

FUTURE OF AUTO BRIGHT ASSERTS MOTOR MAGNATE

TOLEDO, Ohio, Feb. 21.—The point of market saturation for automobiles is far distant, according to John N. Willys, president of Willys-Overland, Inc., who remarked recently that the increase of population, the number of cars eliminated annually and the growth of the replacement market are the chief factors creating business.

"I base my statements on a general survey of the motor industry, and believe my information is authentic," Willys said. "I think it well for dealers to prepare for great business during 1934 as I see every indication pointing toward more sales during the coming year than in 1933, and I am sure that practically all dealers sold as many cars as they could get this year.

"Automobile sales are always affected by the condition of the money market and the country's prosperity. Reports coming to me show that money isn't tight and that most of the rural districts in the United States have crops which will pay big money and again make the farmer a better prospect than in 1933.

"The increased buying power, in my opinion, will boost 1934 sales of new cars higher than any previous year. Approximate estimates show that 1933 sales exceeded those of all previous years by more than 1,000,000 cars. With the manufacturers making better cars and lowering prices, nothing can prevent 1934 from being a record year from the sales standpoint.

"The last year was a record breaker in many respects. The first six months of the year show a bigger replacement market than any past year, according to reports. In 1933, 776,804 cars were scrapped which was the greatest number of cars eliminated in one year up to that time. However, in 1933 there 1,188,411 machines discarded during the first six months, which is nearly 60 per cent of the cars produced in that period. From these figures one can truthfully assume that the number of replacements exceed the new buyers of cars.

"Only the pessimist can review all the facts available for the auto dealer and then say that the market saturation point is near. When the final figures for 1933 are obtainable one will see that the replacement market covering that year will exceed any of those previous and also that it was a record breaking sales year.

"We have contracts for every Willys-Knight and Overland car we can build and our organization intends to do its best toward satisfying the big demand, which is increasing rapidly. I can see nothing ahead but prosperity for the auto dealer who works. I predict that 1934 will be the record year in the history of the auto industry."

TWO TYPES OF BALLON TIRES

What is a practical program for making the advantage of balloon cords at once available to the great bulk of car owners, is seen in the announcement of many of the leading manufacturers that they are now manufacturing two types of balloon tires.

One type, the full extent of ballooning, is designed for use on cars that have been adapted to the type either at the factory or by reducing the wheels to 20 or 21 inches. The other is for use on cars as they stand to supplant standard cord tires. There is no need to change the wheels, or make any other readjustments of a car.

This significance of the two types is that any one who seeks the superior comfort and other features of balloon cords may obtain them without what, in many cases, is a prohibitive cost.

This will undoubtedly be interesting news to the 10,000,000 car owners who are now asking themselves collectively and individually, "Where does the balloon cord tire figure in my car? Is it a special equipment for a few, or can I use it, and what does it offer over standard cords?"

Answers Vital Questions. The two types of balloon tires are a practical answer to these questions. In other words, the practicability of the balloon tire is now chiefly a matter of adaptation to the automobile, or probably more properly the adaptation of the tire to the motor car.

The one great drawback that con-

cerns most car owners is that, in many cases where full balloon cords are used, a complete change of equipment to 20 or 21-inch wheels is necessary, and sometimes the mechanism of the car must be changed. The expense of doing this is prohibitive to many. It is only fair to say that the result does not always obtain the full benefit of balloon cords.

Car owners have now every right and reason to look upon the balloon cord as a basic fact in the automobile world. It teems with possibilities for the lay-motorist as well as the automobile engineer.

Easy Riding Secured. The easy-riding smoothness and efficiency, the comfort, safety and ultimate economy it promises bid fair to bring about great changes in motor cars. They add materially to the pleasure of motoring.

It may be early to accept as "revolutionary," and "the greatest improvement in the history of the automobile" but it has been, and continues to be the most novel, the most interesting feature in automobile shows.

Balloon tires are not as yet numerous enough to be a common sight, so that there is every reason to tell just what a balloon cord is.

Reduced to the simplest terms, it is an oversize cord tire with fewer plies in it than in standard cords. It is a larger tire in diameter, and a more flexible tire.

Matter of Air Pressure. But the important difference between balloon and standard cords is the difference in inflation. The balloon cord is ridden at much lower air pressure. In fact, its best descriptive name is a low-air pressure tire.

