

NEWS OF THE AUTO WORLD

1,200,000 ENTER STANDARD OIL'S MILEAGE CHECK

Number Exceeds Expectations of Company Officials, Seubert Says.

Times Special
CHICAGO, July 18.—One million two hundred thousand motorists have joined Standard Oil's mileage test in 14 states, it was announced today by Edward G. Seubert, president of Standard Oil Co. of Indiana.

That is four times as many participants as were expected at the beginning of the test. The first lot of 300,000 record books and gold-winded emblems was exhausted almost before the test was well started and dealers and motorists were clamoring for more. These were supplied until a total of 1,200,000 kits had been distributed.

The test opened May 1, July 5 was the last day for entrance. Participants who entered the contest the final day have until Sept. 18 to send in their records and their comments on their experience in "learning the truth about gasoline mileage."

Prizes to Be Given
Cash prizes totalling \$5000 and 500 merchandise awards are to be presented to those who submit the best records and comments, as judged by an impartial board. The prizes will not go necessarily to those who report the best mileage totals, as differences in cars will be taken into account. All-around completeness of the report will be an important factor.

The test is expected to demonstrate, at least to all participants, that claims based on laboratory or official road tests can be almost anything, but the mileage that counts is the mileage that the consumer actually gets in his own car. Standard Oil sales executives are not without confidence also that the test will demonstrate to participants that Standard gasoline has what it takes to get good mileage.

Data provided by the records sent in by contestants will be utilized by Standard engineers to get a new slant on the performance of gasoline under the conditions of everyday use.

Rounding the Row

BY MYRON J. MCGEEHAN

HARRY SIDROW, president of Coburn Chevrolet, 550 S. Meridian-st., reports that so far this year all sales records have been exceeded and that business is coming along in great style.

Milo Watkins, president of Superior Chevrolet Co., Inc., 552 E. Washington-st., reports a record attendance at the open-air show held at the firm's used car lot, Superior and Alabama-sts., Tuesday.

Most of the dealers in the city realize what it means to operate a motor vehicle that is safe to drive. Therefore they are going over their used cars and seeing that the brakes and all other parts of the car are in perfect shape. They pass this service on to the public as part of their contribution toward reducing accidents.

W. R. MCGEEHAN, used car manager of Central Buick Co., 832 N. Meridian-st., has returned to his desk after a vacation through Wisconsin and Minnesota.

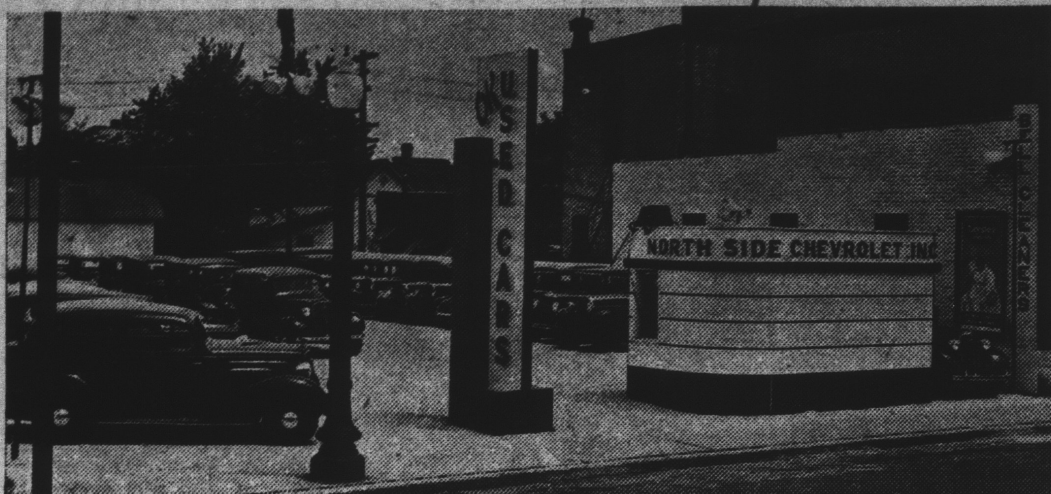
The first six months found all dealers in good shape from business that has made history in both new and used cars. Ordinarily, they expect a lull in the summer, but it did not occur this year. During the first half of July many broke their quotas in new and used cars. As an indication of better business, there is more buying than usual for vacations.

The Roy Wilmetts Co. Ford dealer, 720 N. Meridian-st., won the sales contest with a Memphis (Tenn.) dealer. Mr. Wilmetts reported the firm sold more than 450 new and used cars in June and are out to make July a record month. Even Mr. Wilmetts has his shirt sleeves rolled up and hitting hard. In addition to the store given above, the firm has three used car lots at 720 N. Capitol-av., 2701 E. Washington-st. and 1401 N. Meridian-st.

PAUL ANDERSON, used car manager for the Harry A. Sharp Co. Ford dealer, reports that the lot at 11th and Meridian-sts. has sold many used cars, and that the stock now offers a wide selection in various price brackets.

