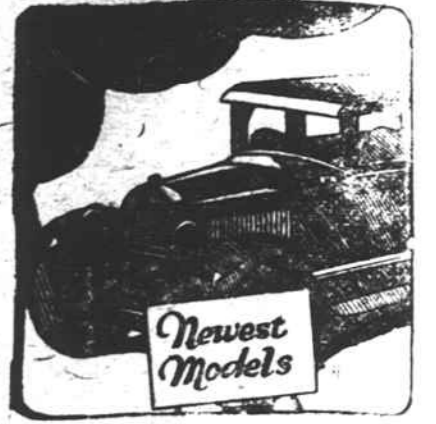




AUTOMOBILE SECTION



Tourist Travel Worth Many Millions To North Carolina

Property Owners and All Business Enterprises Reap Large Profits From Travel Resulting From Construction of Great Highway System.

It is not practical to give anything like an accurate estimate of the amount of money spent in North Carolina by automobile visitors from foreign states, but it is sufficient to say that their expenditures in North Carolina amount to many millions of dollars annually, profiting the land owners and business men sufficient to justify their taxes to make our great highway system possible.

Travel into North Carolina has greatly increased from year to year for the past five years, but has not yet reached anything like what it is going to be.

There are great possibilities of diverting the travel from the North and East that has for many years past been going West, to North Carolina. These people are in a receptive mood and eagerly seeking information regarding our roads, our resorts and our hotels.

The Carolina Motor Club, through its headquarters office and several branches, answers thousands of inquiries monthly from those who desire to see North Carolina, who wish to spend some time at our resorts or at our hotels. While in practically every instance they like to know about our mountains and our coast, yet they are always interested in the great industrial and agricultural sections of our state, and plan to visit them.

Everyone is reaping a benefit from this tourist travel; the hotel, the resort, the drug store, the automobile establishment, the hardware store, the cafes, the grocery stores and even the doctors and lawyers profit because of the injuries and accidents upon our highways. The land owners profit most. The building of the highways has meant more to them than to anyone else, and yet they directly pay nothing for this great enhancement in value.

One-time visits are not sufficient, and if we want a repeat business from this great tourist travel it is incumbent upon our resorts and hotels and

Oldsmobile Stock Car Plows Through Blizzard.

Plowing through a 12-hour blizzard and racing over a route largely of ice covered, rutted gravel, a stock Oldsmobile coach raced for seven days and nights without a stop last week, rolling up a total mileage for the 168 hours of 5,950. This distance is believed to be a non-stop record for an automobile, particularly at the rate of speed, which averaged better than 35 miles an hour for the entire week.

This is the second annual Battle Creek endurance run made by an Oldsmobile. Last year a professional driver broke both car and driver endurance records by driving an Oldsmobile 3,558 miles in 121 hours and 59 minutes. This year Lee Barnhart, of the Barnhart Motor Sales Company, Oldsmobile dealer in Battle Creek, determined to further test the Oldsmobile running it continuously at high speed for a week.

Mr. Barnhart and six amateur drivers took turns in sending the Oldsmobile coach over a 78.3 miles course, of which 55 miles is poor gravel. The route consisted of a maze of sharp curves and was through three cities and two towns, at each of which stops were made each lap for registration.

Saturday night, the fifth day of the run, a blizzard raged for 12 hours. During this time the Oldsmobile plunged its way through snowdrifts and over roads other drivers considered blocked to traffic.

In the 24 hours including the storm period a total mileage of 873 miles was made. The best day's mileage was 977.7 miles.

From one to four passengers beside driver were carried at all times so that the test was under constant observation. Careful check of gasoline and oil was kept, which showed an average mileage of 16.3 miles per gallon.

After the test the Oldsmobile was dismantled and proved to be in excellent condition despite its grueling experience.

The Battle Creek run is the latest of several held during recent months in which Oldsmobile has demonstrated the remarkable endurance, stamina and power built into 1926 automobiles.

