

HIGHLIGHTS OF AUTOMOTIVE WORLD FOR THE WEEK

PACKARD 1937
LINE TO HAVE
NEW MODELS

6-Cylinder Cars Included in
Next Year's List
by Company.

With its larger cars so completely redesigned as to be in fact new cars, its One-Twenty greatly improved throughout both body and chassis and an entirely new car with which a lower-priced field is being entered, the Packard Motor Car Co. today announced its cars for 1937.

It is declared to be one of the most important new car announcements in the history of this veteran fine car manufacturer. Company officials freely predict Packard will rise to a new and still more important place in the industry with this new balanced "line" of automobiles, running from a price class considerably under \$1000 to well graduated and logical steps up to the big super luxurious type of car as represented by the Packard Twelve.

According to Preston Tucker, president of Packard Indianapolis, Inc., local Packard distributors, at 1510 N. Meridian-st., Packard is offering four complete "lines" of cars, the Packard Twelve, Packard Super Eight, the One-Twenty and the Packard Six. Each has the characteristic Packard lines which have been given world-wide acclaim for their smartness.

The newest member of the "family" is the Packard Six. It will, the company expects, prove as sensational a car as was the One-Twenty with which Packard has been making new sales records since its introduction two years ago.

The Packard Six has a wheel base of 115 inches and is presented in eight different body styles. The One-Twenty, with a wheel base of 120 inches, has eight body types as before. The Super Eight is presented in three different wheel bases, 127, 134 and 139 inches with 11 body types and the Packard Twelve has wheel bases of 132, 139 and 144 inches with 11 body types.

In both the Twelve and the Super Eight, through a complete re-balancing of the entire design, Packard engineers have been able to adopt for these larger cars the well-known exclusive Packard Safe-T-Flex systems of independently sprung front wheels.

Road stability is greatly enhanced by reason of this front suspension system and through the adoption of a completely new type of chassis frame which increases the torsional, or twisting, stiffness as much as 400 per cent. Greater safety is an important claim for these features which are found on all of the new Packards.

Economy of gasoline and oil are much increased by several important changes in the engine, including a new type of piston ring. The Twelve engine produces 175 brake horse power, and the Super Eight 135. The Super Eight is several hundred pounds lighter than the former Packard Eight. This fact, coupled with an increase in power, is responsible for a betterment in acceleration and agility. All Packards now are equipped with servo-sealed hydraulic brakes and centrifuge brake drums.

CHECK MADE ON
COST OF TIRES

Farm Dollar Goes Twice as
Far as in 1933,
Firm Says.

The farm dollar will go twice as far in the purchase of automobile tires as it did three years ago. This fact was established in recent research by the United States Rubber Co. Statisticians took the 1933 price of one of the most popular size U. S. Royals, 4.75x19, and the 1933 unit prices of various farm commodities, and determined the quantity of commodities needed to buy the tire in that year. A comparison of the 1936 and 1933 figures revealed how the cost of the tire had decreased in terms of farm commodities.

For example, the farmer who raised hogs in 1933 had had to pay the equivalent of 227 pounds to buy the 4.75x19 tire. Today he can buy the same tire for the equivalent of 87 pounds.

Expressed in terms of wheat, 194 bushels were required to buy the tire in 1933. Today only 94 bushels are needed. Three years ago the farmer had to part with the equivalent of 33.2 bushels of corn. Today 14.3 bushels will close the deal. Similarly, 115 pounds of cotton were needed in 1933. Today only 73.1 pounds are needed.

These figures clearly show how the farm prices have advanced so much more than tire prices and how the farmer of today, while enjoying comparative prosperity, is in a position to purchase the safety and comfort which only new tires afford.

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If you want to go camping, fishing or travel... we can give you a low rate and save you money. Our cars are adequately insured. All brand new 1936 models in tiptop condition!

WE RENT TRUCKS
ONE OR A FLEET

Adequate Insurance Protection

Drive-It-Yourself, Inc.

