

NEWS OF THE WEEK IN BUSINESS AND INDUSTRY

ANNOUNCE CUTS ON RAIL FARES TO WEST COAST

Many Tourists Expected to Take Advantage of Reductions.

With California passenger fares hitting a new low, a winter-long paucity of events scheduled in that Pacific coast state and an unmistakable urge manifesting itself in the American public to travel extensively again, business on the Chicago & Northwestern Railway this winter to California and the west looks very bright, in the opinion of R. Thompson, passenger traffic manager of that railway, Chicago.

In the first place, here's the talk-stimulating lineup on the new fares to California which will go into effect on Dec. 1:

1. Round trip all-coast, rail fare and lower berth (the surcharge is eliminated Dec. 1) will be \$142.50 from Chicago—a savings of \$48.50 over last year's cost of \$191.00.
2. One way coach rates from Chicago to California will be sold for \$34.50 instead of \$40.00.

Tourist Fare Down

3. The one way tourist car fare will be \$44.36 instead of \$50.00 with the berth extra.
4. The one way standard first-class fare will be \$66.55 instead of \$79.84, the berth being extra.
5. The surcharge will be eliminated from all sleeping car and parlor car tickets on the Chicago & Northwestern Railway, cutting that portion of the cost 1-3 per cent.

Those reductions place California at the lowest point in many years. In addition, Californians are enhancing their reputations as entertainers by lining up a stellar list of attractions for this winter, the highlight of which will be the colorful Rose carnival on New Year's day, culminating in the national championship football game in the Rose bowl at Pasadena with the leading Pacific coast team meeting the champion of the east.

For a side trip on the way to California, Boulder dam is becoming increasingly important. It is vast enough to stop the imagination of the most seasoned traveler. Travelers over the Northwestern-Union Pacific are stopping off at Las Vegas, Nev., with increasing frequency to take a one-day side trip to the dam site.

Many Fares Cut

The stupendous size of this undertaking can be realized when the visitor views the work from Observation Point and then from Lookout Point getting a far-flung view of some of the vast area where the completed dam will create a lake 115 miles long and 8 miles wide. It takes some time for one to understand fully what the far-reaching results of this project will be, results that will bring water, flood control, uniform irrigation, water supply, and hydro-electric power greater than that given by Niagara, all beneficially affecting millions of people in the southwest states.

In addition to low fares to California, new low rail fares will be in effect every day on the Chicago & Northwestern Railway effective Dec. 1.

One way fares will be 2 cents a mile or 44 2-5 per cent reduction good in coaches or chair cars or 3 cents a mile in sleeping or parlor cars, a 16 2-3 per cent reduction, berth or seat extra.

Round trip fares will be 2 cents a mile each way in all classes of equipment with a ten-day return limit and 2 1/2 cents a mile each way with a six months' return limit.

Surcharge on parlor and sleeping cars will be abolished.

CLEANING IS NECESSARY

Metal Should Be Scraped Before Applying Paint.

Metal, garden and porch furniture should be thoroughly cleaned, and if scaly, scraped with a wire brush before paint is applied. A special metal paint or a metal primer with finishing coats of exterior enamel or outside house paint will prevent corrosion of the exposed metal.

Cement Group Supports Public Works Project

Winter Building Is Tended Practical by Experts on Construction.

By Times Special

CHICAGO, Nov. 27.—The administration's objective to place 4,000,000 additional men at work this winter, insofar as construction is concerned, is entirely in keeping with engineering possibilities, according to Edward J. Mehren, president of the Portland Cement Association.

"Building in winter is definitely practicable," said Mr. Mehren. "Some years ago construction engineers and builders exploded the centuries-old myth that construction, like the bear, should go into hibernation at the first nip of fall. Methods have been in common use for years which permit of building in winter with rapidity and safety."

"Unfortunately, many builders and many of those who are responsible for building still do not realize that winter is no longer the dreadful ogre it once was. Any good builder knows or can easily find out just what simple precautions are necessary for work in the cold months."

