

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 load-carrying vehicles.

The 1936 line leads off with the 1/2-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-23H have the "237", T-23 and T-23H have the "237", and T-23 and T-23H have the "236" engines. The "331" 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-16H, now have set back front axles, thus offering standard SAE leading space 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.

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 Dealers' 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 planned 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.

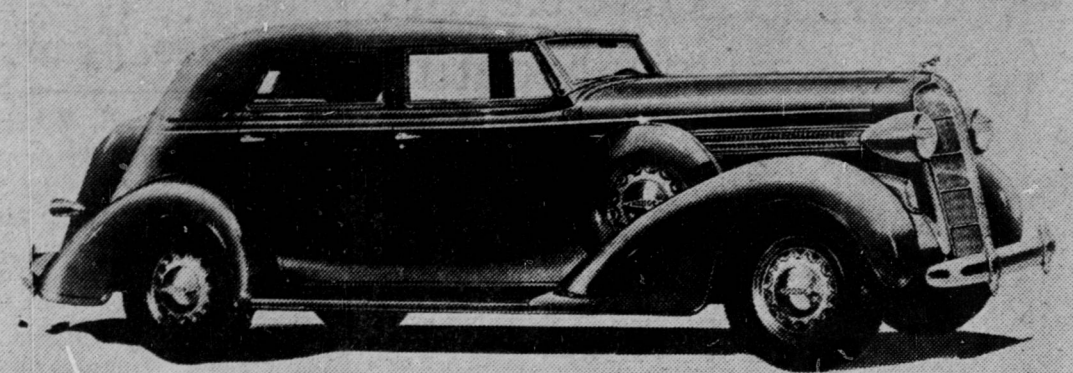
Hugh Dean, assistant general manufacturing manager, acted as toastmaster. Speakers included M. E. Coyle, president and general manager; C. E. Wetherald, vice president and general manager, and C. E. Wilson, vice president of General Motors Corp.

CORD STARTS BUILDING NEW AUTO NEXT WEEK

Production Schedule Calls for 1000 Cars in February.

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,

and a price tag marked in three figures, are listed as features distinguishing the new Dodge convertible sedan just announced by

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 are in over the state, as well as representatives from Port Wayne and Louisville, Ky., attended the 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. Ernie 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.

WILLIAM CHESTNUTT and Jack Holly, favorites on automobile row have joined their forces under the banner of Chestnut and Holly, with headquarters at 1007 N. Meridian-st. handling used cars. Knowing the enterprise of these two boys, we predict "big things" for them, and send them off with many good wishes.

Smith & Moore, Ford Dealers at 500 S. Meridian-st., are a father and son combination. The other day while talking to them, Mr. Moore Sr. referred to himself as the "Model T" Moore. Knowing the "Model T" put America on wheels, we couldn't help but voice our admiration for this fine "old gentleman" and congratulate him on his many years of service in the field of automobile transportation.

GOODRICH OFFICIAL IS HONORED BY FRENCH

George Madole Is Made Member of Legion for His Work.

George M. Madole, assistant managing director of Goodrich S. A. Colombes, France, has been made a member of the French Legion of Honor, according to word received at the B. F. Goodrich Co., Akron, O. The award was conferred in "recognition of distinguished services in French industry."

Joining Goodrich in Akron in 1910, in the experimental and process development departments, Mr. Madole was engaged for 10 years in experimental and manufacturing assignments. He went to France in 1920, where he since has been engaged in rubber manufacturing.

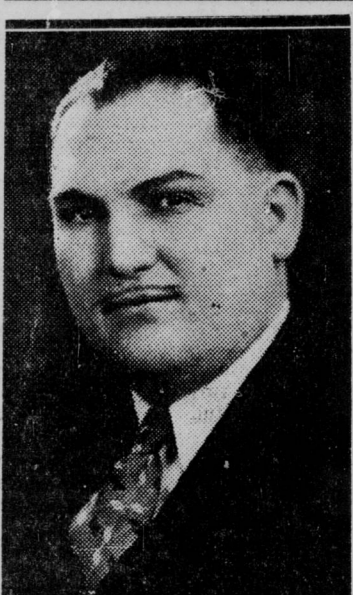
A CLEAR COMPLEXION

Ruddy cheeks—sparkling eyes—most women can have. Dr. F. M. Edwards for 20 years treated scores of women who suffered from constipation. During these years he gave his patients a substitute for calomel made of a few well-known vegetable ingredients, naming them Dr. Edwards Olive Tablets. Know them by their olive color.

These tablets are wonder-workers on the bowels, causing a normal action, carrying off the waste and poisonous matter in one's system. If you have a pale face, hollow look, dull eyes, pimples, coated tongue, headaches, a listless, no-good feeling, all out of sorts, inactive bowels, take one or two of Dr. Edwards Olive Tablets at night for a week and note the pleasing results.

