

AUTOMOTIVE NEWS HIGHLIGHTS

BASE PRICE OF
\$795 SET FOR
LATEST BUICK

Series 40 Offers Knee Action
and Other Features of
New Cars.

A new line of Buick automobiles, engineered and designed as companion cars of the present 50, 60 and 90 series, but to sell in a lower price bracket, with a base factory price of \$795, has been announced by W. L. Pavloski, Indianapolis zone manager of the Buick Motor Company.

The new car, a Buick thoroughbred from every standpoint, has been designated the series 40. It includes an initial production range of five body models on a 117-inch wheelbase chassis of characteristic Buick design and construction. The new car is powered by a ninety-three-horse power, valve-in-head straight eight engine and is capable of smooth, easy speeds up to eighty-five miles an hour, Mr. Pavloski asserted.

Unusual performance and economy are outstanding features, the Buick 40 having been designed to meet these requirements of the lower price field. At the same time, its designers have maintained all the engineering traditions of Buick, built up over a period of more than thirty years.

"Knee Action" Used

The valve-in-head principle which Buick has constantly perfected over a period of thirty years has its culmination in the new series 40 straight eight engine. It has a bore of 3 3/32 inches and stroke of 3 1/8 inches.

Having pioneered knee-action wheels in its other cars, Buick has incorporated this proven feature in the new series 40. The same design is used. This type of construction permits the front wheels to move up and down, each independent of the other. The front axle has been eliminated and none of the movement of one wheel is transmitted to the other. Jack pads are provided, making the jacking-up of the knee-action wheels a simple process.

The knee-action wheels absorb all breaking and driving strains, relieving the coil front springs of all work except that of springing the front end of the car. In conjunction with the balanced springing, the weight of the car is distributed evenly, front and rear, adding materially to ride smoothness.

The ride or sway stabilizer is a spring stay bar mounted at the rear end of the frame just under the rear cross-member. The twisting action set up in this bar, when one side of the car tends to rise faster than the other—as when rounding a curve or driving on a rough or crowned road—holds the car on an even keel. This prevents roll and side sway.

Equipped With New Tires

The fourth feature of Buick's gliding ride is provided in the air-cushion tires which are newly designed 16x5 1/2 tires carrying a pressure of only twenty-six pounds.

Modern interiors of the new cars include such convenient features as double sun shades, rear view mirror, arm rests for each front seat passenger in all models, large package compartment in the instrument board, easily read airplane type instruments placed in a panel in front of the driver, front seat adjustment, inside safety door locks, assist straps, carpet covered tonneau, foot rails, conveniently located ash trays, robe rails and newly designed front compartment floor mats.

GENERAL MOTORS EARNED

Dividends Declared on Common and Preferred Stock.

NEW YORK, May 16.—Directors of General Motors Corporation, meeting here, declared the regular 25 cent dividend on all outstanding common stock of the corporation payable June 12 to stockholders of record tomorrow.

The regular \$1.25 dividend was also declared on \$5 preferred stock payable Aug. 1 to holders July 9.

NEW TRUNK IS OFFERED

Ford Accessory Available in Colors to Match Cars.

Detroit, May 16.—A new accessory brought out by the Ford Motor Company for all 1933 and 1934 Ford V-8 automobiles is a metal luggage trunk complete with rack, spare wheel and bumper extension.

The luggage carrier will be provided in colors to match the color of the 1934 V-8.

Five Speed Kings

Only five men have ever driven an automobile faster than 200 miles an hour. They are Sir Malcolm Campbell of England, Major H. O. D. Segrave, also of England; Ray Keech, Frank Lockhart and Lee Bible, all Americans.

Burglary Confession Claimed

Police today claimed a confession involving robberies of six north side homes. Lawrence Thompson, 32, Negro, 1229 North Senate avenue, is said to have made the admission.



BUICK ANNOUNCES NEW LOW-PRICED 1934 SERIES

Pictured above is the new Buick 40 two-door five-passenger family sedan, one of the new low-priced Buick models announced several days ago. This and other series 40 models are now being displayed in local Buick dealers' showrooms.

CITY MAN GOES
ON PHILCO TRIP

Radio Distributors Sail for
Bermuda on Unique
Voyage.

Sailing from New York yesterday aboard the Queen of Bermuda bound for Bermuda, Nassau and other ports of the Bahamas, were six hundred Philco radio distributors from all parts of the United States.

The ship was chartered by the Philco organization for the purpose of bringing together its distributors throughout the country, for a sales and advertising convention.

Among those to sail was Art Rose, head of the Rose Tire Company, local Philco auto-radio and Miller tire distributor, 930 North Meridian street.

Mr. Rose left Indianapolis Sunday afternoon for New York where he joined other members of the Philco distributing organization for this novel combined business and pleasure voyage.

DRIVERS' PERMITS LAG:
STATE PLANS REMEDY

Operators' Licenses 155,000 Behind
Finney Declares.

Estimating that approximately 155,000 more automobile drivers' licenses should have been sold, Frank Finney, chief of the state auto license division, announced today a drive to obtain more widespread compliance with the drivers' license law.

A total of 688,835 automobile licenses were sold together with 763,365 drivers' licenses. The driver license figure amounts to 110 per cent of the automobile license sale where the percentage should be at least 130 per cent, Mr. Finney said.

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Timken Bearing Shares

By Times Special

CANTON, O., May 16.—At the regular monthly meeting of the board of directors of the Timken Roller Bearing Company, a cash dividend of 25 cents a share was declared, payable June 5 to stockholders of record at the close of business next Friday.

The regular \$1.25 dividend was also declared on \$5 preferred stock payable Aug. 1 to holders July 9.

Educational Campaign on
Auto Prices Succeeding

General Motor Explains List
Cash and Time Pay-
ment Figures.

While the buying public is checking values as it has never done before, nevertheless, it is not generally aware that every new car has at least three prices, states W. L. Pavloski, Indianapolis zone manager for Buick and Pontiac.

These three prices are list, cash delivered, and time delivered. List prices are those established and advertised at the factory, less extras.

Delivered prices, for cash, are those quoted in the purchaser's home community. Here is where handling and extra equipment items enter.

The difference between list and delivered prices can be evaluated by the purchaser and he should always compare two or more cars at or near the same list price. Often it will be found that a car with a lower list price delivers for more than another car with a higher list price. It is good business to compare list and delivered prices before deciding upon a specific make.

Time delivered prices affect five out of seven purchasers and as these prices include service and insurance charges, they require close scrutiny, Mr. Pavloski asserted. Besides, it is only good business to compare the time and cash prices if only to establish the fact that the carrying charges are in line with those of recognized finance companies.

Pontiac, Buick and other General Motor dealers have been conducting an educational campaign among buyers of new and used cars because they regard it as good business to give their customers the best of time-finance service at low cost, plus adequate insurance protection through General Motors Acceptance Corporation. Purchasers have been benefited in numerous instances and public reaction is most favorable, Mr. Pavloski concluded.

WHAT GASOLINE HAS
99 MILLION FOOT-POUNDS
PER GALLON?

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