

Kingpin of Tournaments

BOWLING'S A.B.C.

By MORT LUBY
National Bowlers Journal



The Packard



Sports Library

No. 8 in a Series

Compliments of

PACKARD MOTOR CAR COMPANY

PARTS AND SERVICE DEPARTMENT

Detroit 32, Michigan

Traveling With Loved Ones?

Let us inspect your car's

EXHAUST SYSTEM

● Safety is your primary concern when you put your family in the car for a drive in cold or unfavorable weather.

One of the most dangerous and annoying hazards to safe Winter driving is a leaky or faulty exhaust system.

Don't take unnecessary risks. Let us inspect your car's exhaust line and muffler assembly and be certain your family in travel breathes clean, pure air.



APPEARANCE **P**ERFORMANCE **S**AFETY
APPROVED **P**ACKARD **S**ERVICE



PACKARD SPORTS LIBRARY—COPYRIGHT 1952, PACKARD MOTOR CAR COMPANY



Immortal Brunswick All-Stars toured country in 1898 to promote bowling. Rear row from left—W. V. Thompson; Frank "Pop" Brill, first ABC champion; Fred Gebhardt. Front row—George Kuppinger; Jack Bender, who rolled first official 300 game, and John Doberman.

Kingpin of Tournaments

BOWLING'S A. B. C.



By **MORT LUBY**, *National Bowlers Journal*

BOWLING has captured the fancy of Mr. and Mrs. America because it is a participant rather than a spectator sport.

It is a democratic game in a democratic country. It is a sport which provides healthful exercise, spirited competition, complete relaxation and a democratic meeting ground where good-fellowship is the keynote. It is a game which inspires wholesome competition, and helps us play American, act American and think American.

It is America's hobby. It is impossible to count the number of men, women and children who on occasion fire the 16-pound (or less) ball down the polished mapleway to knock down 10 pins, but officials of the American Bowling Congress and other authoritative sources are agreed that approximately 17,000,000 Americans bowl regularly throughout the season.

Bowling is popular in America because it is the great equalizer. It levels all class consciousness;

OFFICIAL STANDING						
ALL STAR TOURNAMENT						
NO.	NAME	GAMES	WON	LOST	PINS	POINTS
1	D. HOOVER	64	36	28	13454	305-29
2	L. JOUGLARD		36½	27½	13382	304-07
3	T. SPARANDO		40	24	13164	293-14
4	J. WILMAN		34½	29½	13276	300-26
	Wm. LILLARD		32½	31½	13322	298-47
	J. M. MAHON		35	29	13136	298-36
	S. NAGY		35½	28½	13059	296-34
	B. FAZIO		33½	30½	13157	296-32
	T. GIBSON		32	32	13189	295-37
	S. SLOMERSKI		31½	32½	13202	295-27
	H. LIPPE		33	31	12956	292-06
	C. O'DONNELL		28	36	13030	288-30
	E. BROSIUS, JR.		26	38	13021	286-2
	S. SIELAFF		30½	33½	12707	284-72
	SCHWUEGLER		24	40	12861	281-1
	BUNETTA		23½	40½	12633	276-39
	BUJACK					
	ALTERNATE					
	McMAHON	36				

Champion Dick Hoover of Toledo points to his winning score in 1951 Men's All-Star Match Game Individual Championship.

First, the ABC was founded in the true tradition of American sportsmanship, organized for the purpose of reviving bowling as a tenpin game and keeping the sport clean and honest.

When the signal will be given on March 22 to start the 49th annual ABC tournament in Milwaukee's new auditorium to continue for about 80 days, it will mark the elapse of 51 years since the opening shots went down the skids in the modest beginning of this greatest of indoor sport competitions.

Milwaukee's Third

It also will be the third time that the Wisconsin metropolis has played host to the event in the long line of kegling classics, interrupted only by the war years of 1943-4-5. (Milwaukee first "housed" the tourney in 1905, again in 1923.)

But the ABC that we take for granted today didn't spring from a sudden inspiration. Rather it is the cumulation of ideas, circumstances, and events of many years, the most important single development being the founding of the United Bowling Clubs of the East Side of New York City in 1885.

