

# NEWS OF THE AUTO WORLD

## FORD IMPROVES GAS SYSTEM AT ROUGE FACTORY

### New Compressor to Boost Capacity to 56 Million Cubic Feet.

Sufficient gas to meet the average daily requirements of a city of 1,600,000 inhabitants will be available daily at the Ford Rouge Plant at Dearborn, Mich., when improvements to the plant gas system now under way, are completed, according to R. A. Hayes, Indianapolis branch manager.

The average daily consumption in Detroit and several suburbs, embracing a population of 1,600,000, was about 55,000,000 cubic feet in 1934. With the installation of a large new gas compressor designed to pump about 20,000,000 cubic feet of gas a day, the Rouge Plant's compressor capacity will be boosted to about 56,000,000 cubic feet.

Gas for plant use will be provided by coke ovens, blast furnaces and a mixing station which will produce a combination of blast furnace gas and propane gas. The propane supply is to be maintained, however, principally as a standby supply and to meet peak loads. The combination coke oven, blast furnace and mixing station gas supply will give the Rouge Plant a total potential supply of 72,000,000 cubic feet of gas, although the daily compressor capacity will be 56,000,000 cubic feet.

An innovation in industrial gas distribution control is planned at the Ford Plant for handling the immense quantities of gas which will be used in the widespread plant departments.

A method of control whereby every one of the scores of gas consumption points in the plant will be instantly operated and regulated from a single, central supervisory control board is being perfected. While such electrical control systems are in use in many places in connection with the distribution of electric power, this is believed the first time in American industry that such a system has been applied to a gas system.

## Rounding the Row

BY MYRON J. M'GEEHAN

R. C. JOHNSON, president of N. Johnson Chevrolet Co., 1035 N. Meridian-st., announces the appointment of Frank Hare as Used Car Manager. Mr. Hare is no stranger to automotive buyers and we wish him success in his new assignment.

Jack Holly of Chestnut & Holly, used car dealers, 1007 N. Meridian-st., is in Florida to participate in the 350-mile A. A. A. race. Jack will drive a stock Ford V-8. This event attracts attention from all parts of the country. Bill Cummings, winner of the 1934 Speedway race, is to be one of the contestants. William Chestnut is doing double duty during Mr. Holly's absence.

A check up of the General Motors dealers showed that the General Motors Show was responsible for many new car sales and prospects. This past week all dealers have been busy reconditioning the used cars that come in as trade-ins on the new cars and many attractive buys were seen in the various show rooms.

CARL MITCHELL, sales manager at Litzelman & Morrison, Inc., Studebaker distributors at 2004 N. Meridian-st., is one of the busiest men along the row. He takes an active part in directing sales, checking records and investigating service. It is apparent that his desire is to see that all customers are properly taken care of.

Pearl Andrus, used car manager of Losley Motors, Inc., Hudson-Terraplane distributors at 1219 and 1133 N. Meridian-st., has been associated with the Hudson-Terraplane line for many years. Mr. Andrus was formerly with the R. V. Law Co., former Hudson-Essex distributor, and really knows this line. He is able to repair a car personally and can detect readily any mechanical trouble. This serves him well as it has established him as an expert among the many Hudson-Terraplane drivers. His hobby during the summer months, is to take the family on tours throughout the state. A genial disposition, fair treatment and a thorough knowledge of mechanics make him a used car manager whose opinions are respected.

### CONSTIPATION WON'T GET ME DOWN



See thousands who have broken the "laxative habit" with A & O Wafers. Your taste tells you they are delicious cookies, yet every wafer contains a teaspoonful each of U.S.P. Mineral Oil and U.S.P. Agar—more agar than in a quart of ordinary emulsion. Safe for all it's family, loved by children. Start today the A & O way—just finish the meal with a wafer. Guaranteed to stay fresh. At all drug stores. Ask your doctor.

