

# NEWS OF THE AUTO WORLD

## OLDS DEALERS ARE TO INSPECT NEWEST MODEL

Sixes and Eights Are to Be Presented for First Time Today.

Initial presentations of the new Oldsmobile Six and Eight for 1937 will be made to all Oldsmobile dealers and salesmen in the Indianapolis zone today, according to L. G. Burnett, Oldsmobile zone manager.

Business meetings and the preview will be held at Keith's Theater and a luncheon for all dealers and salesmen will be given at the Indianapolis Athletic Club at noon.

Mr. Burnett will conduct the business meetings, and announcement plans for the two new cars will be presented by H. J. Cupper, Eastern Regional manager. Oldsmobile's sales program and policies for the coming year will be outlined at the meetings by D. E. Ralston, vice president and general sales manager of the Olds Motor Works, Lansing.

Business sessions will be held both this morning and afternoon, during which sound motion pictures will be used to portray the many new features and advancements in the 1937 Oldsmobiles.

**Big Year Seen**

Commenting on the great ovations received by the new cars at meetings already held at other points throughout the country, Mr. Burnett pointed out that "the entire Oldsmobile organization is looking forward to another record-breaking year."

"Oldsmobile again sets the pace in 1937," he said. "Not only are both the six and eight different from anything else on the road, but they are entirely different from each other and again set the style for the coming year."

The design advance is but one of the many improvements. The ears are bigger in every way, with longer wheelbase, bigger engines and roomier bodies. Many new safety features have been added. Comfort has been increased in a dozen ways. Economy of operation has been gained by improvements in carburetors and slower engine speeds.

**Engines Larger**

The engines themselves, although based on the same fundamental engineering principle which has resulted in such great owner satisfaction, are larger than ever before and give greater performance and economy as well as insuring longer life and increased dependability.

From factory representatives I have learned that capacity at the Lansing plant has been increased as a result of an expansion program that saw the expenditure of \$650,000 during the changeover period.

## FORDS, ZEPHYRS TRIAL WINNERS

Take All First and Second Prizes in Mountain Climb.

Ford V-8 and Lincoln-Zephyr motor cars capture all first and second prizes for cars of more than 3,000 centimeters in the running of the International Alpine Trials, most rigorous annual test for American and European motor cars over the previous grades and abrupt turns of the Swiss Alps, according to reports received today by the Ford Motor Co.

In the team event, the Coupes des Alpes, first honors went to the Ford team with a total of 2998 points, the advices said. The competition attracted leading European makes of cars and some of the best drivers of the continent.

The 1936 Alpine trials upheld the traditions of previous Alpine motor car contests, with skilled pilots sending their cars racing for honors over a 700-mile course which led over steep mountain passes and along sloping stretches of Swiss mountain highways. The course this year, which lay entirely within Swiss boundaries, started at Lucerne, wound through St. Moritz, Thun, Lausanne and Basel, and ended at Interlaken.

One of the most severe tests was the run over Weissenstein pass, a climb of four and one-half kilometers with a difference of 2000 feet in altitude between starting and finishing points. The 26-degree grade combined with five acute hairpin bends and two right angle turns to try the skill of the pilots.

A list of individual awards in the 3000-cubic centimeter class shows six of the ten prizes awarded to drivers of Ford V-8 and Lincoln-Zephyr cars. First prizes were awarded to G. Bakker Schut, of Holland, in a Lincoln-Zephyr, and to H. Davis, of Holland, and Klopberg, of Germany, in Ford V-8s. E. Mutsarts, of Holland, drove his Zephyr into a second prize with 899 points. Among five third prize winners were two Ford V-8 pilots E. Magnus, of Germany, with 998 points, and F. Iten, of Switzerland, with 899 points.

