

HIGHLIGHTS OF AUTOMOTIVE WORLD FOR THE WEEK

DE SOTO FOR 1935 OFFERED IN TWO LINES

Wide Price Range Covered by New Airflow and Air-stream Models.

Two new lines of aerodynamic cars, a restyled Airflow and a new Airstream line, are announced by the De Soto Motor Corp. The 1935 De Soto cars are on display at Jones & Mailey, Inc., local De Soto distributors, 2421 E. Washington-st., and all Indianapolis De Soto dealers.

The new Airflow has been completely restyled to strike a new note in aerodynamic design. The front end has been rounded and extended. Important engineering features have been added.

The Airstream line, incorporating many Airflow features, puts De Soto in the popular price class. De Soto's two new lines embrace the entire low-medium and medium price fields.

De Soto announced the new Airflow line in three body models, a four-door sedan, town sedan and coupe. The new line is in the same price class as the first Airflow, which last year won the Grand Prix for style at Monte Carlo, broke 32 American Automobile Association Contest Board speed records and established a new transcontinental fuel economy mark.

Six Models Offered

The Airstream line has six body models, the business coupe, rumble-seat coupe, four-door sedan, four-door touring sedan, two-door sedan and two-door touring sedan. Airstream models have a wheelbase of 116 inches, with a tread of 56 1/2 inches in front and 58 inches in the rear.

Prices for the Airstream cars range from \$695 for the business coupe to \$825 for the four-door touring sedan. All Airflow models are \$1195.

Byron C. Foy, president of the De Soto Motor Corp., in announcing the two new lines, pointed out that De Soto introduced the Airflow last year and now has perfected the design and added mechanical developments to take advantage of the past year's experience and achievement.

"De Soto is introducing the new Airstream line to meet a widespread demand for another De Soto car in the popular price class. The Airstream De Soto inherits all of the engineering advantages of former De Soto cars, and, in addition, has many features that came with the Airflow design."

Features Listed

The 1935 De Soto cars, both the Airflow and the Airstream, have the following advance features:

High compression engines, synchro-silent transmission, new Mola-steel semi-elliptic, tapered leaf springs; self-equalizing hydraulic brakes, floating power engine mountings, Anodic pistons and rust-proofed all-steel bodies.

In addition, the Airflow has hypoid gears in the rear axle and a few ride stabilizer as standard equipment. The automatic transmission overdrive is optional at extra cost.

Hypoid gears in the rear axle of the Airflow enhance the performance and riding comfort of the car.

The automatic transmission overdrive, optional on the Airflow at extra cost, is in effect a fourth gear that comes into operation automatically when the driver lifts his foot off the accelerator for an instant after the car has reached a speed of 35 to 40 miles an hour. The over-drive reduces engine speed approximately 30 per cent, without any decrease in car speed.

NEW LIGHT PERFECTED

Flashing Safety Beacon Free of Fire Hazard.

By Times Special
MARION, Ind., Jan. 16.—A flashing safety beacon, newly introduced by Delta Electric Company, is said to be adaptable to trucks, busses and emergency road crews.

The beacon operates on a standard lantern battery, and is claimed to be suited for transporters of inflammable materials and food products because it is clean and offers no fire hazard.

TWO GIVEN POSITIONS

AC Firm Employs Paul W. Rhame and Sydney N. Lytle.

By Times Special
FLINT, Mich., Jan. 16.—Appointment of Paul W. Rhame as assistant manufacturing manager and Sydney N. Lytle as chief inspector is announced by Fred S. Kimmerling, president and general manager of the AC Spark Plug Co.

Mr. Rhame formerly was chief inspector with Mr. Lytle as his assistant. The office of assistant manufacturing manager is a newly created position.

BRIDGE BIDS RECEIVED

Commission Opens 69 Proposals for Work Totalling \$351,213.

Bids on bridge contracts embracing projects in ten counties were received yesterday by the State Highway Commission. There were 69 bids received, aggregating \$351,213.51 against engineers' estimate of \$455,066.14.

