

HIGHLIGHTS OF AUTOMOTIVE WORLD FOR THE WEEK

BELIEVES GAINS IN BUSINESS TO BE PERMANENT

Robert C. Graham Talks After Traveling in U. S. and Abroad.

DETROIT, Mich., March 21.—Completing a business tour of thirty-six states, which followed a visit to Europe and the Scandinavian countries, Robert C. Graham, executive vice-president of the Graham-Paige Motors Corporation and chairman of the export committee of the National Automobile Chamber of Commerce, returned here today to report that he believes the economic improvement evidenced in the United States is of a "permanent, well-planned nature."

"The biggest factor in the improvement seen so far is that it is going to be permanent," said Mr. Graham, who during his lengthy tour obtained a cross-section of conditions in the United States and Europe as they affect the social and economic structure on a permanent foundation.

"In the automobile business," said Mr. Graham, "there is a fine feeling about the reconstruction work done so far. The dealer code is working, and every one I contacted believes it to be a great thing for the industry. I believe everybody is back of the President in his magnificent program, and I believe the majority of the people clearly understand what progress has been made so far."

Summed up, said Mr. Graham, he foresees continued business improvement, because of the following economic developments:

Confidence Restored

Restoration of a healthy confidence in their government and themselves by all classes of the American people.

Release of money through the various federal administrations, mostly for labor, resulting in more buying power.

Greatly improved economic conditions in England, Germany, Sweden, Norway and Denmark, with increased buying of American-made products, including farm and automotive machinery.

Agricultural output limitations to raise the standards on American farms, renew the farmers' buying power, and thus stimulate the internal demand for the products of American factories.

"A consistent heightening of the wage scale, as soon as it is possible, in all branches of employment, will have its effect," he said. "All of these things contribute to an improvement that will be, in my opinion, permanent and far-reaching. And permanency is a condition to be desired above all things."

DIRT PROVES COSTLY

Unclean Spark Plugs Waste Gasoline Worth \$25,000,000.

If all the spark plugs in use today in this country were serviced and cleaned properly once a year, it would cost the motorists about \$7,000,000. But it would save them nearly two billion gallons of gasoline that costs approximately \$25,000,000, besides improving engine performance.

These calculations are based on the statement that dirty or worn spark plugs waste one gallon of gasoline of every ten.

PROTECTED BY STEEL

Occupants of Dodge Automobiles Surrounded by Metal.

Dodge all-steel bodies are safe. When you ride in a Dodge, you have steel at your sides, steel overhead, steel below you.

These bodies are single, permanent, rust-proofed forms of tough steel, flanged for utmost rigidity, welded by electricity, without seams, bolts, nuts or rivets and insulated against noise and weather. All closed Dodge models are wired for radio installation.

Edison as Auto Prophet

Thomas Edison predicted the popularity of the automobile as early as 1895, when there were only four cars registered in the United States.

GOODRICH OPENS BUDGET PLAN DEPARTMENT



E. B. Oscars, manager of Goodrich Silvertown, Inc., Delaware and North streets, retail store of the B. F. Goodrich Rubber Company, is shown congratulating Frank A. Gurley on his appointment as manager of the budget plan department, which has just been installed.

According to Messrs. Oscars and Gurley, the new budget plan makes it possible for motorists to make any size purchase at any time on liberal extension terms, and is built to fit every one's pocketbook.

In the background is shown part of the concern's large one-stop service stations.

FINANCING COST GIVEN CLEARLY IN AUTO SALES

General Motors Subsidiary Adopts New Policy in Time Transactions.

A new automobile financing policy, whereby the purchaser will be informed of the actual difference in cost between the cash and time payment price in the purchase of a new automobile is announced by General Motors Acceptance Corporation of Indiana, Inc., a division of General Motors Corporation.

The purpose of the new policy is to let every one know exactly how much G. M. A. C. charges are for the financing of a new car on a time payment basis, and in order to do so properly this organization plans to show each purchaser the actual difference between the cash and time prices, so as to definitely establish the finance charges.

