

CARS TODAY NEED EXTRA SIZE TIRES

Constant Starting and Stopping
and High Speed
Hard on Tires

By J. E. McLarty
Soc. Mgr., Hudson Motor Car Co.
The American Automobile Association has spoken an important truth in its recent report on the necessity of bigger and better car tires for modern traffic. An automobile company can scarcely commit a more serious injustice to its buyers than to utilize tires which are undersize or inadequate to modern needs.

Briefly, the A.A.A. found that today's conditions—constant stopping and starting, plus generally higher running speeds—are so destructive of tires that even improved materials and workmanship do not offset them; and further, that some automobile designers in setting their cars snug to the ground are using small wheels and tires which have to revolve an excessive number of times to the mile.

Now—what is being done, what should be done, to protect the car buyer?
In the first place any manufacturer who wants to give real value will equip his cars with good, big tires. This will cost him more, but there is no substitute for adequate size. Because of modern driving conditions we have had to build better brakes, transmissions, steering gears, etc. The same progress is necessary in tires. On our present Hudson and Essex cars we are using tires which are rated large enough for cars weighing 500 pounds more—a factor of engineering design fully as important as special steels or other high grade materials.

The use of oversize tires is doubly important, for they not only increase tire life but car life also. They cushion the whole machine against road shocks. Our practice is to use only 28 to 30

pounds of air in an Essex tire—26 to 28 in a Hudson. If we were to use smaller and cheaper tires and inflate them to 45 pounds pressure or more, the cars would be jolted just that much more severely on the roads. The tires would wear out all the more rapidly because given a job beyond their capacity. Passengers would get a rough, hard, uncomfortable ride.
If I were a car buyer, I would first select a car with big enough tires and wheels. Next I would keep the tires inflated to the proper figure—neither over nor under; I would avoid bumping curbs when parking; I would avoid sudden stops and skids. These simple steps would assure me good tire mileage despite all the difficulties of modern traffic which the A.A.A. so truly describes.

FIFTY NATIONS SEND LEADERS TO MEETING

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science, and economic benefits of highway transportation, it is held, have reached their highest fruition in this country, and it is the desire to observe these results, it is believed, that prompted the engineers of Continental Europe and Asia to accept the invitation of the United States.

At the fifth international conference at Milan in 1926, the delegates from the United States tentatively advanced the project of bringing the next conference to the United States. Their overtures, expressing the hope that it would prove possible for the United States to extend and the conference to accept an invitation for the next meeting to be held in Washington, were cordially received. The delegates from the United States at the Milan conference were Thomas H. MacDonald, chief of the bureau of public roads and chairman of the highway education board; Pyke Johnson, executive director of the Pan American confederation for highway education; H. H. Rice, treasurer of the national automobile chamber of commerce; J. N. Mackall, chairman of the state roads commission for Maryland; Paul D. Sargent, state highway engineer for Maine; and H. H. Kelly, European commercial attaché from the department of commerce.

Senator Phipps, commenting on the importance of inviting the world engineers to the United

States, said:
"For some years congress has realized the vital necessity of good roads, and it is now highly desirable to encourage such activities in other countries. The International Roads congress is world-wide in its scope, and our invitation will continue the leadership of the United States in the field of highway development."
"I believe that the proposed conference will prove of great value to this country and to every nation which participates in it. These meetings turn the minds of people to peaceful pursuits, tend to promote international good will, and add greatly to the nation's prosperity and development."

Representative Lathicum has long been a friend of highway improvement, not alone in his state of Maryland, but for the nation at large. He too has vigorously sponsored the proposal that the United States make available to other nations of the world her experiences in highway building and highway transport.

Discussing the invitation, Representative Lathicum said:
"The United States has made wonderful progress in the building of good roads, and it is highly essential that we transmit this knowledge to other lands. We have many things to tell them about our methods of building roads. The proposed international conference will help social conditions, accentuate trade, and better consolidate our position abroad."

