

FORD'S MEN SEEK RUBBER PLANTATION

Motorship Leaves Detroit for Brazil to Put Project Under Way

DETROIT, July 26.—(AP)—An expedition destined to develop for the Ford Motor company an independent source of low priced high grade rubber with an annual yield sufficient to make tires for 2,000,000 automobiles, sailed from here today for Santarem, Brazil, in the Motorship Lake Ormoc.

The Diesel-powered vessel, a converted United States shipping board ship, is outfitted to function for the next two years as an engineering and hospital base for the development of Henry Ford's huge rubber plantation lying along the Amazon and Tapajos rivers in Brazil.

The ship will proceed through the Welland canal to New York where she will be joined by the tow ship, Lake Farge, to take on additional supplies before continuing her 500 mile voyage. The Lake Farge left Detroit July 11, in tow of the Ford tug Ball Camp, with a cargo of machinery and other supplies for the expedition.

The Lake Ormoc's equipment includes a modern hospital, chemical and experimental laboratory, machine shop and refrigerating plant. She also has a library, shower baths and recreation rooms for her crew and the staff of engineers, chemists and surgeons who are members of the expedition.

Clothing, medicinal and food supplies are believed sufficient for the needs of the staff for two years.

The Ford tract in Brazil was purchased about a year ago from the Brazilian government. It comprises approximately five million acres of Brazilian jungle land and area greater than that of New Jersey.

The land now contains a quantity of native rubber trees but the clearing of the jungle and the planting of the entire tract in rubber will consume several years. When the plantation is in full production it will have a yearly yield sufficient to supply tires for 2,000,000 automobiles, officials believe.

In addition to its existing growth of native rubber trees, the Ford tract has a great quantity of Brazilian mahogany and other valuable hardwoods.

Brazilian labor will be employed in the development and maintenance of the Ford plantation under the direction of a corps of engineers and rubber experts, who will utilize the lake Ormoc as their base of operations.

Low-Life

"Maude says her husband disgraced her on their honeymoon. "How?"

"On the steamer she wanted the other passengers to think an ocean trip was an old story to them, but almost as soon as they went on board he pointed to a row of lifebuoys and asked the captain what was the idea of all the extra tires."—Oregon Motorist.

AMERICAN CARS WIN WAY



Unloading crated American cars on the waterfront of Rotterdam, Holland. 1928 is by far the greatest motor export year ever known.

"Overseas buyers are finding American motor cars—at even double American prices—the best values in the world," says J. S. Draper, general export manager of the Hudson Motor Car company.

"Despite high ocean freights, adverse propaganda and prejudices and even hostile tariff laws at many points, American built cars are increasingly dominating the world markets through sheer unmatched value.

"So rapidly is the foreign field developing that Hudson-Essex will actually ship a greater number of cars export this year than the company built all together in 1919. Although the expenses of freight, crating, taxes and customs charges often exceed the cost of the finished car in Detroit, the American-built car is still a better buy for quality and price than the motor products of any other country.

"If Hudson figures are typical, ten people will buy motor cars today in overseas lands to one who would afford this luxury 10 years ago, largely because of the American efficiency in large scale production.

"This export market helps the American buyer, for the added volume makes possible lower prices to him. Consider what quality features a car like Essex has today. A balanced Super Six chassis. Balloon tires large enough for a car 800 pounds heavier. A silent rugged steel body. Four wheel self-energizing brakes. Complete car equipment. Colorful lacquer finishes.

"Today in the British Isles Essex leads all American cars in sales. Hudson-Essex were among the earliest of American cars exported and today command a position of leadership."

LAW ENFORCEMENT SAVES MANY LIVES

(Continued from page 9.)

The Police department has also been industrious in enlisting the

cooperation of women and children.

It has had 1,263 showings of reels of motion pictures, and has held 1,350 meetings with attendance of approximately 1,000,000 persons. It has sent out 500,000 safety bulletins.

In spite of these activities the accident record, until the first of this year, had been steadily increasing.

While it was true that the motor registration of the city had been growing, the city government felt that in view of all the educational work, simplified traffic rules and other efforts that were being made to improve the situation, some result should be more clearly apparent.

Commissioner of Police Rutledge made a special study of the situation which revealed there were thousands of violations of the traffic regulations, many of them minor infractions, but in the aggregate resulting in confusion and disaster.

The Commissioner called a meeting of the police force and issued the order that every infraction of traffic rules should be reported and that summonses were to be given absolutely without favoritism.

He emphasized the fact that this program was to be continuous. The public properly resents a "drive," he held, because those who suffer during such a period feel that they are unjustly being held up as examples because they were unfortunate enough to violate traffic regulations at a time when the police were temporarily active. The Detroit program accordingly was set forth as a long range project.

Commissioner Rutledge instructed the patrolmen as well as the regular traffic force that it was their duty to enforce the traffic law as much as any other law. Certain patrolmen customarily assigned to walk within a beat were instead placed at corners on the beat, near signal boxes where they could be called when needed on other duty.

