

NEW TROPHY OFFERED FOR STOCK CAR RUNS

**FALCON KNIGHT
MAKES DEBUT
ON AUTO ROW**

New Sleeve Valve Motor Interests Trade at Initial Showing.

The new six-cylindered Knight-motored car, the Falcon-Knight, is being presented to the local public this week by Murphy Motor Company, Inc., 436 N. Capitol Ave. This new six is the first Knight-motored engine to be built in the \$1,000 class, made possible by concentration upon quantity production of an engine of the Knight sleeve valve type. Sales organization headquarters and general executive offices are in Detroit, while the manufacturing plant is at Elyria, Ohio.

Initial production of the Falcon-Knight shows three body types, a four-door sedan, a two-door sedan and a roadster, all marked by a low-slung appearance, accentuated by the length of the hood and the low-swinging of the body on the frame.

The motor develops 45 horsepower at its point of maximum efficiency, and the crankshaft is suspended in seven bearings following the most advanced engineering practice in this type of construction. Lubrication is by a full pressure force feed system, the oil being automatically controlled in volume to correspond with the requirements of the motor at varying speeds.

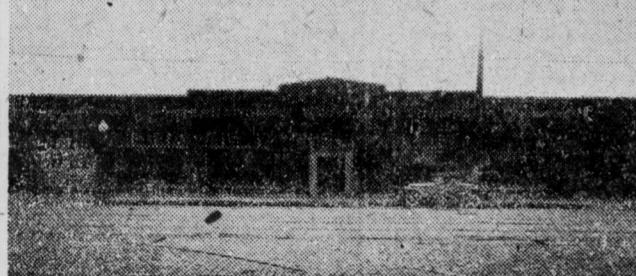
The enclosed medels will reach sixty miles an hour at top speed and will accelerate from five to twenty-five in eight seconds. The turning radius is forty feet, permitting the car to turn in narrow streets. The power "build-up" in the motor at normal engine speeds is rapid, due partly to the high compression ratio in the motor, which is stated as being 25 per cent greater than that of the average motor of the six-cylinder type.

AUTO ENGINEERS MEET

Hold First Production Meeting at Hotel Severin.

Indiana section of the Society of Automotive Engineers will hold its first production meeting Thursday evening at the Hotel Severin. Dinner at 6 o'clock will be followed by an open meeting at which several papers will be read. These include one on "Chromium Plating," a new process that is taking the place of nickel plating exterior surfaces of automobiles.

International Harvester Moves



The local branch factory of the International Harvester Company of America recently moved into their new sales and service building at 421-429 Kentucky Ave. Tom McCall is sales manager.

NEW FACTORY FOR DODGE COMPLETED

Higher Priced Car to Be Built in Structure.

The immene new factory in which Dodge Brothers' new line of higher-priced motor cars will be built is now completed and installation of the machinery is being rushed, according to a report received this week by F. L. Sanford, local Dodge dealer.

One of the most modern in the automobile industry and said to be the longest in the world used for motor car production, the building is a one-story structure planned on the latest principles of factory construction for maximum efficiency in manufacturing and assembling operations.

The new building adds over 500,000 square feet of floor space to the large manufacturing facilities of the plant.

Two lines of railroad track enter the factory at one end and extend almost its entire length, accommodating seventy standard freight cars at one time. Wide concrete loading platforms at the level of the car floors facilitate quick unloading of materials and loading of the new motor cars as soon as they have passed the final test.

A one-mile concrete test track with a roadway eighteen feet wide and turns banked for a safe speed of forty miles per hour on the outer edge, is along the side of the building.

OFFER NEW ACCESSORY

Novelty Company Displays Latest Ventilating Device.

No-draft ventilating caves are the latest automobile accessories to be offered by the Gerlach Novelty Company of 2817 E. Tenth St. The leaves are of black enameled metal

More than \$750,000,000 was paid out by American motorists in the form of Federal, State and municipal taxes last year, reports the Department of Agriculture, showing an increase of \$83,000,000 over total of taxes paid in 1925.

The total motor vehicle registration in 1926 was 22,001,333 vehicles which included 19,237,171 passenger cars. These figures show an increase of more than 19 per cent over registrations.