PREPARE YOUR CAR For Winter

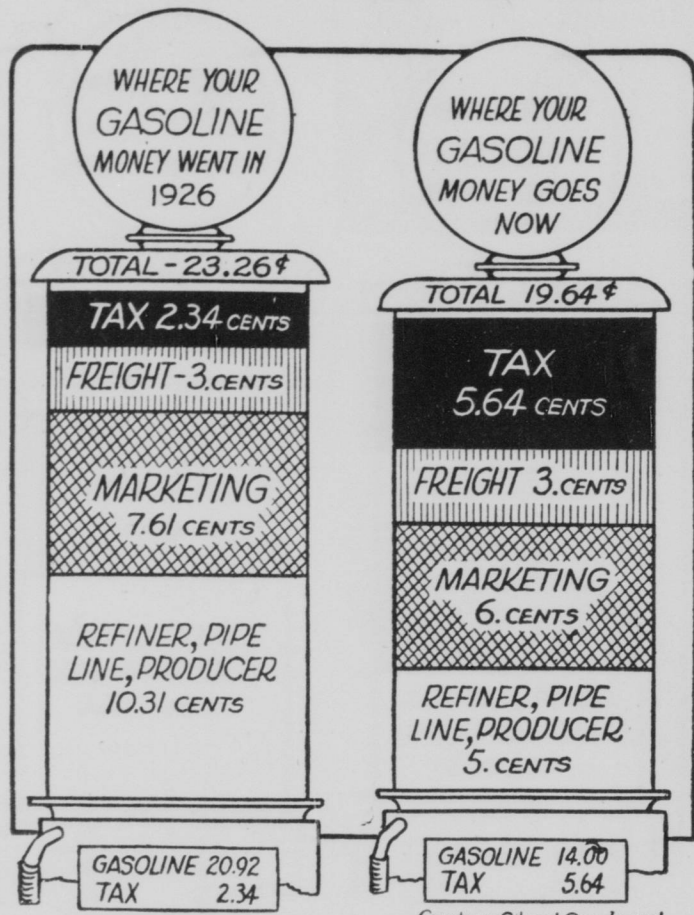
Let Us "Winter Clean" Your Radiator and Cooling System. Special—\$1.95

Except Sunday

ACME RADIATOR CO., Inc.
623 N. Illinois St. RI-1466

New Vogue in Interior Decoration Is Shown in Filling Station Construction

GASOLINE PRICE VALUES ILLUSTRATED



During the depression gasoline prices sank to below cost levels. Compared with 1926, the government index for wholesale gasoline prices was down to 43.4 in the first six months of 1933. Farm products sank in the same period to 45.7.

With recent increases, the average retail price of gasoline (less tax) was at last report 14 cents, as compared with 20.92 in 1926. Average tax had increased from 2.34 cents to 5.64, making the total price paid by the consumer 19.64 cents today, as compared with 23.26. Gasoline has still several cents to go before equaling 1926 prices.

The oil industry receives 11 cents a gallon for gasoline as compared with 17.92 in 1926. The balance of what the consumer pays goes to railroads for freight and to gasoline tax funds. Freight is practically unchanged, but gasoline taxes have risen 141 per cent.

December Holidays in All Countries Listed

Guaranty Trust Company of New York Offers Information.

The following list of bank and public holidays which will be celebrated in December on the dates indicated, is outlined by the Guaranty Trust Company of New York.

The list follows:

Friday, Dec. 1, Azores, Madeira (Independence), Brazil (state of Goias, state holiday), Liberia (Newport day), Portugal (Flag day), Portuguese East Africa, Portuguese West Africa (revolt against Spain), Yugoslavia (national holiday).

Monday, Dec. 4, Persia (birthday of twelfth Imam).

Wednesday, Dec. 6, Finland (Independence), Greece (half day), Rumania (St. Nicholas).

Thursday, Dec. 7, Cuba (Decoration day).

Many Open Dec. 8

Friday, Dec. 8, Argentina, Austria, Dominion of Canada (Quebec) observed by French banks in the Province of Quebec and by English banks in district where French population predominates, Chile, Colombia, Costa Rica, Czechoslovakia (part of day), Germany (Bavaria, Rhineland and Upper Silesia), Guatemala, Hungary, Italy, Liechtenstein, Lithuania, Malta, Mexico (half day), Monaco, Nicaragua, Paraguay, Peru, Poland, Salvador, Spain (half day in Barcelona, Bilbao, Valencia and Vigo), Switzerland (Fribourg, Lucerne, Tessin and the Catholic part of Basle), Tripoli, City of the Vatican, Venezuela, Yugoslavia (Ljubljana and Zagreb) (Immaculate Conception), Brazil (all day in the states of Aalagos, Bahia, Parahyba and Pernambuco, and half day in the states of Maranhao, Rio Grande do Sul, Sao Paulo (state holiday).

