long period of time. Companies who have had their agencies every season, first handling one make of car after another, cannot be expected to give to the customer the same degree of fine, high-grade service and personal attention as the company to whom these customers are old friends.

"More than anything else the success of a car in a community may be determined by the number of repeat orders. Above everything else the Buck Company is proud of the fact that its repeat business is growing every day. Among our customers we have many who would not be without a Studebaker car and who would not have any other car. They know well what we can do for them, years of dealing of a pleasant and satisfactory character, and we know them, understand their likes and dislikes, their wants, their demands. Naturally this means that they are in a position to receive the very best service from a company which maintains the closest personal relationship with them.

"The success the Studebaker is meeting with throughout the country is best indicated that this year more cars are being produced at the South Bend factory than at any time in Studebaker history. In view of the depressed financial conditions of the past year, this may seem like an amazing statement, but it is true, nevertheless. And what is more than the demand for the cars will be more than the demand for the production of the car.

"With the coming of the spring months I feel certain that the demand for automobiles will increase greatly, and many of the wise purchasers are doing their buying early in order that they may be sure that they will not be forced to wait for deliveries later on."

RADIO CAPTURES YOUNG AND OLD

Pioneer Dealer Tells of Popularity of Radiophone.

In an age marked by unexpected developments and rapid growth of new ideas it takes something of a decidedly unusual character to startle a world "fed up," as it has been, with automobiles, airplanes, submarines and other modern inventions. But it has remained for the radio to give the world the biggest real thrill it has had since the war.

Not so long ago the radio was left to the kids to play with and to the scientists to experiment with; but in the course of only a few months it has enjoyed so rapid a growth that today the big problem in Indianapolis is not to sell radio apparatus, but for the dealers to get radio supplies in sufficient quantity to meet the demand. Young and old alike have been captured by the radiophone.

In all this field the real pioneer to see the commercial possibilities was L. H. Smith, president and manager of the Hoosier Radio Company, 9, Pembroke Avenue, and it was he who established the first store in Indianapolis, devoted solely to the sale of radio equipment and supplies. So novel was the idea of a store of this character that when Mr. Smith first went into business an early failure was predicted for him.

"They told me at first," Mr. Smith said, "that the Hoosier Radio would be short lived, for it would be impossible

to build up a business based on a playing and toy like the radio. And now look what has happened. Some of the very persons who laughed at my 'foolishness' are now trying their very best to break into the same line of business.

"The remarkable development and growth of the popularity of the radio has been to a great extent to the persons who first became interested, and their enthusiastic boosting of the radio game finally aroused a mild and tolerant degree of interest in the head of the household. Then would come a day when with semi-amusement and just to be a good dad, father would consent to listen in on a radio, come from his workshop, or some other place, and ten minutes later radio would have a new disciple, and in two weeks' time the head of the house would be head over heels, in the technicalities of the equipment, even more of an enthusiast than his own son.

"Our company does a tremendous bulk of business among amateurs and only a short time ago we sold a set to Hinkle Hays, brothers of Will H. Hays, former Commissioner general, Mr. Hays said he was anxious to hear his brother's speeches broadcasted.

"Among prominent Indiana citizens to whom we have sold sets are E. E. Toner of Anderson, W. A. Atkins of Indianapolis. We also installed a set in the Spink Arms Hotel."

NEW BUILDING MARK IN SIGHT

Demand for Construction Greatest in Years.

Mild weather of the record breaking variety throughout the winter months coupled with a house shortage resulting from war-time conditions has given building a great impetus, it is the opinion expressed by Arthur E. Bradshaw, president of the Indianapolis Mortar & Fuel Company.

He added the large number of business blocks and large type buildings now contemplated should make 1922 one of the greatest years from a building standpoint in the history of Indianapolis.

"Never before have I known building to start as early as this year," Mr. Bradshaw said. "In fact, the word 'started' is hardly appropriate, for, as a matter of fact, building operations never even stopped throughout the winter at any time."

"In the past the uncertainty of weather conditions in March has made builders hesitate to start large scale construction, but this year is an exception to the rule. The weather is more favorable in the spring, and the weather so generally favorable that many business, commercial and home building are well under way, although industrial construction is not so well advanced.

"Prospective home builders are coming to realize more and more the more permanent houses are preferable in the long run to the cheaper dwelling, and as a result, our company is laying particular stress on brick products.

"In my own opinion, prices of materials are down to the lowest possible level. They are far lower than they were a year ago and if the demand continues as strong as it is, prices will be there possibly may be some advances."

"Rumors to the effect cement will advance in price in the near future are due to the large amount of road building planned or contemplated. More business has been booked by cement mills up to the present time than is usually up to the present time, but the price of cement between the companies and the Government, cement prices did not advance in ratio with other commodities during the war. Due to local conditions there were some advances in certain communities. Last year was a record breaking year in the Portland cement industry and the outlook is for an even greater output in 1922."

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