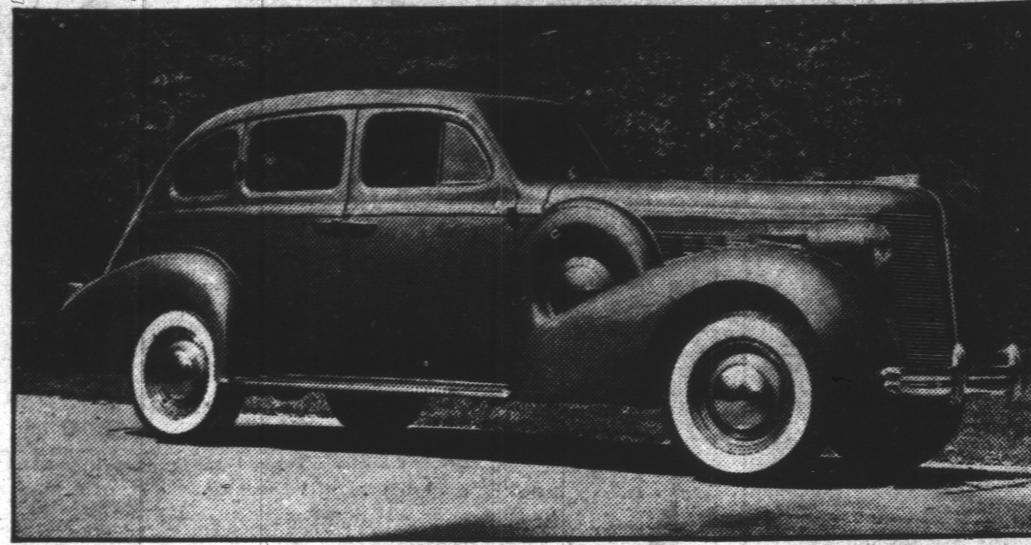
## Our Funeral Home

The quiet beauty of our funeral home affords a perfect setting for the funeral. In peace and reverence those assembled can pay their last respects to the honored one who has passed on. The funeral home is a convenience since it accommodates more persons than the average home and is designed especially for funeral purposes.

## ROYSTER AND ASKIN FUNERAL DIRECTORS

1902 N. Meridian St. 2743 W. 16th St. 2501 E. 10th St. TA 0299

## FOUR NEW BUICKS DIFFER IN APPEARANCE FROM '36 MODELS



### NEW BUICK DEALER



### Horsepower Stepped Up and Improved Acceleration Is Noted.

Greatly differing in appearance from their 1936 predecessors, four new lines of motor cars have been announced for 1937 by the Buick Motor Co. In performance, all models have been stepped up in horsepower over the preceding year with resulting improvement in acceleration and general performance throughout the speed range. In addition to greater power, there is also better fuel economy, it is pointed out.

Indianapolis Buick dealers are the Monarch Motor Co., 1018 N. Meridian and Community Motors, Inc., 39th and N. Illinois.

The four lines of cars are the Series 40 Special, 122-inch wheelbase; Series 60 Century, 126-inch wheelbase; Series 80 Roadmaster, 131-inch wheelbase, and Series 90 Limited, 138-inch wheelbase.

The Special and Century series are the two and four-door five-passenger plain-back sedans in the Special and Century series, a new convertible phaeton in the Special series and a new formal sedan in the Roadmaster series.

Other features are unitized bodies on the Special and Century cars, custom-built bodies on the Roadmaster and Limited cars. Fisher "turret tops" on all series, hydraulic brakes, double sway stabilizers, knee-action independent front wheel suspension, double-action shock absorbers, sealed chassis, torque tube drive, automatic engine controls, new aerobat carburetion, new silent overhead valve mechanism, streamlined intake valves and other outstanding improvements.

The radiator grille is die-cast in two pieces with horizontal bars rising to the hood line. The hood top and sides are uniquely tailored with the hoop top line and are carried down through the middle of the grille. A new Buick 8 emblem is carried on the right radiator grille while on the chrome center strip is mounted the new Buick coat of arms.

Headlamps Molded

Long bullet-shaped headlamps are molded directly into the deep radiator shell, while fully streamlined one-piece fenders are mounted as a unit with the front end sheet metal assembly. Parking lamps mounted on the fenders are of the same bullet-shaped design as the headlamps.

Chrome metal strips carry the line of the hood rearwards to the tapering tails which are gracefully designed both in the new plain sedan backs and in the built-in trunk bodies. Split V-type windshields slant back to meet the smooth "turret tops," which are an improvement in aerodynamics.

The whole effect is a unified, graceful exterior emphasized by specially designed door handles, tapering rear fenders on which newly designed combination tail and stop lights are mounted, and heavy spring bumpers. In the center of the rear panel of sedan and built-in

### TWO NEW MOTOR OILS ARE ANNOUNCED

Two new Veedol motor oils, to be known as Veedol 10W and 20W, and designed to provide instant starting of cold motors and perfect lubrication without congealing at 20 degrees below zero, were announced today by Tide Water Oil Co., through S. H. Davis, Indiana representative.

