

NEWS OF THE WEEK IN BUSINESS AND INDUSTRY

STATE HIGHWAY HEADS CONSIDER FUTURE NEEDS

Indiana Road Official Says Beautification Is Aim of Program.

By Times Special
CHICAGO, Oct. 2.—Foreseeing continued growth in population, Indiana's highway commission has planned its road program to take care of future as well as present needs and is giving greater consideration to the beautification of highways.

James D. Adams, chairman of the commission, outlined the highway plans for a highway progress exhibit at A Century of Progress. A special exhibit of letters from highway officials has been displayed in General Motors building.

General Motors Corporation wrote every highway commission in the country in the course of the roads progress survey, results of which indicated that highway construction in the United States between July 1, 1933, and July 1, 1934, would proceed faster than ever before, with plans pointing to total highway expenditures of nearly \$2,000,000.

Appropriation Hastened

The stimulation afforded by public funds voted in the drive on unemployment and President Roosevelt's expressed desire that all possible projects be undertaken within a single year, were expected to hasten allotment of the \$400,000,000 voted by congress for roads in the NRA.

The highest previous total spent on roads in one year was \$1,680,493,095, expended in the calendar year 1930. The figures obtained by the survey were checked against statistics published by the National Automobile Chamber of Commerce, the United States bureau of public roads and the American Automobile Association.

Regarding Indiana's roads, Mr. Adams said: "Improvement in the construction of highways is keeping pace with the improvement in motor cars. Smoother riding surfaces, better alignment, wider culverts and bridges, the elimination of grade crossings, the flattening of curves, wider roadways and generally improved design are being reflected in our newer construction."

Economic Design Passes

"The time is rapidly upon us when people are giving thought to beautiful highways rather than the hard economic design of the past few years of the commercial age through which we have just passed. In road building today, thought should be given to the immense increase in population which is bound to come to America as the years increase. Proper forethought now will be a boon to our posterity."

The National Automobile Chamber of Commerce figures credit Indiana with 6,972 miles of state highway, 97.1 per cent surfaced, at the opening of 1932. Stats and local highway, 1930 figures, totaled 73,768 miles.

MADDEN-COPPLE WINS ACCLAIM

Repair Shop Is Popular With Drivers All Over State.

The Madden Company, Capitol Avenue and St. Clair street, not only has a local reputation as one of the best automobile repair shops in the city, but also is known throughout the state. It has no district branches, but its popularity is evidenced by the fact that many out state Hoosiers come to this city and this shop for repair work.

The company does general automobile repairing, as testifies its motto: "Nothing is Too Large, Nothing Is Too Small." These services include brake adjusting, body and fender repairing, simonizing, dicing and painting. Wheel alignment is a specialty.

Madden-Copple Company has been in continuous operation for twenty-two years, and its president and general manager, Charles F. Campbell, has been with the firm since its beginning. The shop now has a layout of approximately 14,000 square feet, and new equipment is being added constantly. It is open twenty-four hours daily.

REFRIGERATOR SALES SHOW BIG INCREASE

Rise of 256 Per Cent in August Total Reported.

Unit sales of household electric refrigerators by members of the refrigeration division of National Electrical Manufacturers Association were 82,495 units as compared with 23,124 units in August, 1932, an increase of 265.75 per cent, according to report issued by Louis Ruthenbough, consultant to that organization.

Unit sales for the year to date total 742,572 units as compared with 569,344 for the corresponding period of 1932, an increase of 30.43 per cent.

Cumulative dollar sales for the year to date, however, are only 4.86 per cent ahead of those for the corresponding period of 1932.

Because of the unprofitable level of current prices, and marked increases in material costs, refrigerator prices show a rising tendency which probably will be accentuated as new models are announced. Stocks in the hands of dealers and distributors are quite low.

The "Society of Ejected Airmen" is a group within the famous Caterpillar Club, made up of fliers who have been thrown from their planes in maneuvers and have been forced to resort to parachutes for safe landings.

DUST-PROOF COAL BAG INTRODUCED BY POLAR CO.



Shown above is an innovation of the Polar Ice and Fuel Company, preparing coal for sale in dust-proof bags. The men can be seen filling and weighing the bags of coal and placing it in trucks for distribution to the branch Polar cash and carry stations. Each bag contains fifty pounds of select West Virginia coal.

The Polar Ice and Fuel Company is one of the

oldest coal dealers in Indiana, having been in the business more than forty years. Recently Henry Dithmer, president of the concern, conceived the idea of selling coal in a way which would be convenient, and yet clean, for those who suddenly found the coal bin empty, or for those who wanted to use it at their camp or lodge. The company was able to procure extra heavy, double paper bags, which were strong and yet dust-proof.

NRA LEISURE'S BENEFITS CITED

Survey Reveals Buying Is Stimulated by Fewer Working Hours.

Increased leisure among the employed due to NRA soon will cause a great buying wave, according to Howard E. Blood, president of the Norge Corporation, a division of Borg-Warner.

"The average length of the working day," said Blood, "was eleven and four-tenths hours in 1940. Then every one came home so tired at night there was little time or inclination to enjoy living. As the average decreased to nine hours in 1920, consumption increased correspondingly, showing clearly that distribution is increased not only by ability to buy but also by greater leisure to enjoy."

"Normally, there are 48,832,583 workers in this country of whom not more than 15 per cent are now unemployed. It is estimated that NRA has lowered the average hours of the working week by at least eight, which means that nearly 320,000 new leisure hours in which to enjoy life each week have been given to the employed classes who already are earning, and, in most cases, have had their wages increased recently.

"A survey among office employees in Milwaukee who were queried to what they were doing with their added leisure caused by NRA revealed that 50 per cent of the women spent more time shopping in department stores and 30 per cent of the men reported it has resulted in more buying than usual.

"In certain textile cities, like New Bedford, Mass., families who worked so long they never saw each other at last are working less hours for more money and retail buying has more than doubled.

"All this convinces me that increased leisure among the employed is one of the most significant benefits of NRA and it is likely to spur a great buying wave."

WORLD FAIR PROVES BOON TO ARCHITECTS

Exposition Is Center for Advanced Design.

By Times Special
CHICAGO, Oct. 2.—The Century of Progress Exposition is proving a special feast for architects and builders. Never before in the history of the world has such a stimulating display of new building materials and advanced building ideas been massed at one point where their application may be seen fully and practically demonstrated.

The housing group is the focus of attention for visiting architects and builders and within that group, building which is commanding significant attention is the beautiful structure built of many colored glass blocks, developed by the Owens-Illinois Glass Company, Toledo, O.

This handsome building, 100 feet long and 60 feet wide, with a tower of colored glass blocks rising 50 feet high, has a commanding position on the midway in the center of the exposition.

Long before it was completed and long before it was opened, architects from all parts of the country were visiting it to watch the processes of construction. In the opinion of fair officials it is one of the most significant features of a most remarkable exposition, marking a new era in modern architecture and presenting interesting new departures from past traditions of the building industry.

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