

# 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 a 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.

**'Wish You Were Here'** Along with a pent-up demand for 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 Baler of the 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, Bankers 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 a little cheaper or can be more (\$165 to \$375 one way).

Conducted tours, package tours and go-now-pay-later plans all are coming into their own for the volume of the middle class wage group. Factory and store girls are coming into their own for Europe for two weeks these days and think nothing of it.

**Important Again** Business is beginning to worry 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-hither attitude on the part of some 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 did 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

of the niceties of business association disappeared. Businesses are trying to get them back, and it takes time. They are finding that more cordiality was lost down through the ranks than they suspected.

Company attitude as reflected through even its most remote employee is the foundation of a business, its prime asset, which totals up to good will. And that's the why of the scramble toward public relations—which is simply the faculty of being nice to people—since the thunder of guns died down on the edge of Berlin and the atomic smoke drifted away from Hiroshima and Nagasaki.

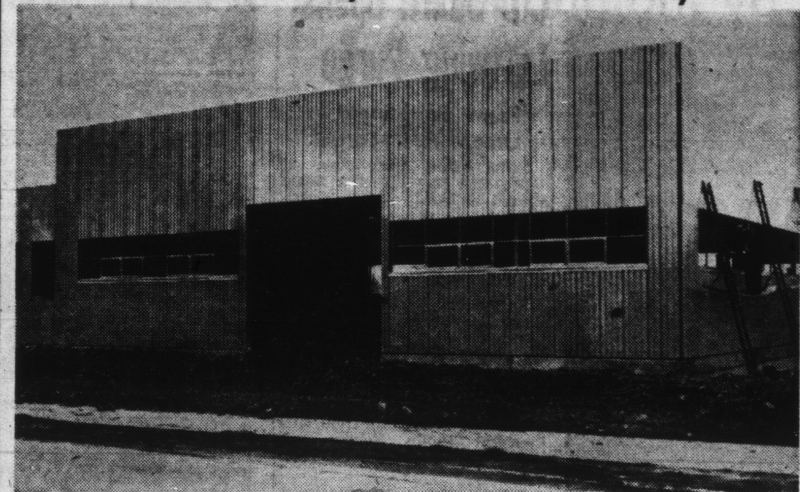
**Longer Neckties** During the war the textile manufacturers were in the driver's seat. They told retail outlets that their bulk must go to Uncle Sam. They also cut corners, both clothwise and businesswise. They dropped the cuffs from trousers and encouraged two-piece suits. Another thing they did, which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

They also dropped a few customary discounts. They were in a seller's market and they made the rules. The retail textile trade is now in the stage of trying to recapture some of its 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 well 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's 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.

## 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

July apple and cherry pies will be rolling out of the ovens of the Home-Made Pie Co.'s new plant at 30th St. 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, sliding material, sold in Indianapolis by the H. H. Robertson 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 Verner 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. Hanna and William A. Hanley are conference chairmen. More than a dozen safety authorities are on the program.

Safety exhibitors will be the Aero Oil Co., Ansl Chemical Co., Fire Extinguisher Division, Averill Equipment Co., Central Rubber & Supply Co., R. C. Cook Co., Dayton Safety Ladder Co., C. E. Dodge Co., Grant Gray Co., Hild Floor Machine Co., Indiana Visual Aids Co., International Harvester Co., Walter Kidde & Co., E. A. Kinsey Co., Koppelmyer Safety Co., Thom McAn Safety Shoe Co., Medical Supply 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.

## 34 Drivers to Be Honored By Truck Lines for Safety

### 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 fleet 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.

Over-the-road drivers and the accident-free years for which they will be honored are:

William LaRoche 17 years, William Duffey 15, Robert Earl 14, Marshall Duffey 14, Herbert Lawson 14, William A. Edwards 13, Nicholas Ciampone 13, Ralph Adams 11, Leslie Underwood 10, James Duffey 10, Samuel Coleman 9, Lester Baird 7, George Gregory 6, Al Heffernan 5, Ralph Storm 5, David Schluster 5, Vearl Pittner 2, Joseph Clinton 1, A. Kemp Galbraith 1, Benjamin Gardner 1, Alvin Lawson 1, Ray Parker 1, Vanice Richardson 1, Ronald Sage 1, Jay Thompson 1, and Joseph Thonon 1.

Pickup-and-delivery drivers to receive awards are George Carter, 4 years; Harris McClelland 4, Howard Cox 3, and William Wright 1.



The aluminum industry has been busy with new products, one of which is quickly assembled, fibre-glass filled siding and sills. Here Emil Kalwat, 6038 Guilford Ave., is putting sill siding on the new Home-Made Pie Co. building.

## On the Farm—Farmers See Current Drop In Hog Prices as Seasonal

### Clinton County Stockmen Work Out Plan To Market Pigs Nearly Every Month of Year

By HARRY MARTIN, Times Farm Writer

Hog prices, which averaged \$28.91 per cwt. in Indianapolis for September, are drifting downward with sporadic spurts of strength as of the middle of last week (\$24.25 cwt.).

October's average cost of barrows and gilts in Indianapolis was \$25.80, and mid-November found the average as low as \$21.26 for one week.