Monday, Dec. 25, a legal holiday in every country throughout the world except in Bulgaria, the Kingdom of Saudi Arabia (where it is observed by the European bank) and Russia (U. S. S. R.) (Christmas).

Tuesday, Dec. 26, Austria, Barbados, Basutoland, Bechuanaland, Bechuanaland Protectorate, Bermuda, British Guiana, British Honduras, Cayman Islands, Ceylon, China, Cote d'Ivoire, Cyprus, Czechoslovakia, Danzig, Denmark, Dutch East Indies, Dutch Guiana, Estonia, Federated Malay States, Finland, Gambia, Germany, Gibraltar, Gold Coast, Greece, Hong Kong, Hungary, Iceland, India (Bombay, Calcutta, Madras, Rangoon), Iraq, Irish Free State (Italy (not a legal holiday, but banks are closed), Jamaica, Latvia, Leeward Islands, Liechtenstein, Lithuania, Netherlands, Newfoundland, New South Wales, New Zealand, Norway, Overseas French, Poland, Queensland, Rhodesia, Rumania, Kingdom of Saudi Arabia (observed by the European bank), Siam, Sierra Leone, South West Africa, Straits Settlements, Swaziland, Sweden, Switzerland (Basle, Geneva, St. Gall, Tessin and Zurich), Tasmania, Togoland, Trinidad and Tobago, Tripoli, Turks and Caicos Islands, Union of South Africa, Victoria, Virgin Islands, Western Australia, Windward Islands (Christmas holiday), Great Britain (except Scotland; boxing day), Spain (half day in Barcelona, Bilbao and Valencia), City of the Vatican, Yugoslavia (Ljubljana and Zagreb) (St. Stephen).

Wednesday, Dec. 27, Ceylon, Estonia, Greece (not a legal holiday but banks are closed), India (Madras, Rangoon), Latvia, New Zealand, Rumania (Christmas holiday), Leeward Islands (Montserrat; bank holiday), City of the Vatican (St. John).

Thursday, Dec. 28, South Australia (Proclamation day).

Friday, Dec. 29, Costa Rica (San Jose; carnival), India (Madras; Christmas holiday), South Australia (bank holiday).

Saturday, Dec. 30, Brazil (state of Bahia; state holiday), Costa Rica (San Jose; carnival), Guatemala, South Australia (bank holiday), India (Madras, Rangoon; Christmas holiday), Philippine Islands (Rizal's day).

The logic of the administration plan to place more and more men at work immediately is beyond question. That plan deserves the support of every private citizen and every public official who has anything to do with building.

The regular public works program based on federal grants and loans should be pushed with every energy despite oncoming winter, which after all is just another big bad wolf, all bark and no bite."

Name is the Tibetan god of wealth.

A COMPLETE AUTOMOTIVE SERVICE

- Motor and chassis repairs
- Electrical service
- Body and fender repairs
- Duct and painting
- Top and upholstery work
- Auto laundry
- Lubrication
- 24-Hour service.

DON HERR COMPANY
120 Kentucky Ave. RI-2484

Westinghouse Micarta Used in Enhancing Beauty of Buildings.

A new vogue in interior decoration of filling stations made its appearance recently when the new Gulf station, Penn. avenue at West street, Wilkesburg, Pa., was paneled in striking shades of Westinghouse micarta wall material.

Developed originally in the engineering laboratories of the Westinghouse Electric and Manufacturing Company as an electric insulation material, micarta is being found a superior product in widely separated fields of use. Its most recent application is in the decorative field.

In the youngest of Gulf's many filling stations micarta gives an impression of newness and smartness that is lacking with staid, conventional finishes.

Micarta panels of straw yellow, light green and jet black, set off by strips of aluminum, have a tang of the modern in the station's office and restrooms.

