

SAFETY GROUP HAS ENTIRE PLATFORM

Resolutions Adopted Looking Toward Prevention of Road Accidents

What might be described as the form of the organized public movement is contained in resolutions bearing on the prevention of accidents on the streets and highways...

WHEREAS, in the United States this year, some ninety thousand persons were killed and an incalculable number were injured...

WHEREAS, a majority of these persons could have been prevented as was demonstrated by the thousands which have been prevented through united efforts...

WHEREAS, Public officials and members of public opinion have become increasingly alarmed over the traffic accident problem...

WHEREAS, The members of the National Council and other safety interested, assembled in Chicago at the Sixteenth Annual Safety Congress...

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New York To California and Back In Two Weeks Vacation



Albert Boklan with the Pontiac Six he drove from Freeport, Long Island to the Coast in six days. He remained out here for only two days, and then left for home, on the plea that his two weeks' vacation would be completed after his trip to the Coast and back in twelve days and his two days out here.

DRIVING CONDITIONS SHOWN IN CONTRAST

Pontiac Coupe Makes Coast To Coast Trip in Only Six Days Time

Away back in 1905 an automobile mechanical expert and a newspaper man started out from New York for a motor trip across the country to the Pacific Coast...

Their car had been chosen specially for the trip; it had been gone over carefully by factory mechanics and was supposed to be absolutely the best word in automobile perfection of that day.

Thousands of motorists make this trans-continental trip every year now and thoroughly enjoy it. The roads are better, of course, but even when bad roads are encountered in combination with bad weather...

The transcontinental driving time is being cut down through the development of the modern low-priced car, according to A. L. McMeans, district manager for the Oakland Motor Car Co.

When Boklan, in his Pontiac Six coupe arrived here on the Coast he was just six days away from his Atlantic coast home...

When it came to the point of deciding where to go on my vacation I was sort of up a stump. Then the idea of making a trip to the Pacific coast came into my head.

"I figured it would be as expensive as staying closer to home at some resort and I was right. I did not spend a penny on the car outside of gasoline and oil and that figured out as very cheap transportation.

"I believe that next year I can make the trip and save a day each way. I have learned something about driving western roads that will be a help to me. The Pontiac will do the work all right, and go as fast as I dare drive it."

LONDON (AP)—The street tortois seller has long been a feature of London. His strange wares are eagerly bought by suburban householders who place them in their small gardens and make pets of them as far as possible.

Trumm Motor Car Firm Established in New Home

The Trumm Motor Car company, local distributor for Paige automobiles, is now located in its new quarters in the Fraternal Temple building, on Center street between Liberty and High.

MERRY OLDSMOBILE NOT DEAD SONG YET

First Automotive Ditty Brought Up To Date; Always Some Demand

The progress of the automobile has been symbolized in lyrical form. The first and only popular song ever written about the industry, "In My Merry Oldsmobile," composed in 1902 by Gus Edwards and Vincent Bryan, has been brought up to date in a new 1927 orchestration by Jean Goldkette, famous orchestra leader.

Just a quarter of a century ago Edwards and Bryan, premier song writers of their day, saw in the then struggling automobile industry the basis for a popular song. They composed "In My Merry Oldsmobile," writing it in the then popular slow waltz time, and it was an instantaneous hit.

But years bring changes. One cylinder automobiles and slow waltz tunes both passed out of the picture. Syncopated and jazz, multiple cylinders, refinements and automotive beauty now hold the spot light.

Jean Goldkette, leader of his Victor Recording orchestra, recalled the old song as he visualized the development of the automobile industry to its present commanding position. He decided to bring out a 1927 model of "In My Merry Oldsmobile," and wrote orchestrations of it in both modern waltz and fox trot time.

Recently his orchestra made records of both of the new orchestrations while playing at the Victor studios at Camden, N. J.

Although Oldsmobile officials had nothing to do with the writing or publishing of the song, they began receiving requests for copies at the factory. To satisfy these requests the company arranged with M. Witmark & Son, the publisher, for a special edition to supply this demand.

Even though the song is a quarter of a century old, the Oldsmobile factory continues to have calls for it, disposing on an average of several thousand copies each year to Oldsmobile owners. Requests come from all parts of the world a recent one being received from A. M. C. Jamieson, of "Kohewatha," Kalkohe, Bay of Islands, New Zealand.

The new prices announced on the two Great Six seven passenger models follow a similar reduction of \$800 made on the regular five passenger Willys-Knight Great Six cars several weeks ago.

The new seven passenger cars were added to the group last May and recent sales figures show a growing tendency on the part of motor car buyers toward Knight engined cars in the seven passenger field.

Senator Wagner, of New York expects to travel to Washington each week by air during the sessions of Congress this winter. At that he is not the first statesman to get to the Senate by the air route.