This chartered group of six units, which had a decided German accent flavored with beer, was the acorn from which the mighty oak was to grow.

it levels athletic skill; it levels American life to a plane where all men can meet with confidence.

The question, "Who bowls?", can be answered best, perhaps, by the question, "Who doesn't?"

Here's How

How did the American Bowling Congress, the parent international organization, which supervises and controls the game of tenpins throughout North America, originate? How did it increase its scope to such enormous proportions that it is today the largest sports organization in the Western Hemisphere, having a membership of more than a million team bowlers?

For from it 12 years later sprang the New York Association, which in 1898 invited representatives from other parts of the country to Brooklyn for a legislative conference relative to a national organization.

Meanwhile, this had led to the creation of the ABC proper at a meeting in Beethoven Hall, subsequently called the "cradle of the ABC," located in New York City's lower East Side, Sept. 9, 1895. Here Thomas Curtin, the "Father of Modern Bowling," called the first ABC meeting.

Uniformity

The pioneers of the ABC went to work immediately. Instead of alleys and equipment being of all dimensions, sizes, weights and descriptions, and a conglomerate lot of rules being in effect, everything eventually was made uniform.

The United Bowling Clubs' 16th annual meet at Union Hill, N. J., in 1900 was by far the biggest and most representative ever staged.

This affair demonstrated beyond doubt the feasibility and desirability of a national ABC in fact, and the 101 delegates to the legislative convention that year got busy. Some opposed the proposition on the grounds that it would commercialize and ruin the game. The Amateur Athletic Union, which had been putting up trophies, withdrew when cash prizes were suggested.

Allie Brandt of Lockport, N. Y., at 120 pounds, holds the all-time singles high of 886 in American Bowling Congress play.

And some were agreeable only if the event remain permanently in New York. But the "national" idea won and plans were formulated accordingly to hold the first tournament in Chicago—largely because of eloquent orations by Gottfried Langhenry and George Moore.

Uncle Joe

No culling of events, however sketchy, that led to the birth of the ABC would be complete without the mention of Joe Thum of New York.

"Uncle" Joe to everybody, it was he who first took bowling out of the beer-check category in 1884 by charging a nominal fee for the "privilege" of pastiming on the two hand-made alleys in his eating house and beer stube at 401 Greenwich Street, thus dignifying the game for the game's sake.



**MORT LUBY'S ALL-TIME
ALL-AMERICAN BOWLING TEAM**

HANK MARINO, Milwaukee
JIMMY SMITH, New York City
JIMMY BLOUIN, Blue Island, Ill.
JOE NORRIS, Detroit
JOE WILMAN, Berwyn, Ill.
NED DAY, West Allis, Wisconsin
(Pictured on our cover)

And it was Uncle Joe who envisioned and had faith in the game's future to the extent that he opened the White Elephant, the world's largest and most de luxe establishment (24 alleys under one roof) at 1241-51 Broadway in 1903.

Official records start the course with the 1901 inaugural tournament, but, as it took time for alleys to conform to regulations, it was several years before recognition could be accorded to other marks made within ABC jurisdiction, such as the perfect game by Ernest Fosberg of Rockford, Ill., in 1902; the 1,184 by the Blue Ribbons of Erie, Pa., in 1904, and the 3,232 by the Excelsiors of Omaha the same year — outstanding performances which must remain unrewarded.

First Tourney in Chicago

The 1901 tournament was held in the Welsbach Building, 70 North Wabash Avenue, on six new alleys "loaned" by B. E. Bensinger, Sr., president of The Brunswick-Balke-Collender Company.

Many refinements considered essential today were lacking, but the boys were accustomed to billows of tobacco smoke, gas lamps (none over the pins), tall, ornate brass cuspidors, and were experts at carrying their own brand of refreshments. In lieu of a scoreboard, Harry Steers of Chicago, who was to achieve fame as an "iron man," volunteered to compile the results.

That first national championship tournament comprised 41 teams, 78 doubles and 115 in the singles or individual event, rolled in four days — for \$1,592 in prize money. The winners and scores were: Team—Standard, Chicago (Grieshaber, Greiner, Hull, Kiene, Voorhees), 2,720; Singles—Frank Brill, Chicago, 648; Doubles—John Voorheis and C. K. Starr, New York, 1,203; All-events—Brill, 1,730.

