

Today in Business

Don't Let That Odor Fool You



Stuff In Bottles Now Makes Used Cars Smell Like New

By HAROLD HARTLEY, Times Business Editor
DON'T TAKE this one standing up. Find a chair. And hold tight.

Remember that heady smell you whiff inside a new car, the sweetest, and most expensive, perfume in the world? You can buy it in bottles.

It's made by Carmetics, and that's no gag, either.

The stuff is colorless, like water, and is peddled—you know where—to used car dealers.

They can now sell you an oldie complete with new car smell.

BIG, BROADSHOULDERED L. E. Craig, Chevrolet one manager, ferreted it out for me at Chevy's four-day car session in the Antlers Hotel for its 171 dealers in the Indianapolis zone.

Those sharp Chevrolet boys have spotted a few changes in the used car business. Time was when the public would gladly buy anything on wheels, but no more.

The wholesaling of used cars (cheaper by the dozen) has fallen off. More dealers have to give the OK treatment to the cars they take in trade, then peddle them off their own lots.

THAT'S THE WAY of the dealer roundup, to teach the boys what it takes to make a five-year-old model throw away its crutches.

If they need paint, the old coat is sand-blasted off in a couple of hours. It used to take a man day and a half. And some of their testing equipment looks like a doctor's kit.

They can listen to a motor for a heart murmur, test its blood pressure (oil), carburetor respiration, and its metabolism, how much energy it gets out of the gas it drinks.

CHEVROLET HAS a 12-point program, and the big boys in the zone were doing the blackboard work for the dealer classes.

The official roll call included such Chevy top-hatters as P. W. Hanna, city sales manager; C. C. Mangus, assistant zone manager; J. C. Moore, zone parts manager; and Harry Sanders, zone service manager.

When they sell you a Chevy, new or used, they make it stick. I think this is how they do it.

Sleep Shop Peep

SOMETHING NEW—A yawning-go-to-bed store. It's strictly second story, unless you sleep downstairs.

Mr. and Mrs. Earl J. Baler (Lorene Gausepohl) are opening their Sleep Store tomorrow at 3726 N. Meridian St., in that row of limestone fronts just south of 38th.

This store stays in the bedroom, from furniture to good-nights, short or long, and those timely quick early morning cover-ups.

Mrs. Baler, minked and in an eye-matching blue jay tweed hat, too, yesterday was helping to pull the loose ends together.

Zoning Hearing Set On Salvage Business

Zoning Board hearing on a request for special permission to operate a scrap iron, junk storage and salvage business in the 300 block Shelby St. today was set for May 8.

A petition filed with the board by Industrial Salvage Corp. stated that \$10,000 worth of improvements will be made in the area if the business is permitted in the neighborhood. An office building measuring 40 by 20 feet also will be constructed. The enterprise will extend the frontage at 902 394 Lord St.

Official Weather

UNITED STATES WEATHER BUREAU

—APR. 15, 1950—

Sunrise 5:11 Sunset 6:21

Precipitation 24 hrs. end 7:30 a. m. 0.01

Temperature since Jan. 1 51.42

The following table shows the temperature in other cities:

Station High Low

Atlanta 66 44

Boston 55 37

Chicago 34 21

Cincinnati 44 24

Dallas 65 32

Denver 65 32

Erie 58 21

Ft. Worth 65 46

Indianapolis (city) 65 46

Kansas City 44 22

Miami 28 15

Minneapolis-St. Paul 28 15

New Orleans 71 57

New York 55 35

Oklahoma City 76 55

Omaha 40 21

Pittsburgh 61 42

San Antonio 81 64

San Francisco 55 35

Seattle 44 25

Washington, D. C. 56 35

Butter Price Slash Urged By Industry

Manufacturers Seek U. S. Move to Cut Cost to Consumers

By EARL RICHERT
Staff Writer

WASHINGTON, Apr. 13—The butter-making industry is pleading with the Agriculture Department and Congress to let butter prices come down.

"With the government piling up mountains of the stuff and with yellow margarine coming on tax-free, we've just got to get butter prices down to sell more," said a spokesman for the American Butter Institute.

The institute has adopted two resolutions:

One requests the Secretary of Agriculture to lower the government floor under butter—at once and to the lowest level possible under the law. The institute figures this would be about 3 cents a pound, from the present floor of 60 cents down to 57 cents.

Program Fixed

The second resolution asks Congress to establish butter price supports at a level "no higher than necessary to assure protection against disaster." The institute made no specific recommendation; but a spokesman said it was necessary to have a lower legal floor than the present minimum of 75 per cent of parity.

In other words, the government

—as Mr. Anderson sees it—is committed to maintain butterfat prices to farmers at 60 cents a pound for almost another year.

No Action Stated

"We never have lowered price supports in the middle of a program, and Congress has adopted the same attitude," he said. "Even when Congress changes a price support law, it never has let the law change an existing program."

Senate Majority Leader Scott

Lucas (D. Ill.) has announced

that no action will be taken at this session of Congress to change the price support setup.

"If people don't start pleading for it now, nothing ever will be done," said a butter institute spokesman. "And the government will keep on piling up mountains of butter, Why, it has 100 million pounds now."

Better Selling Urged

Mr. Anderson confided that the butter industry must conduct a better selling campaign if it is to increase butter consumption. He said that butter prices were not too high now; that what was needed was "more push" behind the product.

"The 115 million pounds we bought last year was only 8 percent of total production," he said. "I'm convinced that a good sales campaign by the industry would have put us out of the butter buying business."

