INDUSTRY SEES HOPEFUL SIGNS, BANKERS TOLD

Leading Automobile Unit Expects to Employ More Men This Winter Than Last

MOTOR SUPPLY IN HANDS OF PUBLIC FALLING OFF

Twelve Million Years Less Transportation in Nation's Car Inventory Than Considered Normal, Manufacturer Tells Financiers

ESTIMATING that transportation in the form of automobiles now in the hands of the American public is twelve million "car-years" below normal, and that this deficit will eventually have to be made up, Richard H. Grant, vice president of the General Motors Corporation, recently told the American Bankers Association convention that employment in his company may be greater this winter than last year.

"Employment during the winter months is a very important thing," Mr. Grant said. "So far as our corporation is concerned, in November, December, January and February we will be employing at least as many and probably more men than we did this past year."

In order to gauge the outlook for next year's market his corporation, he said, attempts to set up sales indices based on intensive scientific studies in addition to observation and common sense.

"We are in the habit of looking upon an automobile not merely as an automobile but as transporation," he said. "We figure each automobile produced as six years of transportation. Then by following up records of production yearly, we get a graph which indicates what ought to be a normal inventory of transportation in the hands of the American people, and whether there are more or less miles than might be expected. According to our figures, there are about twelve million years less transportation in this inventory at the present time than has been considered normal since 1925.

The Outlook for Business

"Consequently, if we retain the same purchasing power in this country, it is quite evident that on the first upturn of business there will be a rush to replace that inventory. In developing this graph, it has come out very strongly that every third year is a big automobile year. The biggest automobile year was 1929 when 4,100,000 cars were produced for American consumption. This year the industry will produce somewhere between 1,800,000 and 1,900,000 cars. As 1932 is three years after 1929, if economic conditions were normal we could be sure we would do a tremendous business, because the third year is the time when the bulk of the replacing takes place."

He added that there are factors at work that make it uncertain how big the year will be, instancing that "money is being hoarded from lack of confidenec and this takes away some purchasing power that we would otherwise have, while family budgets are being cut on account of changes in income conditions, which again means that purchasing power for the automobile, like a good many other things, will be knocked down." As a result, he said, it was necessary to measure what statistically would be a big year against a practical consideration of the curtailment of expenditures which is going on and determine how big the year will be under these circumstances.

"From a long haul standpoint, regardless of how many automobiles are sold in 1932, we are storing up a big business for the future," Mr. Grant said. "There will be fewer automobiles sold in 1931 than will go to the scrap heap. With 12,000,000 car-years out of the inventory, nine percent more gasoline was used up to August 1, 1931, than was used in 1930. With fewer automobiles, the people must have been running them faster and longer to consume the additional gasoline. This means that we have some 22,000,000 people working hard to make a fine business for our industry when there is an economic recovery.

No False Optimism

"I am not attempting to create any false optimism—I am not speaking without a statistical background. Using the best sense we can, we have drawn conclusions from the figures we have, and I am willing to make the statement that as far as the conduct of our business for the first half of 1932 is concerned, we shall set the indices somewhat higher than the actualities of 1931. We are willing to set our advertising budgets and our selling expense on that kind of indices With economic conditions as they are and since the obsolescence is so great and we have sunk so low in this year's sales, we figure that the first half of 1932 must necessarily be better than was the first half of 1931."

Bankers Help

Seven banks of Kennebec County, Maine, cooperated with the county grange, farm bureau, and local creamery, in financing the publication of a booklet, entitled, "The Agricultural Situation in Kennebec County." It presents in a concise manner the farm resources and practices of the county, with suggestions for improvement.

American Museum Gets Relics of Bronze Age

More than 300 objects, many of them over five thousand years old, are on exhibition in the University of Pennsylvania museum. The finds, the majority of which date from the early Bronze age, were uncovered at Tepe Gawra, Mesopotamia.

Some of the earliest pottery ever excavated in the Near East, a small copper frying pan, a cylinder seal of a goat done in a decidedly expressionistic manner, an alabaster animal figurine, reminiscent of early Chinese jade work, and an exquisitely painted clay chalice of about 3000 B. C., are included.

In addition there are numerous other animal figurines and amulets, a complete cosmetic set of the period, a mold for casting bronze objects and a stone palette for mixing paints.

