

40 PER CENT OF FORDS CLOSED CARS

3,688,000 Yds. of Cloth and Fleece From Over 875,000 Sheep Used

Increasing demand for closed cars among other things, is furnishing the textile industry of the country with a big and annually growing business.

The largest user of upholstery materials is the Ford Motor company and figures which have just been given out by the company not only show how the closed car popularity is growing, but also present an interesting picture of the great quantity of cloth in trimming automobile bodies. Ford production records disclose that in 1924 close to 40 per cent of the company's passenger car output was closed cars, which is a new high record. To trim these cars it took approximately 3,688,000 yards of cloth, the equivalent of the entire annual output of ten mills of twenty five looms each.

Another thing, it required the fleece of more than 875,000 sheep to furnish sufficient wool for all this cloth, and an interesting feature in this connection is that within the last two years the price of wool, such as used in Ford upholstery, has more than doubled. However, manufacturing economies effected in other departments permitted the company to each year lower the price of the Ford closed cars to the purchaser.

Buyers for the company start with the fleece, specifying in detail the exact kind of wool to be used. The quality most desirable was determined upon only after much experimental work and long and severe tests. As Ford cars are for the most part subjected to long and hard service, it is necessary to provide in the upholstery cloth not only pleasing and attractive appearance but also unusual wearing qualities.

Many New Features Make Chevrolet Drive Easily

Smooth motor car operation is one of the most desirable qualities in any automobile today because of the extensive and constant use to which the average car is put on both short and long trips.

The thousands who have purchased the new Chevrolet report that the driving of his car requires little physical effort, due in great measure to the perfected single plate dry disc clutch.

This new type clutch not only starts the car smoothly and operates with only a light pedal pressure, but has such large contact surface that it delivers all the power all the time. It requires no lubrication.

While the new type clutch is one of the most obvious of the mechanical features, it is only one of the many features that makes for easier driving qualities, more sturdy chassis and more economical operation.

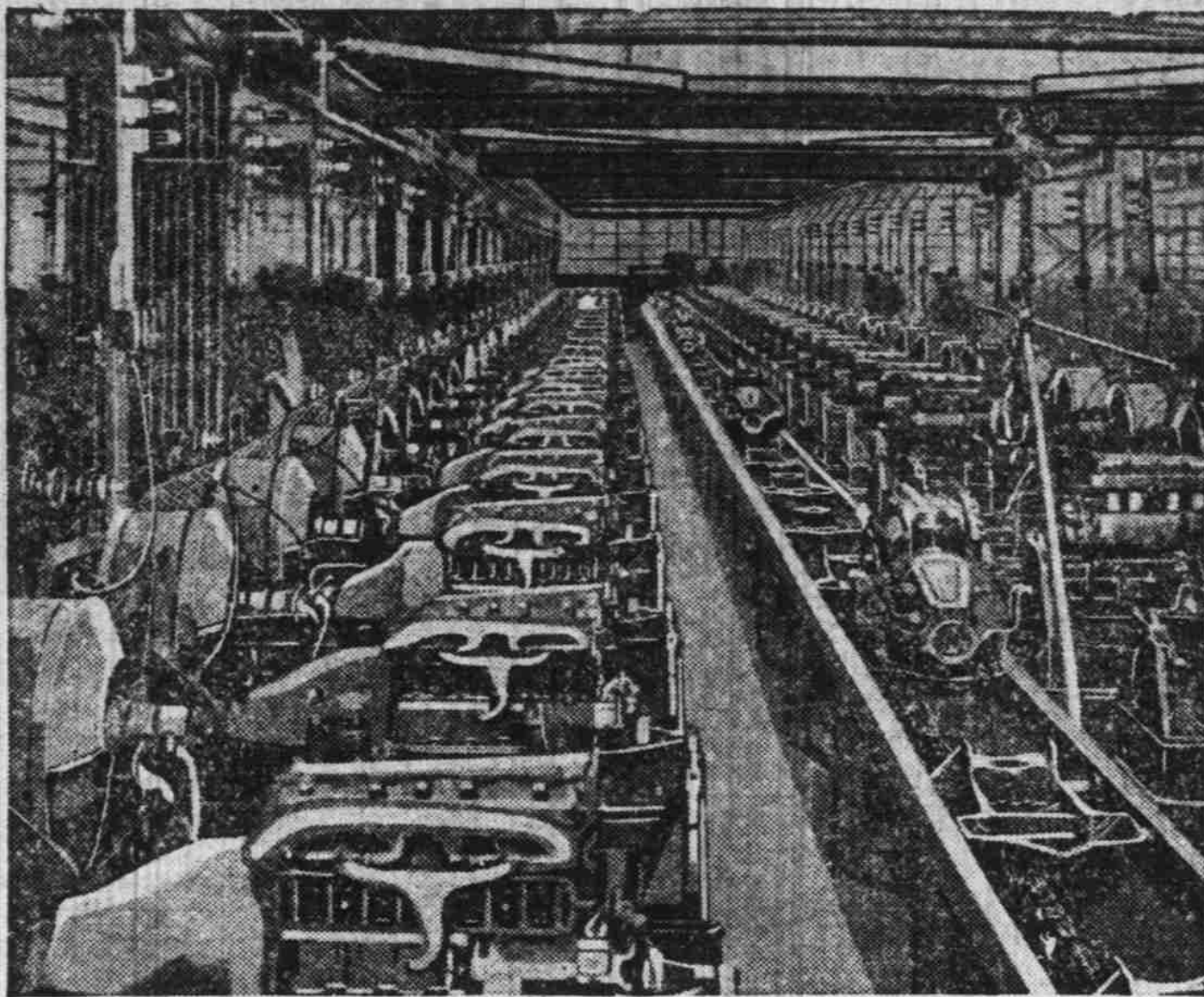
To improve the riding qualities, the new Chevrolet has been equipped with new semi-elliptics. They are chrome vanadium steel, the rear springs being 54 inches long and the front springs 36 inches long. To lower the center of gravity and improve the roadability of the car, the rear springs have been underlaid.