There is a hazard in the use of patrolmen suddenly for traffic duty because of their relative unfamiliarity with these ordinances. It is recommended that any city planning to adopt this Detroit

method provide the patrolmen with special schooling in the ordinances, in order to avoid making false arrests.

Reports of summonses and accidents are kept by police districts which enables the Commissioner to keep a check on the efficiency and activity of respective precinct captains.

Due to a large degree of public response stricter regulation has led to a decline in arrests as indicated by the summonses for the first five months of 1927 and the first five months of 1928, as follows:

	1927	1928
January	8,559	23,534
February	17,574	22,749
March	18,267	20,639
April	13,563	10,743
May	13,685	12,648

It will be noted that at the start of this program there were nearly three times as many arrests in January 1928 as in 1927. The figure for February and March were also much higher than the totals for the same months in the preceding year.

But in April there was coming a general realization that the po-

lice laws were to be enforced and a more serious attitude on the part of the public toward literal observance of the rules.

Accordingly the arrests in April and May were smaller than those for the same months in 1927. The fatality figures continued to show a reduction.

GOOD WILL TOUR
INEBOLI, Turkey, July 25.—Coddling Anatolia, long disregarded by the old Sultan govern-

ment, the new Turkish republic is sending its ministers on a tour of the province. One minute made a hit by paying the \$3.8 debt of an old peasant and releasing him from prison.

Divorces increased 6 per cent in 1927, figures for 25 states in the District of Columbia disclose. However, the statistician fails to state the number of companionate separations for the period.—Ben Bulletin.

G.W.DAY

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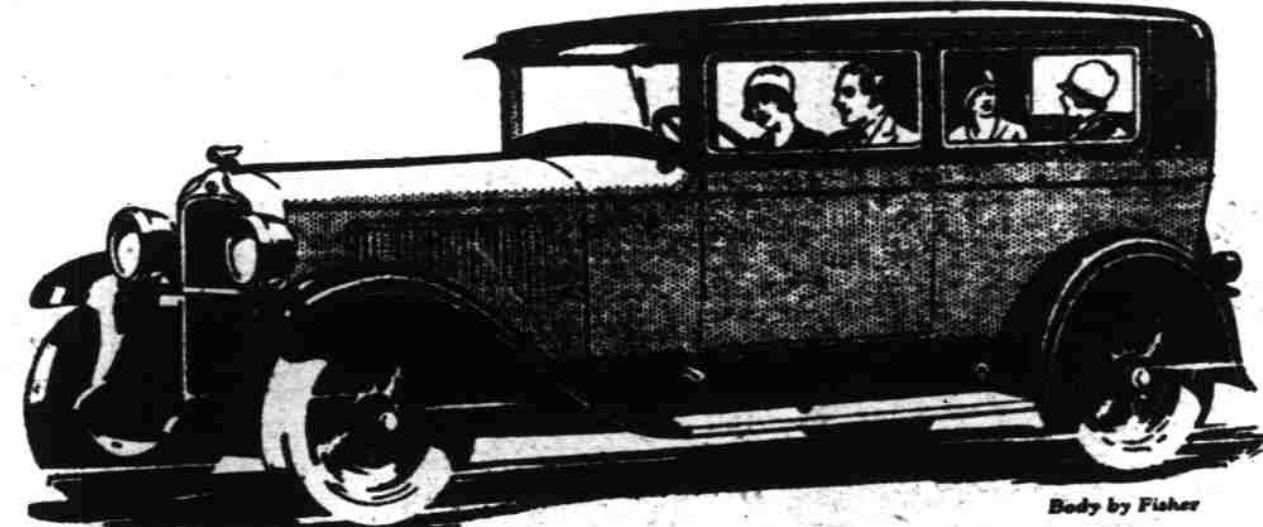
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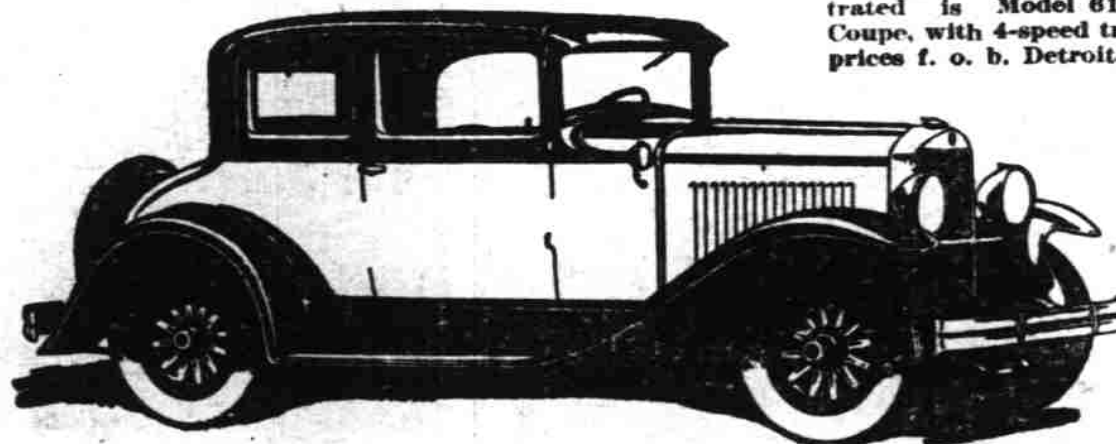
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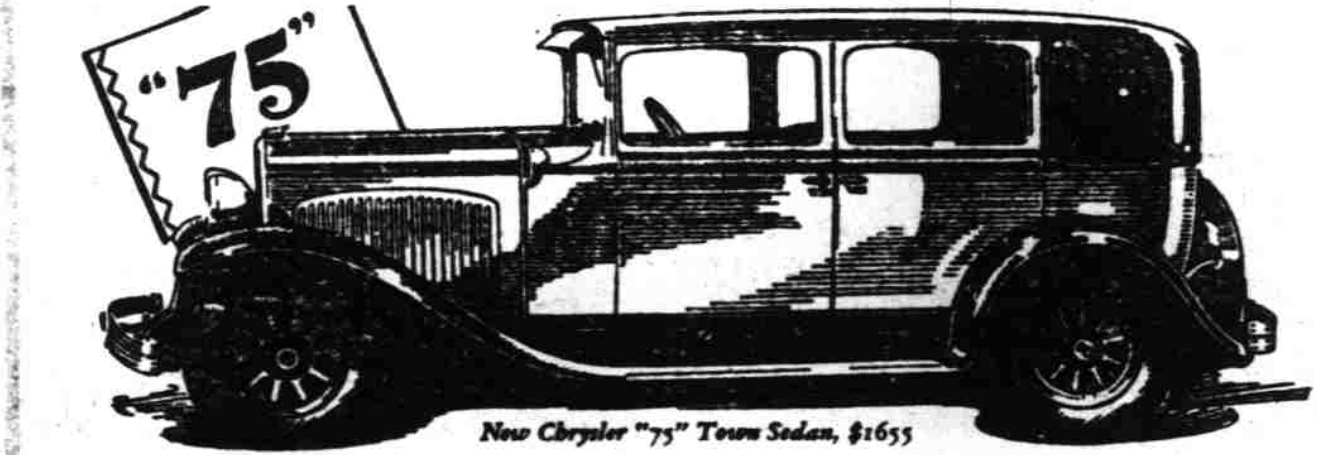


