

AUTOMOTIVE NEWS HIGHLIGHTS

PRICE CUTS UP
TO \$45 MADE
BY PLYMOUTHRecord Production Leads to
Reduction; Sales Gain
Expected.

By Times Special
DETROIT, June 13.—Price reductions up to \$45 on Plymouth cars are announced here by B. E. Hutchinson, chairman of the board of the Plymouth Motor Corporation.

The new price structure gives Plymouth a base price of \$485 at the factory. Plymouth is now from \$20 to \$40 lower in price than comparable models of any other car with so-called knee type, or individual springs.

"Our record production for this year makes it possible for us to offer these new low prices," Mr. Hutchinson stated, in announcing the reduction. "During the first four months of this year Plymouth production was more than two and one-half times as many cars as in the same period last year. Our last week's sales reports show a gain in retail sales of 26.5 per cent over the same period of a year ago."

"There is still a tremendous untapped market for new cars in America. These new low prices will further stimulate buying. It is estimated that there are more than 4,000,000 persons in America whose livelihood depends upon the manufacture of new cars and the material that goes into them. Continuation of new car sales on a high level is the greatest contribution to a return of prosperity that any American industry could make."

CADILLAC MAKES SHIFTS

N. Dreysadt Becomes Acting General Manager.

By Times Special
DETROIT, June 13.—Appointment of N. Dreysadt as acting general manager of the Cadillac division of General Motors Corporation, effective June 1, is announced by W. S. Knudsen, executive vice-president of General Motors.

Effective on the same date, Knudsen also announces the transfer of L. P. Fisher, vice-president of General Motors Corporation, to the operating staff of the corporation with offices in the General Motors building, Detroit. Mr. Fisher has been general manager of the Cadillac division.

NEW GAUGE OFFERED

Schrader Pencil Type Device Tells Air Pressure in Tires.

By Times Special
BROOKLYN, N. Y., June 13.—A Schrader's Sons, Inc., announce a new, pencil-type tire gauge, calibrated from ten to fifty pounds for the use of motorists and service men in testing pressure.

The gauge is finished in chromium and is built on the tested direct action principle. It is designed for convenience.

The four-sided indicator bar has been calibrated, so that it can be read from any angle. Its slender pencil-like shape makes it easy to handle and use.

HUDSON SALES RISING

New Terraplane Challenger Prices Brings Responses.

By Times Special
DETROIT, Mich., June 13.—New lower prices announced by the Hudson Motor Car Company, with the introduction of the Terraplane Challenger series have had an immediate response in a marked increase in sales volume, the company states.

The stimulation of interest occasioned by lower price announcements have resulted in a forward surge of sales for last week as compared with the previous seven-day period. The gain for the week was about 20 per cent.

BRIDGE BIDS RECEIVED

Two Marion County Projects Included on State List.

Two bridge projects in Marion county were included in bids received yesterday on highway construction projects by the state highway commission.

The bids included construction of approaches on State Road 52 to the bridge over the canal at Sixteenth and West streets in Indianapolis, and construction of two bridges on State Road 67 over the branch of state ditch, southwest of Maywood.

TAX PAYMENTS RISE

Eight special excise taxes levied by the federal government against petroleum and automotive products brought into the treasury \$19,494,703.69 during February, 1934, an increase of nearly \$7,000,000 over the same month in 1933.

Operating Costs Cut

As a result of latest mechanical improvements, costs of operating motor cars have been reduced approximately 25 per cent in the last two years.

FEESERS CHOSEN HUMMOBILE DISTRIBUTORS



Frank S. Feeser

Appointment of the Frank S. Feeser Company, 1126 Prospect street, as central Indiana distributor for the Hummobile line was announced recently by the



Charles Feeser

Hupp Motor Car Company of Detroit. Heading the Indianapolis organization are Frank S. and Charles Feeser, both of whom are well known in the local automobile field.

Exhibit Week Produces
Sales of 278 ChevroletsLowest Price Six Appeals to
Visitors at City
Showing.

Encouraged by the sharp reduction which brought Chevrolet prices to the lowest point since the 1934 line came out, and further stimulated by the chance to inspect the full line of knee-action models, the new standard series, and the various Chevrolet trucks at the General Motors exhibit, residents of Indianapolis and vicinity gave national recovery a substantial boost by purchasing 278 Chevrolets during exhibit week here, it is announced by E. V. Berger, local Chevrolet zone manager, who characterized the Indianapolis exhibit as a complete success.

Attendance during the week, Mr. Berger said, was even heavier than could have been expected in the light of weather conditions prevailing much of the time. Interest was plainly centered in the new standard Chevrolets, making their formal bow as the world's lowest priced sixes.