Both front and rear axles are new and have been greatly strengthened. The front axle has been strengthened and redesigned to accommodate the semi-elliptic springs. The rear axle is entirely new and has a one-piece banjo type housing similar in construction to that used in the more expensive cars.

The frame is longer and stronger, is constructed of channel steel and has five sturdy cross members instead of four previously used.

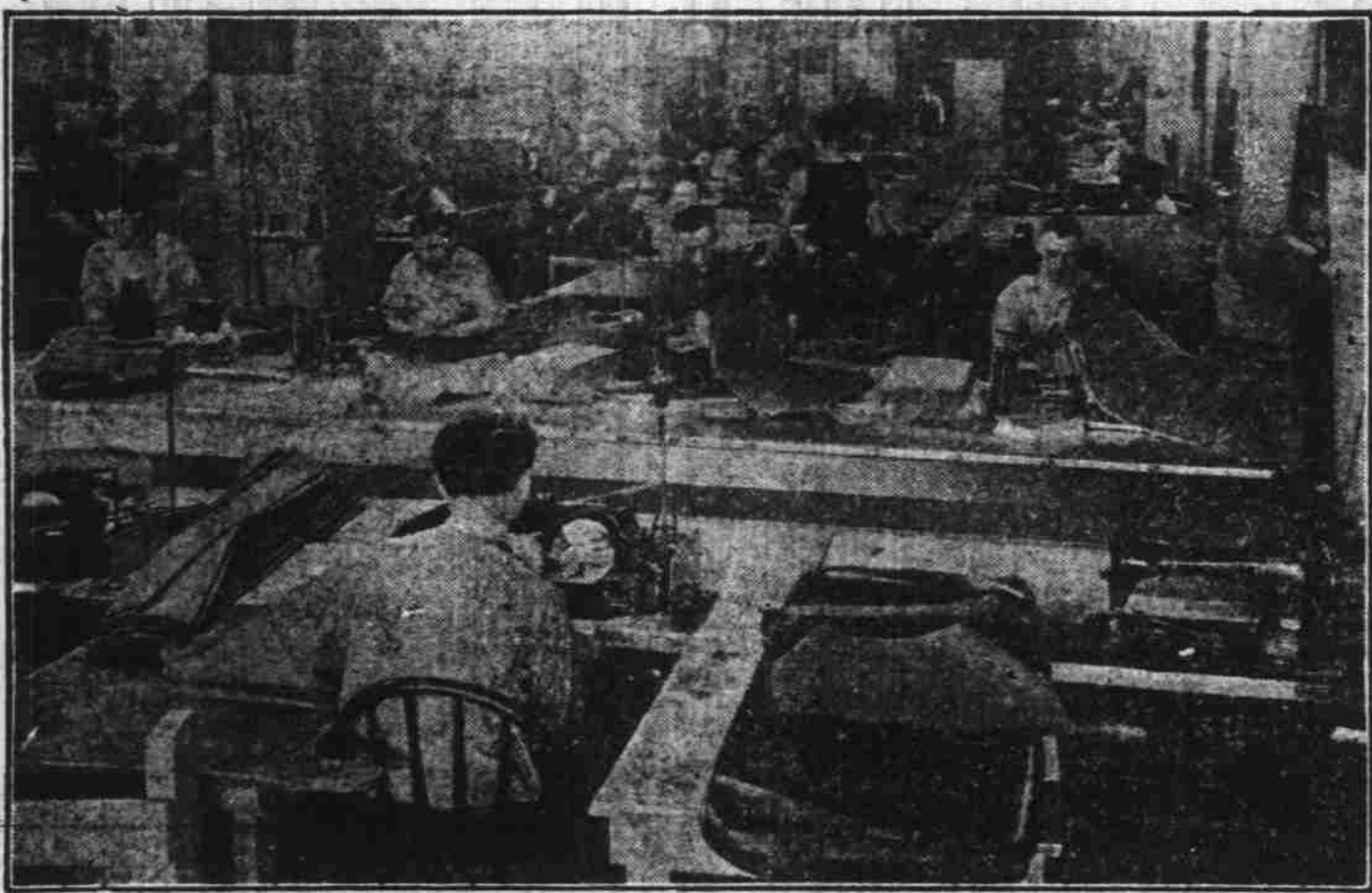
The already famous Chevrolet motor has been refined and improved in many ways; such as heavier crankshaft with larger connecting rod bearings; longer and larger center main bearings; shorter intake manifold bringing the carburetor closer to the cylinders, insuring better carburetion and easier starting; rocker arms

WHERE FORD ENGINES ARE BUILT



Here is where Ford engines are tested in the big new manufacturing building at the Ford Motor Company's River Rouge plant. All Ford engines are now being built at River Rouge and from the motor assembly line go immediately into the test department.

FORD PLANT USES MUCH CLOTH



Scene in the upholstery department at the Highland Park plant of the Ford Motor Company, Detroit. The company last year used more than 3,680,000 yards of cloth in upholstering closed cars.

and valves completely enclosed. The improved oiling system together with large bearing surfaces tends to increase the life of the motor materially. The shorter intake manifold not only makes for better carburetion and easier starting, but also for smoother operation, due to the better distribution of gas to the cylinder; combined with the heavier and well balanced crankshaft.

The instrument board has been refined in design and appearance.

SUCCESSFUL METHODS FOR MAKING TRAFFIC SAFER

1. Adequate traffic police force.
2. Through boulevards.
3. Education in schools.
4. Severe punishment of the reckless.
5. Study of facts of local traffic.

Foreigners in France May Not Own Carrier Pigeons

PARIS, Mar. 7.—The homing pigeon is a dangerous bird for the security of France when owned by foreigners, is the reason given in the preamble of a bill introduced by the government under the signatures of President Doumergue, Premier Herriot, Minister of War General Nollet and Minister of the Interior Chautemps, to the effect that henceforth none but Frenchmen born may own doves.

"Reasons of national defense."

The bill begins, "has forced the government to pass the measure."

"The war of 1914-1918 has proved the very great services which homing pigeons can render as liaison agents between units of the French army, but it has also demonstrated the terrible ravages they can cause by giving information to the enemy, especially when they have been born on our soil or have been in France for some time," the bill says.

