

NEWS OF THE WEEK IN BUSINESS AND INDUSTRY

AUTOMOBILE IS SEEN NATION'S 'SAFETY VALVE'

Safeguard Against Drop in Living Standards, Summary Shows.

NEW YORK July 17.—The automobile is revealed as a bulwark safeguarding American standards of living from the attacks of unfavorable business conditions in the 1933 edition of Facts and Figures of the Automobile Industry, released recently by the National Automobile Chamber of Commerce. The book is a 96-page statistical summary of the manufacture, sale and use of motor vehicles.

As evidence of the unwillingness of American families and business concerns to dispense with their use of the highways, it was disclosed that the decline in the number of vehicles in operation and in the quantity of gasoline which they consumed during 1932 was only about 6 per cent—much less than the curtailment which occurred in the consumption of many other essential commodities.

Also of encouragement to the motor industry is the disclosure that at the beginning of the current year approximately 6,400,000 vehicles still in service were over six and one-half years old—the age at which their retirement from use and replacement by new vehicles normally would occur.

Position Is Maintained

The industry maintained its position as one of the nation's largest manufacturing industries as measured by the value of finished products sold. Capital investment in car and truck factories alone amounted to \$1,489,900,000. Motor factories gave employment directly to 229,841 workmen, who received in salaries and wages \$282,929,203. The industry provided work directly and indirectly to 3,900,000 wage-earners. The motor industry continued to be the largest single consumer of such raw materials and commodities as steel, malleable iron, gasoline, rubber, plate glass, nickel, lead, mohair and upholstery leather. Over 17 per cent of all steel produced during the year was used in the manufacture of motor vehicles and their accessories. The motor industry absorbed 77.6 per cent of the total output of alloy steel and 53.2 per cent of the total output of strip steel.

1932 Decrease Small

In addition, the industry consumed 80.4 per cent of the year's rubber output, 43 per cent of the plate glass output, 53 per cent of the upholstery leather output, 33 per cent of the lead output, 28 per cent of the nickel output, 85 per cent of the gasoline output, and 14 per cent of the mohair output.

At the close of last year, there were 24,136,679 motor vehicles registered for operation, of which 20,903,422 were passenger cars and 3,233,457 were trucks. This marked a decrease in total registrations of 6.6 per cent under the preceding year.

While New York maintained its position as having the greatest number of motor vehicles in operation—2,241,930 passenger cars and trucks—Washington was the only state which was able to report an increase in its registrations over the preceding year.

Average Life 7 Years

The average useful life of motor vehicles increased during the year from 7 1/4 to 7 1/3 years, a study based upon sales and registration statistics disclosed. Of the total number of vehicles in operation at the close of 1932, 58 per cent were more than 4 1/2 years old, 46.2 per cent were more than 5 1/2 years old, 38.5 were more than 6 1/2 years old and 30.2 per cent were more than 7 1/2 years old.

Although there were fewer motor vehicles in operation last year than there have been for any year since 1927, the total special taxes collected from highway users reached a new peak—\$1,076,022,000, or 10.7 per cent of all taxes collected for federal, state and local governments in the United States.

It is estimated that highway users paid taxes at the rate of \$2,947,992 a day, or \$2,041 a minute. Collections of state registration fees and gasoline taxes alone last year amounted to \$34,700 per vehicle—an increase of 300 per cent since 1919 when the gasoline tax was first introduced.

LOWER DOLLAR VALUE AID TO RADIO SALES

Encouraging Reports Received From Distributors in New Zealand.

WASHINGTON, July 17.—Lower value of the dollar in terms of the New Zealand pound is giving distributors of American-made radios a decided advantage in that field as the new radio season opens, according to a report to the electric equipment division of the commerce department from Trade Commissioner Julian B. Foster, Wellington.

The report stated that local trade circles believe that a further decline of the dollar of even a few points would eliminate many of the New Zealand assemblers and leave the market virtually in control of distributors of American-made sets.

