

ENERGETIC TRIO
MAKES GOOD IN
POWER PROJECT

Young Lawyer, Farmer and
Engineer Leaders in
TVA Work.

Three men, none of whom has more than the average amount of worldly goods, are supervising the expenditure of what may ultimately be \$300,000,000 of federal money. The Tennessee Valley transmission line of Morgan, Morgan and Lilienthal were a year ago just blue-printing their dream of making the great river basin a truly "happy valley" as this article narrates.

BY FREDERICK C. OTHMAN
United Press Staff Correspondent

WASHINGTON, July 14.—Imagine a bustling young lawyer, an expert farmer and a celebrated engineer working like so many demons—and you have the unusual triumvirate which makes up the Tennessee Valley Authority.

Consistent Dr. Arthur E. Morgan, civil engineer, is chairman, with direct supervision of Muscle Shoals development and construction of Norris and Joe Wheeler dams, which are intended to turn the Tennessee valley into an idealized Ruhr.

Dr. Harcourt A. Morgan, no relation, college president and scientific farmer, is the man in charge of developing the farm lands and garden spots which are to be a corollary of the valley's industry.

Attorney Third Member

The Doctors Morgan spend most of their time in Tennessee and Alabama, with headquarters in the new Sprinkle building at Knoxville. Dr. Arthur E. is tall, patrician, and calm of voice. Dr. Harcourt A. is short, bluff, and grizzled. Both are expected of the excellent job that was expected of them.

The third member of the board, David Lilienthal, is in another category. He is the youthful Wisconsin attorney and power expert who has kept the TVA on the front pages almost since it was organized.

He has more zip, more vigor and more hard-boiled punch than many another New Dealer in a more conspicuous place. Mr. Lilienthal, who looks something like a sandy-haired, college senior, has spent much of his time telling power companies where to get off.

Cheap Electricity Aim

He intends to sell TVA's cheap electricity throughout the south—and he doesn't mean perhaps. If power companies refuse to sell their transmission lines to him at a reasonable price, he goes ahead with plans to build his own. He has battled with some of the biggest utility tycoons in the country and usually has emerged victorious.

Most interesting probably, of his manifold organizations is the Electric Home and Farm Authority, through which he is selling cheap electrical devices on time payments to southerners so that they can use plenty of the TVA's cheap power.

To do so, he had to wheedle most of the nation's biggest electrical equipment manufacturers to design ice boxes, stoves and the like to sell for about half that of their ordinary commercial models.

Recently he demonstrated to Mrs. Franklin D. Roosevelt the first combination electric stove and refrigerator in history. It sells for about \$130, complete, installed and on easy payments.

New Apparatus Popular

It is a piece of quality apparatus, with the stove on the left and the refrigerator on the right, separated by heavy insulation. Mr. Lilienthal thinks it will go far to make life more happy for southern housewives, particularly those who have used electric stoves to cool their butter and food to cook their corn bread.

The stove-refrigerator already is on sale at Tupelo, Miss., first city to sign a TVA power contract. Soon the EHFA will place on the market electric water heaters, pumps and perhaps other devices.

Mr. Lilienthal's theory is that the more electricity used, the happier life will be—and the cheaper the electricity.

Safe Deposit Boxes
The
Indiana National Bank
of Indianapolis

Real Estate Mortgages

WE SOLICIT APPLICATIONS FOR
PREFERRED MORTGAGE LOANS ON CITY
PROPERTY. INTEREST RATE 6%—NO
COMMISSION.

THE INDIANA TRUST Company
for Savings
CAPITAL SURPLUS \$2,000,000.00
THE OLDEST TRUST COMPANY IN INDIANA

Fletcher Ave. Savings & Loan Assn.
10 East Market St. Has Paid Dividends
on Savings for 41 Years

Evening Law School
OFFENS SEPT. 17TH
for 37th Year
Three-year standard
legal course leads to
LL.B. degree.
Catalogue Upon Request.
BENJAMIN HARRISON LAW
SCHOOL, Riley 5887
1132 Consolidated Bldg.

Schiff's OUTLET
SHOE STORES
RELIABLE SHOES AT LOWEST PRICES
NOW 250 E. Washington St.
208 W. Washington St.
108-111 S. Illinois St.