He said that butter never had been pushed as had ice cream, milk and cheese.

Butter institute officials say that one of the obstacles to a first-class butter sales campaign is that there are only about three nationally known brands of butter. The officials believe that a price reduction is necessary to increase butter sales, and that 50 cents a pound, to consumers is a good figure to try for.

Butter price support is complicated because it is involved in the price support for milk—which the government is ordered by law to maintain. Agriculture Department officials say that a lower support price on butter would force them to raise the support price on dried skim milk—and they bought 40 per cent of the country's dried skim milk production last year.

Find Skeletons Of 3 Babies

BALTIMORE, Apr. 13 (UPI)—

The skeletons of three babies were found here last night in a boarded-up fireplace where they apparently had been hidden more than 25 years.

The skeletons were discovered by Mrs. Marie Prage who told police she and her family had been occupying the house about a year.

Mrs. Prage said she found the skeletons when one of her rings slipped through a crack in the mantel above the second-floor fireplace.

She said the bones were wrapped in three separate bundles, one covered with cloth and the other two by newspapers. One of the newspapers was dated Sept. 18, 1921, and the other Jan. 27, 1923.

Dr. William Kammer identified the skeletons as human and ordered them taken to the city morgue for further examination.

Police said they were attempting to find who occupied the home during the early twenties.

BANSHEE FLIER KILLED

CHERRY POINT, N. C., Apr. 13 (UPI)—A Marine Corps Banshee jet fighter crashed and burned here yesterday, officers reported today. The pilot, identified as Capt. Albert T. Lavers, 26, Palo Alto, Cal., was killed.

Local Truck Grain Prices

No. 2 truck wheat, \$2.10.
Cleanness \$1.617/bush.
Debris \$1.663/bush.No. 2 yellow corn, \$1.26.
No. 3 oats, 74¢.
No. 2 soybeans, 62¢/bush.

THE INDIANAPOLIS TIMES

Nash Introduces 5-Passenger Custom Convertible



This is the new, much talked about Nash Rambler.

'Rambler' Enters Low-Price Field

Has \$300 Worth Of Big Car Features

DETROIT, Apr. 13—Nash Motors rolled out its "Rambler" today.

It's a five-passenger custom convertible first model of a new series, aimed at the rich low-priced field.

The "Rambler" boasts about \$300 worth of big car appointments which include an electrical top, weather-eye converter, air heater, radio, one-piece windshield, direction signals, chrome wheel discs, clock, foam seat cushions. Its base price is \$1800.

H. C. Doss, vice president in charge of sales, gives the car a 30-miles-to-the-gallon gas rating, more with overdrive, easy parking, nimble traffic handling with out sacrificing swiftness on the open highway.

"Rambler" is an old name with Nash. The first "Rambler" was built by Nash in Kenosha, Wis., in 1902.

The car has soft top advantages but hard top safety. Two steel rollers over the doors protect occupants in case of a severe accident and roll-over.

It's a job of tight streamlining. It's built low and has a fancy grille. And the top goes up and down at the touch of a dash button. It has a flexible plastic rear window and can be zipped off entirely.

The car's under five feet tall and oil and battery gauges are replaced by red signal lights. The radio's on the dash, factory installed. Door handles are pull-out type.

Under the hood there's a 82-horsepower, six-cylinder, L-head engine, compression 7.25 to 1.

Nash reports it spent five years and \$13 million to develop the "Rambler" shooting at high quality performance in a small car.

The "Rambler" is not to be confused with Nash's NX-1, an experimental, two-passenger \$1000 car the company recently showed.

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Local Issues

—APR. 13

STOCKS Bid Asked

American States com 44 42

Avisbury Collier com 12 12 1/2

Bell & Tel Yds com 12 1/2 13 1/2

Bell Rb & Stk Yds com 32 1/2

Bobs-Merrill pid 4 1/2 7 1/2

Boys 20 20 1/2

Circle Ind Tele comp 20 20 1/2

Com Loan com 92 95

Family Finance com 100

Family Finance 5 pid 97 100

First Ind Corp 100 100

Hamilton Mfr Co com 15 15

Home-Jones 4 1/2 pid 18 18

Hock Drug Co com 15 1/2 16 1/2

Ind Gas & Wat Co com 23 23

Ind Mich Elec 4 1/2 pid 104 105

Ind Mich Elec 5 1/2 pid 105 105

Ingle P & L 4 1/2 pid 99 101 1/2

Indus Water Co com 18 18

Indus Water Co 5 pid 106 108

Indus Water Co 5 1/2 pid 107 109

Jefferson Natl Life com 10 10

Kinsman & Co 6 1/2 7 1/2

Lincoln Natl Life 98 102

Mastic Asphalt 4 1/2 6

Moore Inc 20 20

Nat Ind Pub Svc com 21 21

Nat Ind Pub Svc 5 pid 88 90

Nat Ind Pub Svc 5 1/2 pid 91 92

Rober G. Tool com 18 18

Schwartz-Cummings pid 12 12

Stokely-Van Camp 12 1/2 13 1/2

Tanner & Co 5 1/2 pid 97 98

U S Machine Co 4 1/2 5

Union Carbide 57 57

Union Carbide 5 1/2 pid 78 78

"Ex-dividends" BONDS

Allen & Steen 84 87

American Loan 4 1/2 60

Bartell Corp 100 100

Bastian Marley 65 65

Battell Tel Co 4 1/2 4 1/2</