

# Estimates 1920 Demand at More Than 2,540,000 Cars

## Hurd, of the Premier, Examines Into Factors Which He Says Control Replacement Market—Saturation Point in Call for Machines Still Far Away

"Judging from the number of fine cars sold in 1919 and the outlook for 1920, reflected in the quantities contracted for by distributors, the point of saturation in the automobile field is some years distant," said E. W. Hurd, general sales manager of the Premier Motor Corporation.

"In 1916, 1917 and 1918, the lean years in motor car production, the number of potential buyers did not decrease, when compared with former years. On the contrary, the number was greatly increased, because of the unusual amount of money in circulation, due to highly paid labor, large crops at high prices and the many businesses converted to war purposes that produced large returns for their owners.

"The two years of lean production we have a replacement necessity of 1,480,000 cars worn out, and another 720,000 worn out in 1916 and not replaced, or a total of 2,200,000 cars of which less than 30 per cent were purchased in 1919.

"We have in America about 15,000,000 prospective automobile buyers. With only one-third of the number sold, this leaves 10,000,000 potential owners. Assuming that 10 per cent will buy each year, then the 1920 demand, in connection with the renewal market, will be 2,540,000 cars. This does not contemplate the new buyers created each year from the growing population or those who purchase more than one car.

"Considered from the angle of positive demand the stability of our national wealth, the earning power of our people, I cannot see, despite the largely increased production predicted for 1920, any possibility for saturation either in that year or for ten years to come."

### Used Car Value Vital to Buyer

#### Hudson Sets Standard by Eliminating Costly Yearly Changes

"It is only a few years ago that automobile styles and designs changed as frequently as the seasons," says Harry S. Hought. "Six months after its purchase a car was out of date and would command only a fraction of its first cost when put on the market for resale."

"In those days it was a common saying that the depreciation of an automobile was approximately 60 per cent, or more than one-half its cost, the first year. Manufacturers then were bringing out new models every year, and therefore the depreciation of the models already out was unnecessarily heavy.

"This era of periodic and radical changes was ended by Hudson engineers when they decided that such a system not only was unnecessary, but that it was unfair to the motoring public. As a result Hudson cars have not undergone a single radical change since the announcement of the Super-Six. Instead there have been a refinement of detail and a steady growth toward perfection, the result of years of experience, with approximately 80,000 cars in the hands of owners.

"Notice how few, if any, Hudsons are offered for sale and then notice what abnormally high prices they command. While the prices, of course, vary in different sections of the country it was nothing unusual last year for four-year-old Hudsons to resell for as much or, in some cases, more than the original purchase price.

"So Hudson owners have come to look upon their cars as an investment, the exclusive principle used in the construction of the motor to minimize destructive vibration assuring not only dependable service but also long life and high resale value."



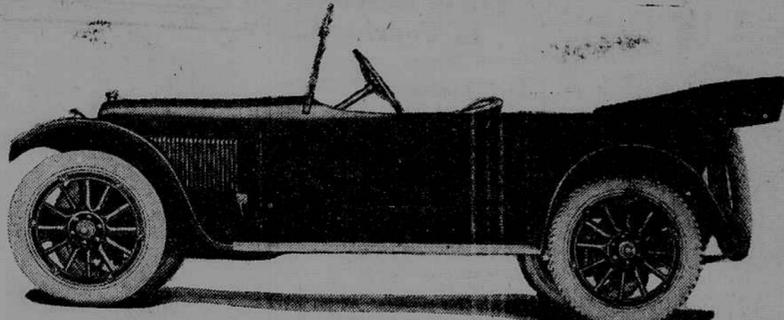
Mr. Hurd.

owners. The production in 1917 and 1918 was largely absorbed by the government. The few cars left had to spread very thinly over a demand that exceeded the supply at least eight to one in 1917 and twelve to one in 1918.

"Each year a certain number of used and rebuilt cars result from one of two causes. Either the owner buys into another class or feels his old car has outlived its usefulness so far as he is concerned. In normal years these cars have a fixed resale value, there being a schedule on which the average dealer will market this used product. However, in 1917 and 1918 cars that had seen two, three and even five years' service sold at prices better than obtained for them when new. These cars, together with the cumulative wear on all models prior to 1917, that naturally would have been scrapped had there been a normal output, continued in use.

