

EXPERT VOICES
CONFIDENCE IN
7-POINT PLAN

Prof. Tugwell, Roosevelt
Adviser, Thinks Financ-
ing Is Feasible.

OPPOSED TO INFLATION

Criticises Hoover Program
Which Placed Property
Groups First.

BY FOREST DAVIS
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Newspapers.)

WITHOUT fife and drum, or
tortoise blare or floral offerings,
the Indiana Bell Telephone
Company's new seven-story build-
ing was opened this week.

Contrasting with the openings of
buildings of the "good old days,"
the new structure's doors opened to
immediate service to the public.

Individuality and simpleness is
the keynote of the building, from
the first floor, with its business
offices, where each subscriber takes
up his troubles at an individual desk,
to the lighting effects, with their
softening of rays.

The building, unofficially, was
opened to offices of the company in
July, when the first department was
moved from the old red-brick struc-
ture to the new.

Has Unique Features
Primarily an equipment building
of the future, the new structure is
unique in its room heights and nar-
rowness of windows.

Both rooms and windows are
made to care for equipment and
cables in the future, and where to-
day adding machines buzz, posterity
will see automatic telephone ex-
changes.

The lobby is of marble, with
"moderne" lighting, and walls and
ceilings giving off a silvered effect.

The first floor houses business
offices and tellers.

Bills are paid to tellers who sit
at a bench resembling that of a
court.

Automatic Phones in Lifts

The four elevators have automatic
telephones which can be used for
calls to and from the elevator if
necessary.

The second floor houses the
plant department; third floor, traffic
department; fourth, commercial
division; fifth, accounting depart-
ment; sixth, American Telephone
and Telegraph Company, offices;
and seventh floor, Administrative of-
fices of the Bell Company of Indiana.

A penthouse, that goes two floors
higher, tops the structure.

The seven floors of the Indiana
limestone building match and are
equivalent to eight floors of
structure it joins.

Built to Carry Heavy Load

To make it possible that the build-
ing will carry the load of heavy
equipment in the future, it has been
necessary to make the construction
stand 150 pounds to each square
foot. Ordinary office buildings are
designed for seventy-five pounds to
each square foot.

Fifty-five carloads of limestone
and 2,700 tons of fabricated steel
went into the building.

The feat of engineering in turning
the old building to face New
York street and enable construc-
tion of a foundation for the new
building, made it a daily lounging
scene for downtown residents dur-
ing the move.

The ride on rollers started at noon
on Oct. 14, 1930, and ended at 3
p. m. Nov. 12.

Service Kept Up

Huge long distance cables and
local lines followed the movers
around as the building rolled a frac-
tion of an inch at a time. Ele-
vators continued to operate through-
out the move and long distance cir-
cuits operated as usual.

As soon as the old structure halted
on its new site, the erection of its
mate began.

The Riley and Lincoln exchanges
and all operating apparatus is in
the old building.

The new building is headquarters
for the executive, administrative
and accounting offices and plant of
the entire state.

Blends With Surroundings

Every telephone bill mailed to
subscribers in Indiana is figured and
turned out on addressographs in
the new building.

The architecture of the new build-
ing was planned to blend with the
civic center, growing on the border
of the World war memorial.

Architects of the structure were
S. F. Voorhees of New York and the
Indianapolis firm of Vonnegut,
Bohn & Mueller. Leslie Colvin, In-
dianapolis, was the general contrac-
tor.

"Keep your heads up and your
dander down," ordered Grand
Marshal Agnes Wleck, and the
women did.

No disorders marked the demon-
stration, which was a mass de-
mand for unemployment insurance and
additional relief funds for their
men.

The lines formed near the state
arena, where three troops of Illi-
nois national guard were held in
readiness. For the soldiers it was a
day off, however, because they were
not needed.

The women were members of the
auxiliary of the Progressive Miners
of America.

