

# Of Inter... TO MOTORS

## SAFETY FIRST SHOWS GAIN

Teaching of safety or traffic regulations in the public schools is required in seven states and there is an ever-increasing sentiment to make this work a part of school studies throughout the country, according to the American Automobile Association.

The states which have laws on this are New Jersey, North Carolina, Ohio, Pennsylvania, Virginia, Wisconsin and Wyoming.

The A. A. A. has summarized the state laws briefly as follows: "In New Jersey each teacher is required to devote 30 minutes each two weeks to the instruction of ways and means of preventing accidents. Under this law, the Commissioner of Education is required to publish a booklet on accident prevention and place it at the disposal of the teachers."

"In North Carolina, each teacher is required to bring to the attention of the pupils once a week a digest of the traffic laws of the state.

"In Ohio, teachers are required to give 30 minutes instruction to

## WE HEARD IT SAID BY—

A. E. Arnold, Arnold Studio: "While writing my advertisement for Mothers Day, I was reminded of a song of a few years back, the words of which ran, 'We may pay our debts to others; but the debts we owe our mothers are the ones we keep on owing right along.' It is so true we often unconsciously neglect our mothers, and it seems such a happy idea that we have dedicated a special day to their honor and enjoyment."

each month on the subject of accident prevention.

"In Pennsylvania, the statute requires that training in 'safety first' methods be given.

"In Virginia, each teacher in the public schools is required to devote 30 minutes each month for the purpose of instruction in ways and means of preventing accidents.

"In Wisconsin, the teacher is required to give 30 minutes instruction each month on accident prevention.

"In Wyoming, the law requires that each teacher in the public schools devote 60 minutes each month to the teaching of accident

## SOUTH GETS CHEVROLET

The first Chevrolet car ever built in Dixie rolled off the assembly line Friday, April 13, when the mammoth new Chevrolet factory in Atlanta swung into operation to supply the southeastern states. In the presence of a group of notable business, state and civic officials, the first southern-built Chevrolet was welcomed to the land of cotton and sunshine by Governor Hardeman of Georgia and Mayor Ragsdale of Atlanta. Representing the Chevrolet Motor company were W. S. Roberts, plant manager, and L. S. Costley, regional sales manager.

Flashing from the assembly line, its lustrous finish glistening in the sunlight, Number One caught every eye. It was quickly driven out to make room for Number Two, which was coming up immediately. In the meantime, a driveway shed it went as an admiring crowd followed to make flash the herald of a long line to follow in succeeding weeks.

City officials present at the formal ceremony commented on the significance of the event, its importance, not only to Atlanta but to the entire southeast, and joined in the opinion that the huge Atlanta plant would be a leading factor in increased industrial activity in the south.

Constructed at a cost of more than \$2,250,000, the plant covers 32 acres and has 10,000 square feet of floor space. It has an assembly capacity of 350 cars a day, or more than 100,000 a year. Following the Chevrolet policy of recruiting workmen from the community in which plants are located, it will be almost exclusively a southern institution, its 1,300 residents being recruited from Atlanta and nearby cities. The payroll will approach \$3,000,000 annually.

Production will be on a basis of 2,000 cars for the last half of April, with the May schedule calling for 6,000 cars.

Strategically located for shipping purposes, the plant is equipped to make rapid deliveries to the six southeastern states it will serve, including Georgia, Alabama, Florida, South Carolina and parts of North Carolina and Tennessee.

The factory is served by the Southern Railroad company, which has six lines of tracks adjoining the plant for storage of cars. Accommodations have been made to handle as many as 300 cars at one time. In other respects, the plant fits directly into the Chevrolet plant proper and one track into the Fisher Body unit.

## VALVE-IN-HEAD ROLLS FEATURE

Flint, Mich., April 29.—More than a million Buick owners in America will feel a glow of satisfaction at the announcement that England's most expensive motor car, Rolls-Royce, has recently adopted the valve-in-head engine. Besides confirming the judgment of the Buick Motor company, which pioneered that type of power plant and now offers it at its finest in the Buick models, the announcement is a tribute to the discrimination of every Buick owner.

This British car's similarity to Buick does not end with the engine, but includes also cellular radiator, worm and split-nut steering gear, torque tube drive, floating rear axle, and cantilever springs. Comparison of specifications tend to support the already overwhelming evidence, collected by 2,000,000 Buick owners—in favor of these advanced details of engineering.

A point of more than passing interest, in the opinion of Buick officials, is the fact that this British prototype of Buick sells at a much higher price than Buick. The explanation is two-fold. The Rolls-Royce is of course a much larger and heavier car, and naturally costs more to manufacture. That accounts for a large part of the difference. In the second place, each of the features listed is more costly than the corresponding part in cars of conventional design. In the aggregate represented by the completed car, the difference becomes very great.

## WIND STORM USED IN TEST

Hurricanes of any desired speed up to 130 miles an hour are now being made to order by Uncle Sam for the benefit of automobile designers who desire to know how much of the power of a motor car is used in overcoming the resistance of the air.

Such artificial windstorms are manufactured in a "cave of the winds" operated by the United States Bureau of Standards at Washington, D. C. Automobiles are driven into the wind tunnels and the results furnish the desired information concerning wind resistance. Aviators, engineers, builders and architects may also gain valuable information through similar tests on their subjects.