LONDON (AP)—"Love at First Sight" might be the title of the romance of Iron Vinton and Doris Bentley, two of the principals in the play at the Hippodrome theater, here, who have just become engaged.

Vinton and Miss Bentley met in 1923, when they were playing in opposition pantomimes. Vinton sent a first-night congratulatory telegram to every member of the rival show but Miss Bentley, whom he did not know. When he realized his omission he wished to apologize and sought an interview with the slighted actress, which brought about their friendship.

DOWN THE ROAD JUST AS YOU ARE SLIDING INTO THE SHEETS, THE WIFE SUDDENLY REMEMBERS SHE DIDN'T PUT THE CAR AWAY.



Rocks That Wreck the Good Ship Matrimony

Turkey or Beans - Which?



Here are the opposing field generals in the Chevrolet Motor Company's unique "turkey-bean" contest under way during October. On the left is M. D. Douglas, and on the right D. E. Ralston, assistant general sales managers, who have charge respectively of Eastern and Western United States. When sales are totaled at the end of the month, one, with all his lieutenants, will eat turkey and the other, with his aides, will eat beans.

DEPARTMENTS MANY AT MILLER FACTORY

Almost Every Building and Mechanical Trade Represented in Plant

In this age of commercial efficiency, great manufacturing plants are almost complete industrial communities within themselves. At the huge factory in Akron, where Miller tires are made, almost every mechanical and building trade is represented in permanent departments.

Painters, carpenters, electricians, pipefitters, bricklayers, cement finishers, plumbers, machinists, printers and others are included in this division.

One of the most important of the mechanical departments is the corps of electricians. A vast network of light, power and telephone wires make up the system of electric wires and all the motive power in the plant is electrical.

Motors, telephones and lights must be kept in smooth working order for greatest efficiency. New mold designs for tires and other rubber products are machined and shaped in a machine shop equipped with modern lathes and tools.

Thousands of letters and circulars are printed and mailed daily in a modern multigraphing department. A modern printing plant, for printing boxes and package labels, turns out thousands of pieces each working day.

Monster rolls and castings are taken down and set up with the help of cranes and powerful chain blocks. With a vast system of almost 200 miles of pipe in this factory, a corps of pipefitters is important.

General Motors Reports Large Increase in Sales

Commenting on the September sales of General Motor cars, Alfred P. Sloan, Jr., president of General Motors, said:

"The retail sales by our dealers to consumers in September were 132,596 cars compared with 118,224 in September 1926 and further with 83,519 cars in September 1925."

"In September the sales by our car divisions to their dealers totaled 140,607 cars compared with 138,360 in September 1926, and further with 89,018 in September 1925."

Olds Sales Break Record Third Consecutive Month

For the third consecutive month the retail sales of Oldsmobiles have broken previous records, both in domestic and export fields.

The record for September showed a 14 per cent increase over that of the same month in 1926 and a gain of 21 per cent over September 1925. This September gain follows substantial increases in August and July, both months recording larger sales than any previous August and July in the 30 years' history of the company.

The increase in Oldsmobile export sales is going hand in hand with those in this country. During the first nine months of this year the export trade has increased 20 per cent over that of the same period of last year. This gain made by Oldsmobile is in line with the total increase of the export business of the General Motors corporation, of which Oldsmobile is a division.

American Ideas Copied By European Companies

PARIS—The outstanding feature of the twenty-first automobile salon at the Grand Palais is the noticeable trend by European manufacturers toward American ideas in construction and the tendency toward six-cylinder engines instead of the four cylinders which has dominated French cars hitherto.

French Motorcycles Pass Across Sahara

PARIS.—(AP)—Motorcycles have competed successfully with camels in crossing the Sahara. Three Frenchmen—Bruneteau, Weerens and Gemie—have been given all the honors as pioneers and explorers for their 6,000-mile trip from Casablanca south to Oran and on to Dakar, through Timbuctoo, over the sands previously traversed by the camel only.

ROOMINESS FEATURE OF CHRYSLER'S '52'

Provision Made for Passenger Comfort Unique in Its Price Class

The unusual degree of comfort and roominess found in the New Chrysler "52" is the subject of much favorable comment among owners of the latest offering of the Chrysler Corporation in the low price automobile field.

"The much praised roominess and riding ease of the '52' are direct results of the Chrysler manufacturing policy of standardized quality," explained a representative of the Fitzgerald-Sherwin Motor Co.

"Standardized quality is the famous factory principle by which the identical practices and processes that are employed in building the higher priced Chrysler cars are utilized to enforce the same exactness and precision in designing and manufacturing every part of the low priced '52'."