39 Ky. Ave. Opposite Hotel Lincoln RI. 7438

HARTZ DRIVES CHEVROLET 2,000,000 HERE



Harry Hartz, race driver, arrived in Indianapolis Wednesday in the twelve millionth Chevrolet, en route to Chicago and Dallas, where the car will become a part of the General Motors exposition at the Texas Centennial. Hartz, who has driven for 20 years without an accident on the road, addressed Chevrolet dealers in the principal cities en route, on safe driving.

Rounding
the Row

BY MYRON J. MCGEEHAN

R. C. Cohn, president of Central Motors Co., 2917 Central-av., Packard dealer, left Thursday with several men of the organization to pay a visit to the Packard plant at Detroit and inspect the new model cars. Mr. Cohn formerly operated the firm as Central Buick Co., but has recently changed the name to Central Motors Co.

Harvey Oakley, Oakley Motor Sales, 1663 S. Meridian-st., Hudson-Terraplane dealer, has been busy the past few weeks supervising the building of a cottage at Schaefer Lake.

Cliff Hart, sales manager Frank Hatfield Co. Ford dealer, 623 N. Capitol-av., is on vacation.

L. G. EPSTEIN, used car manager for Ted Byrne Co., Studebaker dealer, 962 N. Meridian-st., has been spending some time in Madison, Ind., conducting used car sales. He reports a good business.

Paul Anderson, used car manager Harry A. Sharp Co., Ford dealer, reports the lot at 11th & Meridian-sts made its sales quota for August. He is anticipating a good September.

Walter Grass, sales manager, C. O. Warnock Co., Ford dealer, 819 E. Washington-st., has been organizing used car departments, at the E. Washington-st. and Virginia-av. stores, for fall.

MILO D. WATKINGS, president Abels Auto Co., 1030 N. Meridian-st., is featuring a late model sale of used cars. Mr. Abels recently purchased a stock of many late model cars and is specializing in this type of merchandise. Jerry Mahalowitz, sales manager, reports a good business.

John Hedges, sales manager, North Side Chevrolet, Inc., 836 E. 63rd-st., Chevrolet dealer, has returned from a vacation trip which included visits to Yellowstone Park, California and Mexico.

Hal Farr, used car manager, Broad Ripple Auto Co., Ford dealer, reports that the lot at 333 Virginia-av is getting under way and that he is planning to move many used cars from that point.

THE new front of 30th & Central Sales is nearing completion. It is a marked improvement in additional space as well as larger service quarters.

Harry Sandys, used truck manager General Motors Truck Dept., 31 W. 13th-st., has returned from his vacation. He has recovered

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For Safe
Food Preservation
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EXHIBIT FORDS
AT STATE FAIR

Display Most Extensive in
Field, Manager Says;
Shows Soy Bean.

Indiana Ford dealers were to be represented at the State Fair opening today by the largest automobile exhibit on the ground, R. A. Hayes, Indianapolis branch manager of the Ford Motor Co., said.

In keeping with Henry Ford's interest in agriculture, the exhibit is to devote special attention to the development of soy bean culture, he added. Materials obtained from the soy bean and plastic products manufactured from it for use in the Ford V-8 were to be shown, along with posters indicating the growth in production of soy beans in the United States—a growth in which Indiana has played a leading part.

The Ford exhibit, covering 3,200 square feet, is in the front center of the pit of the Manufacturers Building. The exhibit centers on a triangular pylon with square base. Borders are marked by boxwood and evergreen trees.

Shows Working Units

The mechanical exhibits include a cutaway Ford V-8 chassis in motion, showing the working of every important unit, and an attractive showing of accessories.

The V-12 Lincoln-Zephyr was to be represented by two models. There were to be on view five Ford

42-TON TRUCK BUILT
FOR MINING COMPANY

According to the Automotive Daily News, what is believed to be the biggest truck ever built has been assembled by the Dart Truck Co. of Kansas City for the Sinclair Mining Co. which will use it for strip mining. The truck is too large and too heavy for highway use, having a gross hauling capacity of 42 tons.

