

FORD ASSISTED BY MR. EDISON

Auto Manufacturer Believes Conditions at Present Are Satisfactory

FORT MEYERS, Fla., Feb. 23 (AP)—In these same little frame building in which the electric light first burned, Thomas A. Edison will recreate his history-making invention on the fiftieth anniversary of its perfection.

Henry Ford, the electrical wizard's close friend, has revealed that Mr. Edison has agreed to go to Dearborn, Mich., for the anniversary celebration on October 21. In the original Menlo Park, N. J., laboratory, now in Ford's museum, Edison will gather around him the aged assistants who helped develop the incandescent lamp, and with a brief ceremony will reenact its creation.

The ceremony will take place in the historical village near the main museum, for which Mr. Ford recently made a gift of \$5,000,000 on the occasion of Mr. Edison's 82nd birthday.

Mr. Ford discussed a wide variety of subjects in a two-hour interview.

Auto Outlook Good The motor magnate believes conditions in the automobile industry are satisfactory and that there is little danger of overproduction. In his own factories, he said, 7,000 cars a day are being turned out.

During his vacation, Ford disclosed, he is working on automatic machinery for the manufacture of parts used in his cars. He is being assisted by Edison.

"I am trying to make a straight line out of a circle," he said. "We are working 800 men making 140,000 of these parts daily. I am trying to cut this down."

Confidence in Edison Ford reiterated his confidence in the ability of Edison to find a plant that can produce a rubber supply for the United States within its borders.

Expressing pleasure at learning of the engagement of Col. Charles A. Lindbergh, the automobile magnate said he hoped the famous flyer would give up flying himself.

"He is too valuable to risk his life," Ford said. Incidentally, the only two flights Ford has ever made were with Col. Lindbergh.

Discussing aviation, Ford expressed the belief that airplanes "are far from perfection" and that aircraft of the future would be a combination of lighter than air ships, the helicopter and present type planes.

The manufacturer reiterated his previously expressed views on prohibition, declaring that the United States would "see real enforcement in the next two or three years."

"The grafters," he said, "eventually will be weeded out of the dry enforcement forces."

Golf Hard on Heart? Golf, Ford asserted, is causing more heart trouble than any other one thing.

"I own a golf course," he said, "but never play. The American people drag themselves over the courses at slow speed, then completely fatigued, sit down and eat hearty meals."

"My favorite form of exercise is running or brisk walking, but I always run before meals."

Mr. Ford said that at 65 he often runs several miles a day and exercises vigorously upon arising or retiring daily. He said that almost every one eats too much.

"Peace is a matter of education," the magnate said in turning to another subject. "and Americans are too well educated to participate in another war."

Motorists Taking Advantage of "War" PORTLAND, Ore., Feb. 23 (AP)—It was "fill 'er up" rather than "give me five" in Portland Friday as motorists took advantage of 16 1/2 cents a gallon gasoline.

All was quiet on the "gas war" front, although major oil companies were eyeing each other for the next move in the price slashing frolic. The General Petroleum corporation, which started the most recent "war" maintained its 16 1/2 cent quotation with other concerns and the Portland Retail Gasoline Dealers' association dropping into line.

NEW TROPHY The American Automobile association is planning to post a trophy to be contested for by fully equipped and strictly stock cars open to manufacturers of the world for a 24 hour endurance race. The event will be awarded to the first permanent speedway that can give assurance of its permanency and ability to organize the event successfully, officials of the association say.

NEW FACES AT INDIANAPOLIS The Indianapolis Motor speedway reports that entries are rapidly coming in for the American Grand Prix, the new name for the 500-mile Indianapolis classic Memorial day. Milwaukee, which has not been represented for four years, will send two boys to the race this year—Frank Brisko and Carl Marchese. Other new faces are certain to add zest to the sport.

240 MILES PER HOUR?



Major H. O. D. Seagrave's wonder car, "The Golden Arrow," in which he expects to make approximately 240 miles per hour in an attempt to break the world's speed record of 207.55 miles per hour, made by Ray Ketch-White's "Triplex," is pictured above. The car is 27 feet long, weighs several tons and will develop 1,000 H. P.

