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Business-Industrial
WEEKLY
PAGE

**SANITARY SODA
STANDS POPULAR**

Public Demands Latest and
Best Fountain Equipment.

Probably in no line of drug store and
confectionery store equipment has there
been greater improvement in the last few
years than in soda fountains, according
to J. R. Sentney, 222 South Meridian
street, local distributor for the Wal-
rus soda fountain.

"Less than half a generation ago the
soda fountain was a cumbersome affair,"
Mr. Sentney said. "It was awkward,
cumbersome, improperly designed, abso-



J. R. SENTNEY.

lutely impossible to keep clean and sani-
tary, and many of the old-time affairs
were actually a menace to public health.
"Then came the age of scientific im-
provements in fountains, and I think the
climax has been reached in the Walrus,
which I believe is the only absolutely
leak-proof fountain on the market. It
has many improvements over other
makes, as, for example, the plumbing
is all connected when the fountain is
delivered. On other makes it is neces-
sary to hire a plumber to make the con-
nections, which not only is an added ex-
pense and inconvenience but in some
instances it is impossible to find a
plumber to do the work properly.

"On the Walrus you will find the drain
board in one piece with no unsightly
cracks in which dirt may collect. It is so
constructed, being built like a cord auto-
mobile tire, layer upon layer and ce-
mented together, as to make it absolutely
waterproof. It has 50 per cent more re-
frigeration and requires a minimum
quantity of ice. The sliding doors on the
Walrus formation is far more con-
venient than the old style lid which has
to be lifted off and put back on each
time a dipper of ice cream is taken out.
This, by the way, is a patented feature.
"The movement along sanitary lines in
soda fountains and equipment has be-
come decidedly marked in the past few
years. As agent for paper cups, paper
towers, paper spoons and paper napkins,
I have seen the sale of these articles
grow from a very limited sale to a point
where it is hard to supply the demand.
When paper equipment first came out
there was a tendency to laugh at it as a
novelty that would soon die, but so sat-
isfactory were the results from the
standpoint of sanitation that soda foun-
tain patrons now demand it."

**USE OF MARBLE
KNOWN FOR AGES**

Ancients Used It for Their
Masterpieces.

From the very earliest times the human
race has turned to marble when it has
desired to express its highest and loftiest
ideals and sentiments in architecture.
The records of ancient civilizations, dat-
ing back to the early dawn of the human
race, show that thousands of years before

the Christian era quarrying and working
of marble was known, according to F. E.
Gates, of the Gates Tile and Marble
Company.

"No really satisfactory substitute ever
has been found for this wonderful mar-
ble," Mr. Gates said, "and today mar-
ble stands just as supreme in the ranks
of high class decorative building ma-
terial as it did in those long gone ages
when the Parthenon at Athens was con-
structed.

"The finest examples of ancient archi-
tecture are preserved to us in marble.
The Parthenon, Erethetum, Propylaea,
Thestium and Olympieum at Athens, are
still marvels of ancient art, although
they are in ruins as the result of inroads
and devastations inflicted by barbarian
hordes during the decline of the ancient
civilization.

"It is no exaggeration to say that but
for the lasting nature of the building me-
dium, marble, employed the most mag-
nificent conceptions, both in architecture
and sculpture, would have been lost to
the world. It is to incised marble slabs
that we are indebted for most of the
early records of civilization and many of
these, by far the greater part in all prob-
ability, would have been lost to history
had the ancients not realized the lasting
quality of marble and made use of a less
durable material.

"Marble and its are no longer luxuries,
they have reached the point where they
are necessities. Their first cost is their
only cost, and this is realized throughout
the building industry with that it is be-
ing used more and more. This is the
reason the yards of the F. E. Gates Mar-
ble and Tile Company have been ex-
panded until they now cover 50,000 square
feet of space, every bit of which is de-
voted to the fabrication conditions existing
throughout the country we have found
that in our business the demand has
continued surprisingly strong. During the
past year we completed jobs of large size
for banks, public buildings, hotels, etc.,
in cities from Indiana to New Orleans,
and right now we are busy at work
fabricating marble for a variety of work
now under construction.

"The present building boom, in my
estimation, is no mushroom affair. I
think we are in for a long period of ex-
pansion and it is going to take a large
amount of construction work to catch up
with the demand. This is only natural in
a growing and expanding country under
present conditions."

**BUSINESS GROWS
AT RAPID RATE**

Denison Cafeteria Profits by
Satisfied Customers.

