

NEWS OF THE AUTO WORLD

SAFE DRIVING HELD MATTER OF COURTESY

Studebaker President Cites Signals of Truckmen in Passing on Roads.

Safe driving, according to Paul G. Hoffman, president of the Studebaker Corp., is largely a matter of each driver observing a few rules of common courtesy while operating his motor car.

"If we were all as courteous to each other on the road as the truck drivers are," declared Mr. Hoffman, "there would be almost no accidents on our highways."

"The next time you drive at night," the Studebaker chief executive continued, "take particular notice of how safely the truck drivers take care of the problem of passing on the highway, a source of some of our most horrible accidents."

"When two trucks are moving in the same direction and one driver wishes to pass the other, you will observe a striking lesson in safety. The driver who wishes to pass will flash his headlights on and off two or three times.

Gives "Clear" Signal
"If the road ahead of the leading truck is not clear, there will be no answering signal. But if the road is clear to pass, however, the leading driver will flash his rear lights a few times, indicating 'come ahead' to the driver behind him."

"As the rear truck, in passing, draws alongside of the truck being passed, and goes ahead a little way, the driver being passed, as soon as he sees that it is safe for the passing truck again to pull into the right-hand lane, will indicate so by flashing his headlights a few times."

This is because the driver of the passing truck can not judge when the rear of his vehicle will safely clear the truck he is passing without the helpful signal from the slower moving truck there would be danger of side-swiping.

"After the swiftly moving truck has passed the other, its driver will flash his rear lights a few times, which simply means 'Thank you.'"

Rounding the Row

BY MYRON J. MCGEEHAN

VICE PRESIDENT C. T. FOX-WORTHY, of Roy Wilmethe Co., Ford dealer, 720 N. Meridian-st., has returned from a fishing trip through Canada accompanied by his two sons. Fox is displaying a picture showing one day's catch that speaks of his skill as an angler.

R. L. Edwards, president of West Side Chevrolet, Inc., Chevrolet dealer, 2419 W. Washington-st., is on vacation.

Roy Wilmethe, president of Roy Wilmethe Co., 720 N. Meridian-st., is vacationing in Banff, Canada, and will travel to California from there.

Dealers in the city are inviting State Fair visitors to inspect their new and used cars. The visitors will find stocks to be representative.

ORVILLE CUNNINGHAM, used car manager, Hickman-Moyer Sales, Inc., 418 N. Capitol-av., Oldsmobile dealer, is on vacation.

Ed Hayes, used car manager, Weisman Motor Sales, 2122 E. Washington-st., Dodge dealer, spent last week fishing in northern Michigan.

Peterman & Son have opened a used car lot at 635 E. New York-st., and is specializing in buying and selling used cars.

Rocky Rhoades is now assisting Orville Cunningham, sales manager, Hickman-Moyer Sales, Inc., Oldsmobile dealer, 418 N. Capitol-av.

LOUIS FINK, vice president, Fink Auto Co., 440 N. Capitol-av., used car dealer, reports a good volume of sales so far this month.

Dealers welcomed the heavy rainfall, realizing it would aid business and improve dispositions that were upset by the August heat.

MILEAGE IS CHARTED

For the first time, a dependable estimate of the total mileage of streets in cities of the United States has been made. Streets in towns and cities with more than 2500 population have a total of 199,000 miles, it is shown by a study which the National Highway Users' Conference has just completed.

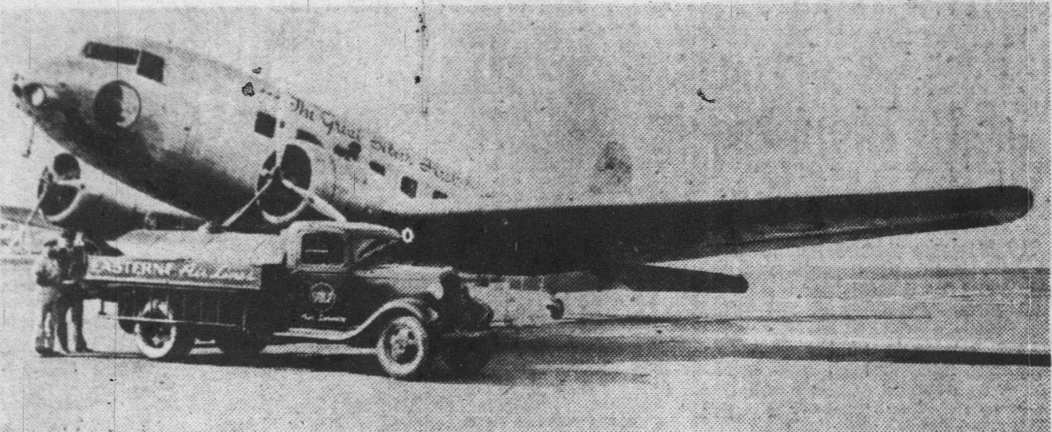
If a motorist were to travel over every mile of those streets, he would drive approximately 30,000 miles farther than if he traveled over every mile of high-type surfaced highways in the United States.

