

Business

Poll-Takers Are Busy Finding Out Your Post-War Needs and Wants

By ROGER BUDROW

THE POLITICAL POLL TAKERS, such as George Gallup and Elmo Roper, get the most publicity but much more money and time go into industrial polls—trying to find out what the customer wants—whose results are valuable trade secrets. Poll-takers are especially busy now finding out your post-war needs and wants.

The Gallup people not only take the nation's political pulse, but they test new movies with preview audiences to determine box office appeal. Each member in the audience has a dial which he twists during the performance. "Like very much," "Like," "Neutral," "Dislike," or "Dislike very much." Gallup works for Selznick, Walt Disney, R. K. O. and Columbia Pictures. The biggest market research firm is supposed to be A. C. Nielsen of Chicago, doing a \$4 million business, serving General Foods, Armco, Lever Bros., Procter & Gamble, Vick Chemical and Bristol-Myers. One way it keeps tabs on public taste is by auditing inventories in 6000 chain and independent stores every two months.

The trend in poll-taking seems to be to query fewer people but making sure the smaller sample is scientifically balanced. They say people are glad to answer most questions but it is hard to get straight answers to some personal ones. It is said you can't get the truth when you ask a person's income, but you can get that figure by asking how much rent he pays, because he will tell you the truth there, and the ratio between rent to income is well-known.

Other poll-takers include R. L. Palk Co., which made a recent auto-owner survey; Psychological Corp. of New York which has some big-name clients; Crossley, the one that calls you by telephone; Elmo Roper, who conducts Fortune magazine surveys, and others.

FORTUNATE FLUKE: Book publishers, caught in the squeeze between smaller paper quotas and bigger demand for best-sellers, are getting out of the jam by buying or making deals with other publishers who have paper to spare.

Blackiston Co., for example, specialized in medical books, but in 1942 did a special job of 11 million Red Cross manuals. When WPB chose 1942 as base year for paper quotas, Blackiston was rolling in paper. So Doubleday, Doran, a big publishing house, bought up Blackiston Co., whose presses are now turning out reprints of "A Tree Grows in Brooklyn."

Last year 260 million volumes were published, 15 per cent more than in 1942, and with 75 per cent of the paper. This was done by using thinner paper, smaller type, less trimming.

In the case with Ernie Pyle's "Brave Men," Henry Holt, the publisher, brought it out Nov. 21, 1944, sold 250,000 copies in a few weeks. Holt resorted to resetting the book two columns to a page, using smaller type, 146 fewer pages and thus bringing the weight to a mere 9.8 pound—which is an "Ernie Pyle" among books! Standard weight would have been two pounds.

ODDS AND ENDS: Republic Aviation's plant site at Evansville was sold in April, 1942; it has now produced its 5000th P-47 Thunderbolt fighter-bomber. . . . From the bulletin of the Miami Beach Chamber of Commerce: "Again Miami is maligned by Life and more recently by Look magazines, and then goes on to conclude that a real estate boom is starting again in that Florida resort, with February transactions at \$3,000,000 or about three times as much as in February, 1942. . . . War Manpower Administration Paul V. McNutt is being mentioned to succeed Brig. Gen. Frank T. Jones as head of the veterans administration, which is beginning to catch on; McNutt is a former American Legion national commander. . . . The local Bridgeport Brass-operated (government-owned) ordinance plant shipped nearly \$32 million worth of war material last year, about 10 per cent less than the year before, partly due to lower costs and partly reduced production schedules required. . . . The company says it is an efficient plant and a "very low-cost producer of brass products for the war effort."

EVANSVILLE STRIKE ENDS: EVANSVILLE, Ind., March 21 (U. P.)—About 3500 striking employees of the Chrysler Evansville ordinance plant returned to work today while a grievance committee negotiated with company officials.

LOANS
• ON ANYTHING •
Autos • Diamonds • Watches
Jewelry • Clothing • Radios, etc.
GET CASH IMMEDIATELY.

SACKS BROS.
ILLINOIS AND OHIO STS.
Open 7 P. M.—Sat. to 10 P. M.

LOANS
The CHICAGO JEWELRY Co., Inc.
146 E. WASHINGTON ST.

BOWLES URGES REALTY CEILING

Controls Also Asked on Movies, Barber Shops

WASHINGTON, March 21 (U. P.)—Price Administrator Chester Bowles said today that inflation of real estate and stock market values is a serious problem that needs quick corrective action.

He told the senate banking committee that congressional action to curb sale prices on both urban and rural real estate should not be "long deferred." It is "too serious a problem" to permit delay, he said. Then he added:

Stock Market, Too
"So also is the problem of stock market inflation."

He did not elaborate the reference of offer any suggestion as to what sort of action should be taken about stock market prices. On real estate, he renewed his plea that congress pass legislation providing some authority to control sale prices and commercial rents.

