

### MANY WOMEN TAKE A.A.A. MEMBERSHIP

#### Large Proportion Not Only Drivers But Owners of Their Machines

Washington, D. C.—Each year sees a larger number of women entering the ranks of organized motordom, not merely as drivers of the family car but as owners of their own automobiles, and this fact is reflected annually in a larger proportion of women among the membership of the 939 clubs which make up the American Automobile association, according to a statement issued from National Headquarters of the A.A.A.

"There are many factors to indicate that the woman is going into motoring with the same thoroughness with which she has identified herself with other spheres," says the statement. "Her capacity for making her motoring most effective, is indicated for instance in the passing of the conviction that it is the woman driver who always is responsible for the traffic jam and the near-accident. How many times was this judgment passed in the days when women were making her first appearance as a motorist? How rarely it is heard today.

"As their number has increased and their record for caution and safe driving became generally recognized, the patronizing attitude toward them has passed.

An analysis of records shows that women join motor clubs for much the same reason that men do, with the possible exception that they place more value initially upon the emergency road service offered, says the statement. The average woman concludes that she gets the greatest pleas-

ure out of using her car, but just as readily concedes that she does not relish the task of making a roadside repair or even of spending weary hours trying to get into touch with any haphazard agency that will make repairs.

That the woman looks relatively far ahead in her motoring is indicated in the fact that she can see the possibility of minor car troubles even when the automobile is new, it is pointed out. "Emphatic evidence is found to substantiate this point in connection with winter motoring," the statement declares. "A. A. A. clubs have enrolled thousands of women members on the strength of the fact that they could count on the club's emergency road service to help them out of all the awkward predicaments which are winter's constant threats—among them the frozen radiator, the car that will not start, the flat tire, the car that is stuck in the mud, and the countless other difficulties of a similar nature.

"The business woman, just like the business man, uses her car every day in the year. She has grown to depend upon it completely. She wants to be certain of its readiness for use without delay when it is needed. She is not able to overcome difficulties of the character just mentioned with the same ease with which a man will meet them. So she frankly recognizes her inability and joins the motor club.

Club records show many instances where the woman of the household who owns her own car is the one who shows the rest of the family the advantage of motor club ownership, the A. A. A. analysis reveals. She joins to take advantage of every phase of its program, its touring bureau, legal department, its insurance, its discounts on various necessities of the motorist, and its generally helpful counsel and assistance on everything pertaining to motordom.

"And once a member, she makes use of all these features of club service," the statement says. "Us-

ing them, she tests and proves their advantages. As a result, clubs have had innumerable experiences where male members of the family have followed the woman's lead and joined their local clubs.

"The woman's attitude toward her motor club may be summed up in the thought that she wants to make her motoring experience as simple and trouble-free as possible, to make it generally well-rounded, so she joins the club much for the same reason that she joins a parent-teacher association or some similar organization charged with an important civic service."

### American Automobiles Found To Be In Favor

During a recent trip to eleven European countries Edmund H. Serrano found that American cars are gaining in popularity there, despite high tariffs. There are strong distributing organizations which handle both European and American cars, using conservative advertising methods. Distributors handling American cars, however, use American methods even to advertising regularly in newspapers and magazines. They also secure prospective buyers from automobile magazines in which names of European automobiles are sold largely on demonstration, the buyer keeping the car demonstrated to him.—Motor Chat.

### PACKARD DIVIDENDS GROW

DETROIT.—(Special).—The Packard Motor Car company increased the regular monthly dividend from 20 cents to 25 cents, and also declared an extra dividend of 15 cents to bring payment so far this fiscal year to the new basis.

The first monthly dividend at the new rate and the extra 15 cents, or 40 cents in all, are payable December 31 to stock of record December 15.