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 things 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 38 per cent during the past year.

## But Not NATURAL SILICA ROCK ASPHALT

When you're driving in the rain, there's less danger of skidding when you are riding on a street or highway covered with natural silica ROCK ASPHALT. An outstanding safety feature of natural silica ROCK ASPHALT is its "skid-proof" quality.

Actual scientific tests show that natural silica ROCK ASPHALT possesses non-skid qualities comparable to no other road surfacing material. Why? It's because Kentucky ROCK ASPHALT is made up of sharp silica sandstone impregnated with a pure, natural asphalt.

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

**KENTUCKY ROCK ASPHALT**  
Formed and sponsored by companies with long standing in production of KENTUCKY ROCK ASPHALT

## Stores Credit Dip in Buying To Weather

### Warm Wave Checks Heavy Textile Sales

The slight decline in retail business in Indianapolis was attributed by department store officials last week to more selective buying, prolonged warm weather, too much rain and a tightening of spending.

One store official pointed out that the weather has been unseasonably warm, holding back the sale of heavy textiles, and that rain had discouraged buyers from leaving their homes for the merchandise markets.

Indianapolis stores expect a big Christmas buying season, and they are ready with the best selection of quality merchandise since the war.

### Not Over-Stocked

They are not over-stocked but they have carefully measured their inventories in terms of quality. As one merchandiser put it, "We have weeded out the cats and dogs and our buyers have demanded the kind of quality our customers deserve."

Stores are stepping up their sales effort, watching employee attitude, looking for new blood from the top levels down. Personnel adjustments are in sight as the "dig to survive" era comes into bloom.

Some were outspoken in their belief that the crest of postwar buying has passed and that the recent decline charted the public attitude accurately.

### Snaps at Quality

"The press of money problems," a store executive said, "has made shoppers more careful. The buyer still snaps up quality at the right price which means there is plenty of business to be done if customers get what they believe is their money's worth."

One manager expressed the view that the higher income group has put the brakes on buying because of the election results.

He said the prospect of higher income taxes has found its way to the corporate and personal income tax-factors for the upper level incomes has cut into their buying habits. "They are waiting to see what kind of incomes they have in prospect," said a store executive, before indulging in other than bread and butter spending.

### Little Worried

He pointed out that if higher taxes are levied among the higher income groups, the middle class and lower income groups should spend more freely for they expect to be the beneficiaries of government money.

Most stores here report their sales holding up to last year's figures with some showing gains both for October over last October and for the year to date.

## The Outlook In the Nation

### Stock Market Timid as Truman Turns From Politics to Economics

By J. A. LIVINGSTON  
ECONOMICS TOOK the place of politics when President Truman returned to Washington. And in New York the stock market promptly declined to the lowest level since the election.

As soon as Mr. Truman named Edwin G. Nourse to head a top-level committee to prepare anti-inflation legislation, Wall Street assumed the worst.

Mr. Nourse, as chairman of the President's Council of Economic Advisers, helped formulate the special-session legislative proposals for materials allocation, higher taxes on corporations, and standby price control and rationing—all distasteful to business and all turned down by the 80th Congress. Therefore, his appointment symbolized more Mr. Livingston of the same—but with greater chance of success in a Democratic Congress.

Mr. Nourse does not look upon himself as a policy maker or administrator. He considers himself an adviser—a mobilizer of economic facts and figures. He will not appear before congressional committees to explain the President's ideas, objectives, and policies. The role of political advocate is reserved for administrators.

The President, Mr. Nourse, and members of the Cabinet intend to avoid a fiasco akin to that of November, 1947, when the President's anti-inflation proposals were laid low, not by Sen. Taft but by the President's own team, which comprised Secretary of the Treasury Snyder and two former secretaries—Harriman of Commerce and Anderson of Agriculture. They failed dismally to make out a good case for hastily improved legislation. As newsmen wrote at the time, "They fumbled."

Mr. Nourse hopes to have the President's team "up" for the big test in January when the 81st Congress convenes. He will hold sessions at which economic problems and legislative proposals will be given a going over. If there are unresolved differences, the President—in a full-dress meeting and knowing all points of view beforehand—will be able to make final decisions. In this way, even if a Cabinet member isn't in full accord with a policy, he'll know its pros and cons and why it was adopted.

Naming the chairman of the Council of Economic Advisers to this job is evidence of political

Offhand assumptions that Mr. Nourse's appointment means a repeat program are premature. At the moment, crucial economic indicators point to an inflation lull. At last the 10 per cent decline in farm prices since January has found its way to the retail counter. The cost-of-living index dropped from 174.5 in September to 173.6 in October.

Food was entirely responsible for the drop. Meat, poultry and fish prices were down 3.5 per cent, dairy products 2.7 per cent.

This eases the housewife's job of making ends meet. It will influence fourth-round wage demands. Yet it is a price readjustment and not necessarily a signal of a major decline. Things the farmer sells are dropping. Things he buys (which haven't risen so much) are still rising stubbornly. But farm income, because of large crop and live-stock marketings, is running only 3 per cent below a year ago. The farmer is still well off.

