

TIRE MAKERS TO SHARE PROSPERITY

Cut Costs, Improve Product By Better Methods; Super-tire Next

Millions of automobile tires turned out every year by American manufacturers are the product of an artificial climate created by air conditioning plants employed by the big companies.

From the time the crude rubber is cut from the trees in far off tropics, through all the vagaries and difficulties of manufacture until the finished tire is finally mounted on the motor car, the air specialist has created almost the entire atmosphere of weather to refine the product, speed up output, cut costs and protect the lives and health of many thousands of workmen.

Introduction of ingenious mechanical facilities for controlling air conditions in practically all processes of manufacture has placed the tire and rubber industry on the greatest mass production basis in history and is bringing down costs to the lowest on record, according to engineers in the industry who are striving to develop a punctureless, super-tire, good for 40,000 to 50,000 miles.

Leaders Confident

With all rubber producing nations seeking trade parts which are expected to stabilize the crude rubber market, combined with greater productivity efficiency of American plants, such leaders in the industry as P. H. Firestone, Goodyear, Goodrich, United States Rubber, Miller, General and others, are confident that they will benefit and share more than ever with the record-breaking prosperity of the automobile industry.

Price of the so-called "big six" American tire manufacturers already have their own factories in England and continental Europe, while several are rapidly developing new uses for rubber, such as flooring and rubber transmission and conveyor belts. American domination of the tire and rubber industry, however, is due chiefly to the nation's mechanical resources which have to the world "mass production," the engineers declare.

One of the biggest problems in the industry, and an obstacle to big scale operations, was the crea-

tion of dusts, gases and high temperatures which had to be conquered. In the plant of the Pisk Tire company at Chicopee Falls, Mass., which is typical of other large tire factories, powerful blowers fan air ingeniously hooked up with air washers, steam heat, cooling coils and miles of sheet metal piping for ventilating and cooling in the mill, calendar and heater rooms; for driving out fumes in the coating, drying and soldering operations; for collecting and conveying of dusts and shavings at mixing mills, bead and air bag buffing machines and wood working machinery in the box shop.

Even Temperature

In the Pisk company's experimental laboratory where research work is conducted, a temperature of 70 degrees and relative humidity of 65 per cent is maintained as the best for tests. Special exhausters built of non-corrosive material are used for the laboratory exhaust hoods. Air under pressure is used for the inflation of the inner tubes for holding the tire in shape during the vulcanizing process.

Special high suction fans are used to vacuum clean the fabric that goes into the making of the tire. It is quite important that all particles of grit and dirt be sucked out of the fabric before it is used. Steam vapors are pulled out of the vulcanizing department by large propeller and disc fans.

Before the crude rubber is ready for shipment from the foreign plantations, it must be dried to make it easier to handle and to save freight costs. This drying is usually done by unit heaters, although large blowers frequently are used separately. One of the largest companies has developed a so-called "dryer" for melting the crude rubber and bringing it over in tanks, like any liquid.

Reclaimed Rubber Mart

One of the largest manufacturers in Akron has developed a big market for reclaimed rubber. The reclaimed rubber is first ground up like fine coffee or sand and washed. After the washing process, the water is sucked out by pressing before it goes to the big air driers. The air drier is a huge chain conveyor through which air is driven. Each drier delivers 1200 pounds of rubber from which it removes 400 pound of water in from 1 1/2 to 2 hours. Each drier has three fans which blow 3,000 pounds of air every minute through the rubber.

Improvement in manufacturing processes by the tire companies is greatly improving the product, giving longer life to the tire and thus

San Diego Plan Reduces Motor Accident Total

NEW YORK, Oct. 6, (AP)—Reduction in automobile accidents through the plan of investigating all such mishaps possible and requiring the principals to appear in court unless responsibility can be fixed on the spot, was described to the Safety Congress here by E. R. Lefferts, manager of the public safety department, Automobile Club of Southern California.

The procedure he described is known on the coast as the "San Diego plan." In July, 1927, the San Diego, Cal., police chief promulgated his brief order to the effect that all automobile accidents "coming to the attention of any police officer, will be carefully investigated, measurements made and names of all witnesses secured. If the person responsible can be determined beyond question, he is to be given a summons to court; if there is a question as to who is responsible, summons both parties and all witnesses to court," the order said.

The result, said Mr. Lefferts, was to stop the police from spending time on technical violations and to arouse motorists' interest in preventing real accidents. During the first 12 months accidents were reduced from 961 to 795, a decrease of 28.8 per cent, he said.

The highest motor road in the Pike's Peak in Colorado, 14,109 feet above sea level, according to the Oregon State Motor association.