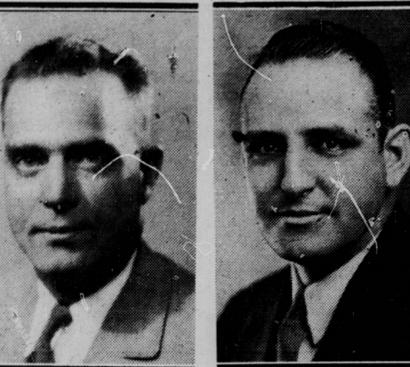
LOOKS LIKE A COOKIE... TASTES LIKE A COOKIE

### WAFERS



AGAR & OIL

## CHEVROLET NAMES TWO LOCAL OFFICIALS



The appointments of A. F. Pate, left, as city sales manager, and L. E. Craig, as retail selling manager of the Indianapolis zone office of the Chevrolet Motor Co. has been announced by E. W. Berger, zone manager.

Mr. Pate came to Indianapolis from the Cleveland (O.) zone office where he was assistant manager. He has been with the organization for a number of years and at one time was associated with the Indianapolis office. He succeeds R. C. Meddaugh who recently was appointed used car manager for the western half of the United States by Chevrolet.

Mr. Craig came to Indianapolis from the Norwood (O.) zone, where he was district manager. He joined Chevrolet in September, 1924, in Oklahoma City. Since then he has been associated with the El Paso (Texas) and New Orleans (Louisiana) zone offices. He succeeds W. R. Williams, transferred.

## Plymouth to Establish 130 U. S. Sales Clinics

### Most Promising Newcomers and Present Salesmen to Be Given Sales, Engineering Instruction.

DETROIT, March 7.—The establishment of a nation-wide series of sales clinics, was announced today by the Plymouth Division of Chrysler Corp. From the tens of thousands of men in all walks of life who have wanted to enter the automobile field, Plymouth will select the most promising, giving them a free course in automobile salesmanship and an opportunity to determine their fitness for a career in America's foremost industry. Present salesmen will also be enrolled in the clinics.

A further purpose of the course is to place the buying and selling of automobiles on a firmer foundation of actual knowledge. After the founding of the Detroit clinic, others will be opened in 130 of the larger cities throughout the country.

The course will be conducted by H. C. Mook, vice president of Plymouth, and H. J. Cook, Paul Ivey, professor of merchandising in the University of Southern California, and Wayne Hearn, well-known sales counselor, are among the list of notable contributors to the course of instruction in salesmanship. Among the subjects to be studied are used car appraisal and selling, demonstrations, finding of prospects, engineering and mechanical features.

The clinic will be divided into two courses, which will run concurrently. The morning course will consist of 20 sessions lasting five days a week for four weeks. It will be open to present Plymouth salesmen, who will receive advanced instruction in the new features of the 1936 Plymouth. The evening course of 10 sessions five nights a week for two weeks will be open to newcomers to automobile selling. Applicants will be passed upon by Plymouth dealers as well as by corporation officials with a view to their joining present sales staffs after successfully completing the course of training.

Each session will consist of an illustrated lecture followed by open forum and a short test. A final examination at the conclusion of the course will lead to the granting of diplomas at the commencement exercises at which Mr. Mook will preside.

## WESTINGHOUSE LAMP PRICES ARE REDUCED

### Rates for Automobile Bulbs Slashed Up to 30 Per Cent.

PITTSBURGH, March 7.—Marked price reductions on automobile lamps became effective March 1, says D. S. Youngblood, vice president of the Westinghouse Lamp Co.

Two indicator lamps for dashboards and other lighting service, and a bulb for tail lights and parking purposes, were reduced 30 per cent under their former list price. A reduction averaging 16 1/2 per cent on the list price of double-bar filament head lamps also was announced.

## IN NEW LOCATION



Announcement of the removal of Superior Chevrolet, Inc., to larger and more conveniently located quarters at 552 E. Washington-st., was made this week by M. D. Watkins, president (above).

A new and modern service department equipped to handle all types of mechanical repair work, painting, wheel alignment, brake service and general radio repair work, is featured at the new location.

In addition, an attractive display of the complete line of Chevrolet cars and trucks are being shown.

## GULF GASOLINE ALTERED TO FIT ALL WEATHERS

### 'Kept in Step With the Calendar,' Is Newspaper Advertising Theme.

According to C. A. Miller, Indianapolis agent of the Gulf Refining Co., a number of interesting facts about gasoline not generally known to the public have been revealed by the Gulf organization in a series of advertisements begun in The Times this week.

