

# 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. Pavlovski, Indianapolis zone manager of the Buick Motor Company.

The new car, a Buick thoroughly bred 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. Pavlovski 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 is 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 equally, front and rear, adding materially to ride smoothness.

The ride or sway stabilizer is a spring steel 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 16x25 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.

The full line of body models together with standard colors specified for them follow:

Five-passenger, four-door club sedan with built-in trunk, criblun blue; two-passenger business coupe, empire blue; five-passenger four-door sedan, ambassador maroon; five-passenger touring sedan with built-in trunk, Nassau tan, and four-passenger sport coupe, Montague green. Black is an optional color on all models at no extra cost.

### 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.

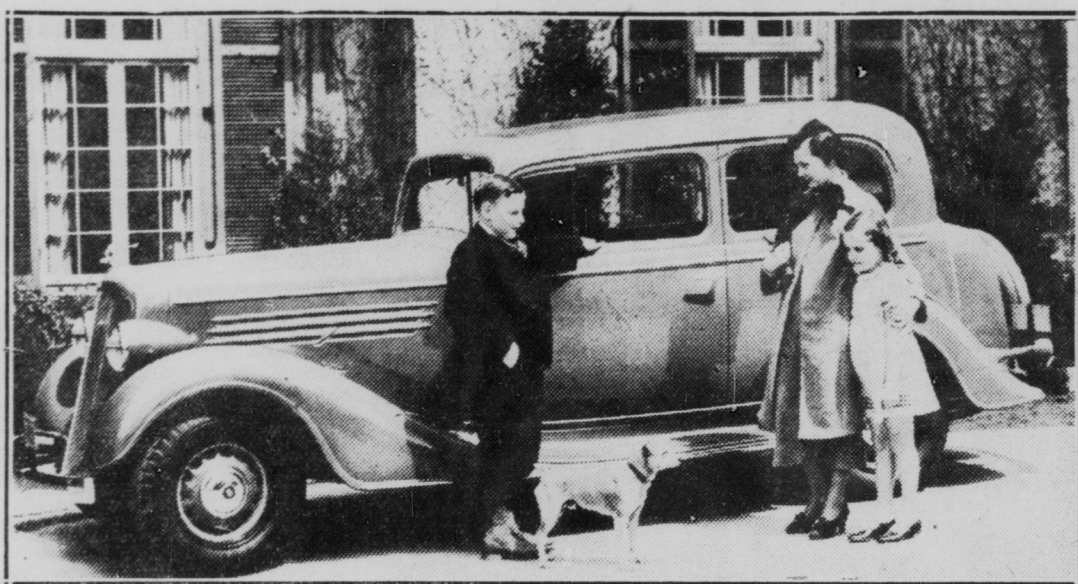
### Five Speed Kings

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 Keck, Frank Lockhart and Lee Bibbe, 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 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.

## GENERAL MOTORS EARNS

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.

## Timken Bearing Shares

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.

## Educational Campaign on Auto Prices Succeeding

General Motor Explains List, Cash and Time Payment 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. Pavlovski, 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. Pavlovski 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 Motors 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. Pavlovski concluded.

## STUTZ HEAD SERVES IN AVIATION INQUIRY

Edgar S. Gorrell Aids Group in Army Investigation.

Edgar S. Gorrell, president, Stutz Motor Car Company of America, Inc., has been named to serve on the army air service investigating committee in Washington.

Organization of the committee, which is intended to make a comprehensive survey of army aviation in general, was begun early in March by Secretary of War Dorn. Mr. Gorrell was chosen to serve both because of his extensive business experience and his intimate knowledge of aviation affairs.

## STUDEBAKER RUN ENDS

Sedan Driven 15,000 Miles in Fifteen Days.

By Times Special  
TORONTO, Can., May 16.—Bob McKenzie in a Studebaker Special Dictator St. Regis sedan, has completed a 15,000 mile run.

At the finish, the Studebaker sedan had driven a total of 15,150 miles in just exactly three hours more than fifteen days, thus maintaining an average speed of 41.7 miles an hour every day and night for over two weeks.

## Auto Sales Doubled

Sales of automobiles in Germany during February of this year were double those during the same month in 1933. This large increase is said to be due to abolition of government tax on new cars.

## Nearly Two Cars Out of Three Crippled in Race

Lubrication Failures Take Most of Entrants Off Speedway.

### BY JOE COPPS

Almost two-thirds of the splendid field which started in the annual 500-mile race at the Indianapolis Speedway last May 30 fell victims to the grueling pace of more than 100 miles an hour and limped in with mechanical troubles.

