

# NEWS OF THE WEEK IN BUSINESS AND INDUSTRY

## HOUSES COSTING BELOW \$5,000 GAIN IN FAVOR

Depression Changes Ideas, Brings About Better Construction.

BY WYATT BRUMMITT  
NEW YORK, Sept. 4.—B. D. (Before the Depression), it wasn't architecture unless it cost a lot of money. But now there are indications that architects are discovering that it is just as worthwhile to do a good job on several small projects as it is to do a fancy piece of work for a millionaires.

Three major factors are responsible. First, under NIRA, industries and cities are being encouraged to provide modern, permanent, low-cost housing for the low-income population groups. Architects have tackled the problem and found it fascinating.

Second, after two or three years of more or less graceful starvation, architects and engineers and builders are discovering that it is just as worthwhile to do a good job on several small projects as it is to do a fancy piece of work for a millionaires.

They Get Results  
And, third, the people who can not afford expensive homes are putting their problems squarely up to the construction industry.

"Build us decent, safe, livable small houses, and we'll pay for them," they say. And now they're getting results.

In the boom days any builder could scribble a "plan" on the back of an envelope, put it up on a "jerry-building" basis—and sell it. But people have discovered that houses so built are extravagant at any price—they go to pieces quickly. In summer and cold in winter, and they're generally inexcusable.

A small, inexpensive house is a real problem, requiring horse sense and trained brains for its solution. But it can be and is being solved.

Construction Made Simpler

New or improved building materials are being used. Simplified construction methods are being developed. And the new technique rules out a lot of troubles which beset the jerry-built house.

Fire safety, for example, means construction that is stronger, more lasting. An unburnable place simply can't deteriorate the way a burnable one does. One of the materials now being used to produce permanent fire safety is concrete masonry—a kind of masonry that is as modern as tomorrow's newspaper and utterly unlike the old concrete blocks of ten or fifteen years ago.

Concrete, incidentally, fits into the modern, low-cost home building scheme with considerable neatness. Many small homes are being built on concrete floors, in lieu of the old type foundation.

Concrete Partitions Used

Similarly, concrete partition and roof work out perfectly, from the points of view of both design and the budget.

Some of the new low-cost homes are distinctly "modern" in design—extremely simple, but very livable. Others, in the east particularly, follow traditional styles. One of the most popular small types is the Cape Cod cottage.

Few Americans favor standardized, quantity-production houses. Factory-fabricated homes may come, but they will permit of considerable individual variation.

"Rugged individualists"—of whom there are many left—will not accept monotonously flatter-like homes without a struggle.

ENGINEER IS PROMOTED

American Car and Foundry Co. Makes Change in Officials.

By Times Special  
NEW YORK, Sept. 4.—Effective Sept. 1, E. D. Campbell was promoted to the post of assistant general mechanical engineer of American Car and Foundry Company. His headquarters will be at Berwick, Pa., where he becomes second in command to V. R. Wight, general mechanical engineer of A. C. F.

Since Feb. 1, 1930, Campbell has been in charge of the A. C. F. engineering department in St. Louis. His promotion comes in connection with the further concentration of engineering activities at the Berwick plant. Before it was undertaken some time ago, considerable study was given to the redistribution of the engineering personnel, and subsequent events have proven that the new arrangement is a most satisfactory one, from both the standpoint of A. C. F. and its customers.

BEER COMPANY FORMED

Canada Dry and Hupfel Concerns Arrange for Brewing.