"In adopting the phrase, 'Kept in Step With the Calendar,' as our newspaper theme for 1936," explains W. R. Huber, Gulf's advertising manager, "We believe that few people realize that gasoline is a mixture of more than 1,000 different substances, and that certain of these chemical properties must be carefully controlled according to weather conditions to give the best possible performance.

"It is impossible for any one to manufacture a single gasoline which will start easily in Maine in February and which will not cause vapor-lock in Texas in July. It is expensive to manufacture different gasolines for different climatic conditions, but to properly serve the motorists' best interest, this can not be avoided.

Gasoline sold in Massachusetts in summer is not the same gasoline sold there in the spring and fall. And this, in turn, is not the same gasoline sold in winter. Furthermore, our gasoline sold in Indiana in winter is not the same as the gasoline sold in Florida in winter.

"Gasolines that are ideal for quick starting in cold weather may be quite inferior in hot weather. To insure perfect performance and the highest mileage throughout the country and at all seasons, Good Gulf Gasoline is 'kept in Step With the Calendar'—hence all of it goes to work," he concluded.

## PONTIAC SALES HEAD QUILTS; AID GETS POST

### C. P. Simpson Succeeds Veteran A. W. L. Gilpin.

His health has brought about the resignation of A. W. L. Gilpin, general sales manager of Pontiac Motor Co. and a veteran of the automobile industry for 30 years.

C. P. Simpson, assistant general sales manager in charge of the west since 1933, has been appointed to succeed Mr. Gilpin, according to announcement by H. J. Klingler, president and general manager of the company.

D. U. Bathrick, who was in charge of eastern sales, continues as assistant general sales manager. Mr. Simpson's rise in the motor car business has been rapid. He first became identified with the business in 1922 as a representative for another General Motors division in the Los Angeles zone.

In 1923 he became assistant zone manager in Los Angeles, then manager of the El Paso zone in 1927 and manager of the Houston zone in 1929.

When Mr. Klingler became head of Pontiac in the fall of 1933 Mr. Simpson was put in charge of western sales.

## OIL ASSOCIATION TO MEET HERE MARCH 18

### Spring Conclave Speakers Announced by Group.

The annual spring convention of the Indiana Independent Petroleum Association will be held Wednesday and Thursday, March 18 and 19, inclusive, at the Severin Hotel, according to George W. Hofmayer, secretary of the association, who stated:

"The speakers for the spring convention have been announced, and many oil men who have not attended a convention for several years are now planning to be on hand for what promises to be the most outstanding meeting of its kind ever held in Indiana.

"Col. Russ Hall, nationally known sales authority and columnist, Toledo, O., will speak on 'Sales Cycles.' "Stepping Up Profits in 1936" will be the subject of the address to be given by Louis H. Buisch, widely known as an authority on retail merchandising and salesmanship, who is a member of the staff of the Merchants Service Bureau, maintained by the National Cash Register Co., Dayton, O.

"Other speakers include Russell S. Williams, head of Gasteria, Inc., who will speak on the 'Marketing Code,' and Richard Mills, prominent local attorney, whose address will be 'Current Problems,'" he concluded.

## PROMOTION HEAD NAMED

### George D. Keller Appointed to Post by Studebaker Corp.

SOUTH BEND, Ind., March 7.—George D. Keller, vice president in charge of sales at Studebaker Corp., announced today the appointment of C. S. Fletcher, representative of the sales division, as sales promotion manager. Fletcher has been with Studebaker for 14 years.

## INDIANA LAW SCHOOL

UNIVERSITY OF INDIANAPOLIS  
ESTABLISHED 1894  
For Information, Address the Registrar, 8 E. Market St., Indianapolis

## SUNSHINE MAKES THESE FIVE FAIR BICYCLISTS TAKE TO OPEN ROAD



The call of spring and the open road took these five girls out bicycling yesterday afternoon on Maple Road-blvd. They are (left to right), Charleen Dabbs, 14; Joann Sharp, 14; Jane Shafer, 13; Lois Jean Flora, 14, and Nancy Stephenson, 15.

## DOLL HOUSE EXHIBIT IS TO OPEN APRIL 6

### Colleen Moore to Present Display at Ayres.

Riley Memorial Association and L. S. Ayres & Co. announced today that the two-week display of Colleen Moore's \$450,000 doll house is to open April 6.

