

HIGHWAY SIGN PROVES WORTH IN LIVES SAVED

Inexpensive Reflector Tells Speed for Taking Curve Safely.

An inexpensive white sign with black reflectorized numerals which designates the rate of speed at which the motorist may safely take a curve has given the Highway Commission hope of solution of at least a part of the ever-increasing traffic problem.

Three hundred and eight of these signs were used for the first time during the past year on a 95-mile stretch on Road 37 from Indianapolis to Paoli with such startling results that the commissioners virtually "can't believe their own eyes."

During the test period, from April 1, 1939, to April 1, 1940, only four persons were killed on this roadway as compared with 14 during the same period a year before.

Property Damage Less
And despite a 15 per cent increase in traffic on the test section during the year, there were 12 fewer persons injured, 36 less accidents on curves, 33 fewer persons injured on curves, and approximately \$9000 less property damage reported in accidents than during the previous 12 months, Halile Myers, director of traffic, said.

In installing the signs on the 95-mile stretch, the Indiana Commission followed the lead of Missouri and Illinois which are already using the signs on nearly all their roads.

The suggested speeds were determined by mounting an airplane bank indicator in an automobile which was driven over the test section at varying speeds.

Only 'Advisory Signs'
Mr. Myers said that motorists should remember that these are not speed limit signs, but merely advisory signs to show the driver a comfortable rate of speed at which to take the curve. He said that even these speeds might be too high in bad weather.

The signs cost an average of \$3 apiece, and approximately four were installed on every mile of the road, much of it winding. Other signs were moved and placed to better advantage, Mr. Myers said, with the total cost of the entire test section approximately \$3000.

The Commission had decided to continue the use of the signs on the road for at least another year to further study their results, and that other test sections might be selected.

Mr. Myers said that in his opinion the sign is probably cost too much to be used to mark every curve on all roads, but that they probably can be used to advantage by marking sharp curves on all State roads. He explained, however, that any decision on their future use was up to the Commission members.

2 OUNCE STRAWBERRY
HOLBROOK, Mass., July 18 (U. P.)—A two-ounce strawberry has been grown by Frederick N. Townsend. It has a circumference of nine inches.

Walk-Over
Fri., Sat. Special
Beige Calf, Crepe Sole

\$3.95
A Regular \$7.50 Shoe

Walk-Over
28 N. Penn.

ALL THIS PEPSI-COLA for 25¢

Yes sir, that handy family carton of Pepsi-Cola holds 6 big bottles... 12 big drinks. And say—just watch the folks go for this better drink with the finer flavor. Be prepared! Always keep a carton of tasty Pepsi-Cola in your refrigerator.

"I make sure you get a real big bottle!"
"I make sure it's pure and tasty!"

JOIN THE SWING TO PEPSI-COLA

Out of Trouble, Safe and Sound



"Puppy's aight now," is what 3-year-old Don Brownfield seems to be telling the photographer. It's the puppy which fell down a six-inch sewer pipe at 3101 Phipps St., and which the police had to rescue with a wire noose attached to a bamboo fishing pole.

Farm Bureau Turns Eye On Youngsters With Pet Clubs

"I now have 26 bird nests in my collection. My uncle brought me a Baltimore Oriole's nest last week." "My calf, Jenny, will come to me now whenever I call."

Monthly, Indiana farm "tots" under 10 years of age are meeting in 150 various townships throughout the state to make such reports to their friends and neighbors.

They are members of the Indiana Farm Bureau's Pet and Hobby Clubs, an organization which is attracting national attention among farm leaders.

The Pet and Hobby Clubs were set up only last January by Farm Bureau officials to develop a sense of organization and community interest among the "little folks"—too young to join the 4-H clubs.

Today the organization has 2000 members and farm leaders from other states are writing here for details so that they may set up similar organizations in their respective states.

Edmond C. Foust, editor of the Hoosier Farmer and director of the clubs, predicts that 10,000 Indiana farm children will be enrolled by the end of the year.

The children are enrolled in the clubs upon application and without charge. They meet once a month, at the same time their parents attend the Farm Bureau township meetings.

At these meetings, the children, under the guidance of a member of the Farm Bureau's Rural Youth, discuss their hobbies and pets. The leader often reads children's stories, and picnics are held at intervals.

Chief hobbies of the youngsters are pencil, button, rock, and bird nest collections and scrapbooks. One of the boys listed his hobby as "liking to oil things" and one little girl said her hobby was "to wash dishes."

Dogs lead the pet list, with ponies, chickens, geese, cats, canaries, calves, pigs and lambs following in the respective order of popularity.

Hobby shows and pet parades are to be held at the county Farm Bureau meetings during the latter part of this month and in August, and the best in each division will be brought to Indianapolis in September for the Indiana State Fair.

The Pet and Hobby Clubs have aided general attendance at the various township Farm Bureau meetings too, officials said.

Now on meeting night, little John-

U. S. BUSINESS GAINS 8 POINTS

Federal Reserve Board June Index 114; Earlier Losses Recovered.

WASHINGTON, July 18 (U. P.)—Business spurred to a new high in June and July as production in iron, steel and textile industries recovered losses suffered earlier this year, the Federal Reserve Board reported today.