HEAVY WATER CONSUMER

According to the engineers, the Rouge plant of the Ford Motor Co. uses more water than the cities of Detroit, Cincinnati and Washington combined—more than 538,000,000 gallons a day.

Save at Western Auto Stores
363 North Illinois
301 East Washington
OPEN EVENINGS

TRUCK TRAVELED ONLY 38 MILES IN 12 MONTHS SERVICE



Eastern Air Lines lays claim to a new world's record. But instead of pinning the ribbon on one of its giant-airliners, the claim now is made that the Chevrolet truck, used by EAL for refueling planes at Jacksonville, Fla., has achieved the world short-haul record, with a total of 38 miles registered on the speedometer after 12 months of daily service. Each day it makes eight round trips. It backs up, nonstop, for 35 feet. Then it refuels a plane and makes a forward run of 35 feet. There it rests until it is time to do it all over again.

The "Champ," as the airport crew calls the truck, has three drivers, but no state license, since it operates entirely on company property. It forms an important part in the efficient operation of the Great Silver Fleet and has made consistent contribution in enabling Eastern air lines to keep a minimum schedule of eight and one-half hours between New York and Miami.

It is estimated that it will have to be in service 5812 years before it can equal the record of 225,000 miles held by several Chevrolet trucks.

V-8 COMPLETES ECONOMY TEST

Ford Averages 21.5 Miles a Gallon in 'Scottie Car' Campaign.

Operating out of Greentown, Ind., under normal Indiana driving conditions, a standard Ford V-8 passenger car recently completed a 2000-mile test run during which it averaged 21.52 miles a gallon of gasoline for the entire distance. According to R. A. Hayes, Indianapolis Ford branch manager, the run was sponsored by the Greentown Auto Co. and the results were certified by three impartial observers. The test was part of the national Ford "Scottie Car" economy campaign.

The run covered exactly 2088.3 miles and was made in two and one-half days of almost continuous driving. Eight drivers worked in relays and the engine of the car was stopped for only 35 seconds during the entire two and one-half day period.

According to the affidavit signed by the official observers, the car used 96.893 gallons of gasoline. Oil consumption was only thirty-eight hundredths of a quart per 1000 miles. No water was added to the radiator. The car was operated on Super 70 Hydrex gasoline and Quaker State motor oil.

In piling up the 2000 miles, according to the official observers, the car traveled over 891 miles of concrete, 112 miles of black top, 58.8 miles of brick paving, and 16.5 miles of gravel. It made 51 full stops and 33 turn-arounds during the run.

Traffic conditions were considered average on 22 of the 33 trips, heavy on three and light on eight. The average speed of the car was 38.13 miles per hour.

The car covered a route from Greentown through Hemlock and East Kokomo and return, on state routes 22, 9, 28 and 31, making 33 trips over the route in the two and one-half days.

The official observers who signed the affidavit were C. D. Callis, Leo Seagrave and Ralph Kingseed.

ELECTRIC SYSTEM OF CARS IMPROVED

Advancements Devised for More Accessories.

How the electrical system of the modern motor car has been improved within recent years, to keep up with the constantly increasing demands placed on it by electrical accessories, from radios to fog-lights, was described by an automotive engineer at a gathering of service experts in Detroit.

"Both generators and batteries have been improved greatly within the last few years," he said. "Generators have been increased in output, and means of regulating the output to suit the demand have been devised; at the same time, batteries have been given capacity."

"Two important improvements in generators are forced air cooling and load control. The output of a generator falls off as its temperature rises, therefore, air cooling has the effect of increasing its output. Then, in some cars, the automatic control is arranged to step up the generator output whenever the lights are on or the radio is going, and the driver may increase the charging rate even when the lights are off by means of an instrument panel button."

Batteries have kept pace with the generators, too. With little or no increase in size, they contain more plates, and hence possess a greater reserve capacity, particularly advantageous for cold starting."