In comparison, the 1948 ABC in Detroit attracted 7,348 teams, 14,018 doubles, 27,965 singles entries and 21,054 in the all-events, who competed for total prizes of \$410,958 for all-time marks.

Another Record Entry

If advance interest is any criterion, the 49th edition in Milwaukee will have another record entry, according to Charlie Treuter, ABC tournament director. But whether Milwaukee's 49th ABC will hold the record long is a moot question, very problematical indeed. Because the Silver Anniversary tourney will be held in Chicago, site of the pioneer session in far-back 1901.

Immense strides were made dur-

ing the first decade of the ABC, as reflected in the tournament entry, which increased 10 times and the prize money 16 times to \$25,432.

Being an ideal game for teams, plus its adaptability angle, it was inevitable that bowling would respond to such stimulus with organization, a most important factor. And the hard rubber ball in 1905 accelerated scoring.

Development

In 1910 at Detroit, Tom Haley, of that city, came up with 705 in the singles (first over the 700-mark), and 1,961 in the all-events. Doubles had crashed the 1,300-point, teams were pounding at the 3,000 total, and A. C. Jellison of St. Louis astounded the fraternity with an 826 in sanctioned play.

The all-time singles record is held

by diminutive Allie Brandt of Lockport, N. Y., who on October 25, 1939 in his home town set the world mark of 886 on 297-289-300. Yes, just 14 pins from a perfect 900 series!

First of Medals

The custom of awarding medals for high scores was instituted for the 1906-7 season and the first one was presented to P. J. Phelps of Chicago for his 298 game.

In 1913, the ABC made one of the most important and the last drastic change in regulation — the outlawing of the "dodo" ball. Until the advent of the hard rubber sphere, balls were fashioned from a hard, tough tropical wood known as lignum vitae. They varied in balance and weight (some scaling as much as 25 pounds) and were

Trio of bowling personalities—Joe Wilman of Berwyn, Ill.; announcer Fred Wolf and Andy Varipapa of Hemstead, N. Y. Wilman has won three ABC titles and Varipapa ranks high.



WHEN YOUR CAR DOES NOT START, YOU LOSE TIME, MONEY, CONVENIENCE... HAVE YOUR

PACKARD DEALER EXPERTLY SERVICE YOUR CAR'S IGNITION AND FUEL SYSTEM...

CHECK BATTERY AND STARTER MOTOR FOR FAST, SURE STARTS IN EVERY KIND OF WEATHER.

..... SIGNED _PACKARD MOTOR CAR COMPANY

J.A. CARR, MANAGER PARTS AND SERVICE DEPT.



PACKARD **S**ERVICE FOR **P**OSITIVE **S**TARTING

sensitive to climatic conditions. The legend, which probably is true, is that a bowler, discovering that his ball had shrunk so that he couldn't insert his fingers, had it re-bored and inserted lead which threw it out of balance in such a manner that he could affect a more pronounced hook. This led to the deliberate "loading" of balls.

Great strides were made by the ABC in its first generation, almost miraculous in the eyes of those of the lignum vitae, wood-block and asphalt alley-bed days, but nobody could envision the tremendous development that was to take place during the next 30 years — the huge increase in membership; organizations within the ABC; trade associations; spacious and luxurious establishments; and big meets, such as Louis Petersen's Classic, city and state tournaments, etc.

Women Organize

In 1916 at St. Louis, 30 women met and decided that the girl bowlers should be governed by a national body similar to the ABC. The result of their planning is the Woman's International Bowling Congress, (WIBC), which today

(Continued on page 13)



George McDonald, blind bowler from Oakland, Cal., rolled games of 65, 77 and 53 for 195 in the ABC singles at Los Angeles in 1937. McDonald rolled without any mechanical assistance.



A.B.C. CHAMPIONSHIPS

OFFICIAL ALL-TIME TOURNAMENT RECORDS, HIGH SCORES, ETC.

