

U. S. Builders' Faces Lose Their Frowns



BIT OF ENGLAND—An English country home in heart of Brendonwood.

Today in Business
Shopping Dips
Laid to Taxes

By Harold Hartley

THE MAN WHO HAS A JOB isn't worried, but he's being careful.

Employment figures are not sick, but they have had a touch of faintness. And buying is pulling up the hill of uncertainty.

It showed up in the Federal Reserve Board's report on Indianapolis department store sales. They dropped 7 per cent in a week, and stood a full 14 per cent under the twin week last year.

A TOP EXECUTIVE was asked, "What's wrong?" He said, "I wish I knew."

Was it reluctance, or what he called aptly "flirtatious weather?" weather?

Some came in and bought. Took the gods home, brought it back, then showed up a few days later and bought it again.

WHERE WAS the job line thinning out? In foundries, for one place. And auto suppliers weren't down, but they were snailish along. And there were cuts in the paper box industry among those who sold to the motor makers.

The little towns were getting job skittish. Reports listed "slow spots" in Shelbyville, and other reports drifted in that little industries in Marion, Lafayette, Frankfort, and Indianapolis were thinning out the cards in their time track.

THE TROUBLE was that defense work wasn't coming through. Some said it had been just so much talk so far as they have been concerned. And they were concerned. You could see it in their faces.

The spill-over in labor supply which prompted Indianapolis from a Group I to a Group II labor area came in common labor and women in factory workers. One employment man said he could get all the factory women he wanted.

If the virus of fear was filtering through the ranks of wage earners to the point where they were shopping-shy, what was causing it?

ONE MERCHANT guessed "taxes, and the cleaning up of over-large Christmas bills."

Taxes were hitting hard. And it is auto license time. This alone drains \$24 million, mostly from wage earners in Indiana.

Gross income tax for 1951 had taken \$89,514,797, but that was only a small part of the \$267,500,000 gleaned from all tax sources by the state. And a big chunk (\$272 million) of this is paid by the distilling industry which centers in Lawrenceburg where three distilleries operate.

\$421.76 a Head

THE BIG BITE was, of course, federal taxes. They had gone up in November, cut into pay checks. Many will have to sweeten pay deductions in March. And it took a while for the full impact of the pay squeeze to sink in.

The total taxes paid by Hoosiers is \$1,660,200,000, or about \$421.96 a head. In families of five, that's big dough. Enough to make a buyer count his dollars twice.

The little jolt which got the most lip service was the court decision which hit the nickel telephone call. "Think of it, a dime just for calling someone up." That's how they put it.

AND THE DIME pay call will keep many away from a pay station, but not for long. Experience in other cities have found many a phone user when faced with putting a dime in the slot, has gone down the street and the office of a friend for a free phone.

But this is going off. And within about six months, the coin boxes will be pulling an extra \$400,000 or so from the pockets of phone booth users.

Tinge of Yellow

ADD ALL of these things up, the taxes, the little islands of job slow-ups, prices still hanging on the horn of the moon, and you

'English Mission'
New Home
That's Made
To Look Old

Pushing up out of a wooded Brendonwood knoll, just as English as a country squire—or the Ann Hathaway Cottage—is the new, gabled, sandstone home of builder J. A. McDaniel.

It looks as though it had been there for a hundred years—and that's exactly what the builder was aiming at.

Sandstone Walls

Built in English Mission style architecture, the home was designed and built by Mr. McDaniel. The walls are of multi-colored Indiana sandstone and the roof is of old fashioned split wooden shingles.

The vault ceiling gothic living room with huge exposed oaken beams and trusses is a complete wing built at a 5 degree angle from the house proper and is 30 feet long.

Three walls of the room are exposed and the fourth is of matching sandstone with an old fashioned keystone archway opening into the main entry hall.

Pained Dining Room

The dining room is paneled to chair height with black walnut. Above this wall is papered in an original New Orleans street scene motif. French doors open to a intimate multi-colored slate patio. Furnishings are of antique French in fruitwood.

