

THE AUTOMOBILE SECTION

PROFIT SMALL IN USED CARS

Future Holds Forth Brighter Prospects

For the first time in two years a majority of the automobile dealers of the country reporting on used car conditions to the National Automobile Dealers' association indicate that they are buying used cars for less than they are selling them, although this according to C. A. Vane, General Manager of the National association is not to be construed as "Making a Profit" on them. The increased sale price over the purchase price is about ten per cent, a figure totally inadequate to pay for the repair, inspection, overhead and selling cost. Yet this condition is in marked contrast to the situation that prevailed two years ago when the N. A. D. A. began its nationwide drive for common sense in used car dealing.

Twenty-two hundred dealers in eighteen states form the reporting battery in the most recent survey, taken September 15. These dealers are located in Arkansas, Tennessee, Louisiana, Mississippi, Kentucky, (southern group), Missouri, Illinois, Indiana, Michigan, Ohio, Wisconsin, Minnesota, Iowa (Central West), New York, Pennsylvania (Eastern), and Washington, Oregon and California (Pacific).

Average for the country show that steady progress has been made in the handling of the trade-in. In 1922 the average dealer paid an average of \$386.49 for his used automobile and sold them for \$305.98, a loss of \$70.23. In 1924 the average dealer paid an average of \$270.60 for his used automobiles and sold them for \$297.88, a gain of \$27.88.

Seventy per cent of the new car sales of the reporting dealers involved a used car in trade, a figure somewhat lower than the last year average, due mainly to the influx of new buyers in the lower priced new car field and to dealer reluctance to accept not easily saleable used automobiles. This has also been one of the developments of the last two years of educational work and has placed on the owner of a not readily saleable used car the burden of disposing of it before again appearing in the field as a new car purchaser.

Approximately two and three quarter million used cars have been sold by the trade since January first.

Holy Moslems Use Autos for Journeys to Graves

The bones of pious Shiah Moslems whose relatives can afford to pay the price, are now transported part of the way by automobiles from Teheran, the Persian capital, to Kerbela, in Mesopotamia, where every good Shiah wishes his bones to rest, so says an Associated Press dispatch from Beirut.

A motor transport company recently extended its service between Beirut and Bagdad as far as Teheran. The conveying of bodies of Persians from the capital to Bagdad for railway transport to Kerbela, about sixty miles from Bagdad, is a profitable side line in the company's business.

Kerbela has been a place of pilgrimage of the Shiah Moslems ever since the seventh century, when a great tomb was erected to the martyred Hussein, son of the fourth Caliph, slain by a rival's soldiers. The town owes its existence to Hussein's shrine, for tens of thousands of pilgrims go there annually, many of them carrying the bones of their relatives to be buried in its sacred soil or bringing their sick and aged to die there.

Great Increase Seen in Motor Lamp Production

The Department of Commerce has announced that, according to the data collected at the biennial census of manufactures, 1923, the establishments engaged primarily in the manufacture of lamps and reflectors reported products valued at \$57,229,133, of which amount \$22,058,753 was reported by establishments engaged primarily in the manufacture of motor-vehicle lamps; \$31,188,447 by establishments whose principal products were other lamps, and \$3,981,933 by establishments which manufactured reflectors. The total for 1923 shows an increase of 96.2 per cent, as compared with 1921, the last preceding census year.

In addition, lamps and reflectors were produced to some extent by establishments engaged primarily in other industries. The value of products thus made outside the industry proper in 1921 was \$1,811,505.

BIGGEST SIGNAL SYSTEM
Houston is said by the Firestone News service to have the largest interlocking traffic control signal system of any city its size in the United States. That Texas metropolis has more than 200 such signals and an effort is made to have them observed by pedestrians as well as drivers.

WARMTH REAL NEED IN WINTER DRIVING

"Keep warm and be safe" is warning given by the touring and transportation board of the American Automobile Association in a special bulletin issued from headquarters at Washington as advice to motorists planning extensive late fall and early winter tours throughout sections of the country where winter driving is becoming the rule rather than the exception.

