

G. M. TRUCK CO. PRESENTS WIDE VARIETY IN LINE

Lowest Prices, Best Units in History Announced at City Branch.

General Motors Truck Co. this week announced the lowest prices and the most complete line of trucks and trailers in its history, through the local branch at 31 W. 13th-st.

A wide variety of standard equipment features, mechanical options and de luxe equipment will cover almost every requirement of the truck buyer.

New and distinctive front end styling of radiator, fenders, cab and hood lends a streamlined appearance to all models. This modern tailoring, in addition to its smart appearance, is designed to express the essence of utility, strength and massive of load-carrying vehicles.

The 1936 line leads off with the 1-ton model T-14 bearing a base price of \$425. Following is a new 1. to 2-ton unit with many improvements now priced at only \$525, chassis F. O. B. Pontiac. Three new engines with many important features for truck service are introduced with this line. T-18 and T-18H have the "257"; T-23 and T-23H have the "257"; and T-33 and T-33H have the "286" engines. The "31" and "400" series engines remain unchanged. Both the T-61 and T-61H which have the "400" engine may be fitted with the standard "450" at extra cost.

The "H" series models listed this year indicate companion models having the same chassis features but using the rear end assembly of the next larger model, thus increasing its load-carrying capacity.

All models in the line, except the T-14, T-16 and T-18H, now have set bases front axles, thus offering standard SAE loading spaces within relatively shorter wheelbase lengths. Dual performance rear axles are available at extra cost on models T-16 to T-46 inclusive, providing increased power in the low range and faster running speeds in the high range positions.

CAR DEALERS PONDER N. A. D. A. PROPOSAL

Group to Vote on Plan to Establish Gross Used Car Profit.

Times Special

ST. LOUIS, Mo., Feb. 1.—A dead line of March 1 has been set for 40,000 automobile retailers to decide by a vote whether the National Automobile Dealer's Association shall proceed with a proposal to establish a gross profit in the used car department. The proposal was approved by the N. A. D. A. board of directors at the recent annual meeting held in New Orleans.

Jack Front, general manager and executive vice president of N. A. D. A., who presented the proposal, said that contacts with manufacturers in the last few days clearly indicate their willingness to proceed if their dealer groups so desire. The manufacturers' final decision, however, he said, will rest solely upon the attitude of their dealers.

2 CADILLAC OFFICIALS SEE IMPROVED FUTURE

Continued Recovery in West Reported After 7000-Mile Trip.

An optimistic report of continued business recovery throughout the West was brought this week by two Cadillac Motor Co. executives upon their return from a 7000-mile tour of the Pacific Coast.

They are Nicholas Dreystadt, general manager for Cadillac-LaSalle, and Don E. Ahrens, general sales manager. With the exception of one short jump, the entire trip was made by plane. Meetings were conducted for Cadillac-LaSalle dealers and salesmen at all key cities en route.

Without exception we found our retail organization enthusiastic over prospects for even a greater volume of business during 1936 than they have enjoyed in recent months," said Dreystadt.

The West contributed materially toward the increase of 147 per cent in national retail deliveries which Cadillac and LaSalle recorded during the first 20 days of January over the corresponding period of 1935."

24 CHEVROLET PLANTS BETTER SAFETY MARK

Marked advances in industrial safety made during 1935, in the manufacturing plants of the Chevrolet Motor Co., were celebrated this week at a dinner in the Book-Cadillac Hotel, Detroit, at which W. J. Scott, manager of the Chevrolet spring and bumper plant, was awarded a plaque in recognition of having achieved the greatest improvement.

Chevrolet's 24 manufacturing plants showed an average improvement of 47 per cent, and the record of the spring and bumper plant was 81 per cent. The forge plant, also managed by Mr. Scott, was second in the list, with 75 per cent improvement.

Hugh Dean, assistant general manufacturing manager, acted as toastmaster. Speakers included M. E. Coyle, president and general manager; C. E. Wetherald, vice president and general manager, and C. E. Wilson, vice president of General Motors Corp.

