

NEWS OF THE AUTO WORLD

USED CAR SALES BASIS IMPROVED BY GUARANTEE

Ford Merchandising Plan Offers Protection to Auto Buyers.

The extension of the written guarantee to used automobiles is a logical recognition of the important part the used car plays in new car merchandising, according to R. A. Hayes, Indianapolis branch manager of the Ford Motor Co.

"When Ford initiated the 'Renewed and Guaranteed' protection for buyers of used cars from Ford dealers," Mr. Hayes stated, "it was done to raise the basis of used car merchandising to a level comparable with that on which new automobiles are sold."

"The used car is no longer merely a nuisance to the new car dealer as it once was. It is the very heart of his business, because if he does not merchandise used cars successfully he certainly can't stay in the new car business."

"In order to help merchandise used cars successfully, the Ford Co. developed the R. & G. guaranteed plan of used car merchandising. Any used automobile offered for sale by an authorized Ford dealer and bearing the R. & G. tag carries with it a true statement of the condition of the car and a description of all the reconditioning operations on it that have been done. The major assemblies, including motor and axles, are specifically covered as to condition and work done on them. It also carries with it a written guarantee of money back in case of dissatisfaction."

"In some respects the R. & G. warranty goes beyond that, because with a new automobile, although naturally it does not extend over as long a period of time."

"It has been our experience that use of the R. & G. plan, which has been adopted by thousands of progressive Ford dealers, has been of great assistance to the used-car buying public and to the dealer. It makes the used car an article of standard guaranteed merchandise, whose value is easily ascertained. The R. & G. plan is backed up by extensive advertising, and the premises of Ford dealers which have adopted it are easily identifiable by special signs and other devices impressing R. & G. on the public."

NASH SHIPMENTS IN MONTH SET RECORD

Production at Peak to Keep Step With New Orders.

Nash shipments in December were greater by 40 per cent than in any other December in the history of the company and in the last four months of 1936 were more than 100 per cent greater than during the same 1935 period, according to Dewey Lewis of Lewis & Winkler Motors, Inc., 960 N. Meridian St., Indianapolis, Nash distributor.

"Despite shipments more than double those of a year ago," he said, "orders are coming up and motorists continue to demand more and more of our products."

"The demand has continued unabated since the 1937 Ambassador and Nash Lafayette '400s' were first shown to the public and it has been necessary to step up production to the highest possible peak in order to keep step with the thousands of orders which are coming into the factory," Mr. Lewis declared.

DODGE PLANS FOR 1937 ARE OUTLINED

300 Dealers Attend Meeting Held in Indianapolis.

Full details of the 1937 advertising, sales promotion and general merchandising plans for Dodge trucks and commercial cars were outlined Tuesday at a meeting of 300 dealers at the Murat Temple, which was held under the direction of E. J. Poag, director of merchandising and advertising, from the main plant in Detroit.

A point discussed by Mr. Poag during the meeting was improved business conditions during the last three years, which had resulted in greater demands upon motor hauling facilities, a situation which this time indicates a large truck replacement market, as well as brisk sales to the users who wish to increase the number of truck units in operation. We believe that a steady increase in sales will continue for an indefinite period.

TOWNSENDS TODAY MOVE INTO MANSION

Governor-elect Townsend and his family were to move into the Governor's Mansion today. He is to be inaugurated Monday. Gov. McNut and his family have established their residence in the Indianapolis Athletic Club.

Mr. Townsend today announced reappointment of six employees in the executive office. They were: Miss Frances A. Kelly, Indianapolis; Mrs. Mary Jane Van Zant, Newcastle; Miss Helen Asher, Indianapolis; Mrs. Mary C. Ring, Indianapolis, all clerks; Mrs. Gladys G. Thomas, Evansville, and Mrs. Jessie Garrett, Indianapolis, clerks in the clemency commission.

Previously he had named Mrs. Martha Salb, Fortville, as his secretary, and Miss Allie Lewis, Milan, as secretary to Dick Heller, his executive secretary.

KEEP FACTORY CLEAN

Over 5000 men are engaged at the Rouge plant of the Ford Motor Co. in keeping the factory clean. They use more than 5000 mops, 3000 brooms, 16,000 gallons of paint and 86 tons of soap each month.