FORD'S MILLIONTH UNIT IS PRODUCED

According to R. A. Hayes, Indianapolis Ford branch manager, the 1,000,000th 1936 Ford V-8 car was produced early this week.

At the conclusion of the day's work last Wednesday total production of the 1936 Ford V-8 series had reached 1,000,131 units. Ford production is now running at the rate of 4500 cars daily, manufacture having been resumed last Monday after a week's vacation shutdown at the Rouge Plant.

For W. A. Ford for \$1.25 ACCORDION AND LESSONS Indiana Music Co. 139 E. Ohio LI-4088

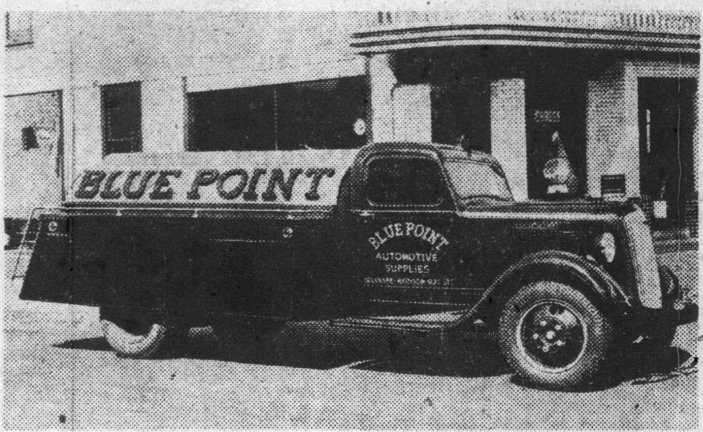
Norge Oil Burning Heat Circulators \$37.50 up Terms If Desired For Homes, Offices, Stores, Garages, Etc. Two Stores INDIANAPOLIS NORGE SALES 4024 E. Washington 648 E. 42nd St. 5888

Save at Western Auto Stores 363 North Illinois 301 East Washington OPEN EVENINGS

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BLUE POINT ADDS TO EQUIPMENT



The Dodge one and one-half-ton truck (pictured above), purchased from the Lewis Motors, Inc., by Karl Gassert, owner and manager of the Blue Point Service Station, 958 S. Delaware-st., is the latest edition to Blue Point's complete service.

The truck has an 800-gallon tank, is streamlined in design, painted orange and blue with raised offset blue lettering on the sides. Mr. Gassert, who in 1919 opened Blue Point with one gasoline pump in a 20x30 space, now operates a complete super-service station occupying 300 feet on Madison and Delaware-sts., selling wholesale and retail a complete line of automotive supplies, sporting goods, bicycles, paint, hardware, radios and washers.

ALUMINUM USED IN BRAKE PISTON

Light but Strong Metal Is Employed in Chrysler Mechanism.

C. H. Wallerich, 905 N. Meridian-st., local distributor for Chrysler motor cars, announced forged aluminum is being used by the Chrysler Corp. for the pistons in the hydraulic-brake system.

These pistons, which are of forged Bohnalite alloy, have the advantage of all of the strength possible through the use of forging, plus the advantage of lightness due to the use of the aluminum alloy.

It is important, Chrysler engineers point out, that the brake mechanism respond instantly to the pressure on the pedal. Consequently, reciprocating parts used in the hydraulic-brake system must be as light as possible and yet have extreme reliability and strength.

The Bohnalite forging has been found to answer these two requirements perfectly.

TIRE HANDBOOK FOR TRACTORS PRINTED

Goodrich Co. Provides Data for Use of Farmers.

E. B. Oscars, manager of Goodrich Silverton, Inc., at Delaware and North-sts., today announced a new 30-page farm tractor tire handbook that has just been published by the Goodrich Co. It is now available upon request to the manufacturer through the company's dealers.

The booklet has as its object the distribution of information concerning the advantages of rubber tires on farm power units in agriculture and transportation. It tells type of equipment rubber tires have handled more efficiently than by any other method. It also discusses specifications on all sizes, loads and gives an inflation table, tractor tire and wheel specifications and industrial tractor specifications.

The Rouge plant, of the Ford Motor Co., according to R. W. Ayer & Son, covers 1096 acres and its buildings have a floor area of more than 7,250,000 square feet. It is the largest single motor car factory in the world.