CORD STARTS BUILDING NEW AUTO NEXT WEEK

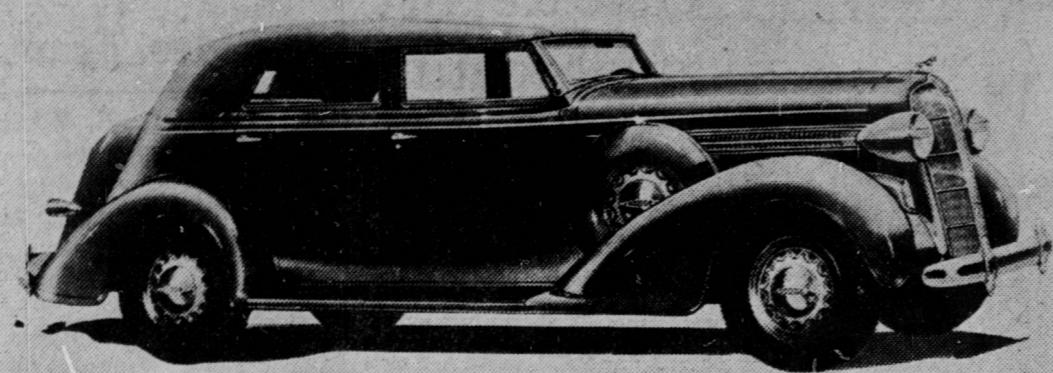
Production Schedule Calls for 1000 Cars in February.

Times Special

AUBURN, Ind., Feb. 1.—Production of new Cord front-drive cars is to get under way next week. Roy H. Faulkner, president, announced.

The body assembly lines have been in operation for some time and delivery of complete materials has been made. Production schedules call for 1000 cars in February with increased production in March, the Auburn executive said.

DODGE ANNOUNCES NEW CONVERTIBLE SEDAN



Exceptional roominess and equipment, a construction said to give the body a rigidity equaling that of the enclosed sedan type,

A. vanDerZee, general sales manager of Dodge, through T. O. Ewing, Indianapolis factory representative.

Rounding the Row

BY MYRON J. M'GEEHAN

GENERAL Motors Truck Co. have just completed a successful dealers meeting at the Factory Branch, located at 31 W. 13th-st. Dealers and their salesmen from all over the state, as well as representatives from Fort Wayne and Louisville, Ky., attended the sales session. W. A. Casey, regional manager from the factory, conducted the meeting. A novel motion picture setup was used to introduce the new models.

Gilbert Smith, formerly on the retail sales staff, has been transferred to the wholesale department to contact dealers and to assist in sales promotion work, and the introduction of the new half-ton General Motors truck line in the northern part of the state. Good luck "Gib"!

THE 30TH & CENTRAL SALES, under the capable direction of C. C. Babcock, feature "Gold Star Used Cars." Mr. Babcock says that "before he places a gold star on his used cars, he personally tests the car to see that it is mechanically sound. A personal safety inspection, so to speak!"

Fadely-Birr Motor Co., Dodge dealers, have opened a new used car store at 540 E. Washington-st affording better facilities for serving the public. This is in addition to their present location at 833 N. Meridian-st.

VERLIN BOHANNON, who has established himself at 1030 N. Meridian-st, handling the DeSoto-Plymouth line, has 200 square feet of floor space for the service department and displaying of new and used cars. Many of the salesmen who were associated with him in his former connection are back with his new organization.

Johnson Chevrolet Co. put on a great program Thursday evening of this week at their store, 1035 N. Meridian-st. An anniversary party was given to celebrate their first year in their new quarters. This included an amateur program, plenty of music and prizes. A good attendance turned out. Mr. Ernest Hans of the educational department of the Chevrolet Motor Co., Detroit, assisted Mr. R. C. Johnson, head of the firm, in putting on the event.

Lou Leventhal, head of the Mid-State Auto Co. has returned from a six weeks trip to Florida. He is back now at the helm, brandishing a healthy sun-tan, not worrying at all over the cold weather, and the job he has to tackle for the coming year.

SOCONY NAMES OFFICER

Arthur T. Roberts Elected Treasurer of Oil Company.

By United Press

NEW YORK, Feb. 1.—Arthur T. Roberts has been elected treasurer of the Socony-Vacuum Oil Co., Inc., succeeding F. S. Fales, vice president, director and member of the executive committee.

Mr. Roberts has served for 16 years as assistant treasurer and has been for 29 years in the service of the company.

Starting as junior clerk in 1907, he rose through the ranks and occupied many positions of importance before coming to his present work.

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A complete line of Chrysler and Plymouth models are on display at the new dealership.

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