### ECONOMY OF FUEL FEATURE OF AUTO

#### Unusual Reputation Gained By New Falcon-Knight Six In Trials

With the Falcon-Knight Six in its eighth month of production, and already thousands of these Knight engine sizes in the hands of owners, numerous reports have been received by officials of the Falcon Motor Corporation at Detroit expressing unusual enthusiasm over the fuel economy of the Falcon-Knight Six as well as the general high standard of all-around performance shown by this new car.

Many owners have reported that their Falcon Knight Sixes show averages of from 19 to 23 miles to the gallon of fuel. In some instances this average has run even higher.

In power, speed, stamina and economy tests the Falcon-Knight Six has established an unusual reputation for a car in its first year of production, company officials point out. In heavy city traffic as well as driving on the country highways the Falcon-Knight Six shows a degree of acceleration that has been outstanding in the six-cylinder field, they declare.

It is notable that with the Falcon-Knight Six winning various important stock car races during the past summer, numerous inquiries have been made to company officials by race car pilots regarding the purchase of Falcon-Knight chassis with a view to building them into racing cars. This is taken as a tribute to the speed, power and stamina of the

Falcon-Knight Six. In this connection it is pointed out that in many of the races contested in by the Falcon-Knight, this car got away in front and held that position to the end of the race, the driver never being required to slacken the pace. Because of its low swing body the Falcon-Knight in these races was enabled to take the sharp turns at high speed, the car fairly hugging the ground with no signs of skidding or swaying. This same principle, it is said, holds true in highway driving, the Falcon-Knight being able to maintain a high rate of speed, hour after hour, with the utmost safety for the occupants because of the road stability of the car and the added safety feature of four-wheel brakes.

Falcon-Knight officials declare that the sales volume of the Falcon-Knight Six is being maintained in a highly satisfactory volume, with indications that the closing months of 1927 will find even a greater demand for this car.

### General Motors Dividend Declared on Common Stock

NEW YORK. (Special).—The directors of General Motors corporation at their meeting held November 10 declared on the common stock a regular quarterly dividend of \$1.25 a share, payable December 12, 1927, and an extra cash dividend of \$2.50 a share, payable January 3, 1928, both to stockholders of record November 19, 1927. In addition the regular quarterly dividends were declared on the senior securities, payable February 1, 1928, to stockholders of record January 9, 1928.

The corporation's cash position continues strong, current cash and marketable securities aggregating approximately \$235,000,000.

### Read the Classified Ads

### GRAHAM BROTHERS PLANT OPERATING

#### Production To Be Stepped Up As Rapidly As Possibly To Keep Pace

Operations in the new plant at Stockton, California, for the production of Graham Brothers truck have been started and production is to be stepped up as rapidly as possible, according to an announcement today by Dodge Brothers, Inc., the parent company. The new building makes this plant one of the largest in Stockton in size and in value of its products, it is claimed.

Graham Brothers business has been particularly good this year on the Pacific Coast, registrations of Graham Brothers in California in the first nine months leading those of any other company. Because of the material gains which the company has made west of the Rocky Mountains it was impossible for the former plant to turn out enough trucks to meet the demand and it became imperative that facilities be greatly increased.

Work on the new factory was started August 8 and construction was completed late in October, having been rushed with all possible speed. The building is a one story brick structure, 540 feet long and 90 feet wide. It is equipped with the most modern machinery available and increases the production capacity of the factory to about 50 units per day.

In addition to enabling the company to keep production level with incoming orders the new factory permits the attainment of certain operating economies that have heretofore been impossible. Railroad tracks along the entire length of one side make possible the rapid and economical handling of incoming freight as the chassis parts and motors from Detroit plants and the bodies from Evansville, Indiana, can be unloaded where they will be readily accessible to the various assembly lines.

### Lant's First Tire

AKRON, O.—(Special).—The first tire at the Goodyear Tire and Rubber company factory in Australia, a 27x4.40 balloon all-weather tread, was built by men all well known throughout the Goodyear organization. Nineteen experienced men participated in the building of this first tire.