Although the theme song along the row this week has been "It ain't going to rain no more," dealers realize that in order for business to benefit in general, rain is needed. They state they are willing to start "Singing in the rain."

MODERN USED CAR LOT DESIGN AIDS SALES



The recent introduction of modernistic used car lots by Chevrolet dealers, is the latest idea in used car merchandising, according to F. C. Pate, Chevrolet Motor Co., city sales manager.

Chevrolet Co., one of the first local Chevrolet dealers to adopt this standard factory design. According to Willis E. Kuhns, head of the North Side firm, this innovation has materially aided his organization in the merchandising of used cars.

OFFER DEMONSTRATION DRIVE



In conjunction with a special advertising campaign on the new DeSoto Airflow models during the next four weeks, Jones & Maley, Inc., Indianapolis DeSoto distributor, is conducting a special drive to better familiarize the motoring public with the riding qualities of the new models, according to A. R. Jones, above left, and G. M. Maley, above right, heads of the firm.

"We are keenly interested in demonstrating the many new and advanced engineering features which make both driving and riding in the 1936 Airflow models a real pleasure, to every motorist in Indianapolis," their statement said.

"In line with this drive we want the public to feel free to visit our showrooms at any time and arrange for a ride in one of these new cars at our expense during this period."

GETS LOCAL POST



The appointment of Luther Y. Kerr Jr. (above) as assistant district manager of the Firestone Tire and Rubber Co. Indianapolis district office has been announced by C. C. Prather, district manager.

For the past four years Mr. Kerr has been associated with the Firestone organization in Memphis, Tenn. He worked in the wholesale and city sales departments, and also managed the Memphis retail Firestone store.

Mr. Kerr is a former resident of Indianapolis, having been associated in business in this city from 1926 to 1930.

NOW IN SERVICE
AIR-CONDITIONED COACH
SPRINGFIELD
INDIANAPOLIS
CINCINNATI

Leave 1:20 P. M. Daily
Arr. Cincinnati 5:28 P. M.
Lv. Cincinnati 8:40 A. M., E. T.
Ar. Indianapolis 10:45 A. M., C. T.

DAILY EXCEPT SUNDAY
Lv. Indianapolis 11:15 A. M., C. T.
Ar. Tuscola 3:32 P. M.
Decatur 3:34 P. M.
Springfield, Ill. 5:00 P. M.

AIR-CONDITIONED Sleeping Car Indianapolis to Washington via Cincinnati and the National Limited.

NEW LOW FARES
2c Per Mile **3c** Per Mile
Coaches No Surcharge
Travel by Train
for Comfort, Safety, Economy
BALTIMORE & OHIO

Real Estate Mortgages

WE SOLICIT APPLICATIONS FOR FIRST MORTGAGE LOANS ON PREFERRED INDIANAPOLIS PROPERTY. CALL AND SEE US ABOUT LOW INTEREST RATES AND LIBERAL PAYMENT TERMS. NO COMMISSION.

THE INDIANA TRUST Company for Savings
CAPITAL SURPLUS **\$2,000,000.00**
THE OLDEST TRUST COMPANY IN INDIANA

DRINKING WATER SHORTAGE HELD ACUTE IN STATE

Southern Section Hardest Hit; Other Sections Affected.

An actual shortage of drinking water, due to the drought, exists in southern Indiana and supplies in other sections of the state are diminished seriously, B. A. Poole, chief state sanitary engineer, reported today.

It should be remembered, Mr. Poole said, that the drought may continue until the fall rains begin. Wells and cisterns failed in several localities in southern Indiana, he stated, and many persons are resorting to the use of creek or river water for drinking and domestic use.

"This is an extremely dangerous practice," Mr. Poole said, "unless water is boiled or treated with chloride of lime before it is used."

Springs Often Impure

Spring water also is more often impure than pure, Mr. Poole declared. Although it is clear and cold, it still may contain bacteria which will cause typhoid or dysentery, he explained. It, too, should be boiled or treated, he said.

"Water should be boiled for at least 20 minutes to insure complete sterilization," Mr. Poole said. He gave the following directions for sterilization by the use of chloride of lime:

1. If the water is not clear, allow it to stand until as much mud as possible settles. Draw off the clear water.

2. Add three tablespoons of chloride of lime to one pint of water, then use two tablespoons of this solution to 15 gallons of water, or 36 drops to one gallon.

VALUE SEEN IN TRUCK DESIGN

Survey Reveals Attractive Delivery Units Aid Business.

Recognizing the increasing attention which the public is paying to smart looking delivery equipment and the business-building value of such equipment to its owners as revealed in a study made by Ford engineers, the Ford Motor Co. recently announced the availability of deluxe equipment on all its trucks and commercial cars, according to R. A. Hayes, Indianapolis branch manager of the company.