In City Churches Sunday

Third Christian—The Rev. William F. Rothenberger, pastor. Morning theme, "The Disciples of Christ Practice First for Unity Among Themselves." This is the first of a series of sermons on "Unity Sermons for the Disciples of Christ."

First Congregational—The Rev. Bill W. Hay, pastor. Morning theme, "The Rebel Christ."

Second Evangelical—The Rev. F. C. Wackerlin, pastor. At 9:30 unified service, theme, "The Cost of Our Redemption."

St. Paul's Reformed—The Rev. William H. Kautz, pastor. Morning theme, "Christ Our Model." English theme, "Belief in God."

Trinity Reformed—The Rev. William H. Kautz, pastor. Morning service at 11, theme, "A Spring Offering."

Central Avenue M. E.—The Rev. Charles Drake Skinner, pastor. Morning theme, "Bringing the River of Doubt," night, young people's service led by the Gospel Team, George Shuler, chairman.

Brightwood M. E.—The Rev. P. T. Taylor, pastor. Morning theme, "The Joy of Growing Old With Jesus," night, "The God Landmark."

Riverside Park M. E.—The Rev. J. H. Kiser, pastor. Morning unified service at 9:30, theme, "What Is Sin?"

Unity Truth Church, Church of Applied Christianity—The Rev. C. Powell, pastor. 765 Century Building. Morning theme, "Sons of God."

Capitol Avenue M. E.—The Rev. E. J. Durr, pastor. Morning theme, "The Quest for Happiness." No night service.

Central Universalist—The Rev. E. J. Durr, pastor. Morning theme, "Are You a Synthesizer or a Synthesist?"

Eighth Christian—The Rev. Glen W. Mel, pastor. Morning theme, "An Important Event in Religious History," night, young people's service at 8:30, theme, "The Church in the World."

Church of Christ, Scientist—The subject of the lesson-lesson in all city churches tomorrow will be "The Church."

Advent Episcopal—The Rev. George S. Southworth, pastor. Holy communion and sermon by the Rev. Francis D. McCabe at 9 a. m.

Broad Ripple Christian—The Rev. John Ray Clark, pastor. Morning theme, "An Unwise Exchange," night, "A Great National Peril."

Missionary Tabernacle—The Rev. Otto Nater, pastor. Service theme, "The Man Who Knew God" at 10:30 a. m., "The Christian's Duty to the World," night, 7:30 p. m., led by the Rev. Roy Goley and Mrs. Goley.

Broadway M. E.—The Rev. Richard M. Mulder, pastor. Morning theme, "The Voice of the Spirit."

Roberts Park M. E.—The Rev. William E. Bell, pastor. Morning theme, "The Sun of the Kingdom," night, Epworth League at 6:30 with Al Robbins speaking on "Riverside, A New Experience."

St. George's P. E.—The Rev. Francis T. Clark, pastor. Holy communion at 8; church school at 9; holy communion and sermon at 10.

Dwight Avenue Christian—The Rev. R. Johnson, pastor. Morning service in

charge of the Rev. G. I. Hoover, secretary of the Indiana Christian Missionary Society, night, lawn service with the Rev. Guy O. Carpenter, pastor of Livingston M. E. speaking.

Union Congregational—The Rev. Clarence W. Bader, pastor. Morning theme, "The Rebel Christ."

Memorial Baptist—The Rev. George G. Kimsey, pastor. Morning, address by the Rev. C. McGuffey, pastor of the national B. Y. P. U. convention.

Meridian Heights Presbyterian—The Rev. Sidney Blair Harry, pastor. Morning unified service theme, "The Eclipse."

Centenary Christian—The Rev. Paul W. Edgingfield will speak at 10:30 a. m., on "Mistakes About the Lord's Supper" and at 7:45 p. m., on "Is Church Attendance Necessary?"

Lynchburg Baptist—The Rev. C. H. Schickel, pastor. Morning service in honor of mothers and babies, night, reports on the national B. Y. P. U. convention.

East Park M. E.—The Rev. R. A. Ulrey, pastor. Morning theme, "I Believe in the Way, the Lord Led Me," night, "I Believe in the Crucifixion, Death and Burial of Jesus."