Thousands of women and men take Dr. Edwards Olive Tablets—now and then to keep fit, 15c, 30c and 60c. —Advertisement

NEW CHRYSLER HEADS



The appointment of Chambers & Whitehead, Inc., 818 E. 63rd-st., as new Chrysler-Plymouth dealer was announced this week by C. H. Wallerich, head of the C. H. Wallerich Co., Chrysler-Plymouth distributors for this territory.

The new firm is headed by W. D. Chambers, upper, and C. A. Whitehead, lower. Mr. Chambers first entered the Chrysler family as a field representative for the Chrysler Corp. in the Indiana territory in 1924. Mr. Whitehead has been identified in the retail selling field here for the last 15 years.

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

SOCONY NAMES OFFICER

Arthur T. Roberts Elected Treasurer of Oil Company.

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.

BUS CHASSIS IS ADDED BY FORD

Specially Equipped Model Now Available from Dealers.

Adding to the Ford V-8 commercial chassis types the Ford Motor Co. announces the introduction of a new bus chassis, specially equipped for bus operations. The bus chassis is now available through Ford dealers.

Standard equipment on the new chassis includes bus type electrical equipment with a 12-volt 300-watt generator with twin belt drive, a special 12-volt storage battery, heavy duty wiring with 12-volt lighting equipment, vacuum power brakes, special bus type clutch, front shock absorbers and dual rear wheels.

The chassis is available either in 131½ or 157-inch wheelbase. A choice of 5.14 to 1 or 6.6 to 1 rear axle gear ratio at no extra cost also is provided. The rear axle is full floating with roller bearings throughout and straddle mounted driving pinion.

The brake drums are 14 inches in diameter and provide 350 square inches of lining area for the service brakes.

Prices on the new chassis are the lowest for any complete bus chassis according to Ford officials. The 131½ inch wheelbase chassis has a factory list price of \$740 and the 157-inch wheelbase lists at \$765. These prices represent a saving to the purchaser of from \$150 to \$200 compared to the cost of adding to a standard truck chassis by individual purchase and installation the equipment now included on the bus chassis.

PRODUCTS OF G. M. ARE TO BE EXHIBITED

Special Show to Be Held at Fairgrounds From Feb. 25-March 1.

The General Motors Corp. special showing of motor cars and automotive and household products will be held in Indianapolis at the Manufacturers Building from Feb. 25 to March 1, according to L. C. Burnett, Indianapolis zone manager for Oldsmobile, who is general chairman of the show.

The annual special exhibit, which usually is held later in the year, was moved forward this year as a result of the early automobile shows held throughout the country. The show this year is expected to be the most elaborate ever held in Indianapolis.

The exposition will open the evening of Tuesday, Feb. 25, and will be open each afternoon and evening of the days following. Special features are being planned by the committee in charge.

Late Models to Be Shown

Featuring the exhibit will be the latest models of General Motors cars, including Chevrolet, Cadillac, Buick, LaSalle, Pontiac and Oldsmobile. The current advances in engineering and style will be featured, with special references to the turret-top, all-steel bodies, no-draft ventilation and streamlined styling, knee action wheels and hydraulic brakes.

Among other General Motors products will be some of the latest developments in the household appliance field including electric refrigerators, air conditioning, water coolers, electric fans and irons, oil burners, lighting plants and pumps.

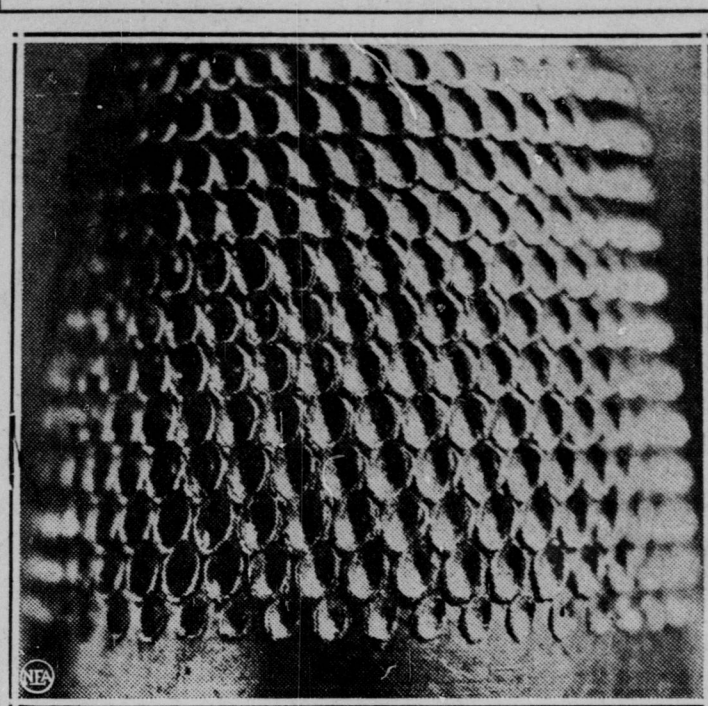
The display will be in a setting of colorful wall panels, broken by light columns and decorative trees. In the center of the building, mounted on an oblong platform, will be a replica of an automobile plant with two sets of miniature trains entering and leaving the factory. The factory will be lighted from within, synchronized flashing of lights behind silhouette figures.

