

NEWS OF MOTOR WORLD

WILLARD FIRM LISTS SHIFTS IN PERSONNEL

C. H. Gibney is Advanced From Controller to Secretary.

According to N. G. Wolf, district manager for Willard in this section, several important changes in executive personnel have just been announced by the Willard Storage Battery Company of Cleveland. C. H. Gibney, who has been office controller and assistant treasurer for a number of years, has been elected vice-president and secretary.

Harry G. English, who came to the Willard credit department in 1918, succeeds Mr. Gibney as assistant treasurer. Mr. English has made several advancements during his fifteen years with Willard, being appointed cashier in 1920 and credit manager in 1923. He will continue supervision of the credit department in his new capacity.

Harley A. Gardner has been recalled from South Africa, where he has been doing special work for Willard, to become assistant credit manager. Mr. Gardner has been with Willard since 1927, when he was made office manager of the Cleveland branch. He spent several years in the sales department as a business counselor, and in 1931 was transferred to the Willard credit department in California.

URGES USE OF LIGHTER OILS

Standard Research Worker Explains Points to Be Considered.

Old ideas that gravity, fire and smoke point were of importance in judging good motor oils have been cast aside and in their place is definite knowledge that satisfactory cold weather service depends largely on three things:

Proper viscosity or body, neither too thick or too thin.

As little change in body as possible with changes of temperature.

Free pouring at low temperatures. This is the view expressed recently in a Science Service radio address by Dr. Robert E. Wilson, vice-president in charge of research and development, Standard Oil Company (Indiana).

The tendency on the part of motorists to use heavier oils than officially recommended is condemned by Dr. Wilson. Any small saving it may effect in consumption cost is more than offset by greater starting difficulties and waste of gasoline due to higher friction loss in the engine.

"The oil which thickens up the least at low temperatures or thins out the least at high temperatures is the one best adapted to operating over a wide range as in an automobile engine," he asserted.

NEW SERVICE CHIEF NAMED BY SCHOTT

Carl F. Haas Backed by Long Experience in Auburn Work.

Appointment of Carl F. Haas as service manager of the Schott Automobile Company, Auburn distributors located at 2004 North Meridian street, was announced recently by "Monty" Montgomery, sales manager.

Mr. Haas comes to the Schott company with plenty of Auburn servicing behind him, having spent the last ten years specializing in that field. Although operating a servicing business of his own for the last two or three years, he formerly was service manager of the Updyke Automobile Company, former Auburn distributors.

According to Mr. Montgomery, appointment of Mr. Haas is in line with a recently adopted plan to expand the service department in both man power and equipment to service the many Auburn and Willys owners in Indianapolis.

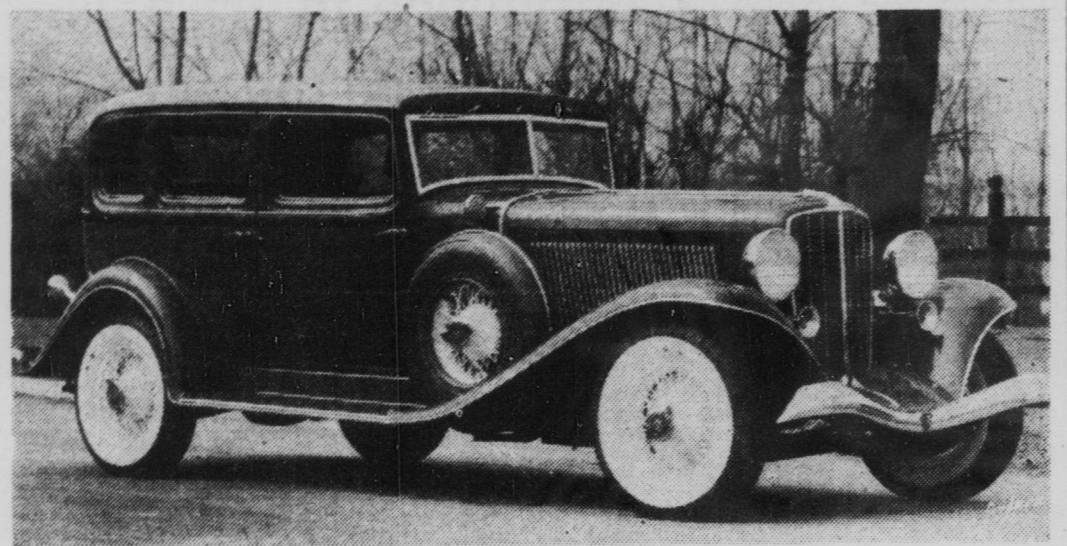
COLDS Go Overnight

When You Take The Right Thing!

A cold doesn't have to run you to serious complications. A cold can be routed overnight if you go about it the right way. First of all, a cold being an internal infection, calls for internal treatment. Secondly, a cold calls for a COLD remedy and not for a "cure-all."

Grove's Laxative Bromo Quinine is what a cold requires. It is expressly a cold remedy. It is internal and direct—and it does the four things necessary. It opens the bowels, combats the cold germs and fever in the system, relieves the headache and grippy feeling and tones and fortifies the entire system. Anything less than that is taking chances with a cold. Get Grove's Laxative Bromo Quinine at any druggist, 30c and 50c. Ask for it by the full name and beware of dealers who offer substitutes. Advertis-

Auburn Dual Ratio Stands Test on Tour of Southeastern Indiana



Shown above is the Auburn 12 de luxe salon sedan described in this article, which with other Auburn models is on display at the show rooms of the Schott Automobile Company, 2004 North Meridian street.

Hilly Section Well Suited to Selective Gear Motoring.

BY STURGE WELLS
Times Automobile Editor.

