

HIGHLIGHTS OF AUTOMOTIVE WORLD FOR THE WEEK

GASOLINE PRICE WAR CLOSES; STANDARD AIDS

Oil Administrator Given Co-Operation in Ending Trade Clash.

In a statement to the press, Secretary Harold Ickes, as oil administrator, announced plans for ending gasoline price wars in certain areas and referred to the results of a conference he had with officials of Standard Oil Company (Indiana) and various others.

Secretary Ickes stated that the Standard officials offered to co-operate fully in an attempt to eliminate price cutting and agreed to restore prices to levels prevailing in surrounding areas where there have been no price wars; further, that they would, as part of a program for market stability, sell their gasoline for 1 cent a gallon more than such independent dealers as track side operators.

In order to make Standard of Indiana's position in this matter clear it seems desirable to amplify Secretary Ickes' brief statement, stated President Edward C. Seubert, head of the company.

"Our company is very ready and willing, and has been at all times, to do anything it reasonably can to eliminate the senseless price wars which have disrupted various markets where it operates," Mr. Seubert said.

Aims at Normalcy

"Without in any way aiming at price levels that would permit more than modest profits to be earned, it is anxious to see normal markets established and maintained so that the industry can maintain employment, wages, and present materials for the crude oil and other materials it buys, and so contribute to steady improvement in the general economic situation. It consequently welcomes the intervention of the petroleum administrator in the gasoline marketing situation with view toward elimination of unsound practices, and will co-operate in every way possible.

"Standard has even gone so far as to say that in certain localized areas where special conditions prevail it will, on an experimental basis, tolerate a differential of 1 cent between its Red Crown and certain other regular grade gasolines offered by trackside operators and 1/2 cent between its Stanolind and their third grade gasoline.

Price Position Stated

"In making this concession to aid the petroleum administrator in his commendable effort to bring about market stability, Standard of Indiana has reserved the right to determine when, where, and how long it will tolerate the differential without fully meeting competitive prices on trackside or other competing brands. It has not agreed to a general policy of tolerating a differential and has reserved the right to continue straight-out meeting of competitive prices in the areas not excepted and to return to flat meeting of prices in the excepted areas if later developments require such action in protection of its share in the gasoline business.

"The company does not recognize the validity of any of the arguments trackside and other cut-rate marketers have advanced in an effort to obtain government enforcement of a price differential between advertised and non-advertised brands. It stands now as before on the principle that it has the same right as any other marketer to meet any price at which a competing marketer offers his products and must continue to have that right, regardless of any deviations which special conditions may cause to be made."

LABOR BOARD APPROVED FOR RUBBER INDUSTRIES

Setup Given Code Sanction Will Affect 100,000 Workers.

WASHINGTON, July 18.—The application of the code authorities of the rubber manufacturing and tire manufacturing industries for the establishment of a rubber industry labor board for the handling of labor disputes and labor complaints in both industries has been approved by General Hugh S. Johnson, recovery administrator. The industries employ approximately 100,000 persons.

ORDERS ON FILE RISE

General Electric Company Reports Gain of 52 Per Cent.

SCHENECTADY, N. Y., July 18.—Orders received by the General Electric Company for the second quarter of 1934 amounted to \$54,005,988, compared with \$35,539,858 for the second quarter of 1933, an increase of 52 per cent, Gerard Swope, president, announces.

The second quarter of 1934 was the largest since the third quarter of 1931. Orders received for six months amounted to \$92,154,642, compared with \$61,051,502 for six months last year, an increase of 51 per cent.