A widely-known orchestra will play during the show in Indianapolis, according to C. M. Hammond, head of the Hoosier Cadillac Co., who is chairman of the publicity and entertainment committee.

Club Sees Byrd Pictures

While local temperatures were hovering at the zero mark, the Exchange Club yesterday were shown pictures of Admiral Byrd's last expedition to the Antarctic, where 50 degrees below zero was recorded. Elmer R. Bertsch presided.

?? Know What This Is ??



This is the last of the Foto-fooler pictures—and if familiarity aids recognition, the women ought to identify easily the object whose surface is reproduced above. Although used most widely by women, the object is one with which men are familiar, too. Turn to the Foto-fooler answer box on the Comic Page to verify your guess.

ALASKA HE-MEN TERMED MYTH

Expert Musher Declares It's Mental Ability That Counts Up Here.

MISHAWAKA, Ind., Feb. 1.—The he-men of Alaska that you read about are "a lot of bunk," according to rugged Slim Williams, who knew Dan McGrew, Sam McGee and "the lady known as Lou."

Slim is the only man who ever mushed a dog team 5600 miles from Alaska to the United States. He spoke here at a community dinner. "I've seen the biggest men of men quivering lying down on the trail, crying like a whipped kid. It's mental ability that pulls you through in Alaska," he said.

"Lou" Was Beautiful Blond

"Yes, I knew 'Lou,'" he reminisced. "She was the most beautiful blond I ever saw. She dreaded the trip out by water. Maybe she had a premonition of what was coming because she was drowned when her ship went down. And \$100,000 worth of diamonds went down with her."

"Sam McGee? Well, he wasn't cremated at all. In fact, he's still alive and happy."

For a real "kick" Slim will take

HAMMOND CITY HALL INVOLVED IN LEGAL SUIT

Chicago Firm Asks \$58,235 for Alleged Building Delay Loss.

HAMMOND, Jan. 31.—Findings of a board of arbitrators, named to determine whether the W. E. O'Neil Construction Co., Chicago, is entitled to damages alleged to have been incurred during the building of Hammond's new City Hall, are to be reported not later than March 1. In a claim filed before Circuit Judge Joseph T. Sullivan, Crown Point, the firm asks that it be awarded \$58,235. This sum, it asserts, represents the loss sustained during a three-year construction delay caused by the impounding of the city's building funds in closed banks.

Frank L. Hoess, Hammond Taxpayers' Association secretary, is to represent the city at the arbitration hearings, while W. F. Shattuck, retired Chicago architect, is to appear for the contracting firm.

CITY PERSONNEL GROUP PICKS HOWARD ALLTOP

Association Elects Officers at Meeting in Columbia Club.

Howard Alltop today succeeded William A. Baum as president of the Personnel Association of Indianapolis. He was elected in a meeting at the Columbia Club last night.

Other new officers are George H. Healey, vice president; A. F. Williams, secretary, and E. M. Cushing, treasurer. New directors are Mr. Baum, M. F. Carpenter, Howard Dirks, T. C. Polk, W. G. Dorsett, F. C. Jones and Zee W. Leach.

County Fish, Game Group to Meet

Conservation policies are to be discussed Monday night by the Marion County Fish and Game Association at the Antlers.

STOCKMAN DANCE STUDIOS

Classes and private lessons NOW OPENING for children and adults in all types of DANCING

Ballet, Tap, Toe, Ballroom, Latin, etc.

Phone Riley 1818 for FREE booklet and detailed information.

Main Studios: 16th and Illinois

No matter what the Groundhog decides

YOUR CAR NEEDS A MID-WINTER CHECK-UP NOW

MID-WINTER SERVICE AS STANDARD GIVES IT, MAKES YOUR CAR safer TO DRIVE

- Are all your spark plugs giving a good, healthy spark? ... *Cheerful Stan* has a spark-plug tester and can give you a sure-fire (or no-fire) answer on each one.
- Is the anti-freeze solution now in your radiator adequate for another sudden drop? ... *Cheerful Stan* has a hydrometer and can give you the answer in a minute.
- Is your battery going strong? ... *Cheerful Stan* will test it, add certified water if needed or recharge it in 24 hours if it's weak.
- Is your fan belt slipping? ... Are your hose connections right? ... Has the insulation on the wiring developed any worn spots? ... *Cheerful Stan* will gladly check these points for you.
- What is the condition of your motor oil?—Is it the correct grade for winter driving?
- What's the level of the lubricants in your transmission and differential?
- Are your tires correctly inflated?—Are they worn so smooth that they constitute a skid menace?
- Does your oil filter need changing?
- Is your windshield wiper working right? (There's snow on the way before April.)

And, of course, Standard Servicemen take no tips!

STANDARD OIL SERVICE

Cope, 1936, Standard Oil Co.