

AUTO INDUSTRY ON SOUND BASE

Annual Replacement of Cars Predicted to Exceed 3,500,000 in 1935

WASHINGTON (AP) — Notwithstanding the fact that "competition is keener in the United States than ever before, the motor industry is probably on the soundest basis in its history and in the best position to compete for the markets of the world," H. O. Smith, chief of the automotive division of the department of commerce, says.

"There is every evidence that the use and influence of the automobile throughout the world will continue to expand in 1929," Mr. Smith said, "and that the saturation point mirage, which has been worrying some forecasters, will continue to vanish."

Saturation Point Remote
"Few if any major industries have gone as far in eliminating wastes, useless expenditures, and in bringing the selling price of the article nearer the cost of the material. Fifteen years ago the most optimistic forecasters placed the point of saturation at about five million cars. We now have more than four times that number in service and for the past several years the annual increase has been greater than the total number of cars in use ten years ago, and yet the so-called saturation point seems more and more remote and less evident."

"While we can reasonably expect a steady and gradual increase in the number of cars in use in the United States it would appear that the per cent of increase in greater from now on than in the United States."

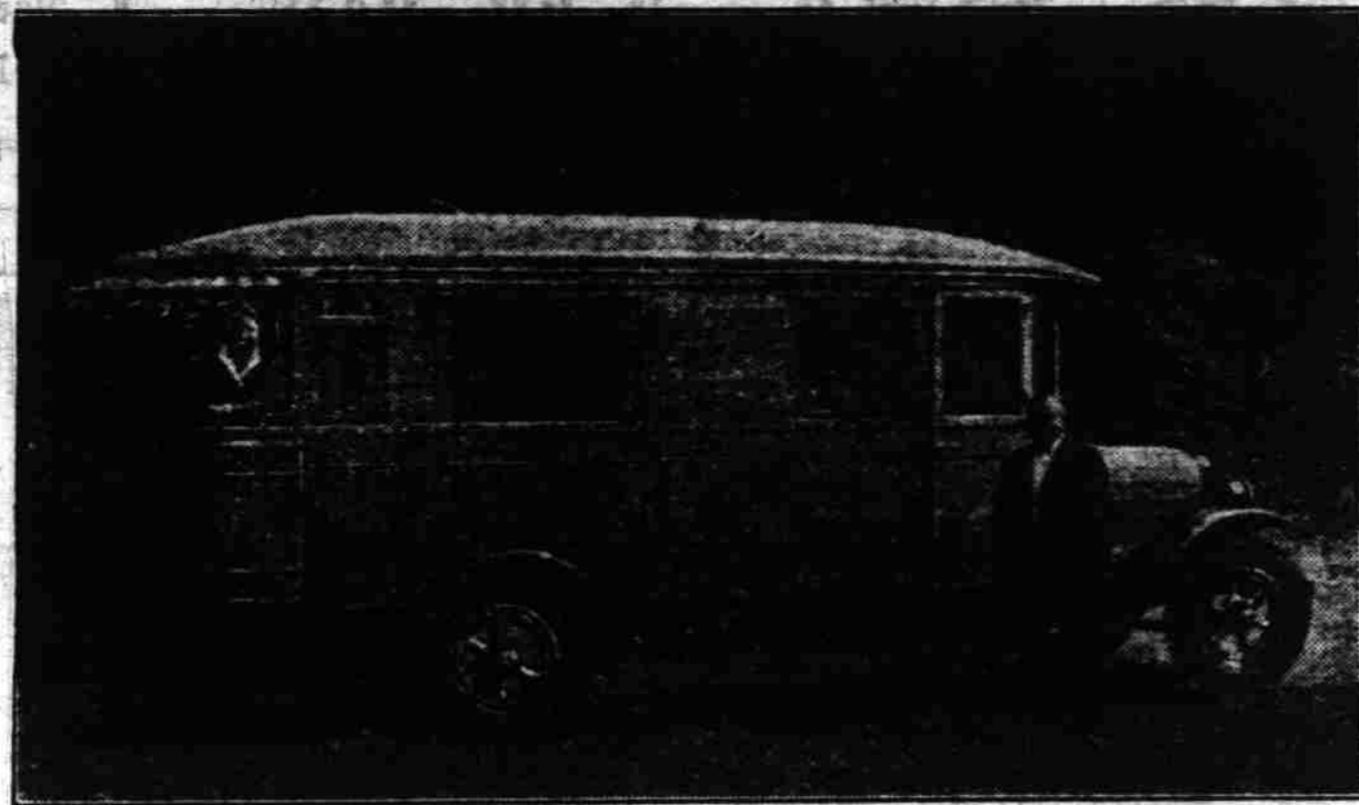
Foreign Market Growing
"The markets abroad are expanding enormously in spite of the handicaps in so many localities represented by import duties, taxes and annual payments required before cars are permitted to operate."

"In the United States, we arrived at the point some time ago when the cycle of the use of cars was completed and new cars must be provided to take the place of those which drop out. Up to 10 years ago the annual renewal requirements were slight, but since that time they have increased enormously each year, which automatically develops a demand for a like number of cars without increasing the registration or the number of cars in use."

Road Building Helps
"The cars required to replace the drop-outs in 1929 will account for between 40 and 50 per cent of the total production and it is probable that we will soon require in this country alone at least 2,500,000 cars to replace the automobiles which go out of commission during the year, and by 1935 the world annual requirements to replace cars which drop out should exceed 3,500,000."