Dodge Officials Attend 1937 Truck Preview



Dodge officials who attended the special 1937 truck and commercial preview here Monday were (left to right): T. O. Ewing, district representative; D. M. Vredenburg, assistant director of advertising; K. A. Ridenour, regional manager; E. J. Poag, director of advertising; H. Ude, in charge of special equipment, and J. W. McLaughlin, assistant director of used car merchandising.

PREDICTS TIRE SALES RECORD

Head of Rubber Firm Points To Last Year's Mark of 52 Million.

During the last year, total tire sales reached approximately 52,000,000 units, as compared with 49,000,000 units in 1935, while the estimated total that will be sold during 1937 is approximately 54,000,000 units, according to a statement by J. D. Tew, president of the B. F. Goodrich Co., Akron, O.

"The estimated increase in tire sales for 1937 is based primarily on the projected increase in automobile and truck production," says Mr. Tew. "We do not estimate that the number of tires sold for replacement will be appreciably greater than in 1936. Many automobiles it is well known, go through their first ownership with the original set of tires due to the high mileage built into the product. A tire that lasted 3500 to 5000 miles 20 years ago was outstanding, while today the consumer is greatly disappointed if he does not obtain several times that mileage."

"An increasingly important factor in future business improvement as it relates to the rubber industry is the rising prosperity of the farmer and his ability to purchase implements using rubber. There are at present approximately 25,000,000 farm tractors and implements used in American agriculture, and each year greater numbers of these are being made more efficient by the application of rubber tires."

"We have only scratched the surface of the possibilities the rubber industry holds for the discovery and sale of new products. Leaders in the industry look to the future, not only in the hope it will bring increased business, but with assurance that it will provide added opportunities for service to all industries and the public."

CHEVROLET MEETS ACCESSORY NEEDS

Special Attention Given to Radio, Heater, Defroster.

The increasing importance of automobile accessories in the everyday requirements of the motoring public has been recognized by Chevrolet, and these requirements are being met more fully in the 1937 models than ever before, according to P. A. McKay, Chevrolet accessories research manager.

Special attention has been paid to the radio, loudspeaker, heater, safety defroster, and a new radio resonator. Provision has been made in all Chevrolet cars, before they leave the factory, for the installation of these features. Locations for both an overhead radio loudspeaker in the headerboard and another under the hood, behind the dash, have been provided in manufacture.

The rear-view peer mirror has been designed to give the driver more vision to the left and rear of the car. Screens to guard against bugs and insects are also made to fit the front window ventilators.

Net seat covers have been tailored and fitted to Chevrolet specifications.

Rear wheel streamliners have been engineered to the regular rear fenders to give the longer, more sweeping appearance.

SYSTEM IS COMPLETE

More than 132 miles of monorail and belt conveyor systems are in operation at the Ford Rouge plant. These provide what is probably the most complete mechanical handling equipment in industry.

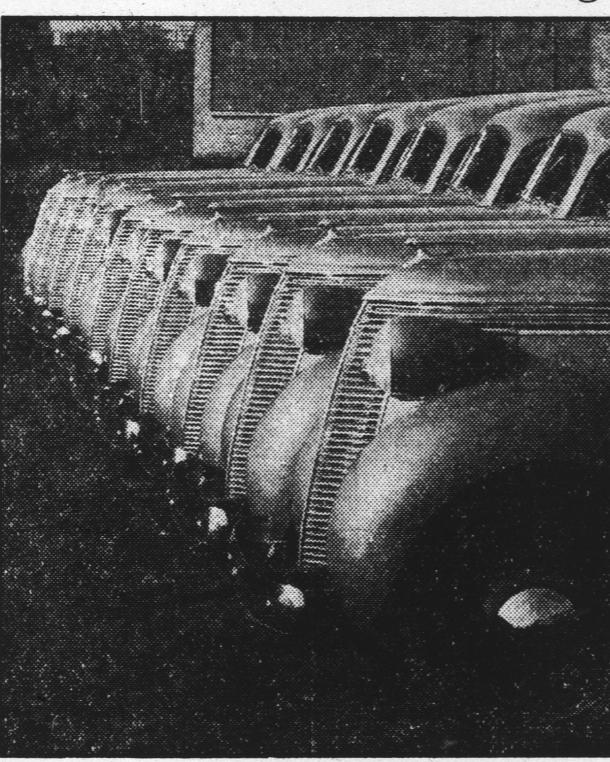
SLAG BECOMES CEMENT

Slag produced in the blast furnaces, usually regarded as waste material, is reclaimed at the Ford Rouge plant and converted into Portland cement. The cement plant has a capacity of 2600 barrels a day.