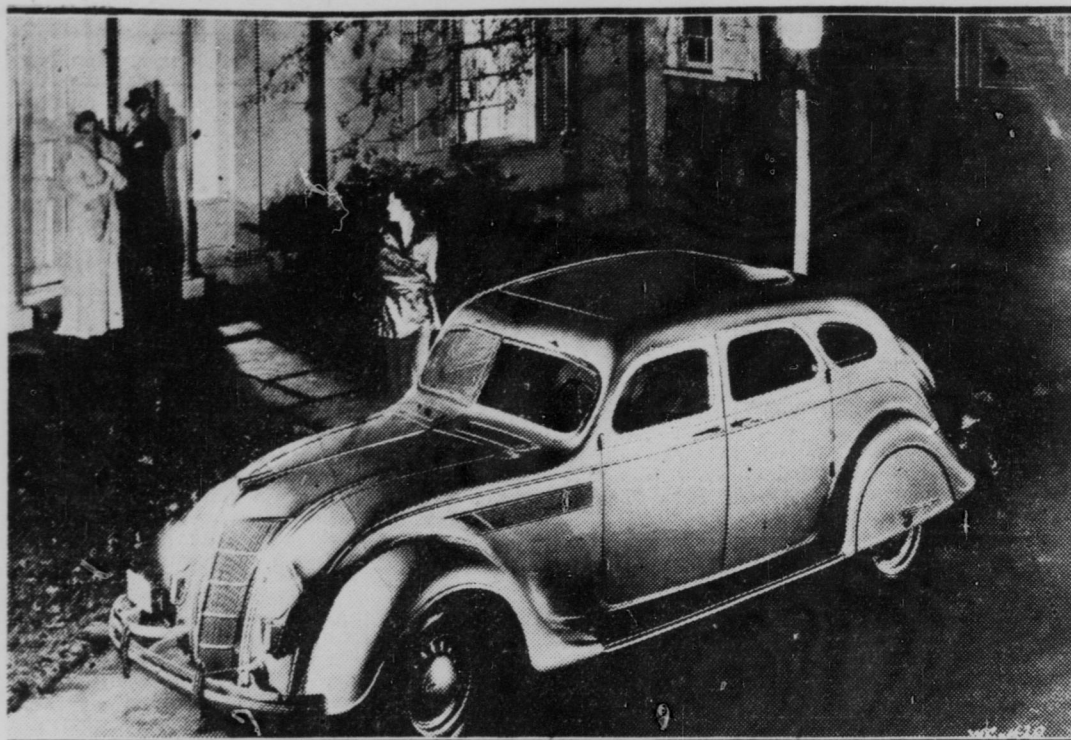
Mix Best Cough Remedy At Home. Easy! Big Saving!

Beats Them All For Quick, Lasting Relief.

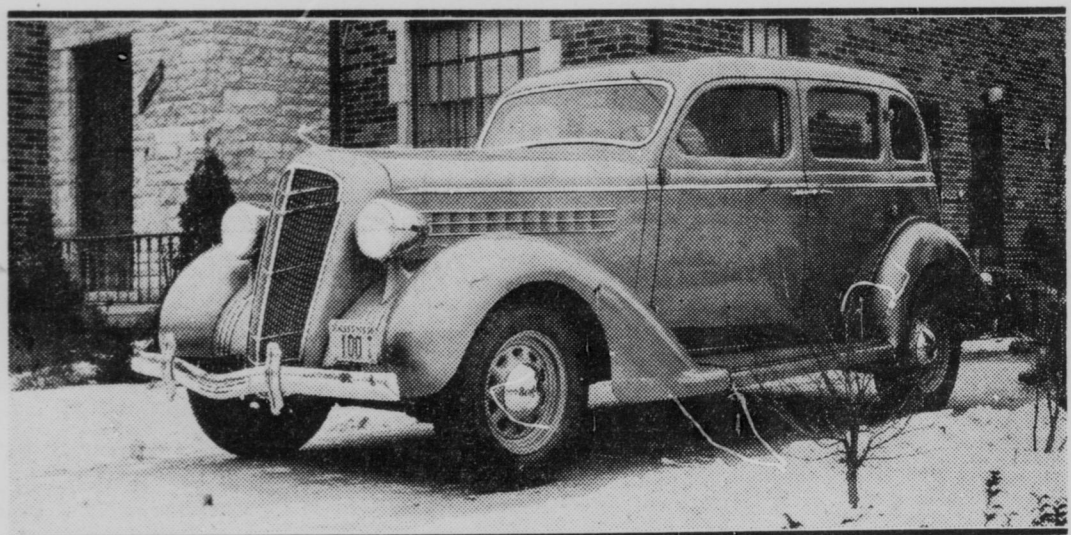
If you want the best remedy for severe coughs, mix it at home. Once tried, you'll never use any other kind, and it's so simple and easy.