## Saves 8 Minutes, But Breaks Law

LOS ANGELES.—The other day the police traffic bureau made a special test run. Provided with two private automobiles, Capt. Plummer, of the traffic division, instructed the driver of the first car to drive through the heart of the city to Wilshire Boulevard and La Brea, taking every possible advantage he could of the traffic laws consistent with safety. The driver of the second car was instructed to follow the route of the first, but obey every law.

The driver of the leading automobile arrived at the destination, a distance of approximately eight miles, 8 minutes and 20 seconds ahead of the second machine, but went Anderson, who rode with the fast driver, listed the following traffic violations and possible fines.

Speeding on several occasions that would have resulted in fine aggregating \$75; signals turned six times that would have brought fine of \$5 for the first offense, with sentence on the last three at the discretion of a judge; cutting in on traffic lines four times; violation of the state motor vehicle act, carrying a fine of \$5 for

each offense; cutting corners and driving on the wrong side of the street would have boosted his traffic bill about \$45 more.

The investigating party got one hearty laugh out of the situation. As the "fast car" drew up to a corner the driver called to a machine standing in front, halted by the traffic signal, to move ahead so that he could get by.

"Yah, and have 'im break the law," shouted an outraged citizen rising from a seat on the curb where he was waiting for a street car and voicing his opinion of such antics in no uncertain terms.

## FARM WIVES NOW DRIVING AUTOS

The present era of good roads and good used cars has proven a boon to the farm wives of the nation.

Many who otherwise would be isolated in remote farms now are enabled to enjoy some measure of community life through the purchase of inexpensive and serviceable used cars.

An interesting sidelight on this development is contained in the figures to 1,000 square-metres-ha-ha, carrying a time of \$5 for

## General Federation of Women's Clubs

The replies revealed that 32,000 or four-fifths of the housewives living on farms have automobiles against one-half who have telephone service, one-third who have water piped to their sinks and one-fifth who have radio sets.

Used cars sold by the more than 4,000 "Good Will" dealers scattered throughout the cities, towns and hamlets of the nation have a goodly representation among the automobiles which are broadening the lives of these 32,000 farm wives.

## SHOULD BE SIGNIFICANT


The fact that several manufacturers are proclaiming the better lubrication features of their cars should be significant to car owners who are prone to ignore the steering mechanisms of their cars.

Steering that comes from the right kind of lubrication. If the engineer has given attention to this feature, it should indicate to the motorist who owns one of the older cars that wisdom dictates regular attention to the lubrication of the steering mechanism—every unit of it.

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SPARE IN NEW WAY  
Motor car owners who find the necessity for changing a tire even more annoying than usual because the jack cannot be placed under the spring or axle, may solve their difficulties by laying the spare on the roof and driving the flat tire up on it. This will enable one to use the jack.  
Just 25 years ago Oldsmobile announced a touring car with two-cylinder engine of 10 horse power and "claimed to have a speed of 35 miles an hour." This announcement was reported at the time as "creating a big stir in the automobile world."  
A drop of water in the gasoline tank can create considerable trouble. To prevent this a gasoline pump with filter attached was selected as standard equipment on the new Oldsmobile.

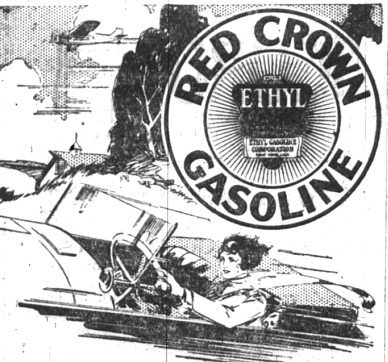
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## Red Crown Ethyl Swallows the Miles

RED CROWN ETHYL GASOLINE is the high compression fuel that made possible the high compression engine—that gives an old engine the advantages of high compression. You have heard how Red Crown Ethyl reduces gear-shifting—picks up faster—gives more power—"knocks out that knock".

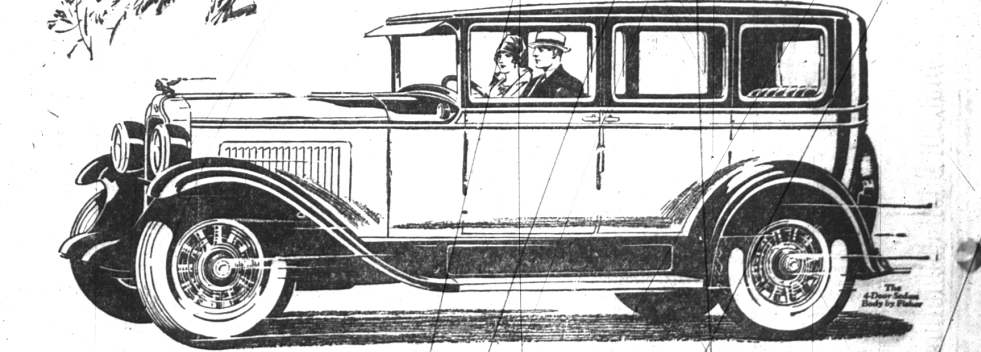
But you don't know Red Crown Ethyl until you've ridden with it! No one can tell you what it means to motoring. That's a thrill you have to feel.

Fill up your tank with this famous gasoline once and watch your car get away! With a soft purr of quiet power it slips over hills—crawls through traffic—speeds on the open road. Swiftly it answers your slightest touch! Smoothly it swallows the miles!

Go riding once with Red Crown Ethyl and you'll agree that the big difference in performance is well worth the small difference in price!

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