Description	Holder of Record	City	Year	ABC City	Record
Team (3 Games)	Birk Brothers	Chicago	1938	Chicago	3,234
Team (1 Game)	Tea Shops	Milwaukee	1927	Peoria	1,186
Doubles (3 Games)	Gil Zunker				
	Frank Benkovic	Milwaukee	1933	Columbus	1,415
Doubles (1 Game)	John Gworek				
	Henry Kmidowski	Buffalo	1946	Buffalo	544
Singles (3 Games)	Lee Jouglard	Detroit	1951	St. Paul	775
All-Events	Max Stein	Belleville, Ill.	1937	New York	2,070
Team (All-Events)	Stroh's	Detroit	1951	St. Paul	9,506
Most ABC's	Harry Steers	Chicago	1901-51		48
Most Titles	John Koster	Nyack, N. Y.	1902-12-13		4
Most 1,900s (All Events)	Herb Lange	Chicago	1922-41		5
Most 1,800s (In Row)	Joe Bodis	Cleveland	1925-32		8
Best 3 Games (Out of Nine)	Leo Rollick	Santa Monica, Calif.			
		(300-279-265)	1946	Buffalo	844
Prize Winnings	Chuck O'Donnell	Detroit			
		(Now in St. Louis)	1949	Atlantic City	\$1,809.67
Most Strikes (One Tournament)	Max Stein	Belleville, Ill.	1937	New York	68
Most Strikes (One Event)	Larry Shotwell	Covington, Ky.	1930	Cleveland	29
Most Teams	Detroit Tournament		1948	Detroit	7,348

300 GAMES IN A. B. C. TOURNAMENT

Name	City	Event	Year	Where
William J. Knox	Philadelphia	(S)	1913	Toledo
Charles Reinlie	Racine, Wis.	(D)	1926	Toledo
Jack Karstens	Fort Sheridan, Ill.	(D)	1933	Columbus
Carl Mensenberg	Scranton, Pa.	(S)	1935	Syracuse
Michael Blazek	Conneaut, Ohio	(S)	1938	Chicago
William McGeorge	Kent, Ohio	(S)	1939	Cleveland
George Pallage	Akron, Ohio	(S)	1940	Detroit
Michael Domenico	Canton, Ohio	(D)	1940	Detroit
William Hoar	Cicero, Ill.	(D)	1941	St. Paul
Leo Rollick	Huntington Park, Calif.	(D)	1946	Buffalo
Vince Lucci	Trenton, N. J.	(S)	1951	St. Paul

Next Issue AMERICA'S SPORTS TROPHIES

By FRANK MENKE, Author of *The New Encyclopedia of Sports*

Frank Menke is America's most noted sports historian and record-compiler. The Packard Sports Library is pleased to bring you Mr. Menke in its next issue, where he will give you the history, human drama and competitive thrills connected with some of America's most famous sports trophies.

A.B.C. ALL-TIME HIGH SCORE RECORDS

(Sanctioned Leagues and Tournaments)

Description	Holder of Record	City	Date	Pins
Team (3 Games)	Hermann Undertakers	St. Louis	Jan. 27, 1937	3,797
Team (1 Game)	Hermann Undertakers	St. Louis	Jan. 27, 1937	1,325
Doubles (3 Games)	Charles Lausche			
	Frank Franz	Cleveland	Feb. 13, 1938	1,494
Doubles (1 Game)	Lowell Jackson			
	Sam Garofalo	St. Louis	Mar. 9, 1935	585
Singles (3 Games)	Albert Brandt (297-289-300)	Lockport, N. Y.	Oct. 25, 1939	886
All-Events (9 Games)	Frank Benkovic	Milwaukee		
		Now of Kansas City	Feb. 14, 1932	2,259
Team (4 Games)	Collinwood Shale Bricks	Cleveland	Mar. 5, 1933	4,748
Singles (4 Games)	Frank Caruana			
	(300-300-268-247)	Buffalo	Mar. 5, 1924	1,115
Most 300 Games	Hank Marino	Milwaukee		
		Formerly of Chicago	1915-1944	11 Games

TWO 300 SCORES—ONE SERIES OR MATCH

Date	Name	City	Games	Total
March 5, 1924	Frank Caruana	Buffalo	300-300-247-268	1,115*
January 16, 1931	John Almer	Youngstown, Ohio	300-227-300	827
April 12, 1937	Charley Daw	Milwaukee	300-201-300	801
February 17, 1944	Hank Marino	Milwaukee	300-232-300	832

*Caruana is the only bowler ever to roll two consecutive perfect games in sanctioned competition. Four games in league series were prevalent in Buffalo and several other cities at the time.