Heads of the various General Motors zone offices in Indianapolis have all pledged their support to the plan, according to G. M. A. C. officials.

E. W. Berger, zone manager of the Chevrolet Motor Company, stated:

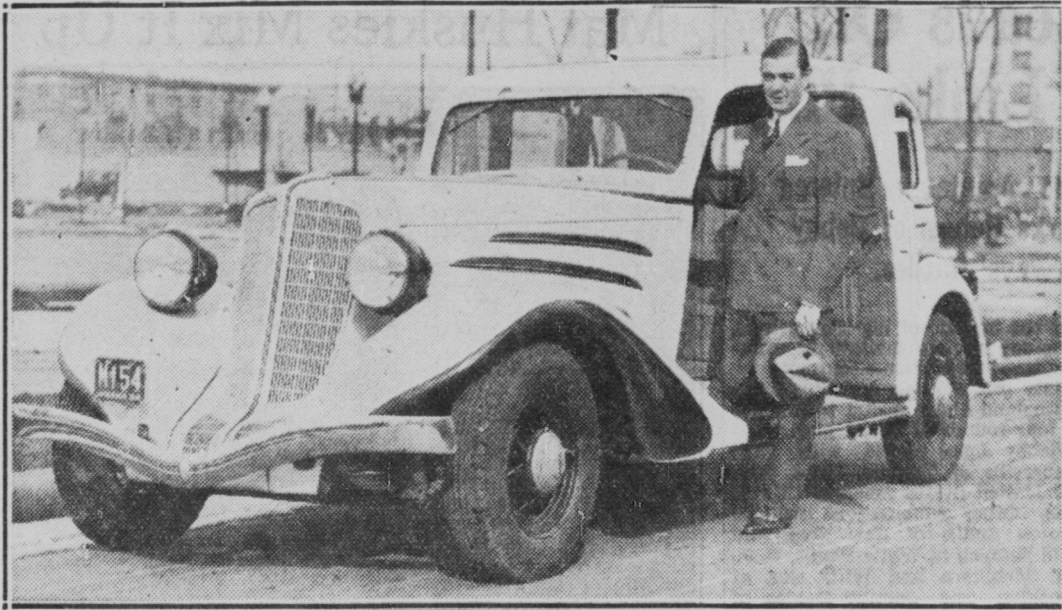
"We are going to take the blinders off the order blank, and let every one in on the secret of just how much we charge for financing purchase of automobiles on time payments."

"We believe we are doing the public a real service," he continued, "because we have delved into this thing pretty thoroughly, and know of specific examples where high financing rates have been tacked on to the purchase because it was concealed in the pack and spread out over a twelve or eighteen months period."

Gear Shifting Ended

A device has recently been placed in production in England that renders gear-shifting unnecessary on a motor bus.

AUBURN SEDAN PLACED AT DISPOSAL OF MORTON DOWNEY



Morton Downey, popular radio and motion picture star, is standing beside a smart new Auburn Eight four-door sedan, the courtesy car which Earl Schott, head of the Schott Automobile Company, city distributor, placed at his disposal while in Indianapolis. Mr. Downey and his show are appearing daily on the stage of Loew's Palace theater this week.

INDIANA GETS \$300,000

Shell Petroleum Corporation Buys From State Concerns.

Purchases from merchants, manufacturers and business firms in Indiana in 1933 amounted to more than \$300,000, it was announced today by C. W. Manville, manager of the Shell Petroleum Corporation.

"This sum was divided up among businesses throughout the state of Indiana, and reflects our desire to purchase our materials and supplies through local concerns," Mr. Manville said.

Much Steel Used

According to present estimates, enough steel to build the framework of ten Empire State buildings, or forty Brooklyn bridges will be used by automobile manufacturers in 1934.