Standing 14 feet tall, nine feet long and nine feet wide, it is to come to Indianapolis in a special car April 4 for an elaborate preview party, with Miss Moore attending.

One-half of gross proceeds from the exhibit is to go to Riley Hospital.

Ayres has planned a system of ramps and ballustrades to accommodate a continuous line of spectators.

Novelties of the doll house include a complete electrical system with light bulbs the size of a grain of wheat, weeping willow tree that weeps, a tiny organ which plays, an elaborate garden with tiny chickens, a small clock which keeps time and a library filled with books of noted authors, printed in type so fine it can be read only under a magnifying glass. More than seven hundred workmen, artists and craftsmen spent nine years assembling the doll house.

## INFIRMARY GROUP SELLS MOST CHRISTMAS SEALS

### Patients Win Sims-Harris Silver Loving Cup.

Patients in the infirmary at the Marion County Tuberculosis Hospital at Sunnyside were awarded the Sims-Harris silver loving cup for selling the largest number of tuberculosis Christmas Seals, it has been announced by Grier W. Shotwell, president of the Marion County Tuberculosis Association.

The cup is presented each March to the department at Sunnyside which sells the largest number of seals. With sales of \$909.74, the infirmary patients received the cup for the third time.

## FISH FLAYS NEW DEAL, COMMUNISTS OVER CBS

### Replies to Talk Given Night Before by Earl Browder.

NEW YORK, March 7.—Rep. Hamilton Fish, replying to the first Communist campaign speech on the radio, attacked the New Deal and Communism equally last night. He spoke over the Columbia Broadcasting System network, where Earl Browder, Communist Party secretary in the United States, had spoken the night before. He said: "I am inclined to the belief that the open attacks of Communism against our industrial, social and political institutions are far less dangerous than the subtle and insidious attacks of the radicals, Socialists and near Communists of the New Deal 'brain trust,' who are spreading the same kind of class hatred. Like termites, they are undermining our institutions, capitalism and the Constitution."

## UTILITIES WARNED TO GET STREET PERMITS

### Must Gain City Permission to Cut Pavements for Service Lines.

The Works Board today warned officers of all utilities that they would have to get permits from Henry B. Steeg, city engineer, before making cuts in city pavement. Mr. Steeg said this provision of the law has been disregarded by several companies establishing new service lines. In some sections of the city, the Works Board has signed agreements with the State Highway Commission, which provide that pavement can not be cut for a certain period except in cases of emergency.

## \$900 RINGS ARE STOLEN

### \$38 Cash in Purse Snatched in Department Store.

While she was shopping in a downtown department store, some one stole a purse from Mrs. Elizabeth Robinson, 5 Audubon-ct., that contained \$38 in cash and diamond rings valued at \$900, she reported to police today.

## NEURITIS

### Rheumatism or Lumbago

are quickly relieved with KEENE'S WINTERGREEN TABLETS

## ROYSTER & ASKIN

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

## CLINIC PATIENT CHECK URGED BY DOCTORS

### Health Board Sees Suggestion for Curb on Non-Charity Cases.

The Health Board today studied a plan of the Indianapolis Medical Society for creating an investigating committee to determine need of applicants for medical care at the City Hospital's free clinic.

Purpose of the plan, members said, is to weed out non-charity cases and lighten the load at the clinics.

Although the board formally has accepted the Flower Mission Memorial Hospital, city officials still have no plan to raise the \$100,000 needed to equip and maintain the unit for a year. The board inspected the new building last night.

## SECRET DOOR BARED STILL, POLICE CHARGE

### Wife Reveals Apparatus to Raiders; Mate Is Arrested.

When police early today threatened to wreck the home of Carl Dierking, 2139 Barth-av., looking for a still, Mrs. Dierking led them to it, they report.

She touched a switch spring to a concrete door 10 inches thick leading from the basement to a tunnel room under the back wall, all reinforced with concrete.

Inside was, they say, an eight-gallon still, a large jar of mash, and a gallon of whisky. Police said both gas and electric meters were circumvented. Dierking was charged with illegal possession of a still and altering a gas meter.