Garden City Christian—The Rev. Frank R. Messersmith, pastor. Morning theme, "Ups and Downs."

River Avenue Baptist—The Rev. George W. Bader, pastor. Morning theme, "Shall We Know Each Other in Eternity?" Night, "Fruits of Neglect," the concluding service by Evangelist Robert Payne.

University Park Christian—The Rev. James H. Taylor, pastor. Morning theme, "God Cares for Elijah," night, "Fruits of Neglect," the concluding service by Evangelist Robert Payne.

Livingston Presbyterian—The Rev. John B. Ferguson, pastor. Morning theme, "The Spirit, The Spirit of Man," night, union service at Downey Avenue Christian.

Livingston M. E.—The Rev. Guy O. Carpenter, pastor. Morning theme, "They Could Not," night, Dr. Carpenter will speak on "Being With Jesus at the Dawn of Light."

Central Christian—The Rev. W. A. Shumaker, pastor. Morning theme, "Being Offered," No night service.

Christian and Missionary Alliance—The Rev. James Harper, pastor. Morning theme, "The Look of Faith," night, "Joy in God."

North M. E.—The Rev. W. W. Wiant, pastor. Morning theme, "The Strategy of God," Epworth League at 6:30 and 7.

Calvary U. B.—The Rev. L. A. Hudnall, pastor. Morning theme, "Paul's Twelve Commandments," night, "From Darkness."

First U. B.—The Rev. E. H. Dalley, pastor. Morning theme, "Food for the Hungry," night, "A Depression Creed."

University Heights U. B.—The Rev. G. L. Stine, pastor. Morning theme, "The Strategy of God," night, union open air service on Indiana Central campus with Dr. Stine and Dr. Edwards.

Honey Creek U. B.—The Rev. A. G. O'Dell, pastor. Morning theme, "The Conclusions of Discipleship."

Third Christian (Christian Men Building)—The Rev. J. H. Kiser, pastor. Morning theme, "The Human Barometer."

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Tonight's Radio Tour

NETWORK OFFERINGS

WFBB (1230) Indianapolis
(Indianapolis Power and Light Company)

6:30—Arlington Classic Horse Race (CBS).
6:45—Circle melodies.
6:55—Gene Karpis orchestra (CBS).
7:05—Isabel Jones orchestra (CBS).
7:15—Reggie Childs orchestra (CBS).
7:25—Pats Waller (CBS).
7:35—Detroit Stueckgold and orchestra (CBS).
7:45—Gene Karpis orchestra (CBS).
7:55—Isabel Jones orchestra (CBS).
8:05—Reggie Childs orchestra (CBS).
8:15—Pats Waller (CBS).
8:25—Detroit Stueckgold and orchestra (CBS).
8:35—Gene Karpis orchestra (CBS).
8:45—Isabel Jones orchestra (CBS).
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10:55—Detroit Stueckgold and orchestra (CBS).
11:05—Gene Karpis orchestra (CBS).
11:15—Isabel Jones orchestra (CBS).
11:25—Reggie Childs orchestra (CBS).
11:35—Pats Waller (CBS).
11:45—Detroit Stueckgold and orchestra (CBS).
11:55—Gene Karpis orchestra (CBS).
12:00—Sign off.

SUNDAY
A. M.
6:30—Pep Club.
6:45—Imperial Hawaiian (CBS).
6:55—Gene Karpis orchestra (CBS).
7:05—Isabel Jones orchestra (CBS).
7:15—Reggie Childs orchestra (CBS).
7:25—Pats Waller (CBS).
7:35—Detroit Stueckgold and orchestra (CBS).
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11:45—Detroit Stueckgold and orchestra (CBS).
11:55—Gene Karpis orchestra (CBS).
12:00—Sign off.

