

Billion-Dollar Motor Export Group Planned

Combine Proposed at Auto Show Would Include 130 Companies Divided in Different Price Classes

One Big Selling Agency

Credit Would Be Greater Than That of Any Single Company, Bauer Says

A plan for an export combine involving 130 automotive companies which together do a domestic business in excess of \$1,000,000,000 annually, was offered by G. F. Bauer, secretary of the National Automobile Chamber of Commerce Foreign Trade Committee, at the annual meeting of the committee yesterday at 356 Madison Avenue. Mr. Bauer said such an organization would enlarge credit resources and lower the overhead cost of foreign trade in cars and trucks.

The offering of this plan assumed principal rank among the days' events held in connection with the twenty-second National Automobile Show. Would Aid Credit

The show at Grand Central Palace yesterday drew crowds so large as to make the several hundred car and accessory exhibitors feel that the industry's domestic business in 1922 would at least parallel the conservative production decided upon by most of the manufacturing companies in the last several months. The movement brought forward to put the export business on a greater plane, in the opinion of its sponsor, would therefore justify a larger production than has been permitted for the country's needs.

The credit of the export combine would be greater than that of any single group or company, according to Mr. Bauer, who explained at the committee meeting that it could investigate the financial rating of foreign buyers at small cost to each company. Its resources would permit extending credit to foreign markets on a basis competitive with foreign countries.

Other advantages claimed for such a combination were as follows:

"Combination would mean much low-

ered cost a company in documentation, stenographic and translation work, packing offices, ocean insurance, financing and research work, and parts and repair stations could be established abroad on a scale which would be virtually impossible under individual competition.

"It is proposed to reduce the cost of normal competitive function of selling by grouping the participating members into non-competitive classes. That is, each group could contain several automobile companies operating in different price classes, which could have one central selling agency, just as in this country a dealer often handles several different makes in different price groups."

Denby Addresses Diners

Edwin Denby, Secretary of the Navy, was the principal speaker at the annual dinner of the chamber held last night in the Hotel Commodore.

In his address, Secretary Denby said that the United States Navy ought always to be the equal of any in the world. "This is economy year," he said, "and the navy will co-operate to the limit of its ability in the retrenchment. But it is a reputable mistake, however, that 200 destroyers now have only half crews, and the balance but 80 per cent. Ours should be a razor-edge navy."

The Secretary implied that economy in regard to the navy could be carried too far, and said that the navy was the insurance policy of the United States, and that one would as soon think of cutting down insurance on one's home as reducing the navy below proper limits.

"Above all things," he added, "our navy ought always to be the equal of any in the world, as it is now."

Iren S. Cobb, whose topic was "Gasoline, the National Drink," was among the other speakers. One thousand two hundred attended the dinner.

Sale of 1,500,000 Autos, 1922 Minimum Forecast

Studebaker Head Says Motor Trade Hasn't Been as Hard Hit as Many Others

The automobile industry is a standardized, established business, which suffered no greater curtailment last year than other industries, that in fact showed less decline than several supposedly more stable industries, comments A. R. Erskine, president of the Studebaker Corporation, in connection with the annual show.

"The widespread and ever-increasing use of automobiles insures progressively expanding demand for motor cars in domestic and foreign markets, and it is probable that a minimum of 1,500,000 automobiles will be produced and sold by the industry this year, generally speaking, to-day's prices are pretty close to pre-war prices, and intrinsic values, of course, are greater than ever before."

Pessimists' Reign Over, Asserts H. H. Franklin

Tells How His Company's Business Is Increasing; Dealers Hold Annual Meeting

Each month of 1922 should see a gain in business of almost every variety, in the opinion of H. H. Franklin, of the Franklin Automobile Company, who thinks the "revel" of the pessimist is over. He adds:

"On January 3 the Franklin Automobile Company resumed full time operations with a force of approximately three thousand men. It is expected to reach full one-shift capacity of forty-four cars a day by February 1."

Franklin dealers from all parts of the country are attending the New York show in larger numbers than in any year of the company's history. Today they will get together for their annual dealers' meeting at the Hotel Commodore, which will be followed by the president's luncheon in the east ballroom of the hotel at 1 p. m.

Dodge Dealers Applaud Price Cut Announcement

Luncheon Throng Hears Slash to Go in Effect Feb. 1 Will Be Substantial

Fifteen hundred Dodge Brothers dealers at the annual Dodge luncheon given yesterday in the Pennsylvania Hotel, were informed by E. J. Haynes, president and manager of the company, that effective February 1 the prices of Dodge cars would be reduced substantially. The reduction is both retroactive and indefinite, according to Mr. Haynes, who explained that the size of the cut would not be made known until February 1, but that any one who bought a Dodge car since January 1 would receive a rebate to agree with the amount of the reduction.