From the floor to waist high, the walls of the office are finished in gleaming black, the upper walls in crisp straw yellow. The doors are paneled in a pleasing arrangement of light green and somber black. Drinking fountain, cash register and show windows are finished in harmony with aluminum trim on coal black micarta.

In the two restrooms, micarta panels of light green straw yellow are carried the full height of the wall. Lavatory and other conveniences are in light pastel shades or jet black. Oval mirrors of generous size are included among the accessories.

Beauty is not the only desirable quality of micarta. Its ability to wear is unsurpassed. It will not support combustion and it is not affected by fumes or weak acids.

Micarta has many architectural uses, among them, in store fronts and show windows; on counters and tables in restaurants; as paneling in lobbies, offices and restrooms, and in similar building applications.

PUBLIC TURNS TO NEW BEER

'Indiana Club' Pilsener Is Especially Liked by Women.

A new Pilsener style beer known as "Indiana Club," introduced here less than a week ago by the Indiana Club Brewing Co., is meeting with unusually rapid acceptance in clubs, hotels, restaurants and other places, according to Leo C. McNamara, brewery president. It is now on draught in many places, and most of all the better places will have it within a week or two, Mr. McNamara says. Sufficient bottled "Indiana Club" is now ready, too, to fill all orders for home consumption, he states.

"Indiana Club" is said to be exceptionally fine flavored, sparkling and smooth, and it is well known and show a decided preference for this new beer over any that has been available since beer's return, according to dispensers.

The company has expended many thousands of dollars in enlarging the plant and installing new machinery and equipment to produce the new beer and now is said to have one of the most modern breweries in the country.

The new "Indiana Club" bottle labels are attractively designed, modern and harmonious in color combinations, being produced in light and dark blue on a silver background, with black and white added to effect pleasing contrast.

The new beer is fully aged to a mellow, full-bodied richness, and the matured and controlled brewing process assures full legal strength.

ENAMEL HELPS FLOOR

Recommended for Soft Wood; Varnish for Hard.

If the floor of a room is of soft wood, a smooth enamel finish will lend color and charm. If, however, it is of beautifully grained hardwood, there is an opportunity to enhance its beauty by giving it a new coat of varnish and waxing it frequently. Any excess wax or oil should be removed from the floor before the new coating of varnish is applied.

Jessica Raiche of Santa Ana, Cal., was the first woman to fly an airplane in the United States. She flew at Mineola in 1910.

FOR RUGGED ENDURANCE

Tire & Auto Supply
128 Kentucky Ave. RI-8026

TOURS

Richard A. Kurtz, Foreign Dept.

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

U. S. REALTORS IN DRIVE FOR FEDERAL FUNDS

Construction Interests Join Effort to Obtain \$1,000,000,000.

By Times Special

CLEVELAND, Nov. 27.—Intensive activity has been going on for the last two weeks in the once quiet real estate offices throughout the country, as 1,000 home builders and land developers prepare for a meeting to be held in Washington Dec. 4 and 5. The meeting has been called by the Home Builders and Land Developers National Committee which is seeking a billion-dollar loan from the Public Works Administration and other federal agencies that still have unspent funds. The committee headquarters are here.

Delegations have been formed in some twenty cities from which realtors will journey in a body, local real estate boards having a large percentage of home builders as members will send official delegates, and building material interests, eager to co-operate in this movement that may mean placing of enormous orders, are making preparations to be in Washington.

Co-operation in East

In New York, A. C. Edgar, district chairman for the committee in this area, will go on the air next week for the purpose of reaching all home builders in New York, Long Island, Westchester and Connecticut in a last appeal to drop everything and get to Washington. A large delegation already has been formed from this section including Boston and other Massachusetts cities.

In New Jersey, influential Senator W. Warren Barbour, has joined the supporters of this program and has promised his aid to Harry J. Stevens, president of the Real Estate Board of Newark, who is organizing a large delegation from this city to attend the meeting.

Women, also, are being brought into this campaign because of the assertion of the committee that the housing board of the Public Works Administration is prejudiced against single family homes in favor of mass housing. Women from Cleveland, Chicago, Boston, New York, and other cities have written to Mrs. Grace Poole, president of the General Federation of Women's Organizations at Washington, to ask her to speak at the Dec. 4 meeting for American women "on behalf of the economic and social advantages of the single family, owned home."

