

NEW FORD GIVEN THOROUGH TESTS

Edsel B. Ford Declares Car Exceeds All Earlier Expectations

DETROIT, Aug. 12.—The following statement was issued here by Edsel B. Ford, president of the Ford Motor Company: "The new Ford automobile is now an accomplished fact. The engineering problems affecting its design and equipment and affecting also its manufacture have all been solved."

Better Than Hopes "We know now exactly what this new car is. We have built a number of these cars and they have been performing even better than we had hoped for under a variety of conditions."

"We know also what is needed as to personnel and factory equipment in order to produce these new Ford cars in greater numbers than any manufacturer has ever attempted before. The work of retooling our plants throughout the country to prepare for the heaviest production schedule we have ever undertaken, is now nearly complete."

"But we realize that any new automobile that is to gain and hold public esteem today, whether it shall sell for \$500 or \$10,000, must perform exactly as it is designed to perform. No automobile manufacturer, in this day and time, should allow the public to do his testing and proving for him. The Ford Motor Company cannot afford to permit the automobile user to discover imperfections in these new models."

"We haven't discovered any faults in the finished new Ford car, but we are taking nothing for granted. If there are any faults they shall be found and remedied before any of the cars are offered for sale."

"When the Model T Ford car was designed more than 20 years ago, no one could foresee the wide variety of conditions under which it would operate. It did not occur to us that that automobile would be expected to perform as satisfactorily in Alaska as in South Africa. We knew little about the varying effects of climatic conditions in Boston and in Colon upon automobile motors and other equipment. We had yet to discover that carburetion at sea level presented one definite problem, while carburetion at very high altitudes presented an entirely different problem."

"Many of these difficulties were first brought to light by people who had bought our cars, and used them under these diverse conditions. Those people put their cars to tests which we could not have duplicated in that day. We had to remedy faults as they were discovered by the car owners in actual use."

To Have Thorough Test "But 29 years of manufacture have taught us that the only good automobile is the automobile which will do what it is designed to do wherever it is put to work. The experience of those 29 years has taught us also that the public of today knows more about automobiles than ever before and expects more of them."

"The building and testing of these first new cars is costing millions of dollars. But it will give us the complete assurance that we are offering the public a car tested and proven as a new car should be."

"Some of the things we have discovered already in the tests of these new cars are interesting. "We have accomplished with them a speed of 65 miles per hour—which is slightly higher than we had expected."

"We have found that they can be driven for hours at an average speed of more than fifty miles per hour, without discomfort to driver and passengers and without harm to motor and other equipment."

110 Miles in Two Hours "In a recent test one of these new cars was driven 110 miles in two hours. During the first half-hour the car traveled 27 miles. The car covered exactly 56.1 miles the first hour of the trip."

"This test was made over average road conditions. Part of the road was through level country and part through hill country where the roads were steep and winding. The day on which the test was made was somewhat warmer than the average summer day in this part of the country, but the motor was not overheated during the run and examination of the motor at the conclusion of the run disclosed no ill effects. The car consumed less gasoline and oil during the test than any of our previous models we have put to similar tests. The ignition, cooling and carburetion systems performed perfectly throughout the trip."

"We have tested this new car for reliability and pickup with many other types of automobiles and have found that it surpasses all of them with one exception in quick starting and acceleration. The tests already made show that it is faster, smoother, more rugged

and more flexible than we had hoped for in the early stages of designing."

"We have known from the beginning that this new Ford would be a handsome car. Experiments have been made with a wide variety of color schemes and body designs and all these have been decided upon."

"When this car is formally introduced within the next few weeks, we shall be able to say that it is the best and most moderate priced automobile we know how to build."

(Signed) Edsel B. Ford, President, Ford Motor Company."

Old Oldsmobile Cars Win Race Along Broadway

These Broadway winks up the other day, rubbed its eyes and pined itself to make sure it had not been transported back to 1900 in one of H. G. Wells' "time machines." There, through the heart of the "Roaring Forties," roared 40 gasoline buggies reminiscent of the days when horses and hair pins were in their prime.

The tomorrow's edition of one of the leading tabloids (out that afternoon) brought a return of sanity. It told that the oldest automobiles of the Metropolitan district had been challenged to "street their stuff" and that the 40 had responded to an extra shot of gas and were racing from Dyckman street to the city hall.

10 Paid to Finish Like many other elders that have endeavored to cavort on Broadway, 15 of the ancient arks fell by the wayside. The jazz age of 1927 had proven too strenuous for their palpitating pistons and hardened gas lines. Of the 24 that finished the Oldsmobile was crowned Excellence King. Four Oldsmobiles, each past its 25th birthday, had finished among the first six winners. Even the sages of Forty-second street admitted that four out of six in the money was traveling some.

PLOWMAN FINDS COIN FORT LARAMIE, Wyo.—Harry Latta, plowing near the old fort, turned up a half dollar, little worn and dated 1868. Old timers are speculating on whether Jacques La Ramie, trapper, after whom the fort was named, might have had a hole in his pocket. La Ramie came here in 1845.

Our advice to the men of the American Legion going to Paris is to take along a couple of buckets of water. They may want to take a bath.

Oldsmobile Awakens Broadway



In a recent race of oldtime automobiles held in New York City four Oldsmobiles won four of the six prizes. One of the winners is shown above.

U. S. Protects Fish, Fowl and Game on Ten Million Acres of Preserves

WASHINGTON (AP)—Ten million acres of land will be embraced in federal preserves for the protection of fish, fowl and game when the government acquires the Upper Mississippi wild life game refuge in the northwest.

Regulations for the new preserve were signed jointly on June 24 by Secretary of Agriculture Jardine and Secretary of Commerce Hoover.