The A. A. A. board points out that carlessness in cold weather driving is largely the result of being cold. "Keep as warm as possible when touring in cold weather and it will be easier to observe the simple rules of caution," it urges.

According to the A. A. A. a large percentage of winter-time accidents are preventable, warming devices being the preventive.

"These should include suitable clothing, particularly warm gloves," says the bulletin. "Too many drivers are handicapped by numb fingers during their winter trips, so that if they are called upon to re crank the motor in an emergency, dim the headlights or shift gears they are at a loss."

"It is foolhardy to attempt to make great mileage without sufficient stopovers for hot drinks and food. It requires more energy to fight the elements in winter, and drivers cannot afford to feel that because they are stimulated by the snappy air they can endure more strenuous driving."

"Keeping warm is the first rule of keeping safe in cold weather. Closed cars are proving their value in this connection, but even here the motorist must take definite precautions against subjecting himself to unnecessary hazards."

Would Make Usurpation of Motor Club Badge Unlawful

Protection for motor club members through legislation making it unlawful for a motorist to display on his car the emblem of an organization of which he is not a member is being advocated by the American Automobile Association, according to a bulletin just issued from its national headquarters at Washington, D. C.

The association would like to see on the statute books of every state a duplicate of the law now operative in Maryland and has taken steps to seek the co-operation of its many affiliated clubs to this end.

The general motor vehicle law of the State of Maryland provides that "It shall be unlawful for any person to display upon a motor vehicle the insignia or emblem of any motor vehicle club or similar organization, unless he shall be entitled, by use of the same under the constitution, by-laws, rules or regulations of such club or organization"

A. A. A. AIDS TOURISTS
Anticipating a record-breaking southward flow of motor tourists this season, the touring and transportation board of the American Automobile Association is supplementing its new Florida route book with an outline of the main touring routes, starting from the man from Seattle, Chicago or Boston will have a general picture of the

high points of a Southern trip, according to an announcement made at the association's headquarters.

