

Today in Business

Cadillac Reply, 190 Horses



By Harold Hartley

CADILLAC'S ANSWER came through today. On its 50th birthday, Cadillac put a 190 horsepower engine on the road.

That, I think, was Cadillac's answer to Chrysler, and anyone else who wants to play the big motor muscle game.

I suspect if others want to up the ante, Cadillac will raise it again. It intends to remain the most powerful car on the American road.

One of the things most people do not understand about Cadillac is that it is not altogether a luxury car, although it is big, fast, and like riding in bed.

GENERAL MOTORS has a big stake in Cadillac. Strangely, it is the same it is in Chevrolet, smartest of the line. And that stake is leadership. Nothing must come close to it.

A Cadillac probably costs little more to drive over a five year period than a smaller car. But you don't trade them in every year, and they don't change as radically. And they are amazingly thrifty.

A CADILLAC will give a small car a pretty hot race on economy alone. Few realize that.

I have never thought for a moment that Cadillac was sitting back basking in its success, and twiddling its thumbs when Chrysler popped with its 180 horsepower eight.

Auto manufacture is a rough game, but it is played honestly. But everyone who takes on the champ is in for a race.

THAT'S WHY Cadillac put 190 horses under the hood. Not many will use them all.

But if anyone wants to talk back on the road, they're there, and ready to go.

How It's Divided

WHAT HAPPENS when a rich man dies without a will, as did Peter C. Reilly?

Under the law, roughly, I am told, the estate reputed at \$1 million, and no debts, would go one-third to the widow, and the two remaining thirds would be divided equally among the three children.

BUT SOMETIMES it is not that easy. Lawyers and trust departments tell you the best way still is to make a will, then keep it up to date with the law, and changes in who is to benefit.

Lots of people do not make wills. One reason is, I suspect, that they do not like to think of the day when it becomes effective.

Ten Cents Rebate

I HAVE SEVERAL bad habits, but this is one of the lesser ones.

I get hungry between meals, and nibble peanut clusters. And I have been stopping at Mrs. Stevens' candy store just off Washington on N. Illinois.

I usually buy a quarter's worth. And in doing so, my faith in humanity got quite a lift.

I WALKED IN and Carmen Bird waited on me. She remembered me from the day before. I laid down my quarter. And she said "I put in 35 cents worth. Yesterday you left me an extra dime."

Little things like that put the stamp of big integrity on people and business, right down even to buying a quarter's worth of chocolates.

AND I ADMIT I have no business doing it. I should have stopped that when I was ten. But I see others doing the same. So I am not alone.

Like a King

I LIKE PEOPLE who tell me the good things. They aren't always tearing the world, and its people, to pieces.

R. H. Wheeler of the H. H. Woodsmill Insurance Agency, 108 E. Washington, called me. You will remember the Woodsmill ad slogan, "We insure everything but the hereafter."

MR. WHEELER had taken two items back to retail stores and had been treated like a king.

One was long-playing record which skipped grooves. The store gave him a new one, so fast he hardly knew what had happened. It required no excuses, no explaining.

THEN HE had been given a shaving brush, used it a couple of months, and it began to shed. So he took that back. The same thing happened.

The nice part is that he took the time and trouble to tell it.

SOME PEOPLE might have just grunted and forgotten it. But not Mr. Wheeler.

Had he been treated right, and he wanted the world to know it, I like men like that.

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Lenders Losing Home Loan Rate Fight

Victory In Sight for 'Little Guy'

By DON TEVERBAUGH

Times Real Estate Editor

CHICAGO. Jan. 22 — The big fight for higher interest rates on FHA and VA home loans is going into the final round, and the boys with the dough are losing on points.

That's the word from one of Chicago's biggest mortgage brokers.

It has been a mortgage money strike all along, he said. And it comes from the big money boys, the insurance companies and the large institutional investors—not the brokers.