EDITORIAL BOARD . . . THE PACKARD SPORTS LIBRARY

Editorial Offices . . . 431 Howard St., Detroit 31, Mich.

Dan Daniel
Baseball Writer
N.Y. World-Telegram & Sun

Harry Grayson
Sports Editor
NEA Service, Inc.

Bill Fox
Sports Editor
Indianapolis News

Leo Fischer
Sports Editor
Chicago Herald-American

Rube Samuelsen
Sports Editor
Pasadena Star-News

Joe Palmer
Racing and Turf Editor
N.Y. Herald-Tribune

Fred Russell
Sports Editor
Nashville Banner

W. W. Edgar
Former Sports Editor
Detroit Free Press

Flem Hall
Sports Editor
Fort Worth Star-Telegram

PAST A.B.C. TOURNAMENTS

Year	Tournament Building	City	No. of Teams	No. of Alleys	Prize List
1901	Welsbach Building	Chicago	41	6	\$ 1,592
1902	Western N.Y. Athletic Assn. Bldg.	Buffalo	61	8	2,600
1903	Tomlinson Hall	Indianapolis	78	10	4,137
1904	Central Armory	Cleveland	112	10	6,395
1905	Exposition Building	Milwaukee	217	14	11,610
1906	New Armory Building	Louisville	219	16	12,418.50
1907	West End Coliseum	St. Louis	243	12	13,897.50
1908	Armory Building	Cincinnati	362	16	20,400
1909	Duquesne Gardens	Pittsburgh	374	16	21,331
1910	Wayne Gardens	Detroit	401	16	25,432
1911	Coliseum Building	St. Louis	414	16	21,932
1912	Dexter Park Pavilion	Chicago	596	18	29,013
1913	Terminal Exposition Building	Toledo	504	16	24,037
1914	Broadway Auditorium	Buffalo	450	16	20,273
1915	Coliseum Building	Peoria, Ill.	513	14	23,900
1916	Terminal Exposition Building	Toledo	756	16	33,633
1917	Coliseum Building	Grand Rapids, Mich.	714	16	32,460
1918	Armory Building	Cincinnati	654	16	30,970
1919	Terminal Exposition Building	Toledo	796	16	36,460
1920	Coliseum Building	Peoria, Ill.	900	14	41,493
1921	Broadway Auditorium	Buffalo	940	16	43,984
1922	Terminal Exposition Building	Toledo	1126	16	50,967
1923	Milwaukee Auditorium	Milwaukee	1956	28	83,446
1924	132nd Infantry Armory	Chicago	2132	28	98,383
1925	Broadway Auditorium	Buffalo	2200	28	82,331
1926	National Guard Armory	Toledo	1876	28	81,953
1927	National Guard Armory	Peoria, Ill.	1452	24	67,480
1928	American Royal Building	Kansas City, Mo.	2251	28	67,953
1929	Dexter Park Pavilion	Chicago	2523	32	107,790
1930	Cleveland Public Audit. Annex	Cleveland	2443	32	100,807
1931	Broadway Auditorium	Buffalo	2639	32	92,660
1932	Coliseum, Mich. State Fair Grounds	Detroit	2336	32	86,737
1933	Coliseum, Ohio State Fair Grounds	Columbus, O.	1597	28	60,655
1934	National Guard Armory	Peoria, Ill.	1329	24	57,212
1935	New York State Armory	Syracuse, N. Y.	2837	24	92,927
1936	Coliseum, Ind. State Fair Grounds	Indianapolis	2853	32	108,928
1937	212th Coast Artillery Armory	New York City	4017	28	145,806
1938	Coliseum, So. Wabash Ave.	Chicago	4957	40	199,158
1939	Lakeside Hall, Public Auditorium	Cleveland	4145	32	184,849
1940	Coliseum, Mich. State Fair Grounds	Detroit	6073	40	240,827
1941	Municipal Auditorium	St. Paul	5797	40	230,111.14
1942	Coliseum, Ohio State Fair Grounds	Columbus, O.	5742	36	254,704
No tournaments were held in 1943, 1944 and 1945 because of World War II					
1946	74th Regiment Armory	Buffalo	5744	40	209,598
1947	National Guard Armory	Los Angeles	3356	36	178,164
1948	Coliseum, Mich. State Fair Grounds	Detroit	7348	40	410,958
1949	Convention Hall	Atlantic City	5444	46	375,991
1950	Coliseum, Ohio State Fair Grounds	Columbus, O.	5109	36	349,036
1951	Municipal Auditorium	St. Paul	5194	40	362,445
1952	Milwaukee Auditorium	Milwaukee	????	??	??,???