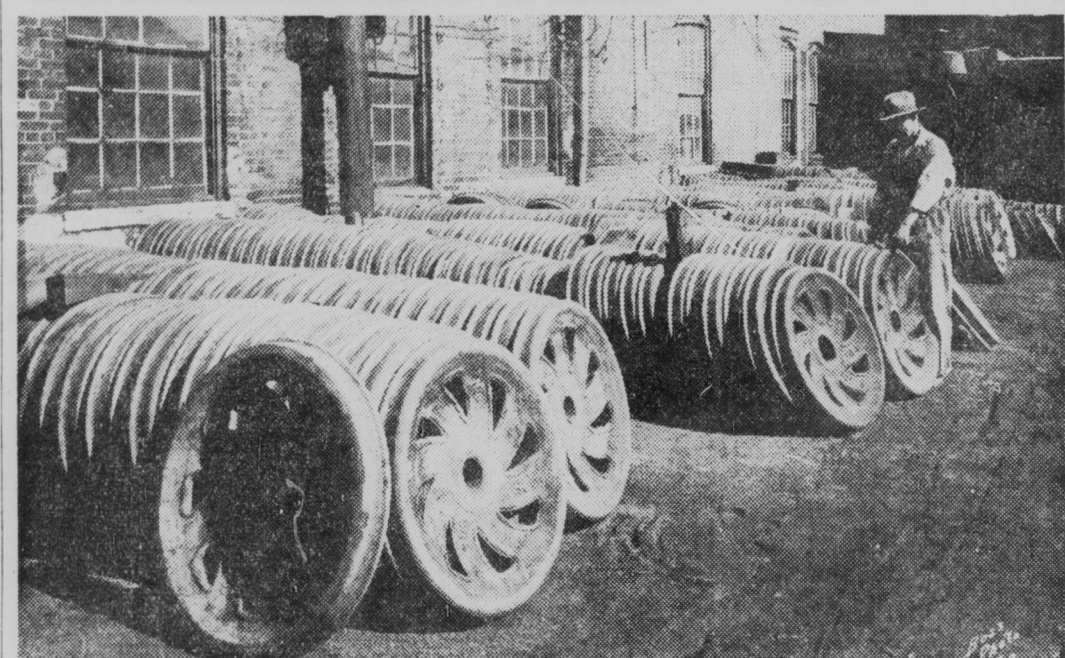
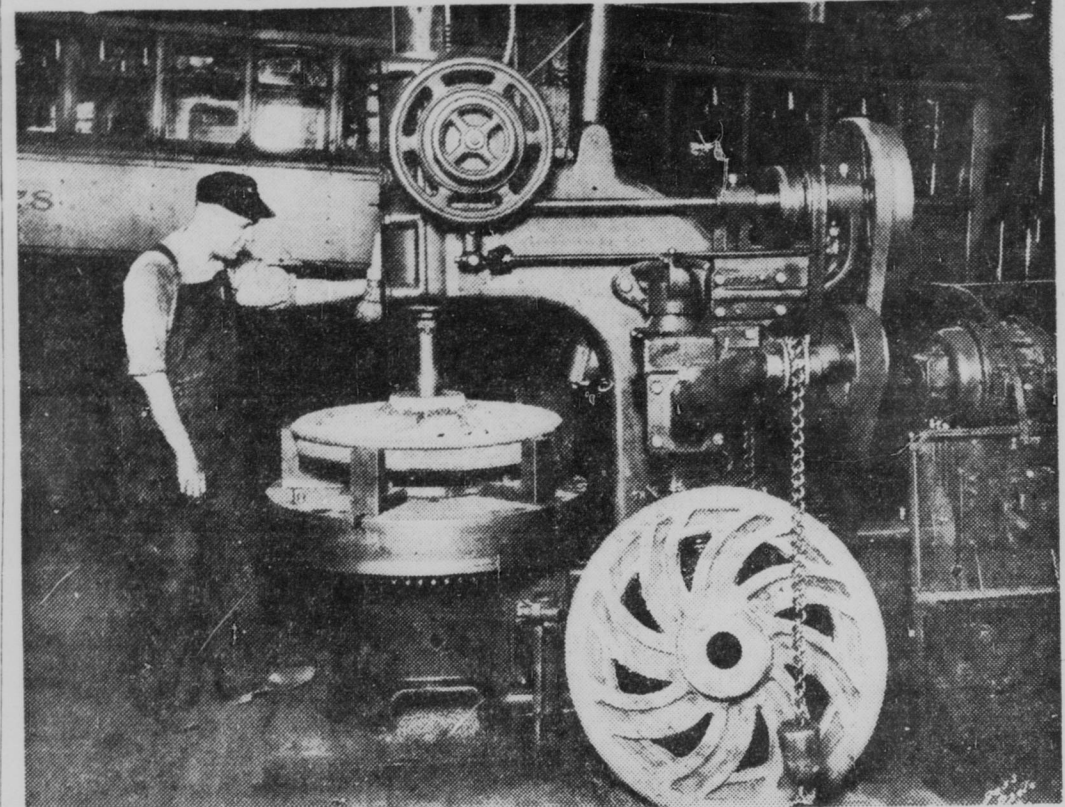
Improved business sentiment and optimism among consumers indicate that the current season, June to September, will be much better than last.