America a service that is not available in any other southern state. But this is not only one of the many services which the club is rendering. Its legal work, its recovery of stolen cars has been so remarkable that it has attracted national attention. Its emergency road-service, its legislative activities and its accident prevention work are some of the more important activities of the organization.

Founded in 1922, the club has constantly grown until it is twice as large as any other organization of its kind in the South, having at this time more than 7,000 members with branch offices in the principal cities of the state.

Fordson Tractors In Russia Order Placed for 10,000

The last of 10,000 Fordson tractors, the largest tractor order ever placed, which were purchased by Russia, have just been delivered to representatives of the Russian government in New York, it is stated at the Ford Motor Company, Highland Park general offices.

The entire order was filled at the River Rouge plant of the company within a period of approximately seven weeks. During the time that the Russian consignment was being produced, tractors for domestic absorption were also being manufactured, as usual.

Practically the entire shipment was routed through New York to ports of Novorossisk and Odessa on the Black

Sea for distribution. The remainder was routed through Seattle for Vladivostok.

"Don't they have funny excuses for Old Stuff."

"I was out riding with Harold last night. He got lost and had to stop till he regained his bearings."

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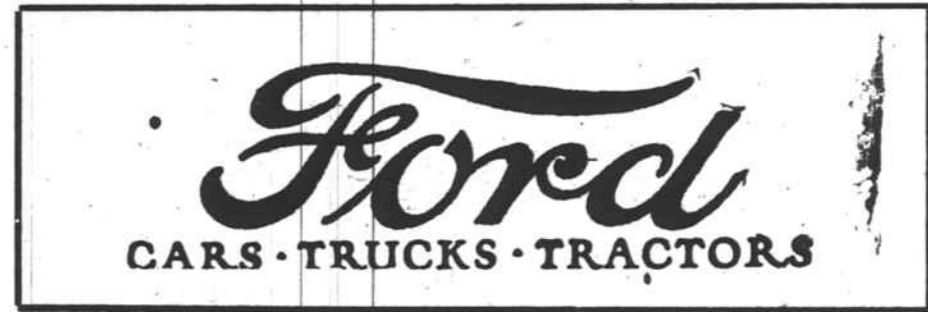


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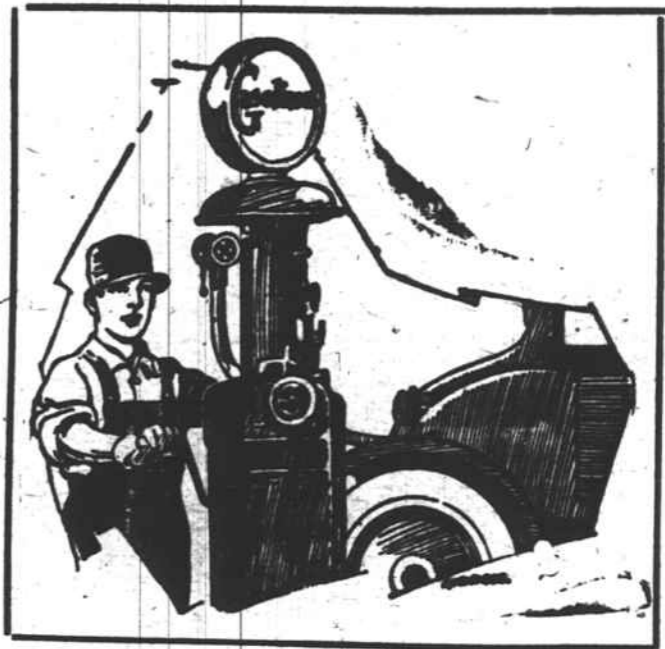
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stage in production, but frequent re-inspections follow, to insure against carelessness or inaccuracy on the part of inspectors. Only thus can the uninterrupted flow of Ford production go on, and the dependable performance every buyer of a Ford car expects, be assured.

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