The price chief also told the senators that movies cannot be dismissed as a luxury or "insignificant factor in the cost of living." Backed up his recent plea for authority to control amusement admission prices, he said the public spends more than a billion dollars a year on movies alone.

Asked Reasons
The committee had rejected his first request for power to fix ceiling prices on tickets to theaters, sporting events and similar items.

Bowles was called to amplify his reasons for wanting these controls on movie admissions. He also was asked to give his side of the story on complaints against OPA presented by witnesses who testified during a series of hearings on a bill to extend the price control act through 1946. It is now due to expire June 30.

Bowles also asked again for price controls on barber shops and beauty parlors.

Demoralizing Effect
He said the exemption of these three items has "a demoralizing effect upon our whole retail price control program."

"The neighborhood merchant resents what seems to him the unfairness of seeing his prices controlled," Bowles said, "while the neighborhood movie, barber shops and beauty parlors are free to raise their prices at will."

"This resentment is too often used as a kind of self-justification for cheating."

N. Y. Stocks

High Low Last Change
All-Ind. 123.39 123.39
Am. Bond 123.39 123.39
Am. Govt. 123.39 123.39
Am. Ind. 123.39 123.39
Am. Rail 123.39 123.39
Am. Steel 123.39 123.39
Am. Sugar 123.39 123.39
Am. Tobacco 123.39 123.39
Am. Water 123.39 123.39
Am. Wheat 123.39 123.39
Am. Yarn 123.39 123.39
Am. Zinc 123.39 123.39
Am. Copper 123.39 123.39
Am. Lead 123.39 123.39
Am. Tin 123.39 123.39
Am. Silver 123.39 123.39
Am. Gold 123.39 123.39
Am. Platinum 123.39 123.39
Am. Palladium 123.39 123.39
Am. Iridium 123.39 123.39
Am. Rhodium 123.39 123.39
Am. Rhenium 123.39 123.39
Am. Osmium 123.39 123.39
Am. Selenium 123.39 123.39
Am. Tellurium 123.39 123.39
Am. Vanadium 123.39 123.39
Am. Niobium 123.39 123.39
Am. Tantalum 123.39 123.39
Am. Zirconium 123.39 123.39
Am. Hafnium 123.39 123.39
Am. Niobium 123.39 123.39
Am. Tantalum 123.39 123.39
Am. Zirconium 123.39 123.39
Am. Hafnium 123.39 123.39

Oil Co. Earnings Up
CHICAGO, March 21 (U. P.)—The Standard Oil Co. of Indiana today reported record net earnings of \$39,225,577 for 1944. This was equivalent to \$3.87 per share on 15,284,864 shares and compared to 1943 net earnings of \$50,591,371.

Fidelity
TRUST COMPANY
123 EAST MARKET STREET
MEMBER FEDERAL DEPOSIT INSURANCE CORP.

THE MONTH IN BUSINESS

EMPLOYMENT	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Employment (Manufacturing)	81,218	79,773	+1,445	+1,445
Payroll (Weekly)	\$5,430,302	\$5,397,711	+32,591	+32,591
Obtained Jobs	6,721	8,171	-1,450	-1,450
Filed Unemployment Claims	123	239	-116	-116

TRANSPORTATION	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Inbound Freight (carloads)	17,156	17,381	-225	-225
Outbound Freight	13,369	15,522	-2,153	-2,153
Streetcar, Bus & Trolley Passengers	9,412,817	10,084,670	-671,853	-671,853
Airplane Passengers (arriv. & depart.)	4,203	4,470	-267	-267

BUILDING	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Houses (permit value)	\$129,230	\$50,500	+78,730	+78,730
Apartments	0	0	0	0
Business	\$5,000	\$161,350	-\$156,350	-\$156,350
Industrial	\$23,000	0	+23,000	+23,000
Public	0	0	0	0
Repairs and Alterations	\$87,818	\$68,982	+18,836	+18,836

FINANCE	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Bank clearings	\$120,654,000	\$144,486,000	-\$23,832,000	-\$23,832,000
Bank deposits	\$378,225,000	\$447,895,000	-\$69,670,000	-\$69,670,000

MARKETING RECEIPTS	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Hogs (head)	116,082	198,910	-87,828	-87,828
Cattle	40,386	40,386	0	0
Calves	11,973	15,340	-3,367	-3,367
Sheep	24,787	42,449	-17,662	-17,662
Corn (bushels)	2,135,300	268,200	+1,867,100	+1,867,100
Wheat	275,400	507,600	-232,200	-232,200
Oats	110,000	175,000	-65,000	-65,000
Rye	9,000	52,200	-43,200	-43,200
Soybeans	11,200	249,600	-238,400	-238,400

