

NEWS OF MOTOR WORLD

GOODRICH TIRE REPORTS CODE BOOSTS TRADE

General Uptrend Is Felt by Industry, Says Spokesman.

Each week this column will be devoted to comments on a current subject applying to the automobile industry by some personality identified with the auto field in Indianapolis.

BY L. L. SOURS

District Manager, Indianapolis Branch, The B. F. Goodrich Rubber Company.

On Aug. 1 major companies in the rubber industry adopted the administration's blanket code as proposed by President Franklin D. Roosevelt, and now are operating under the provisions of the National Recovery Administration.

In the meantime, committees of the Rubber Manufacturers' Association are perfecting a code for the industry for which early adoption by all units of the rubber group is predicted.

Under NRA, the rubber companies signing the agreement with the federal government generally have adopted the six hour day so that the production divisions now are working four shifts daily as compared with three eight hour shifts in force before Aug. 1.

The rubber industry was prepared for the transition and began making necessary changes in schedules several weeks before the blanket code became operative. These changes included adjustments upward in the base and hourly rates of factory personnel and a 10 per cent increase in remuneration of salaried workers on June 15.

4,667 Workers Added

Representative of the industry the B. F. Goodrich Company added 4,667 factory workers during April, May, June and July in the Akron factory alone with corresponding additions to the rolls of the company's subsidiaries.

The August enrollment of the company represents an increase of 46 per cent over the March factory total, and 1,591 people were re-employed in July in anticipation of the major provisions of NRA.

Akron offices of the company now are open five days a week as compared with five and a half days in force before Aug. 1, constituting another change under the blanket code.

Naturally, the general improvement in business conditions has been reflected in the rubber industry since April first.

Production Is Doubled

Again using Goodrich as an example, our plants have been on the heaviest operating schedules since 1929, and tire production has increased approximately 200 per cent since March of this year with similar production in all divisions of the company.

It is the judgment of our management that general adoption of the purposes and policies of the National Recovery Administration will bring economic relief to the United States as indicated by present improved conditions in many lines including the manufacture of rubber goods.

We are pleased to note the cooperation of the rubber industry out problems confronting American business.

E. L. WRIGHT NAMED BODY PLANT MANAGER

Succeeds J. A. Jamieson as Head of Local Chevrolet Factory.

Announcement of the appointment of E. L. Wright as manager of the Chevrolet Motor Company commercial body plant in Indianapolis, was made recently by W. S. Knudsen, president of the Chevrolet Motor Co., and official of the General Motors Corp.

Wright succeeds J. A. Jamieson, who died recently.

Wright has many years of experience behind him with the Chevrolet organization. Prior to coming to Indianapolis, he opened and operated a special assembly for Chevrolet at the Chicago Worlds Fair General Motors Exhibit. This he will continue to supervise, as well as to take immediate charge of commercial body operations for Chevrolet in this territory.

OLDS SALES ON RISE

Loan Company Charges Undue Delay in Executing Judgment.

Four Times as Heavy as July, 1932, Deals of Company.

DETROIT, Sept. 6.—Retail sales of the Oldsmobile Six and Straight Eight during July were more than four times the deliveries recorded in July of 1932, it was announced today by R. M. W. Shaw, Oldsmobile sales manager.

"Sales rose sharply as the month progressed," said Mr. Shaw. "The second ten-day period of July showed an increase of 357 deliveries over the first period, and the third period brought a further increase of 816 new car sales over the second ten days."

PURE OIL FILLS POST

A. J. Cochran Is Named Division Manager for City.

Appointment of A. J. Cochran as district manager for the Indianapolis division of the Pure Oil Company, is announced by L. W. Dunham, division manager.

Cochran has been with the Pure Oil organization for fourteen years, serving in similar executive capacities in the Lima (O.) and Richmond (Ind.) branches.

He recently received the silver cup awarded for having the most efficiently operated branch in the central marketing division, comprising the branches in Indiana, Ohio, West Virginia and Kentucky.

STOCK CAR RECORD IS BROKEN BY FORD V-8

Car Piloted by Fred Frame Wins Elgin National Trophy.

All previous records for the famous Elgin national road race were shattered when a Ford V-8 won the Joseph Weidenhoff trophy race for stock cars of American manufacture in the 203-mile grind. The race was conducted under the rules of the contest board of the American Automobile Association and was sanctioned by that organization.