BRIGGS BODY PLANT
IS TO HAVE ADDITION

According to The Automotive Daily News, expansion of the auto industry in Evansville became a certainty when a permit was issued for additions costing \$98,000 at the Briggs Indiana Corp. The firm manufactures bodies for Plymouth cars assembled in Evansville.

V-8 passenger cars of various types and a commercial car and truck.

During the week of the exhibition Ford dealers and branch men will be on duty at the exhibit to answer questions.

"Our dealers and the Ford branch are pleased to be a part of the Indiana State Fair," Mr. Hayes remarked, "because it is primarily an agricultural exhibition and we appreciate the importance of the farmer and his products in the American scheme. The Ford Motor Company first brought dependable mechanical transport to the farm, and a great part of the market for its products will always be in agriculture."

CENTRAL NAMED
PACKARD AEGT

Appointment Is Result of
Sales Record, Statement
of President Says.

Appointments of Central Motors, Inc., 2917 Central-av., as a new Packard Indianapolis dealer was announced today by Preston Tucker, president of Packard Indianapolis, Inc., 1510 N. Meridian-st., Packard distributors for Central Indiana.

Central Motors is headed by R. C. Cohn, president, who has been associated with the automobile business here for the past 14 years.

The appointment is the result of the fine sales record established by Mr. Cohn and his organization during recent years, together with the overwhelming acceptance of the Packard line by the motoring public of Indianapolis, according to Mr. Tucker.

Upon previewing the new 1937 Packard lines in Detroit this week with other dealers from this territory, Mr. Cohn said: "The new 1937 Packard models far surpassed my fondest expectations in beauty, performance, etc., and I am looking forward to a banner year for my organization during 1937."

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to LL.B. Degree
This school will comply with the new
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Fall Term Begins Sept. 21, 1936
LINCOLN UNIVERSITY
614 Union Title Bldg. 353 E. Market St.

DIRECTS SALES



Approximately 75 members of the Indianapolis division's sales force of the Shell Petroleum Corp. met at the Hotel Lincoln Wednesday for luncheon and a sales meeting. The purpose of the meeting, which was directed by C. W. Manville, division manager (above),

forward to a banner year for my organization during 1937."

A Delicious
WHOLE ROAST CHICKEN
With
Dressing
Mashed Potatoes
Giblet Gravy
Hot Biscuits
Salad
Served to
Two People
RD. 29, South
IR. 2182-3
Continuous Service 11 to 10

MAC'S
22 1/2 N. Pennsylvania Street
Hours 8 A. M. to 7 P. M. Daily

N. A. D. A. TO MOVE
TO DETROIT SOON

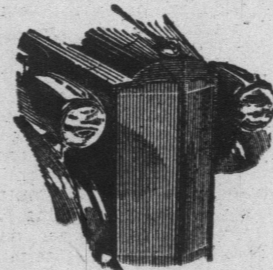
Headquarters of the National Automobile Dealers Association will be moved to Detroit, Mich., center of the automotive industry, some time this month, it was announced this week by Aaron N. Benson, general manager of the association. Offices will be located on the fourteenth floor, Hotel Statler.

The National Automobile Dealers Association was founded in 1917 and has been serving the trade continuously since that time. Its membership constitutes a majority of the leading distributors and retailers of motor vehicles. E. M. Lied, of Omaha, Neb., is president.

