

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 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 styles for the coming year."

"The design advance is but one of the many improvements. The cars 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 carburetion and longer 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 \$6,500,000 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 precarious grades and abrupt turns of the Swiss Alps, according to reports received today by the Ford Motor Co.

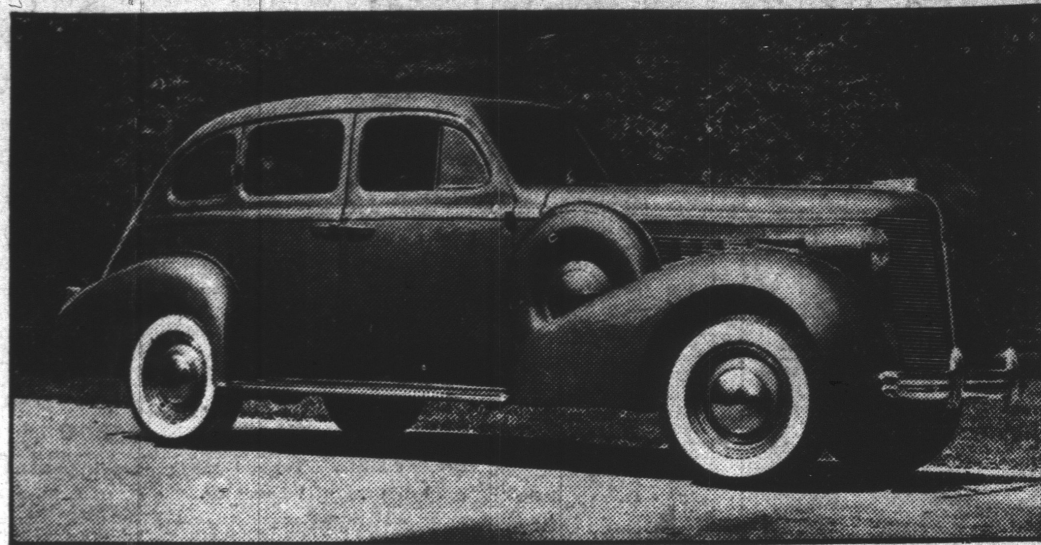
In the team event, the Coupes des Alpes, first honors went to the Ford team with a total of 2998 points, the advice said. The competition attracted leading European makes of cars and some of the best drivers in the continent.

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 hair-pin 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 Kloppeburg, of Germany, in Ford V-8s. E. Mutters, of Holland, drove his Zephyr into a second prize with 999 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.

FOUR NEW BUICKS DIFFER IN APPEARANCE FROM '36 MODELS



NEW BUICK DEALER



The appointment of a new North Side Buick dealer, the Community Motor Co., to be located at 38th and Illinois-sts, the former location of the Linco Oil Co., was announced today.

Mr. James H. Taylor (above), a former resident of Indianapolis, and for the last 13 years directly connected with the Buick Motor Co. in a sales capacity, will head the new organization. Mr. Taylor's broad experience in automobile merchandising gives him a fine background for operating a Buick dealership.

A new modern showroom is being constructed with a two-way drive service station. This service department will be one of the most completely equipped in the city.

Although the showroom is not completed, Community Motors is open for business, both sales and service, and now has on display a complete showing of the new 1937 Buicks.

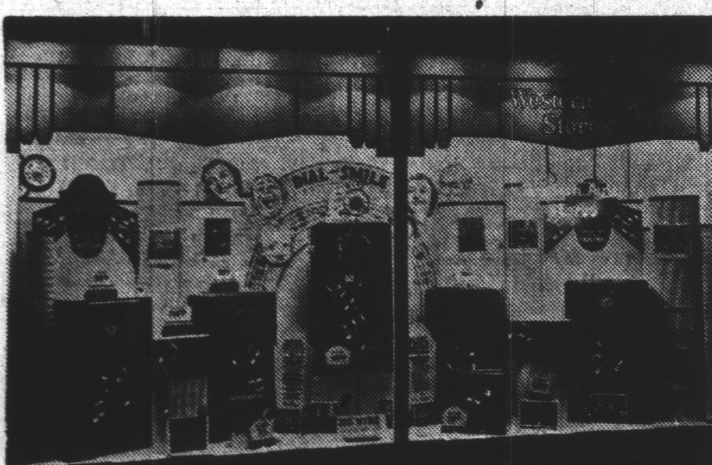
TWO NEW MOTOR OILS ARE ANNOUNCED

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.

"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 night in cold engines they congeal to a point where the starter can not turn over the motor at sufficient speed for easy starting. This always 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 dry rubbing of parts consequent upon the use of heavy oils that congeal in cold weather."

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

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.

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 also is better fuel economy, it is pointed out.

Indianapolis Buick dealers are the Monarch Motor Co., 1018 N. Meridian-st. and Community Motors, Inc., 38th and N. Illinois-sts.

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 Century, Roadmaster and Limited models all are powered by a 130-horsepower valve-in-head straight-eight engine. The Special series cars are powered by a 120-horsepower eight-cylinder engine of the same design.