The evidence of buying power and of the disposition to use it, is by no means limited to Indianapolis, Mr. Berger said. A letter from W. E. Holler, general sales manager of Chevrolet, reports widespread cause for optimism as to the immediate future.

"In spite of adverse conditions brought on by drought and other causes, the June business outlook is more favorable than that of a year ago," Mr. Holler's letter stated. "There are strong indications that when figures for the full month are in they will show an even more optimistic prediction justified."

This statement may be taken as authoritative since it represents the consensus of opinion expressed by 10,000 Chevrolet dealers throughout the United States, not through the medium of simple assertions unsupported by fact, but in the form of orders for new Chevrolet cars and trucks.

The period of the special General Motors showing in sixty-one principal cities put a new and brighter aspect on the June automotive outlook, and because of the far-reaching effect of activity in the automotive industry it has also brought an upward revision in the general business prospect.

NASH-LAFAYETTE SALES PROMOTIONS ANNOUNCED

Two Regional Managers Chosen for Central and West Area.

By Times Special
KENOSHA, Wis., June 13.—Courtney Johnson, general sales manager of the Nash Motors Company, announces the promotions of Don C. Boden and F. C. Hammons to regional managerships in the Nash-Lafayette sales organization.

Mr. Boden will supervise Nash and Lafayette sales and the company's sales campaign in the Cleveland (O.) region.

Mr. Hammons will supervise the business drive now under way by Nash-Lafayette forces on the Pacific coast, with headquarters in Oakland, Cal.

Both appointments are effective at once.

FAIR DISPLAY ARRANGED

Winning Fisher Body Models to Be Shown at Chicago.

By Times Special
MONTREAL, Can., June 13.—Three youthful Canadian participants in the Fisher Body craftsman's guild contest will be further honored next month when the model Napoleonic coaches, with which they won the \$5,000 Canadian scholarships in the 1933 guild competition, go on display at the World's Fair in Chicago.

The models, priceless examples of fine craftsmanship, are the handiwork of Joseph Olfson, Leslie, Sask., and David Tennent and Richard Guthrie, both of London, Ont.

FORD OFFERS
TWO CARS OF
DE LUXE TYPESeven-Passenger Sedan and
Limousine Styled by
Le Baron.

Automobile dealers and the public generally are demonstrating wide and growing interest in two large new Ford models recently put on display throughout the country, particularly in New York, Chicago and other large metropolitan centers, according to R. A. Hayes, Indianapolis branch manager of the Ford Motor Company.

The new models comprise a seven-passenger sedan and a limousine, both having bodies by Le Baron, the celebrated custom body craftsman, mounted on standard Ford V-8, 112-inch wheelbase chassis. The cars are produced by the New Era Motors Corporation of New York and sold exclusively by Ford dealers the country over.

The sedan body is of all steel construction upholstered in finest Bedford cord and woolen fabric broadcloth. Rear cushions are of the extra comfortable, bolster type. De luxe fittings give a luxurious finish to the interior. The two auxiliary seats in the rear are wide and of Pullman type. Both face downward, folding conveniently out of the way when not in use.

The only change in the Ford chassis assembly is a reinforcement in the rear section of the frame and special springs front and rear to accommodate the extra-sized and heavier Le Baron custom body. Power is supplied by the regular Ford V-type eight-cylinder engine of eighty-horse power.

Both the seven-passenger sedan and the limousine come fully equipped with five Martin air wheels and low pressure tires, twin de luxe horns, trunk carrier, and special chromium bumpers front and rear. Choice of colors include black, dark blue and dark green, all harmoniously striped.

DODGE PRICE CUTTING
SURPRISES AUTO TRADEPopular 117-Inch Wheelbase Line
Now Offered at \$645.

By Times Special
DETROIT, June 13.—A series of automobile price reductions, coming as a surprise to the trade, is announced by Dodge Brothers Corporation.

The new quotations, in effect immediately, reduce former figures up to \$45 and make the base price of the company's popular 117-inch wheelbase line \$645.

In announcing the readjustment of the Dodge price schedule, the manufacturers point out that the price cut is the sole change involved—that construction details, quality, appointments and the advertised thirty-two extra Dodge features are continued without any alteration whatever.

NEW FIRM PROSPERS



E. R. McHenry

Although the McHenry Chevrolet Company, 1310 East Washington street, was established only a few months ago, it never the less has enjoyed a good sales volume, last month being the best since start of the business.

E. R. McHenry, head of the organization, attributes much of its success to the splendid service department, which is fully equipped with modern mechanical devices to assist in giving better and faster service.

PRODUCTION OF
AUTOS GAININGContinuance of Present Rate
Will Make 1934 Best
Year in Four.