boasts a sanctioned membership of more than 250,000 women.

The WIBC is, perhaps, the largest sports organization of women in the United States, and started from a humble beginning with eight teams rolling in its first "national" in 1916 and a like number the next year.

So on they will come to Milwaukee on March 22, and hour after hour, squad after squad, they will pitch their hooks at the pins, starting early in the morning and continuing until after midnight every day for 85 days, through June 14.

Men will have come more than a million miles, at an aggregate cost of millions of dollars for the thrill of participation; for the spine-tingling flash that comes only a few times in a man's life — when he is looking down a gun barrel and over a statuesque bird dog; when he feels a 35-pound muskie hit his tackle or a tarpon strike in the deep sea; when he sinks a 30-foot putt; when he takes the deck of the glistening polished maple and pine surface drives in his shot at a world's title — in the ABC!

Full-Fledged Actors

No "bleacherites," these! Not satisfied are these modern bowlers to sit in the stands and watch the other chap do it. Everyone is a full-fledged actor in his own right, needing only the smile of Lady Luck to send him soaring to the

Lee Jouglard of Detroit set ABC tourney high by bowling 775 in singles test.

heights of a world's championship with its diamond-studded medal to treasure as long as he lives and enough cash reward to pay for the rite of victory-celebration.

More than 8,500,000 games have been rolled in the past 48 ABCs, but only 11 perfect games have been tossed. It was during the 1913 tourney in Toledo that Billy Knox of Philadelphia pitched the first of these eleven 300 games that have been achieved in the big show. But no one has yet rolled a 300 in the team event.

The leader in ABC tournament last 10-year average is James



"Junie" McMahon of Chicago by way of Lodi, N. J. McMahon was a firm grip on the top position in the interesting race among the principal bowlers for the past 10 meets, boosting his average to 207-1, the highest mark ever set for 10 successive events, during the 1951 meet at St. Paul.

Herb Lange, member of Chicago's Monarch Beer club, is the only man to better the 1,900 mark five times. And only two men have twice won the all-events, the great

Eight "little" men have won ABC crowns as first-year contestants. They are Carl Baumgartner, Cincinnati; Jerry Vidro, Grand Rapids, Mich.; Charles Warren, Springfield, Ill.; Eugene Gagliardi, Mt. Vernon, N. Y.; Ray Brown, Terre Haute, Ind.; Fred Ruff, Belleville, Ill.; all in the singles; and Henry Kmidowski, Buffalo and Jim Towns, Chicago, in the doubles. None was a star.

Jimmy Smith and Barney Spinella.

Laughs and nerves? Oh, yes. Take the time in 1938 at Chicago when Don Johnson and Fonnies Snyder of Indianapolis were shooting for the doubles lead. They were going great guns going into the 9th frame of the final game; going into the lead without a question of doubt when Johnson literally froze in his tracks. It took him four minutes before he could release his ball. But the two Hoosier lads went

into the lead with 1,337, however, and the score stood up for the tandem title.

