

FORD PRODUCTION

JULY 196,505

CARS AND TRUCKS

World production of Ford automobiles and trucks for July was the largest for that month in the history of the Ford Motor Company, according to announcement by the company. All records for retail deliveries to customers also were broken.

The company also announced that requirements for cars during August is placed at considerably more than 200,000.

Production of Ford cars and trucks in the United States during July totaled 146,844 and for the rest of the world, 13,761, making a grand total of 196,505. Retail deliveries to customers in the United States alone totaled 170,676 for the month. This was more than a third of the total car and truck business of the United States.

While the production curve of the Ford plant at River Rouge has been maintained at fairly steady volume the year round, July always has been the high point in the curve. In the striking increase in volume over the same months in previous years and 150,000 unfilled orders on the books of Ford dealer organizations, Ford officials foresee one of the busiest autumns in the history of the company.

The plant is now turning out cars as fast as the summer school year permits. The company now employs 184,000 workers at the Rouge plant where most of the manufacturing has been concentrated since the removal of equipment from the Highland Park plant.

The popularity of the new Model A has extended to the remotest parts of the world and the export of all foreign assembly plants is being taxed to the limit, company officials said.

WHAT PUBLIC WANTS OF AN AUTOMOBILE

What does the public want of an automobile? This is what Auburn officials wanted to know and they went to the suburbs to find out. A nation-wide survey was made among automobile owners as to what was desired in a fine automobile. Here are some of the demands:

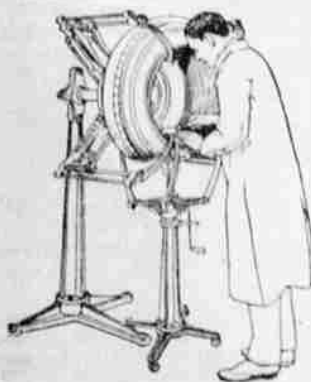
A powerful motor with plenty of reserve power, easy steering, a strong frame, plenty of leg and head room, rugged construction, instant acceleration, flexibility and speed, easy lubrication, easy operation and sure four-wheel brakes, low, beautiful bodies.

Meeting the demand for a strong, rigid chassis frame, Auburn engineers double armoured plated the frame of the 120 model. The demand for a powerful motor with plenty of reserve power in order that the engine should not strain at top speeds was met by providing a straight-eight 125 h. p. 12-cylinder engine.

As an answer to easy chassis lubrication, easily and positively operated four-wheel brakes, Auburn engineers provided the Blum chassis lubricating system which lubricated 21 points of the chassis with a single thrust on a pedal. Lockheed internal expanding four-wheel hydraulic brakes gave the owner of the 120 the necessary brake safety and assurance. Steering was made easy by use of the cam and lever type system. Bodies were lowered several inches and streamlined for beauty, thus reducing the center of gravity of the car and reducing sway and skidding possibilities and the weight of the car more evenly distributed. The engineers adopted the single point radiator suspension and changed the angle of the front axle. A 135-in. wheel base allowing ample room both in the front and rear compartments, deep luxurious cushions were provided with special luxury springs to make riding more comfortable. Instruments on the dash were placed at the most convenient spot within the driver's reach and the starter button was taken off the floor board and placed on the dash where it is operated by a slight pull. Cars were finished in beautiful and exclusive colors.

Altogether more than 120 refinements suggested by the public to make automobiles better were perfected and adopted.

A better film league has been organized in New Zealand.



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Blindfolded Pilot Steers Ship by Radio Compass



This blindfolded pilot held his yacht to its course solely by means of a new small radio compass developed by Dr. A. F. Kolster (lower right).

NEWARK, N. J. (AP)—With only the signals of a radio compass to guide him, a pilot, even if blindfolded, can hold his ship in its course nowadays.

Neither does the pilot need to be steering a mighty ocean liner to have the aid of the radio compass. Recent improvements in this device, which gives the navigator a means of steering a true course by radio signals, have brought the development of a small compass for use on yachts and other small craft.

In a test made aboard a yacht in New York harbor, the new compass, designed by Dr. F. A. Kolster, radio scientist, quickly demonstrated how easy it was to hold a course in heavy weather without being able to see. At the time, a thick fog enveloped the harbor. The pilot wore the earphones of the compass, with a handkerchief tied over his eyes to make certain he could not see.

As beacons watched for other craft, the pilot guided his ship by the aid of the compass for several miles toward the Ambrose Channel lightship, which was transmitting automatic radio-beacon signals.

Two other beacons also sent out signals over New York harbor and for miles beyond, but as smaller beacons protect all leading har-



bars of the world. Besides the lightships, beacons are on Fire Island and at Sea-View light station. Each sends a different signal.

The radio compass points out the direction from which each signal is coming, and when a pilot draws representative lines on his chart, the spot where these lines cross is the location of his ship. If it is desired to follow the path of a certain signal, the navigator merely points the ship into it.

A wavelength of 3000 meters that was used for the beacons, which operates only in bad weather and at certain fixed periods on clear days or upon request so that navigators can check positions. Now, to avoid interference, the wavelengths are being shortened around 1000 meters.

which line Spul Strand and the Lange Paten. They compare with Holland too. Compared with Amsterdam and Rotterdam, The Hague has very few canals. Those that exist are found in the by-ways rather than in the main streets. However, a resident of The Hague can view all the channels he desires by

taking the railway trip of one hour to Amsterdam or the half hour trip to Rotterdam. Many tired business men, wearied of the commercial aspects of Amsterdam and Rotterdam, remain every day to the comparative quiet of The Hague. Like Washington, D. C. it is a city of few industries.

Also just as Washington has its famous Rock Creek Park, The Hague has its famous Bosch, a large wood east of the city, where time does count. Numerous picturesque little paths intersect this heavily wooded area. The Huis ten Bosch, or House in the Woods, a villa erected in 1647, is located in the northeast corner of the park. It is noted for its interior done in Dutch, Japanese and Chinese. In the Japanese room is a chandelier made of rice and saucers. The Chinese room is papered in eighteenth century rice paper.

Washington, D. C. has its reflecting pool mirroring the Lincoln Memorial and The Hague has the Vlyver, a lake situated almost in the center of the town, and surrounded by handsome buildings which it reflects. Near by stands the Binnenhof, a group of medieval buildings.

Trailers more than 20 feet long are against the law in Ohio, the attorney general ruled.

AUBURN

AFTER you have visited the show-ings of all the "new models" then compare them with Auburn. If the Auburn is not more exclusive and more distinctive—and if it does not sell itself because of its superior construction, finer performance and greater value, then you will not be asked to buy. And should your Auburn dealer happen to have an Auburn model of the vintage of 1925, or 1926, or 1927, or 1928 compare them also to the latest competitive offerings for style and performance. You will, then understand why Auburn Sales are 100% ahead of last year.

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