Body Types
The four lines offer a selection from 21 different body types covering the entire lower medium and medium-priced range. Six new bodies have been added for 1937. They 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.

Among other features are unit-steel 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 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 hood top line and color 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 integral part of the steel bodies.

The whole effect of a unified, graceful exterior is 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

USED CAR MANAGER



E. H. Abbott is in charge of C. O. Warnock Co.'s used car store at 635 Virginia-av. This is the second year that this store has been in operation in addition to the new car store at 819 E. Washington-st.

GRAHAM SALES MEETING IS HELD

Lansing W. Thoms Heads Executives From Detroit Plant.

A group of Graham sales executives from the Detroit plant, headed by Lansing W. Thoms, assistant general sales manager, conducted a pre-show sales meeting at the Marriott Hotel this week for the benefit of all Graham dealers. The Graham distributor for this territory is Wiles & Wilson Motor Service Inc., 3815 College-av.

The meeting is one of a series of 24 which are being held at major distributing points throughout the United States.

The Graham factory plans for the new sales season were outlined by Mr. Thoms. Advertising sales promotion activities were discussed by R. B. Blanchard, Graham sales promotion manager.

Mechanical features of the new line and improvements over the preceding models were pointed out by C. H. Arrins, assistant service manager. Ralph Glick, Graham manager of the Columbus (O.) territory, also spoke briefly, as did Joe Wiles, president of Wiles & Wilson.

The meeting was in charge of Frank Garry, Graham district manager.

S. A. E. MEETING SET
The November meeting of the Indiana section, Society of Automotive Engineers will be held at Anderson Thursday, Nov. 5. In the afternoon the section will visit the plant of Delco-Remy Corp., and at 6:30 a dinner meeting will be held at the Anderson Hotel. Two papers will be presented, one by John G. Slater of the Tennessee Eastern Corp., the other by W. M. Holy of the Bakelite Corp.

Trunk bodies is carried a special rear license plate light with license plate bracket. A new instrument panel is placed at the left in front of the driver and the electric clock is mounted in the door of the glove compartment at the right.

The chassis of the new Series 40 and 60 Buicks have entirely new frames, involving new design features and offering twice the torsional rigidity of the 1936 frames, equipped with hypoid rear axle gears, a type of construction making possible the lower bodies on these models without the use of a high tunnel in the body floor. The Series 80 and 90 Buicks continue with spiral bevel gears. Semifloating rear axles are used on all models.

A Heaping Plate of Fried Spring Chicken
French Fried Potatoes
Combination Salad
Bread and Butter
Served Hotel Style
Our Extensive Menu Affords Complete Satisfaction.
65c
MAC'S IR-2182-3
Continues Service 11 to 10
Road 29 Open to Mac's

M'KINNEY AND GREENLEE BACK STATE TICKET

Defeated Democrat Governor Candidates Urge Party Support at Rally.

E. Kirk McKinney and Pless Greenlee, both opponents of M. Clifford Townsend for the Democratic gubernatorial nomination, today urged backing for the party ticket in the Nov. 3 election.

Mr. McKinney denied a "deal" in which it was purported 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. Royce, 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.

Telford B. Orblison, 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 Newlund, 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, King and Walnut-sts.

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

Democrats Give New Fable to Teachers

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

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.

We have no separate interests in America. There is nothing to say to one group that ought not to be said to all groups. What is good for one ought to be good for all. We can make our machinery of private enterprise work only so long as it does not benefit one group at the expense of another.

No one in the United States believes more firmly than I in the system of private business, private property and private profit. No Administration in the history of our country has done more for it. It was this Administration which dragged it back out of the pit into which it had fallen in 1933.

If the Administration had had the slightest inclination to change that system, all that it would have had to do was to fold its hands and wait—let the system continue to default to itself and to the public.

Instead we did what the previous Administration had declined to do through all the years of the depression—we acted quickly and drastically to save it. It was because of our belief in private enterprise that we acted—because of our faith in the essential and fundamental virtue of democracy and our conviction that individual initiative and private profit served it best.

INDUSTRY HELPED

You who read the business sections of the newspapers, the financial and commercial reports know what we did and what its result have been.

But as your profits return and

a pamphlet, distributed by the Democratic State Central Committee during the sessions of the teachers' association, compared Republican promises to an ancient fable. The pamphlet urged continuance of the gross income tax law as preventing the "killing of the goose that laid the golden egg."

Townsendites to Hear Union Party Speaker

Miss Aileen Klalber, Union Party candidate for Congress from the 12th District, is to address Townsend Club No. 3 in Castle Hall, 230 E. Ohio-st., Monday night. All Townsendites have been invited to attend.

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

We must hold constantly to the resolve never again to become committed 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 ever ready to put 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; and above all, that government had no right, in any way, to interfere with those who were using the system of private profit to the damage of the rest of American citizens.

Collapse of business was the price we paid for not facing intelligently the problems of private enterprise in a modern world.