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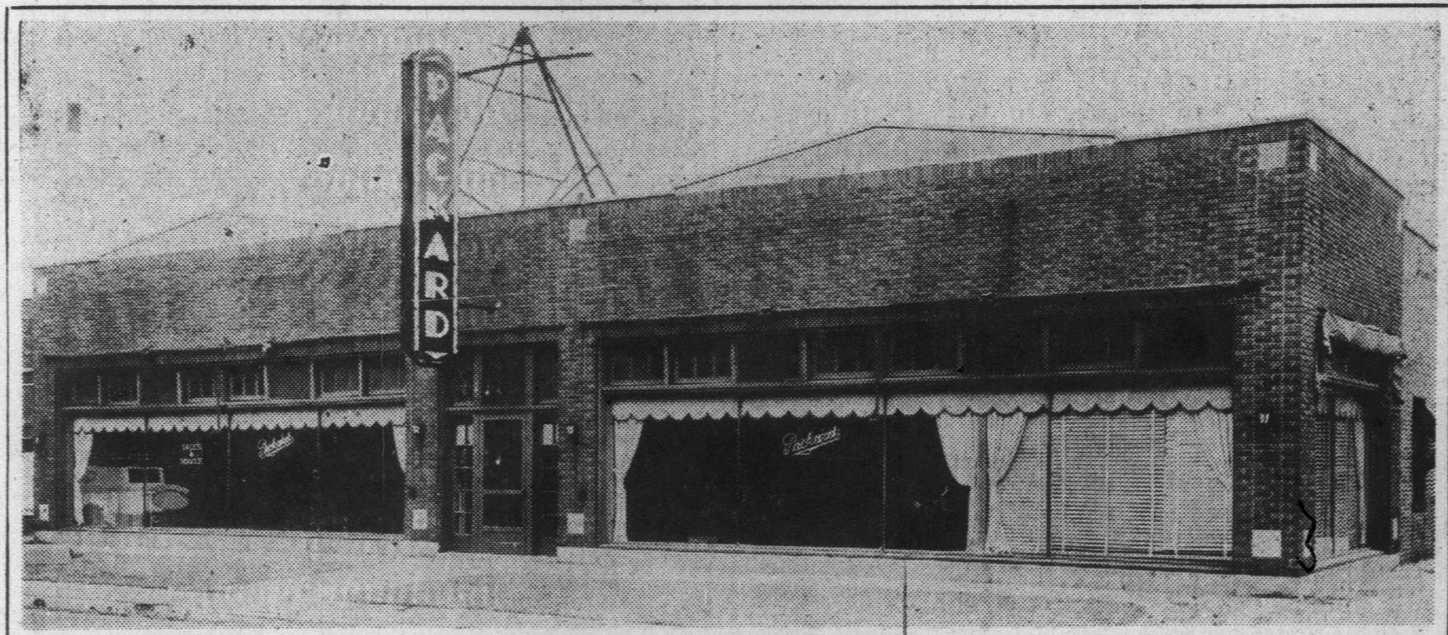
CENTRAL MOTORS, Inc.

2917 Central Ave.

TA. 1300

As a New Indianapolis

PACKARD DEALER



WE take pleasure in announcing the appointment of Central Motors, Inc., as a new Indianapolis Packard dealer. We cordially invite all present and prospective Packard owners to view the 1937 Packard models now on display and inspect this firm's service facilities.

The appointment is the result of the fine sales record of R. C. Cohn (shown right) and his organization during the past 14 years, and the overwhelming acceptance of the 1936



R. C. COHN, Pres.
Central Motors, Inc.

Come in and see the Packard at Central Motors, Inc. Drive a new Packard—and compare it with any other car you wish. Packard's "6 per cent Payment-Out-of-Income Plan" is both attractive and economical. Drop in and let us tell you about it.

PACKARD INDIANAPOLIS, Inc.

1510 N. MERIDIAN ST.

RI ley 5324

PACKARD DISTRIBUTOR

BE THE MAN WHO OWNS ONE

Packard line by the motoring public of Indianapolis.

A reception evidenced by the fact that nearly a third of all big cars purchased during the last twelve months have been large Packards. A reception further evidenced by the fact that orders for the new Packard 120 (priced \$945 to \$1745 at the factory) and the new Packard 115 (priced \$795 to \$910 at the factory) have forced the Packard Motor Car Company to more than double production!