Others to Attend

Here are a few of those on the growing list that will attend the convention: Morris W. Norris, president, F. W. Norris Company, Boston; Lynn C. Jones, Chicago; Vernon C. Fry, Detroit; R. F. Wood, president, Trenor Land Company, Inc., New Rochelle, N. Y.; F. J. Dolan Jr., Gleason & Dolan Developments, Corporation, New York; W. D. Radford, president, Aurbundale Improvement Association, Flushing, L. I.; Eugene Brown, Peoria, Ill.; A. J. Franklin, vice-president, Walter S. Johnson Company, Niagara Falls, N. Y.; J. Bertram, Jr., Providence, R. I.; Thomas Gass, Greenfield, Mass., and John J. Linsky, Hartford, Conn.

Don A. Loftus, Cleveland, president, Homes Permanence of America, Inc., is chairman of the Home Builders and Land Developers national committee that has headquarters in the Marshall building. Men from fifty cities form the committee's executive board.

APPEARANCE IMPROVED

Old Plumbing Fixtures Can Be Painted.

Painting the outer surfaces of old plumbing fixtures, sinks, tubs and the like serves to freshen their appearance considerably. Two coats of white enamel make a good finish for a sink or basin, and aluminum or bronze paint may be used for the faucets.

CANS GIVEN NEW ROLE

Enamel or Lacquer Will Provide Good Kitchen Containers.

Ordinary tin cans may be made into a set of useful kitchen containers by enameling or lacquering a set of similar size and shape, and labeling them with the words "coffee," "tea," and the like, or decorating them with stencils or decalcomanias.

A TREAT TO EAT

Hickory Smoked Barbecued Spare-Ribs

Delicious

Chile Mexicano

SOUTHERN HICKORY SMOKED BARBECUE

1010 N. Meridian St. LI-0180

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

NEW AUTO STORAGE BATTERY MADE



There is no danger of any short circuit with this combination. This charming young miss is showing how the new "Electro-Pak" automatic storage battery just announced by the B. F. Goodrich Company, Akron, O., can be used as a comfortable seat, should the occasion require one. This is made possible by the hard rubber cover which completely encases the battery. This is the first time any battery has incorporated this feature, which transforms this formerly homely and unimpressive product into a thing of beauty as well as utility, with lines as modern as the young woman here.

NRA Rules Against Full Output by Lumber Units

Code Check Brings Limit of Production to 30 Per Cent.

By Times Special

WASHINGTON, Nov. 27.—Which is better for national recovery, to limit lumber mill production to 30 per cent of capacity or to let the mills run long hours and employ second shifts of workers?

NRA has just re-surveyed the problem in connection with attempted rebellion against production limitation provisions of the lumber code. It has decided that both the causes of immediate re-employment and permanent recovery are best served by restricting mills to 30 hours operation a week—which means that the industry as a whole operates on about 30 per cent capacity.

In making this decision NRA rejected the idea that its first duty was to investors in the two lumber companies, which are protesting that unless they can operate 60 hours a week they can not make proper returns. To grant this claim, says Assistant Deputy Administrator E. A. Selfridge in reporting to Administrator Johnson on the subject, would be "to make a virtue out of former mass production, big volume at the sacrifice of quality and price, and failure to co-operate in past efforts for production control."

The lumber code, fixed a production quota for each area in the country and each area then allocated to its mills an amount of work which in the west coast district would make possible operation on a thirty-hour week schedule. As a result, mills which had in the past been running two shifts a day had to lay off men. The two mills which protested the order laid off a total of 395. On the other hand, mills which had been closed because of inability to compete have re-opened. The west coast divisional agency estimates that altogether 12,000 men have been re-employed under the code.

Captain Selfridge said in his report: "At the time the code went into effect, the entire west coast lumber and timber industry was confronted

'CUT RED TAPE,' SAYS INDIANA STONE CO. HEAD

Building Contracts Are Up Slightly, but Speed Is Needed.

By United Press

CHICAGO, Nov. 27.—Revival of building construction on any broad scale clearly awaits more speedy action in Washington, comments a nation-wide survey of building activity by the Indiana Limestone Corporation.