First, make a syrup by stirring 2 cups granulated sugar and one cup of water a few moments, until dissolved. A child could do it. No cooking needed. Then get 2 1/2 ounces of Flax from any drugist. This is a highly concentrated compound of Norway Pine, fa-

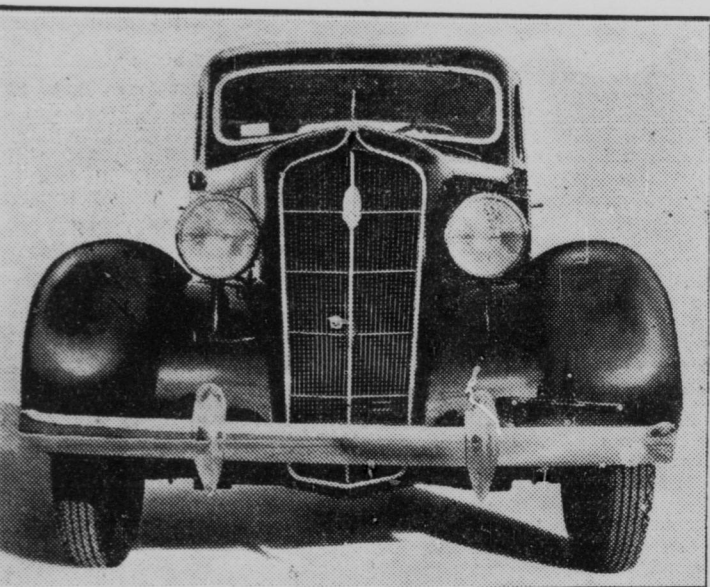
CHRYSLER, DE SOTO AND PLYMOUTH SHOW NEW MODELS



Outstanding among changes made in the 1935 Chrysler Airflow model is the advanced streamlining of the radiator and hood of this radically designed car. The Imperial Eight is shown above with this new front, which, for a consideration, can be fitted on the 1934 models. A similar change and provision is afforded De Soto owners. And, like the De Soto, Chrysler introduces an Air Stream companion for its more conservative customers. These new Chrysler models are on display at the salesrooms of the C. H. Wallerich Co., Inc., 950 N. Meridian-st.



Smart, distinctive lines characterize the new Airstream De Soto models, companion cars to the Airflow De Soto. The Airstream models are mounted on a 116-inch wheelbase and are powered with a 93-horsepower six-cylinder engine in which many new features are to be found. All models are being shown by Jones-Maley, Inc., 2421 E. Washington-st.



Along with "floating power," Plymouth offers the "floating ride," based on the combination of a transverse stabilizing bar in front and a pair of long, soft steel springs, the combination affording smoother riding to all passengers. For further comfort, the body has been made three inches longer and wider. And new lines enhance its appearance. The new models are on display at the salesrooms of all local Chrysler, De Soto and Dodge dealers.

Auto Show at Detroit Offers 300-Car Display

W. J. Robinson, Head of City Trade Group, Attends Event.

Detroit's auto week was officially opened Saturday night when Mayor Frank Couzens pulled the switch that lighted the world's largest one-floor exhibit of motor cars.

Mayor Couzens spoke over the Michigan radio network and paid high tribute to the Detroit show and the part it plays in local and national prosperity. The ordinarily drab interior of Convention Hall has been transformed into a striking setting for some 300 cars.

Mayor Couzens, in a statement Friday, said he believed "the Detroit auto show will present an emphatic demonstration of the confidence manufacturers place in 1935 and will afford Detroiters their first opportunity to inspect, all at one time, the finest products that engineers and motor car makers have been able to evolve."

"The 1935 production program now scheduled for the industry involves the huge sum of a billion and a half dollars in raw materials and finished products. From this tremendous program, every citizen in the nation will benefit directly and indirectly."

One of the first Indianapolis automobile dealers to attend the Detroit show, was W. J. Robinson, head of the Robinson Automobile Co., and president of the Indianapolis Automobile Trade Association, who left Sunday night for a three or four day visit.