WLW (700) Cincinnati
SATURDAY
6:00—Al Pearce and his gang (NBC).
6:15—Jack Armstrong.
6:30—Tom Coakley and his orchestra (N).
6:45—Over the River, German band.
6:55—Bob Newhall.
7:05—King, Jack and Jester.
7:20—E. F. D. House and Johnston.
7:35—Gene Burdell's orchestra.
7:50—Jamhore (N). Musical variety.
8:05—The Golden Rule.
8:20—Raymond Knight and his Cue-kons (N).
8:35—Guy Lombardo's orchestra (N).
8:50—Wils barn dance (NBC).
9:05—Harry Lee's orchestra.
9:20—News flashes.
9:35—Caroline Carrivall (NBC).
9:50—Jack Miles dance orchestra.
10:15—Moon River, organ and piano.
10:30—Midnight—Harry Lee's dance orchestra.
10:45—Sign off.

SUNDAY
A. M.
6:00—Children's hour (NBC).
6:15—Church forum.
6:30—Mexican, Typica orchestra (NBC).
6:45—News flashes.
6:55—Over the River, German band.
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DRINK
Crazy
Water (Coca-Cola)
6:45 A. M. Tuna Thun. Set.
6:50 P. M. Mon. Mon. Wed. Fri.
11:45 P. M. Mon. Mon. Wed. Fri.
See Newspaper Schedules.

3%
Paid on Savings
Security Trust Co.
111 North Pennsylvania Street

Evening School
Strong course offered in Secretarial, stenography, Accounting, Bookkeeping and kindred subjects. Spend part of your evenings in self-improvement. Cost low.
Central Business College
Architects & Builders Building, Indianapolis

9x12 Vel-Loom Rugs
Heavy quality rugs in beautiful colors and designs. \$10.85
United Rug & Linoleum Co.
139 W. Wash. Opposite Theatre

BUSINESS NEWS FOR THE WEEK

SURPLUS STOCK
AIDS COMPANY
IN EMERGENCY

Selmeir Firm Fills Order
for 10,000 Napkins
at Banquet.

Maintaining a surplus emergency stock, officials of the Frank Selmeir Towel Supply Company, 710 East Michigan street, were not surprised when they received an order for 10,000 napkins to be used at a banquet.

Supplying practically all the business buildings of the city and many others throughout the state with linen towels, aprons and coats, the Selmeir company is ready for almost any emergency.

Soiled articles are collected by the company's drivers and taken to the checking room, where they are separated.

In the metal washers the articles go through four suds, and are rinsed through nine waters, including hot and cold salt water.

After bluing they are run through extractors, the bath towels going through hot air tumblers. A fresh air fan drives them.

A six-roll iron is used for towels and aprons, while the coats and aprons are ironed on automatic presses.

These articles then go to the checkers' stock room, and then to drivers for daily delivery.

The Selmeir company makes its own towels and aprons in its large sewing room. All articles are mended before being taken from the plant.

A large stock of mended towels and aprons are kept on hand, in addition to the cabinets holding twenty-five yard roller towels.

SPECIALIZES IN
SHEET METAL

Gardner Company's Work
Extends Far Outside
of Indiana.

Since its establishment in 1882, the Joseph Gardner Company, 147 to 153 Kentucky avenue, through the rule of prompt service and precise workmanship, has acquired a high reputation in sheet metal craftsmanship.

Many ingenious ideas have come out of this shop, and over a period of fifty years the firm has also accumulated expert knowledge in replacing guttering and spouting on residences and large buildings.

The company builds all kinds of ventilation and blowpipe systems and manufactures a large line of sheet metal products, such as milk cans, furnace parts, tanks, metal roofing, warm air pipes, ventilating devices, and contracts for work of any kind that requires installation of sheet metal.

The company's work extends over a large part of the United States. In hotel and factory installations, its services have been in demand from Florida on the south to Wisconsin on the north.

Today the Gardner company no longer confines its activity to sheet metal work, but has added welding and brazing, with the manufacture of many novelties.

LAURENTIAN MOUNTAINS
RATED AMONG OLDEST

Created Appalachian Range, Recent Geological Report States.

By Times Special

MT. LAURIE, Quebec, July 14.—Quebec's celebrated Laurentian mountains were the architects which handled the job of ice age planning and construction which resulted in North America's Appalachian mountain chain, according to a new geological report.

Long claimed to be among the world's oldest mountains, the Laurentians, spreading over more than nine-tenths of the province of Quebec, constitutes one of the most scenic and diversified summer resort sections on the continent.