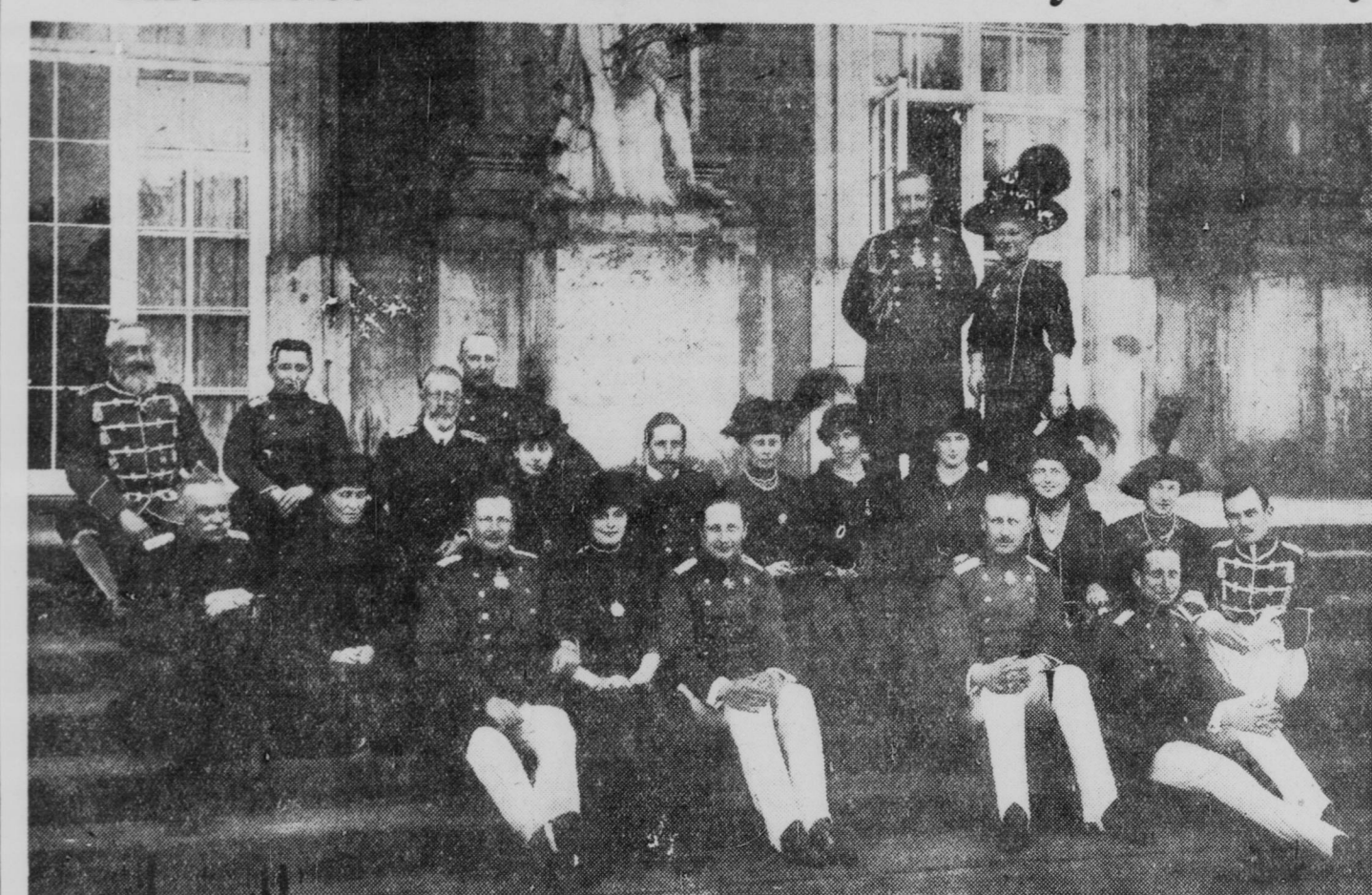
By Times Special  
NEW YORK, Sept. 4.—P. D. Saylor, president of Canada Dry Ginger Ale, Inc., and Anton C. G. Hupfel, president of J. C. H. Hupfel Co., Inc., announced today that an agreement had been entered into between the concerns, under the terms of which a company will be organized called the J. C. H. Hupfel Brewing Corporation, in which Canada Dry Ginger Ale, Inc. will have a financial interest. There will be no sale of stock to the public.