The unusual nature of some of the finds, together with the fact that they are remarkably well preserved, makes the collection of particular interest, according to Dr. Ephraim A. Speiser. "Both the seal of the goat and another stamped seal of about 3570 B. C., the latter which portrays an ibex, show a sense of design that might almost be called modernistic," Doctor Speiser stated, "while the frying pan constitutes a particularly valuable discovery because it still retains its original handle, a very unusual occurrence.

"Particular interest is attached also to the pottery, for it precedes the bronze work in age, and points to a time in the history of Tepe Gawra when a state of comparative leisure existed. This leisure subsequently was driven out by the advent of metal, for the coming of bronze accelerated the mode of living, and the painted pottery gave way to things of a more utilitarian nature."

Authority on Spelling of Geographical Names

The federal department which is the final authority on the spelling of geographical names is the United States Geographic board. As far as is practicable, the United States Post Office department accepts the decisions of this board in all its official spellings. In the case of Pittsburgh, Pa., the board was first asked to pass on the correct spelling in 1891, at which time it decided in favor of the spelling "Pittsburg." This decision, however, met with a great deal of opposition among citizens generally in Pittsburgh, and in 1911 the board consented to reconsider the case. One of the deciding factors in the final decision was the "original seal of the Borough of Pittsburgh," which was struck in 1794, and which was brought forward as evidence. The Geographic board's final decision in 1911 reversed the original decision and established Pittsburgh as the official spelling of the name of this city.

Moss Rose Legend

According to German tradition, the legend of the moss rose is as follows: "Once upon a time an angel, having a mission of love to suffering humanity, came down on earth. He was much grieved at all the sin and misery he saw and at all the evil things he heard. Being tired, he sought a place to rest, but as it fared with his master, so it fared with him, there was no room for him, and no one would give him shelter. At last he lay down under the shade of a rose and slept until the rising sun awoke him. Before winging his flight heavenward he addressed the rose and said that, as it had given him shelter which man denied, it should receive an enduring token of his love, and so, leaf by leaf, and twig by twig, the soft moss grew around the stem, and there it is today, a cradle in which the new-born rose may lie, a proof of God's power and love."

Electric Pipeless Organ

Capt. Richard Ranger of transoceanic radiophotograph fame invented the electric pipeless organ. It is both pipeless and reedless and responds to a series of electrical switches, tone generators and amplifiers when its standard pipe organ keys are played by an organist. The sounds are generated in groups, each group consisting of a series of alternators in simple ratio, controlled by one motor. Each tone is amplified and transmitted to the speaker when the corresponding musical key is depressed.

Fire Insurance Beginning

Fire insurance may be said to date from the Great Fire of London, in 1666. Several companies were formed during the remainder of the Seventeenth century and at the beginning of the Eighteenth century, some of which still exist. In the United States, the first fire insurance company to be established was the Philadelphia Contributionship, which was organized on April 13, 1752. This company was patterned in many respects after the Hand-in-Hand of London, which was established toward the close of the Seventeenth century.

Mother Knew

One day Ted accompanied his mother and little sister to a downtown store and a salesman started a conversation.

"How old is your sister," he asked?

"I don't know," Ted replied, and turning to his mother, said:

"Mother, do you know how old sister is?"

She did.

HOW

MODERN CHEMISTS MAKE USE OF THE CATALYST.—When the chemist looks to the future use of catalysts he is not indulging in a dream. Many chemical processes now employ catalysts. These have simplified old manufacturing processes, and in many cases made possible processes which were previously impossible.

The manufacture of sulphuric acid makes use of platinum as a catalyst. The reaction by which sulphur dioxide is changed to sulphur trioxide in the manufacture of sulphuric acid is a difficult reaction to carry on. But it is easily carried out in the presence of platinum.

Catalysts also play an important role in the hydrogenation of fats by the addition of hydrogen. But under normal conditions oils will not react with hydrogen. Nickel, however, is the catalyst in this case. In the presence of nickel the oils and hydrogen react to form solid fats.

Other processes in which catalysts are used include the manufacture of ammonia, synthetic wood alcohol and acetic acid.