By Times Special
DETROIT, June 13.—The National Automobile Chamber of Commerce estimates May production, including passenger cars and trucks, at 336,657. This is a drop of 11 per cent from the April total of 360,620, and an increase of 48 per cent over the May, 1933, total of 227,743.

Automotive Daily News, in the issue of June 2, estimated May production at 335,000 units.

The total production for the year to date, 1934, counting on the estimate for May, is 1,429,760. Total production for the years 1929, 1930, 1931, 1932, 1933, averages out at 3,012,323. Average production for the first five months during those years is set at 1,534,386, which is 50.9 per cent of the production for the average year during that period.

If the same average of 50.9 per cent of the year's total being made in the first five months is maintained throughout 1934, total production for this year will be in the neighborhood of 2,850,000 units.

This would be the greatest yearly production in the industry in the past four years, with 1930 production of 3,510,178 being the next high.

Liquor Carrying Legal
Under Ohio's new liquor law, a person is permitted to carry liquor in his car, but drinking it is forbidden.

The Theatrical World
'Green Pastures' Booked
for Return Engagement

BY WALTER D. HICKMAN

WILLIAM FIELDS, who was a press agent for Stuart Walker in Indianapolis during one of his seasons, states that "Green Pastures" will return to English's in November.

With successes like "Green Pastures," "Ah, Wilderness" and even Shakespeare booked in Indianapolis, the forthcoming dramatic season has taken on decidedly rosy hue. Mr. Fields, concerning "Green Pastures," has this to say:

"On Sept. 28, in Norfolk, Va., when Richard B. Harrison gives his 1500th portrayal of the "Lard," and at the same time inaugurates the third and final tour of the United States and Canada of "Green Pastures," the benevolent, white-haired old gentleman will have attained stardom. Announcement that the elderly actor will be starred next season in "Green Pastures" was made today by Rowland Stebbins, producer of that world famous play.

"Sixty-five years span the time between Harrison's birth in London, Ontario, the son of fugitive slaves, and the night on Feb. 26, 1930, when he walked on to the stage of the Mansfield theater in New York to answer the most amazing cue in all stage history: "Gangway! Gangway for de Lawd Gawd Jehovah!"

"It was his sympathetic and reverent impersonation of the Deity in that play that elevated him from obscurity to a position of world fame.

"For thirty years as a church lecturer and dramatic reader, Mr. Harrison toured the United States, reciting principally in the colored churches and schools of the smaller cities of the south.

Then he became dramatic instructor of the Agricultural and Technical college of North Carolina, a position that he reluctantly relinquished five years ago to make

CHURCH GROUP TO DINE

Builders Class to Honor Winner in Sweepstake Contest.

Christian Men Builders' class of the Third Presbyterian church will hold a stag supper at 6:30 tonight in the church to honor its Company B winner of the Sweepstake contest.

O. M. Crays is captain of Company B. Dale Alexander, contest chief, will preside. George Brenton and Forest Giger are in charge of arrangements. Marion P. Clarke, class president, will present Mr. Cray with a checkered silk flag.

Blind Horse Rescued From Pit

A blind horse which had stumbled into an abandoned scale pit at Twenty-first street and Northwest-ern avenue was rescued yesterday by police, who placed two wide planks against the wall and patiently led the horse up to the field.

Speedway Walkshow Derby
THIS AD ENTITLES YOU TO A
FREE PASS
WITH ONE 25c PAID ADMISSION
AMATEUR NITE TONITE
Listen Daily
Over WKBF
5:15 and 10 P. M.
W. 16th Street
Opposite Main
Gate Speedway

DESPERATE BANDIT
TRIO BREAKS JAIL'Shoot to Kill' Orders Are
Given Police.

By United Press
MOBILE, Ala., June 13.—Three of the most desperate criminals in this region's history sawed their way to freedom from Mobile county jail today.

Police immediately broadcast a "shoot to kill" order. The trio are Zemo Conway, Olin Rayburn and Johnny Greek, all facing robbery charges.

Dr. Becker Berth Confirmed
Official confirmation of the appointment of Dr. Earl Becker, Butler university economics professor, as successor to Dean Stanley Coulter as chairman of the Indianapolis regional labor board was announced at national labor board headquarters in Washington yesterday by Senator Robert Wagner (Dem., N. Y.), board chairman.

MOTION PICTURES

Starts FRIDAY!

LYRIC

TOGETHER AGAIN!

