

ELCAR BRANCH OPENED BY NEW DEALERS HERE

Summers-Taylor Ready for
Business in Spacious
Showrooms.

The latest addition to the Indianapolis auto fraternity is the recently organized Summers-Taylor Elcar Company, the new territorial distributor for Elcar Motor Company, with new commodious showrooms at 650 E. Thirty-Eighth St. Summers and Taylor are both well known through their association with several successful business enterprises, and the new partnership starts under most gratifying conditions.

Summers With ample space and complete facilities, the new Summers-Taylor branch is equipped to render efficient service to both old and new Elcar owners. Commenting on their association with the Elcar company, Taylor said: "We surely are enthusiastic about the Elcar. It has been a winner from the start. The success of the shock-less chassis as a feature of solid comfort and restful riding has caused the Elcar people to embody it in all of the twenty models of their new line.

All Elcar bodies are built at the company's own plant in Elkhart, Ind. Their beauty of design will, we are sure, be pleasing to all who look for beauty and style in motor cars. The Summers-Taylor Company will feature the entire Elcar line—four series of "eights" and "sixes." All Elcars are equipped with the Elcar-Lycoming motor. The larger models have motors developing 115 horsepower.

Taylor An official of the Elcar Company expressed himself as being highly pleased with this new connection. "Elcar is an Indiana product," he said, "consequently the Indianapolis sales branch is one of our most important. The number of Elcar owners in this territory is great and ever-growing and I know these young men will provide an Elcar service of a quality that will be gratifying to every owner."

NEW FUEL-FEED DEVICE OFFERED BY STEWART

Vacuum Carburetor Eliminated by System

Ten new or improved fuel-feed systems and devices soon will be announced by the Stewart-Warner Speedometer Corporation, Chicago, the vacuum tank people, long the leaders in fuel feed methods.

The most revolutionary of these new devices is a fuel-feed system that eliminates the vacuum tank and carburetor entirely, feeding a cooled, dry gasoline vapor to the manifold. In this system, air, warmed by the muffler, is passed through a pipe coil in the gasoline tank, picking up the gasoline by cylinder vacuum and carrying it forward through a three-fourth inch pipe line toward the engine. The warmth of air and turbulence of the coil partially vaporize the gasoline, which is then completely vaporized at a section of the line which is heated by engine exhaust. This creates a clean, dry vapor, too rich to burn, which is then passed through an air valve which mixes it with cool air, making it a combustible mixture, and passes it on into the manifold as required.

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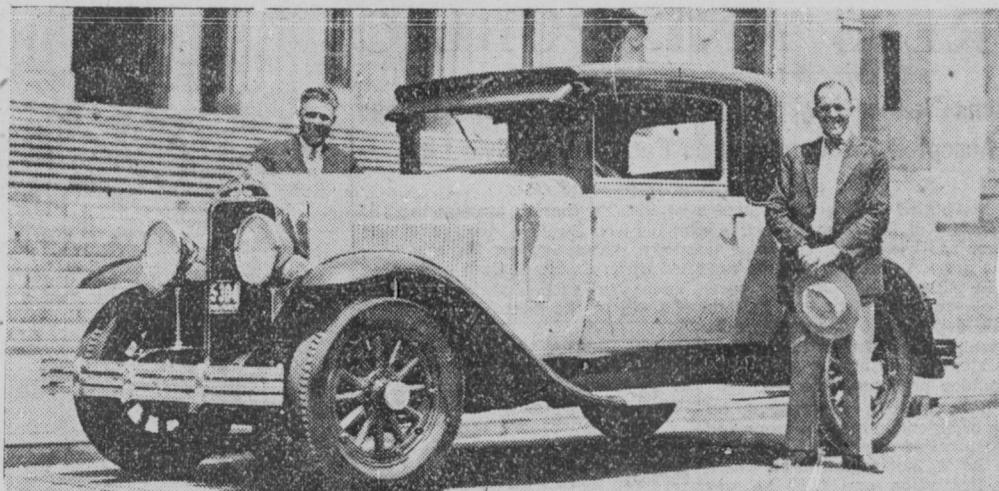
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First New Model Buick Sold in City



Above is shown the first new model Buick to be delivered in Indianapolis. The proud owner is (right) Paul F. Middleton, sales manager of the Peoples Coal and Cement Company. At the left is Raymond Charles (Bud) Dauss, star salesman of Boyd Buick Motor Company, who had the honor of making this first sale. The car was purchased a few minutes after the doors opened Saturday morning and was delivered Sunday morning.

Mechanical Refinement, Beauty in New Marmon

Crowds at Public Showing Voice Approval of Latest Models.

The definite stamp of public approval was placed on Marmon's new series of straight eights, the new series 68 and 78, as Indianapolis motorists visited the local sales branch at Eleventh and Meridian Sts. this week, where the new models were placed on display prior to the national announcement, which will not be made for more than two weeks.

Sales since Saturday, the opening date of the showing, have exceeded expectations of factory officials and expectations of factory officials, according to A. R. Heissel, vice president, in charge of sales.

Visitors have been lavish in praise of the appearance of the new series 68 and 78, which has been improved greatly by new hood and radiator lines, chromium plating on all exterior parts, horizontal louvers and other details of construction that combine to add greater massiveness and symmetry of line.

The straight eight motors continue with the same basic principles of design, although numerous refinements have been made. In the "68" particularly, greater power and efficiency has been obtained by an increase of 1-16 inch in the bore and a new and larger cooling system.

Refinements in Motor

Interior improvements also have been made. New instrument panels of etched silver add to the interior attractiveness and the convenience of passengers.

A new coincidental lock operated by a single key from the instrument board affects both the ignition and the transmission. The actuating cable is protected by a steel armored conduit which renders the car particularly theft-proof, since the motor can not be turned off without locking the transmission. The new series cars are also protected by the Fedco serial number system.

Mechanical refinements of the two lines include not only the added power of the "68" but such improvements as a vibration-absorbing clutch plate in the "78," insulated manifolding, improved type spark plugs, more expensive bearing construction, scientifically designed high turbulence combustion chambers and refinements in spring suspension that carry on the long standing Marmon prestige of building the "easiest riding car in the world."

The L-head straight motor of the "68" has been stepped up to a horsepower of 76, while the overhead valve motor of the "78" has been continued at 86 horsepower.

Color Contrasts Effective

Coupled with the incorporation of horizontal hood louvers and chromium plating on headlamps and other exterior parts formerly nickel-plated are numerous other refinements that greatly enhance the appearance of all "68" and "78" body styles. A larger radiator and new head lamps and mountings have been added to the New Series 68. New bumpers on both lines, larger and more massive than before, also have been added.

Unusual contrast with the color schemes, which will continue in the jewel colors that proved so popular in the preceding series, has been obtained by the use of chromium plating on the exterior parts of both lines.

Comfort of passengers is insured by the placing of a layer of celotex insulating material on the dash.

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Whether or not you plan to buy, we want you to call and see this line, which embodies newest advancements in fine car production. ELCAR alone has the famous Shock-less Chassis, insuring unmatched riding comfort. We invite comparison of this car with any other—for beauty, luxury, comfort, power, performance. Low prices, because of Elcar manufacturing advantages.

Twenty models, \$1,295 and up.

We will gladly demonstrate any ELCAR without obliging you in any way. Call and get acquainted.

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