By Times Special
LANSING, Mich., Jan. 16.—Reo Motor Car Co.'s production gains in 1934, and its strong financial position, place the company in an enviable position in light of the year's record, according to George L. Brown, secretary-treasurer. Total output of Reo passenger cars and Speedwagons during the year just ended, showed a gain of 66 per cent over 1933 and 137 per cent over 1932. More than 300 new sales outlets for Reo passenger cars and Speedwagons were added in 1934. Starter Began in 1911 The self-starter first appeared on automobiles in 1911.

ROOMIER CARS BEING OFFERED BY OLDSMOBILE

Both Sixes and Eights for 1935 Made With Steel Roofs.

Last Saturday Oldsmobile gave Indianapolis its first glimpse of the new 1935 six and eight models, both larger and roomier and incorporating several new features.

According to L. C. Burnett, Indianapolis zone manager for Oldsmobile, the principal improvements of the new models are:

The solid steel turret top body by Fisher, having as an integral part a roof stamped from a solid sheet of seamless steel. The body has steel protection for the passengers on all sides, top and bottom.

A streamline design in which the entire car slopes gracefully from the new radiator, back over the slanting windshield, rounded top and to the rear bumper in one sweeping line, accentuated by the single piece streamline fenders.

Frame Strengthened

An X-type frame, 40 per cent stronger and more rigid than those of previous models. A boxed-in section has been added at the rear of the frame, the holes in the X-member eliminated as far as possible, and two fore and aft straddle bars are used over the gas tank as compared to the single bar of 1934.

A complete system of sound-proofing of chassis, engine and body. Roomier interiors with ample head and leg space, widened seats and smart new fittings.

Large Luggage Compartments

Redistribution of weight to permit all passengers to ride between the axles, thus adding to comfort. This is done by moving the motor and the seats about five inches forward from the 1934 position.

Longer wheelbase on both cars. Increased power achieved largely through the use of an entirely new cylinder head which gives a higher compression and still permits the use of standard fuel.

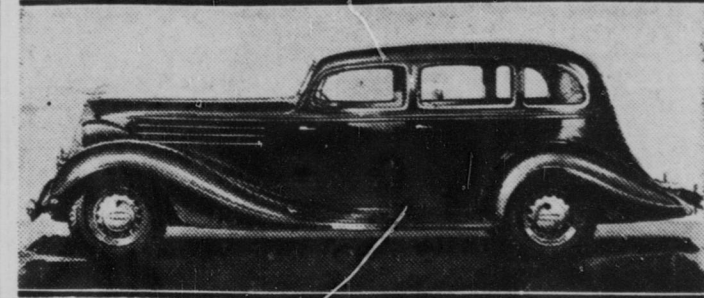
More economical operation because of improvements in the manifold system and carburetor. Proving ground tests of the six have registered 18 miles to a gallon of gas at 50 miles an hour.

Retained for 1935 will be all the well-known Oldsmobile features of 1934, including hydraulic brakes and knee action wheel suspension of the coil spring type.

New Cleaner Offered

By Times Special
UTICA, N. Y., Jan. 16.—A portable electric steam cleaner made by the Brunner Manufacturing Company is said to be effective in thawing frozen radiators and other chassis parts, as well as providing efficient heat for expansion needed in some assembly operations.

NEW TERRAPLANE SIX SHOWN BY LOCAL DEALERS



Pictured above is the Terraplane Six Sedan with full six-passenger capacity mounted on 112-inch wheelbase with 88 horsepower motors, which with other models, is displayed by Losey Motors, Inc., 1219 N. Meridian-st., local Hudson-Terraplane distributors, and other local dealers.

Crosley Dealers Attend Kiefer-Stewart Dinner

Outlook Declared Promising for Refrigerator and Radio Business.

Officials of the Kiefer-Stewart Co. were hosts at a dinner given last night in the Travertine room of the Lincoln for 225 Central Indiana Crosley dealers and about 35 guests.

O. C. Maurer, vice president and manager of the radio and refrigeration department, presided. He stated that the business of the Crosley dealers assembled was trebled last year, and it was expected that this year because of the phenomenal values.