The dealers received the announcement of their chief with an ovation that almost shook the walls of the dining hall. The verbal announcement was identical with that appearing in the Dodge advertisements today.

The luncheon was the largest in point of attendance and elaborateness ever given by the company. An address by Mr. Haynes, who was introduced by C. W. Matheson, general

Hudsons Prove Worth For Interurban Runs

Autos Compete With Steam and Trolley Lines, Carrying Passengers Between Towns

In practically every section of the country the automobile is being used on regular routes to carry passengers between towns, competing with railroads and interurban lines. The demand is for cars which are large, fast

and dependable enough to stand this difficult usage.

One interesting route is between Flint and Ponton, Mich., where on an interurban run of eighteen miles a schedule of almost thirty miles an hour is maintained. Passengers are allowed to carry hand baggage. Fifteen passengers ride in one car. In the late afternoon run the Flint newspapers are piled between fenders and hood.

This fleet of cars is all Hudson. One of the Hudsons has run 210,000 miles, another 200,000 and still others such distances as 160,000, 120,000 and 90,000 miles.

Altered Body Lines Mark Oakland 6-44 Models

Higher Radiator Gives Added Smartness to Car; Changes in Engine Construction

The new Oakland 6-44 models are being shown for the first time at the New York show. The five models have distinctly new body lines. A higher radiator, hood and cowl, together with noticeable body refinements, give a smartness and an appearance of power that must impress the observer. These body lines are indicative of the numerous improvements which have been incorporated in engine and chassis construction.

The Oakland 6-44 engine is of the six-cylinder, overhead valve type, and it possesses many refinements and improvements. Improved pistons and piston rings have been added and the cylinders are honed to insure a perfect individual fit. A Morse silent chain drive has been made standard at the front of the motor, insuring freedom from noise and excessive vibration.

W. L. Day Offers Solution of Used Truck Problem

The General Motors Company believes it has solved the used truck problem, according to W. L. Day, president and general manager of the General Motors Truck Company, a subsidiary. Consideration of this problem is given emphasis by the present interest in automotive products occasioned by the National Automobile Show in Grand Central Palace, Mr. Day says.

"The manufacturer who is more anxious for orders than for net profits can solve the problem by exchanging new trucks for old ones and a small difference in cash or note. This will increase his sale of new trucks, and if he invoices the old trucks at the price allowed for them in trade, his books will show that he is making money—and they say that figures don't lie."

PAIGE

The Most Beautiful Car in America

A New Series for 1922 with many refinements and improvements at greatly reduced prices.

See them at the Grand Central Palace or our Showrooms

PAIGE-DETROIT CO. of NEW YORK
1753 BROADWAY at 56th. Circle 6370

PAIGE BROOKLYN CORPORATION
1275 Bedford Ave. Lafayette 6600



ANNOUNCING STUTZ PRICES

(Effective January 1, 1922)

STUTZ Bearcat	\$2950
STUTZ Roadster	\$2950
STUTZ Four Passenger	\$2990
STUTZ Six Passenger	\$2990
STUTZ Coupe	\$3990

WHITE BUSES

THE White Company invites inspection of a new type of motor bus chassis, designed especially for passenger transportation.

This chassis, Model 50, has numerous features that are important in bus work but not available in conventional chassis design.

Now on exhibition at our salesroom and service station, 10 minutes from Grand Central via Queensboro Subway, Corona trains to Rawson Street.

THE WHITE COMPANY
Thomson Avenue & School Street,
Long Island City.

SOMETHING NEW

PATENT ALLOWED

TWIN-SPRING BUMPER FOR FORD CARS

APPROVED BY UNDERWRITERS' LABORATORIES, CHICAGO

BLACK ENAMEL . . . \$8.50 VERY LIBERAL DISCOUNTS

NICKEL FINISH . . . 10.50

Write for Our Exclusive Territory Plan

NEW YORK WIRE & SPRING COMPANY
P. O. Box T-13
Lupton Station
HOBOKEN, N. J.

THE NEW ROTARY SIX

WITH THE BOURNONVILLE

Rotary Valve Motor

The Latest Achievement in Internal Combustion Engines Is on Exhibition

—AT THE GRAND CENTRAL PALACE, 4th Floor, Space D10

B. R. V. M. Co., 130 Harrison St., Hoboken, N. J.

The Standard Spark Plug of the World

The Best Plugs to Use—and the Show Proves It

How do you buy spark plugs? As you visit the automobile show note that AC Spark Plugs are standard equipment on most of the cars. This year, as every year, the great majority of car builders prefer AC Plugs. That's why you should insist upon AC's. There are specially designed AC Plugs for every make and model engine. Good dealers and garages everywhere can provide the proper AC Plugs for any engine.

