

PUBLIC STARTS
AUTUMN BUYING

Outlook in Motor Industry Favorable; Optimism Is the Keynote

DETROIT—As the automobile industry heads into the final quarter of 1927, it carries with it a distinct note of optimism. This optimism is considerably strengthened by reports received at the factories from dealers throughout the country to the effect that the public has entered the fall buying field in earnest. Parts manufacturers also report an increase in orders from builders of motor cars.

The real strength of the industry, however, is being shown in the truck and bus divisions. Reports from practically every manufacturer of note in the commercial line are that demands continue to show a steady upward trend with every indication that plants must be prepared for capacity outputs throughout the winter. Several producers of trucks have already added to their lines and others will make similar announcements at an early date.

Low Price Field Quiet

There is a noticeable quietness in the low price field, but it is causing no uneasiness. Prospective buyers are simply holding back in placing their orders until the line is complete and all producers have shown their cars with which they will enter the 1928 campaign. When this is done, and with no further reason for delay, it is confidently expected that activities will increase.

Thousands of Ford dealers are now idle so far as delivering cars is concerned. Their floors have been without a car for months. They continue to book orders, however, without promising deliveries for weeks or months. Their real problem is not when new cars will be ready for delivery but how to handle the used car question, and their position is not an enviable one.

For nearly every car sold a trade-in will figure, and a resale of a used car must be made. With this condition prevailing a flooded used car market is sure to follow. Dealers of course will have such

a condition in mind whenever a trade-in figure in the sale of a new car and allowances will be less than ever before in the history of the industry.

Labor in the various automobile factories and accessories shops in Detroit continues to decrease. There are now employed a total of 12,344, which is 1,616 less than the week before. For the corresponding week of 1926, the total number employed was 232,673. At the Ford plants, however, an increase of 4,000 names on the payroll was reported. This indicates that while other plants are laying off men, Ford is increasing and no workers, according to an official statement, more than 65,000 men. No passenger cars are being turned out, and no hope of there being any new models on the streets for several weeks is held out.

Output Undecided

No original volume of output has as yet been decided upon according to Ford's statement. If the car "takes" with the public the output question can be easily adjusted, for the plants are said to be able to take care of an output of nearly 10,000 cars every 24 hours if necessary.

ETHYL GAS IS
RED FOR SURE
IDENTIFICATION

The Oregon State Motor association has received a number of inquiries as to why ethyl gasoline is always of a red color. Ethyl gasoline is dyed red for purposes of identification and as a warning against its use for purposes other than as motor fuel.

This gasoline contains small quantities of a lead composition which if used in contact with the skin to any great extent is likely to have a harmful effect upon the health. In order, therefore, to protect persons who use gasoline frequently in a domestic way, such as for cleaning clothes, etc., the U. S. public health service asked the manufacturers of ethyl gasoline to dye it in such a way that its color would be distinctive and as a warning to persons who wished to purchase straight gasoline for various purposes.

SUIT LASTS 35 YEARS

MASON TEXAS—The high cost of living is only a slight aggravation to F. H. Lehmann of Mason. He has a suit of clothes he has been wearing for 35 years. The suit is made of buckskin and was given to him while a captive of an Indian tribe during the frontier days. Lehmann was captured by Indians in 1870 and lived with them nine years. The suit was made for him by an Indian and he says it is still as good as new.

CAR PRODUCTION
INDUSTRIAL TASK

Building of New Ford Auto Occasion for a General Advance

From Ford News

Preparations for producing the new Ford car compose an industrial task which in magnitude and complexity surpasses any similar task the world has yet known.

In addition to their vastness and intricacy these preparations involve something more important and difficult. Ford engineering is making the introduction of the new car the occasion of an advance all along the line—in design, in materials, in construction, in production methods and machines. By intensive experimentation Ford engineers have brought about almost revolutionary changes in certain manufacturing processes. Working along lines pursued by the company for the past ten years, they have extended almost a hundredfold the applicability of forced, stamped, and welded parts.

Making Progress

Five years ago the welding department worked 18 months to develop a certain new welding operation and put it on a production basis. During the past 12 months the department, applying its cumulative experience, has solved at least 30 problems more difficult than that on which it once spent a year and a half.

"Welding," 40 years ago, was done by the forging process. After electric welding had been invented it was regarded mainly as a method of repairing broken objects. But different has the meaning of the term become in the hands of Ford engineers, whose experimentation has been concentrated in the field of electrical resistance welding.