How City of Portland Was Named by Chance

The name of Portland, Ore., was decided by flipping a coin. Although a cabin or two had been previously built on the site, the founding of the present city of Portland dates from 1843, when William Overton and Amos L. Lovejoy, ascending the Willamette river in a canoe on their way from Fort Vancouver on the Columbia to Oregon City, selected the site as an ideal location for a town. Soon after the tract was acquired Overton sold his interest to Francis W. Pettygrove. In 1844 the land was surveyed, the boundaries determined and the first log house built, and the following year a portion of the tract was laid off into streets, blocks and lots. When the problem of naming the embryo city came up Pettygrove, who was a native of Maine, wanted to call it Portland, while Lovejoy, who was a native of Massachusetts, favored Boston. The two New England real estate men finally decided to settle the matter by tossing a penny—heads, Portland, and tails, Boston. Heads won and the city was named Portland.

How Student Made Discovery

The principle of the selective irradiation of food was discovered by a young student of electrical engineering at the University of Cincinnati, named George Sperti. He was working on the electrical aspects of the production of ultra-violet rays. His interest was diverted to the effects of these rays on living substances, and he interested President Herman Schneider of the university in installing a biophysical laboratory. The foundation of their research was the application of the quantum theory of physics to organic matter. A large sum of money has been paid for patents on the discovery. Professor Sperti, at thirty, is director of the Basic Science Research laboratory. The University of Cincinnati and the General Foods corporation, which acquired the patents, have organized a joint holding company, and a new laboratory is to be erected at the university from funds accruing to it from the discovery.

How to Silver Mirror

Make first solution by boiling eight ounces distilled water and adding twelve grains each of silver nitrate and Rochelle salts; allow to boil six or seven minutes, then cool and filter. Make second solution by dissolving nineteen grains of silver nitrate in a little distilled water, then adding several drops of 26. deg. ammonia until solution clears; then sixteen grains more of silver nitrate, stirring well. Add balance of eight ounces distilled water and filter. Clean the glass for mirror with ammonia and wipe with wet chamois. Take half and half of the solutions, stirring well, and pour on the middle of the glass. It will spread over the surface and precipitate the silver.

How Quakes Affect Earth

The surface of the earth is variously affected by an earthquake. In some of the greatest earthquakes, there are no features more remarkable than the dislocation of the crust. The displacement along the fault may be mainly horizontal, mainly vertical, or partly vertical and partly horizontal. In a few earthquakes, such as that at Messina in 1908, the movement takes the form of a warping of the crust, no actual fault being visible on the surface. When the movement is horizontal, the fault may appear as a crack or fissure, or may be revealed by the severing of roads, fences, etc., the ends of which may be separated by several feet.

How to Stop Coughs

A teaspoonful of glycerin in a glass of cold milk will stop that irritating cough that attacks you when you lie down at night. Take a few sips at a time until relief is obtained.

How Icebergs Are Formed

When a glacier reaches the sea the end of it flows slowly into the water. From time to time pieces break off and float away. These are called icebergs.

FOR AND ABOUT WOMEN.

DAILY THOUGHT

The greatest loss from the World War was the loss of faith.—Newton D. Baker, war time Secretary of War.

—Stand some rainy day at the busiest corner in America—Fifth Avenue and Forty second street in New York—and watch umbrellas and raincoats go by.

Here's what you'd find—if you stood there for a while. No yellow oilskins. No dull, drab, uninteresting garments, as leaden as the skies.

Instead, smart, trim, well-dressed women who look as fashion-right as when the sun shines. Raincoats as smart as the dresses under them—or as good-looking as a fair weather topcoat.

Coats of waterproofed fabrics—wools or silks—and of smartly colored rubber, designed with intent to be becoming as well as protective.

Obviously there's a definite desire on the part of the fashionable woman to make a costume out of her rain accessories. Her umbrella matches or makes a pleasant contrast with her raincoat. Rubber and galoshes blend, too.

Even when they don't wear raincoats, women are tying up their umbrella colors with their costume. Many of them match—a brown umbrella with a brown costume—a red one with a red costume.

Really, if you plan your rainy day costumes carefully, there's no reason why you shouldn't be just as glad on a rainy day as on a sunny one to run into the friend you haven't seen for 10 years!

