

Five Millionth Chevrolet Built, Setting a Record

Marking, for the second time within eight months, the passing of a millionth milestone, the Chevrolet Motor company announced today that the five millionth Chevrolet was produced at the Flint, Michigan, plant, Sep. 8. The four millionth car was built Jan. 11. The early arrival of the 5,000,000th car was in response to a continued demand that has kept Chevrolet plants on a day and night basis since the first

of the year and has resulted in the setting of new monthly production records every month this year.

Production for the year promises to go well beyond the million mark and will show more than a 1,000 per cent increase over 1921 when 77,565 cars were built.

The epochal five millionth car was a standard coach and came off the line amid the cheers of a vast army of assembled mechanics who gathered momentarily to see the record making model glide off the line under its own power. Exacting schedule requirements did not permit of any ceremonies and a few seconds later the five

millionth car became history, when number 5,000,001 was driven away.

It is pointed out that, whereas it had required a little more than 10 years for Chevrolet to build its millionth car, the last four million were produced in a little more than five years, an indication of the spectacular march that the Chevrolet Motor company has made in recent years to attain its present position as the world's largest automobile manufacturer. It was shown too, that since January 13, 1927, when the 3,000,000th car was produced, a little less than 20 months had been required to produce another two million.

WINNETKA IS URGED TO ADOPT NEW TRAFFIC LAW

Revised Draft of Hoover Conference Now in Hands of Village President

A copy of the final draft of the Model Municipal Traffic Ordinance as drawn up by the Hoover conference of 1927 and revised, after a year's work, by a special committee of experts representing various conflicting interests, has been received by Village President Henry Tenny from The Automobile Club of Illinois, with the suggestion that the measure be introduced in the city council at as early date as possible.

"Adoption of the measure, it is believed, will mark an important step toward uniformity in traffic laws and will prevent confusion, especially on the part of thousands of visiting motorists," declared Si. Mayer, president of the club.

An Impartial Ordinance

The ordinance has been prepared with a view to strict impartiality, favoring neither pedestrian, motorist nor common carrier. In the opinion of America's foremost safety engineers, its adoption and observance will go far toward the prevention of street and highway accidents and will ameliorate the unsatisfactory traffic conditions that prevail in almost every city.

The proposed ordinance has the endorsement of such bodies as the American Motorists' Association, the National Safety Council, the National Automobile Chamber of Commerce, the U. S. Chamber of Commerce, the National Bureau of Casualty and Surety Underwriters, automobile clubs throughout the country, bus and taxicab owners, as well as the electric and steam railroad interests.

It is designed to deal merely with such local problems as police authority in the direction and control of traffic, the erection of necessary signs and signals, parking regulations, special rules for the protection of pedestrians and certain driving rules necessary for city streets.

An Appeal for Fair Play

The ordinance is designed, moreover, to supplement and conform to the uniform vehicle code as approved by the national street and highway safety conference, and which covers such basic regulations as those pertaining to speed limits, reckless driving, vehicle equipment, licensing and registration. It is suggested, also, that the measure be made supplemental to state vehicle law provisions, with none of which it comes in conflict.

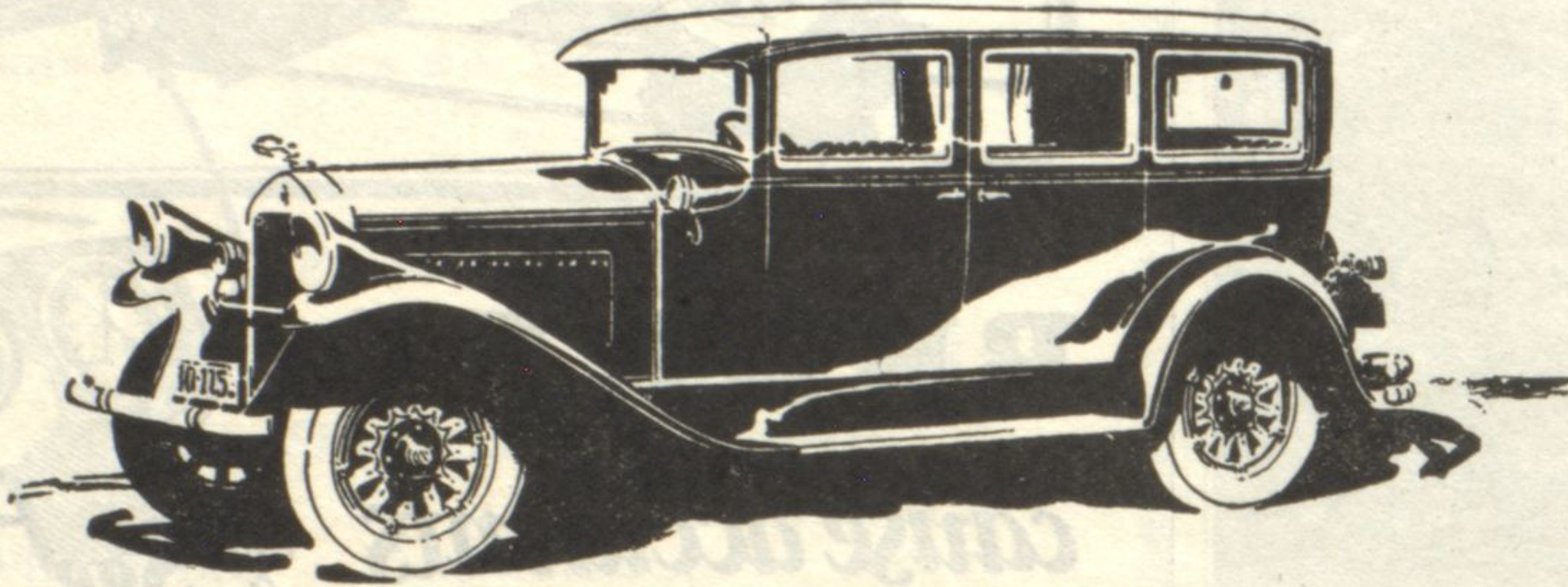
In its final form, the proposed ordinance is said to be so reasonable and to make such an appeal to the American sense of fair play as to be virtually self-enforcing and to find ready acceptance by all except the extremist.

Under its provisions, traffic officials are authorized to mark crosswalks, traffic lanes and safety zones. Pedestrian, as well as vehicular traffic, is regulated. "Serpentine" driving is outlawed, and street-car passengers are protected under regulations requiring an automobile overtaking a street car, to draw up and wait, except at safety zones, while passengers are getting on or off.

Other regulations do away with such nuisances as all-night parking, parking a car offered for sale or bearing a display advertising sign.

U. S. LARGEST TIRE EXPORTER

The United States is still the largest exporter of automobile tires, shipping 1,313,354 casings, or 32 per cent of the total trade of the important manufacturing countries during the first six months of this year.



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