"With the extension and development of roads in all parts of the world, the opportunities for American automobile manufacturers to export part of their

Just Rolling Along—In A Motor Home



ALL the comforts of home are available in this portable palace owned by Mr. and Mrs. E. S. Sweeney, of California, who have completed 7,000 miles on a tour of the country. Beds are made from longitudinal seats in the rear. The center part of the motor home contains cabinets for food and clothing, and space is provided behind the driver for a dining table, ice box, stove and sink. The home, designed by Mrs. Sweeney, is built on a one-ton Graham Brothers truck.

ALCOHOL AS FUEL NEARER ACTUALITY

WASHINGTON (AP) — Renewed activity of British interests to develop an alcohol motor fuel which could be used in part as a substitute for gasoline in automobile and airplane engines has been reported to the department of commerce by Homer S. Fox, American trade commissioner at London.

One of the principal British companies interested in the development of alcohol for motor fuel, Distillers' company, Ltd., has reported its experiments as demonstrating that alcohol is twice as efficient as benzol to prevent knocking in an internal combustion engine. The company has announced the production of a dry alcohol, which, through the use of a French process, makes possible 99 per cent absolute alcohol, which may be mixed with gasoline in any proportion.

The Nipah Distilleries of Malaya, Ltd., formed this year for the purpose of developing alcohol as a motor fuel in British Malaya, has purchased a 7,000 gallon alcohol producing plant from a London concern for use in Malaya.

Importance of the development of alcohol as a motor fuel by Great Britain has been emphasized by the fact that the British must depend upon the bulk of their present motor fuel supplies from foreign sources.

Check the air in your tires at regular intervals—it will serve to warrant longer life and add more mileage.

STEADY, MODERATE SPEED FOUND BEST

To make the best time on long cross-country trips, drive moderately and steadily. This method will eat up the miles faster than tremendous bursts of speed followed by periods of relaxation, and will also sharply advance the safety of highway traffic.

These are the opinions of William R. Strickland, assistant chief engineer of the Cadillac Motor Car company, based upon his own driving experience and observations of Cadillac-LaSalle engineers made during many cross-country runs.

"With constant improvement in

motor car design and manufacture," Mr. Strickland states, "the best makes of cars today will stand without injury the stress of high speed. The rate of travel is not a matter of what the car can do. It depends upon the driver's judgment. But if getting some where in the shortest time is the

object, moderate, continuous travel is the proved best method—and the safest.

"Observations of our experimental engineers on their cross-country runs have been that the steady driver at 45 miles per hour—and at the most not over 50—reaches his destination ahead of the tense, excited driver who flashes by at 70. The calm driver is always in a mental condition to maintain his pace. The spasmodic, high speed driver seldom is."

"Then too, the safety factor of moderate driving should never be overlooked. Driving hazards at 70 miles per hour are four times as great as they are at 40. If one car is moving westward at 70 and another eastward at 50, they are approaching each other at a 120-mile per hour rate—175 feet per second—and at that speed many things can happen in a second's time."

AID FIGURES LISTED
On October 1, according to compilations of the American Motorists' association, there were 10,915 miles of Federal-aid highway under construction at a cost of \$275,000,000, of which the Federal government's share is \$109,000,000. Illinois with 685 miles; South Dakota with 619 miles and Nebraska with 563 miles lead all other states in miles under construction as of November first.

Wise motorists check the oil in the transmission and differential at regular intervals. A dry differential can cause untold trouble in a motor car and might result seriously. Just a little oil could easily save many dollars expense.

COMPLAINT BUREAU TO HELP OFFICERS

Work of traffic officers in Ontario, Canada, is being supplemented by a complaint department established by the motor vehicle branch of the Ontario department of highways, according to the American Automobile association.

The A. A. A. says of this new Canadian bureau of complaints: "Cards are available at all police stations and at the office of the motor vehicle branch on which complaints may be made. The cards are of postal size and are addressed to the register of motor vehicles at Toronto. The reverse side has blanks for the number of the offending car, year of issue, state or province, time and date of alleged offense, place where it occurred, nature of offense and type of vehicle. The complainant must give his name and address,

and if a motor vehicle operator, the number of his driver's license. First complaints will not be followed by summonses or prosecutions unless the offense is very serious or an accident is involved.

"As the complaints are received and filed the presence of previous reports will be disclosed and the owner of the car must then account for the way in which the vehicle is driven on the highways. It is believed, that efforts to break personal spite and the complaints of the chronic kicker will be recognized by checking names and addresses."

"The department will retain the necessary legal staff for the prosecution of cases where the work would add materially to the duties of crown attorneys or where there are no such officials immediately available."

The new state highway between San Luis Obispo and Pismo Beach is fast nearing completion. It is open for travel in places now and the wide rolling pavement along the cliffs bordering the ocean is of an extremely scenic nature.

American Car Wins Foreign Road Contest

The Norwegian-Swedish automobile race was won this year by Lief Mathiesen, who piloted an American car, a Graham-Paige, over the Oslo-Stockholm-Goteborg-Oslo course of 1550 kilometers (960 miles.)

Mathiesen, who is one of the best known gentlemen race drivers in Norway, holds the records for automobile ice racing and for the famous Korketrakkern hill-climb. After winning the Norwegian-Swedish race, Mathiesen described it as one of the severest tests to which a car can be submitted.

Running on flat tires causes serious damage to the casing as well as the tube. When you have a puncture, stop immediately and change tires.

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The simple fact that thousands of people now realize that not even a thousand dollars more will buy style, performance, comfort, safety, dependability and long life equal to the new Chrysler, is arousing a demand that Chrysler's largest production is taxed to the limit to satisfy.

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