Where the air pressure of standard cords is maintained at from 50 to 65 pounds, and sometimes higher, balloon cords are inflated anywhere between 18 to 30 pounds, sometimes forty.

The advantages of balloon cords are positive. They add a new comfort and pleasure to motoring.

It is plain to see why this is so. The car rides literally on more air. There is a greater cushion of air between the car and the bump road. The super-flexibility of the tire yields to a rough roadway and obstacles.

The many advantages of this are at once apparent to the experienced driver.

New Type Convenient. As the use of the extreme development of the balloon tire in many instances entails great expenses, it is obvious that the comfort and efficiency of balloon tires would be denied many motorists were it not for the additional type now available.

As they can be applied directly, without change to a car to supplant ordinary cords, any car owner may use them.

They are a quick, practical way for the owner of a car to get the sensible luxury of balloon tires, without paying too great a premium for it.

The application of balloon tires is largely a problem of clearance, and this is what determines whether or not a car can have full balloon tires.

Of 447 children killed last year in vehicular accidents in New York city, 199 lost their lives as a result of "jay walking," according to a statement issued recently by Baron Collier, special deputy police commissioner. The total number of persons killed in the city in 1933 was 1049 and the injured totaled 51,794.

DRASTIC BILL AGAINST EXCISE TAX INTRODUCED

CHICAGO, Feb. 25.—A bill to prohibit import of revolvers and placing an excise tax of \$100 each on those manufactured in the United States except for export, introduced in the United States senate by Senator Royal S. Copeland of New York, has been endorsed by the Michigan Audubon society, Mrs. Edith Munger of Hart, Mich., the president, has announced.

The bill, largely written by Chief Magistrate William McAdoo of New York City, was recommended to the Michigan society by its crime prevention committee chairman, Joe Beatty Burt.

In acknowledging the society action, Magistrate McAdoo declared that the bill has been endorsed by two international police conventions and approved by the American Bar association, as well as New York judges and the mayor.

Those opposing it, he said, are advancing "an illusion very common, that a law-abiding citizen armed with a pistol meets an outlaw, highwayman or burglar on terms of equality. This is absolutely not so," he declared. "The robber has carefully prepared to surprise the victim in or outdoors and I challenge opponents of the proposal to give the number of cases within the last 10 years where the armed citizen has prevented the burglary, shot the burglar, or deterred the highwayman from carrying out his purpose.

"Pistols are as common in the United States as lead pencils. There are more people in the United States carrying pistols or possessing them, outside the armed forces, than in all the rest of the world. There are more shootings and killings with revolvers in the United States than in all the countries of Europe, Asia and Africa.

After we have taxed the pistol out of existence as far as possible in the United States, we will then be in a position to deal with crooks.

"From my experience as former police commissioner and 11 years as chief city magistrate of the city of New York, my advice to law-abiding citizens, if they have revolvers, is to go down to the river and throw them in."

"PICNIC" BLONDES PROMENADE MANILA

MANILA, Feb. 26.—Local residents have commented upon the many members of the artillery corps, U. S. A., seen on the streets of Manila recently with strikingly blonde hair.

Inquiries were made and it developed that these men have been engaged in shifting ammunition on the "Rock," as Corregidor Island, the fortress at the entrance to Manila Bay, is known, and the the peric acid in the explosives had turned their hair as yellow as a quarantine flag.

RUNNING BOARD LIMIT. Loads on running boards should not extend beyond the hub caps on the left side nor more than six inches on the right side.

RADIO INVADES CANADA AND RELIEVES ISOLATION

WINNIPEG, Man., Feb. 26.—Radios carrying the latest news of the world into remote farm homes and hooking up pioneer prairie settlements with large cities, have become an important factor in colonization in the Dominion, according to a report issued by the department of marine.

Of 100,000 receiving sets estimated to be in operation throughout the Dominion, more than 60 percent are owned on farms. This is especially true in the prairie provinces of Manitoba, Saskatchewan and Alberta. In Manitoba, the provincial government aids broadcasting through its publicly-owned telephone system.

Broadcasting stations in Canada number 38, the report shows, and are located in the principal cities from coast to coast. Investment in receiving sets amounts to more than \$2,000,000.

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INSULAR CUSTOMS APPROACH RECORD. MANILA, Feb. 26.—The gross customs receipts of the Philippines for 1933 amounted to \$8,500,000.

This is the record in the history of the islands, with the exception of the year 1929, when the total was \$8,800,000.

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