The new company immediately will install the latest and most modern equipment in the Hupfel brewery, in Manhattan, which brewery was established in 1854. Actual brewing of the famous old Hupfel beer will begin about the first of next year, and distribution will start about April, 1934.

Thin Priming Coat of Paint

The practice of adding large quantities of linseed oil to thin a priming coat of paint is one of the most frequent causes of checking. Priming coats should be applied with fairly heavy pigment concentration and the thinner used should preferably be of a volatile nature so that firm, hard drying will be obtained. If such practice is followed, checking and alligatoring will largely be overcome.

## Mystery Collection at Warehouse Bares Intimate Link to German Royal Family



One of the informal pictures of the family of Kaiser Wilhelm, posed on the palace steps.

Pictures of Kaiser, Framed Telegrams Stored Here Since 1920.

Somewhere is a German dreaming of a diminished fortune; somewhere he is basking in the warmth of memories of royal favor. He has left this evidence behind at the Shank warehouse, but for eleven years there's been no word of him.

He has left a mystery about himself. Why hasn't he returned to claim the collection of mementoes of the Kaiser's regime? He put them in storage in 1920 and since 1922, he's made no payment of the charges.

He may be "reaping the reward" of loyalty to the Kaiser, or he may be following his profession of dentistry with affluent results. But there's still the mystery of his missions for the Kaiser. What is the significance of the telegrams he framed and cherished?

\$26,000 in Marks

In a kit he left in storage is \$26,000 in German marks, and a collection of personal pictures and telegrams from the family of Kaiser Wilhelm. The pictures intimately are posed and inscribed with personal autographs, proof enough of the Doctor's close relationship. Many of the dates are during the crucial war period.

Telegrams dated 1915 and originating from the Kaiser himself and his representatives demand his presence and "no substitutes." The purpose of the frequent meetings with the Kaiser, it is said, was to demand the attention of the doctor at such specific times.

For instance, one telegram, translated by Dr. W. R. Ibler, reads: "Archduke wants to see you 9-39. You are to leave Berlin at 4-22. In case can't come, send no substitutes." The date was Dec. 24, 1913.

Ordered to Villa

Another requested the Doctor to appear at the Crown Prince's villa, and another dated 1915 conveyed the news of an appointment by His Highness, Prince Oscar. Prince Oscar apparently favored the Doctor, for he took the time to acknowledge by wire his New Year's greeting.

A little less imperative wire reads, "If you please, leave Berlin 9-10. Arrive Berlin at 4-22. If impossible on 18th." Signed by the Kaiser's adjutant. Many more similar messages were framed and preserved.

Undoubtedly his proudest possession was a striking pose of Kaiser Wilhelm, inscribed in his bold handwriting, "In Memory of the Year Spent in My Army—Wilhelm." Over the handsome frame rises the golden Prussian crown emblem, proof Dr. Ibler explains, that the picture was a gift from the Kaiser himself. A queenly pose of Kaiserin Augusta Victoria is marked with the same golden symbol.

Posed with Children

Dozens of pictures of all the members of the family are framed and autographed. Crown Princess Cecily is posed with her children. Prince Friedrich Leopold is inscribed his photograph. The Kaiser is pictured with his grandchildren. Princess Victoria Louise, only daughter of the Kaiser, is militant in the uniform of the Black Hussars.

The pictures were taken within the palace and on the grounds. Ceremonial occasions are reproduced, and gay happy days are preserved by informal family pictures.

The last word in privileges was the right to hunt in the royal preserve. The doctor's appreciation of such an honor is shown by his treasuring of the horns of three young deer.

Young deer were preserved for reproduction purposes, and it was unlawful to shoot them anywhere except within the royal forest. The horns of one in the doctor's collection are dated 1903 and another April 10, 1889.