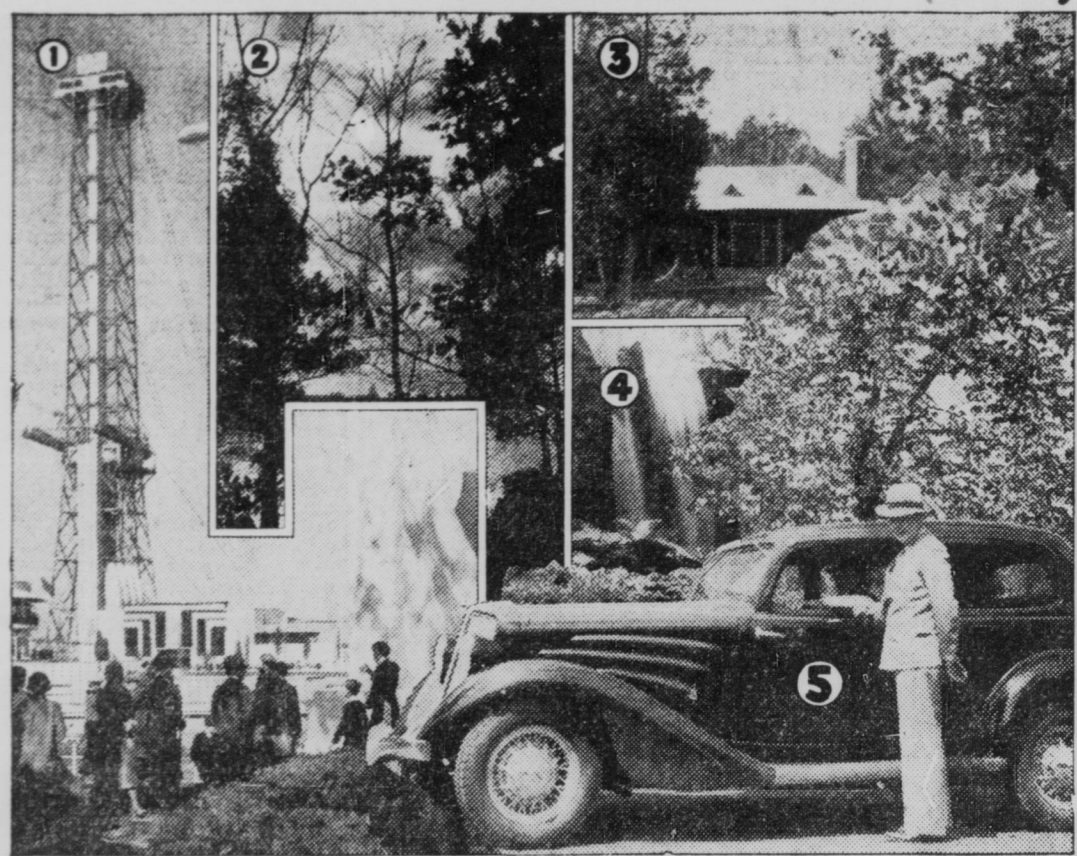
SPEED CHANGES NOTED

Greater Distance Required Now to Stop Car.

With regard to speed, the road needs of today are vastly greater than twenty years ago. In 1914, a speed of thirty miles an hour was a good clip. At that speed only about fifty or sixty feet of road is needed to stop a car.

But at today's common cruising speed of sixty miles an hour, about 270 feet are needed to bring a car to a full stop, or five times more space than was required in 1914.

World's Fair Visitors Will Find Ideal Vacation Section Nearby



Motorists driving to the world's fair will not have to forego their usual summer recreational trip, for near Chicago they will find a veritable wonderland of nature. It is a far cry from the huge tower of the fair's sky ride (No. 1 above) to the tranquil sky line of majestic trees mirroring their reflections in the placid waters of Silver Lake, Michigan (No. 2).

The woodland cottage (No. 3) was made famous as President Coolidge's summer White House at Brule, Wis., while the Three Falls in Nelson's Canyon, Minn. (No. 4), show the scenic beauty to be found in the Gopher state. Picture No. 5 shows the Auburn brougham that served as the pathfinder and charted the interesting trips described below.

North of Chicago Lies Area Offering Pleasing Trips by Motor.

Motorists planning a recreational outing as an adjunct to their visit at Century of Progress fair are fortunate in having many vacation attractions so near Chicago, most of which can be reached in a day's drive.

The following information given to The Times by the Auburn Automobile Company through the Schott Automobile Company, Indianapolis, Auburn distributor, describes some excellent side trips for the motorist who plans to attend the fair.

The drive along the shore line of Lake Michigan is certain to draw a large number of those who like to get their thrills from the beauty of natural scenery.