LONE STAR RAISES PAY

Cement Company Announces Sliding Scale of Increases.

The Lone Star Cement Company with offices in the Continental Bank building, has announced an increase in wages for all employees. George E. Pierson, vice-president, said that the increase affects all employees earning less than \$5,000 a year. The increase is scheduled on a sliding scale, starting at 20 per cent for the small wage earner, and graduating down to 10 per cent for the larger wage earner. A maximum of forty-two working hours a week has been put in effect.

Indianapolis Railways Has Huge Task in Keeping Thousands of Wheels Fit



Scenes in shops of the Indianapolis Railways, where wheels are being placed in shape. Some of the work is done out of doors, to aid in "seasoning."

Expert Workmen Busy on Equipment Jobs; Mileage Hits High Figure.

The raucous grind of flat wheels will be a thing of the past on city street cars, if the Indianapolis Railways can end it. And its campaign for nearer noiseless operation is bearing fruit.

In its shops expert workmen are kept busy keeping wheels in good condition and working on new wheels for the scores of cars used on city lines.

The car mileage in Indianapolis in 1932 was 10,205,561. With eight wheels to the car, this means wheel mileage of 81,644,448. This, it might be interesting to cite for the comparison, is not far from the distance from the earth to the sun—29,000,000-plus miles. It is equal to 171 round trips to the moon, approximately 238,800 miles each way.

Both cast iron and steel wheels are used on city cars, and more than 2,000 new ones are needed each year. An average of 225 cars is operated each day, in addition to ninety buses.

All wheels are bored, turned down and pressed onto car axles in Indianapolis Railways shops by Indianapolis workmen.

More than 45,000 miles is average life of a cast iron wheel. More than 150,000 miles is the life of a steel car wheel.

The average street car runs about 150 miles a day. If tires on buses of the Peoples Motor Coach Company are added, the figures are even larger. These buses operated 4,478,312 miles in 1932. At six tires to the bus, 26,869,872 miles were operated.

When added to the 81,644,488 wheel miles, we find that a total of 10,484,360 wheel miles were operated under Indianapolis public transportation units last year, or equal to the whole distance to the sun and part of the way back.

CITY MAN GETS PATENT

Electrical Connector Plug Device Invented by W. T. Anderson.

WASHINGTON, July 17.—Award of a patent by the United States government to William T. Anderson of Indianapolis, covering advances in electrical connector plug construction is announced by Clarence A. O'Brien, nationally known patent lawyer. Lawrence C. Cloe of the firm of Cloe, Campbell, Cloe and Cloe of Noblesville acted as local attorneys for Anderson.

The information forwarded about this invention by O'Brien indicates that it is an ingeniously simplified form of means for incorporation in connector plugs, outlet sockets, and the like for efficiently connecting the necessary electrical wires thereto without the use of screws, and in such way that the frayed or spread portions of the wires within the plug or socket are positively prevented from coming into contact and creating a short circuit.