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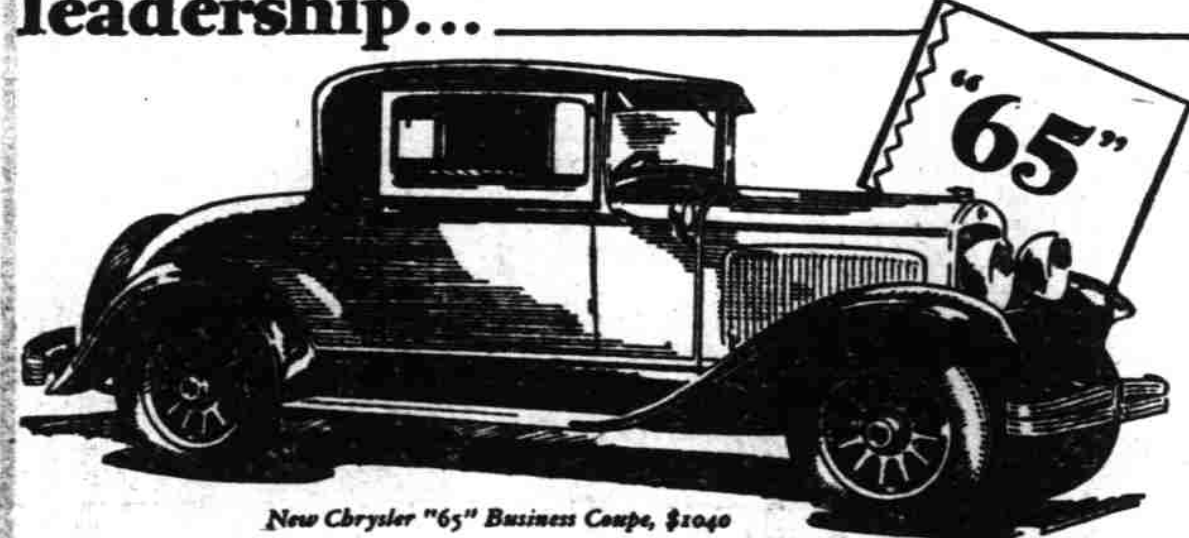
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New Chrysler "75" Prices—Royal Sedan, \$1535; 2-passenger Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1535; Town Sedan, \$1655. All prices f. o. b. Detroit. (Wire wheels extra).

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster (with rumble seat), \$1065; 2-door Sedan, \$1065; Touring Car, \$1075; 4-door Sedan, \$1145; Coupe (with rumble seat), \$1145. All prices f. o. b. Detroit.

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