

# The Week In Business

## Gov.-Elect Schricker May Tip Hand On Legislation Before C. of C.

By HAROLD H. HARTLEY, Times Business Editor

INDIANA BUSINESS will lend an attentive ear to the remarks of Gov.-elect Henry F. Schricker tomorrow noon when he addresses the pre-legislative conference of the Indiana State Chamber of Commerce in the Athletic Club.

Naturally business is apprehensive. New taxes to finance government-sponsored social reforms are in prospect. These will be paid for by corporations and increases in the income taxes of the higher income groups. At least that is their thinking.

Whether Mr. Schricker will follow national thinking is of high concern to Indiana business men. The belief as this is written is that he will not follow the Truman tax doctrine. Mr. Schricker is a banker with a small town background. He is a H. H. Hartley notable conservative, not given to latter-day high tax principles.

Business men hope Mr. Schricker will stick to the middle of the road, give more of the state's tax income to money-starved cities, in the coming assembly.

**'Wish You Were Here'** Along with a pent-up demand for nylon hose, automatic washing machines, automobiles and five-rib roasts of beef, the war left millions with itchy feet, the irresistible urge to see new people and places.

The public is beginning to get enough nylons, washing machines, and cars and roast beef (if they can afford it), but people still have a tremendous backlog of travel desire in their systems.

Last summer the ocean boats were packed to the rails with money-loaded tourists who wanted to see what the war had done to Europe. But last summer, it seems, hardly scratched the surface of travel demand. Next summer looks even heavier with bookings already hard to get on some ships. Reservations are being made in Indianapolis as far ahead as August.

Travel agencies report Hoosiers are going everywhere, beaming their itineraries to the Caribbean and South America this winter.

Guatemala has returned to prominence as a tourist magnet with Havana, Jamaica and Trinidad luring thousands.

The Florida trade, says Mrs. Lorene Gausepohl Baier of the



enough nylons, washing machines,

Gausepohl Service on the Circle, will not get under way until after Christmas. The same is true of the thin-air west—Arizona, New Mexico and California.

Other travel bureaus, the Union Trust Co., L. Strauss & Co., Merchants National Bank, Fletcher Trust Co. and American National Bank, all are feeling the upsurge of travel spending.

The shipping strikes on the coasts have shifted much of the overseas travel to the airlines. It costs about \$500 a round trip by plane. Ship rates run little cheaper or can be more (\$165 to \$375 one way).

Conducted tours, package tours and go-now-pay-later plans are coming into their own for the volume of the middle class wage group. Factory and store girls save their dollars, hop on to Europe for two weeks these days

and think nothing of it.

**Important Again** about what the customer thinks. The customer has less waiting time, receives more courtesy. And no longer is he brushed off with such remarks as "Don't you know there's a war on?"

This refreshing come-backer businesses which grew a little lax during the war years is wrapped up in the wave of public relations-mindedness which is sweeping like wildfire through the channels of trade. The National Industrial Conference Board says most executives have expanded their public relations programs since the war.

Ten per cent find a greater need for public relations at all levels. And by public relations they mean customer relations, labor relations, community relations and stockholder relations, quite a package.

The truth is that during the scramble to fill war orders with but one customer to satisfy, some from Hiroshima and Nagasaki,

Business is beginning to worry about what the customer thinks.

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Highway engineers recognize this safety factor, and as the demand grows for better and safer thoroughfares, the demand is for natural silica

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During the war the textile manufacturers were in the driver's seat. They told retail outlets that their bulk must go to Uncle Sam. They also cut corners, both clothwise and businesswise. They dropped the cuffs from trousers and encouraged two-piece suits. Another thing they did, which most men failed to notice, was to make shorter neckties.

They also dropped a few discounts. Manufacturers long ago yielded to the masculine demand for cuffs on trousers.

And neckties are long again, too. Although few Hoosiers ever suspected they had lost an inch or so off their neckties for the duration.

**Pinching the Farmer.** The Indiana University business survey showed a 4 per cent decline in October, although the level was still ahead of the average of the first half of the year. The survey explained this by showing that with the abundant crops the farmer's income had slipped.

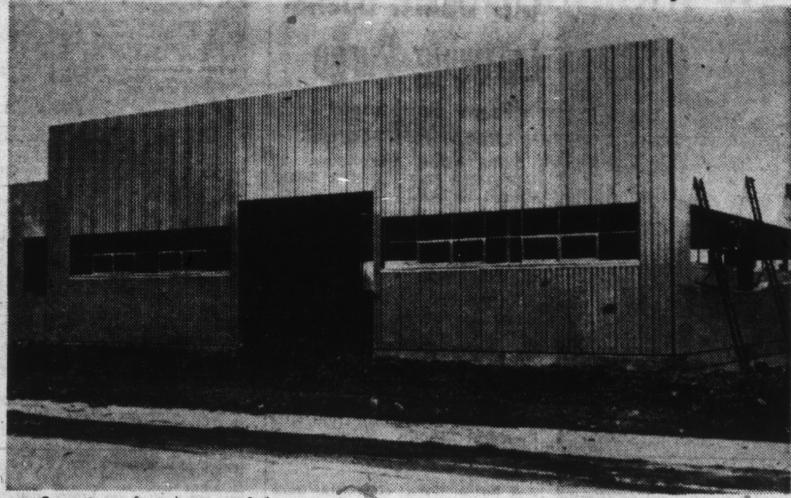
It is true that food prices are being lured down by abundance. And this leaves the farmer in an unhappy situation. City wages are still up so the manufacturer products he buys will cost as much as they ever have, but he will have slightly fewer dollars with which to buy them.