The winning Ford V-8, piloted by Fred Frame, Indianapolis speedway champion last year, lowered the mark set in 1929, in the last previous running of the race, by Ralph DePalma, famous race driver, in a high-powered racing car. Frame's average speed was 80.22 miles an hour.

DePalma's record was 79.5 miles an hour. The Ford V-8 negotiated the 203-mile course in 2 hours, 32 minutes, 6.1 seconds.

Of the fifteen stock cars entered in the race, Fords took the first seven places.

SALESMEN NEED TO KNOW USED CARS

General Information Helps in Sales.

By Times Special

CHICAGO, Sept. 6.—Most of the automobiles sold today are used cars and their salesmen should be as well posted as those who are in the new car departments. They need, in other words, to know the salient features of every used car in their stock, regardless of the make and year.

Thomas J. Hay, president of the National Used Car Market Report, Inc., stressed these facts today in announcing the issuing of the Blue Book "Characteristic Supplement," one of whose features is the listing of the outstanding arguments advanced by manufacturers of various makes of cars when those automobiles were new.

Discussing this improvement in the latest addition of the supplement, Hay states that the points listed are "the actual quotations from the manufacturers' catalog in the same language that was used successfully to sell cars at the time of their introduction to the public.

Police SEEK NEGRO IN SHOOTING AFFRAY

'Junebug' Hunter Is Wanted on Gun Charge.

Police today were hunting Henry Hunter, alias "Junebug" Hunter, 33, a year-old Negro, who is accused of shooting June Harris, 36, Negro, 721 North Senate avenue, early this morning in a house at 834 Roanoke street, occupied by Jasper Allen, 24, Negro.

Allen and Clarence and Fanny Thomas, Negroes, 836 Roanoke, told police that an argument started in the kitchen about a money matter and that Harris started for Hunter.

The "Junebug," they said, pulled a .38-caliber revolver and shot Harris in the back. Hunter then dashed for the rear of the house, pulling Allie May Stevens, Negro, 509 North Senate avenue, with him. He shoved her into his automobile and left.

Police learned later that Hunter drove up to Miss Stevens' address, picked her out, and left in high.

Harris was given first aid by police and sent to city hospital, where his condition is described as serious.

HELD IN CHECK CASE

Vagrancy Prisoner Says He's U. S. Secret Service Man.

Suspected of passing a bad check, a man who says he is Samuel H. Cole, 45, Baltimore, member of the United States secret service, was arrested by police Tuesday night on a vagrancy charge.

The arrest was made after a hotel manager told police he had been informed a man gave a worthless check to a member of the Indiana Hotel Association.

Cole was found at West and Washington streets trying to thumb a ride in an automobile. Police said he told them he was on the lookout for a man wanted for passing counterfeit \$5 bills.

SUES SUMNER ON BOND

Loan Company Charges Undue Delay in Executing Judgment.

An alleged delay of nine months in executing a judgment against personal property is the basis of a suit on file in superior court three weeks to collect \$100 on the bond of Sheriff Charles (Buck) Sumner.

The suit was filed by the National Loan Company, naming Sumner and the United States Fidelity and Guaranty Company, defendants. According to the complaint, a judgment was obtained against Willis Mitchell July 28, 1932, for \$69.89, but was returned unsatisfied, March 3, 1933.

Gone, but Not Forgotten

Automobiles reported to police as stolen belong to:

Forest Windhorst, 1115 North Keystone street, from Monroe, Ind.; William Merriman, Martinsville, Ind., 192-2924, New York, from Martinsville, Ind.; Ruth Kirk, 2008 East Washington street, Young, 72-728, Lyndhurst, from Chrysler, corner 18-28, from West and Marion streets.

William Schmitz, 430 Hampden drive, Rives, 102-103, from in front of 515 North Meridian street.

Stolen automobiles recovered by police belong to:

Mars Williams, 1010 O. Ford, corner of 10th and 10th, Indianapolis, from Oldsmobile coach, motor number E-59235. No license plate, from in rear of North Illinois street.

Chevrolet coach, 38-330, found in rear of 2006 College avenue, automobile stripped of four tires and rims.

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