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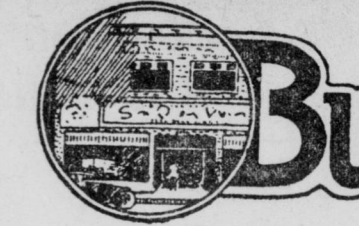
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SAUNDERS Drive It Yourself SYSTEM
330 North Delaware St.



Business-Industrial

WEEKLY
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. W. Buck, president of the Buck Company, distributors in this 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 which change their agencies every season, first handling one make of car then 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 make. They know us well, have known us through years of dealings 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 astonishing statement, but it is true, nevertheless. And what is more the demand for the cars will more than take care of the production."

"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 radiophone to give the world the biggest real thrill it has had since the war.

Not so very 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 dealer 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 Arcade, 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 Company would be short lived, for it would be impossible to build up a business based on a plaything 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 radiophone has been due to a great extent to the enthusiasm of the youth of the country. It was the kids who first got interested, and their enthusiastic boasting 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 concert from Pittsburgh or Chicago or some other place, and ten minutes later radio would have a new disciple, and in two weeks' 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 postmaster general. Mr. Hays said he was anxious to hear his brother's speech 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 Spill 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, 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 the builders hesitate to start large scale construction, but this year is an exception to the rule. The demand for construction work has been so great and the weather so generally favorable that many business, commercial and home buildings 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 house is preferable in every way to the cheap 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 promises to be there possibly may be some advances."

"Rumors to the effect that 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 July 1. Because of an agreement between the companies and the Government, cement prices did not advance in ratio with the 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."

SERVE-SELF AUTO RENTAL POPULAR

Pay-as-You-Drive Plan Pleases Public.

Under a novel plan of automobile renting, recently instituted in Indianapolis, the person who does the hiring of the car has the privilege of doing his own driving, and is thus saved the expense of a high-priced automobile driver as well as having the pleasure of handling the wheel himself.

According to W. Heister, manager of the Saunders-Heister Mitchell Company, 330 North Delaware street, the plan has proved unusually popular since it was adopted by his company.

"Today it is a rare thing to find an adult in good physical condition who can not drive an automobile. The person who can not is the exception. What is more, the average man likes to drive," Mr. Heister said.

"This has given rise to machines which can be rented and driven by the person doing the renting. This demand is not restricted to one locality or any particular section of the country, but it is a nationwide demand. To meet it our company, which is one of the largest of its kind in the United States, has stores in operation in Indianapolis, Louisville, Ky.; Birmingham, Ala.; St. Joseph, Mo., and Kansas City, Mo."

"We make it a rule only to keep new machines in commission and to keep them in the very highest state of efficiency and repair. This assures the customer that his machine is in excellent mechanical condition when it leaves our shop."

"It is interesting to note the different classes of people interested in our system of rentals. Not only do we have a large demand from residents of Indianapolis, but from traveling salesmen, representatives of outside business interests and professional men who are to the city temporarily on business. Our system enables them to have a car at their disposal every minute of their time in Indianapolis without the necessity of bearing the expense of a chauffeur. At the same time they have a feeling of independence in the use of the car that can not be obtained when the wheel is handled by another person."

"The success of a business of this kind depends almost entirely on the service the customer receives. We have paid particular attention to this particular phase of our business and our plan has been worked out to a perfection that makes many persons prefer to rent our cars to the trouble and expense of maintaining one themselves."

"We are adding new equipment constantly and indications are that with the coming of spring we will be hard-pressed to meet the constantly increasing demand for service."

Detective Shoots Train-Riding Boy

LAFAYETTE, Ind., April 3.—E. A. Hill, a Big Four Railroad detective, shot Solly Goldberg, 13 of Indianapolis, while the latter was riding on a Big Four freight train here yesterday. Goldberg was taken to a hospital where the bullet was removed. It is said his condition is not serious.

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'MAKE A CHOICE,' SAYS SANDERS

Asks Other Candidates to State Exact Position.

GARRETT, Ind., April 3.—That the American people are driven to make choice of "constitutional liberty" under the Fourth Amendment or to "surrender" it under the Eighteenth Amendment and the Volstead Enforcement Act, is maintained by Dr. Jesse A. Sanders, of this city, candidates for the Democratic nomination for United States Senator, in a statement issued here today.

Dr. Sanders declares that he "stands for the preservation of the security of the American home and consequently for the Fourth Amendment of the American Constitution, which guarantees freedom to the individual and home from 'unreasonable search and seizure' as against the Eighteenth Amendment and Volstead Act and any or all other prohibition enactments if such involve in the least degree the impairment, weakening or encroachment of the Fourth Amendment."

Specifically naming Samuel M. Hinton, Dan W. Stums and Bernard B. Shively, aspirants for the same Democratic nomination, he calls upon them also to make known their precise position on the question as "lawyers of great ability and wide reputation," prior to primary day, May 2.

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