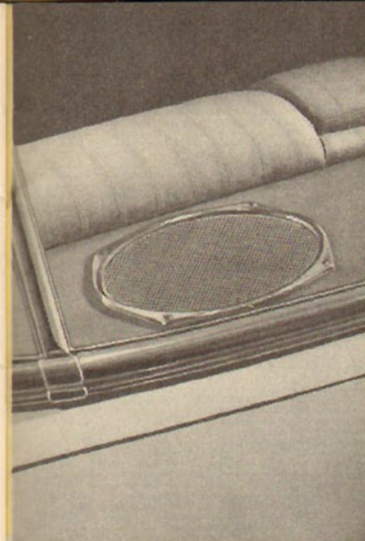
Cause For Pride

The ABC, created for the purpose of promoting and elevating the game, adopting a uniform set of playing rules and regulations, and establishing uniform specifications for balls, pins, bowling alleys, as well as equipment pertaining thereto, today can look with pride to 80,000 alley beds, 11,400 establishments, about 325,000 team members, 175 bowling employees and 17,000,000 bowlers.

The congress is operated and conducted by the bowlers themselves. No one in the manufacturing end of the business nor the operation of bowling alleys can hold office or dictate policies of the bowlers' "World Series." It's strictly their own show.

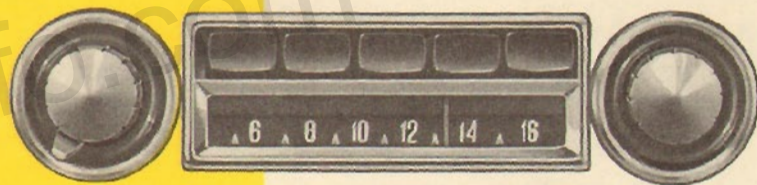
Truly Democratic

It was (and is) through the devotion and integrity of such men that the American Bowling Congress exists big and strong. That accounts for the smoothness of its operations, a remarkable feature in an organization whose sole aim is to make America a better place in which to enjoy life. The ABC settles its own problems by the truly democratic formula, and pays its own way. And, while the stars make the headlines, they are in the minority through the championship lists. The ABC is first and last the property of Mr. Common Bowler.



REAR COMPARTMENT RADIO SPEAKER—A permanent magnet, auxiliary speaker gives you the ultimate in refined radio reception. Separate volume control permits operation independently of the instrument panel speaker to equalize radio sound distribution. It is mounted flush in the package shelf and the grille cloth of the speaker harmonizes with car interior trim.

SUPERB Radio RECEPTION



Packard makes available for your listening pleasure the latest developments in radio reception. Enjoy the driving thrill of hearing your favorite radio programs beautifully reproduced by a Packard radio.



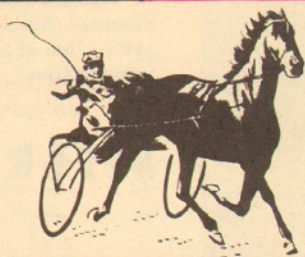
ELECTRIC ANTENNA—Complete automatic range of the antenna, from the top of the fender to an extended height of approximately five feet can be selected by depressing or pulling the control button for this Packard engineered electric antenna.

LET US GIVE YOU A DEMONSTRATION!

CONDITIONING

made them last

Benjamin Franklin White, dean of Grand Circuit drivers, has driven harness horses for over 50 years. He was 44 years old when he had his first big winning season in 1916. Now 79 years old, he is the only four-time winner of The Hambletonian, trotting's Kentucky Derby.



and PACKARD LUBRICATION

will make your car last

Walter Johnson, who won 413 major league games, had one of his best years in the twilight of his career. When the Big Train was 38 and in his 19th season with the Washington Senators, he led his team to the pennant by twirling 20 winning ball games.



Conditioning is all-important for your car's future, too. That means regular, painstaking and expert lubrication.

We lubricate all pressure grease gun fittings . . . generator, distributor, accelerator and clutch and brake linkage . . . door hinges and locks. We check the fluid level in rear axle, steering gear, transmission, radiator and brake master cylinder, add water to your battery—and check tires for correct pressure.

Add years and miles to your car's life by having it lubricated by us every 1000 miles.

Gene Sarazen, one of the nation's leading golfers, is a familiar sight in his knickers at prominent tournaments. Gene has been at it a long time. In 1922, he won his first National Open—golfdom's biggest prize. He'll be on hand to try again this Summer.