Crosley is offering to the public. Not only have great improvements been made in the radio line, Mr. Maurer said, with more style, more accuracy, and better performance, but Crosley engineers have outdone themselves in improvements of refrigerators. The dealers present all expressed themselves as being able to set new sales records in their respective markets during the year.

G. B. Moxley, president of the Kiefer-Stewart Co., spoke on the business possibilities for his company this year, and said there is the greatest opportunity for business in 1935 in the refrigeration and radio line since 1929.

Cuthbert Carey, assistant general sales manager of the Crosley company, presented the refrigerator line, which consists of some eleven greatly improved models at material savings in prices.

Mr. Carey said that Crosley will use a million dollars worth of newspaper and magazine advertising during 1935, and also a million dollars worth of time on the radio, aside from continuous broadcasting over its own station. He said that Crosley expects to sell 400,000 refrigerators this year.

Hugh C. Green of Kiefer-Stewart

presented the radio line and Howard Brewer discussed merchandising methods in both the radio and refrigeration fields.

L. M. Brown of United Motors Service, Inc., discussed the service department side, and said that the outstanding performance of Delco motors was evidenced by the fact that out of 3500 Crosley refrigerators in use in the immediate neighborhood territory, only 15 service calls on motors were required.

E. R. Benton, divisional sales manager of the Easy Washing Machine Corp. of Syracuse, presented the Easy washing machine and ironer, for which Kiefer-Stewart is the Central Indiana distributor of 12 models of washers and four ironers.

Mr. Benson said that his company, with its 3000 dealers in the United States, together with international sales representatives, almost equaled last year the best business for one year the company has had since it was established 57 years ago.

PLYMOUTH SHIPMENTS REACH HIGHEST MARK

Movement Last Month More Than Double Previous Record.

Shipments of Plymouth cars to Chrysler Sales Corporation dealers in December, 1934, were more than double those recorded in any previous December in the company's history, according to figures released by J. W. Frazer, vice president of the Chrysler Sales Corporation.

The domestic shipments last month totaled 11,896. This is an increase of 114.2 per cent over the previous high, which was achieved in December, 1932. The figures quoted represent shipments to Chrysler dealers only. They are in addition to the shipments to the De Soto and Dodge dealer organizations, which also set new records for December.

PRICES LISTED FOR POWERFUL NEW AUBURNS

Brougham at \$1445 Lowest and Speedster, \$2245, Most Costly.

Prices on Auburn's new 1935 100-mile-an-hour supercharged line of motor cars were announced last week at the New York show as follows:

Brougham, \$1445; four-door sedan, \$1545; convertible cabriolet, \$1675; five-passenger phaeton sedan, \$1725; coupe, \$1545; and speedster, \$2245. These prices are at the factory.

The supercharged models are in addition to the company's regular line of sixes and straight eights.

The supercharged cars are powered with a straight eight 150 horsepower Lycoming engine. The supercharger is of the centrifugal type, similar to that developed and pioneered by Duesenberg, and is an inherent part of the engine which has been designed to meet the demands of the additional power loads.

In truly racing car fashion engine exhaust on all these models is discharged through four outside exhaust pipes covered with three-inch polished stainless steel tubing. The pipes extend through the hood and turn down under the chassis where they connect with the muffler.

Interiors are luxurious and chromium plate is greatly in evidence with many color combinations available.

PRODUCTION SPEEDED UP AT FORD PLANTS

January Output of 5000 Cars Set After Show Sales Reports.

By Times Special
DETROIT, Jan. 16.—With production for January set at 5000 cars daily, the Dearborn branch of the Ford Motor Co. reports that all production difficulties on the new model have been eliminated and that plants are in full swing.

