

AUTOMOTIVE NEWS HIGHLIGHTS

PRICE CUTS UP
TO \$45 MADE
BY PLYMOUTH

Record 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. Dreystadt Becomes Acting General Manager.

By Times Special
DETROIT, June 13.—Appointment of N. Dreystadt 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 pressures.

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 Bring 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



Charles Feeser

EXHIBIT WEEK PRODUCES
SALES OF 278 CHEVROLETSLOWEST PRICE SIX APPEALS TO
VISITORS AT CITY SHOWING.

J. R. McCoy

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 \$64.

In announcing the readjustment of the Dodge price schedule, the manufacturer points 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.

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