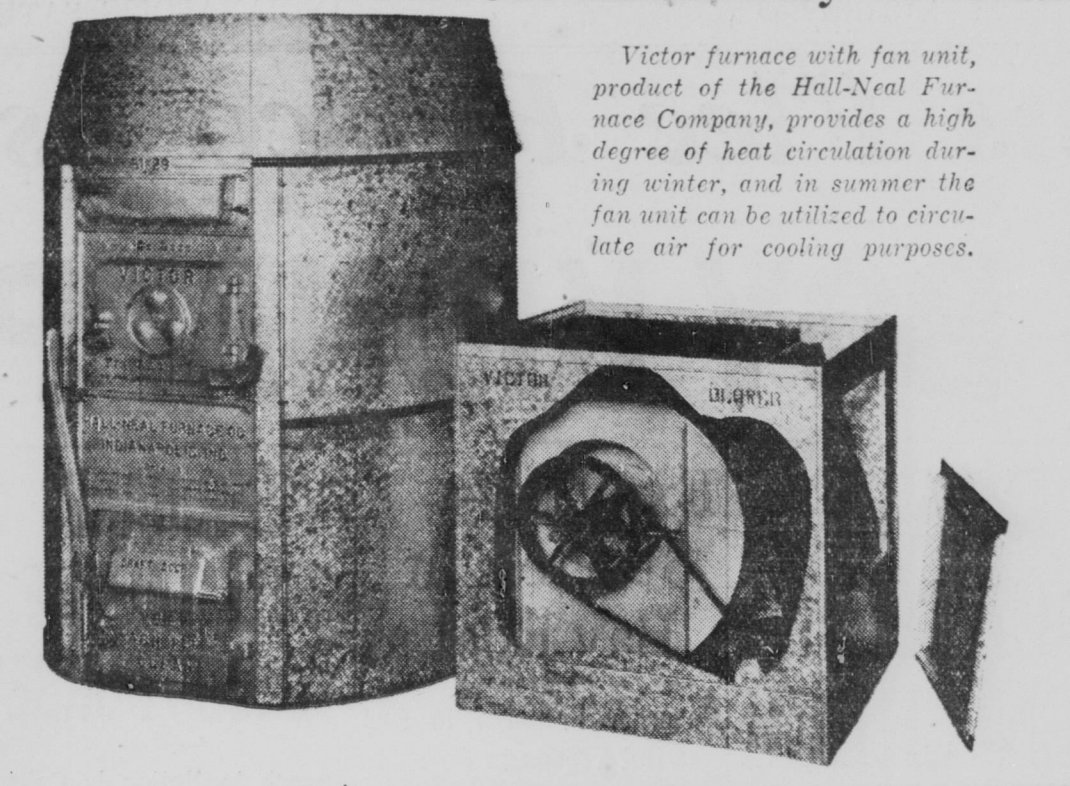
Rounded hills, brilliant granites, more than 15,000 lakes and hundreds of rushing trout streams attest to the beating the Laurentians have taken down through the geologic ages. A splendid new highway, linking more than twenty-five picturesque resorts, traverses the Laurentians from Montreal to Mt. Laurier and thence to Hull.

AUTO REPAIR
By
Madden Copple Co.
733 N. Capitol Ave.
L-6524

DRINK
Silver
Edge
THE SUPER STRENGTH
BEER
AMERICAN BEVERAGES INC.
DISTRIBUTORS—PHONE R-3333

ACID-KNOX
INSTANT RELIEF!
From INDIGESTION,
GASTRITIS,
SOUL STOMACH,
GUARANTEED.
ON SALE AT ALL
RAAG DRUG STORES

Furnace and Air Conditioning Unit
Provide Comfort Each Day in Year



Victor furnace with fan unit, product of the Hall-Neal Furnace Company, provides a high degree of heat circulation during winter, and in summer the fan unit can be utilized to circulate air for cooling purposes.

Warmth or Coolness as
Seasons Pass Always
Easily Available.