The growth a business may enjoy
through the enthusiastic "boosting" of
satisfied customers is apparent in the
success of the Denison Cafeteria, accord-
ing to Mr. Ward, proprietor. Mr. Ward
says that since he opened the cafeteria
the business has grown steadily at a
rate even exceeding his most optimistic
expectations, and he gives the credit of
the growth to the number of satisfied
customers that have gone out and re-
turned with their friends.

"Few customers are coming every day,"
he said. "They tell us somebody told
them to come, on account of our special
blend of coffee, or on account of our
wonderful pies or our salads or the flavor
of our cooking. It is a great pleasure
for us to know our customers are pleased
and they tell others. We believe that
if we are pleased, or they would not con-
tinue to come regularly for three meals every
day. Of course, we have a few kickers.
We would have them if everything were
satisfactory. But you never can get
something for nothing; good quality in
anything has its value. And in the ques-
tion of food, people make a mistake in
trying to get cheap food. It is danger-
ous to eat cheap meat. You cannot make
your system's requirements meet your
desire to save money. Your doctor
knows. If people would eat only good,
wholesome food, even at a high rate,
it would be cheaper in the end, when
health is considered. But our cus-
toms the food is not high priced, but
within the reach of every one. You
understand, we do not handle cheap
quality at all, we serve the best we can
get as reasonably as possible.

"The success we have made in so short

a time shows people in general are rea-
sonable? They appreciate our efforts to
please them. We certainly have no kick
coming. We, on the other hand, are
very proud, not only because of finan-
cial success, but because of the success
we have had in gaining friends among
our many pleased customers.

"We could not make a financial suc-
cess if we could not please customers,
especially in this location, and we are
pleased with the success we have made
both in less than four years in busi-
ness.

"We make a specialty for breakfast
of toast made of fresh bread, while you
wait. Eggs, the freshest we can get,
are cooked to order, just as you want
them.

"Our aim is to please our customers,
always."

**NOVEL MARKET
PLAN SUCCEEDS**

New Merchandising Idea Meets
Popular Favors.

Four years of continued and uninter-
rupted success should prove the correct-
ness of a business idea, according to Phil
Kerz, proprietor of the Liberty Market,
and he says that in the case of his busi-
ness the idea worked out even far more
successfully than had been hoped for by
him in the beginning.

"In four short years the Liberty Mar-
ket has outgrown his quarters twice," Mr.
Kerz said. "Less than a year after the
first store was opened the accommoda-
tions had become entirely too small to
meet the demands. We then moved into
more commodious quarters, and these
are rapidly becoming too small. In
fact, at the present time we are crowded
for space and find it necessary to make
use of every bit of ingenuity to find
room for our goods. Aisles have been



PHIL KERZ.

made narrower, shelves have been made
higher, tables have been crowded into
old corners and yet we need more room.
"Whenever a person gets a hunch on a
novel idea for merchandising, always
a plenty of skeptics come to him and point
out just how utterly impossible the idea
is from a practical standpoint. The argu-
ments all run along the same lines, 'It
never has been done before.' It is too

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TRAINS
DAILY
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and
LOUISVILLE

Sanitary Laundry Company
2441 to 2443 Central Ave.
Harrison 2915. —Phones— Harrison 2916.

revolutionary," as soon as the novelty
wears away it will go to the wall, etc.
In the final analysis the objections all
amount to one and the same thing, the
reliance of the ultra-conservative mind
to admit the possibility of success of any
plan which is not sanctioned by gener-
ations of usage.

"My own idea was nothing more than
the very simple one of eliminating the
costly delivery system from the retail
grocery business, and its attendant high
overhead costs. In addition to this my
plan was to devote the entire attention
of the business to obtaining a quick turn-
over, and I felt that a store run along
these lines would meet with a hearty re-
ception from the people of Indianapolis.

"This idea, simple in itself, and to my
mind at first perfectly logical, met with
the strongest opposition from some of
my best friends. They besought and im-
plored me not to waste my money and
time on any such foolhardy scheme. They
told me the public would rather pay high
prices, run charge accounts and have the
goods delivered than to trade with us on
a lower price basis.

"But we went ahead with our plan and
in less than a year were forced to look
about for new quarters. From that small
beginning we have grown to a point
where I feel sure the Liberty Market is
the largest retail grocery store in In-
diana."

**Peace Anniversary
Will Be Celebrated**

LONDON, May 8.—The third an-
niversary of the signing of peace will be
celebrated in England this year by an
enormous League of Nations gathering
in Hyde Park, during which many well-
known public men and members of Par-
liament, including Lady Astor, will
make speeches emphasizing the need of
world peace.

Numerous peace parades in all parts of
London and the holding of balls and
dances at the leading hotels will bring
the festivities to an end.

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must have a good transit system.
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pathetic support of the only company prepared to
give such service.
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