"This year, based on 6,000,000 cars now in use, means that not less than 12 per cent, or 720,000, must be purchased each year to replace those used to the point of destruction. For

## First Glimpse of the Nash Four



This model has been awaited with considerable interest. It is shown to the public for the first time at the show which opened last night.

### Light Weight a Term That May Not Be Clear

#### How This Is Obtained, Rather Than Figures Reached, Is Something Important, Says Holmes

#### More and more the term 'light weight' is coming into use among motor car salesmen and publicity men as a selling argument," says Arthur Holmes, president of the Holmes Automobile Company.

"But it is a matter of considerable question whether or not the average car buyer



Mr. Holmes.

understands what light weight really means.

"Engineers are all talking light weight and building toward light construction in their cars. With them light weight is not a matter of pounds alone, but of relation of pounds to the size of the car, the capacity of

the power plant, the type of body used.

"This being the case, certain large cars which, in poundage, weigh far more than smaller cars are actually lighter in weight from an engineering viewpoint than are the small cars. And these larger cars will afford the owner more of the advantages of light weight than will the cars of lower poundage.

"Car buyers should be careful that light weight is not used in place of the more proper term, 'small car'.

"It has been proved beyond question that road stability is not dependent upon weight, that durability is more easily obtained through light weight than through heavy weight, if all other features of design are properly worked out, and that an ease of riding can be obtained through light weight construction that cannot be obtained with heavy weight and its attendant rigidity.

"A consideration of weight in a car shows two distinct types—one the weight that is carried on the springs and the other the weight that is carried below the springs, or unsprung weight. Unsprung weight is the most destructive, since it multiplies the poundage strains of rough roads. The first problem of the engineer building for scientific light weight is to reduce the unsprung load.

"The use of full elliptic springs is one method of reducing unsprung load. And yet a designer cannot arbitrarily say he will use full elliptic springs, and let it go at that. First, proper consideration must be given to the riding action of full elliptic springs. To secure the maximum benefits of the unrestricted throw, the chassis on which the springs must be mounted should be flexible, free from rigid cross members, radius rods, etc.

#### It Wasn't a Success

"The Chevrolet Review" says: "At 11 o'clock on Thursday, July 13, 1899, the start was made on the first attempted transcontinental automobile trip from New York to San Francisco. Owing to mechanical difficulties experienced, the trip was given up at Toledo, Ohio, after nearly six weeks."

### Stutz Speaks Well Of Indianapolis

"Eight automobile factories producing quality cars and a large assembly plant producing that 'well known light car' constitute the present automobile producing capacity of Indianapolis," said Harry C. Stutz, of Indianapolis, yesterday. "In the quality class the Hoosier metropolis leads all other production centers of the United States.

indications are that Indianapolis is soon to become a quantity-quality producer also.

"Indianapolis, with its sixteen lines of steam railroads all connected up by a belt railroad system along which are hundreds of ideal factory sites, has shipping facilities second to no other city.

"In addition, Indianapolis is the geographical center of manufacturing in the United States, as shown by the last census, and it is within sixty miles of the center of population. Of its population, estimated at more than 330,000, more than 80 per cent are native-born white people. This means, naturally, that they are Americans—they are home-owners, they are good citizens, and that there is little of the transient, floating element and little of the element of radicalism.

"Indianapolis also is the commercial center of an agricultural territory of great wealth. Within 100 miles of the Hoosier capital farm crops were produced in 1918 to the value of \$300,000,000 and within the same area livestock of the value of \$275,000,000, and the total farm property value within 100 miles of Indianapolis amounts to at least \$7,500,000,000.

"It is with the firmest faith in the future of the Hoosier metropolis that the H. C. S. Motor Company is entering into the manufacture of its new car and has under way and nearing completion a model new factory building. I am convinced that quality must mingle with quantity, and because of the reputation for quality built up in the past the H. C. S. Company is proud to take its place among the quality automobile builders of Indianapolis."