BARGAIN DAYS MONDAYS and FRIDAYS

Two may play for the price of one.

Speedway Golf Course For further information call BELMONT 3570

SPEEDWAY GOLF CORPORATION

'Flying Sleeping Berth' Is Airways' Innovation

Locomotive Is Used to Speed Brew Outfit

PITTSBURGH, July 17.—

What was said to be the first locomotive ever used in the manufacture of beer has been leased from the Baltimore & Ohio Railroad by the Hazelwood Beverage Company. Need of auxiliary steam at the brewery, caused by the great demand for beer, prompted the company to lease the engine so as not to interfere with continuous operation for quenching the thirst.

As distribution of beer was to be increased, it would have been necessary to increase the steam power of the plant and this would have entailed several weeks for installation and the locomotive solved the problem.

WAGES BOOSTED BY KELVINATOR COMPANY

Ten Per Cent Raise Given; Gain in Business Reported.

DETROIT, July 17.—G. W. Mason, president, announced today that the employees of Kelvinator Corporation have been given an increase in compensation, averaging 10 per cent, effective July 1. All factory employees, and those on salary as well as affected, both in the United States and in leading cities of other countries of the world.

JUNE BEST MONTH IN HISTORY OF COMPANY

Advertising Credited With Sharp Gain in Sales.

The Hoosier Electric Refrigerator Corporation, 945 North Meridian street, distributor of General Electric refrigerators, enjoyed the greatest business in its history in June, according to A. F. Head, manager. June exceeded all months in sales volume, including predepression periods, Head said.

FRANK SELMIER POWEL SUPPLY
RI. 9381

NOTICE—Manufacturers and Jobbers
SPACE FOR RENT
Complete Housing Facilities for Large or Small Plants
Private switches, served by Bell B. & traction lines connecting with all railroads.
Watchman Service Free
Indianapolis Industrial Center
19th St. and Martindale Ave.
CHerry 1945

Peaceful Slumber Is Made Possible in Speeding Planes.

Airplane passengers now can sleep several thousand feet up in the cool air in a comfortable berth and enjoy a night's rest at a speed of better than two miles a minute. No clanging noises, no grinding of wheels, just a smooth, rapid flight across the great western spaces.

The flying sleeping berth has made its advent on the night planes of American Airways between Cleveland and Los Angeles on the company's southern transcontinental line.

The berths, made by folding two of the plane's soft-cushioned chairs, form a perfect horizontal cot. These cots then are made up with linen and blankets by the co-pilot. Each of the tri-motored planes accommodates six sleeping passengers.

The large number of transcontinental passengers who have tried out the new flying berths have been enthusiastic over this innovation in air travel, according to Ted E. Griffin, city traffic manager, who at the same time predicted that even greater strides will be made within a short time on sleeping accommodations for air passengers.

"We plan to have sleeping planes in operation on American Airways' transcontinental line within a year's time," he said, "that will be equipped with built-in berths as comfortable as a Pullman."

"Private dressing rooms will be provided at the airports and passengers will board the planes ready to retire."

Defective Steering Is Dangerous
Does Your Car Shimmy, Wander, or Steer Hard?
Such Defects Are Easily Corrected Without Much Expense
INDIANA CARBURETOR AND BRAKE SERVICE
325 N. Delaware St. LI. 1876

AUTO REPAIR
By **Madden Copple Co.**
733 N. Capitol Ave.
LI. 6524
Means Satisfaction!

WINTER SLUMP IN BUILDING IS HELD NEEDLESS

Construction Activity in Cold Months Advocated by Council Head.

NEW YORK CITY, July 17.—

Benefits to labor and business, growing out of the spending of billions on public works, will be impaired seriously unless the work is carried on as vigorously in winter as in summer, according to F. W. Morse, president of the Producers' Council.

"If the starting of needful public works is delayed because of cold weather, or if projects 'mark time' until winter passes, much of the tonic effect of the public works program will be lost," said Morse.

