



AUTOMOBILE NEWS



AUTO INDUSTRY IN GOOD SHAPE

So Says Vice President of
General Motors Before
Going to Europe

NEW YORK, July 16.—(AP)—H. W. Sweeney, vice president of General Motors, said recently on the S. S. "Olympic" for a business trip to England, France, Germany, Belgium, Norway, Sweden and Denmark. Upon arrival overseas he will be joined by a group of General Motors executives who will make a study of business conditions and a survey of the General Motors export operations in those countries.

Subsequently Mr. Sweeney and the General Motors party will sail from

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Construction &
Supply Co.**
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EVERYBODY'S HAPPY



England to study conditions in South America and look into General Motors operations in those countries.

When interviewed on the outlook for business in this country, Mr. Sweeney said in part:

Backward Spring

"Although we had a very backward spring, with unfavorable

weather in many sections of the country, trade has been in good volume, and most industries have been operating at a pretty satisfactory rate. We have now entered the summer period of seasonal quiet and not much change in the level of general business is likely to occur during the next month or two.

"The outlook for the latter part of the year will, of course, be affected to an important degree by the crops and by autumn developments in the building situation, and it is too early to make predictions regarding either of these. For the immediate future, however, no radical change in the general business trend seems to be in prospect.

"Construction activity in the aggregate promises to continue at a high level during the summer, at least; labor is pretty fully employed, at high wages; commodity prices, although still somewhat unsettled, have been showing a lessened tendency to decline; and money continues to be easy. Moreover, inventories have in general been well controlled and appear at present to be rather low; a condition which has been made possible to a large extent by the extremely efficient transportation service the railroads are furnishing to industry.

Business Sound

"On the whole, business is in a sound and fairly well stabilized condition and has been so for a considerable period; and unless the agricultural and building situations should prove to be distinctly disappointing, there seems to be good reason for expecting the usual seasonal expansion of activity in the autumn.

"Automobile production in the United States and Canada by the industry as a whole during the first six months of this year totaled about 10 per cent less than during the corresponding period of 1926, which, however, was the record year in the industry's history. The past six months' output was approximately the same as that of the first six months of 1925, totaling 2,000,000 vehicles. General Motors business, in spite of the smaller volume of the industry, has consistently run much ahead of last year. So far as can be judged from present indications, the outlook for the automobile industry, and for General Motors, is very favorable."

FAIR LADY, PAINT HEART

It was her first ride in a speedster. At 45 she became a little nervous at the wheel. Johnny's advice: At 55 she threw her arms around Johnny's neck and shook him entrancingly. "What'll she do at 65?" Johnny thought, and opened up to her. A motorcycle cop charging alongside finished her, and she slumped down in the seat. Johnny looked at the girl and then at the cop. "Hospital case," he yelled, and got away with it—American Motorist.

EVEN SO

Farmer: "Them drafted automobiles are forever knocking my chickens down." Town Swain: "That's nothing. They pick up a thousand for every one they knock down."

Joyce: "Wasn't it you who told me how silent the motor of the Pull-Pull Six was?" Car Dealer: "Yes, I believe I did. Isn't it?" Joyce: "Yes, been silent for three weeks now."

The more patient pedestrians—the fewer pedestrian fatalities. Automobiles have made the uncertainty of life more so.

Rajah Pleased; 3 Studebakers Are Purchased

At the world-famous Marble Palace—the outstanding showplace of Calcutta—three Studebakers are doing daily service. They are the property of Rajah Mullick, owner of the Palace, and one of the wealthiest landlords of India.

Two of these Studebakers which are his six Presidents, are but recent purchases. Both were bought at the same time and were sold for a consideration of 12,000 rupees each—or \$4200 each in American money. The Presidents were sold in the face of competition from higher priced foreign make cars to a purchaser to whom money was no consideration.

The third of the Studebakers which is in daily use on Rajah Mullick's estate is a 1914 cylinder model which was sold over 100,000 miles.

The Rajah was so pleased with the performance of this car that he ordered a new style body to be placed on the chassis, in spite of the fact that a new body delivered and installed in India cost him considerable more than a new Studebaker custom sedan.

Carbon Gas Still Takes Heavy Toll

Life insurance companies are busy warning of the danger of death from carbon monoxide gas poisoning. Of 129 reports of death from this cause 102 occurred in the month of December, figures of one company show. It is significant to note that the increase was progressive from July until the end of December. Starting with six deaths there was an increase of one in August, while in September the number totaled 12. With the coming of very much cooler weather, 29 deaths were reported for October and 56 for November. There is only one cause for this state of affairs: ignorance. It is almost always suicidal to run an automobile engine in a garage for more than the time required to get out or take it in. Everyone should know this simple but highly important fact.

SOMETHING HANDIER

There's a fortune waiting for the man who invents something on which automobile mechanics may wipe their hands instead of using stepping wheels.

Our forefathers paddled their own canoes, but we moderns have to have motors attached.

Motor Hazard Formula Evolved

William J. Cox, of the Sheffield Scientific School, Yale University, has evolved a formula for automobile accidents—the hazard to which an individual automobile operator

is subject of inflicting injury on someone with an automobile. His formula involves an average automobile, the population of the city and the mileage of the city to be treated. Cox calculates that the average driver of a private automobile in New York will inflict injury and possibly kill someone with an automobile once in six

years. In Indianapolis, on the other hand, the formula shows the automobile operator should not be responsible for more than one such accident during his lifetime.

Payment of the grocery bill is often put off because the installment on the flyover can't be.

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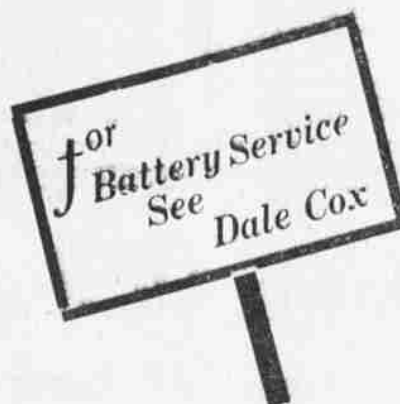
ON THE HIGH ROAD OF PUBLIC PREFERENCE

There's a distinct reason for the high place GENERAL holds in the estimation of car owners and dealers everywhere. . . . Not all car owners use General Tires, to be sure, but you'll find few who have not promised themselves a set some day.

Good news travels fast and General Tire users have not been backward in spreading the news of almost unbelievable mileage, comfort and safety.

In building up this good will General has adhered strictly to its long-established policy of maintaining absolute top quality. Such a policy is worthy of public confidence, particularly at a time when expediency in manufacturing encourages a disregard for quality.

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