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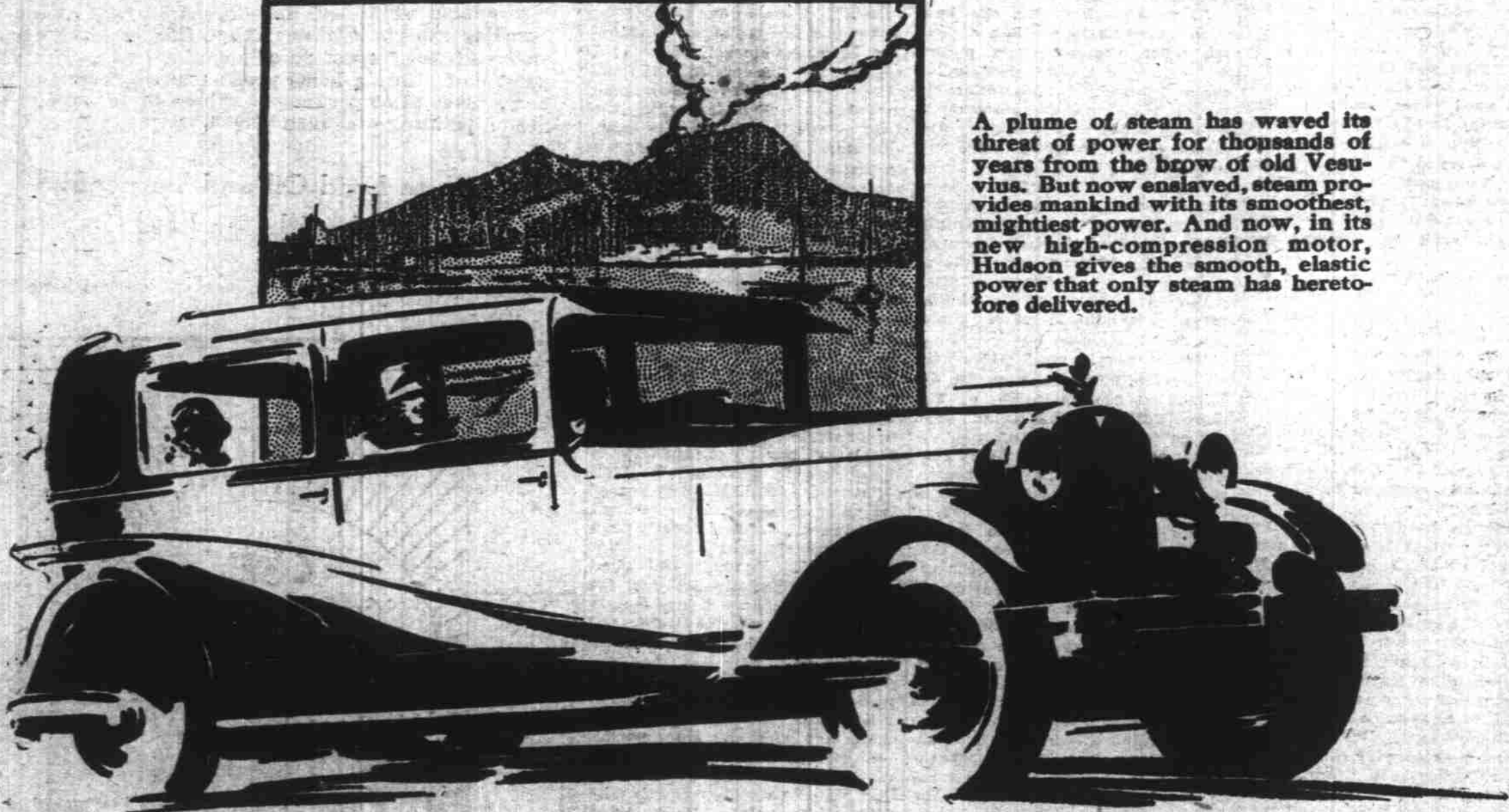
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