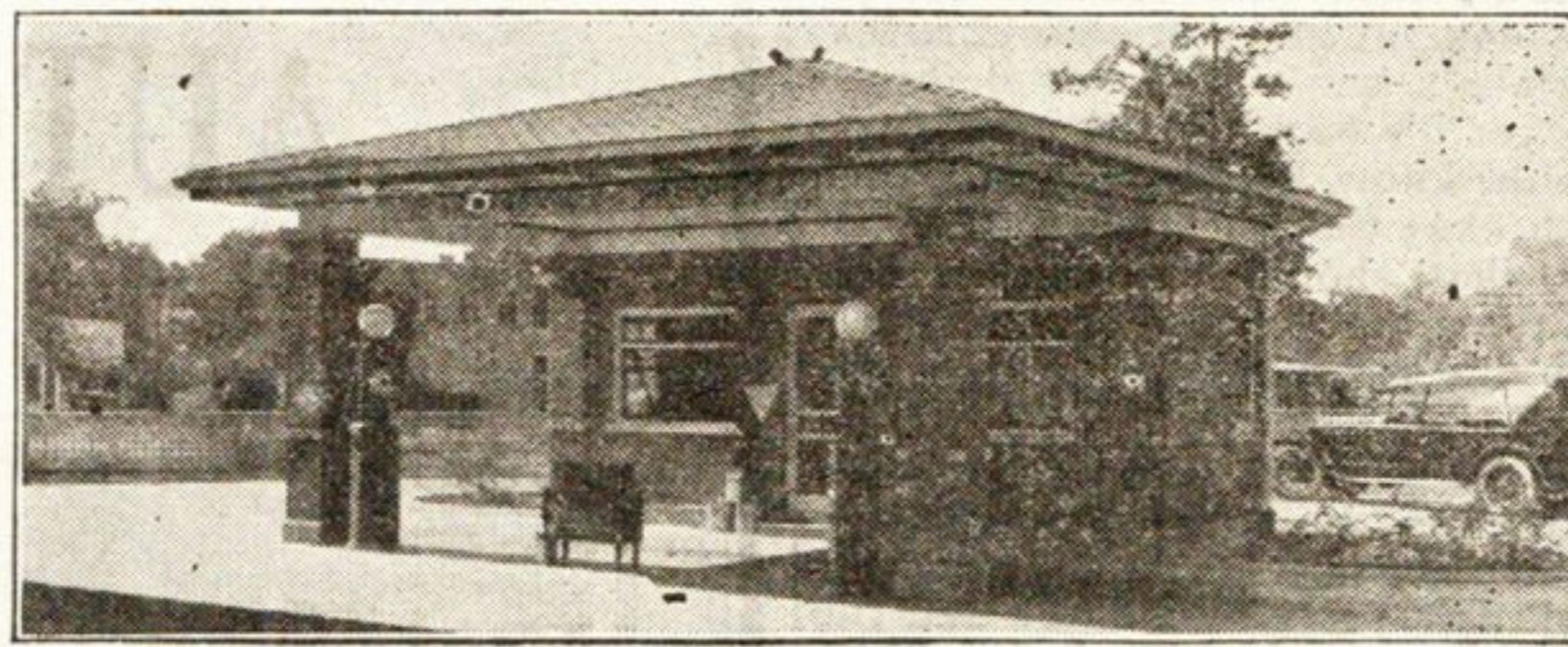
SHOWING FOR TRADE

The National Automobile Chamber of Commerce has decided to advance the time of admission to the New York and Chicago shows from Saturday to Fri-

day, the public to be excluded until 7 o'clock on the second day. This will provide a two-day showing strictly for the trade.

3,000,000 MILES OF HIGHWAY

In 1924 there were 3,000,000 miles of public highway of which about 500,000 are improved by grading or with surfacing from brick to concrete.



This gas and oiling station is just across the street from our garage, and is under our management.

SPECIAL FALL INSPECTION

Now is the time to have your car inspected and the necessary adjustments made to place it in the proper condition to encounter the difficult driving conditions incidental to cold weather.

The cost of our Fall Inspection is only \$6.00 and for that amount we will take care of the following operations:

- | | |
|---|--|
| 1 Test and Charge Battery | 5 Reface and Adjust Distributor Points |
| 2 Clean and Grease Battery Terminals | 6 Set Spark Timing |
| 3 Clean Generator and Starter Commutators | 7 Clean Spark Plugs and Set Gaps |
| 4 Adjust Generator Charge Rate | 8 Clean Carburetor and Gas System |
| | 9 Adjust Carburetor Choke |

Better drive in at once and let us look your car over. A small sum invested at this time will save you considerable trouble and expense later on.