American Auto Firms Warned By Germans to Watch Business Ethics

BERLIN (AP)—While American automobile firms are apt to view Germany as a market for American cars rather too optimistically, this country still offers excellent prospects, Director Johannes Buschmann, of the Association of German Automobile Dealers, declared recently.

Director Buschmann described the continuous annoyance caused by the American custom of allowing several dealers in the same make of car to infringe on each other's territory without granting the least redress to the suffering dealer. This, he declared, was considered a distinct violation of business ethics in Germany, where automobile manufacturers are held responsible for such infringement.

As a further embarrassment, dealers object to the attitude of American firms in the matter of sample cars on which they allow only a nominal reduction or none at all. The dealers must buy a car for demonstration purposes, about once every six months, which can be disposed of only at a material loss.

Many misunderstandings might also be avoided if American firms made a point of sending to German men who have mastered the German language sufficiently to carry on negotiations with German dealers and banks.

Director Buschmann was convinced that it was due to this still somewhat unsettled relationship between German dealers and American manufacturers that in many instances the German market failed to come up to expectations entertained in America. Though German dealers agree that American prices for cars are unquestionably competitive on the international market, the last year saw between 250 and 300 failures of German dealers, or about 10 per cent of the dealers in Germany.

On the other hand, Director Buschmann warned against expecting anything like American results in Germany, where economic conditions, he said, were not such that many of the upper laboring classes or smaller business men could afford to buy cars of their own.

The Cadillac Motor Car company last week did something that comes close to being unprecedented in advertising. Through newspapers it broadcast once more over America the same famous advertisement it first used 14 years ago. This advertisement, now the most widely disseminated piece of business literature ever written, is called "The Penalty of Leadership." It was first used January 2, 1915, and has since been reprinted hundreds of thousands of times.

W. W. Lewis, Cadillac advertising director and assistant general sales manager, declares that the continued remarkable attention that its reprinting always focuses on it constitutes irrefutable argument that effective advertising is not short lived, but can grow mightily in force with the lapse of time.

George Sanders, fourth ranking driver in major racing circuits in 1928 and winner of the Indianapolis 500 mile race in 1927, will retire from the "roaring road" to center business in Columbus, O. Sanders was seriously injured when he turned over on the fair grounds at Detroit July 4.

Highway engineers of the United States set a new mark of achievement during 1928 when they added another 50,000 miles to the surfaced highways of the country, according to the Oregon State Motor association.

—making it, by a tremendous margin, the outstanding motor success of modern automobile history. Why? Because Nash gives them the Twin-ignition motor . . . gives them cars equipped with the Bijur centralized chassis lubrication system . . . with hydraulic shock absorbers . . . with bumpers front and rear . . . spare tire lock . . . cars completely, luxuriously equipped . . . at no extra cost.

Ninth to fourth place in just six months because the new Nash "400" is the only car of all the new cars with every new and progressive feature!

The New NASH "400" Leads the World in Motor Car Value

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

FLAT TIRE IS MENACE WHEN BRAKES USED

Brakes should never be suddenly applied if a flat tire occurs when traveling at a high rate of speed, advises the local manager of the Western Auto Supply company.

"High speed, balloon tires and four wheel brakes, combine to make flat tires extremely dangerous as the sudden drop of a wheel from four to seven inches and the heavy road drag of a flat balloon tire sometimes throws the car completely off the road," it is said.

"There is a natural tendency on the part of the driver to quickly apply the brakes when a flat tire occurs as he attempts to stop before the tire is ruined. Due to increased road traction, sudden application of the brakes apparently has the greatest effect on the wheel that carries the flat tire. Speedy application is especially dangerous when a front tire collapses as the steering mechanism cannot hold the car from following the low wheel and an upset in the ditch often results.

To reduce the danger from flat tires, the Western Auto stores have been supplying automobile owners of the west with Polson super inner tubes. These tubes eliminate flat tires to a marked degree by self sealing ordinary punctures instantly and permanently.

GEORGE SANDERS RETIRES

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Mexico Begins Great Highway Developments

Of interest to Pacific coast motorists and the automotive industry is the word brought to Oakland last week that the Mexican federal government has started the greatest highway development program in its history. The news was made known to officials of the western Durant plant by a tourist party which has just completed an extended trip through Mexico in a Durant six sedan, and relayed to Jim Morelock, local Durant dealer.