Christmas will provide the key to what Mr. Truman asks Congress to do. If stores do a big business, if consumers spend as freely as last year, then the administration may not hesitate to seek controls.

Consumers now feel the pinch of post-war improvisation. Installment debt, at \$7,700,000,000—20% higher than the peak in 1941—has caught up with them. Each month an enlarging proportion of disposable income goes toward payments on past purchases of automobiles, refrigerators, washing machines, furniture, etc.

## MAKE YOUR OFFER

in a great

## SPOT BID SALE

of Government Surplus Property in the

WRIGHT AERONAUTICAL

PLANT at LOCKLAND,

(suburb of Cincinnati) OHIO

DECEMBER 3rd

starting at 1:00 P. M. (EST).

Here is a partial list of the property offered:

JIGS WORK TABLES

FIXTURES WORK BENCHES

FURNITURE CONVEYORS

HAND TOOLS WELDING ROD

MISCELLANEOUS STEEL, COPPER

SHOP EQUIPMENT & BRASS SCRAP

## INSPECTION DAILY

between 9:00 A. M. and 4:00 P. M. (including Sunday, Nov. 28). Enter Gate 14 for Inspection Only.

The property in this sale is segregated into 15 lots for physical inspection, which is essential. All materials and equipment will be sold "as is." They cannot be shipped by commercial carrier. Seller will load all material except scrap which is piled outside of the building.

**DEPOSITS.** A deposit in CASH, CASHIER'S CHECK or CERTIFIED CHECK (payable to The Treasurer of the United States) covering 10 or more percent of intended purchases MUST be made by ALL BIDDERS before the bidding begins.

**CREDIT SALES** will be made only to purchasers who file with the Cashier before the bidding begins a WAA CERTIFIED LETTER OF CREDIT from any WAA Regional Office. Credit purchases will be allowed only to the extent of the credit available on the WAA Certified Letter of Credit on the sale date. The presentation of a Letter of Credit does not cancel the deposit requirement. A DEPOSIT MUST BE MADE BY ALL BUYERS.

**SETTLEMENT.** All purchases by cash buyers MUST BE PAID FOR IN FULL on the last day of the sale, either by CASH, CASHIER'S CHECK or CERTIFIED CHECK. All purchasers using the WAA Certified Letter of Credit must sign the certification.

**ADDITIONAL PROPERTY AT THIS LOCATION NOW BEING SCREENED BY THE ARMED SERVICES WILL BE OFFERED AT A SECOND SPOT BID SALE ON OR ABOUT DECEMBER 15, 1948. WATCH FOR FURTHER NOTICE OF THIS SALE.**

Sale Under Jurisdiction of

WAR ASSETS ADMINISTRATION

CINCINNATI REGIONAL OFFICE

704 Race Street Cincinnati 2, Ohio

in a great

## SPOT BID SALE

of Government Surplus Property in the

WRIGHT AERONAUTICAL

PLANT at LOCKLAND,

(suburb of Cincinnati) OHIO

DECEMBER 3rd

starting at 1:00 P. M. (EST).

Here is a partial list of the property offered:

JIGS WORK TABLES

FIXTURES WORK BENCHES

FURNITURE CONVEYORS

HAND TOOLS WELDING ROD

MISCELLANEOUS STEEL, COPPER

SHOP EQUIPMENT & BRASS SCRAP

## INSPECTION DAILY

between 9:00 A. M. and 4:00 P. M. (including Sunday, Nov. 28). Enter Gate 14 for Inspection Only.

The property in this sale is segregated into 15 lots for physical inspection, which is essential. All materials and equipment will be sold "as is." They cannot be shipped by commercial carrier. Seller will load all material except scrap which is piled outside of the building.

**DEPOSITS.** A deposit in CASH, CASHIER'S CHECK or CERTIFIED CHECK (payable to The Treasurer of the United States) covering 10 or more percent of intended purchases MUST be made by ALL BIDDERS before the bidding begins.

**CREDIT SALES** will be made only to purchasers who file with the Cashier before the bidding begins a WAA CERTIFIED LETTER OF CREDIT from any WAA Regional Office. Credit purchases will be allowed only to the extent of the credit available on the WAA Certified Letter of Credit on the sale date. The presentation of a Letter of Credit does not cancel the deposit requirement. A DEPOSIT MUST BE MADE BY ALL BUYERS.

**SETTLEMENT.** All purchases by cash buyers MUST BE PAID FOR IN FULL on the last day of the sale, either by CASH, CASHIER'S CHECK or CERTIFIED CHECK. All purchasers using the WAA Certified Letter of Credit must sign the certification.

**ADDITIONAL PROPERTY AT THIS LOCATION NOW BEING SCREENED BY THE ARMED SERVICES WILL BE OFFERED AT A SECOND SPOT BID SALE ON OR ABOUT DECEMBER 15, 1948. WATCH FOR FURTHER NOTICE OF THIS SALE.**

Sale Under Jurisdiction of

WAR ASSETS ADMINISTRATION

CINCINNATI REGIONAL OFFICE

704 Race Street Cincinnati 2, Ohio