In answer to a question: Yes,
Havelock Ellis has written a new
book on sex. It is called "Psychol-
ogy of Sex" and it depicts the spring
list of Ray Long & Richard R.
Smith. This is really a summary of
the life of the author as he is con-
sidered the world's leading authority
of Technocracy.

Marquis James, remembered as
the author of "The Raven" which
was awarded the Pulitzer prize win-
ning biography, has written a new
book, "Andrew Jackson: The Border
Captain." It will be published by
Bobbs-Merrill Company on March
15, which is the one hundred and
sixty-sixth anniversary of Jackson's
birth. James has been busy on this
biography since 1929.

Even the poets are putting tech-
nocracy into verse. The Kingsley
press announces "Elbows of the
Wind" by A. M. Sullivan. The fea-
ture poem is "Epic's End" or "A
Jeremiad Celebrating the Collapse
of the Machine Age." I have just
received a copy of this poem which
is being considered as a poet's defi-
nition of "Technocracy."

Valparaiso Choir to Sing
The Valparaiso university choir
of fifty-five voices, led by Frederick
Schweppe, will present a program
of sacred music at the Trinity Evan-
gelical Lutheran Church, East and
Georgia streets, Feb. 12, under
sponsorship of the Lutheran Federa-
tion of Churches and the City Wal-
ther League.



Janitors Told of Fire Hazards
Need for removal of fire hazards
was stressed by Chief Harry E. Voss
yesterday in a talk before
janitors and custodians of 275 apart-
ment buildings in central fire head-
quarters. Bernard E. Lynch, chief
of the fire prevention bureau, gave
instructions in the best means of
preventing fires.

LOSSES LIFE IN FLAMES
Unidentified Man Is Trapped in
Garage, Burned to Death.

By United Press
MARION, Ind., Jan. 27.—An un-
identified Negro was burned to
death today when he became
trapped in a burning garage at the
home of M. A. Bartels, near here.
The fire started from an explosion
of a fifty-gallon drum of gasoline,
authorities believed.

INDIANAPOLIS, FRIDAY, JANUARY 27, 1933

Entered as Second-Class Matter
at Postoffice, Indianapolis

GREAT BUILDING OPENED WITHOUT POMP
Indiana Bell Moves Into New Structure, Dispensing With Rites

Upper—The Indiana Bell Telephone Company's new seven-story building, with the old structure joining it in the background.

Second Row (left)—Miss Catherine McDaniel, supervisor of the building's elevators, talking from an elevator phone.

Second Row (center)—Miss Opal Goodman, 1129 North Alabama,

office representative, as she interviews a customer at one of the individual desks in the business office.

Second Row (right)—An addressograph that prints phone bills at the rate of 2,000 an hour for the entire state, operated by Miss Marcel Ricketts.

Lower Left—The accounting department in the new building.

Lower Right—Entrance to the new building on Meridian street.

By United Press

WASHINGTON, Jan. 27.—Eamon de Valera's Republican party ap-
proached a clear majority in the
new dail today, needing only 20 of
39 outstanding seats to insure con-
trol even without support by the
labor party.

Porter acquired an abandoned
house in the town of Lead. He
had no particular use for it, and
no particular reason for wanting it
removed.

He decided to raze it, however,
for no other reason than that the
job would give employment to
some men he knew who needed
work.

Assisting with the razing work,
Porter, Thursday, tore away a
board and uncovered an old tin
can. He opened the can. It con-
tained eighty pounds of placer
gold, worth from \$10,000 to \$15,000.
It was believed the fortune had
been hidden there by an old pros-
pector years ago.

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of a fifty-gallon drum of gasoline,
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Five radios valued at \$35 were
stolen early today from the radio
store of Clifford G. Allen, 534 Mas-
sachusetts avenue. Thieves gained
entrance through a rear door.

By United Press

WEST BADEN, Ind., Jan. 27.—
William J. Oswald, 42, Milwaukee
real estate dealer, was found shot
to death on a roadside north of
Richfield today. Authorities believed
he had been slain and the body
tossed from an automobile.

He had been shot in the head.
There was no indication he had
been robbed.

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