"Some of the work will be begun at once," he continued, "but many projects will not be ready for actual construction for four or five months. With winter ahead, many old-fashioned builders will be tempted to hold off, clinging to the old superstition that construction can not be carried on in winter. And the thousands who are depending on the resumption of construction for a living will be forced to fall back on public relief."

Work as Well as Winter

"It had been definitely proved that, even in the severest winters, there are very few days—usually less than two weeks—on which work can not be done as well as in mid-summer. Indeed, many contractors say that their men do better work in the cold season."

"Technically, there is no reason why work can not go on in spite of the weather. We know how, for example, to handle concrete without danger from freezing."

The old "winter slump," Morse pointed out, was one of the most vicious elements in industrial life.

Men were thrown out of work and forced either to find a different type of job or to submit on scant savings from a summer's earnings. The buying power of whole communities was curtailed, with a corresponding depression in its business life. And many an organization, serving the architectural and structural crafts, found itself doing a drastically seasonal business.

No Reason for Slump

"If there were some sound, reasonable basis for the winter slump," said Morse, "the trouble it brings could be written off as unavoidable. But there is no reason for the slump. It is one of the greatest evils faced by the varied elements of our construction industry."

Morse recalled that, some years ago, President Roosevelt, made this statement:

"One of the surest steps toward permanent prosperity is the putting of American industry on a steady basis, the year round. Winter construction not only is feasible and practicable, but economical, and worth the serious consideration of everyone planning to build, regardless of whether it is a home, factory, school, hotel or public utility."

Elimination of the winter recess in building, Morse concluded, is one of the essential steps in bringing about the new deal, not only for the men and industries immediately concerned with construction, but for the nation as a whole.

EXPAND FUNERAL HOME

Harry W. Moore Will Spend \$5,000 in Remodeling.

At an expenditure of more than \$5,000, the Harry W. Moore funeral establishment, 2050 East Michigan street, will be remodeled into one of the finest funeral homes in the city.

According to Moore, the most modern of funeral homes now are divided into rooms set off from the home proper. To follow out this idea, a new preparation room is being built, with every feature needed to assure absolute sanitation. A new showroom also will be built to contain a complete stock of funeral merchandise at all times.

Fred T. Moore recently became affiliated with his son, Harry W. Moore. Fred T. Moore has been connected with the undertaking business for twenty-eight years.

Three-year course of study leading to the degree Bachelor of Law

INDIANA LAW SCHOOL
University of Indianapolis
For information address the Secy. Riley 3433.

INDIANA LAW SCHOOL
The 8 E. Market St. Bldg.
Indianapolis, Ind.

FOR ECONOMY PLUS QUALITY

2,000 Sheets of Finest Quality Bathroom Tissue
Ostermeyer Paper Co.
Riley 6902 148 Virginia Ave.

TOURS
Richard A. Kurtz, Foreign Dept.

THE UNION TRUST CO.
120 East Market St. RI ley 5341

Radio Stars Will Play and Sing at Crosley Banquet



Mary Rogers

C. C. Mathews, Local Sales Manager, to Say His Farewells at Dinner.

Under auspices of the Kiefer-Stewart Drug Company, local and state distributors for Crosley products, eighteen or more popular WLW radio stars will be carded for the feature attraction at the state dealers' meeting to be held afternoon and evening at the Casino, July 20. Chicken dinner and other refreshments will be served.

The meeting also will be the last for C. C. Mathews, present manager of the local sales department, who will leave shortly after to assume full charge of national sales promotion for one of the large radio manufacturers.

Included in the \$1,700 entertainment program will be Mary Rogers, well-known violinist, vocalist, and whistler. Tony Caboch, known as "Push 'Em Up Tony," along with

THOMPSON BAKERIES HAVE HUGE OUTPUT

Enormous Amounts of Food Used in 116 Restaurants.

CHICAGO, July 17.—John R.

