

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.—Forecasting continual 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 \$2,000,000,000.

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 Passe "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. State and local highways, 1930 figures, totaled 73,768 miles.

MADDEN-COPPLE WINS ACCLAIM

Repair Shop Is Popular With Drivers All Over State.

The Madden-Copple 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 motorists 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, tuning 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 refrigerator division of National Electrical Manufacturers Association were 82,495 units as compared with 23,214 units in August, 1932, an increase of 256.75 per cent, according to report issued by Louis Ruthenberg, 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.

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 Norg Corporation, a division of Borg-Warner.

"The average length of the working day," said Blood, "was eleven and four-tenths hours in 1929. 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 1930, 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 48,832,589 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 320,000,000 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 learn 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 towns, 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 a 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 the fair 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, presaging interesting new departures from past traditions of the building industry.

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Street Railway Rushes Track Repairs Program

Work Made Necessary by Steps for Speeding of Schedules.

Improvements are being carried forward at a rapid pace on tracks of the Indianapolis Railways, according to James P. Tretton, general manager.

In order to facilitate the track rehabilitation, which is necessary to maintain the faster schedule recently inaugurated, twenty to twenty-five new employees have been added to the company's repair crews.

Work now in progress includes rehabilitation of trackwork on Illinois street from downtown to Fall Creek boulevard, the downtown loop district, particularly at Pennsylvania and Washington streets, Capitol avenue and Washington street, and Illinois and Ohio streets. Work now is being completed on the Central avenue line from Massachusetts avenue and Alabama street north to Thirtieth street.

The repair work already has been completed on the West Indianapolis line on Howard street from Pershing avenue to Reimer street. Near completion is the work on Massachusetts avenue between College and Cornell avenues, on Maryland avenue from Sixteenth to Twenty-first streets, and on East Ohio street between Liberty and Noble streets.

These two vessels carry in their deep holds and on their decks a complete and variegated automotive equipment and a huge and just as varied supply of Tidal and Vedol fuels and lubricants for its operation. Almost every type of automotive engine now in use is represented—air cooled radial engines for the airplanes, water cooled truck engines for the snowmobiles, outboard motor boat engines, engines for self-contained generator units and a Diesel engine for generating a high output of electrical current, and the steam engines of the vessels. Truly an automotive engineer's dream—or nightmare.

Some of these units will run the entire gamut of climatic temperature and service operating conditions. During the expedition many of these power plants will be subjected to temperatures of from 100 degrees Fahrenheit on the equator to 70 or 75 degrees below zero in the Antarctic.

These engines, due to the extremely variable service conditions they will meet, demand a wide range of specially selected fuels and lubricants. The amount and number of petroleum products being delivered to the Byrd Antarctic Expedition by the Tidewater Oil Company is truly indicative of the scope and aims of this latest attempt to solve the mysteries of the south polar wastes.

The room set aside for players to gather or receive visitors in a theater is known as the "green room." It gets its name from the custom of painting the walls green to make them more restful to eyes tired of the glare of footlights.

Hale has severed his connection with the extension service of Connecticut State College at the Hartford county farm bureau to take up his new duties at the Schenley office in New York.

TAKES UP GOLF AT 78 Texas Man Likes Game Better Than Croquet Started 50 Years Ago.

By United Press CANYON, Tex., Oct. 2.—W. H. Woods, 78, celebrated his fiftieth wedding anniversary here by playing his first game of golf.

He liked it better than croquet, which he played fifty years ago. Now he wants to buy a share in the golf course and get a set of "tools" to knock around with.

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RISE IN AUGUST EMPLOYMENT IN U. S. IS FOUND

Increase of 8 Per Cent for Month Reported by Industrial Board.

By Times Special NEW YORK, Oct. 2.—An increase of 8.6 per cent in the number of persons employed and an advance of 9.2 per cent average hourly earnings, accompanied by a decline of 8.9 per cent in average hours of work per week during the month of August, were the outstanding developments in manufacturing industry, according to the regular monthly survey made by the National Industrial Conference board.

Average hourly earnings of wage-earners in twenty-five manufacturing industries reporting to the conference board rose from 45.5 cents in July to 49.7 cents in August, or 9.2 per cent, while average hours of work per week fell from 42.6 to 38.3, or 8.9 per cent. The net result of these two developments was a slight rise of 10 cents, or 5 per cent, in average weekly earnings, which were \$19.15 in July and \$19.25 in August. Since, however, the cost of living rose relatively more between these two months than did average weekly earnings, real weekly earnings declined 1.8 per cent.

Weekly Pay Is Up The number of persons employed increased 8.6 per cent in August over July, and since the contents of the average weekly pay envelope increased slightly in August, total pay roll disbursements in the twenty-five manufacturing industries rose over 9 per cent. Total man-hours worked were 12 per cent less in August than in July. In the aggregate the changes noted reflect the government's industrial policies rather than increased business activity.

Female labor benefited relatively most from the adoption of minimum rates of pay. The average hourly earnings of women rose from 30.3 cents in July to 32.2 cents in August, or 19.5 per cent. Their average hours of work per week were reduced from 42.8 to 38.1, or 11 per cent. Average weekly earnings of female labor rose from \$12.93 to \$13.83, or 7 per cent.

Unskilled Share Rise Average hourly earnings of unskilled male labor advanced from 37.5 cents in July to 40.9 cents in August, or 9.1 per cent. A reduction of 10 per cent in the average hours of work, from 44.2 to 39.8, however, lowered the average weekly earnings in this class from \$16.48 in July to \$16.17 in August, or 1.9 per cent.