The Board's index of industrial production jumped from 106 in May to 114 in June, spurred mainly by increased steel ingot production from 60 to 87 per cent of capacity, sharp rises in the volume of coke and pig iron output, and substantially greater activity of woolen mills.

The increase reflected to some extent new Government defense orders, but the bulk of the contracts intended to expand industrial capacity and give United States armed forces modern fighting equipment have not reached industry and do not show in the latest business figures.

Department stores sales, usually a good index of mass purchasing power, continued at high levels during June, resisting the usual summer decline. Automobile production fell off seasonally during the month but retail sales continued in large volume, cutting into dealers' stocks of used and new cars which earlier had reached high levels.

Coal production continued large although output of crude petroleum declined in the latter part of June and private residential building decreased more than seasonally after an unusually sharp rise in May. Public construction increased under the impetus caused by construction of Army and Navy bases.

17 WPA PROJECTS PROPOSED FOR STATE

Seventeen proposed WPA projects for Indiana have been forwarded to Washington for final approval.

The most extensive of the projects will be one costing \$1,063,236 for road improvement in Sullivan County. According to John K. Jennings, State Administrator, the county will provide \$296,479 and the Federal Government will spend \$766,757.

Total cost of the projects is approximately \$4,236,468.

Cleric Who Won Converts Through Advertising Dies

NEW YORK, July 18 (U. P.)—Funeral services for the Rev. Dr. Christian F. Reisner, 68, founder of the Broadway Temple Methodist Church, will be held at 8 p. m. tomorrow.

The Rev. Dr. Francis J. McConnell, Methodist bishop for the New York area, will officiate. The body will be taken to Atchison, Kas., Dr. Reisner's birthplace.

He died last night at French Hospital following an operation for gall stones performed June 4.

Dr. Reisner once estimated that he had converted 10,000 persons through the use of newspapers, handbills, electric signs and other advertising media, for he felt that it was necessary to "swallow reserve and native modesty" in getting across the message of religion.

His insight into finance as well as his fervor as a cleric helped him raise more than \$4,000,000 for his most ambitious project, a skyscraper temple.

Dr. Reisner came to New York in 1910 and soon thereafter began to appear regularly in the newspapers. He criticized petting, the flapper, jazz mothers and "hooch fathers." He championed prohibition and made widely publicized tours of speakasies.

He is survived by a son.

BIGGEST U. S. NICKEL DEPOSIT REPORTED

WASHINGTON, July 18 (U. P.)—Col. Charles H. Rutherford, Phoenix, Ariz., attorney and civilian aid to the Secretary of War, said today he has been informed that "the largest nickel deposit in the United States" has been found in northwestern Arizona.

Nickel is a strategic defense material for which the United States is dependent on foreign supplies, chiefly Canadian.

Col. Rutherford said that he received a letter from W. J. Graham, secretary of the Arizona Mineral Resources Board, saying that the nickel deposit was found near Little Field, Ariz., about 10 miles from the Utah and Nevada lines.

International Nickel Co. of Canada and "a large steel company," he said, have experts on the ground examining the deposit.

The "BUY WAY" of Indianapolis DOWNSTAIRS at AYRES

On the Stroke of 9:30 Tomorrow Semi-Annual Remnant Sale

DOLLAR DAY

See Pages 8 and 9 for Details

Remnant Sale Bargain!

9x12 RUG and PAD

BOTH for \$29.75

(You Save \$12.75)

THE RUG... You make your selection from a fine group of all-wool seamless construction axminster rugs. Patterns are in American Oriental, Modern Hooked and Tone on Tone. Colors come in Red, Blue, Green or Brown. In view of ever increasing rug markets this value will become greater to you during the next few months. Buy now and save!

THE PAD... Full 9x12 size with bound edges and guaranteed moth-proof. The addition of the rug pad to your rug will mean years of added life to your rug. It gives that deep, rich feeling to your rugs in addition to the added protection.

NO DOWN PAYMENT
On Ayres "Few Pennies a Day" Plan—This Includes Small Carrying Charge.



NASH OWNERS RATE "STANDARD" FIRST

Nash owners give Standard's gasoline better than a 2 to 1 edge. Among Nash owners interviewed in an independent survey, 276 were using Standard's gas, while only 126 named the "runner-up."



Professional service

...another reason why Red Crown

gasoline leads

2 to 1*

3 fine gasolines priced to suit your purse
Red Crown.....regular-priced
Selle.....premium quality
Standard.....bargain priced

THE BUSINESS of 23,000 Standard Oil Dealers depends on making your driving as pleasant, as safe, and as economical as possible. And when you switch to Red Crown, this tremendous bonus of service is yours to share. ★ Of course Red Crown is good gasoline. High in anti-knock and loaded with carefree, thrifty miles. It simply has to be good to win twice as many customers as the Midwest's second-choice brand. ★ The Midwest's champion gasoline, plus the Midwest's champion service organization! Today's the day to join the millions of motorists whose theme song is—"Let's swing along with Standard!" ★ Stop in for a tankful of Red Crown. Keep your car professionally serviced.

GET THIS SPECIAL SUMMER GASOLINE FROM YOUR STANDARD OIL DEALER