

USE NEW CARS TO TEST TIRES

New model Chevrolet and Ford cars are being used by the tire testing fleet of the Goodyear Tire & Rubber Co. to obtain data in connection with the tire company's research and development work, according to Mr. F. E. Stearns, manager of Goodyear tires at this service station, Woodward & Daines.

"For years," he said, "several of the Model T Fords, as well as several other makes of cars, have been used in the tire-testing operations of Goodyear. Several trucks are also used, as it is the aim of the world's largest tire manufacturing concern to constantly search for possible improvements in all sizes and types of tires."

"Results of this method of testing the wearing qualities and adaptability of Goodyear tire equipment have been interesting and have given the company's engineers invaluable information that could probably be obtained in no other way."

"Usually the test fleet operates in the South during the winter months because heat and sun-baked roads are the worst enemies of tires and tests can be conducted under the most adverse conditions, as regards, tire equipment."

"This year, however, the fleet is divided into three groups—one in Phoenix, Arizona, another in Marion, Ga., and a third in Akron."

"Automobiles and trucks are used for tire-testing purposes are driven 24 hours a day and average 600 to 650 miles per day."

"The new models of Fords and Chevrolets are being used to test the wearing and other qualities of the new size 30x3.00 ball-tire."

A law is proposed in the Alberta legislature to conform to the ideas of the Indian girls of that province by reducing their marriage age from 16 to 14 years.

Cherys report that the young girls select their mates according to their tribal custom and live with them regardless, when unable to be married because of being under age.

CHEVROLET OFFICIALS PRAISE FUTURE AFTER NATIONAL SURVEY

Detroit, Mich., April 11.—Keen enthusiasm over the industrial outlook for the coming summer and fall was voiced here today by officials of the Chevrolet Motor company upon their return from country-wide dealer meetings that brought them into direct contact with representatives of every city, town and hamlet in the United States.

Thirty-six such meetings, held at as many key centers during the past ten weeks, afforded the Chevrolet executives an excellent opportunity to see and study the various factors that determine the business future.

Confidence that the abnormal prosperity enjoyed last year would continue in accelerated measure well into 1928 was expressed both by E. H. Grant, vice-president in charge of sales, whose official party traveled throughout the East; and H. J. Klingler, general sales manager, who headed a second group that covered the West.

Favorable Factors

Among the favorable factors noted were: small and relatively few areas of depression; no disturbing political issues; widespread employment, with unemployment at normal; a Winter and Spring advantageous to the farmer; large building and construction programs under way; and a general realization that the "prosperity year" bubble is purely a mental hazard and not a deterrent to business.

The Middle West farmer is in a particularly advantageous position, Mr. Klingler reported. "Farm prices are now for the first time since the War on a level with other commodities; the weather this Winter and Spring is favorable to good crop yields, and inflated land values have generally subsided. Farming is now on a stabilized, healthy, normal basis. The farmer is prosperous and his prosperity, because of the basic nature of the industry, is reflected throughout our economic system."

"In the Rocky Mountain and Pacific Coast states industry is humming; curtailment of over-production of oil and lumber has had a healthy and stabilizing effect in the South and Northwest

section, and crop prospects are everywhere excellent. Coast exports also are growing. Huge building projects under way throughout this district, and the unqualified optimism of the people backing them, show the tremendous importance which the West Coast is destined to have in our national growth and welfare.

Similar healthy undertones of optimism prevail throughout the East, Mr. Grant said. He pointed out that New England made such a phenomenal recovery from the several natural calamities which befell it last Fall that during the early part of 1928, New England led the entire United States in percentage of Chevrolet sales over quota, with every indication that the fundamental economic soundness that made that showing possible would continue.

Reports of unemployment in the North Atlantic states were discounted by the Chevrolet sales head on the bases of personal observation and from reports of Secretary of Labor Davis stating that there are 42,000,000 people gainfully employed in the United States.

Likes South

Mr. Grant paid high tribute to the South for the forward programs that are bringing that section rapidly to the front in national importance. This was recently evidenced by the Chevrolet Motor Company with the opening of regional headquarters at Dallas and Atlanta to maintain more intimate contact with the section, and with the building at Atlanta of a \$2,500,000 assembly plant to supply cars exclusively to the Southern market.

Among the favorable factors noted by Mr. Grant were huge road building programs that will bring increased wealth to the South; crop diversification; and opening of textile mills and other industries that are giving the South a manufacturing character. In line with these enthusiastic predictions, the Chevrolet Motor Company is proceeding with the heaviest production and sales schedules it has ever undertaken. Old records have consistently fallen every month so far this year, while the 1928 program calls for a substantial increase over even the record output of a million cars and trucks in 1927.



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from 8 P. M. until midnight

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BERMUDA STILL FREE OF AUTOS

FLINT, April 11.—The people of Bermuda may know their onions—but certainly not their automobiles.

Such is the comment of E. T. Strong, president and general manager of the Buick Motor company, following his recent visit to the beautiful island off the Florida coast.

The explanation of Mr. Strong's comment is that automobiles are absolutely barred from Bermuda. Beautiful roads stretch in every direction—scenes of exquisite beauty abounding—yet not a single automobile.

Many Bermudians have not even been in an automobile. The island, too, is a tropical paradise—perfect roads, delightful scenery and a population well able to afford and enjoy automobiles. Yet the stern law of the island says in unmistakable terms that not a single automobile might be sold for use in Bermuda.

HIGH ALPINE VILLAGE IS REACHED BY AUTO

Life is being made easier for the Austrian peasants living in the valleys and on the High Alpine Mountains of the Province of Styria through the rapid development of auto-bus lines. According to accounts found in Vienna papers, a network of more than 100 lines already has made accessible almost every hamlet and village in Styria, including some located 9,000 feet above sea level. The economic life of Graz, the capital, has been favorably affected by frequent visits of country folk formerly rarely seen there, and the peasants themselves are profiting by the facility with which they can now find buyers for their products.

Although the auto-bus business began in earnest in Styria only in 1926, it has grown so fast that the older lines are clamoring for protection against unfair competition by a host of concession seekers, and the Provincial Government has been obliged to call a conference of the interested parties for the purpose of working out regulations calculated to bring order out of chaos. It is pointed out that the extension of the auto-bus lines is solving the problem of building railways in the rugged ranges of the mountains by making them unnecessary.

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