

AUTOMOBILE GROUP PRINTS HAND BOOK

New Booklet Displays Many Interesting Products of Its Members

Enjoying a sale which exceeded all past records at the New York Automobile Show, the 1928 hand book of automobiles published by the National Automobile Chamber of Commerce, was first presented at that event and will be offered at the Chicago Automobile Show, January 28 to February 5. The book is an illustrated catalog of leading makes of automobiles, giving the prospective buyer an opportunity to compare appearance and specifications.

This year's handbook is the twenty-fifth consecutive one that has been published the first of the year, covering products of the manufacturers who are members of the N. A. C. C. It illustrates and gives the principal specifications of 154 vehicles, including 55 passenger automobiles, 2 taxicabs, 9 motor buses and 58 commercial cars and motor trucks—all gasoline driven except four electric commercial vehicles.

The makes in the various classes are as follows: Gasoline passenger cars—Auburn, Buick, Cadillac, Chandler, Chevrolet, Chrysler, Cunningham, Davis, Dodge Brothers, DuPont, Durant, Elcar, Erskine, Essex, Falcon Knight, Franklin, Gardner, Graham-Paige, Hudson, Hupmobile, Jordon, Kissel, LaSalle, Lincoln, Locomobile, McFarlan, Marmon, Moon, Nash, Oakland, Oldsmobile, Packard, Peerless, Pierce-Arrow, Pontiac, Reo, Roamer, S & S, Star, Stearns-Knight, Studebaker, Stutz, Veie, Overland, Willyet and Willys-Knight.

Taxicabs—Checker and Yellow cab. Motor Buses—Graham Brothers, Mack, Pierce-Arrow, Garford, and others.

Electric Commercial Vehicles—C-T, Walker and Ward. Individuals may obtain copies by sending 50c to the National Automobile Chamber of Commerce, 366 Madison Avenue, New York City.

TWO HUNDRED NEW CLUBS ORGANIZED

(Continued from page 1)

Many effects of organization as a principle are clearly apparent. In business, in industry, in finance—even in the arts—organization has brought and is continuing to produce results which hitherto were believed unattainable. Organization is not a panacea, but it is, very surely and definitely, an important factor in the achievement of general

Success in 1928, when the motor car first was beginning to attract a measure of public attention, the American Automobile Association from that day to this never has left the lists it entered to defend and extend the rights and to protect the privileges of the motorist, and at the same time to forward in every possible constructive way motorism and the

service of the public. In the form of hundreds of thousands of entrants into the ranks of organized motor ownership. Become Civil Institutions Starting small, as all great movements must, the motor club has gained strength with the most amazing consistency. Today, it has become a great civic institution and with the growth of its membership and facilities it is developing more and more of its resources into public service activities. wide-awake motor club

of the present is taking the leading part in promoting public safety, and much of the progress of the safety movement in America can be traced to the activities of organized motorism, as represented by the motor club in its community.

This is, of course, altogether apart from service to members and is but, another proof that a motor club is in reality today a semipublic utility, fully conscious of the role it is called upon to exercise.

No section of the country, however remote from the main center of population, has failed to reveal increasing interest in the motor club as an outstanding factor of importance to motorism as a whole and to the motorist as an individual. Everywhere, our clubs report remarkable membership gains, and, what we consider of deep significance, member activity of all past years now has been surpassed.

By member activity, two things are meant. First, our clubs through the enterprise of their membership have participated to a greater degree than ever before in matters of civic importance, not only in matters of safety regulations, street improvements, street extension, street widening, and many other matters of similar character. Secondly, as a result of member activity in another direction, our clubs have been able to render more and wider services.

Handle 10,000,000 Tons The automobile has made us a nation of nomads and out of this has grown the tremendous industry of motor touring. Communities everywhere are competing for motor tourist business and the most successful in this respect are those where the motor club has been working according to modern standards and acting as hosts to the visiting tourists from wherever they may chance to come.

Last year, 10,000,000 tours were handled across the counters of A. A. C. clubs by more than 3,500 touring counselors. These figures reflect the tremendous proportions this service has attained and are vitally significant of the vast need that is being filled by this one phase of the motor club program.

An increase of 20 per cent in the number of new motor clubs affiliated under the A. A. C. clearly shows the trend of the motor-minded public toward organization. During the year there were a total of 199 new clubs admitted to membership, compared to 165 in 1926, which decidedly strengthened the ranks of motorism in its never-ending fight to protect the interests of the car owner. The trend of the motorists throughout the country is to join hands and coordinate their efforts to aid in the pro-

gram of progress of the motor world.

Total of 858 Clubs The A. A. C. today has 858 member clubs. It is represented in every state of the union. Its service chain extends from coast to coast and from Canada to the Gulf of Mexico. In twenty-five foreign cities it has representatives who are prepared to take care of the needs of the A. A. C. club member when he desires to take his car abroad. This service has now definitely crossed the sea.

It is a cause of the utmost satisfaction to officials of the American Automobile Association and inspires confidence among the growing membership of the organization that 95 per cent of the functioning motor clubs of the United States are acting under the banner of the A. A. C.

So we come now down to the present moment. We have seen the growth and the spread of this movement from the early days of the automobile to this very season of stock-taking. We have seen the steady advance made by it and have noted that during 1927 it set new high marks for sound and well-conceived advances.