JAMES CAGNEY

and JOAN BLONDELL

"HE WAS

her

WITH FRANK CRAVEN

VICTOR JORY

LYRIC

LAST 2 DAYS

MARGARET SULLIVAN

in "LITTLE MAN, WHAT NOW?"

with DOUGLASS MONTGOMERY

Will Rogers

Travelogue

Terrytoon

Cartoon

APOLLO 20c

Women Lead

Follow in This Search

For Romance

JOHN BOLES

in "WILD GOLD"

HARRY GREEN CLAIRETREVOR

Extra! Vincent Lopez and Band

NEXT FRIDAY

BABY, TAKE A BOW

SHIRLEY TEMPLE

JAMES DUNN

CLAIRE TREVOR

ALAN DINEHART

TONIGHT'S PRESENTATIONS

AT YOUR NEIGHBORHOOD THEATERS

NORTH SIDE

RITZ

"HIS DOUBLE LIFE"

"YOU CAN'T BUY EVERYTHING"

UPTOWN

"RITIDE"

"HEAT LIGHTNING"

DREAM

"GOOD DANCE"

"THIS SIDE OF HEAVEN"

Stratford

"MAN OF TWO WORLDS"

"VOICE IN THE NIGHT"

MECCA

"WIVES REWIND"

"MALAY NIGHTS"

GARRICK

"SHE MADE HER BED"

"MEANEST GAT IN TOWN"

REX

"BELOVED"

ST. CLAIR

"DEATH TAKES A HOLIDAY"

"YOU CAN'T BUY EVERYTHING"

TALBOTT

"GEORGE WHITE'S SCANDALS"

ZARING

"FEMALE TWO"

"THIS SIDE OF HEAVEN"

EAST SIDE

TACOMA

"GEORGE WHITE'S SCANDALS"

"1932 E. Wash. St."

"DEATH TAKES A HOLIDAY"

"YOU CAN'T BUY EVERYTHING"

"SOCIAL REGISTER"

"WILD CARD"

IRVING

"YOU CAN'T BUY EVERYTHING"

"SINCE EVE"

EMERSON

"GAMBLING LADY"

"BOTTOM"

HAMILTON

"WONDER BAR"

Paramount

New Jer. at E. Wash.

"CROSS COUNTRY"

"ARE THE CLOUDS"

STATE

"BOTTOMS OF SING SING"

"SHADOWS OF SING SING"

NEW STATION TO OPEN



J. R. McCoy

J. R. McCoy, manager of tire sales for the United States Rubber Company, announces that within the next few days the largest and most complete one-stop service station in Indianapolis will be opened. The location has not yet been revealed.

Mr. McCoy has had many years of experience in the retail and wholesale tire business throughout the east and central west.

He has directed both retail and wholesale tire sales in Philadelphia, Baltimore, Cincinnati and Detroit, and was transferred to Indianapolis in his present capacity in March, 1933.

Mr. McCoy announced that the identity of the manager of this new station would be revealed soon.

AUTO RADIO BY
PHILCO PRAISEDNew Model Declared Only
Set Giving High Qual-
ity Reception.

For the first time in automobile radio history, high quality reception while motoring has been placed within the reach of every one, states Art Rose, head of the Rose Tire Company, Inc., at 930 North Meridian street, local Philco distributor, now supplying dealers in this vicinity with the new Model 11 Philco auto radio.

"Only through Philco's tremendous production and the unequalled demand for all Philco products could such an instrument be made available at such a low price. Its powerful superheterodyne circuit brings in stations from remarkable distances, he asserted.

According to Mr. Rose, the new model is completely out of sight when installed, nothing being visible except the attractive steering column control. It operates at any motor speed or when the motor is off. An electro-dynamic speaker of the same type found in home receivers, automatic volume control and noiseless operation are features of its design.

CALLOUSES

Quick, sure relief for callouses and burning on bottom of foot. Safely removes callouses.

Dr. Scholl's Zino-pads

Put one on—the pain is gone

500

THE MORRIS PLAN

Suppose you need \$500.00

You borrow 552.00

It costs you 44.16

You receive 507.84

You repay in 12 monthly

repayments of ... 46.00

NO CHATTEL LOANS

Morris Plan loans are made on

character and income.

THE INDIANAPOLIS

MORRIS PLAN CO.

Delaware and Ohio Sts. Rl. 1536

LOOK OUT FOR THAT SHADOW!

Until you've seen "The Thin Man"
...you don't know how fast and
furious...thrilling and gay...a
detective mystery can be!

WILLIAM POWELL MYRNA LOY
in Dashiell Hammett's Celebrated Mystery Novel...
THE THIN MAN
with MAUREEN O'SULLIVAN
NAT PENDLETON · MINNA GOMBELL
Directed by Wm. S. Van Dyke
A Metro-Goldwyn-Mayer
Cosmopolitan Production
Produced by Hunt Stromberg

STARTS
FRIDAY LOEW'S PALACE 25c UNTIL 6
40c AFTER 6

WHAT GASOLINE
HAS 99-MILLION
FOOT-POUNDS
PER GALLON?

SINCLAIR
H-C
GASOLINE