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## INSURANCE MEN ARE OPTIMISTIC

Securities Values Increase; Cash Surrenders Are Decreasing.

By Times Special

CHICAGO, Aug. 28.—Encouraging evidence of recovery in the general economic situation of the country is appearing in various forms. M. A. Linton, president of the Provident Mutual Life Insurance company, told leading agents of the company at their annual convention at the Edgewater Beach hotel, here. Market values of securities owned by the company have shown an encouraging increase in recent months, Linton stated.

"Whereas market values a year ago represented a depreciation of 15.3 per cent of the book values, present market values represent a depreciation of only 6.8 per cent," he said. "If securities were valued at actual market prices instead of the commissioner's values the company still would have more than \$11,000,000 of surplus over and above all liabilities."

"A very gratifying trend is noticeable also in the sharp decrease in applications for policy loans and cash surrenders, which were less in July than any month since September, 1930. For the first seven months of the year they showed a decrease of 32 per cent from the 1932 figure."

Officials of the company have no concern about the ultimate value of foreclosed real estate, Mr. Linton stated. He pointed out that only 3.5 per cent of all the company's investments were in foreclosed real estate. During the panic of 1929, the figure rose to 5.2 per cent.

OIL FURNACE SALES UP

Seven-Month Business Is Ahead of All Last Year.

Sale of General Electric oil furnaces and air conditioning equipment in the first seven months of this year has exceeded the total sales of the previous year, according to J. J. Donovan, manager of the G-E air conditioning department.

The record was achieved largely by dealers who started operations prior to this year, many dealers recently appointed not having had time to develop their sales organization.

"The accomplishment to date promises that we will have a large 1933 business," said Donovan, "inasmuch as the peak sales season just is beginning."

Dealer reports earlier in the year indicates that orders would be heavy, so the manufacture of oil furnaces has been at maximum rate of production since June.

Painting New Wallboard

Wallboard makes an excellent surface for painting. If not already sized, treat it with a good interior spar varnish thinned with turpentine to about the consistency of linseed oil. If you add to the varnish a small quantity of the paint to be used as the finish coat, just enough to color it, the size coat will often answer the purpose of a priming coat. The wallboard can then be finished with two or three coats of any wall paint.

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## Owners Reap Dividends by Repairs on Property

Painting and Modernizing Found Profitable in Depression Days.

By Times Special

WASHINGTON, Aug. 25.—Renovizing is writing its own golden reward—paying back the man who has repaired and redecorated his property.

From the skyscraper manager to the small home owner, asset leaders in the American paint, varnish and lacquer industries, the man who has painted up and repaired his property at depression prices of labor and materials today is reaping a harvest of revenues, dividends and generous appraisal of his holdings.

Throughout the country, however, in every community, there are homes, apartments and office buildings by the score that are drastically in need of rejuvenating coats of paint and life-prolonging repairs.

Structural Changes First

The Save the Surface campaign, commenting on the value of undertaking this type of work, points out that it should be planned in two classifications:

1. Structural changes. 2. Repairs, replacements, sandblasting, painting, kalsomining and the like.

In the case of the home, whether it be private dwelling or apartment, the latter comes first in importance. The power of modernization to retain old tenants and to attract new ones and again has time been demonstrated.

Paint Before Leasing

In this connection, a leading New York apartment house operator, specializing in high class buildings, said:

"We have found that repainting in neutral tints has been the most practical form of decoration. It has been said that in modernizing apartments it is better to postpone painting until the tenant has signed a lease, but we have found that, if the decoration is finished in advance, he is more likely to be attracted."

Painting, statistics show, holds a dominant place in maintenance and modernization and is the most efficient means of achieving the maximum results in appearance with the minimum expense.

In the hope of producing watermelons that will resist wilt, West Virginia experimenters have been crossing two high-flavored varieties susceptible to wilt with Russian watermelons that are not edible, but resist the wilt.

