

BLUE SKY LAW BOSS IS BITTER FOE OF SLICKER

Charles Hoyt March Thinks
Securities Act Greatest
on U. S. Books.

Following is another story in the series
on outstanding personalities in the
Roosevelt administration.

BY FREDERICK C. OTHMAN
United Press Staff Correspondent

WASHINGTON, July 7.—Charles Hoyt March is another of President Roosevelt's six-foot, gentleman-farmer "dictators," in charge of the vast administration of the federal blue sky securities act.

The security law is March's baby. He has been trying to get it adopted ever since he became a member of the federal trade commission four years ago. He wrote most of it and he thinks it is one of the best laws Congress ever passed.

He likes to stand with feet planted well apart, explaining the bill in loud, gruff tones. When he makes a point, he smiles so broadly that the skin crinkles at the corners of his eyes and he almost shouts, "Do you see?"

If his audience doesn't see, March explains over again. By now every clerk within earshot is familiar with all the complexities of the complex securities law.

March is a distinguished lawyer, prosperous banker, and one of the most progressive farmers for miles around Litchfield, Minn., his home town.

He owns there a 1,000-acre farm, stocked with blooded horses and cattle.

March thinks a ride on one of his own fine horses is the best fun any man could ask. He considers a glass of milk from one of his fine cows as nectar.

His horseback riding and his milk drinking have kept him exceptionally youthful and vigorous. He doesn't look his 63 years, except for his multi-colored hair. It is partly sandy, partly gray, partly white, and getting a little thin in the middle.

March has only one hate—the stock faker.

His face gets livid and he sputters

PLAYS CINDERELLA IN MOVIE RISE



Elsie Larsen is moviedom's latest Cinderella. A waitress in a popular rendezvous of film folks, she was noticed by a director and given a screen test. Now she's right in the Hollywood swim.

angrily when he runs across the often-recurring case of the city slicker selling the widow \$10,000 worth of some such shares as Amalgamated Grapefruit of Alaska, Inc.

He was equally angry over the sale in this country of millions of dollars' worth of worthless bonds from assorted revolution-torn nations across the seas.

All that, however, is history now, thinks March, thanks to his securities control bill.

His staff, incidentally, is exceptionally busy these days telling securities houses what they can't do

—and, more important—what they can.

Some concerns have gone out of business because of the law. Some have laid off their salesmen. Some have quit advertising altogether. March calls that foolish. He holds that any honest seller of honest stock can stay in business and be just as prosperous under the law as before.

Next: Robert M. Hutchins, young college president, heads unemployment agency setup. Last of the series.

BIG STICK MAY SWING TO RUSH REVIVAL DRIVE

Roosevelt May Impose Code
on Industry Without Wait-
ing Agreement.

BY RUTH FINNEY
Times Special Writer

WASHINGTON, July 7.—An underground fight against the national recovery act may force President Roosevelt to brandish a big stick in its behalf in the very near future—possibly to impose a code of fair practice upon some industry without waiting for voluntary agreement.

The President, on his return from the north, was greeted with reports that various business associations are advising their members to do nothing about formulation of codes until a test has been made to determine the extent of the administration's power over industry.

The "ambulance-chaser" type of lawyer is selling the same kind of advice to business clients, according to these reports.

Delay on Code Submission

The direct result of this activity is failure of the national recovery administration to receive completed codes of fair competition from any of the large industries since that submitted by cotton textiles.

In spite of repeated conferences and assurances that codes were practically ready for submission, day after day has passed without any formal presentations.

The recovery administration marks time with growing concern. The possibility of getting all industry under wage and working-hour agreements by the end of September grows more remote.

Richberg Announces Stand

The administration's first reaction to this attack on the major policy for restoration of purchasing power apparently was the address delivered by Donald R. Richberg, general counsel of the recovery administration, over a coast to coast hook-up Thursday.

The address bearing official approval of General Johnson, contained an outspoken warning to business men that "the failure of our industrial leadership to accept its great opportunity for self-service combined with public service . . . may bring into play and make necessary the exercise of those reserved powers of government which are described as dictatorial, but which

are in fact only powers of self-pres-

ervation." If this warning does not have the desired effect, decision will be reached, probably within the next few days as to the government's next step. There is every indication that it will be an aggressive one, and that the cornerstone plan for recovery will not be abandoned.

The industrial recovery act gives President Roosevelt power to prescribe maximum hours of labor, minimum rates of pay, and other conditions of employment where no mutual agreement is reached.