Not in the total of protected havens for wild life represented by the federal acreage, for almost every state has converted areas of its own into conservation projects, and hundreds of farmers have limited hunting expeditions on their property.

Flora from the U. S. Biological Survey, issued July 1, show from 145,000 to 200,000 acres involved in the Mississippi wild life project, 26,000 acres of which already is under contract to the government at 35 per acre. Most of the territory is number land, unsuited to agricultural purposes, but a number of owners are asking as much as \$20 per acre.

Congress made available \$2,000,000 to purchase the refuge. Only about \$200,000 of that sum has been used, and whether the next session will increase the appropriation in price is a matter of pertinent importance.

Many of the higher priced lands in Illinois, Wisconsin and Michigan, the bulk of present federal possessions, Minnesota recently donated its entire Mississippi holdings, and the rest of the refuge is on the Iowa side of the river.

While federal regulations will approximate in the preserve, there is to be no conflict with state fish and game laws. H. P. Sheldon, Chief U. S. Game Warden, is pleased with the suggested Mississippi conservation code sponsored by the Illinois general assembly. Other states in the Upper Mississippi valley and the Great Lakes region are expected to join Illinois in adoption of uniform statutes.

"Such plans," Sheldon said, "are always desirable. They add to conservation and make conservation at once more practicable and more easily enforced. Our best example is the migratory game bird treaty with Great Britain, by which wild birds are protected in this country and Canada on a reciprocity basis."

Officials of the Biological Survey emphasize the benefit of uniformity in game laws.

"For thirty years," they say, "this country has worked to replace local game laws with state and federal statutes. North Carolina, in the most recent state to

FARMERS IN NEED OF GOOD ROADS

Two Million Miles of Mud Still Hampers Farm Transportation

By FRANK I. WELLER (Associated Press Farm Editor) WASHINGTON—Two million miles of mud still hampers farm transportation. "That circumstance is true," says the American Road Builders' association, "insofar as inclement weather hampers traffic on the vast network of local roads over which the farmer must travel to reach arterial highways."

Charles M. Upham, Director of research, believes agricultural interests will receive a far-reaching benefit through development of the association's plan to stimulate and standardize improvements of all thoroughfares, connecting isolated communities with the nation's primary road systems.

"The half-million miles of surfaced highways we now have," he explains, "was constructed with no more thought of the farmer than of the urban dweller. The routes were selected for the least public purpose. In serving the general welfare they have been of tremendous

value and best mounting integral with the body."

Five Propositons "In the 40,000,000 long lines, blended curves, perfect proportions and smart coloring combine to create an impression of beauty such as few light cars ever achieve. The interior is done in expensive mohair, with roller curtains, head linings and carpet to match. The windows are of the latest French style, glazed with genuine plate glass, and such fixtures as door, door handles, window regulators and roller rail are heavily nickel-plated. The unique instrument board features a 75-mile speedometer and is finished in the new "crinkle" effect.

In line and proportion the standard sedan duplicated the deluxe sedan, differing only in coloring and equipment. It is designed for an all-purpose car of great utility—fleet, staunch, durable, beautiful. It is finished in durable lacquer, the rich colors being permanent in all climates. The interior is upholstered in leather and is proof against wear for several seasons of hard use."

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importance to the farmer. "However, there is a great secondary road system, reaching every county in the United States, that must be considered if the individual farmer is to be assured of speedy and economical marketing, and of social and educational intercourse with neighboring communities at all seasons of the year."

"These rural avenues, where traffic is light, can be improved for \$2,500 per mile. Annual upkeep should not exceed \$300 per mile, and each year of repair leaves a thicker, more strongly limited surface to withstand future wear."

The recently created National County Highway Officials' association, drawing a membership from each of the 2,079 counties in the country, is expected to save millions of dollars for the local taxpayer through standardization of road construction and maintenance methods, and by the exchange of newly discovered theory and data.

"Numerous valuable methods of low cost road construction," Upham suggests, "involving the use of only local materials will be revealed at a meeting of the highway research board in December. Many of the

more important county roads have been improved at local volition and made valuable adjuncts to the so-called state systems."

State highway systems, according to a federal Bureau of Public Roads, are now about 65 per cent fully improved. More than 12,000 additional miles of earth roads were surfaced by the several state highway departments last year, and 3,878 miles of old surface were reconducted.

Night Life Tame Even In Turkey

ANGORA (AP)—The ebriety and night life of Turkey's capital seem tame and modest to visitors who have heard strange tales of harems and their veiled ladies. The Turks seldom do more for entertainment than take a drink and watch young women from the second row of a chorus dance about in winter clothes. The conventional musical comedy costume appears to be the extreme limit, and the hardest thing to find in Turkey is the famous Turkish dancing girl.

Advertisement for Johns Bros. featuring a car with the slogan "SHOW ME, I'm from Missouri—". Includes text: "A frequent remark often heard—but it works in just right for what we want to say. Come in and we will 'show you' some real buys in Used Tires—they are good for many miles of service and the prices are so reasonable. And of course we do expert vulcanizing that 'stays put.'" Johns Bros. Tire Shop and Filling Station, 1517 Adams.

Oldsmobile advertisement: "OLDSMOBILE ANNOUNCES NEW BEAUTY NEW COLORS NEW LUXURY OF INTERIORS AT NEW LOWER PRICES \$875 TWO-DOOR SEDAN BODY BY FISHER F.O.B. LANSING NOW ON DISPLAY". Includes image of a woman and a car.

Advertisement for a biplane: "'School Marm' to Fly to Honolulu". Includes image of a biplane and a group of people.

Chevrolet advertisement: "for Economical Transportation CHEVROLET Consistent Progress and Proved Design— have resulted in the most Amazing Quality in Chevrolet History!". Includes a price list for various models and an image of a Chevrolet car.