There were those who advised extreme courses in the days of the crisis in 1933. Many said the default should take its course, wiping out in bankruptcy all but a handful of the strongest.

Some, including many business men, urged that the only solution was for government to take everything over and run things itself.

We took the middle road. We used the facilities and resources available only to government, to permit individual enterprise to resume its normal functions and a socially sound competitive order. We provided credit at one end of the business mechanism and purchasing power at the other. The broken pipes of the circulatory system of business have been welded together again.

An overwhelming majority of independent individual business men approve in their hearts what we did to save American business. I am equally sure that a handful of monopolistic business men hate what we did for American business. Business had become regimented. Free enterprise was being gobbled up piece by piece. Economic control of business in these few persons had developed into political control of government itself. They did not want us to take American business out of their grip.

"FREE FROM MONOPOLISTS"

But we not only have freed government from their domination; we are now freeing business also from their domination.

We have loosened the grip of

LOANS
\$100 to \$5,000
2 Years to Pay
MORRIS PLAN
Delaware at Ohio RI 4466

monopoly by taking from monopolists their chief tools—the devices of high finance.

We are resolved to keep politics out of business. But at the same time we ask that business refrain from coercion in politics. Not only wage-earners but nearly all business men resent the present attempts by a few employers to frighten their employees by misrepresentation. For example, a few employers are spreading half-truths about the social security law, half-truths that tell the workers only of the workers' contribution, and fail to mention the employers' contribution. They conceal from the workers the fact that for every dollar which the employer contributes, the employee also contributes a dollar, and that both dollars are held in a government trust fund solely for the social security of the workers.

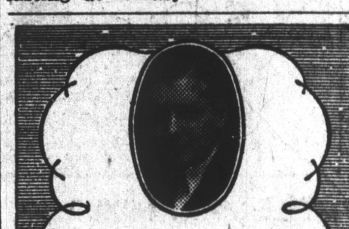
Things like this bring certain types of employers into disrepute with other employers and with the great mass of our citizens. The real objective of this minority is the repeal of any form of social security to which they themselves have to contribute. For many years the record shows that this minority has been willing to take only a plan of unemployment insurance and old-age pensions to which the workers would be the sole contributors and which would cost the employers nothing at all.

REQUEST TO BUSINESS

All we ask of business and for business is the greater good of the greater number—fair treatment by it and fair treatment for it. We are reaching for security—the security which comes from an intelligent and honorable system of interdependent economics which every business man as well as every one else can trust and into which he can venture with confidence.

We seek to guarantee the survival of private enterprise by guaranteeing conditions in which it can work.

We seek to insure the material well-being of America, and to make more firm the real foundations of a lasting democracy.



YOU can come to us at a time of bereavement secure in the knowledge that you will obtain a funeral service of true beauty, complete in every detail, at a cost so reasonable that it will find no comparison elsewhere.

HARRY W. MOORE
YOU ALL KNOW THIS UNDERTAKER
2000 E. MICHIGAN ST. - Cherry 5820

"ADVANCE FEE" BUSINESS BROKERS ... Seldom Earn Your "Front Money"

Do you have a small business or other property for sale? If so, you are likely to be contacted by a business broker who solicits a fee in advance to sell it for you, on the pretext that he already has a fine prospect and in any case will close a deal in a short time, when the amount paid will be deducted from the commission.

The Bureau receives a large number of complaints each year from persons who have paid brokers these advance fees and then find that little if anything is done toward locating a buyer.

Investigation usually shows that they have been induced to sign a contract which states that the fee paid is for "Advertising and other incidental expenses," and that the broker is to "use his best efforts" to find a buyer. These phrases are meaningless and because no absolute agreement to do anything specific is made in writing, the broker pockets the "front money" and seeks other victims.

Investigate before you pay "advance fees"—and you will seldom pay them. Any responsible broker who actually intends to attempt to sell your property will refer you to clients for whom he has made sales, and he will gladly specify in which newspaper or other medium he will advertise, and he will gladly furnish you definite proof of this publication of any advertising of your business. In addition, he will allow you to pay the advertising medium direct for its advertisements of your business. You can obtain reports from the Bureau with regard to broker's records in such cases, without charge.

Before You Invest—Investigate

The BETTER BUSINESS BUREAU, Inc.

711 Majestic Bldg.

Indianapolis

Lincoln 6446

This Bureau is an incorporated association, not operated for pecuniary profit, supported by more than 500 Indianapolis business concerns for the purpose of promoting fair play in advertising and selling, where there is a public or a competitive interest involved.

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.

ROYSER AND ASKIN
FUNERAL DIRECTORS

1902 N. Meridian St. TA. 0299
2743 W. 16th St. 2501 E. 10th St. 2522 W. Wash. St.

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. Fadel-Birr Motors, Inc.
447 N. Capitol Ave. 833 N. Meridian

Dependable Motors, Inc. Lewis Motors, Inc.
715 E. Maple Road 821 Virginia Ave.

Weissman Motors, Inc.
1515 E. Washington St.