MISCELLANEOUS	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
Telephone in Use	133,329	133,469	-140	-140
Postoffice Receipts	\$334,186	\$395,089	-\$60,903	-\$60,903
Electricity Output (by kw)	91,133,000	101,343,000	-10,210,000	-10,210,000
Gas Consumption (by cubic feet)	686,639,600	735,179,000	-46,539,400	-46,539,400
Water Pumpage (by gallons)	1,349,700,000	1,528,620,000	-178,920,000	-178,920,000
Imports	\$415,758	\$718,230	-\$302,472	-\$302,472
Relief (persons)	811	826	-15	-15
Relief (cost)	\$10,365	\$9,757	+\$608	+\$608

Sources of above information: Indiana Employment Security division; New York Central, Pennsylvania, Baltimore & Ohio, Mennon, Illinois Central and Nickel Plate Railroads; Indianapolis Municipal Airport; City Building Commission; Indianapolis Clearing House Association; War Food Administration; Indianapolis Board of Trade; U. S. Commerce Department; Indiana Bell Telephone Co.; Indianapolis Postoffice; Center Township Trustee; Indianapolis Power & Light Co.; Citizens Gas & Coke Utility; Indianapolis Water Co.; U. S. Customs Office; U. S. Employment Service.

Virtues of Aluminum Dice, Hats Described to Senate

By FREDERICK C. OTHMAN
United Press Staff Correspondent
WASHINGTON, March 21—Here we go again, friends. The subject is aluminum, wonders of. Such as Senators James E. Murray of Montana swinging an aluminum baseball bat and Senator Allen J. Ellender of Louisiana ducking same.

Nobody got hit. The senators merely were investigating products produced and hauled to the senate caucus room by the Aluminum Company of America. These included a fireman's hat, a stepladder, a fishing reel, a shovel, a beer barrel, a mint julep glass, a window screen, two knitting needles, a collar button and a pair of dice.

Fondles Dice
I. W. Wilson of Pittsburgh, vice president in charge of operations for the aluminum company, also brought along his aluminum chair, but he didn't sit in it. He used one of the senate's old-fashioned wooden chairs and described at length (20 pages of typescript, to be exact) the future of aluminum in tomorrow's brave new world.

While he talked, he fondled those dice, and I got to wondering what advantages aluminum dice—over ivory ivory. I guess maybe your hand wouldn't get so tired, shaking 'em. The same general situation probably obtains in connection with aluminum collar buttons.

Why weigh down your neck with one of those old, heavy brass collar buttons when you can have a fine, light weight collar button from the aluminum corporation?

County Fair
When Wilson got his samples spread out, the chamber jockey like a county fair. His assistants used an assortment of aluminum castings for footstools, while Senator George A. (no relation) Wilson of Iowa examined a string of aluminum beads. The senators made up the special committee surveying small business after the war. Aluminum man Wilson told 'em there were, at least 2000 articles that could be made better of aluminum than anything else.

His tinkering with his own aluminum dice somehow seemed symbolic; neither he nor the senators had any idea what the government would do with its de luxe new aluminum factories, including one which is 12 minutes by taxicab from Grand Central station in New York. Senator Murray observed that

"The meeting then broke up and Senator Murray tried out the baseball bat. Wilson also wanted him to take the shovel. The gentleman from Montana backed off. He said he was afraid people would think he had joined the WPA."

Every senator then got a free aluminum pencil, and I caught a free aluminum party aluminum, for downtown.

RECRUITMENT OF BROKERS BEGUN
CHICAGO, March 21 (U. P.)—A program for recruitment and education of personnel for investment banking firms was launched today by the Investment Bankers Association of America, "to meet a demand from members for new men."

In announcing the program, the I. B. A. emphasized that personnel of investment banking concerns had been "severely depleted by the war and economic conditions prior to the war" and that, in addition, the association sought "to open up opportunities for men coming out of the military services."

BUSINESS DIRECTORY

PEARSON'S
128 N. Penn. LI 5513
FURNITURE • PIANOS
AND INSTRUMENTS
RECORDS • SHEET MUSIC

RE-WEAVING
of MOTH HOLES - BURNS
or WORN SPOTS
LEON TAILORING CO.
235 Mass Ave. the Middle of the First Block

OXYGEN THERAPY
This Equipment Can Be Rented at
HAAG'S
402 N. Capitol Ave.
Day Phone LI-5867 Night Phone RI-7956

USE YOUR CREDIT at
MOSKINS
CLOTHING COMPANY
131 W. Washington St.
Directly Opposite Indiana Theater

DIAMOND LOANS
• WE BUY DIAMONDS •
Wolf Sussman, Inc.
229 W. WASH. ST.
Established Over 40 Years

6000 PORKERS RECEIVED HERE

Prices Remain Unchanged At \$14.80 Ceiling.

Six thousand hogs were received at the Indianapolis stockyards today, the war food administration reported.

