

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 car manufacturer. Central Motor Company officials for the project 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 in 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, Packard One-Twenty and Packard Six. Each has the characteristic Packard lines which have given world-wide acclaim for their smartness.

The newest member of the "family" is the Packard Six. It will, the company expects, prove a sensational 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 three 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 rebalancing of the entire design, Packard engineers have been able to adopt for these larger cars the well-known Packard Safe-T-Flex system 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 rings.

Twelve engines, the 75 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 centrifugal 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 price 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 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, 19.4 bushels were required to buy the tire in 1933. Today only 9.4 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.

RENT A NEW CAR

For Your LABOR DAY TRIP

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 tip-top 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



THIS IS THE
12 MILLIONTH
CHEVROLET
Built Aug. 5th, 1936

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.

from having his tonsils removed during his leave.

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, 1662 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.

M. 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

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

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

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.

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, growth in which Indiana has played a leading part.

The Ford exhibit, occupying 2000 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 cer-

tainty 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 re-

marked, "because it is primarily an agricultural exhibition and we ap-

preciate the importance of the farmer and his products in the American scheme.

The Ford Motor Company first brought dependable mechanical transport to the farmer,

and a great part of the market for

its products will always be in agri-

culture."

CENTRAL NAMED PACKARD AEGNT

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

Appointments of Central Motors,

Inc., 2917 Central-av., as 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 asso-

ciated 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

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