

# 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 architecture is discovering small houses, beautifully designed, properly built, and costing less than \$5,000.

Three major factors are responsible. First, under NRA, 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 millionaire.

### They Get Results

And, third, the people who can 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, they burn easily, they're hot 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 small 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 tile 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 flivver-like homes without a struggle.

### ENGINEER IS PROMOTED

American Car and Foundry Co. Makes Change in Officials.

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. Willoughby, general mechanical engineer of A. C. F.

Since Feb. 1, 1920, 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.

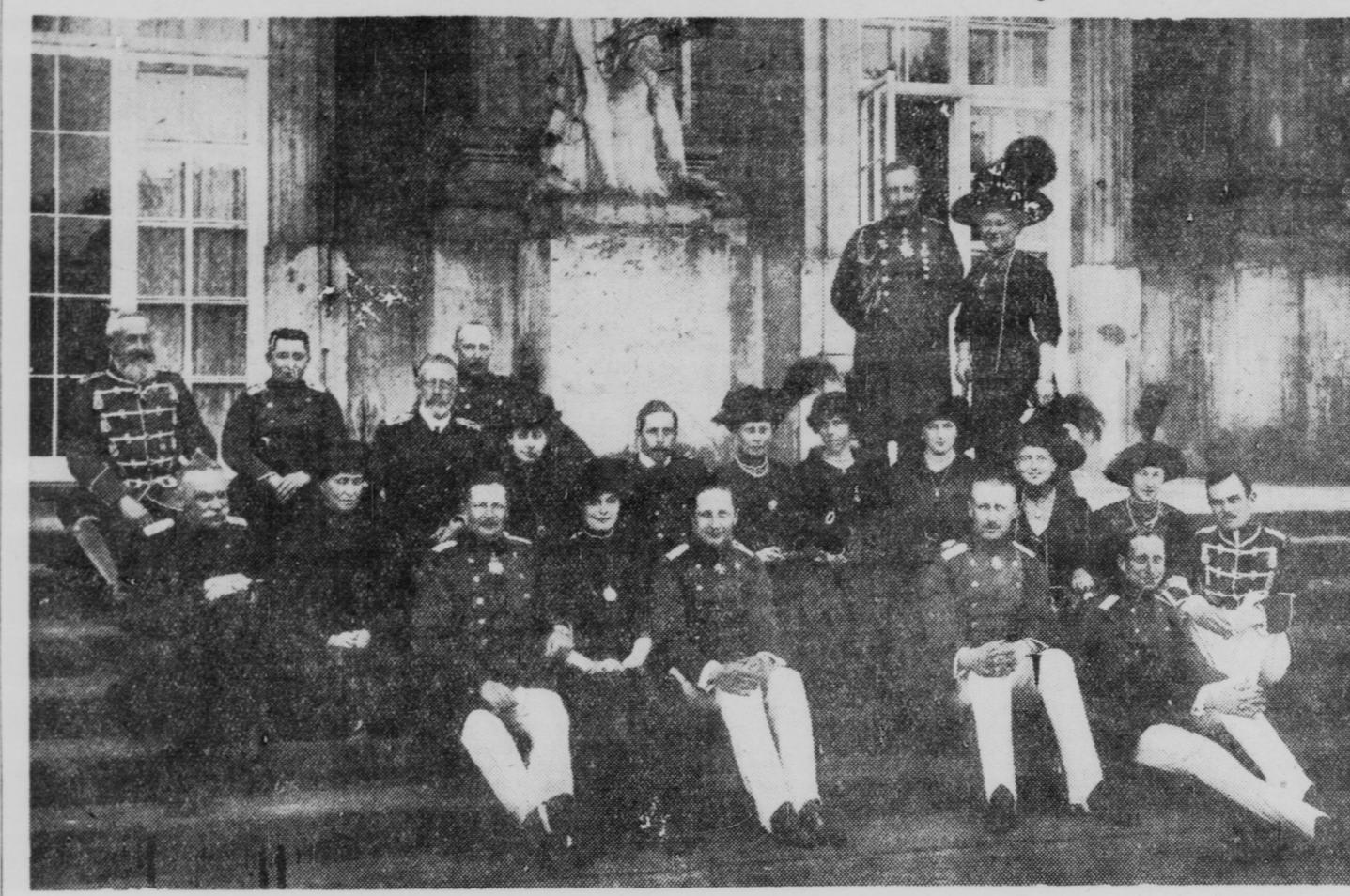
NEW YORK, Sept. 4.—P. D. Saylor, president of Canada Dry Ginger Ale, Inc., and Anton C. G. Hupfel, president of J. Chr. G. Hupfel Co., Inc., announced today that an agreement had been entered into between the concerns, under the terms of which a company will be organized called the J. Chr. G. Hupfel Brewing Corporation, in which Canada Dry Ginger Ale, Inc., will have 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 fairly heavy, paint 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 rewards of loyalty to the Kaiser, or he may be following his profession of denistry 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 is not revealed, but it is doubtful that a "toothache" demanded 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 9:30. You are to leave Berlin at 6:22. If 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 here 9:32. Please answer if impossible on 18th." Signed by the Kaiser's adjutant. Many more similar messages were framed and pre-served.

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 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.

### Painting New Wallboard

Wallboard makes an excellent surface for painting. If not already treated, 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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## 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 commission'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 2.5 per cent of all the company's investments were in foreclosed real estate. During the panic of 1893, 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 furnace has been at maximum rate of production since June."

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**Cossey Tire Service Station**  
Cossey Tire Service Station  
2229 E. New York St.

Bring in this ad for FREE  
Carburetor Adjustment  
325 N. Delaware St. LI. 1876

## 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 relations 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.

Eastern said he had no particular length of work day or work week in mind, but suggested that the length of the working day be reduced to at least eight hours and that the practice of working seven days a week be discontinued.

His suggestion followed an announcement that he was opposed to placing rails under an NRA code.

### SPECIAL FARES OFFERED

Big Four Railroad Announces Special Rates for Students.

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 been time 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-nig-flavored varieties susceptible to wilt with Russian watermelons that are not edible, but resist the wilt.

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.

### PLANE BUSINESS GAINS

More Express Carried in 1933 by American Airways.

By Times