Air conditioning always is interesting, although, quite naturally, with such warm weather as has prevailed lately, little if any thought was given to furnaces. However, in the above picture are two things which should be of real interest now, according to F. S. Boone, manager of the Hall-Neal Furnace Company, 1324 North Capitol avenue, manufacturer of the famous Victor furnace and Victor air conditioner. This combination is factory designed and produced as a single, compact unit, saving many square feet of valuable basement floor space.

Summer is the correct time to install a furnace in order that a full winter of heat satisfaction may be enjoyed. This Victor steel furnace has patented heat radiating fins for which 20 per cent greater heating efficiency is claimed.

Likewise if more persons knew of the year-round comfort afforded

AUTO REPAIRING
BUSINESS GAINS

Madden-Copple Began With
Two Employees; Thirty
Work Now.

Beginning in 1911 with two men, the Madden-Copple Company, 733 North Capitol avenue, has for twenty-three years continued at the same location and now employs thirty mechanics and now employs thirty mechanics.

Straight automotive mechanical work is done, the company maintaining a corps of experienced mechanics trained in the various operations needed for all makes of automobiles.

Carrying at all times a large stock of repair and replacement parts, service is available twenty-four hours a day, including wreck rebuilding and engine reboing, repairing and repainting.

The company is the local distributor for V-K vacuum power brakes for automobiles and trucks.

"With nearly a quarter of a century of experience back of us, we are well able to handle any difficulty that may occur to your car," states C. F. Campbell, a company official.

Make Paint in Morocco

Prominent French paint producers have recently set up a manufacturing plant at Casablanca, Morocco, with a capital of 500,000 francs, the United States department of commerce is advised.

Corrosion Prevented

Corrosion is prevented and unnecessary repairs eliminated if exposed metal surfaces, such as roof and gutters, are kept well protected with paint.

AUTO BODY
REPAIRS
Axles Straightened
Cold While on the Car
Fenders, Radiators
and Bodies Repaired
C. OFF & CO.
107 N. East St. LI. 1549

Try
The Famous
Double Dip Cones
5c

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

Picture YOUR CHILD Graduating

One of your real pleasures in life consists in picturing your youngsters graduating from College.

Are you troubled occasionally, as to where the money for their education is to come from?

Wouldn't you feel better if there was a special fund accumulating that would be all ready when needed?

That is just what we can help you accomplish. Call for particulars without obligation.

INDIANAPOLIS LIFE INSURANCE COMPANY
Meridian at 30th
TA. 0788-0789-0790

Above All Things
Buy
MONUMENT
COAL CO.
Commercial
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Domestic
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Carburetor and Brake Firm
Adheres to Policy
From Inception.

Faithfully carrying out the policy established by E. W. Pummil, manager of the Indiana Carburetor and Brake Company, 325 North Delaware street, of giving accurate and honest workmanship, has marked the continued growth of the organization.

Naturally the average motorist is interested in receiving the greatest value for his investment. Realizing this, Mr. Pummil equipped his business with every piece of machinery that would assist in assuring customers real values at a low price.

Today thousands of local car owners who patronize the place know that when they pay for a brake adjustment or a reining job every part of the braking system is checked carefully.

Following an extensive study of carburetors and their function, Mr. Pummil introduced carburetor repairing and adjusting into his service program.

Many motorists do not know that the carburetor holds the key to the gasoline pocketbook. Oftentimes, according to Mr. Pummil, it is possible to save several dollars a week for the average driver by simply adjusting the carburetor. This service is offered without charge.

The Indiana Carburetor and Brake Company is the authorized Stromberg station for Indianapolis territory and also the certified representative for the Bendix Brake Company.

Stain Shingles

Unfinished shingles on roof or siding constitute a fire hazard which easily may be eliminated by painting or staining. Unless this precaution is taken, the surface has a tendency to warp, crack and become fuzzy, affording an easy lodgment for cinders, burning brands, etc.

The thermostat is so accurate that the temperature of each room may be controlled within two degrees twenty-four hours a day in the coldest weather. Fuel bills in this manner be greatly reduced. In winter, air conditioning in the home means heating, circulating, cleaning and humidifying. In summer, air conditioning means cooling, circulating, cleaning and dehumidifying.

Much of the old time cleaning and dusting is eliminated because the dirt and dust is trapped in the filter.

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