"Foreigners of any nationality are forbidden to have in France doves and homing pigeons and any person of French nationality desirous of being proprietor of such birds must first obtain the authorization of the prefect of his department."

Irish Charged With Boycotting Manufactures

DUBLIN, March 7.—The Irish people have been boycotting their own goods, it was declared at a meeting of executives of the Cork Industrial Development association. Some few years back

customers used to insist on Irish manufactures, but this is now exceptional.

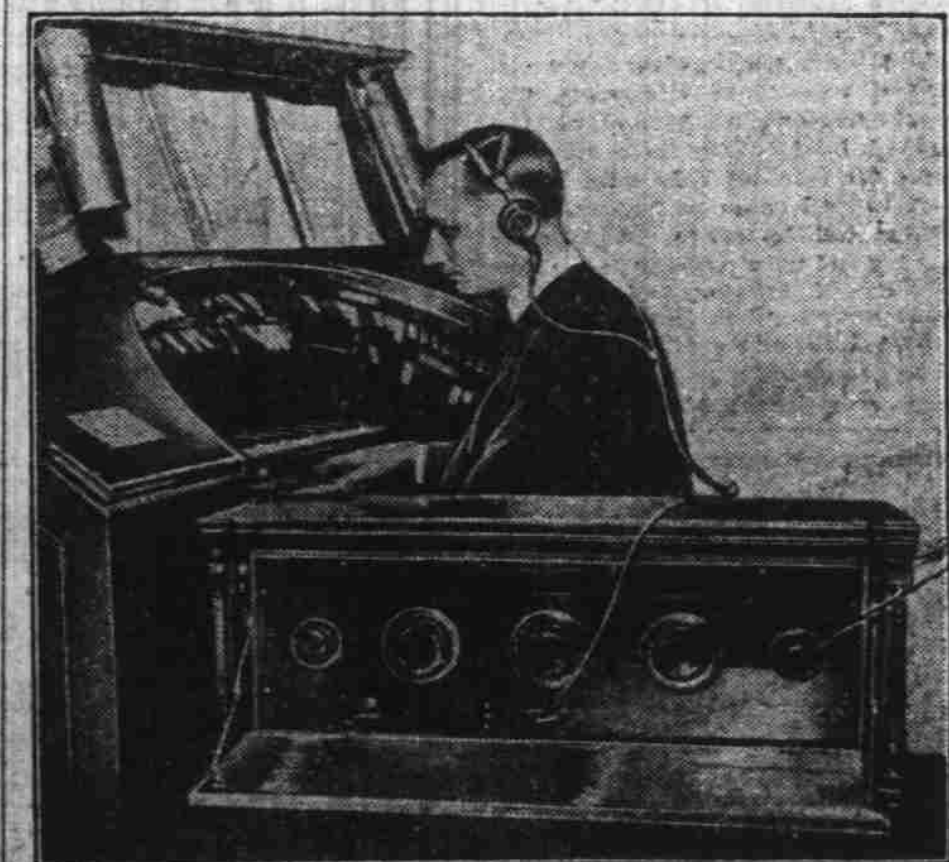
The secretary commented upon a recent statement of Professor Smiddy in America that "Ireland is a creditor country rather than a debtor country," and that "Irishmen have a billion dollar investment in foreign countries drawing an income of about \$55,000,000 a year."

The secretary argued that this export of Irish capital was suicidal and it was suggested that the government should put an embargo on further capital export.

BOYS OF THE FARMERS SEE THE WORLD

BERLIN, Mar. 7.—A group of farmers of Pomerania are planning an exchange of their sons with farmers' sons of equal age in other parts of Germany. The purpose is to give the boys a broader view of life, and an opportunity to observe and become familiar with agricultural methods other than those of their home districts.

ORGANIST HEARS HIMSELF BY RADIO



ARTHUR HAYS, organist of the World Theatre, Omaha, who plays through Radio W O A W, and is a great favorite with the listeners, listens to his own playing by radio, through the use of headphones, his Freed-Eismann receiver being placed near the organ. Microphones are placed in five parts of the auditorium in order to carry the beautiful music to the transmitting room and thence to the invisible audience.