### Case Presents Model V As New Line for 1920

#### Description of Features of the Cars; Novel Lubricating System

The new model V line of Case automobiles is on exhibition at the Auto Show. Back of the Case car stands the reputation of the J. I. Case Threshing Machine Company. Associated in the production of the Case six are twenty-four well known names in the automobile industry.

Leading the Case line are the coupé and the sedan. The coupé accommodates four passengers. There are two individual seats in addition to the full-width rear seats. Cushions upholstered over China cotton on duplex springs are covered with mohair velour of a subdued stripe pattern in a rich gray. The ceiling, with its dome light, is finished in a plain velour. Rubber tubing applied to the header prevents rattles and makes it waterproof. A locking device provides for locking one door from the inside. The other locks on the outside.

With roomy front and rear seats in the sedan and two auxiliary seats, which disappear into the back of the front seat, this all-season car seats seven. Mohair velour of exquisite texture in taupe shade and a ceiling finished in a velour covering to match, lend an air of refinement to this model. Illumination is afforded by the dome light operated by an automatic door switch and two inside corner lamps. Woodwork in the sedan is of Circassian walnut inlaid. There are wide square cornered windows of polished crystal plate. The velvet covered window channels, rubber bumpers, on

which the windows drop, and rubber tubing in the header eliminate rattles. The seven-passenger touring and four-passenger sport models also are on exhibition. Their equipment includes soft, deep cushions on duplex springs, upholstered with genuine leather, cowl board and paneling of Circassian walnut, a fitted top of selected materials, curtains opening with the doors, plate glass rear window and tonneau lights.

Improvements over previous models characterize the 1920 Case line. The wheel base has been lengthened to 126 inches. The Delco ignition system has been installed, with the Westinghouse starter and generator. The divided front seats are displaced by a solid front seat, which joins the body sides firmly.

An improvement of the lubricating system has been effected by substituting the Alemite system for the old-fashioned grease cups. Forcing lubricant into the bearing surfaces with a screw type of grease gun, affording over 400 pounds pressure, covers spring shackles, steering gear and kingpin bearings.

#### French Among the Absent

One of the "old familiar faces" missing at this year's show is that of Luceus French, formerly advertising manager for the National Motor Car & Vehicle Corporation. French is now in the oil business in Indianapolis. Fred Wellman has succeeded him as the National's advertising director.

#### Valve-in-Head Engine

Engineers who designed the new Nash Four declare its perfected valve-in-head motor to be unusually powerful and flexible. The motor also, because of its construction, is economical of gasoline consumption and is quiet.

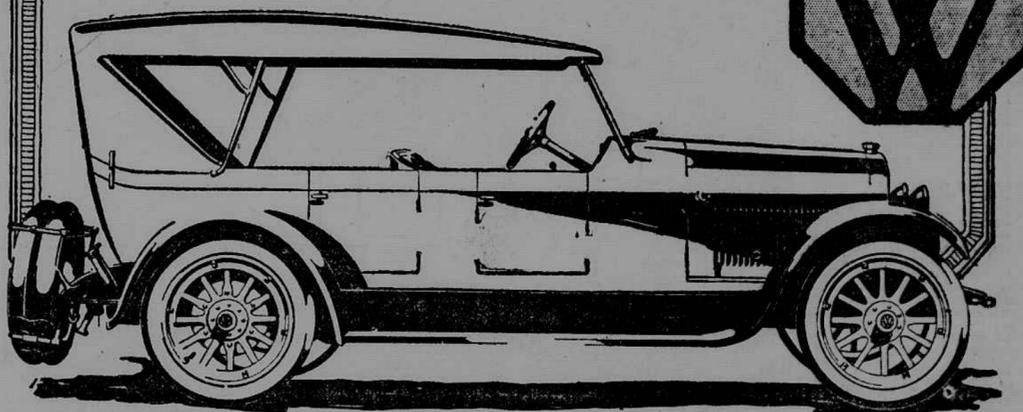
# WESTCOTT

The Car with a Longer Life

AT THE AUTOMOBILE SHOW! The car with a longer life will be there in a new dress. The distinctiveness of the design, the fascinating two-tone color-scheme, the unusual completeness of the car's equipment, will attract thousands to the Westcott exhibit. Of these thousands a few will look underneath the paint to the goodness within. These will form their judgment of the car—not on the things that are new today, only to become old before another show rolls around—but upon those hidden qualities which mean life and service. The evidence that Westcott is the car with a longer life, and the car of more genuine comfort during every year of that long life, may be found within the car itself if you will but look for it.