Upstairs are three bedrooms, a guest room and 2½ baths. The master bedroom has large double door walk-in closet and antique leaded diamond light windows, in keeping with the English architecture. Adjoining is a private bath.

All bathrooms are automatically ventilated. Fans go into operation when the door is closed.

Servant quarters are located out over the attached garage.

The story of Mr. McDaniel is just as intriguing as his Brendonwood home.

A youngish 37, Mr. McDaniel finds that visitors to his office frequently ask for "his father" when calling on business. They expect a much older man after telephone conversations.

Original Stake \$1000

Starting with \$1000 he received when he sold his car during the last war, Mr. McDaniel has parlayed his original stake into property worth more than a million dollars.

First he invested his money in a restaurant, then sold the business and took a sub-contract job of making propeller crates for Curtiss-Wright during the war.

Because of the housing shortage he decided to build his own home and did, at 248 Villa Ave.

Quick to sense the urgent need for low-cost homes here, Mr. McDaniel built about 160 homes in the \$9000 price class. Then he entered the field of moderate cost rental properties and built the 108-unit Lynncourt apartments.

This year he will build another 16 units at this development at Dawson and Kelly Sts., six doubles at 21st St. and Winfield Ave. and 178 rental units at 14th St. and Arlington Ave. Of these, 120 will be garden-type defense housing units.

"The big idea is to try, don't be afraid to try," Mr. McDaniel smiled. "I believe there is a great future for low cost rental property. All you need is the courage of your own convictions."

Phony Pens

THE ITALIANS and Japs are counterfeiting Parker fountain pens.

They are sold abroad, and have a Parkerish look with a deep cut in price. Tourists, mistaking them for the genuine, grab them up.

In Italy they are made in Genoa, Naples, Milan and Rome.

THE BIG BLOW to the American pen business came in the pilgrimage of the 1950 Holy Year when tourists came across all sorts of imitated American products in well-known cigarette lighters, watches and small appliances.

In Japan the source is still covered. But the Parker Co. has taken its headache to the State Department which will, in turn, ask the Italian state department and the occupation forces in Japan to stop the phony manufacturer.

ED BET IT this way: We can handle it in Japan. But in Italy, bucks do the barking. And sucker tourist bucks bark loudest.

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ADD ALL of these things up, the taxes, the little islands of job slow-ups, prices still hanging on the horn of the moon, and you

Shortages of Cash
And Materials Seem
Less Perilous at MeetBy DON TEVERBAUGH
By Times Real Estate Editor

A surprising optimism swept the nation's home builders this week in their annual Chicago convention—the biggest and best yet.

A year ago the builders were gloomy—afraid of materials and credit restrictions—and government planners were optimistic. They said at least \$12,700 and less. Raymond Foley, housing assistant to Mo. 850,000 homes will be built during 1950. The builders shook their heads, but over a million homes went up.

Now it is the same old show on different feet. The builders are confident of their capabilities. The federal planners are glum.

The boys who spool the red tape are worried. They're certain the builders will erect either more homes than the federal economists feel they should or not enough. They'd like to dampen the builders' enthusiasm a little.

And they may, by upping



BUILDER HONORED—Honored for his outstanding service as a national director and member of the president's advisory committee, local builder Albert E. Thompson (right) shows builder Clarence Wacker the plaque awarded him by the National Association of Home Builders.

which today is the widely accepted ranch home," he said.

The Lost Generation

Builders are worried about what they call "The Lost Generation," the time lost between the introduction of a new practical design and its public acceptance.

"The homes we build today take 20 years to pay for, but if designed properly, they should be in style for the next 60 years," said builder John Highland, Buf.

Another panelist, Morgan Yost, architect, reminded: "Your name is written on every house you build—don't make your old age uncomfortable deliberately."