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## CHICAGO TO BE PIGGLY WIGGLY PARLEY HOST

Store Operators Will Meet in World Fair City This Week.

By United Press

CHICAGO, Sept. 4.—A \$200,000,000 industry, serving more than 2,500,000 will be represented when Piggly Wiggly operators meet here Sept. 6, 7 and 8.

The operators own their own Piggly Wiggly stores and maintain them under franchises issued by the Piggly Wiggly Corporation, of which Albert H. Merrill is president.

These food merchants will hold their convention at the Del Prado hotel. A general program for the convention was outlined recently by E. W. Basse, who heads a chain of Piggly Wiggly stores in Texas. Basse is president of the National Piggly Wiggly Operators Association.

One of the highlights of the convention will be an address by G. C. Corbaley, adviser to Charles J. Brand, food administrator of the national recovery administration. Corbaley is president also of the American Institute of Food Distribution.

In addition to the speech of Corbaley there will be an address by Merrill. Because of the close relationship of the corporation and the store owners, and because of rapidly changing conditions in the food industry, the address is looked forward to with interest. Merrill also is president of the Kroger Grocery and Baking Company.

Speakers of national prominence in the food distribution and manufacturing industry will be on the program. The meeting promises to be one of great interest, not only to those attending the convention, but to the public as well, for one of the principal objectives will be the fostering of economical processes of distribution to lower the costs of foodstuffs to consumers.

At the present time approximately 3,000 stores are operated under the Piggly Wiggly system by 300 owners.

## NISLEY CO. REPORTS BUSINESS GROWING

Pay Roll of Shoe Firm Is Largest in History.

By Times Special

COLUMBUS, O., Sept. 4.—A spirited upward trend in business was seen this week in the report of G. Edwin Smith, vice-president of the Nisley Company, that his plant is running at approximately maximum capacity.

At the same time, he reported that his pay roll for the last week was the largest in the history of the organization. In the plant alone, 1,100 persons are at present employed under the NRA standard, with a forty-hour five-day week, including 200 workers added in the last two months.

In his selling organization, the Nisley Shoe Stores, employment also has been increased to meet demands of the code and likewise increased sales.

All employees are on full time, and sales, according to Smith, are decidedly above the summer sales of 1932.

**PLANE BUSINESS GAINS**  
More Express Carried in 1933 by American Airways.

By Times Special

CHICAGO, Sept. 4.—American Airways, during the first seven months of 1933, carried more pounds of air express over its nation-wide system than during the entire preceding year, L. B. Manning, chairman of the board of the company, announced today.

Total poundage for the seven-month period ended July 31 was 150,879, Manning said, as compared with 117,079 pounds for the entire year 1932.

The 1933 figure also represents an increase of 180 per cent over the corresponding seven months a year ago, during which time American Airways carried 53,716 pounds of express.

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CHEVROLET MANAGER



Ellery L. Wright

Announcement of appointment of Ellery L. Wright as acting manager of the Chevrolet Commercial Body plant in Indianapolis is made by W. S. Knudsen, president of Chevrolet Motor Company, Detroit. Wright will assume his duties at once, succeeding the late J. A. Jamieson.

Wright, who has been with the Chevrolet organization eleven years, has been in charge of the Chevrolet assembly plant, part of the General Motors display at the world's fair in Chicago, and will continue in that capacity along with his duties here.

Paint Adds to Property Value

Bankers lend anywhere from 5 to 50 per cent more money on land where buildings are well painted and kept in good repair, according to an interview conducted among leading bankers in the Mississippi valley, including such states as Iowa, Illinois, Michigan, Ohio, Indiana and Missouri. An average of the returns from these bankers showed that the increased loan value due to painted buildings is around 22 per cent.

The beautiful African antelopes known as bongos have vertical white stripes on their sides, and, strangely enough, these stripes are unequal in number on opposite sides.

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