BATTERY LAW FINE IMPOSED

Failure to Return Rented Property Violates Indiana Statute.

Thousands of dollars are lost yearly by placing rental batteries in cars of unscrupulous motorists who promise to return them within ten days, as provided for in the Indiana battery act, and fail to do so.

This evil has become so prevalent that the state battery dealers were forced to band together to protect their interests. On March 12 one of these offenders was arrested, tried, and found guilty of retaining a storage battery over the period of ten days. The fact that he returned the battery shortly after the legal period had expired prompted the judge to extend clemency by fining him \$10 and costs.

The judge stressed the fact that when batteries are rented they must be returned within the legal period. The Indiana Battery Men's Association, of which all Indianapolis dealers are members, is active in protecting the dealers' interest. The above case was presented by the association through its field representative, Earl Hiller.

Production by Chevrolet in February Sets Record

Output Exceeded That in Any Month During Whole of 1932.

By Times Special

DETROIT, March 14.—Chevrolet built 72,273 cars and trucks in February, M. E. Coyle, president and general manager of the Chevrolet Motor Company, announces. Rapid progress in the company's rate of production is indicated by these figures, the February output being 78 per cent more than for January.

February surpassed the production of any one month throughout 1932, and exceeded all but three months, (June, July and August) of last year.

Total Chevrolet production for the first two months of this year is several thousand units higher than for the same period last year.

Mr. Coyle said. He declared that this fact in itself signifies a noteworthy achievement in organization and manufacturing methods, since the adoption of knee-action wheels required a major revision of factory and assembly plant setups.

At the Detroit Chevrolet plant alone, where knee-action units are built up for shipping to the nine car assembly plants throughout the country, several thousand more men than formerly were employed are now working three shifts a day as the company strives to meet the demand created by the public's immediate acceptance of the knee-action principle.

Even with the rapid gain in car production during January and February, Mr. Coyle declared, Chevrolet is still thousands of cars behind its orders for retail deliveries.

Aluminum Used

Of the aluminum produced in 1932, 22.9 per cent was used in the construction of motor vehicles.

ITCHING TORTURE Stopped Instantly

D. D. D. Prescription Speeds Relief

Even the most stubborn itching of eczema, scales, eruptions, rashes and many other skin afflictions quickly yields to Dr. D. D. D. Prescription. Thirty years' world-wide success brings quick and joyous relief. Penetrates the skin, soothing and healing the inflamed tissues. No fuss—no muss. Clear, greaseless and stainless—dries up almost immediately. Try Dr. D. D. D. Prescription today. Stops the most intense itching instantly. A 35c trial bottle, at any drug store, is guaranteed to prove it—or money back. Dr. D. D. D. is made by the owners of ITALIAN BALM.

New Manager Directs Chevrolet Advertising

C. P. Fiskén Becomes Head of Department After Ten Years' Service.

The appointment of C. P. Fiskén as advertising manager of Chevrolet Motor Company is announced by William E. Holler, general sales manager.

Mr. Fiskén succeeds R. H. Crooker, who becomes associated with the Campbell-Swaid Company.

Starting as a Chevrolet representative in the Janesville (Wis.) zone more than ten years ago, Mr. Fiskén has steadily advanced to positions of greater responsibility each year. From representative to sales promotion manager of the zone was his first step and this was followed quickly by his elevation to regional sales promotion manager of the Great Lakes region, one of the largest and most important in the country.

Mr. Fiskén's first sales executive position came with his return to Janesville as zone manager. His excellent record in this position was followed by his transfer to Indianapolis as zone manager, where he did an outstanding job.

More than two years ago Mr. Fiskén was called to the central office in Detroit and promoted to manager of the truck department. Under his supervision, Chevrolet closed 1933 with retail deliveries of 103,500 commercial and truck units, leading all other manufacturers in



C. P. Fiskén

truck as well as passenger car sales.