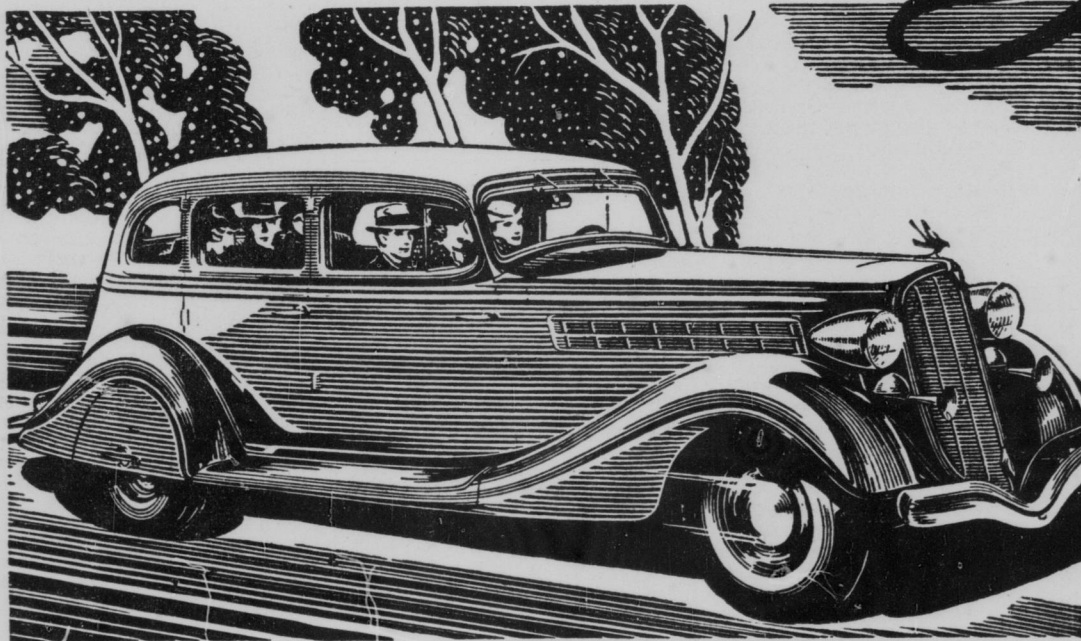
The company reported that from 1200 to 7000 persons visited showrooms in many cities throughout Michigan and Ohio on the day the cars were announced. Dealers reported a large number of sales.

Only eleven states have laws which call for the compulsory inspection of automobiles.

Diesel Buses Used
There were 910 Diesel buses in operation in Great Britain at the end of 1933.

"THEY'VE MADE IT Fun TO DRIVE!"

That's what thousands are saying who have tried this magically easy way



The ELECTRIC HAND on NEW 1935 HUDSONS and TERRAPLANES

GREATEST convenience for women drivers since the self-starter! That's what they're saying about the Electric Hand—the new, easier method of gear control on 1935 Hudson-built cars.

This exclusive feature takes all the work out of gear shifting. Makes driving safer. Clears the front compartment, too. No levers to trip you, to scuff shoes or smear grease on clothing.

The Electric Hand is standard on Hudson Custom Eights and optional, for a small amount extra, on all other 1935 Hudsons and Terraplanes. It's not an automatic shift. You shift gears as you always have, yet never take your hands from the wheel.

There's new styling in these 1935 Hudsons and Terraplanes. Longer, lower bodies, gracefully narrowed radiators, smarter lamps, louvers and trim.

There's new ruggedness and safety, too—in the first steel roof. Steel all around you—steel under your feet—steel overhead. And Bendix Rotary-Equalized Brakes—five years of brake advancement in a single year. Quicker, smoother stopping, in a short, straight line.

More power—flashing acceleration—bigger gas mileage—doubled oil economy . . . But we can't tell you the whole story. Come and see—drive—and compare these new cars with the others.

LOOK FOR THESE 1935 FEATURES

New styling—another year ahead. New Bendix Rotary-Equalized Brakes. The first steel roof, on a body all of steel. More power from less gasoline. Full 3-passenger seats—front and rear. Longer, gentler springs—improved oil-cushioned shock absorbers.

TUNE IN ON HUDSON "NEW STAR REVUE" featuring Kate Smith—Every Monday evening at 8:30 E. S. T., 7:30 C. S. T., 9:30 M. S. T., 8:30 P. S. T.—Columbia Broadcasting System.

HUDSON AND THE HUDSON-BUILT TERRAPLANE

LOSEY MOTORS, INC.
1219 N. Meridian St.
Indianapolis, Ind.

JIMMIE APPLIGATE
25 W. 11th St.

OAKLEY MOTOR SALES CO.
1665 S. Meridian St.

GROVER WININGS CO.
1625 E. Washington St.

CHILLSON MOTOR CO.
428 N. Meridian St.

JONES AUTO CO.
345 N. Capital Ave.