If one takes this entire drive around the lake, the route will be approximately 900 miles, about a week's outing of leisurely driving. However, this trip can be shortened by making briefer excursions along the eastern shore into Michigan, or along the west shore into Wisconsin. Or a still longer jaunt may be enjoyed by including an extended excursion into the primitive upper peninsula of Michigan.

But the motorist is certain to have no regrets if he simply takes the loop around Lake Michigan's shore line. Leaving Chicago on U. S. 12, the route proceeds along a picturesque lake shore drive to the twin cities of Benton Harbor and St. Joseph. There one may visit the famous "House of David" colony and Thunder mountain before swinging northward on U. S. road 31, which follows winding hills through fruit belts and sand dunes to South Haven, which boasts one of the finest harbors on the Great Lakes.

The highway then takes the motorist to Saugatuck, 140 miles from Chicago, mecca for artists from all over the country because of its surpassing beauty.

Proceeding northward, the vacationist skirts the shore of Black Lake and pauses at Holland, "tulip capital" of America, where a summer afternoon may well be spent watching the yacht races held by the large fleet of the Yacht Club. Leaving Holland, the highway passes through Muskegon and on

into the largest state park in Michigan, with more than one thousand acres of timbered hills, ravines and sand dunes. Past White Lake and through a chain of little lakes, blue as jewels in their sandy setting, the road curves into Pentwater on Pentwater lake and Lake Michigan, eight hours' drive from Chicago.

Perched across to St. Ignace, the car is left at the state dock while the tourist takes a steamer to Mackinac island, for no vacationist will want to pass up a side excursion to Mackinac island.

No motor cars are allowed on the island, the drives over the island being taken in comfortable horse-drawn carriages. Old Ft. Mackinac overlooks the town, the point to which it was removed in 1780 after the close of Pontiac's conspiracy. The stone block houses are still in their original state, as well as Ft. Holmes, built by the British in 1812.

Returning to St. Ignace by steamer, the vacationist resumes his trip on Road 31, through the state for-

est to Manistique, near which is Big Springs, set in one of the most scenic spots in the northland.

Another trip offering every promise of pleasure for the vacationist is a drive up into the north woods of upper Wisconsin.

The motorist proceeds directly north to Menominee, Mich., continuing north on United States road 41 to Spaulding, where a turn westward is made on United States road 2 to Superior, Wis., situated just opposite Duluth on the lower shore of Lake Superior.

This route takes one through the famous iron ranges of northern Wisconsin and through some of the most famous fishing and hunting regions of North America. So the vacationist who is preparing to see the Chicago fair, and yet doesn't want to miss indulging in some of his customary summer recreations, will find every opportunity for fulfilling both of his desires in the readily accessible recreation country lying to the north of Chicago.

CHART SHOWS TIRE HAZARDS

Trouble Doubled During Summer, Survey by Months Reveals.

How hot weather doubles worn tire troubles is revealed in a chart prepared by the United States Rubber Company, which records the trend of tire troubles by months, according to J. Harry Evans, manager of the United States Tire Service, Inc., Meridian and Walnut streets.

The chart shows that tire failure reaches a peak in August, and that it is almost as frequent in July and September, and also rather troublesome in June and October.

While the amount of driving naturally increases in the summer months, it does not increase nearly as fast as the amount of tire trouble. In August, for example, there is 65 per cent more driving than in February, and there is 140 per cent more trouble. Similarly, in July and

September driving increases 60 per cent, while trouble increases 130 per cent, Mr. Evans asserted. This analysis of heat and its relation to tire failure was made during the development of the 1934 U. S. Royal, which is distinguished by a cooler-running triple-tempered rubber tread and a heat resisting carcass.

To insure trouble-free travel in summer months, the motorist should replace worn tires with new ones, for regardless of temperature, new tires are dependable.

REORGANIZATION CASE OF AUSTIN SCHEDULED

Auto Manufacturing Company Seeks to Keep Property.

By Times Special
BUTLER, Pa., July 18.—The United States district court for the western district of Pennsylvania today heard an order granting the American Austin Car Company leave for the submission and filing of a plan of reorganization under section 77-B of the bankruptcy act, and continuing the company in possession of its property.