HUBBARD WOODS GARAGE

1010 Tower Road

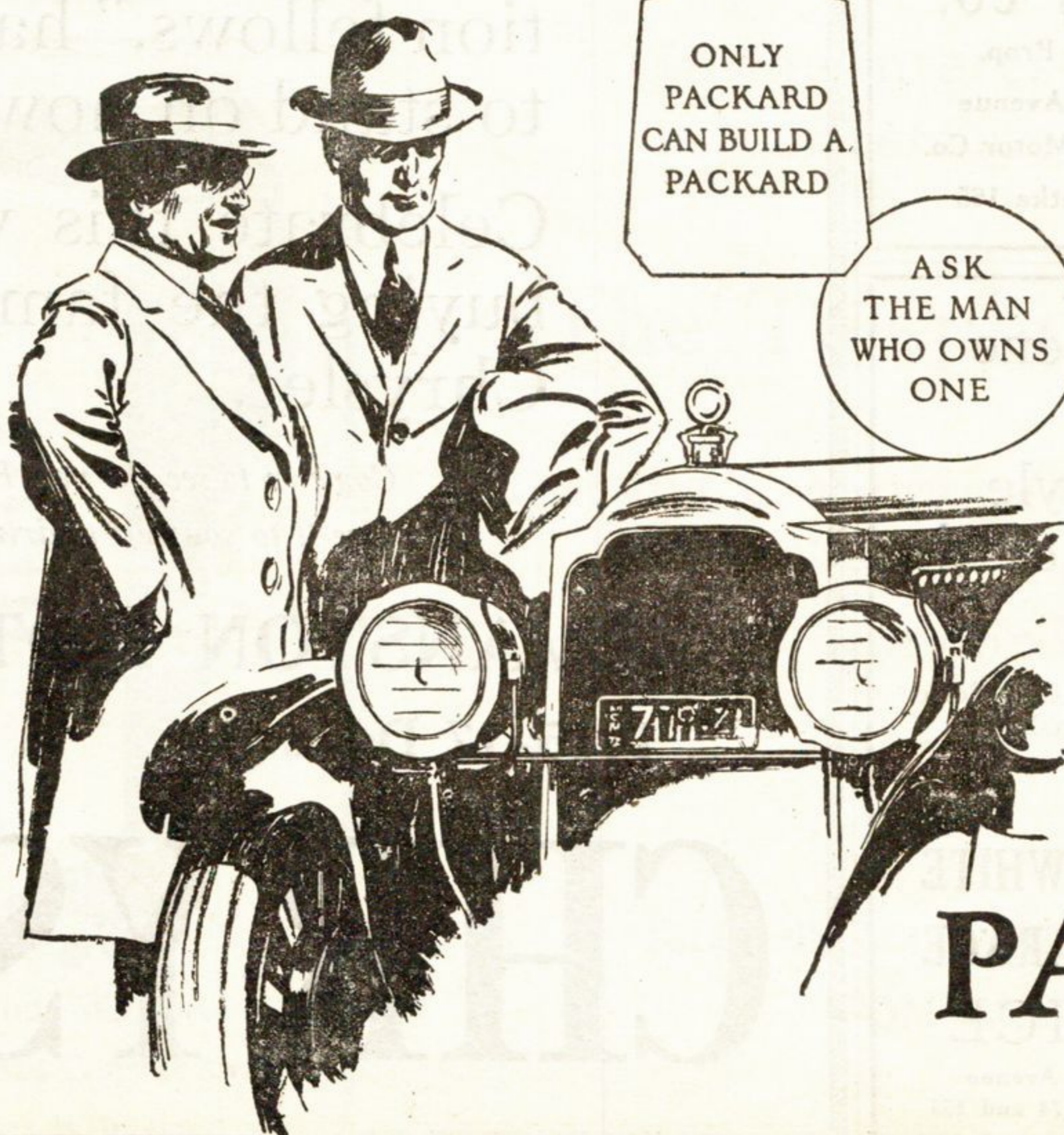
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"I CAN'T AFFORD ANYTHING LESS"



ONLY PACKARD CAN BUILD A PACKARD

ASK THE MAN WHO OWNS ONE

The mere possession of a Packard Six gives you a satisfaction that a car of no other make can duplicate.

If you debate with yourself whether you can afford to enjoy Packard satisfaction remember this:

A judicious investment depends on the factor of economy, and economy in motor cars involves long life, high re-sale value and low maintenance costs, as well as fuel and tire mileage. Packard is economical in all these respects.

When you have given all the facts due consideration you will say, as thousands of others say: "Only Packard can build a Packard and I can't afford anything less."

Packard Six and Packard Eight are both furnished in ten body types, open and enclosed. Packard's extremely liberal time-payment plan makes possible the immediate enjoyment of a Packard - purchasing out of income instead of capital.

PACKARD MOTOR CAR COMPANY OF CHICAGO

Evanston Branch

1629 Orrington Ave. Phone University 710

PACKARD SIX