Heated to a high degree almost instantaneously by a heavy electric current, metallic objects sometimes possessing quite different characteristics are fused under pressure into a single piece. Allowance is made for burned edges, and the metal that is actually joined is fresh and unfatigued, making a weld as strong as, and sometimes stronger than, the metal surrounding it. The burned metal appears as a blackened ridge and is removed by machine. This is what takes place in butt welding, one of three types of electrical resistance welding. The same principle is carried out in the other two types, seam welding and spot welding.

It is electrical resistance welding that furnishes the key to construction and production progress. The possibilities of foreign and stamping have been fairly apparent, for some time past. But the problem of uniting forged and stamped sections as rapidly and as firmly as though they formed a single piece has prevented these possibilities being realized. For this problem electrical resistance is proving an effective solution.

Progress in electrical resistance welding is progress into the unknown. This is particularly true of butt welding, a type of resistance welding which finds wide and important application in the Ford industries. The worker in this field must begin with the idea and end by building the machinery to carry it out. There is, in nine cases out of ten, neither knowledge nor machinery existent to suit his purpose. Yet Ford welding, devising both theory and equipment as it goes, has made splendid progress.

Welding Experiments
Ten years ago there was hardly a welded part in a Ford car, and not more than three welding machines in the Ford industries. Then welding experiments began. When the final version of the Model T appeared on the market, it contained 212 welded parts, and there were more than 400 spot and butt welding machines employed in making them. In the new Ford car the number of welded parts will be increased by 30 per cent, or to more than 400, and the number of welding machines used in producing them will be increased to more than 600.

Of 292 spot-welding machines

Commercial Stop
Signs a Hazard,
O.S.M.A. States

False warning signs on state highways placed by private individuals and firms in the interests of their business ventures are causing confusion to motorists, according to officials of the Oregon State Motor association. These signs, say the officials, should be removed, as they lessen the value of the official state highway signs.

Warning signs so placed as to cause the motorist to drive slowly and to approach dangerous curves and grades with caution have served their purpose so well that motorists universally rely on their warning.

Certain commercial interests taking advantage of this fact have erected advertising signs along the highways, stop, slow, caution, and other words which are commonly used on legitimate warnings, in order to draw the attention of the passing motorist to their products.

This creates a double menace to traffic. The attention of the motorist is distracted from the road by every sign he reads. Each warning sign creates an additional traffic hazard as it takes the attention of the motorist from the job of driving and creates a congested condition of traffic as the motorist instinctively slows down when anything withdraws his attention from the road ahead.

With the legitimate sign the warning sign is admitted to far outweigh any hazard created. The advertising sign, however, has no redeeming qualities and it is a distinct menace, the association says.

The advertising sign also by its use of words, type of printing, color, etc., attempts to draw attention by its similarity to the legitimate warning sign. The motorist reads and is resentful of the means to call his attention to the advertisement. After being fooled by a number of these signs, he grows weary and by ignoring them he misses the legitimate warning sign and so neutralizes the purpose for which they were erected, the motor association officials point out.

used in producing the Model T. It is expected that more than 20 per cent will prove equally adaptable for production of the new car. On the other hand, hardly 5 per cent of the 104 butt-welding machines employed in Model T production can be used as they stand in manufacturing the new product. A greatly increased use of the seam welding process in connection with the new car has augmented the number of new welding machines being built in Ford plants or under Ford direction.

In every case where welding has been adopted it has made it possible to decrease weight without decreasing strength, and to lessen cost of manufacture without lessening quality. Further, it has immensely facilitated the accurate and precise adaptation of the proper material for the proper part.

A Seam Weld

A seam weld is actually a succession of overlapping spot welds, usually made on a machine in which the object to be welded is drawn between copper discs placed edge to edge, through which the current flows. A seam welder bought by the company for production on the new car was discovered to make faulty welds. Examination revealed that the friction bearings of the copper discs occasional interruptions of contact. The department devised and installed mercury bearings, which insure perfect contact.

Fifteen important features in all were redesigned by the Ford forces and ten of the units in which the changes were incorporated were ordered made. The makers of the original machine were willing to construct the new units, which were subsequently delivered under the name of the "Ford Special". In recognition of the redesigning they had undergone at Ford hands.

According to Dr. George A. Smith of New York, many people are much happier than most people.

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