## FINAL AAA BENEFITS TO BE PAID FARMERS

### \$215,000,000 Is Due Under Old Contracts.

WASHINGTON, March 7.—Agriculture officials geared machinery today for distributing a final \$215,000,000 of old AAA benefits to farmers while preparing for further regional conferences to speed operation of the new program for American agriculture.

Winding up sessions with farmers at Memphis and Chicago to plan for the new program, government leaders moved on to New York and Salt Lake City next week.

The \$215,000,000 is money due on contracts under which farmers had wholly or partially carried out their end of the bargain before the Supreme Court ruled AAA invalid.

## AGED MAN IS KILLED WHILE RIDING WHEEL

### Driver of Car Held Blameless in Shelbyville Accident.

SHELBYVILLE, Ind., March 7.—Funeral arrangements were to be completed today for Harold Knox Morris, former department store treasurer who was killed while riding a bicycle here last night. He was 77.

He was struck by an auto driven by Richard Collins, 26 Mr. Morris died within a few minutes. Police who investigated held Collins blameless.

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## G. O. P. GROUP HITS WATSON, ROBINSON

### Hoosier Republicans Call for Purge of Party.

The Hoosier Republicans, Inc., today urged that the party in Indiana be purged of control by former Senators James E. Watson and Arthur R. Robinson and former Gov. James P. Goodrich.

A statement of Elmer W. Sherman, association secretary, said: "The time for old style political manipulation is over, and we wish to rebuild a party in Indiana of Republicans and those who prescribe to the selecting of candidates for their qualifications to hold a political office, who represent stability, honesty and integrity.

"Therefore, any control by James Eli Watson, Arthur R. Robinson or James P. Goodrich is not wanted in this setup.

"We are going a step further than mere political organization in the party as it has been known in the past. We propose to develop proper representation in governmental matters—first, because we believe it is the only salvation of the state and nation; second, because we believe the health of the Republican party depends upon true representation."

## 500 PHI DELTA THETAS WILL ATTEND BANQUET

### Golden Legion Certificate to Be Given Jesse D. Pedden.

Five hundred Phi Delta Theta Fraternity members are expected to attend the annual state Founders' Day banquet tonight at the Columbus Club. Jesse D. Pedden, a member for more than 50 years, is to receive the Golden Legion certificate. The award is to be made by Hilton U. Brown, former national president of the fraternity.

Active chapters from Purdue, Indiana, Butler, De Pauw, Hanover, Wabash and Franklin are to attend and stage a singing contest. John A. Schumacker, city councilman, is to present a trophy to the winner. Will H. Sparks, Federal Circuit Court of Appeals judge in Chicago, is to be one of the principal speakers.

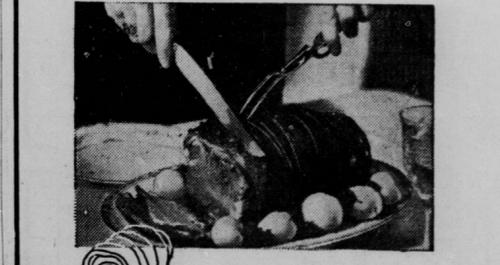
## LADY ASHLEY MARRIES FAIRBANKS IN FRANCE

### Long Enduring Romance Results in Wedding in Paris Town Hall.

PARIS, March 7.—The much publicized, long enduring romance of Douglas Fairbanks and Lady Sylvia Ashley, British noblewoman, culminated in marriage today in the town hall of the eighth Paris district. American Ambassador Jesse I. Strauss was among the guests.

The marriage culminated a romance of years' standing that resulted in two divorces. Lord Ashley divorced his beautiful, former actress wife in London, naming Fairbanks as co-respondent. Mary Pickford divorced Fairbanks in Los Angeles for desertion.

## ELECTRIC Cooking Cuts Meat Bills



With an Electric Range you buy smaller roasts, because they do not shrink in the oven as in old-fashioned cooking. They come out juicier and more tender, perfectly done at the most economical temperature. Cheaper cuts of meat also can be made deliciously tender if cooked the correct electric way.

You can "try" Electric Cooking 6 months in your own home at our risk. After March 15 the price and monthly payments on trial range will be higher. It will pay you to get full details at once.

## Indianapolis Power & Light Company

Electric Building, 17 N. Meridian  
Phone Riley 7621