He is authorized to investigate any industry where no code has been submitted after reasonable opportunity has been afforded, and to impose whatever terms he sees fit to carry out the policy of the act.

If your clerk fails to appear before 8 in the morning, call TWA . . . a help ad will have another clerk for you before noon. You just can't beat Times Want Ads for speed.

TEN-CENT HIKE IN COUNTY TAX LEVY IS LIKELY

\$100,000 Deficit Possible;
Poor Relief Claims
Sap Budgets.

Increases of 10 cents in the 1934 Marion county tax levy was predicted today because of the possibility of a \$100,000 deficit, necessity for paying poor relief claims and old age pensions, and reduction in revenue.

Further reduction in operating expenses beyond the cuts made for the 1933 levy will impair seriously

the operation of departments, it is said.

The \$100,000 deficit now facing the county was caused by a 10 per cent increase in tax delinquencies and the reduced allotments have crippled the budgets of several divisions of the county government, it has been pointed out.

Immediate payment of \$138,000 judgments on poor relief claims is expected to increase Center, Wayne and Perry township levies at least 2 cents.

Necessity for setting up an old-age pension budget of approximately \$450,000 will add at least another 6 cents to the levy.

Two more cents will be added to defray costs of the 1934 general election, estimated at \$80,000, and the county's expenditure for track elevation work.

The leading sugar beet state is Colorado.

CIGAR PLANT IS ROBBED; LOCK 6 IN HUMIDOR

Three Armed Bandits Get
\$400 in Holdup of Ft.
Wayne Firm.

By United Press

FT. WAYNE, Ind., July 7.—Three armed bandits held up the Huser-Paul Cigar Company here today, and escaped in an automobile with \$400 cash.

The gunmen entered this morning and herded six office employees, four men and two women, into a humidior and locked the door.

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Doesn't she look it? . . .
Laughing eyes . . . clear skin
... radiant smile . . . bubbling
with vitality. She is ready for
work or play. Are you?

If pep is what you lack, try Lydia E. Pinkham's Vegetable Compound. Its tonic action is probably just what you need to overcome that draggy, tired, cross feeling. It quiets quivering nerves. You will sleep better . . . feel better . . . look better.

Get a bottle from your druggist NOW. Every day that you hesitate you are missing some of the joy of life. Remember that over 700,000 women say, "It helps me". When so many other women are benefited—98 out of 100 by accurate record—you can be almost sure that it will help you, too.

Lydia E. Pinkham's Vegetable Compound

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Dear Friends:
Due to the many requests we have had for the 43-Pc. Bridal-Gold dishes, I have decided to repeat this unusual free offer for a very limited time only. Avoid disappointment—get your set tomorrow.
Phil Stepper
General Manager
Indianapolis Kay Store

43-Pc. SET "BRIDAL-GOLD" DISHES FREE

WITH PURCHASE OF \$10 OR MORE

This Genuine 43-Pc. "Bridal Gold" Set Consists of:
6 cups . . . 6 saucers . . .
6 cereal bowls . . . 6 bread and butter plates . . . 6 dinner plates . . . 1 meat platter . . . 1 vegetable dish . . . 1 sugar bowl . . . 1 cream pitcher . . . 2 salt and pepper shakers . . . 1 80-oz. beverage pitcher and 6 tall glasses.

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"Kay's Vanity Diamond BRIDAL PAIR"

Both Rings for Only **\$10**

PAY ONLY 50c A WEEK!

This Diamond pair looks many times its price. The Diamond Solitaire is faintly pierced and the 18-kt. White Gold Wedding Band completes the set. The Most Startling Value Ever Offered at or Near This Price!

43-Pc. "BRIDAL GOLD" SET FREE

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Silverplated Ice Tea Spoons
Fully guaranteed, attractively designed—First come—first served—Get yours early!
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The New Anti-Sludge Motor Oil

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fewer quarts
between drains

You know that new Iso-Vis "D" doesn't sludge. But did you know that it lasts longer? It does. Sludge clogs piston rings and valves—fouls filter screens—wastes oil. The less sludge, the less your oil consumption. Drain your old oil and change to new Iso-Vis "D" now. You'll not only be protected against gummy, sticky sludge formation, but you'll need to add fewer quarts between drains.

GET RID OF SLUDGE

Sludge is caused by breaking down of oil in hard, fast driving. It clogs oil lines, fouls the motor, causes lubrication failure. Drain and change to Iso-Vis "D", the anti-sludge motor oil. It takes only 8 minutes or less at any Standard Station.

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