Most of the grief which shattered the high hopes of twenty-five drivers out of the starting line-up of forty-two can be traced to failure of lubricating systems.

Worries will be added this year on Decoration day with the limitation of cars to the consumption of forty-five gallons of fuel for the entire run. A limitation of oil to six gallons and two quarts last year did not seem, however, to have been disastrous. It was the systems which failed. It was freely predicted by protesting drivers and car owners before the race that there would not be a special job in the competition at the end of 300 miles because of the small oil allowance, but Miller-powered cars finished one, two, three and four.

The definite failure of oiling systems sent four cars out last year; three threw connecting rods, five had axle and ring gear trouble, two broke pistons; there was one broken crankshaft, one down with general ignition trouble, and one broken timing gears, one cracked manifold and one peculiar mechanical accident caused by the starting

crank nut going through the front of the motor case.

Louis Schneider, winner in 1931, stopped before he had completed his first lap when a nut was dislodged from his starting crank and went through the motor.

Two cars went out at thirty-two miles, Paul Bost's four-cylinder Jock and the Buick of Rick Decker cracking a manifold.

Ray Campbell went out with an oil leak and ignition trouble combined at the sixty-mile post, and Ralph Hepburn threw a connecting rod at seventy-two miles.

In a Hall, noted dirt track ace, fell by the wayside at ninety-two miles with a broken piston. His car stopped suddenly against the wall in the southeast turn with little damage, and Hall won the sportsmanship award for the year when he jumped out of his mount and held it against the wall to prevent it from rolling down in the traffic of the race.

### AMUSEMENTS

DOUBLE HEADLINE  
VAUDEVILLE BILL  
Col. Markham's Stars of Fun  
INTER-NATIONAL  
REVUE  
THE RADIO RUBIES  
OTHER NEW ACTS

ON MEZZANINE FLOOR  
"MERRY WIVES OF RENO"  
THE MAN WHO SEES TOMORROW  
NOTE—Owing to the sensational interest being manifested by Indianapolis theatregoers in EL HAREN, his engagement will be extended for a third week, commencing Friday.

INDIANAPOLIS  
THURS., MAY 24  
W. Washington St. Grounds  
HAGENBECK CIRCUS  
WALLACE CIRCUS

Presenting HUNDREDS OF AMAZING NEW FEATURES THIS YEAR including The Superstard Spectacle "THE CRISTIANI" Troupe of Riding Marvels BEATTY Battling 40 LIONS & TIGERS NEWLY-BORN BABY GIRAFFE MULTITUDE OF CIRCUS CHAMPIONS Army of Clowns—Mammoth Mesmerite—5 Herds of Elephants—500 Horses TWICE DAILY: 2 & 8 P.M. DOORS OPEN 1 & 7

GRAND FREE PARADE  
MORNING STREET PARADE  
Watch Newspapers for Details

Downtown Ticket Sale on Circus Day at Clark & Son, Claypool Hotel Drug Store.

## ASSEMBLING OF CHEVROLETS TO BE FAIR EFFORT

Exposition Visitors Will See Actual Work at Chicago.

The actual building of automobiles on the Chevrolet assembly line in the General Motors building at A Century of Progress fair in Chicago, began yesterday, according to an announcement by Dudley Frazer, production manager of the line, to E. W. Berger, Indianapolis zone manager.

Thus, with more than ten days before the official opening day of the 1934 exposition, Chevrolet workers will have ample opportunity to familiarize themselves with the newly installed assembly line machinery and the special precision tools with which they will demonstrate to the exposition's visitors all summer the smooth and painstaking manner in which all Chevrolet cars are built.

The assembly line will operate daily, except Sunday, from 1:30 to 5 and from 6:30 to 9 o'clock each day, Mr. Frazer stated. Working hours, therefore, are predicated on the thirty-six-hour week set by the NRA automotive code.

Coaches and four-door sedans of the "knee-action" Master Six line will be assembled this year. Present plans call for approximately twenty cars to be turned out each day.

Although the world's fair assembly line is a duplicate of that in operation in each of the nine assembly plants throughout the United States, the cars will be assembled in more or less "slow-motion" in order that watchers may keep track of each of the many intricate operations.

Each Chevrolet built this year at the General Motors building will bear a specially designed medallion on the instrument panel.

More than two hundred employees will be engaged in building these cars, it was stated. Material for the bodies and chassis will be brought into the plant each night after 10 when the exposition closes.