These Passenger Cars Have AC Plugs for Standard Factory Equipment

Ambassador AC	Hansen AC	National AC
Anderson AC	Hatfield AC	Noma AC
Apperson AC	Haynes AC	Oakland AC
Buick AC	Hudson AC	Oldsmobile AC
Cadillac AC	Hupmobile AC	Overland AC
Case AC	Kelsey AC	Packard AC
Chalmers AC	Kissel Kar. AC	Paige AC
Chandler AC	LaFayette AC	Paterson AC
Chevrolet AC	Leach-Bitwell AC	Pilot AC
Cleveland AC	Liberty AC	R. & V. Knight AC
Cole AC	Lincoln AC	Rotary Six AC
Davis AC	Locomobile AC	Saxon AC
Dodge Bros. AC	Maibohm AC	Standard Eight AC
Dort AC	Marmon AC	Stearns-Knight AC
Du Pont AC	Maxwell AC	Templar AC
Durant AC	McFarlan AC	Westcott AC
Elgin AC	Mitchell AC	Wills St. Claire AC
Essex AC	Nash AC	Willys-Knight AC

The Spark Plug Equipment of These Passenger Cars Is Divided Among the Balance of the Spark Plug Makers of the Country

Auburn Franklin	Itala Peerless	Stevens
Columbia Gardner	Jordan Pierce-Arrow	Stevens-Duryea
Crow-Elkhart Grant	King Premier	Studebaker
Dixie Flyer Grant	Kline Reo	Stutz
Dorris Handley-Knight	Lexington Rickenbacker	Vauxhall
Earl H. C. S.	Mercer Roamer	Velie
Elcar Holmes	Moore Sayers	

For 1922, the Spark Plug Score of the Show Is:

AC-Equipped Cars at the Show 54

Cars at the Show Equipped With All Other Makes Combined 34

AC Spark Plugs hold the endorsement of America's foremost engineering talent because they have proved best under all driving conditions—on hills, in heavy going, at speed and low throttles. AC Plugs make quick starting possible on coldest days. Make certain your car is AC-equipped. Ask for, and see that you get, AC Spark Plugs.

Champion Ignition Company, FLINT, Michigan
U. S. Patent Nos. 1,128,222, April 12, 1914. U. S. Patent No. 1,216,132, Feb. 13, 1917. Other Patents Pending

HERE is the news about Stutz we've promised!

New prices that establish another Stutz record—a record for unequalled value among high class cars.

Years ago, from the time the first Stutz "made good in a day" on the race track, this wonder car has established its supremacy over the finest cars of the world.

Years of development have resulted in a great, solid financial and industrial organization whose motto has ever been—"Build the Best."

The Stutz of today is the culmination of this development, the best car that ever bore the Stutz name.

In addition to its many superior features, the famous 16 valve engine, its ease and safety of control at all speeds, the comfort of deeper upholstery and long springs, its better design and greater care in making—

Stutz buyers now have the option of right or left hand drive.

That such a car should be sold below \$3,000 means a new standard in automobile values—a standard that means that you can afford the best.

Measured by miles of satisfactory service per dollar invested, no other high class car can equal the value of Stutz.

No longer need you say—"I've always wanted a Stutz." DRIVE ONE!

Space B-28

Automobile Show

Wm. Parkinson Motor Sales Co.
1796 Broadway, New York City

Brooklyn 1168 Bedford Avenue Newark 372 Central Avenue

STUTZ MOTOR CAR CO. OF AMERICA, Inc., Indianapolis

STUTZ DEALERS NEWS

WEDNESDAY, JAN. 11, 1922

Renewed Interest in Stutz Sales Plan

There was a new impetus given the reception of the new sales plan of the Stutz yesterday with the arrival of numerous dealers who are attending the New York show.

They had heard of this new plan—the fairest and best you have ever seen, and wanted to get first hand information concerning it.

The plan was prepared by a former automobile dealer. It anticipates the very things you as a dealer have always desired. This Stutz plan is the best ever.

Learn About Plan at the Commodore

You should know all about the Stutz sales plan. It makes no difference what car you handle, or where your territory is.

The plan is so new, different and logical, and so essential that you should know about it, anyway.

Stutz headquarters are at Room 2029 Commodore Hotel and President W. N. Thompson and Sales Manager Fred Wilson are in charge.

You certainly are welcome.

Abe Martin Says:

"Ever" time we see an auto full of young folks we wonder if th' boys shook th' box 'n' see who wouldn't have to drive."

Dealer Here

S. R. Blockson, the Philadelphia distributor, is here. He is very enthusiastic over prospects for the year and looks for a lot of business at the Philadelphia Auto Show next week.