KEEP FACTORY CLEAN

Over 5000 men are engaged at the Rouge plant of the Ford Motor Co. in keeping the factory clean. They use more than 5000 mops, 3000 brooms, 16,000 gallons of paint and 86 tons of soap each month.

Studebaker Grilles Striking



This attractive line-up of 1937 Studebaker Dictator coupes is a group of cars destined for Hoosier highways. This picture was taken at the South Bend factory just before the smart looking coupes were delivered to Litzelman and Monroe, Inc., 2004 N. Meridian St., Indianapolis Studebaker distributors.

New Executive



H. E. Hanson, formerly of Joliet, Ill., has assumed the position of manager of the Indianapolis division of the Standard Oil Co. of Indiana, succeeding E. P. Galbreath, who retired recently. Mr. Hanson entered the employ of Standard Oil Co. as private secretary to Amos Ball, then manager of the Des Moines division and now company general manager.

Special attention has been paid to the radio, loudspeaker, heater, safety defroster, and a new radio resonator. Provision has been made in all Chevrolet cars, before they leave the factory, for the installation of these features. Locations for both an overhead radio loudspeaker in the headerboard and another under the hood, behind the dash, have been provided in manufacture.

The rear-view peer mirror has been designed to give the driver more vision to the left and rear of the car. Screens to guard against bugs and insects are also made to fit the front window ventilators.

Net seat covers have been tailored and fitted to Chevrolet specifications.

Rear wheel streamliners have been engineered to the regular rear fenders to give the longer, more sweeping appearance.

SYSTEM IS COMPLETE

More than 132 miles of monorail and belt conveyor systems are in operation at the Ford Rouge plant. These provide what is probably the most complete mechanical handling equipment in industry.

SLAG BECOMES CEMENT

Slag produced in the blast furnaces, usually regarded as waste material, is reclaimed at the Ford Rouge plant and converted into Portland cement. The cement plant has a capacity of 2600 barrels a day.

KEEP FACTORY CLEAN

Over 5000 men are engaged at the Rouge plant of the Ford Motor Co. in keeping the factory clean. They use more than 5000 mops, 3000 brooms, 16,000 gallons of paint and 86 tons of soap each month.

PRESENT WATCHES TO FOUR EMPLOYEES

Packard Honors Ten-Year Service Group.

Gold watches were presented by Packard Indianapolis, Inc., and the Packard Motor Car Co. to four employees who during the last 12 months had completed 10 years of continuous service with the company. Presentation was made by Preston Tucker at the General Offices.

Membership in the Senior League is earned through continuous employment with the company for 10 years carrying the extra distinction of "Senior Membership."

Each watch is a prized possession and carries the inscription "Presented by the Packard Motor Car Co. and Packard Indianapolis, Inc., in appreciation of 10 years' loyal service."

Those who received the watches here are as follows: Carl Neubauer, E. E. Stevens, John Pifer and K. B. Hillis.

TRUCK FIRM NAMES DISTRICT MANAGER

As another stop in the 1937 Marmon-Herrington all-wheel-drive program, appointment of Ralph W. Enos as district manager for Wisconsin, Minnesota, North Dakota, South Dakota and the Michigan upper peninsula has been announced by Bert Dingley, vice president in charge of sales. Enos is to make Milwaukee his headquarters.

Additional of Enos to the company's sales organization is coincident with the introduction of the new Marmon-Herrington line for 1937. This includes not only the new Marmon-Herrington all-wheel-drive Ford V-8, now offered in seven different models, but also the 1937 "C" series of standard Marmon-Herrington four- and six-wheel-drive trucks with 20 models ranging in gross capacity up to 52,000 pounds.

They were Robert Leonards, 52, R. 4; James Surface, 25, and Charles Lamphier, 18, both of 2532 S. California St., Leonard, who was injured slightly in the fight, was treated at Richmond last night.

They were Robert Leonards, 52, R. 4; James Surface, 25, and Charles Lamphier, 18, both of 2532 S. California St., Leonard, who was injured slightly in the fight, was treated at Richmond last night.

European war is a certainty, according to Ellen Wilkinson, British Parliament member who is to speak here today in a Town Hall series in the Columbia Club. She spoke at Richmond last night.