Included in the total taxes paid are \$288,282,352 in receipts from registration fees, licenses and other State annual taxes. Gasoline taxes brought in \$187,603,231, and Federal excise taxes on passenger cars and trucks vehicles for hire and on parts, tires and accessories were estimated at \$155,000,000.

Most of the money derived from this source is put back into public roads. Motorists may therefore expect a wide expansion of the road building and improvement program.

Nearly a dozen people parked themselves all night in front of the doors of the F. L. Sanford Bldg. last Sunday to wait for the opening of the Dollar Sale of cars, and to get one of the cars for a dollar. A long wait, but surely worth it! And by the time the sale was to start there were nearly 400 people waiting to get in, resulting in 334 people, who didn't get a car for a dollar.

Fortune teller: "You are going on a journey and you will meet with good fortune."

Andy Trieb, fireman: (anxiously)

"You mean that when I drive downtown tomorrow, I will find a place to park?"

The latest contribution to our spring poet's column:

His brakes were bad and failed to hold.

And he was in a quandry,

The choo-choo buzzed around the bend,

Now his wife works in a laundry.

By Jake Feld.

The Tail Light

By Swede Swanson

Will Be Awarded Driver Who Keeps Up 60-Mile Pace 24 Hours at Speedway.

Through arrangements made between the license division of the secretary of State's office and the Hoosier Motor Club, licenses may be secured at the club when the secretary's office is closed. The motor club is open each evening and on Saturday and Sunday. F. E. Schortemeier, secretary of State; Mark Rhodes, in charge of the license division, and the Hoosier Motor Club should be highly praised for this service to car owners.

A branch salesroom has been opened at Forty-Second St. and Broadway by the Bohannon-Overland Sales Company.

Phillips Auto Sales, associate dealers handling Willys-Knights and Whippets, has opened a branch salesroom in Brightwood.

Lee, that amiable tire mechanic at the Indiana station, says that is only taxi driver's daughter, but you auto meter.

R. F. Thompson, formerly connected with the Marmon distributors in Chicago, has been appointed city supervisor of Willys-Knights and Whippet sales.

"All cars entered must be of stock chassis, of which the manufacturer has made at least 1,000 similar cars, and equipped with a standard closed body of which at least ten have been sold at regular stock prices on the market.

"Each car must have standard valve tappet clearance used on regular factory output, with stock pistons and piston clearance."

"Fuels used on the test will be standard gasoline purchased by the technical board for the test and every other precaution will be taken to insure the fact that the cars entered for the tests are absolutely of stock similar to those for sale to the public."

"Manufacturers wishing to make their tests shall notify the Indianapolis Motor Speedway at least ten days before the date desired for the test, depositing the entrance fee covering costs of the actual test, and winners of the trophy are required to deposit a bond covering the time they hold the trophy. After the trophy is won by any manufacturer, it may be transferred to any other manufacturer establishing a new record for the distance during the 24-hour period."

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may be made at any time except during May when the track is reserved for the racers.

ROOM FOR MORE AUTOS

John W. Prentiss, New York banker, says that there is no limit in the automotive field.

thing as an automobile saturation point. He believes there is no limit in the automotive field.

Ames Sedan Body for Fords

PRICE DELIVERED
Body \$220
Car Complete \$557



Make Your Ford Car Look Like New And Save \$300

The equipment at the price quoted includes the distinctive nifty Radiator shell nickel-plated. Aluminum moulding on cowl, linoleum-covered running boards, mahogany finished Instrument Board, dome light, Yale lock and lever latches on the doors, rear vision mirror, sun visor, oversize gas tank in the rear with Stewart Vacuum System and Special tire carrier.

Upholstering—A high grade Beaver Velour. The cushions are deep and just so tilted to insure maximum comfort at all speeds.

The painting is a rich deep blue of Pyroxyl Enamel.