This week's drive while not including a visit to any of the state parks, lent just as much color and "back to the soil atmosphere," because it led over many lightly traveled county roads. In fact, if one has any particular desire to see actual life "down on the farm," there is only one way to accomplish it, and that is to stick to the back roads, mud and all.

Starting out over Road 52 we drove through Rushville, passing over its quaint old covered wooden bridge, continuing on to Brookville, and then doubled back via Connerville, and any number of hamlets and vil-

lages, finally making a complete circle back to Road 52 again.

The real reason for all of this back country driving, leading up and down winding hills and along the banks of White river, was to test out one of Earl Schott's and "Monty" Montgomery's big Auburn twelve-cylinder sedan sedans.

Mr. Schott and Mr. Montgomery, head and sales manager, respectively, of the Schott Automobile Company, Auburn distributors for this territory, said:

"Take a drive in this car and see what a surprise you have in store for you, especially if you never have driven a car with dual ratio before."

To those who are in the "same boat" as I was before having this exclusive Auburn engineering development known as dual ratio explained "to me, it all sums up to something like this. The principle is, it enables one the choice of driving in two gear levels known as high and low, by merely setting a little gadget on the dash, which operates in conjunction with the clutch.

High ratio is for high speed driving, and is recommended for touring along highways in either flat or rolling country, where it is not a question of needing of power to pull hills. This gear's ratio is stepped up, and while it automatically cuts down the speed of the motor, at the same time it increases the road speed of the car.

The most comparable thing to this feature is the gearing used on bicycles. Going back to our cycling days, one will recall the owners of the bikes with the largest sprockets were the ones who could attain the greatest speed, yet at the same time not pedal as hard as the riders with small sprockets trying

to keep pace. However, on hills and steep inclines it was an entirely different story, with the small sprocket bike setting the pace.

Thus, low on dual ratio steps up the speed of the motor thereby increasing the power, but cuts down on the road speed of the car proportionately.

The most impressive thing to me about this feature is the surprising high speed one can travel at high ratio without realizing it. For instance, at fifty and sixty miles an hour, the sound of the motor leads one to believe that the speedometer reading should be in the neighborhood of thirty or thirty-five miles an hour.

Moreover, it is claimed by the engineers who conceived this idea that dual ratio not only saves wear and tear on the motor, but also reduces fuel consumption considerably, which in itself is a big item.

Volume Increases 78 Per Cent in Period of Ten Months.

Pontiac retail sales for the present year through October have exceeded by 35,859 cars the deliveries recorded through the same ten months of 1932, according to word received by O. F. Wampler, Indianapolis zone manager from A. W. L. Gilpin, general sales manager for the Pontiac Motor Company.

The total sales for the year through October represent an increase of 78 per cent as compared with the same period last year.

Pontiac, the largest selling straight eight in the world, gained fourth position honor at the forthcoming national automobile shows to be held at New York and Chicago. These positions are awarded by the National Automobile Chamber of Commerce based on wholesale dollar volume of business between July 1, 1932 and June 30, 1933. Last year Pontiac gained fifth position.

The total sales for the year through October represent an increase of 78 per cent as compared with the same period last year.

Barney Oldfield, for many years probably the most famous of American automobile race drivers, visited Indianapolis on Tuesday en route to the Pacific coast.

This trip by motor marks the one hundred and first time Mr. Oldfield has driven across the continent. He is making this tour in order to study highway conditions in the interests of the Plymouth Motor Corporation, for which he is highway safety adviser.

Mr. Oldfield spent an extra day here conferring with automobile dealers and city officials and visiting friends. This is the second transcontinental motor trip he has made this year.

PUTS DODGES OVER

CARBURETORS, WIRING NEED WINTER WORK

Cold Weather Causes Trouble to Cars, Connell Says.

Cold weather has made car owners realize the great importance of having their carburetors and ignition systems adjusted.

Tom Connell Inc., 508 North Capitol avenue, is one of the most expert service shops for carburetors and ignition systems in the city. Tom Connell, president of the corporation, has a reputation of doing service work with a guarantee that stands.

With careful servicing of carburetors immediately before winter arrives much inconvenience and expense would be saved the average motorist. The first cold wind usually sends rush orders to repair shops causing undue waiting because of the inability to get prompt service during the unexpected customer's rush. The Connell company will check the motor of any customer for carburetor and ignition trouble without cost except where repair service is needed.

Tom Connell Inc. also is distributor for the Allen hot water heater.

Prosecutor Post Filled Governor Paul V. McNutt has named Lowell W. Alspach prosecuting attorney for Miami county to fill the vacancy caused by the death of Harvey W. Hartley.

Meet again R. E. (Bob) Sullivan, head of Sullivan Motors, Inc., 650 Virginia avenue, whose new car sales record since his company's appointment in September is the Dodge dealer for the south side in outstanding.

Mr. Sullivan reports the firm has delivered about eighty new cars during the two months it has been operating. Approximately forty-five of these were Dodge cars, while the remainder were Plymouths.

SELLING CHEVROLETS



The appointment of Sholty Motor Company, Inc., 5436 East Washington street, as a new Chevrolet dealer for the east end is announced by E. W. Berger, manager of the Indianapolis zone of the Chevrolet Motor Company.

This new dealership is headed by O. Verne Sholty, who has been actively identified with the local automobile field since 1920, when he joined Steinhart Cadillac Sales Company. In 1922 he joined the Carr Automobile Sales Company, where he remained until 1929, when he formed his own company known as Sholty Motors, Inc., at the same address as the company now occupies.

A modern service department, a department with a full line of Chevrolet parts and a remodeled showroom with a complete line of new cars on display, feature the new dealership.

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