SAVE MODEL CREAMERY MILK CAPS

MODEL MILK AND ICE CREAM DAY

Riverside Park, Sunday, Sept. 6

FREE! FREE! FREE! FORD TUDOR SEDAN GIVEN AWAY

21c and one Bottle Cap honored on all rides. Ask your Grocer or Milkman for details.

Sponsored by MODEL CREAMERY Call DRexel 5010 for Details

SAVE MODEL CREAMERY MILK CAPS

SAVE MODEL CREAMERY MILK CAPS

BROWN COUNTY PROGRESS FAST, RA AIDS REPORT

Reforestation Under Way as State Unit Notes 100th Anniversary.

With Brown County celebrating its one hundredth anniversary as a political subdivision of Indiana; Rural Reclamation Administration officials here today reported rapid progress of the RA's Southern Indiana Bean Blossom Agricultural Demonstration Project near Nashville.

Through this program 20,000 acres of Brown County submarginal hill land is being transformed into a combined forestry, recreation and wild life area.

Reports received at the RA regional office here from Ralph C. Wright, project superintendent, show that nearly 500 men, including 225 housed in a transient labor camp, are now at work on the various operations incident to the conversion of the area.

WPA on the Job

Most of the workers have been recruited from WPA rolls and from families still residing in the area.

The greatest activity at present, Mr. Wright reported, centers primarily around the recreational development program.

Large crews are at work removing brush, stumps and trees from a 200-acre area in which an artificial lake is to be created.

The lake is to be developed as a conservation measure for fish and game as well as for recreation.

Two Camping Areas

Elsewhere in the area crews are busy developing public camps and picnic grounds. One of these camps is to comprise 10 acres and another is to include more than 30. Both are to be equipped with ovens, tables and benches.

Considerable work also is being done, the report stated, to promote wild life conservation. To attract and provide for an increasing game population, small areas totaling 500 acres are being set aside for food and feeding.

Reforestation operations include the planting of more than 1,000,000 trees, mostly evergreens; reducing fire hazards on 5000 acres of woodland and improvement work to increase the annual growth of existing trees on an additional 5000 acres.

FORD HAS 3030 PARTS

According to the engineering department of the Ford Motor Co., in a single Ford V-8 there are more than 3030 parts built to an accuracy within five one-thousandths of an inch.

THIRTY-FOUR cars of 22 different makes including two miniature Rileys and two Rolls Royces were shipped. As the cars were swung off the ship, the Englishmen took American driving tests and secured New York license plates for use in this country.

Many of the visitors expressed amazement at the price of the American-made automobiles they saw at the pier.

The admitted that a car comparable to the Plymouth sedan, for example, would cost 350 pounds or more—about \$1800.

HAYES BUILDING AUTO TRAILERS

Grand Rapids Firm One of Largest Makers of Auto Bodies.

Announcement was made today that a line of "Motor Home" tourist trailers is being produced by the Hayes Body Corp. Grand Rapids, one of the largest independent builders of automobile bodies.

Various estimates of trailer popularity run from 100,000 to 400,000 in use at the present. The new Hayes line is expected to reveal some startling improvements in design and construction, the old-style wood frame giving way to safety steel construction, with interiors planned for greater comfort, efficiency, and finished with chromium fixtures and fine cabinet work.

The line is priced to sell at less than \$400.

Air Conditioned ICE Refrigerators For Safe Food Preservation POLAR ICE & FUEL CO. 2000 Northwestern Ave.

MODEL MILK AND ICE CREAM DAY

Riverside Park, Sunday, Sept. 6

FREE! FREE! FREE! FORD TUDOR SEDAN GIVEN AWAY

21c and one Bottle Cap honored on all rides. Ask your Grocer or Milkman for details.

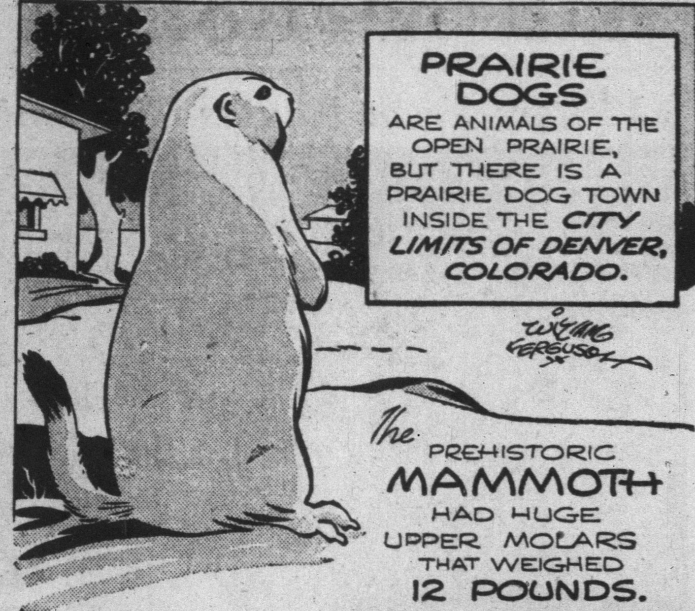
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SAVE MODEL CREAMERY MILK CAPS