All units on 112, 131½ and 157-inch wheel base chassis are now obtainable at small extra cost with ventilating back window, dome lamp, tandem windshield wipers, sun visor for driver, ash tray, cigar lighter, twin horns and heavy chrome finish on the windshield frame, rear view mirror and radiator shell and grill. Other types are furnished with most of these items.

Good looking equipment is effectively used in three ways, the Ford survey indicated. One is to call the public's attention to a new firm or one comparatively unknown. The second is to increase the prestige of a firm already known and the third is to build customer satisfaction.

New concerns starting out in business find smart looking equipment an excellent means of introducing their names to the public, while firms long in business frequently include the use of new equipment in expansion programs and new merchandising plans, it was discovered.

ARTHRITIS!

NEURITIS—RHEUMATISM
Read the book that is helping thousands! A postcard brings you a FREE copy latest edition "The Inner Mysteries of Rheumatism" sealed and postpaid. Address the author today—H. T. Clearwater Ph D 132-G St Halliwell Maine.—Advertisement.

ASK OSTEOPATHS TO CONVENE HERE

Three on Committee to Extend Invitation in New York.

Dr. Walter S. Grow is head of a delegation that is to extend an invitation to the American Osteopathic Association, in national convention in New York, to hold its next convention in Indianapolis.

Dr. A. G. Damm and Dr. Paul Blakelee, are other members of the invitation committee. Henry T. Davis, Indianapolis Convention and Publicity Bureau secretary, and J. J. Cripe, assistant manager, will go to New York to assist in presentation of the invitation.

BEDFORD PIONEER DIES

Mrs. Herbert Traveled to West in Covered Wagon.

Times Special
BEDFORD, Ind., July 18.—Mrs. Clarissa McLane Burton Herbert, who saw the driving of the golden spike that finished the first transcontinental railway at Promontory,

SHOE REPAIRING
Call for and Deliver
SUNSHINE CLEANERS
120 Fifth Avenue, New York

Utah, in 1899, as dead here. She was 87.
With her husband, William H. Herbert, Mrs. Herbert traveled to the West in a wagon train. She is survived by a sister, Mrs. Aaron Pless, and a daughter, Mrs. Mabel Harper.

A Heaping Plate of Fried Spring Chicken
French Fried Potatoes
Combination Salad
Bread and Butter
Served Country Style
Our Extensive Menu Affords Complete Satisfaction
MAC'S DR-7842-3
Continuous Service 11 to 11.

Thank You Mr. Forbes!

Forbes Magazine
120 Fifth Avenue
New York

July 1, 1936

Indianapolis Railways,
Indianapolis, Indiana

Gentlemen:

Let me congratulate you upon the outstanding progress in modernization achieved by the Indianapolis Railways in the past few years.

As a result of the decision of the Mellon Institute; Clarence Francis, president of General Foods; and myself—FORBES Magazine is pleased to award your company third prize in its nationwide Modernization Contest, recently closed. First prize went to the International Business Machines Corporation. Second prize was awarded the Pennsylvania Railroad.

Prize-winners following you, and those receiving honorable mention included the Buick Motor Car Company, Chrysler Corporation, and Consolidated Edison Company of New York City.

The citizens of Indianapolis, your efficient employees, and the writer of your prize-winning article, Mr. Laurence Wingerter, have reason indeed to be proud of this remarkable achievement, for in the contest you were pitted against leading industries of the nation.

The prize-winning article describing the modernization of the Indianapolis Railways is published in the July 1 issue of FORBES Magazine, now on newsstands throughout the nation.

Yours very sincerely
Clarence Francis

INDIANAPOLIS RAILWAYS

THE CHOICE OF TRUCK OWNERS WHO KEEP TRACK OF THEIR COSTS!

INDIANAPOLIS BREWING CO. INC.

Companies that operate large fleets of trucks keep accurate, detailed cost records and time sheets. They know what every truck in their fleets is costing them. When they are in the market for new trucks, they first look at their cost records... and they buy on the basis of FACTS.

Even though you may need only one truck in your business, it will pay you to follow the example of the fleet owners. They know that Ford V-8 Trucks haul more tons more miles at lower cost. Their cost records prove it... and the fact that more and more fleet owners are buying Ford clinches it. And your Ford dealer is ready to prove it too. Call him today and set a date for an "on-the-job" test with your own loads, over your own routes... and make your own comparisons of V-8 Economy and V-8 Performance.

AUTHORIZED FORD DEALERS
FORD ANNOUNCES NEW DE LUXE EQUIPMENT FOR TRUCKS AND COMMERCIAL CARS
Low additional cost. See your Ford dealer for full details and prices.

\$500 for 131½-inch chassis, f.o.b. Detroit

Any new 112-inch wheelbase Ford V-8 Commercial Car can be purchased for \$25 a month, with usual down-payment. Any new 131½-inch or 157-inch wheelbase Ford V-8 Truck can be purchased with the usual down-payment on the new Universal Credit Company ½% per month Finance Plans.

Ford

FORD V-8 TRUCKS

PROVED by the Past... IMPROVED for the Future