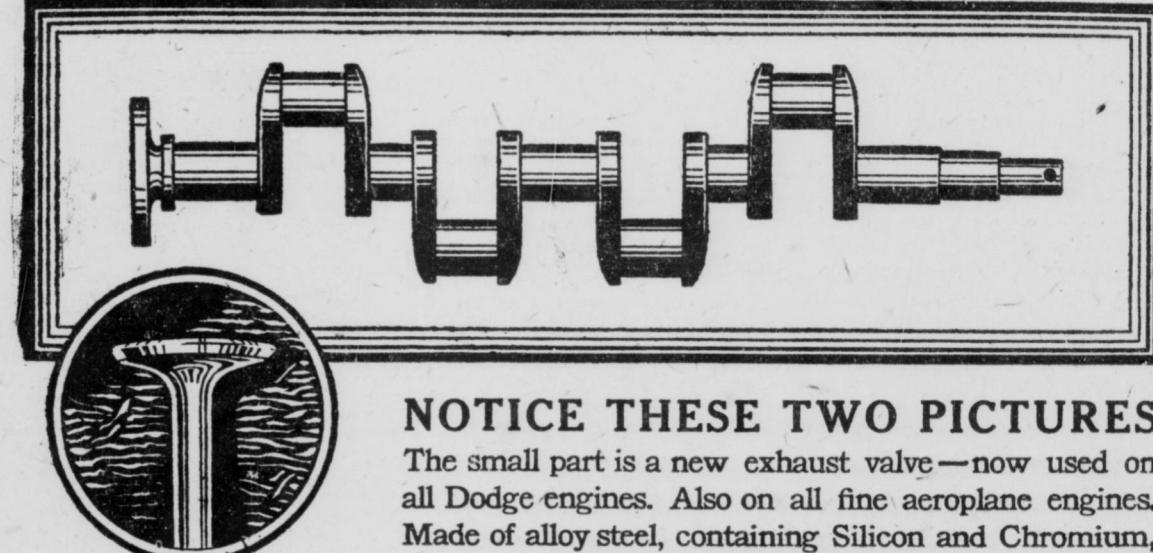
Liberal Allowance for Your Body or Car in Trade Something New—Something Different

Distributed by

Swisshelm & Parker

544 E. Washington Street
Open Evenings and Sunday

Two New Parts in DODGE BROTHERS MOTOR CAR Tell Important Story



NOTICE THESE TWO PICTURES

The small part is a new exhaust valve—now used on all Dodge engines. Also on all fine aeroplane engines. Made of alloy steel, containing Silicon and Chromium, it costs four times as much as the valve it replaces.

The other is Dodge Brothers new five-bearing crankshaft. Made of costly chrome vanadium steel. One of the finest shafts in any engine.

—EACH TELLS AN IMPORTANT STORY—

The small part typifies hundreds of similar refinements made by Dodge Brothers during the past two years... endless detailed improvements, never spoken of, rarely observed by the layman, but vitally important in their total effect on performance and dependability.

With the new crankshaft, many other major improvements could be listed. A new silent-type clutch. A new two-unit starting system. Smarter and stancher

body design. Bright new colors. Comfort-tilt seats. New silent-type muffler. New steering ease. Softer pedal action. New air cleaner. Improved engine mounting. New design propeller shaft, differential, axleshafts... and many others.

Drive the car now! Experience its new zest and flexibility—marked ease of operation—pronounced comfort—and the striking new smoothness and silence of the motor at all speeds!

Standard Sedan \$976; Special Sedan \$1,028; De Luxe Sedan \$1,161
Delivered

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833-37 North Meridian Street
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Safety

It hugs the curves as true as a train—

The full expression of the Super-Six principle is **usable** and **enjoyable** because every detail of the chassis is engineered to provide for the speed, power and stamina of the motor.

The rapier flash of pick up, dexterity of steering and enduring speed 'cross country, are all easily delivered, therefore normally used.

In all Hudson does there is effortless ease from its swift, smooth glide into motion, to sustained high speed and back to the soft instantaneous stopping action of its four wheel brakes.

Performance that is spectacular is also safe and usable.

HUDSON SUPER-SIX

Standard Models

Coach \$1285

Sedan 1385

Custom Built Models

Roadster 1500

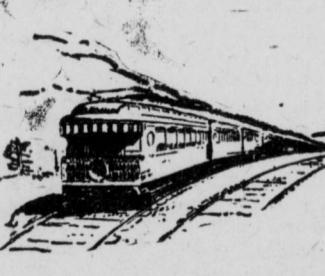
Phaeton 1600

Brougham 1575

5-Passenger Sedan 1750

7-Passenger Sedan 1850

All prices f. o. b. Detroit,
plus war excise tax.



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