Last October Mr. Fiskén was appointed manager of the sales promotion department of Chevrolet and it was under his direction that the successful inaugural of the new 1934 Chevrolet took place. Mr. Fiskén's elevation to the most important advertising post in the automobile industry followed his unusually fine record over the ten-year period.

PERINE OIL MEETING ATTRACTS HUNDREDS

Dealers Hear President of Company.

Several hundred dealers of the Perine Oil Company, distributors for Diamond DX gasoline and Pennzoi motor oil, for this territory, were entertained last Friday evening at the Antlers.

The meeting was presided over by O. B. Perine, president of the company.

W. J. Daily, assistant sales manager of the Pennzoi Company, Oil City, Pa., and H. McRoberts, Indiana district representative of the Mid-Continent Petroleum Company, Tulsa, Okla., were introduced by Mr. Perine, and gave brief talks.

PRAISES AUTO RACING

Pop Myers, Speedway Manager, Declares Sport Among Cleanest.

Proudly pointing to automobile racing as one of the cleanest sports on record, T. E. (Pop) Myers, general manager of the Indianapolis Speedway and a member of the contest board of the American Automobile Association, governing body of automobile racing, at a dinner in his honor commemorating his sixtieth birthday and twenty-fifth year as director of the famous 500-mile race, said:

"I am proud to have devoted nearly half of my life to automobile racing, the finest sport in the world, because in all the thirty-two years history of organized automobile racing not one iota of scandal ever has been attached to the game."

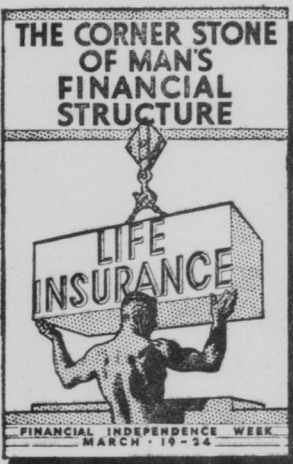
Do You Know?

Do you know that during the past four years—the worst in the business history of the country—life insurance was able to serve in a larger way than ever in its history?

Do you know that during each succeeding year of the depression life insurance companies paid back more money to the people than ever before?

Do you know that during 1933 alone, more than 3 billion dollars was paid back to those who had planned for it through their life insurance policies?

GET BRUCE BARTON'S NEW BOOKLET



You will learn how such huge payments were made possible, as well as many other things about life insurance, if you will get Bruce Barton's booklet, *What I have learned about Life Insurance*. Ask your local life insurance man for a free copy or write direct to your own life insurance company.

FINANCIAL INDEPENDENCE WEEK

MARCH 19th to 24th

"Life Insurance—the Corner Stone of Man's Financial Structure"

MEDICAL ADVICE

If you want to...
...relieve constipation gently and safely
...take the exact dose suited to your need
...avoid danger of bowel strain
—use a liquid laxative



Can constipation be safely relieved? "Yes!" say medical men. "Yes!" declare thousands who have followed their advice and know.

You are not apt to cure your constipation with salts, pills and tablets, or any habit-forming cathartic. But you can safely relieve this condition just by gentle regulation with a suitable liquid laxative.

Why Hospitals use a liquid laxative

The dose of a liquid laxative can be measured. The action can thus be regulated to suit your individual need. It forms no habit; you need not take a "double dose" a day or two later. Nor will it irritate the kidneys.

The right liquid laxative will bring a perfect movement, with no discomfort at the time, or afterward.

The unwise use of strong cathartics may often do more harm than good.

In buying any laxative, read the label. If it contains a doubtful drug, don't take it. If you don't know what is in it, don't

THE TEST:

This test has proved to many men and women that their trouble was not "weak bowels," but strong cathartics!

First: select a properly prepared liquid laxative. Second: take the dose you find suited to your system. Third: gradually reduce the dose until bowels are moving of their own accord.

Dr. Caldwell's Syrup Pepsin has the highest standing among liquid laxatives, and is the one generally used.