The farmer will not be hurt badly as long as government supports are in effect. It is impossible for him to be wiped out like

in a collapse of prices. But he will have to sell more corn or wheat or soybeans to buy a washing machine or a new car.

Actually, he is being pinched by his own productivity. But he should not worry too much as long as the rest of the world is hungry and Uncle Sam is willing to run an international bread

## They Can Bake a Cherry Pie—On an Assembly Line



Sometime after the turn of the year the Home-Made Pie Co., 920 W. 34th St., will be turning out pies in this new plant at 30th and Hillside at the rate of some 30,000 a day.

## Bakery Co. Plans 30,000 Pies a Day

### All New Machinery To Be Used at Plant

Juicy apple and cherry pies will be rolling out of the ovens of the Home-Made Pie Co.'s new plant at 30th and Hillside at the estimated rate of 30,000 a day sometime late this winter.

The Home-Made Pie Co., one of the six plants of the Bluebird Baking Co., Dayton, O., is building its new home of insulated aluminum, a new quickly-installed, siding material, sold in Indianapolis by the H. H. Robinson Co.

The plant will be equipped with all new machinery and will employ about 30 inside workers and will operate about 30 route wagons.

At present, the ovens are turning out pumpkin and mince pies on a volume basis and in three sizes: The 4-inch individual, the 8-inch grocery size, and the 9-inch restaurant size.

The Bluebird company, of which Louis Preonis is president, operates plants in Dayton, Cincinnati, Louisville, Columbus, O., Troy, O., and Indianapolis. The manager here is Verne Mayberry.

## Safety Equipment Will Be Shown

Safety uniforms, fire extinguishers, non-slip floor materials, machine guards, gloves, protective aprons and chemicals and other safety equipment will be shown at the Central Indiana Safety Conference which will open tomorrow for two days in the Claypool Hotel.

Harry S. Hanley and William A. Hanley are conference co-chairmen. More than a dozen safety authorities are on the program.

Safety exhibitors will be the Aero Oil Co., Ansul Chemical Co., Fire Extinguisher Division, Averill Equipment Co., Central Rubber & Supply Co., R. C. Clark Co., Dayton Safety Ladder Co., B. Dodge Co., Grace Gray Co., Hill Floor Machine Co., Indiana Visual Aids Co., International Harvester Co., Walter Kidde & Co., E. A. Kinsey Co., Koppelman Safety Shoe Co., Thom McAn Safety Shoe Co., Midwest Fire and Safety Equipment Co., Mine Safety Appliances Co., Gildri Corp., G. H. Packwood Co., Protexal Apron Co., Standard Safety Equipment Co., United States Safety Service Co., Wash-Rite Co., West Disinfecting Co. and the Indiana Equipment Co.

Dr. George D. Heaton of the Myers Park Baptist Church, Charlotte, N. C., will address the banquet Tuesday evening on "Safety and Human Relations in Industry."

Like other prices, hog values are affected by the economic laws of supply and demand. Often when large numbers of hogs flow to market in spring and fall, prices sag, other factors being equal.

Farmers expect this and consider recent prices seasonal.

**Monthly Marketing**

In Clinton County, Joe Gangwer decided he could make more money by putting hogs on the market at various times of the year. So Joe and his son, Raymond, worked out a breeding program that brings hogs to market nearly every month of the year. Carefully studying price trends, the Gangwers manage to hit the market on a "high" day more often than not. Beyond the

marketing phase of successful hog raising, they stress sanitation in the hog houses and pens.

**Shift to Machinery**

A once-familiar tool of agriculture, the "shuckin' peg," has virtually disappeared from the Indiana farm.

Mechanical picking equipment, harvesting practically all Hoosier grown corn, has condemned the old shucking peg to oblivion, its final resting-place a drawer in the tool shed, or a nail driven into the back porch wall.

Leather thongs once bound the peg to strong hands, protected from the cold by double-thumb gloves. But today the leather is hardening, the pointed steel peg gathering rust.

We may look back with sentiment, but today's farmers look forward, to new and better ways of doing things. Machine-picked corn is hauled from the field in tractor-drawn, rubber-tired wagons. The back-breaking job of scooping the husked corn into yellow mounds in the crib will soon be a thing of the past. Portable corn elevators now make the hard work easier.

Purdue figures show the number of corn elevators in use in Indiana increased 36 per cent during the past year.

**Annual Banquet Feting Employees Is Set For Next Sunday at Antlers by Hancock**

Thirty-four drivers for Hancock Truck Lines, Inc., will receive safety awards for their years of accident-free driving at the company's annual safety banquet next Sunday in the Hotel Antlers.

Speakers and guests will include Howard E. Fairweather, district supervisor of the Interstate Commerce Commission; Wayne M. Timmons, co-ordinator of safety organization, Purdue University;

Emmett J. Williams, officer of Local 135, Teamsters & Chauffeurs Union; Louis J. Miller, safety engineer, Liberty Mutual Insurance Co., and James Nicholas, secretary of the Indiana Motor Truck Assn.

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