A hearing will be held by the court in the Federal building at Pittsburgh tomorrow for the purpose of acting on the continuance of the company in the possession of its property and assets.

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Old Quilts Shown
By Times Special
LAPEL, July 18.—Among eighty-four quilts entered in an exhibit here were four which were a century or more old. Oldest quilt was shown by Mrs. James Anderson. Youngest exhibitor was Laverne Barcas, who entered a quilt embellished with embroidery, her own work.

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PACKARD WILL ADD SMALLER CAR TO OUTPUT

Factory Remodeling Will Provide Unit for Manufacture.

With a complete rearrangement and renovation of its plant well under way, the Packard Motor Car Company has started a major readjustment of its organization, according to George D. Hartwick, general manager of the Citizens Motor Car Company, Packard distributor for this territory.

The widespread changes and additions in both personnel and manufacturing facilities are being carried out not only to maintain sales of Packard cars, but also in anticipation of the greater activity to follow introduction of the low price car on which Packard is now intensively at work.

Without requiring any decrease in the manufacturing operations of its present cars, the factories in Detroit have been going through the most extensive program of rearrangement in the history of the company.

Two Plants Set Up

Through intensive study and employment of the most modern methods of factory layout the million plant is being made into two separate plants, in one of which manufacture of Packard cars will be carried on, while the new and much smaller car will be built in the other. Both plants will be among the most compact and efficient in the industry.

Reorganization in connection with the smaller car was started months ago with the addition of more than ninety engineers to the engineering department. J. G. Vincent, vice-president in charge of engineering, now has a force of 425 men actively at work in research, designing and testing.

Personnel Changed

Reorganization of the factory sales personnel, now well under way, is expected to be followed by greater supervision and broadening of the sales organization in the field. M. M. Gilman, vice-president and general manager, will be in charge of all sales activities.

R. E. Chamberlain, former general sales manager and for the last few years manager of the factory branch at Buffalo, N. Y., is being called back to the factory to become sales manager of the present Packard division. A sales manager for the smaller car is to be appointed.

Rise in Auto Radio Sales Shows Buying Power Gain

Owners of 35,000 Chevrolet Sold This Year Purchase Sets.

Chevrolet dealers have sold 35,000 automobile radios to purchasers of new Chevrolet cars in the last ninety days, M. D. Douglas, parts and service manager of the Chevrolet Motor Company, announces. The report covers only the sets installed in 1934 Chevrolets. It does

not include the additional thousands purchased from Chevrolet dealers by owners of other cars or of earlier Chevrolets.

While the accomplishment is important in itself, as setting an all-time record for radio sales by Chevrolet dealers, Chevrolet officials are especially interested in it as an index of the public's increased buying power. It signifies that many automobile buyers instead of contenting themselves with the car itself, have enough money over and above its purchase price to indulge their desire for additional comfort, luxury and enjoyment.

This situation, it is pointed out, did not exist a year ago, and the fact that it does exist today is a proof of returning good times.

later, it is announced by the company.

F. H. McKinney, general sales and advertising manager, has been made director of advertising and sales promotion. In this position he will be in charge of all advertising and sales promotion of the new car as well as the several lines of Packard cars.

HIGHWAY WORK NEEDED

Thousands of Miles Still Rated as Mud and Dust Roads.

While satisfactory road progress has been made, there is a man-sized job ahead. Of the 383,000 miles of highways in the state systems, one-half of these roads still are classed as mud and dust roads. It is true that many of these mud and dust roads have been graded and drained, but they have not been surfaced for easy, comfortable or safe driving.

AUTOMOBILE USE GAINS

Cars Driven 50 Per Cent More Now Than Twenty Years Ago.

Today there are four times as many automobiles per mile of improved road as there were in 1914. But today's cars are driven approximately 50 per cent more than those of twenty years ago, so without regard to speed, today's road needs are six times as great as in 1914.