They are made of 100 per cent Pennsylvania crude and although thin enough to flow freely at low temperatures are so tough they provide an adequate film of protection.

"In these new oils we have solved one of the oldest and most grievous problems of the motorist," said Mr. Davis. "When ordinary oils lie over in cold engines they congeal to a point where the starter can not turn over the motor at sufficient speed for easy starting. This has been wasteful of fuel and current. This new oil provides immediate lubrication of the engine parts and allows the motor to start instantly without the dangerous breakdown of parts consequent upon the use of heavy oils that congeal in cold weather."

Tidel gasoline and Veedol oil are distributed in Indianapolis by F. J. Schuster of the Troy Oil Co. with offices at 820 E. Troy-st.

### RADIO SALES REACH NEW HIGH HERE



According to J. W. McCormick, manager of the Western Auto Store at 301 E. Washington-st., "Truetone Radio" sales have passed all former figures. He and J. I. Liebert, manager of the store at 363 N. Illinois-st., look forward to a banner year with the 1937 models, they said. Radio Station WIRE furnished photographs of radio stars and the microphones.

## Listen to Major Bowes ANNIVERSARY REVIEW

Station WLW, 700 Kilocycles

Sunday—6:30 to 6:45 P. M. Central Standard Time  
Monday—7:15 to 7:30 P. M. Central Standard Time  
Wednesday—5:15 to 5:30 P. M. Central Standard Time

Indianapolis Dodge Dealers Association, Inc.

Capitol Motors Co. 447 N. Capitol Ave.

Dependable Motors, Inc. 715 E. Maple Blvd.

Weissman Motors, Inc. 3215 E. Washington St.

A Heaping Plate of Fried Spring Chicken  
French Fried Potatoes  
Combination Salad  
Bread Butter  
Served Country Style  
Our Extensive Menu Affords Complete Satisfaction.

65c

Rd. 29 South

IR-2182-3

Continuous Service 11 to 10

Road 29 Open to 11:00 P.M.

Mac's

## Text of Roosevelt's Radio Talk

By United Press

WASHINGTON, Oct. 24.—The complete text of President Roosevelt's address last night follows:

When these dinners of business men throughout the country were first organized, I was asked to talk specifically for the business men of the nation. But I said that it was impossible to make a speech for business men as members of a separate and distinct occupation from the rest of the people in America. There can not be one type of speech for business men and another type of speech for industrial workers and for farmers.

Mr. McKinney denied a "deal" in which it was reported that he would be given a "job" by the city administration.

Both former candidates for Governor spoke last night from the same platform in Syrian Hall, Fruit-st and Riverside-dr.

Mr. Greenlee urged election of the state ticket from "top to bottom."

**Warns Against Radicals in Government**

John A. Royston, Indianapolis attorney, declared in a radio address last night that the real question before the American people on Nov. 3, election day, is "Do you favor abandoning the American form of government for the red rule of Communism?"

He warned against the encroachment in the American government of radicals.

Talford B. Orison, an Indianapolis G. O. P. attorney, in a second radio address labeled the national and state social security laws as the "greatest tax bills ever passed."

**Socialists to Speak at Meeting Today**

The Marion County Socialist Party is to hold an open air meeting at 5 p.m. today at 25th-st and Martindale-av. Speakers are to include Henry Newland, county chairman; Cecil Allen, county organizer, and R. L. Birchman.

Dr. John R. Shannon, Indiana State Teachers College, Terre Haute, is to speak at a Socialist forum here Nov. 2. A Halloween dance is to be given by the county organization Friday night in the Holiday Building.

**R. Earl Peters to Speak Tonight**

R. Earl Peters is to speak tonight at a Democratic rally to be held at the Veterans of Foreign Wars Home, 10th and Walnut-sts.

Among other speakers are Nathan Swaim, Russell Dean and Samuel Jackson.

**Democrats Give New Fable to Teachers**

Indiana state teachers received a new version of Aesop's Fables when

the values of your securities and investments come back, do not forget the lessons of the past.

We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because it had built up financial control of industrial production and distribution in the hands of a few individuals and corporations by the use of other people's money; that government should be ready to purr against the legs of high finance; that the benefits of the free competitive system should trickle down by gravity from the top to the bottom. We must hold constantly to the philosophy of the boom era, to individualism run wild, to the false promise that American business was great because