## DETROIT ORCHESTRA EMPLOYED BY FORD

Symphony Group Will Be Heard at Fair.

Under terms of an agreement signed by the Ford Motor Company and the Detroit Symphony Society, the Detroit Symphony orchestra will appear at A Century of Progress Exposition, Chicago, for twelve consecutive weeks, beginning June 16, giving two concerts a day in conjunction with the Ford exhibit, according to R. A. Hayes, Indianapolis branch manager.

Announcement of the agreement was made by Murray G. Peterson, secretary of the symphony society, who signed for it. B. J. Craig signed for the Ford company.

The orchestra, as it will go to Chicago, will be composed of seventy musicians, with Victor Kolar as conductor. Concerts will be given in an especially constructed shell in Ford Gardens, on the shore of Lake Michigan, adjacent to the Ford Exposition building, and will be broadcast by several national radio networks.

The contract gives the Ford company the right to extend the concert beyond the twelve-week period, which ends Sept. 7.

### MOTION PICTURES

Reunited!

LOVERS AGAIN... Living Fully... Loving Gloriously... Yearning Desperately For All the Joys Their New World Has to Offer...

Janet GAYNOR  
Charles FARRELL

"Change of Heart"

with JAMES DUNN  
GINGER ROGERS

From the Book "MANHATTAN LOVE SONG" by KATHLEEN NORRIS

APOLLO

BIG PICTURES AT SMALL PRICES!!

All Seats 20c  
Till 1 P.M.

THEATRE

THEATRE

THEATRE

THEATRE

THEATRE

THEATRE

THEATRE

## Sylvia Sidney, Two-Time Failure, Now Real Star

BY WALTER D. HICKMAN

WHEN one gets the facts about movie stars, part of their careers sound far from being success stories.

When one throws away the Pollyanna primer about Sylvia Sidney, who left the legitimate stage in New York, where she was a star, one learns that Sylvia failed twice in the movies before she made good. After the two-time failure, Miss Sidney had to be begged to try again.

The third time fortune smiled and

## POLICE, DETECTIVES TO PLAY BASEBALL

Cops Get in Training for Diamond Clash.

Emulating the prowess of their most dangerous foe, John Dillinger, city police and detectives will vie for the honor of their separate departments on the baseball diamond tomorrow afternoon at Willard park.

Dillinger, it will be remembered, was no mean first baseman for his own "colleges," Indiana reformatory and Indiana prison. In order to avert the menace of a ringer in the person of Public Enemy No. 1 being thrust into the game, the rules committee has requested that all participants check their "gats" before going on the scene of battle.

The two team managers, William Marks of the police, and Donald Tooley of the detective bureau, have warned the would-be baseball flashes to get in condition for the contest. Since the police have taken to riding in squad cars, muscles have loosened and punches have grown.

Fred Simon, detective chief, will be umpire.

## 12 DIE; 30 TRAPPED IN BELGIAN MINE BLAST

Entombed Men Doomed, Is Fear, as Rescue Is Rushed.

By United Press

MONS, Belgium, May 16.—Thirty men were entombed today in the Fief de Landrechies mine near here, and twelve charged bodies were at the surface, after a terrific explosion. Five survivors, rescued before fire made further search impossible, suffered broken limbs and burns.

Fire damp was believed to have caused the explosion. There was little hope of rescue for the thirty entombed men.

## LUDLOW LISTS EXPENSE

\$10 for Dinner Party Included in Cost of Campaign.

Social expenses of carrying on a campaign for the unopposed renomination for congressmen were listed today by Representative Louis Lofgren at the courthouse. Of the \$550 spent, \$10 was for a dinner party, \$500 a contribution to the Democratic county fund and \$40 to the Non-partisan League.

## JURY FAILS TO INDICT

No Bill Returned in Case of Motor Freight Line Official.

A no bill has been returned in the case of Norman H. Sackrider, Logansport, an official of the National Motor Freight Company. The no bill as returned by the Marion county grand jury after investigation based on alleged misuse of funds of the freight company.

## MORTICIANS INVITE PUBLIC TO SESSION

State Funeral Directors Convention to Begin.

For the first time in its history, the Indiana Funeral Directors' Association will have a session of its state convention open to the public during this year's meeting to be held next Tuesday, Wednesday and Thursday in the Manufacturers' building, Indiana state fairground.

Tuesday will be public guest day. Admission will be cards which will be given out by members of the association throughout the state.