What, then, does the future hold in store for organized motorism? Can it go on to still greater heights or has it already reached the peak? Will 1928 lead us upward, or must we now travel a downward path?

To us who, daily, are in the most intimate contact with the motor club movement it seems clear that the new year holds forth a glowing promise of even more impressive achievements that we already have been privileged to witness. We feel that we can say this, not merely because we want to think that way, but on the basis of facts and figures, cold and unrelenting.

So certain are we of our premise that 1928 will surpass 1927, we firmly insist that we know such will be the case. In this we are uncompromising; failure is not in the cards.

The motor club has proved, not only to itself, but also to the millions who have used its benefi-

ent, rapidly expanding and forward-looking service.

The motor club is the voice of the millions who have found the automobile indispensable. It is a voice that can not, will not, be stifled. The year, now new, will corroborate this prophecy before it ends.

DRIVING CONDITIONS EFFECT TIRE WEAR

(Continued from page 1)

and then quickly accelerated again to 35 miles an hour, will wear away one half of the tread design in about 100 miles. In sharp contrast the same car driven at 35 miles an hour but stopped only once every mile before being accelerated to that speed, will wear only half the tread away in 3,000 miles.

A few years ago what a motorist driving at about 30 miles an hour anticipated a stop, he would allow about 200 feet in which to do it.

Powerful brakes stop a car going twice the speed of former years in half the distance formerly required. The cars will do it all right, but those squeak stops grind off dollars worth of rubber.

DIRECTORS OPPOSE RUBBER MONOPOLY

Congress Will Be Urged To Enact Legislation Following Meeting

WASHINGTON, D. C., Jan. 28. Legislation by Congress to safeguard the United States against the dangers of a foreign rubber monopoly and exorbitant prices for tires was strongly advocated by the board of directors of the American Automobile Association at its mid-winter meeting in New York on January 10.

Directors of the national motor body took the form of a unanimous resolution urging Congress to put through as quickly as possible an amendment to the Webb-Pomerene Act to give importers of rubber and other commodities subject to foreign control, the power of combined purchasing now granted to American exporters under the Webb-Pomerene Act.

Bills to effect this are now pending in Congress and Thos. P. Henry, president of the American Automobile Association, who presided over the meetings of the board, gave assurance that representatives of the A. A. A. and its 858 affiliated clubs would appear before committees of Congress to urge the immediate passage of this protective legislation. The National Automobile Chamber of Commerce and the rubber interests of the country are strongly in favor of the legislation.

Prior to the board's action, John H. Raskob, vice-president of General Motors and of the Du Pont company, made a brief address in which he pointed out the beneficial effects of the pool of 50,000 tons of rubber purchased in the open market by American interests last year.

"This pool," he said, "while it only constituted 10 per cent of the total consumed in the United States, unquestionably helped to maintain stable prices, with the result that the highest price differential throughout the year was only 9 cents. The 1927 market was by far the steadiest in many years and there is every reason to believe that the way to offset the danger of monopolistic control is to apply the combined purchasing power of the United States to buy rubber wherever it is to be had in the open market.

"The legislation before Congress conforms in every respect with the terms of the Sherman Act and other anti-trust laws, and provides ample protection against any attempt to use an American rubber pool to the detriment of the American consumer."

The discussion brought out the fact that the difference between a fair price of 36 cents a pound

for raw rubber and the price of \$1.20 to which rubber soared in \$750,000,000 on the consumers of the United States.

In addition to the resolution calling for a national rubber policy, the Board of Directors of the A. A. A. took action on several other matters of vital interest to the car owners. Among them are the following:

"First, a resolution urging all State Highway Departments to complete at the earliest possible moment the work of placing the federal numbering, direction and cautionary signs on the interstate highways and the constant exercise of vigilance to prevent the imitation of these signs by 'snipe' advertisers along the highways.

"Second, a resolution urging A. A. A. clubs everywhere to advocate the construction and the

marking of cut-off routes and belt lines as optional routes around large cities and other thickly populated areas.

"Third, a resolution recommending the establishment of an official appointment service for tourist homes throughout the United States, with definite sanitary standards and rates, as a convenience and a safeguard for the motor tourist caravan."

Alleged plans for the construction of toll highways on a gigantic scale throughout the country were called to the attention of the board. The unanimous sentiment was against any wholesale scheme for toll roads in America, under whatever guise such a scheme is brought forward and the legislative committee of the A. A. A. was authorized to investigate any proposals looking in this direction.

COMBUSTION CHAMBERS COMPLETELY MACHINED

To insure equality of compression pressure and of power impulses each combustion chamber of Dodge Brothers Victory Six is completely machined. The shape of the head has been carefully designed to secure an easy flow of the incoming charge and quick burning, a feature which favors high fuel economy. The importance is more apparent when it is considered that at a speed of a mile a minute a new charge must be drawn into the cylinder from the carburetor, compressed, ignited, burned and exhausted twenty-five times in each second.

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Great New Features found on no other Low-Priced Six

The New Series Pontiac Six is setting sensational new standards of performance, endurance and economy because—
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Revealing such modern design, offering magnificent new bodies by Fisher, and selling at no increase in price—the New Series Pontiac Six represents a new standard against which all low-priced sixes must be judged! Come in yourself—and see!

2-Door Sedan \$745 Sport Roadster \$745
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