

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 triumvirate of Morgan, Morgan and Lilienthal were a year ago just blueprinting 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.

Conscientious 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 doing 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 sausaged-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 battened with some of the biggest utilities 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 weld 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 stoves to cool their butter and wood 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

In City Churches Sunday

Third Christian.—The Rev. William F. Bohnberger, pastor. Morning theme, "Can the Disciples of Christ Practice Their Faith in the Amity of Their Friends?" Part of a series of sermons on "Intimate Sermons for the Disciples of Christ."

First Congregational.—The Rev. Elihu B. Bixler, pastor. Morning theme, "The Rebel Christ."

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

St. Paul Reformed.—The Rev. William H. Kneierlin, pastor. Morning theme, "English Model." English theme, "Belief in God."

Trinity Reformed.—The Rev. William H. Kneierlin, pastor. Morning service at 11. Theme, "A Spring Overflows."

Central Avenue, M. E.—The Rev. Charles Francis Skinner, pastor. Morning theme, "Bringing the Light of the Gospel to the young people's service led by the Gospel Team, George Switzer, chairman."

Brightwood M. E.—The Rev. F. T. Taylor, pastor. Morning theme, "The Joy of Growing Old with Jesus," night, "The Crucifixion, Death and Burial of Jesus."

Riverside Park, M. E.—The Rev. J. H. Kiser, pastor. Morning unified service at 10.30. Theme, "What Is Sin?"

Unity Truth Center, Church of Applied Christianity.—The Rev. Muriel G. Powell, pastor. 1:15. Central Building. Morning theme, "The Son of God."

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

Central Universalist.—The Rev. E. J. Union, pastor. Morning theme, "Are You a Christian or a Spontaneous?"

Highway Christian.—The Rev. Gien W. Metzger, pastor. Morning theme, "An Important Event in Religious History." Night union service at West Michigan M. E. 7:30 p. m., and evangelistic service at 8:30 p. m. on "What Is Right with the Church?"

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

Advent Episcopal.—The Rev. George S. Melworth, rector. Holy communion and Evensong by the Rev. Dr. McCade at 8 a. m.

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

Methodist Tabernacle.—The Rev. Ohio Noland, pastor. Morning themes, "The Man Who Knew God" at 10:30 a. m.; "The Christian Race" by the Rev. B. O. Crowe, 11:30 a. m.; "The Work of the Spirit" by the Rev. W. H. Gandy, 12:30 p. m.; and evangelistic service at 7:30 p. m. by the Rev. Roy Golay at 7:30 p. m.

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

Roberts Park M. E.—The Rev. William E. Bell, pastor. Morning theme, "The Sin of the Tongue," night, "Ephworth League on 'Reverence, a New Experience."

St. George's, P. E.—The Rev. Francis Teul, vicar. Holy communion at 8; church school at 9; holy communion and sermon at 10.

Downey Avenue Christian.—The Rev. B. R. Johnson, pastor. Morning service in 10.

WFBM (1230) Indianapolis (Indianapolis Power and Light Company) SATURDAY

11:30—Zack White orchestra (NBC). 12:00 (midnight)—Sign off.

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 plastering and spouting on residences and large buildings.

The company builds all kinds of ventilating 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. LAURIER, 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 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 granite, more than 15,000 lakes and hundreds of rushing trout streams attest to the beauty of the Laurentians. 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

100—Children's hour (NBC). 8:00—Church forum. 8:30—Mexican TV orchestra (NBC). 8:45—Morning musical (NBC).

9:00—Unbroken melodies (NBC). 9:00—Hall of Fame (NBC). 9:00—Zero hour.

9:30—Tea leaves and jade. 10:00—Candy Kitchen (NBC). 10:15—Castile Farm orchestra. 10:30—Hollywood on the air (NBC). 10:45—Conway Twitty and the Co-madores (NBC).

11:00—Jack Miles orchestra (NBC). 11:30—Clyde Lucas' orchestra (NBC). 12:00—Leonard Keller's orchestra (NBC). 12:30—The Rumba orchestra (NBC). 12:00—Midnight—Harry Lee's orchestra.

1:00—Sign off.

DRINK CRAZY WATER CRYSTALS

9:45 A. M. Tues., Thurs., Sat. 6:00 P. M. Mon., Wed., Fri. 11:45 P. M. Mon. WLW Daily. See Newspaper Schedules.

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