The market remained steady, and the price of hogs stayed at the government ceiling of \$14.80. Other receipts included 1100 cattle, 500 calves and 100 sheep.

GOOD TO CHOICE HOGS (2000)	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
120-140 pounds	\$14.00@14.50	\$14.00@14.50	0	0
140-160 pounds	\$14.00@14.50	\$14.00@14.50	0	0
160-180 pounds	\$14.00@14.50	\$14.00@14.50	0	0
180-200 pounds	\$14.00@14.50	\$14.00@14.50	0	0
200-220 pounds	\$14.00@14.50	\$14.00@14.50	0	0
220-240 pounds	\$14.00@14.50	\$14.00@14.50	0	0
240-260 pounds	\$14.00@14.50	\$14.00@14.50	0	0
260-280 pounds	\$14.00@14.50	\$14.00@14.50	0	0
280-300 pounds	\$14.00@14.50	\$14.00@14.50	0	0
300-320 pounds	\$14.00@14.50	\$14.00@14.50	0	0
320-340 pounds	\$14.00@14.50	\$14.00@14.50	0	0
340-360 pounds	\$14.00@14.50	\$14.00@14.50	0	0
360-380 pounds	\$14.00@14.50	\$14.00@14.50	0	0
380-400 pounds	\$14.00@14.50	\$14.00@14.50	0	0
400-420 pounds	\$14.00@14.50	\$14.00@14.50	0	0
420-440 pounds	\$14.00@14.50	\$14.00@14.50	0	0
440-460 pounds	\$14.00@14.50	\$14.00@14.50	0	0
460-480 pounds	\$14.00@14.50	\$14.00@14.50	0	0
480-500 pounds	\$14.00@14.50	\$14.00@14.50	0	0
500-520 pounds	\$14.00@14.50	\$14.00@14.50	0	0
520-540 pounds	\$14.00@14.50	\$14.00@14.50	0	0
540-560 pounds	\$14.00@14.50	\$14.00@14.50	0	0
560-580 pounds	\$14.00@14.50	\$14.00@14.50	0	0
580-600 pounds	\$14.00@14.50	\$14.00@14.50	0	0

GOOD TO CHOICE PORKERS (2000)	February, 1945	January, 1945	Compared With January, 1945	Compared With February, 1944
120-140 pounds	\$14.00@14.50	\$14.00@14.50	0	0
140-160 pounds	\$14.00@14.50	\$14.00@14.50	0	0
160-180 pounds	\$14.00@14.50	\$14.00@14.50	0	0
180-200 pounds	\$14.00@14.50	\$14.00@14.50	0	0
200-220 pounds	\$14.00@14.50	\$14.00@14.50	0	0
220-240 pounds	\$14.00@14.50	\$14.00@14.50	0	0
240-260 pounds	\$14.00@14.50	\$14.00@14.50	0	0
260-280 pounds	\$14.00@14.50	\$14.00@14.50	0	0
280-300 pounds	\$14.00@14.50	\$14.00@14.50	0	0
300-320 pounds	\$14.00@14.50	\$14.00@14.50	0	0
320-340 pounds	\$14.00@14.50	\$14.00@14.50	0	0
340-360 pounds	\$14.00@14.50	\$14.00@14.50	0	0
360-380 pounds	\$14.00@14.50	\$14.00@14.50	0	0
380-400 pounds	\$14.00@14.50	\$14.00@14.50	0	0
400-420 pounds	\$14.00@14.50	\$14.00@14.50	0	0
420-440 pounds	\$14.00@14.50	\$14.00@14.50	0	0
440-460 pounds	\$14.00@14.50	\$14.00@14.50	0	0
460-480 pounds	\$14.00@14.50	\$14.00@14.50	0	0
480-500 pounds	\$14.00@14.50	\$14.00@14.50	0	0
500-520 pounds	\$14.00@14.50	\$14.00@14.50	0	0
520-540 pounds	\$14.00@14.50	\$14.00@14.50	0	0
540-560 pounds	\$14.00@14.50	\$14.00@14.50	0	0
560-580 pounds	\$14.00@14.50	\$14.00@14.50	0	0
580-600 pounds	\$14.00@14.50	\$14.00@14.50	0	0

41.6	23.50	+ 5.4	700-800 pounds	16.50@17.00
696	2,156,000	1.0	800-1000 pounds	16.50@17.00
51.7	772,000	64.3	1000-1500 pounds	16.50@17.00
37.1	313,000	64.9	Good	16.50@17.00
82.8	4,000	+ 25.0	700-800 pounds	14.25@15.16
95.5	32,000	65	800-1000 pounds	14.25@15.16
			1000-1500 pounds	14.25@15.16
			Medium	14.25@15.16
			700-1100 pounds	13.00@14.14
			1100-1500 pounds	13.25@14.14