More than 42 per cent of the farms of the country are located on unimproved dirt roads, according to the Oregon State Motor association.

If people lived on Mars they could leap 10 feet easily, says a scientist. That solves the traffic problem; let everybody move to Mars.

giving the ultimate consumer more value for his money. The research staffs of the big makers are working earnestly to develop treads and fabrics which will be impervious to ordinary causes of puncture. And they know, too, that the big share of the business will go to the manufacturer who can prove the longest life for his product.

MOTOR CLUBS OF WEST ORGANIZED

Conference Held in San Francisco - Seattle Selected for 1929 Meet

PORTLAND, Oct. 8.—A conference of Western Club secretaries and executives held in San Francisco Sept. 28, 21, and 22, resulted in a permanent organization to be known as the Western Motor Club association, according to Dr. E. H. McDaniel, president of the Oregon State Motor association. The Oregon club was represented at the conference by Dr. E. H. McDaniel, president; E. C. Stettin, treasurer; Geo. O. Grandenburg, secretary; manager, A. E. Sharrer, head of the touring department and W. C. Findley, head of the membership division.

The object of the new association is to provide a more complete reciprocal service between member clubs for the mutual benefit of their members and to deal as a unit with problems particularly concerning motorists of the West-ern territory.

The membership of the new association is composed of the following organizations:

- Oregon State Motor Association.
 - Automobile Club of Washington.
 - Idaho Automobile Club.
 - Utah State Automobile Association.
 - California State Automobile Association.
 - Automobile Club of Southern California.
 - Nevada State Automobile Association.
 - Montana State Automobile Association.
 - Idaho State Automobile Association.
 - Rocky Mountain Motorists (Colorado).
 - Arizona Automobile Association.
 - Honolulu Automobile Club.
 - Casper (Wyoming) Motor Club.
 - Automobile Club of British Columbia.
 - Saskatoon Motor Club.
- The individual membership of clubs representing the new association approximate one-third of a million and with the affiliation of the Automobile Club of Southern California, the three Pacific coast states alone are represented with a membership of 245,000.
- Seattle Selected.
- All clubs represented in the

Roadside Court Thing Of Past In Most States

The roadside courts, where justices of the peace hand out fines in accordance with their personal financial needs, are rapidly disappearing from the highways, according to Geo. O. Grandenburg, secretary-manager of the Oregon State Motor association which is affiliated with the American Automobile association.

Mr. Grandenburg bases his statement on the experiences of many members of the club who have recently returned from lengthy tours in various sections of the country.

"The comparative freedom from annoyance at the hands of the pestiferous tribe of roadside squires can not but bring joy to motor-

Western Motor Club Association

dom," he declared. "The fact that the 1,965 motor clubs affiliated with the A. A. A. now give legal protection to members, has exercised a deterrent effect on "Gyp" justice.

"The real death knell to the roadside court and the ill-guided justice of the peace," he continued, "was sounded by the supreme court of the United States, when the high tribunal ruled that no person can hold court who has a personal or financial interest in the outcome of the trial.

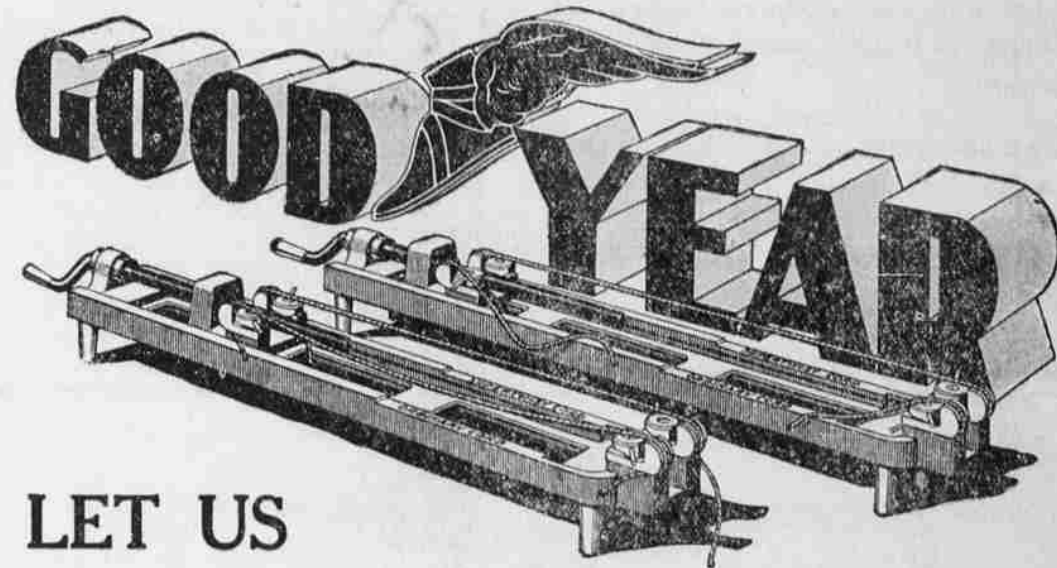
"Chief Justice Taft held that the fee system, which is the method used in the so-called 'ditch courts', is not only a violation of the common law, but also in direct conflict with the fourteenth amendment to the constitution, because it is not a trial by 'due process of law'."