In announcing the innovation, John Paul Ragsdale, Indianapolis, association secretary and treasurer, said:

"Our profession now is operating under a code of fair competition, and we wish to acquaint the public with our aims."

### MOTION PICTURES

DEW'S PALACE

LAST 2 DAYS

WALLACE BEERY

"VIVA VILLA!"

FRIDAY CLARK GABLE WILLIAM POWELL MYRNA LOY IN "MANHATTAN MELODRAMA"

## INDIANA

TOMORROW—11 A.M.

Come! Enjoy these two outstanding summer season hits!... both pictures you'll remember—and talk about!

"Do as you like—but DON'T GET CAUGHT!" Love-hungry girl... toying with FIRE... in an exclusive girls' school!

"FINISHING SCHOOL"

With FRANCES DEE GINGER ROGERS BRUCE CABOT BILLIE BURKE JOHN HALLIDAY

ALL 20c 11 A.M. 1 P.M. 20c & 25c AFTER 5 P.M. 25c & 40c

Elissa LANDI in "SISTERS under the SKIN" with Frank Morgan Joseph Schildkraut

Every woman should see this daring love romance.

ALL 20c 11 A.M. 1 P.M. 20c & 25c AFTER 5 P.M. 25c & 40c

## BROAD RIPPLE PARK

GRAND GALA OPENING

Thurs., May 17th, 8 P.M.

World's Championship Walkathon Marathon

200 Entertainers—3 Orchestras—100 Athletes. Thrills—Chills—Spills. Never out—never over. Come early—day late. Clip this. It will admit your entire party for 10c each. FREE ADMISSION TO PARK—FREE PARKING!

WALKATHON

TONIGHTS PRESENTATIONS

At Your NEIGHBORHOOD THEATERS

NORTH SIDE

RITZ Illinois at 34th Double Feature "MOULIN ROUGE" "SHE MADE HER BED"

UPTOWN 42nd at College Double Feature "ADVICE TO THE LOVELORN" "CAT AND THE FIDDLE"

DREAM 2351 Station St. Double Feature "SEARCH FOR BEAUTY" "EIGHT GIRLS IN A BOAT"

Stratford 19th and College Double Feature "LONG LOST FATHER" "BOMBAY MAIL"

MECCA Noble at Mass. Double Feature "LET'S BE RITZY" "MYRT AND MARGE"

GARRICK Illinois at 30th Double Feature "SEARCH FOR BEAUTY" "FIGHTING RANGER"

REX 30th and Northwestern Double Feature "DAY OF RECKONING" "MYRT AND MARGE"

ST. CLAIR St. Clair at 4th Double Feature "I BELIEVED IN YOU" "SIX OF A KIND"

TALBOT Talbot & 22nd Double Feature "QUEEN CHRISTINA" "MAN OF TWO WORLDS"

ZARING Double Feature "THREE CORNERED MOON" "ONCE TO EVERY WOMAN"

TACOMA 2142 E. Wash. St. Double Feature "ONCE TO EVERY WOMAN" "ORIENT EXPRESS"

STRAND "GOOD DAME" "NIGHT GUEST"

RIVOLI Dearborn at 10th Double Feature "I LIKE IT THAT WAY" "WHITE WOMAN"

IRVING 5507 E. Wash. St. Double Feature "BOLEO" "MYSTERY LINER"

EAST SIDE

EMERSON 4630 E. Tenth St. Double Feature "GOOD DAME" "HOLD THE LIGHT"

HAMILTON 2116 E. Tenth St. Double Feature "FASHIONS OF 1934" "TO THE LAM-MAN"

Paramount New Jer. at E. Wash. Double Feature "CROSBY CASE" "BELOVED"

Hollywood 1500 Roosevelt Double Feature "DINNER AT EIGHT" "SLEEPERS EAST"

TUXEDO 4020 E. New York Double Feature "GOOD DAME" "SLEEPERS EAST"

PARKER 2930 E. Tenth St. Double Feature "LET'S FALL IN LOVE" "FACE OF ACE"

SOUTH SIDE

FOUNTAIN SQUARE Wallace & Berry Double Feature "DINNER AT EIGHT" "SLEEPERS EAST"

SANDERS Prospect & Shelby Double Feature "AS HUSBANDS GO" "SHOULD LADIES BELIEVE?"

ORIENTAL 1103 S. Meridian Double Feature "LONG LOST FATHER" "SINNER"

GARFIELD 2203 Shelby Double Feature "SOLITAIRE MAN" "BY CANDLELIGHT"