

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.

By Times Special
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 pay 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.

New Manager Directs Chevrolet Advertising

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



C. P. Fisker

truck as well as passenger car sales.

Last October Mr. Fisker 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. Fisker's elevation to the most important advertising post in the automobile industry followed his unusually fine record over the ten-year period.

Mr. Fisker'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 had an outstanding job.

More than two years ago Mr. Fisker 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,

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