"When Walter P. Chrysler matured his conception of the car he wanted in the low priced field to round out his line of four models for the four great automobile markets, he asked of his engineers a car that would not only be light, powerful, economical to buy and operate and capable of the finest performance, but especially would provide more than adequate room for five passengers and bring within the average family's budget the comfort and pleasure enjoyed by owners of larger and more expensive automobiles.

"Utilizing through the standardized quality policy the designs and processes already available in the Chrysler plants for the company's other cars, the engineers were able to deliver the Chrysler '50,' until now the highest type of automobile comfort obtainable in the low price field.

"This ideal of Mr. Chrysler for the motor enjoyment of the average family, however, has been carried even farther by the scientific use of the company's engineers have made of the additional body space of the New Chrysler '52'."

"In addition to enlarging the interior dimensions of the car, the builders have added a long list of new provisions for driver and passenger comfort. Among them are the new saddle-spring seat cushions, previously found only in cars of the high price class; fine mohair upholstery of a remarkably high grade; adjustable steering wheels; maximum driving vision afforded by narrower corner pillars; foot rests of the latest type; and a variety of other refinements that invariably surprise those who see this new car for the first time by the unexpected appearance in it of luxuries generally looked for in high priced automobiles.

"To these innovations are added fundamental provisions for car balance, roadability and proper proportioning that have been retained from the Chrysler '50,' including particularly the long springs of the semi-elliptic type, the front springs being 35 1/2 inches in length and the rear springs 53 1/2 inches, a total spring length of nearly 7 1/2 feet on each side of the car."

Graham Brothers, the truck division of Dodge Brothers, Inc., devote a huge plant of more than 400,000 square feet of floor space at Evansville, Indiana to the building of truck bodies for their trucks. In this plant, a corps of engineer designers, experienced body builders and art craftsmen that would be a credit to a fine passenger automobile body plant has been constantly at work for years developing the bodies for Graham Brothers trucks to their present high point of refinement, durability and smart lines.

Conditions at this plant are close to ideal for economical production of high quality truck bodies. Close to the great southern hardwood forests, Evansville has first choice of the finest timber at small cost for transportation. Coal mines are located within a mile of the factory and the Ohio river furnishes all-water transportation of steel from Pittsburg. But probably the chief advantage is the presence of a large body of skilled labor.

Evansville is a city of 25,000 people, and the presence of a large body of skilled labor is a great asset to the Graham Brothers plant. The city is a center of truck building, and the presence of a large body of skilled labor is a great asset to the Graham Brothers plant.

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HOUSE BESIDE ROAD GAINS; AUTO CAUSE

Remarkable Activity in Home Construction Along Highways Noted

WASHINGTON, D. C.—The remarkable activity in home building outside of the municipal bounds of American cities and along improved roadways shows no sign of slowing down, according to a bulletin issued by the American Highway Educational Bureau. "Indeed," says the bulletin, "the lure to possess one's own vine and fig tree is drawing multitudes far afield, and now that the bonds of transportation have been loosened by improved roads and the motor car, home building developments strike the eye at almost every turn. Nor is this activity confined to any particular city or region. It is found wherever practical road improvement leads the way."

"Having had demonstrated beyond doubt the value of the modern road as a builder and stabilizer of realty values, particularly along the main traveled routes, there is now a growing tendency to get farther afield with this character of public improvement. For example, the public is beginning to sense the fact that road extension is not always a matter of pavement, but primarily one of better drainage on existing roads. In other words, that communities without sufficient financial power to secure the prevailing types of heavy construction are not necessarily barred from sharing in the value creating powers of road improvement until such time as paving programs are within reach, but that such advantages are easily at hand through a more intensive application of the principle of good drainage."

"That subdivision activities should reach so far out in the country," the bulletin continues, "is but another of those wholly unexpected results of road improvement, a result certainly far beyond the prophetic advice given by Andrew Carnegie some years before his death when he said that many fortunes were yet to be made in realty investments in out-lying areas of American cities. And at that, he reckoned without knowledge of the part the road and the motor car were destined to play in the growth of realty values in functioning as they undoubtedly do as distributors of some-what opportunities."

The bulletin calls attention to the fact that the total mileage of all roads in the United States is approximately 3,000,000, and that for some years to come not more than about 300,000 or one-tenth of this mileage will require heavy

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BODY CONSTRUCTION INDUSTRY GROWING

Rapid Strides Made by Plant of Graham Brothers at Evansville

The building of bodies for motor trucks has developed in the last seven years from the corner wood-working shop where pistons and logs were, at considerable expense, cobbed onto chassis to suit the owner's fancy, to a great industry turning out large quantities at very low cost. The truck user, realizing the advertising value of his trucks on the street, wants a good looking vehicle as well as one of durable and convenient design so that the popular motor truck of today is smart and handsome in appearance; the product of the most artful designers and expert craftsmen.

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