—Television picture of the modern, fashionable home this winter—

A cozy fire snapping in the grate. Young husband, feet on the fender, reading the even paper. Tabby cat playing with a ball of yarn on the rug. Young wife, in her smart Victorian-like basque dress, rocking as she knits.

Certainly the fireside industries have come back in fashion with a vengeance. Making things at home is "the thing to do," and women are doing it.

Those who can knit and crochet are turning out sweaters, scarfs, hats, belts, afghans and dozens of other things as fast as their needles can click. And those who can't are learning how!

But it isn't only the women who are knitting. School and college girls, too. Many a girl in her teens is wearing a jumper or hat knit or crocheted by her own hands.

Santa Claus certainly has his work cut out for him this year. If the good old saint knows his fashions, he'll equip Mrs. Santa and all the little ones with needles right now. For he's going to have thousands of requests for hand-knitted or crocheted presents.

The fashion all started with Paris sportswear makers. Schiaparelli put crocheted yokes on some of her dresses. Then crocheted edgings appeared. Hand-made sweaters began to boom and were worn by all the fashionables who winter on the French Riviera and summer at Jean de Luz on the Bay of Biscay.

Perhaps it's just another one of those Victorian revivals we're hearing so much about—like leg o' mutton sleeves, basques and bustles.

Perhaps it's an outgrowth of the fashion for femininity. For certainly nothing is more feminine than hands plying knitting needles.

Scarfs are smart not because of the weather but because of themselves. Because they do things to a costume. Exciting, different things. They give it a smart touch of color. They give it the fashionable higher neckline effect. They offer endless chance to vary it's looks.

It isn't so much what you wear as how you wear it. Except that you must choose your scarf colors carefully to go into your planned costume color scheme.

Newest scarfs are short. If a scarf is long, it's fastened down some way so the ends don't fly. Tucked under the belt, perhaps, or held down at the sides with clips.

What are the smart ways to wear them? Because you can't just throw a scarf around your neck and expect it to look swank. It has to be worn with an air.

Ascot cravat style is one way.

Rather close about the neck and double knotted at the side. And that's new. For variety, knot the scarf at the center front.

With a slightly longer scarf, let it follow the neckline of your dress, clipping it at both sides to hold it in place and knotting it loosely in front. It makes a neat finish and is particularly effective with a V-neckline.

—Frozen Cranberries.— Four cups cranberries, 2¼ cups boiling water.

Wash and pick over berries. Cook in boiling water until skins burst. Add sugar and cook 10 minutes longer. Skim as scum rises. Rub through a colander and turn into mold. Pack in equal parts of ice and salt and let stand three hours.

—Chestnuts are exceedingly starchy and are appropriately served with meat either as a stuffing or as a vegetable. The raw starch in chestnuts is difficult to digest. Roasted or boiled, the starch becomes more digestible.

—Potato nut balls make an excellent main luncheon or supper dish.

Four medium sized potatoes, 2 tablespoons melted butter, 1 teaspoon salt, milk, 1 cup nut meats, 2 eggs.

Scrub potatoes and boil until tender. Peel and mash. Add melted butter, salt and enough milk to make moist. Beat well and add one half nut meats and one egg well beaten. Shape into small balls, roll in remaining nuts finely chopped, dip in egg slightly beaten and roll again in nuts. Bake on a buttered baking sheet in a hot oven until delicately brown. Serve with curly endive dipped in French dressing.

REAL ESTATE TRANSFERS.

Russel Jack Hawes, of Crawford, N. J., and Gladys Beatrice Weston, of Port Matilda.

George H. Stover, of Centre Hall, and Margaret L. Evey, of Pleasant Gap.

Julia Williams to Willis E. Williams, tract in State College; $1.

C. Arthur Thomas to Harry E. Mauck, tract in Bellefonte; $375.

George H. Fancher, of Downey, Cal., and Mattie Stanfield, of San Antonio, Texas.

John M. Hartswick, et al, to R. F. Stein, et ux, tract in State College; $1.

Willis E. Williams to Pilgrims Holiness church, tract in State College; $1,000.

Albert N. Bierly to M. Irene Workman, tract in Boggs Twp.; $725.

Hester S. Christ to F. Ernest Whiting, tract in College Twp.; $1.