Average hourly earnings of semi-skilled and skilled male workers increased from 51.7 cents in July to 56 cents in August, or 8.3 per cent; average hours of work declined from 43.4 to 39.7, or 8.5 per cent, while average weekly earnings increased from \$21.99 to \$22.16, or 3 per cent, during the same period.

STEEL PIER HAS SUCCESSFUL YEAR Atlantic City Crowds Boost Holiday Attendance.

Summing up the season's activities both from attendances and effectiveness of the attractions booked, the meeting of the board of directors of the Atlantic City Steel Pier Company, held recently, disclosed facts of potent interest at this time.

The Steel Pier attendances showed a normal average for the year to date. Single holiday attendances were, however, in excess of 1932. Within these the all-time day record for Labor day, Sunday over the thirty-six years of Steel Pier activity, occurred Sept. 3 last, when an attendance of 78,237 for the day was totaled.

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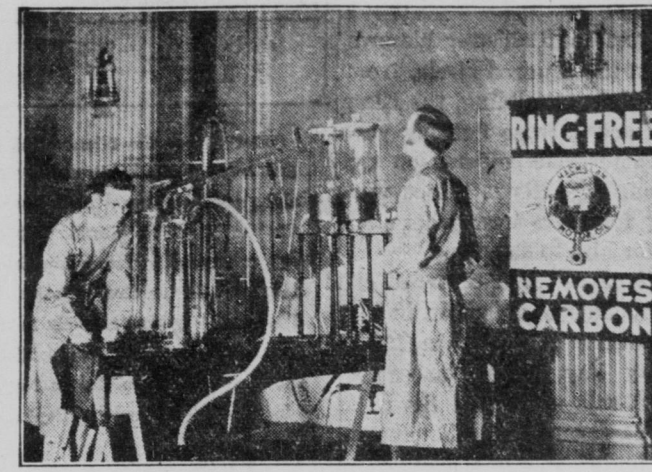
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GLASS STILLS USED IN OIL DEMONSTRATION



The MacMillan Petroleum Corporation, marketer of Ring Free Motor Oil, used the apparatus shown above in making demonstrations for local dealers last week. According to DeRalph Frizell, lubricating engineer, these stills are used to refine oils and demonstrate the lubricating differences between Ring Free and other oils.

Appointment of the Mid-Western Petroleum Company of Indianapolis as distributors for Ring Free in this territory was announced recently by R. S. MacMillan, president.

Laboratory Home Utilizes Every Device for Comfort

Ten-Room House Equipped by General Electric Is Ultra-Modern.

By Times Special SCHENECTADY, N. Y., Oct. 2.—A laboratory home, freed by science and engineering from dirt, dust and the excesses of temperature and humidity, automatically adjusted to individual comfort and health in any kind of weather, has been opened for inspection here by engineers of the General Electric Company as state health authorities were invited to see the results of a long period of air conditioning research and development.

The pleasant ten-room house was taken over by the company several months ago and fitted with every possible indicating and recording device having to do with temperature, humidity, air circulation and cleanliness. Its walls were torn out and fitted with air ducts.

Engineer in Basement More than a hundred thermocouples were installed from attic to basement, making it possible to determine the temperature at any time at three levels between floor and ceiling. This "indoor" weather is controlled and recorded in an instrument room in the basement of the house, which is inhabited by Elliott Harrington, General Electric air conditioning engineer, and his family.

The proving home was put through its paces for the benefit of visitors. Its temperature was changed at times at the rate of one degree a minute. With a temperature of 70 degrees outside, the indoor thermometers went from 76 to 64 degrees and back to 78 again in forty-five minutes. A rapid increase of humidity during a heating period was shown and a correspondingly rapid decrease during cooling.

Engineers pointed out that approximately four quarts of water should be in the house air under ideal conditions, and that less than a quart would be in the air during cold weather, without the air-conditioning system in operation.

Dirt Taken From Air Two quarts of dirt was shown. This had been taken from the air by the filters of the system in one month. A sensitive dust-counting instrument was demonstrated which counted from 100 to 200 particles of dust per cubic centimeter in the outdoor air, and about 300 particles indoors, where there was no air filtering. With the air conditioner in operation.

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AIR-INTERURBAN SERVICE SPEEDS STATE'S TRAVEL

New Type Transportation Is Introduced by Indiana Railroads.

A new type of fast transportation now is available to citizens of this state. This innovation consists of a combination interurban-airplane service, the arrangements for which have been completed by the Indiana Railroad System and American Airways Inc.

W. L. Snodgrass, traffic superintendent for the interurban system, announced that negotiations recently were completed for this type of travel to a number of cities outside of the state. The railroad-airplane combination has operated successfully for several years, but the linking of interurban service to airlines is new in Indiana.

This new system affords quick transportation to those whose homes neither are on railroad nor airline; and economy is available because of the recently reduced rates of the Indiana railroad system. The cost now is approximately 2 cents a mile one way, and 1½ cents a mile round trip.

Passengers needing fast service to western cities may take the interurban to Terre Haute, and transfer there for St. Louis, Kansas City, Ft. Worth and other distant cities on air lines. At Louisville passengers may change to planes for Nashville, Chattanooga, Atlanta and other southern cities.

"This new service is expected to be a great boon to business and professional men of the state whose home cities are not on the air lines," Mr. Snodgrass said. "Many of them, living in cities served by the traction system, will be able to save on long trips by using the interurban service to Indianapolis, Terre Haute or Louisville, and transferring to the high-speed, distance flying planes of American Airways, Inc."

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