Keeping score is the little guy who wants to buy a home. He knows why he can't. And the veteran who can get all the 5 percent money he wants—but none at 4 percent—knows pretty well, too.

The big push is coming in the second quarter, the experts say. James C. Downs, head of the Real Estate Research Corp., says that's when the shortages of homes will start to pinch the public.

And the public is getting a little tired of being pinched. They'll yell and it'll be heard in Washington, Mr. Downs says. Right now Congress has got its collective ear to the ground. Elections are coming.

Trade Secrets

The brainiest builders of the nation told the rest just how they were doing it yesterday in a two-hour session. They came from all sectors of the nation—36 home builders who are building better and cheaper houses than all their competitors.

This is what they say is ahead in '52:

Storage walls which come ready for installation, thereby cutting labor cost on the job.

These walls are easily moved, lending amazing flexibility to the home.

Expandable houses.

They aren't quite sure how these will come, but they are a necessity for the baby boom which started during the war.

Prefabricated bathrooms and chimneys, especially for the low cost homes.

The savings they offer in labor costs is tremendous.

A more attractive, better designed low cost home available in greater numbers. And more attractive, livable low rent apartments and homes.

Standardization of floor plans, but greater variation of each plan to avoid look-alikes. Some builders on the panel reported they were able to obtain from 25 to 50 different appearances for their homes, working from just one basic floor plan.

Other Leaders Present

Other GOP leaders attending the luncheon included County Clerk H. Dale Brown, County Treasurer Louis Rainey, Circuit Judge Lloyd D. Claycombe, Superior Court Judge Walter Pritchard, County Coroner Roy Storms, City Clerk Grace Tanner, Sheriff Clark John Hughes, former national young Republican leader and Elmer Sherrwood, former state adjutant general.

Chairman Diener said a state director for the Eisenhower campaign will be named next week when headquarters will be opened in downtown Indianapolis.

Congressman Hugh Scott (R. Philadelphia) a former national GOP chairman who was luncheon speaker eulogized Gen. Eisenhower as the "only man in the country who can lead us out of our present chaos."

He Is the Man

People in Europe have said the General is the only leader who has been able to bring European peoples together in common defense," he said. "Ike's abilities to do that in Europe means he is the man who can bring us together in the United States."

The Congressman said polls show the Republican Party has only about 32 percent of the voters in the U. S.

"This means we cannot elect a president with Republican votes alone. However, we do have an Eisenhower majority," he said.

Rep. Scott appealed to Republicans to support the General as one way to tackle the "very difficult job of dislodging a vast network of corrupt government power in Washington."

And if I recall the Vanderbilt fortune correctly, he could easily have had his own private railroad train, on the New York Central which his family held heavily.

IF YOU HAPPEN to have the urge to live in a trailer, although I can see their advantages, I recall hearing Cornelius Vanderbilt, Jr. tell how he had bought a deluxe trailer to roll around the country.

They are heavy. And it takes a good sized car to pull them. And it takes more gasoline than for the car alone.

But for those who love the western sunsets, and the swaying fronds of tropic palms, and the frothy white waterfalls of New England, all in the same year, the trailer is the answer.

Cites Reader Interest

The Times 40-page section entered in the judging by the Marion County Residential Builders, was selected for the award because its stories of high reader interest, layout and use of pictures.

Featured in the section was a map showing the location of 800 houses in various stages of construction and houses open for inspection. The section was designed to show the reader all styles of houses in all price ranges.

The Times Real Estate section is the largest section of its kind in Indiana, and has the largest real estate classified advertising section in the state.

Delegates to the 50th annual convention of the Indiana Grain and Feed Dealers' Association elect new officers today to close their two-day meeting.

They were told yesterday by Allan B. Klim of Chicago, president of the American Farm Bureau, that America gives money and goods to other nations "as investments to make those nations stronger." He said the reason should be emphasized as the "American way."

Gov. Schriener said the feed and grain industry now is a billion-dollar business in Indiana and is "vital to feeding the people."

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