If there could be a "straight slashing-through of red tape" and other obstructions so that work could be launched on public buildings already approved, it would mean employment for numberless thousands otherwise idle this winter.

Unless action is expedited, little hope is seen of increased employment in the building construction industries this winter.

October Contracts Up

America has spent only about \$820,000,000 for new building construction in ten months of 1933. It is declared by the survey, \$6,247,626,884 for the same period in 1928. For the first time since early in 1930, however, last month's contracts awarded exceeded those of the same period in the panic year 1932, the survey points out.

President A. E. Dickinson expressed the belief that "as soon as the building construction industry sees the government program get into full swing, some degree of confidence will be restored and other new private projects will be stimulated."

Residential building, which has shown signs of revival in the last few months, is expected to move into definite action by spring, the survey states. Another hopeful sign mentioned for the industry is the recent gain in new industrial building construction, which has shown an improvement over the comparative period in 1932.

Chicago Sees Gain

"Chicago's building permits last month exceeded in cost permits for the same month last year by more than 130 per cent," says the survey. "Residential building accounted for most of this activity."

"In New York's Manhattan, considerable alteration work is being done. Other types of building are showing some gains. On the Pacific coast, contract awards have more than doubled those of last year. Los Angeles continues to lead in new building activity, with San Francisco taking second place."

New England contracts awarded last month were considerably above the average of recent weeks. The northwest section continues at a slow pace, although there are some signs of private building construction activity on a small scale. The south, with Atlanta and Dallas as the pivotal points, activity continues brisk with the number of building contracts increased."

Scheduled air transport lines in continental United States carried 56,830 passengers in September, 1933.

Now COAL in New, Modern Convenient Form COAL CUBES

Cleaner, handier, these CUBES are but 4 inches square and weight but 3 pounds. Made of select Pocahontas and priced right.

Exclusive with **POLAR ICE & FUEL CO.**
Main Yard, TA-4116
South Side, DR-1455
West Side, BE-0888

Ask About—**POLAR COAL CUBES**

INDIANAPOLIS New GOOD AND POTENT INDIANA CLUB Pilsner STYLE BEER

Sparkling - Mellow - Delightful

Union Made by INDIANA BREWERIES, INC., Indianapolis

1882 March 22nd 1933
Fifty-One Years of Continuous Service

Joseph Gardner Co.

Tin, Copper and Sheet Iron Work

Repairs on Slate, Tile and Gravel Roofs, Gutters, Spouting and Furnaces.

147-153 Kentucky Ave. Riley 1562

DISPATCH FREIGHT But Passenger Speed

On Frequent Passenger Schedules, Day or Night—Ask Our Agent

W. L. Snodgrass, Gen. Supt. Traffic
310 Traction Terminal. RI-8461

INDIANA RAILROAD SYSTEM

PREPARE YOUR CAR For Winter

Let Us "Winter Clean" Your Radiator and Cooling System. Special—\$1.95

Except Sunday

ACME RADIATOR CO., Inc.
623 N. Illinois St. RI-1466

A COMPLETE AUTOMOTIVE SERVICE

- Motor and chassis repairs
- Electrical service
- Body and fender repairs
- Duct and painting
- Top and upholstery work
- Auto laundry
- Lubrication
- 24-Hour service.

DON HERR COMPANY
120 Kentucky Ave. RI-2484

CRAZY CRYSTALS

Recommended for

Constipation—Stomach Trouble
Rheumatism—Kidney Trouble
—When any of the foregoing are the result of faulty elimination.

DRINK YOUR WAY TO HEALTH

Crazy Crystals Co.
143 N. Penn. St. Phone Riler 4818

TOURS

Richard A. Kurtz, Foreign Dept.

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

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

GO! By Trackless Trolley Car

9

MINUTES DOWNTOWN
(Illinois and Washington)

from **Bluff and S. Meridian**

11 Min. in Rush Hour

Cars run every six minutes in the rush hour, every nine minutes during the day and evening. For further information phone Riley 1571.

INDIANAPOLIS RAILWAYS

DISPATCH FREIGHT But Passenger Speed

On Frequent Passenger Schedules, Day or Night—Ask Our Agent

W. L. Snodgrass, Gen. Supt. Traffic
310 Traction Terminal. RI-8461

INDIANA RAILROAD SYSTEM