"People today know very little about what they want, they only know what they can have," Mr. Yost said.

Another builder panelist declared the biggest luxury in a house is space—and the cheapest down payment to build.

Exaggeration was the keynote of sound merchandising he said, and next the architect could make new homes easier to sell.

To illustrate his point of exaggeration he said, "The stork who brought Dagmar knew his merchandising."

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"The reason the average man is average is because he doesn't have many ideas. It takes genius to discover the obvious."

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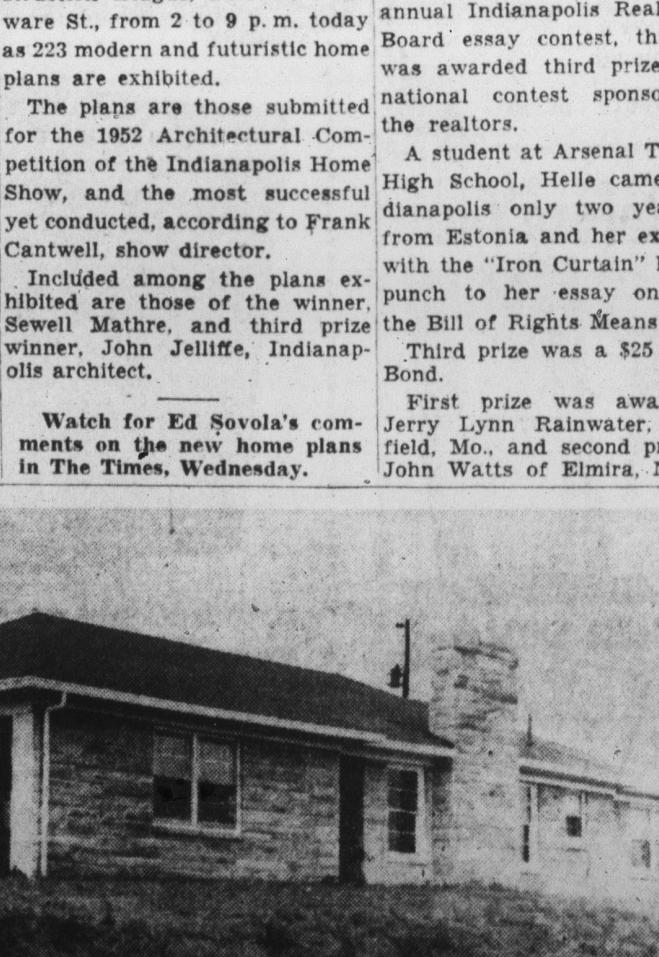
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GREENWOOD—Located at W. Orchard Lane, Greenwood, this new stone ranch was sold to Paul Smith, salesman for Van Camp Hardware Co. The Jack C. Carr agency handled the sale for builder Forrest Pouk.

Home Show
Plans ExhibitedEstonian Girl
Wins Award
In Essay Contest

New officers of the Indianapolis Real Estate Board will be installed Saturday night at the annual banquet in the Athletic Club ballroom.

The banquet starts at 6:30 p.m. and will be followed by installation ceremonies and dancing.

New officers to be installed include James Hurt, president; Robert Walker, vice president; Walt Veon, secretary, and Charles Brewer, treasurer.

Chairman of the affair is Fred Hill and installation officer is retiring president, Joseph Argus.

New Edsel Office

S. L. Stone, president of Edsel Realty Co., announced the opening of a branch office at 527 N. Delaware. Manager of the branch will be John Marner, and Orville Guess will be general sales manager.

His second platform plank is to urge builders to use less scarce materials and build more low-cost housing to meet the nation's biggest housing need.

Mr. Brockbank blasted public housers and promised the NAHB



BRICK RANCHO—This attractive five-room brick veneer ranch home at 2924 E. Kessler Blvd. was sold recently for Mrs. Sophie Bissell in a co-operative deal by Joseph Van Briggle & Associates and Jane Steadman of American