Mr. Hays broadcasts every Saturday night between 11:30 and 12 o'clock and between 8 and 8:30 o'clock on Monday evenings.

Critics Defend Saxophone, Put Onus on Jazz Artists

LONDON, Mar. 7.—A good word at last has been said for the saxophone. Quite a number of letter writers to London newspapers have come to the defence of the instrument and by argument and facts have endeavored to shift the onus on the jazz saxophonist—and not the instrument itself.

The saxophone was not an accident by any means, it is explained in the Star, having been invented by Antoine Joseph Sax, born at Dinant, Belgium, November 6, 1814, the son of a reed instrument maker. He studied at the Brussels Conservatoire of music and his proficiency on both the flute and the clarinet became marked. There were many opportunities for Sax to become a musician of note, but he preferred to return to the bench.

Moving to Paris in 1842, Sax produced the first "saxhorn" in 1843. In 1846 a soprano saxophone was manufactured and patented followed by the family of the alto, tenor and baritone saxophone. Sax, however, failed to profit by his work and at the age of 82 he died penniless and pretty well forgotten even in musical circles.

Much-Sought Foundling Disposed of by Lottery

PAALOZALA, Italy, Mar. 7.—A baby boy was recently the capital prize in a lottery arranged by the mayor of this city. The child was found abandoned in the market place and turned over to the mayor. Within an hour eight childless couples had sought to adopt the little foundling.

The mayor had difficulty in choosing among the would-be parents. So he arranged to raffle the baby off and allowed tickets to be sold only to persons who would make desirable parents. The tickets brought a good price and all the proceeds of the lottery were turned over to the winners of the child to purchase a layette.

Swiss Writer Warns Against German Aims

GENEVA, Mar. 7.—All Switzerland is talking about letters written to Swiss newspapers concerning Germany's military position by Prof. Paul Seppel of the Federal Polytechnic College of Zurich. Prof. Seppel depicts a present day Germany, imperialistic in nature, and insists that within a very brief period Germany will be able to place in the field a large and menacing army. His letters constitute a sequence to the recent report made by General Morgan of England concerning German military preparations.

The professors sets forth that the German universities, both professors and students, are seized with imperialism, and that among the German people this doctrine is rapidly making progress. "I do not believe in an immediate war," he continues, "but I am convinced that there is developing a situation which will permit the German imperialists to cast off their masks and show all their arrogance and all their ambitions. They have not changed an iota after a defeat which they have steadily refused to recognize."

Competition Seen as Sign Of Rate War on Atlantic

DUBLIN, Mar. 7.—The Irish Times points out that 30 years ago 3,000 emigrants sailed each week from Queenstown to America. Two shipping lines were then able to handle the traffic. Now less than a fourth of that emigrant traffic survives, yet five lines are in competition for it.

The latest competitor is the United American Line, which has established an office in Queenstown. Directors of the North German Lloyd company recently visited Queenstown and interviewed the port authorities as to the provision for facilities in the event of the company deciding to include Queenstown in its trans-Atlantic service.

It costs \$1,000 for a ship to call at Queenstown, and it is stated that sometimes the companies have found it cheaper to carry passengers on to Liverpool and pay their expenses back to Ireland.

A Queenstown resident is quoted in the Irish Times as saying that "the present evidence of competition for what is a mere shadow of the former traffic points to the probability of another rate war."

Statue of Peel Characterized Worst in Westminster Abbey

LONDON, Mar. 7.—The statue of Sir Robert Peel, who organized the London metropolitan police force, has been characterized as the worst in Westminster Abbey by the Rev. Jocelyn Perkins, who has suggested that it be taken down. The statue reminded Rev. Mr. Perkins of a man going to a Turkish bath, because of the effect of its drapery, and since it was given publicity in this respect has become known as "Bath towel statue."

