

FINAL WINTER CLEARANCE OF

USED CARS

WIN A USED CAR

Contest Rules

1. Find out how many ads each firm has in today's Times Used Car Ads.
2. Visit at least one used-car show-room or lot of one of the advertisers in today's used car columns and write a suggested ad about a used car NOT advertised in today's Times. Begin the ad with the make of the car and describe the car fully.
3. Entries must be in The Times Want Ad office not later than Tuesday, March 31st, at 6 p. m. Entries received later will not be counted in the judging.
4. A credit of \$250 will be issued to the winner, who may use it to buy a used car for that amount, apply it as part payment on a higher priced used car or apply it as part payment on a new car. The credit may be used only with a dealer participating in The Times Final Winter Clearance of Used Cars feature.
5. Neatness, and originality of presentation will be counted in the judging. No entries will be returned and The Times can not enter into any discussion of entries. The decision of the judges will be final.
6. The contest is open to any one other than employees of The Times and Indianapolis automobile dealers.

Dealers Are Faced With the Necessity of Reducing Stocks Before Spring

Long Service, Dependability, Speed and Comfort Yours at Bottom Prices
City Sees Greatest Opportunity in Automobile History as Managers Set Prices to Move Used Car Stock

Indianapolis steps right into the limelight in the used car field today with the announcement of a city-wide sale unprecedented in its history.

Up and down automobile row, all over town, the managers of used car departments have been given free rein as the mandate has gone out to "reduce used car stocks".

And, the public is the winner, for behind this movement is something more important and likely to be more far-reaching in effects. It is the beginning of a nation-wide drive to rid the highways of the decrepit, outworn, and unsafe passenger cars and trucks.

Today, used car dealers are more concerned with quality, dependability, and service that their reconditioned cars will give.

To this end, they are junking cars one might think would last years longer, and they are reconditioning only the cars they KNOW can stand the strain of present day driving demands.

These Men Are Responsible for Indianapolis' Greatest Used Car Sale



W. T. Smith
Smith
Motor Sales



W. E. Kuhn
North Side
Chevrolet



Harry A. Sharp
Harry
A. Sharp Co.



C. T. Foxworthy
Foxworthy
Roy Wilmett Co.



L. Weissman
Weissman Motor
Sales



W. H. "Burr"
MacGeehan
Central Buick Co.



Howard Wright
Monarch Motors



A. R. Jones
Jones-Maley



Roy Hickman
Hickman-Moyer
Co.



"Ted"
Byrnie
Ted Byrnie, Inc.



Pearl Andrews
Losey
Motors



Ralph Fink
Fink Auto
Co.



R. L. Edwards
West Side
Chevrolet



Walter Grass
C. O.
Warnock Co.



R. D. Johnson
Johnson
Chevrolet Co.



C. B. Silver
Howard
Holcomb, Inc.



L. L. Cohen
Low Cohen,
Inc.



Albert Otto
Founts Car &
Truck



W. C. "Red"
Kennedy
Founts Car & Truck



Sam Abels
Abels
Auto Co.

Interesting Facts About Used Cars

Indianapolis Auto Trade Association

338 NORTH DELAWARE STREET
INDIANAPOLIS, INDIANA
PHONE, RILEY 6260

March 19, 1936

OFFICERS
C. H. WALLERICH
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SECRETARY
J. J. MALONEY
TREASURER

DIRECTORS
C. H. HANBORN
JOE M. BLOCH
W. MORT MARTIN
W. F. MOYER
C. O. WARDHOFF

Dear Prospective Used Car Buyer:

It is our sincere opinion that used cars offered for sale at this time by dealers of Indianapolis provide more comfortable and economical transportation with greater dollar value than ever before, therefore, it is wise to buy a used car now.

Here are four additional reasons:

1. - A larger assortment of late models. Approximately 65% of the present stocks of used cars in Indianapolis today are less than five years old while the average in use throughout the United States is 40%. Consequently, you are sure to find the trade name and body style you have in mind.
2. - Reconditioned mechanically above the average. As the recent North Pole weather reduced service station business, dealers, in order to keep their mechanical personnel intact and fully employed, have had them work on used cars.
3. - Your present motor vehicle is younger now than it will be later on and therefore, its trade value is greater.
4. - Easier terms and lower finance charges are the rule of the day.

Yours very truly,

INDIANAPOLIS AUTOMOBILE TRADE ASSOCIATION

CHW/R

C. H. Wallerich, President

Robt D Johnson, Vice President



"GET ACQUAINTED WITH YOUR COMPETITOR - YOU MIGHT LIKE HIM"

Ideal Motoring Days Ahead—Buy A Better Car Now!

It's Easier to Shop for a Car in the Alphabetically Arranged Used Car Columns of Times Want Ads.

USED CAR PRICES REDUCED! SEE TODAY'S TIMES WANT ADS