Thompson Jr. announced that his own bakeries, which supply his 116 restaurants in thirty-six cities, including Indianapolis, represent an investment of \$1,541,000. Chicago's is the biggest, with half a million; New York, \$100,000; St. Louis, \$25,000; and Pittsburgh, \$20,000. There is a special bakery in every city where Thompson restaurants are located. Those in the other thirty-two cities represent an investment of \$8,000 each.

Asked about the volume of food used every week in his big system of restaurants, Thompson reeled off a list of figures that was staggering. Coffee and doughnuts are way up at the top—3,780,000 cups of coffee and 36,000 doughnuts.



TAKE A COLLEGE STREET CAR TO Broad Ripple Park SWIMMING RIDES ZOO DANCING

College street cars to Broad Ripple leave downtown every few minutes. Board cars northbound on Pennsylvania between Washington and Ohio. Fare: 7 cents.

INDIANAPOLIS RAILWAYS

SURVEY SHOWS GOOD GAINS IN CONSTRUCTION

New Building for First Half of Year Is Near Mark of \$500,000,000.

CHICAGO, July 17.—New construction in America for the first six months of the year amounted to approximately \$495,000,000, according to figures obtained in a nationwide survey, announced today by the Indiana Limestone Corporation.

"The country is entering the second half of the year with greater confidence," declares President A. E. Dickinson. "Business in general has assumed a sweeping recovery, and while the construction industry has been laggard, there are indications of genuine improvement. Steady increase in other industries alone will have a beneficial effect on new building."

"As a reflection of the projected \$3,300,000,000 government public works program, private enterprises last month ran ahead of the previous month and exceeded June of last year. A significant development in construction of small dwellings is the fact that owners are not borrowing money; hoarded cash is being released."

Increase Is Shown

"Non-residential construction is showing the first tendency toward an upturn since late in 1931. Last month's total was ahead of every month since August, 1932."

Chicago construction activity has shown definite upswing. June figures exceeded totals of the first five months. For the first time in almost a year, the value of building permits issued was more than that of the month preceding.

"Eighteen of twenty-three leading Pacific coast cities recorded advances in building activities."

Gains Are Noted

"Operations in New England have increased for three consecutive months. Residential, industrial, and commercial construction showed gains. A moderate improvement is noted in New York."

"In the south, with Atlanta and Dallas as the focal points, new construction is the heaviest it has been for two years."

"A noticeable revival is reported in the northwest."

ONLY 5

- All-Porcelain Refrigerators
- 100-Pound Ice Capacity
- 2-Inch Corkboard Insulation
- Chromium-Plated Hardware
- At a Remarkably Low Price
- Never again will we offer a value like this!

Want more details? Just phone. Our representatives will be glad to call for you!

POLAR ICE and FUEL CO.
TA. 0689 2000 NORTHWESTERN AVE.

Swim in the Beautiful Pool of HOTEL ANTILERS

Relax your muscles and your mind in the limpid waters of this beautiful Egyptian tile-lined plunge of pure filtered water. The only indoor pool in the city operated with bathing beach rules. You may wear your own suit, and stay as long as you wish, or we rent you a suit.

Pool open continuously from 10 A. M. to 10 P. M. for men and women.

Single Swim, 35c Children, 25c
HOTEL ANTILERS 750 N. Meridian

Like the Old Days
Mausner's
MEANS QUALITY
Lager Beer
Indiana Breweries, Inc.
946 WEST NEW YORK ST.
PHONE RILEY 5622
Indianapolis, Indiana

ESTABLISHED 1887
CENTRAL TRANSFER AND STORAGE COMPANY
COMMERCIAL TRUCKING. WAREHOUSE FORWARDING, DISTRIBUTING
209 WEST SOUTH ST. RILEY 9384

With "Fisk" Tires You Take No Risk
Investigate "FISK" Quality
You buy the best when you buy Fisk Tires or Tubes. Their increased tread rubber assures you of longer wear and better service, at very low cost.
Every FISK Tire is unconditionally guaranteed against faulty workmanship or material.
Open Sunday Morning
C. H. FRANK TIRE SERVICE
Fisk Tire Distributor
543 E. WASHINGTON RI. 7878