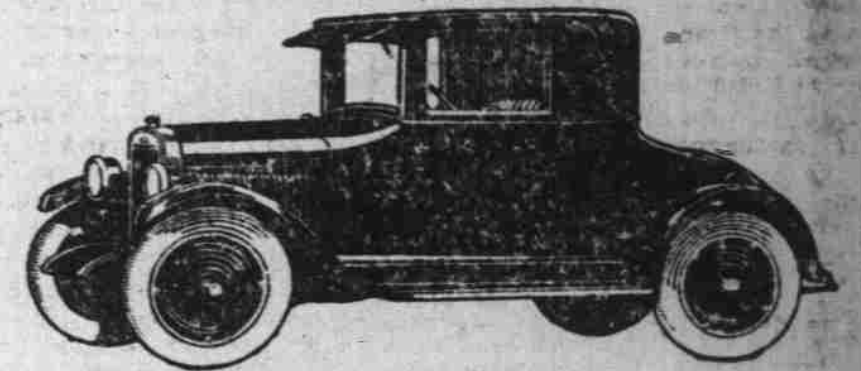
Sir Robert in his younger days was popular known as Bobby, and it was from this name that the London policemen derived their nickname.



See These Beautiful Cars!

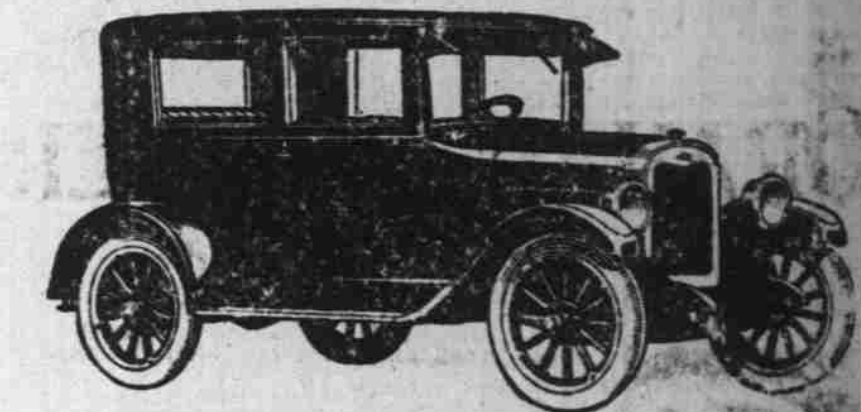
The Coupe

A beautiful car of great daily utility. Lower panels and hood finished in sage green Duco, upper panels in black; balloon tires and disc wheels—Price f.o.b. Flint, \$715 Michigan . . . \$715



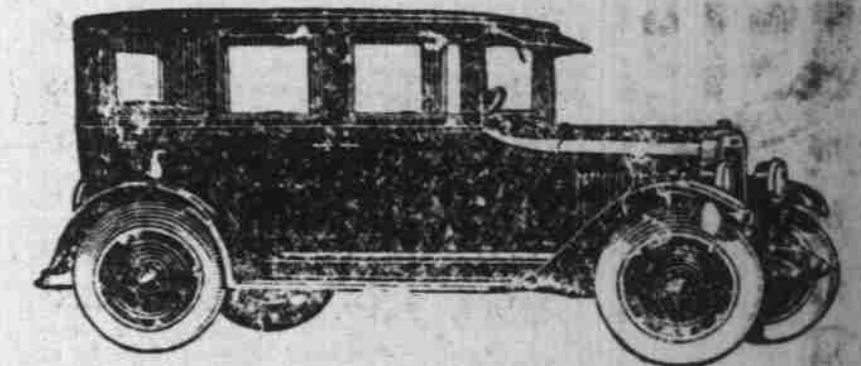
The Coach

The lowest priced Fisher body coach. Beautiful closed car at low cost, finished in rich dark blue Duco; special artillery wheels and balloon tires—Price f.o.b. \$735 Flint, Michigan . . . \$735



The Sedan

A beautiful quality car finished in aqua-marine blue Duco on lower panels and hood, deep black on fenders and upper panels; balloon tires and disc wheels—Price f.o.b. Flint, \$825 Michigan . . . \$825



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JOE WILLIAMS
The Battery Man