The request for the invitation was formally made of President Coolidge by Roy D. Chapin, United States delegate to the international commission of the conference, which met last year in Paris. Mr. Chapin is president of the National Automobile chamber of commerce. Other organizations that hastened to go on record favoring the proposed conference include the highway education board, the American Association of State Highway Officials, the Rubber Association of America, and the Pan American Confederation for Highway Education, the latter an international organization, but restricted to the western hemisphere.

Each of the government depart-

ments and bureaus concerned with road building, industry, or international affairs, also approved the invitation.

Mr. MacDonald, commenting on the proposed conference, said:
"This nation has much of valuable experience in highway matters to share with other countries. As a nation, we have profited from the experiences of older nations."
"The United States has made her great contributions to civilization. We believe we have done so in the political field, in our form of government. But the first field in which our leadership will be easily conceded is that of engineering achievement, of organization and mass production. This is the great contribution the United States has made to civilization, measured by standard of living."

"It will be a salutary achievement if the same principles of engineering organization and quantities of production which have been so successfully demonstrated in the United States may be applied universally to produce adequate mileage of serviceable highways at the lowest possible cost. The proposed International conference, I believe, will further this aim."

HUPMOBILE BREAKS FORMER RECORD

(Continued from page 1)
the first quarter, broke all previous records for the entire motor car industry by producing and shipping more straight eights than any other manufacturer has ever done in a single month or a like period. The company built and shipped approximately 2000 'Century' straight eights during March. It is the large manufacturer of straight eights in the world, and has built more than any other motor car company.

"Every department in our plant is operating full time or overtime, and will be continued on that basis throughout April."
"The splendidly increased volume of sales that has come to us with our three 'Century' cars has not caused us to vary from our long-established policy of insisting on the most rigorous inspection and test before any car is permitted

to leave our plants. It is only fair to the public, as we see it, to reassure everyone interested in Hupmobile that we have not deviated from that policy one iota, and to point out that we do not intend to do so under any circumstance."

BACK FROM THE NATIONAL AUTO SHOWS

(Continued from page 1)

units for the spring and summer months.
Mr. Churchill felt that the situation in Ohio was particularly gratifying, because the manufacturers, whose fortunes are tied up closely with those of the automobile manufacturers, are already enjoying better business. Following the sharp rise in the price of crude rubber, a period of stability seems to have set in in the rubber industry. Manufacturers have made no change in the price of tires, and are preparing for one of the greatest years in the industry. Sales are running well ahead of this time last year, and demands of car manufacturers for original equipment are steadily increasing.

Since the first of the year, rubber manufacturers have been increasing their working forces as production has been stepped up. While competition will probably be keener this year than ever before, it is practically certain that every rubber manufacturer will do more business this year than in 1927. Industries other than rubber also share the improved outlook, and the general pickup is reflected, already, in increased building construction.

Of the Pittsburgh district, whose steel production gives it a special significance, similar to Ohio's, in the automotive industry, Mr. Churchill said:

"Business in and around Pittsburgh shows definite evidences of improvement, particularly in the iron and steel industry. The upturn in iron and steel is real and emphatic, and more than merely seasonal. While general business and industry has slowed down in previous years, the most reliable evidence of the termination of the decline and the beginning of a

definite improvement has usually been found in the rapid increase in the number of blast furnaces in production. If this rule still holds good, the month of January marked the beginning of business recovery in the metal industry in Pittsburgh for during that time, a number of blast furnaces were brought back into production. In January as many blast furnaces were lighted as were blown out in the entire fourth quarter of 1927, and the decline in pig iron

production which set in in April 1927 seems to have been finally checked.

"Business conditions in Pittsburgh are largely dependent upon the activity of the steel industry, and if the improvement which has set in in this industry continues, there is every reason to believe that general business conditions throughout this district will continue to show decided improvement."
Taken all in all, Mr. Churchill

said, the outlook is such as to indicate that business in 1928 will show a good improvement over 1927.

WINDOW HAS APPEAL FOR IZAAK WALTON

(Continued from page 1)
steels and Luther Stout, and the wild life specimens were provided by E. E. Wiggins, local taxidermist.

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