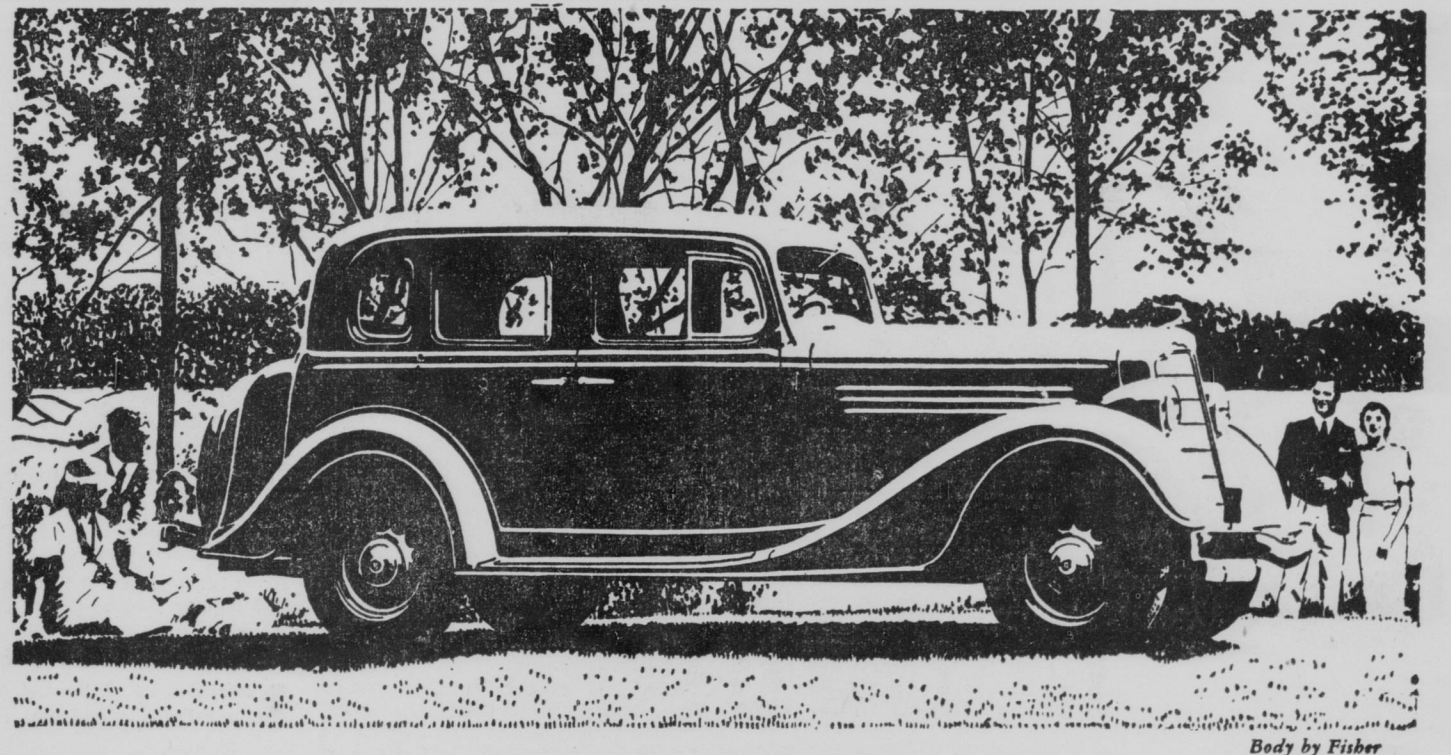
DEALERS FOR MILLER FETED

Art Rose Entertains at Banquet Attended by 250 Guests.

Approximately 250 dealers and commercial fleet operators were guests of Art Rose, head of the Rose Tire Company, at a banquet at the Lincoln last night.

A talking picture entitled "Under the Tread," a presentation of the Miller Ruber Products Company, illustrating how Miller tires are built, and how dealers can profitably sell, was shown after the dinner. Because of the humorous vein running throughout the picture it proved very popular with the audience.

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*Series 40—\$795 to \$925. Series 50—\$1110 to \$1230. Series 60—\$1375 to \$1675. Series 90—\$1875 to \$2175. List prices at Flint, Mich. All prices subject to change without notice. Illustrated above is model 41, 1935, at Flint. Special equipment extra. Duco fenders at no extra charge.

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