Miss Wilkinson was in Spain just before the revolt started and was to discuss political aspects of the European situation.

THE BURNING QUESTION SOLVED

INDIANAPOLIS COAL CO., INC.
Phones DR. 2174 WA. 1400 RE. 1367

BRIDGEWORK

Teeth Without Plates

Made other stationary or removable. You will be pleased with this kind of work.

Hannigan Bros. DENTISTS

2ND FLOOR KREISIG BLDG.
INDIANAPOLIS, IND.

24 WEST OHIO STREET

PHONE LI. 9322

SCHNEID RITES ARE ARRANGED FOR 9 MONDAY

Burial in St. Paul Cemetery To Follow Services in St. Patrick's.

MRS. CAROLINE SCHNEID, who died yesterday at the home of a daughter, Mrs. Louis Koenig, 415 W. 11th St., is to be buried in St. Paul Cemetery following funeral services at 9 a. m. Monday in St. Patrick's Church. She was 74.

Survivors are: Daughters, Mrs. Koenig, Mrs. Clara Maple; sons, Michael Schneid and Edward Schneid.

CHARLES B. WIDOLFF, who died yesterday in his home, 1103 N. Kroc Ave., is to be buried Monday in Holy Cross Cemetery after funeral services at 9:30 a. m. in the home and at 10 a. m. in Little Flower Catholic Church. He was 66.

Mr. Widolff, who had been ill for three years, was born in Yorkville and came to Indianapolis in 1891. He was a member of the Beer Brewers Benevolent Association.

Survivors are the wife, Bridget, a son, the Rev. Maron Widolff; five daughters, Mrs. Anna Roth, Mrs. Catherine Zerr, Mrs. Minnie O'Neil, Margaret and Mrs. Irene Widolff, all of Indianapolis, and a brother, George, of Yorkville.

CHARLES FISHER, who died yesterday, is to be buried Monday after services at 10:30 a. m. in the Harry W. Moore Funeral Home. He was 50.

Mr. Fisher fell dead while walking in the 3300 block on E. 13th St. Survivors are the mother, Mrs. Orpha Fisher; a sister, Mrs. Mabel Riffey; brother, Fred Fisher, all of Indianapolis, and a brother, Orra Fisher of California.

MRS. MARGARET MEISBERGER MOCK, who died yesterday at her home, 2634 E. 10th St., is to be buried in St. Joseph Cemetery following funeral services at 8:30 a. m. at the 10th St. address. She was 68.

Survivors are: Husband, George A. Mock; daughters, Mrs. P. C. Lehman, Mrs. Mose Kennington; sister, Mrs. John C. Kirch; brothers, John G. and Adam Meisberger.

FRANKLIN—Mr. and Mrs. John Franklin, 56, Survivors: Son, John Franklin; daughter, Mrs. John Franklin; wife, Mrs. John Franklin.

FRANKLIN—Mr. and Mrs. John Franklin, 56, Survivors: Son, John Franklin; daughter, Mrs. John Franklin.

HAMMOND—Mr. and Mrs. John Hammond, 56, Survivors: Son, John Hammond; daughter, Mrs. John Hammond.

HAMMOND—Mr. and Mrs. John Hammond, 56, Survivors: Son, John Hammond; daughter, Mrs. John Hammond.

JEFFERSONVILLE—Mr. and Mrs. John Jeffers, 56, Survivors: Son, John Jeffers; daughter, Mrs. John Jeffers.

LA PORTE—Mr. and Mrs. John LaPorte, 56, Survivors: Son, John LaPorte; daughter, Mrs. John LaPorte.

LA PORTE—Mr. and Mrs. John LaPorte, 56, Survivors: Son, John LaPorte; daughter, Mrs. John LaPorte.

LEWIS—Mr. and Mrs. John Lewis, 56, Survivors: Son, John Lewis; daughter, Mrs. John Lewis.

LEWIS—Mr. and Mrs. John Lewis, 56, Survivors: Son, John Lewis; daughter, Mrs. John Lewis.

LEWIS—Mr. and Mrs. John Lewis, 56, Survivors: Son, John Lewis; daughter, Mrs. John Lewis.

LEWIS—Mr. and Mrs. John Lewis, 56, Survivors: Son, John Lewis; daughter, Mrs. John Lewis.

LEWIS—Mr. and Mrs. John Lewis, 56, Survivors: Son, John Lewis; daughter, Mrs. John