Mr. Grandenburg declared that speed trap artists and roadside courts have long been a cause of great inconvenience to America's

MARTIAL CRUELTY

NiCl, France, (AP)—Because her husband answered all her questions at night by means of formal printed cards, such as "Yes, I have brought the cat in," "Yes, the windows are closed," a woman here has been granted a divorce.

Germany loaned 100,000,000 gold marks the other day to Yugoslavia to equip the state railroads. Did we hear somebody ask, "Who won the war?"



LET US

show YOU the difference

Here are two machines designed for the testing of cords used in tire building. By this simple demonstration any one can see the difference between SUPER-TWIST cord and ordinary cord.

On each machine is a strand of SUPER-TWIST cord and one of the usual standard cord. This difference is important. It is one reason for the great superiority of Goodyear Tires over ordinary Tires.

On the machine in the background the regular cord is broken, while the SUPER-TWIST cord is intact.

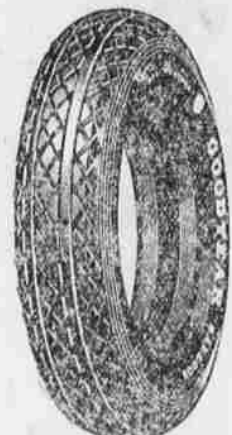
Yet both cords were of equal length and both were stretched the same distance.

On the machine in the foreground the ordinary cord is lax, while the SUPERTWIST cord is taut.

Both these cords also were of the same length; both were equally stretched.

When the tension was relaxed, the SUPERTWIST cord sprang back to its original dimensions, recovering like a rubber band.

But the other cord had lost its spring, ask us to make this interesting demonstration.



The quality portion in this cross-section of a tire shows the cord fabric which is the strength and foundation of a good casing. In Goodyear tires this fabric is made of patented Supertwist cords. Only Goodyear uses Supertwist.

SUPERTWIST cord is Goodyear-developed and Goodyear-patented, and is used only in Goodyear Tires.

Its elasticity—its durability has reduced blowouts and similar troubles to the vanishing point.

Come in at any time and

Goodyears cost no more than other makes—present prices are exceptionally low.

W. H. Bohnenkamp Co.

9TH RECORD BREAKING MONTH!

GREATEST SEPTEMBER IN WILLYS-OVERLAND HISTORY.

141% AHEAD OF LAST YEAR

MONTH after month, Willys-Overland's sales records have been smashed throughout the year. And the big parade goes on—last month being the greatest of all Septembers in the Company's 20-year history, and 141% ahead of last year.

This towering structure of success has its foundations deep down in the sound elements of dollar-for-dollar value—proved operating economy and dependable performance of the Whippet Four, Whippet Six and Willys-Knight Six.

The Whippet Four offers to light car buyers many engineering advantages formerly found only in costly cars. The Whippet Six is the world's lowest-priced Six, with 7-bearing crankshaft and other important superiorities. The Willys-Knight Six—at the lowest price in history—is bringing the marked advantages of the patented double sleeve-valve engine to thousands of new owners.

WILLYS-KNIGHT DOUBLE SLEEVE VALVE \$995 COACH

Standard Six, Coupe \$1045; Sedan \$1095; Touring \$1145; Roadster \$995. Special Six \$1295 to \$1495. Great Six \$1850 to \$2095.

WILLYS-OVERLAND, INC. TOLEDO, OHIO

WHIPPET FOUR \$610 SEDAN

Touring \$655; Roadster (2-pass) \$685; Roadster (with rumble seat) \$735; Coupe \$835; Cabriolet Coupe (with collapsible top) \$795; Coach \$535.

WHIPPET SIX WORLD'S LOWEST PRICED SIX SEDAN \$770

7 BEARING CRANKSHAFT

Touring \$815; Roadster \$865; Coach \$965; Coupe \$995. All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

Gettings & Hanks