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THIS CURIOUS WORLD + By William Ferguson



THE NUMBER "13" IS CONSIDERED UNLUCKY

BECAUSE THERE WERE THIRTEEN PERSONS AT THE LAST SUPPER. AND JUDAS IS REPRESENTED AS THE THIRTEENTH GUEST

One mammoth tooth, taken from a carcass frozen in the tundras of Siberia, measures eight inches long along the upper grinding surface, is two and a half inches broad, and has a length of almost 12 inches. Specimens of ancient mammoths have been found with the food of their last meal still between their teeth.

CANDY, TOBACCO MEN TO HEAR VANNUYS

Senator Among Speakers for Convention.

Speakers for the Indiana Candy and Tobacco Distributors' Association annual convention, Saturday, Sept. 12, were announced today by E. E. Wood Nichols, association secretary. The meeting is to be held in the Columbia Club.

Speakers are to include Senator Frederick VanNuys, Joseph Koldny, National Association of Tobacco Distributors, executive secretary; Thomas J. Payne, National Confectioners Association president; A. M. Kelly, confectioners association executive vice president, and Marston Abercrombie, general sales manager, Henry Heide, Inc., New York.

SHOE REPAIRING

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"Buy It at Wholesale" ...

... Is a Siren Song

Buying a retail quantity at wholesale prices is a siren song sung by many unscrupulous vendors to the unwary customer. The thought of "Buying at Wholesale" seems to cast a magic spell over many people. Many investigations have shown that so-called "Wholesale" prices are in reality as much or more on the average than regular retail prices on the same item.

Some stores and individuals make a practice of taking customers to wholesale houses and implying that they are selling at "wholesale prices" a retail quantity. It is a simple matter for the so-called "wholesaler" and the party bringing in the customer to arrange a price on non-standard merchandise that will permit both of them to make a profit on the transaction. The trick quite often used is to actually sell a well known standardized article at less than its regular retail price, thus giving the impression that all the merchandise is offered at wholesale, only to make up the difference in the prices charged on the unknown or non-standardized merchandise.

You should consider that there is a certain overhead expense in waiting on a retail customer. This is even more true in an actual wholesale establishment because of the difference in quantity purchased. It is illogical to expect that a business can make a profit by selling to the actual consumer at the same price that would be quoted to a retail establishment buying at wholesale.

The next time you are invited to "buy at wholesale" or given a special card entitling you to make purchases "at wholesale" we suggest that you investigate before you actually buy the goods.

Take the name of the manufacturer, the lot number or description of the article you wish to purchase, and then go to a regular retail store and learn whether or not you are actually being offered a wholesale price. We predict that in most instances you will be very much surprised when you learn the truth.

When a wholesaler or a manufacturer continues a policy of selling at retail then the prices they charge become retail prices.

The Better Business Bureau, Inc.

711 Majestic Bldg. Lincoln 6446 INDIANAPOLIS

This Bureau is an incorporated association, not operated for pecuniary profit, supported by more than 100 Indianapolis business concerns for the purpose of promoting fairplay in advertising and selling, where there is a public or a competitive interest involved.

OFFICIALS ATTEND FUNERAL OF DERN

Body Leaves Capital Today for Burial in Utah.

WASHINGTON, Aug. 29.—Government officials joined Army and Navy officers today in funeral services for Secretary of War George H. Dern, first member of President Roosevelt's Cabinet to die in active service.

Funeral services will be with full military honors at Mount Pleasant Congregational Church. The body will be placed aboard a train, with an escort of high officials, for burial Tuesday in Salt Lake City, Utah. While the Rev. Russell J. Clinchy speaks the funeral sermon at 4 p. m., guns at Fort Myer, across the Potomac, will boom out a final 19-gun salute. A salute has been fired each hour since Mr. Dern's death.

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