

## 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 motor books and gold-winged 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 participating, 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 gives 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., 332 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 had made history in both new and used cars. Ordinarily, they expect a letup 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 Wilmett Co., Ford dealer, 720 N. Meridian-st., won the sales contest with a Memphis (Tenn.) dealer. Mr. Wilmett reported the firm sold more than 450 new and used cars in June and are out to make July a record month. Even Mr. Wilmett 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 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.

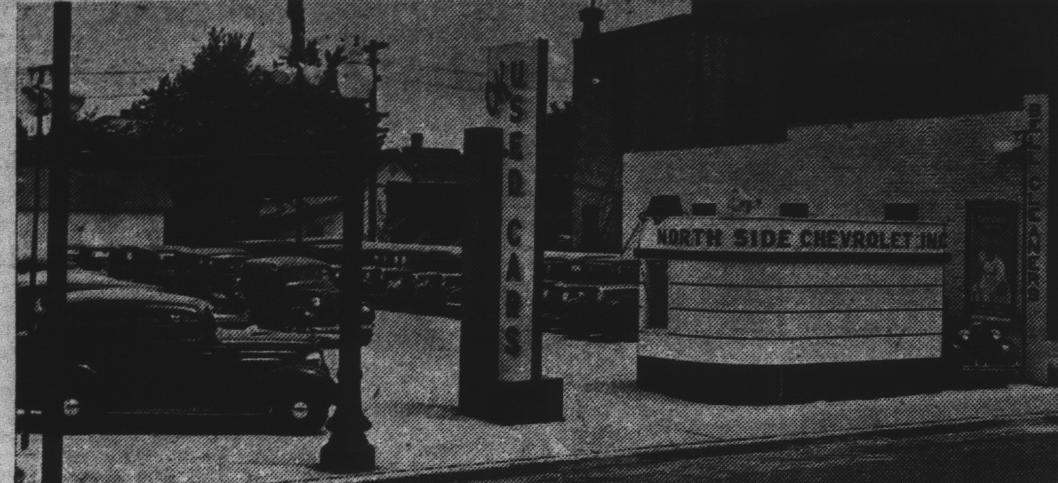
Although the theme song along the row this week has been "It ain't going to rain no more," dealers realize that in order for business to benefit in general, rain is needed. They state they are willing to start "Singing in the rain."

## 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

## 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. Pace, 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.

Pictured above is the new lot of the North Side

OFFER DEMONSTRATION DRIVE



## ZEPHYR SALES TOP OTHER CARS, CLAIM

Report of Indianapolis Zone Made by R. A. Hayes.

Sales of V-12 Lincoln-Zephyr motor cars in Indianapolis branch territory of the Ford Motor Co. were larger than those of any other car in its price class during the first five months of 1936, R. A. Hayes, branch manager, has announced. The showing was considered remarkable as this is the first year for the Lincoln-Zephyr, which is marketed in the highly competitive medium-priced luxury car bracket. In making the comparison all automobiles priced from \$1200 to \$1700 f. o. b. factory were included. Complete figures on registrations to May 31 are the latest available.

Indianapolis branch territory includes eight counties in Illinois and 67 in Indiana.

## 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, 131 $\frac{1}{2}$  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 Workings of the Body" by Dr. H. P. Clearwater Ph D 132-G St Hallowell Maine.—Advertisement.

## 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 is also 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.

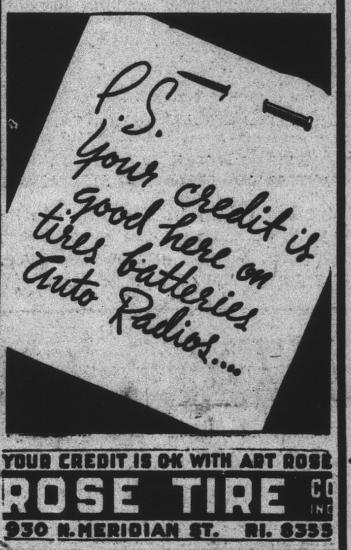
2. Add three tablespoons of chloride of lime to one pint of water, then use two tablespoonsfuls of this solution to 15 gallons of water, or 36 drops to one gallon.

## ROSE TIRE CO. Inc.

930 N. Meridian St.

## OPEN EVERY NITE TO 9 P. M.

## SUNDAYS 8 A. M. TO 1:30 P. M.



## ASK OSTEOPATHS TO CONVENE HERE

Three on Committee to Extend Invitations in New York.

Dr. Walter S. Graw 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. Dannin and Dr. Paul Blakeslee, are other members of the invitation committee. Henry T. Davis, Indianapolis Convention and Publicity Bureau secretary, and 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.

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,

Times Special  
SHOE REPAIRING Call for and Deliver  
SUNSHINE-CLEANERS Sunshine Cleaners, Inc., 115341

Utah, in 1869, 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 Green Beans Served Country Style Our Extensive Menu Affords Complete Satisfaction.  
MAC'S Rd. 29 South Continuous Service 11 to 11.

Thank You Mr. Forbes!

Forbes Magazine  
120 Park Avenue  
New York

July 1, 1936

Office of the Publisher

Indianapolis Railways,  
Indianapolis, Indiana  
Gentlemen:

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

Judges—Dr. E. R. Weidman, Director 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 those Consolidated Edison Company of New York City.

The citizens of Indianapolis, your efficient employees, and the writer of your 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,  
B. Forbes

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 Fords 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 13 $\frac{1}{2}$ -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 13 $\frac{1}{2}$ -inch or 157-inch wheelbase Ford V-8 Truck can be purchased with the usual down-payment on the purchase Universal Credit Company  $\frac{1}{2}$  per month Finance Plans.

Ford

FORD V-8 TRUCKS  
PROVED by the Past... IMPROVED for the Future