### WESTCOTT MOTOR COMPANY

OTTO W. HECK, General Manager  
1838 Broadway Phone Columbus 8645



#### THE LIGHTER SIX

118-inch Wheelbase  
Five-Passenger Touring  
Two-Passenger Roadster  
Three-Passenger Coupe  
(Straight Seat)  
Five-Passenger Sedan

#### THE LARGER SIX

125-inch Wheelbase  
Seven-Passenger Touring  
Five-Passenger Touring  
Seven-Passenger Limousine-Sedan

## The Greatest Car Improvement Since the Multiple-Cylinder Motor

### At the SHOW

Space No. D-90  
Fourth Floor  
Center Aisle

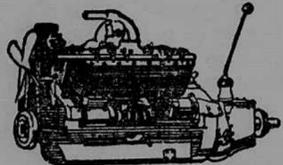
THE Radcliffe Turbine-Drive is a revolutionary invention. It has greater significance than any other engineering feature at the show.

Fours equipped with the Radcliffe Drive shade the performance of the finest twelves. Twelves with the Radcliffe perform like no car that was ever before known.

Don't fail to see the Radcliffe Turbine-Drive and have explained to you its simple principles and construction.

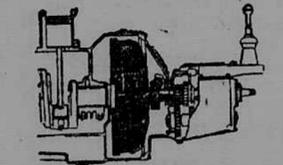


THE old "one-lungers" represent, by modern standards, the zero point in car performance and motor flexibility. "To get there and back" was the only demand of their pioneering owners. Development of high-gear ability, ease of handling and road-worthiness, really began with the advent of the multiple-cylinder motor.



ENGINEERS have traveled fast upon the trail, and have recorded a notable series of achievements. Cylinders have multiplied—fours, sixes, eights, twelves—valves have multiplied, revolutions per minute have multiplied; and motor efficiency has risen to a new high point which seems near perfection. Yet car performance is still a compromise.

The Radcliffe Turbine-Drive is the solution of this compromise. It corrects the prime deficiency of all gas-motors—inherent in the finest modern twelves as in the pioneer "one-lunger"—by the simple conversion of motor power to hydraulic energy. Hydraulic energy as flexible, positive and efficient as steam!



THE Turbine-Drive opens fresh vistas of motor car advancement. Elimination of gear-shifting, simple throttle and brake control; increased motor ability, greater safety—these are but the beginning of its possibilities. It links car ability and motor efficiency giving car performance which is the sum of the two. It is a forward step as great as the building of the first four.

# RADCLIFFE TURBINE-DRIVE

"Throttle control on high-gear from start to the limit of car speed"

The RADCLIFFE TURBINE-DRIVE CO., Inc.  
1777 Broadway, New York City

The Radcliffe Turbine-Drive Interchanges with standard clutches.



The longest cross-country sealed-chassis run in automobile history was made by an Elgin Six—6,202 miles, with motor, clutch and transmission officially sealed. This and a score of other record breaking performances have stamped the Elgin as the

### World's Champion Light Six

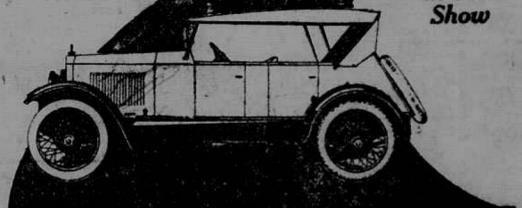
ELGIN MOTOR DISTRIBUTING CO., Inc.  
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# Velie Six

Snap and Speed in the New Style!

The New Velie Speedster — at the Show



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