The first of the new roads outlined in the program is the extension of the present highway from Puebla to Vera Cruz via the cities of Orizaba and Cordoba, a distance of about 177 miles, according to the scouts. The national highway commission has installed its first camp and has made arrangements to locate in two other places along the contemplated route. Road machines are already on the ground and federal engineers are in charge of the preliminary work, they report.

The new road, which will be an extension of the present 82-mile stretch between Mexico City and Puebla, will follow closely the old Spanish road connecting Vera Cruz with the Mexican capital. When completed it will be one of the most interesting trips on the Pacific coast, the scouts point out. It will pass through a rich agricultural district where are located sugar mills, coffee plantations, rice mills and other agricultural enterprises. It will also open up thousands of small farms, giving great impetus to the agricultural development of a district formerly neglected.

Besides the many scenic attractions for tourists, the new highways now being planned will, when completed, be responsible for a marked increase in the demand for all classes of motor vehicles, as well as the greater call for agricultural machinery and implements in the opinion of the Durant scouts.

TRIPLEX TO BE SHIPPED

The three-liberty-engined Triplex, conceived and built by J. M. White, Philadelphia sportsman, was shipped to Florida yesterday. White has four mechanics working day and night on retuning all motors and making some refinements in chassis design. The selection of a driver has not been settled, although White has received more than 50 applications. The car is certain to run, however, as America's defender of the

world's straightaway mile record against Maj. H. O. D. Seagrave of Great Britain.

Next to making a sale the most pleasant experience is collecting the money.

GOOD YEAR

The Mile Price Is What Counts

When you motorists buy tires you must remember that you are paying for so many tire miles—the price of a tire has nothing to do with it.

Goodyears have been giving the many users in this vicinity a lot for their money when it comes to figuring up tire cost—15,000, 20,000, 25,000 and even up to 30,000 miles from a tire is not at all unusual.

This spring you will be offered tires at bargain prices—cut prices—sale prices and every other kind of prices—anything to attract you and get you to buy a tire on price alone.

Before you buy any of this "Off-Brand Stuff" let us show you the new Goodyear—prices are the lowest in history—the quality higher than ever.

Goodyears give you the cheapest mile price.

BOHNENKAMP'S

The only LOW-PRICED CAR with all these costly car FEATURES



WHIPPET 4-COACH \$535

World's Lowest Priced Four-Door Sedan \$595

Coach \$635; Roadster \$685; Touring \$475; Commercial Chassis \$365.

WHIPPET 6 with 7-Bearing Crankshaft Coach \$695; Coupe \$695; Coupe (with rumble seat) \$725; Sedan \$760; Sport Deluxe Roadster \$850 (with rumble seat and extras). All Willys-Overland prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.

- 1 Silent timing chain—For quiet, smooth operation and long life, an adjustable silent timing chain drives the camshaft and auxiliary shaft of the new Superior Whippet.
2 Full force-feed lubrication—The heavy, rugged crankshaft of the new Superior Whippet is drilled for full force-feed lubrication.
3 Aluminum alloy invar steel strut pistons—This design prevents piston distortion and assures faster pick-up, greater speed and power, smoother operation and longer life.
4 Big four-wheel brakes—Mechanical type brakes, positive and quick-acting, afford maximum driving safety.
5 Snubbers and oversize balloon tires—These features, together with increased wheelbase and longer springs both front and rear, give exceptional riding comfort.
6 Mono-control windshield—The windshield can be quickly and easily wound open or shut with one hand, even while the car is running.
7 "Finger-Tip Control"—A single button, in the center of the steering wheel, starts the motor, operates the lights and sounds the horn. Aside from its great convenience, this fundamental improvement is also an important safety factor, as you can keep your foot always on the brake when starting or re-starting on a hill.

NEW SUPERIOR Whippet WILLYS-OVERLAND, INC., Toledo, Ohio Gettings & Hanks Jefferson Ave.

McKennon Nash Motor Co. 806 Adams Avenue, Main 650.