

Auto Manufacturers, Although Fearing Steel Shortage, Believe New Processes Will Remove Trouble

MAKERS LOOK FOR STEEL SHORTAGE

Automobile Builders Anticipate Stringency by Long Time Contracts.

NEW SPECIFICATIONS

No one is more sharply affected by the present steel shortage than is the automobile maker, but there is good reason to believe that the organized strength of the automobile industry may prove sufficient to tide over the difficulty and prevent the development of serious consequences. The automobile manufacturers were never in a better position to cooperate in overcoming obstacles than they are today.

With an unsurpassed demand for their products and with the many manufacturing economies that have been introduced within the past two years, the stringency of materials is practically the only obstacle to prompt action along lines that are already pretty well defined.

A possible source of relief for the automobile maker is said to lie in a revision of steel specifications whereby certain refining processes can be more cheaply and quickly carried out. Such modifications, it is declared, can be introduced without affecting the strength and durability of the metal and are believed to be generally favored by the steel makers, who claim they are at present handicapped by too rigid restrictions which influence adversely both deliveries and to some extent prices as well.

The particular point at issue is the sulphur content of the carbon steels that are widely used in automobile manufacturing and which are produced under the standard specifications of the Society of Automobile Engineers. These specifications, which are almost universally employed by the automobile makers, call for a sulphur content in carbon steel of not to exceed 60th of 1 per cent. It is claimed by accredited authorities, however, that it is possible to permit a considerable increase in sulphur without impairing the strength of the material or its working properties to an appreciable extent.

Tests conducted by Dr. J. S. Unger of the Carnegie Steel Company are said to have demonstrated the truth of these assertions in a thoroughly scientific manner and the whole subject, which has been the basis of a long standing controversy, is to be reviewed at the winter meeting of the society this morning. At that time Unger's investigations will be presented before a gathering of engineers representing leading automobile makers from all parts of the country. Opportunity will also be given for a discussion of the steel situation in all its aspects and producers and consumers will be brought together in such a way as to enable them to weigh the possibilities of improvement that may lie in a readjustment of their relations.

PELLETIER'S GRIP.

Eddie Guest likes to know what Strain of Germs E. L. Roy Had. On a Fair With Pelletier. E. L. Roy Pelletier is laid up with the grip—News column. Old Monte, from Kentucky, is the finest of the mule-foot hogs are really an exclusive set of swine. And the pig that makes your honey are the noblest of bees. Which is sworn to and attested by their royal pedigree. Now I'm lying here and wondering as the pills run up my spine if the grip germs in your system are a rarer breed than mine?

I am lying here in torment and to while the time away. I am picturing the beauty of the orchard when it is laid. I can hear the pigeons cooing as they primp themselves and strut. And can see the shrike slipping through a gate that should be shut. So you've got the influenza? Well, the odds are 12 to 1. That your grip germs are no truer aristocrats than mine.

As I take another capsule and I try to cool my chest. Where for five and forty minutes I've worn I recall the blooded cattle that stood lowing on the sea. And the picture of contentment that they made once more I see. Then I snuffed out the records of that splendid herd of kine.

I've stood and gazed in wonder at the strutting turkey cock. And I've listened to the record of his high bred fancy stock. I know the shelduck points trace themselves way back to kings. And a touch of Hussar's haunter to the farm each without brings. Oh, there's not a question that your live stock's simply fine.

Eddie Guest, who runs the Breakfast Table Chat column of the Detroit Free Press, wrote the above for the December 31 paper. Therefore no one expected Pelletier would be here for the motor car show, but the well known automobile man "crossed" Guest by arriving in time for the Automobile Chamber of Commerce banquet and still is in our midst.

WEDGE FRAME ON STANDARDS.

Stronger and Lighter Than Offset Type Is Claimed.

One of the features of the Palace show has been the chassis in the exhibit of the Standard Steel Car Company of Pittsburgh, Pa. Its simplicity of design is emphasized by its wedge shaped frame, which is the invention of Oliver E. Barthel, the consulting engineer of the Standard Steel Car Company. It was designed by Mr. Barthel for the first Standard car, made nearly three years ago, and is the first tapered frame with straight side rails throughout its entire length to be produced in this country or abroad.

"The idea of the tapering frame," said Mr. Barthel yesterday, "is not as new with us as it is with some others, and in fact I notice that five companies exhibiting this year are showing wedge shaped frames which in principle, at least, are copies of ours." "It is difficult to discuss the advantages of this frame in non-technical language, but the facts are that it is not only stronger and lighter than the offset frame, but prevents side swaying in addition to adapting itself most perfectly to the stream line body."

MAXWELL BREAKS NON-STOP RECORD

21,000 Miles Already Covered in Test Which Has Lasted Since Nov. 22.

RUNS 500 MILES DAILY

Daily telegrams from Los Angeles bring news of a steadily increasing record for the Maxwell car, which, having run uninterruptedly since November 22, has already eclipsed all existing marks for motor endurance. At the Maxwell headquarters on the first floor of the Biltmore, dealers and factory representatives agree that, in case the run is not purposely ended, it may very possibly continue until a total of 50,000 miles or more has been covered without a motor stop. The last message from the Coast gave the new motor non-stop record as close to 21,000 miles, a performance best appreciated in the light of the fact that the former best record, 12,404.9 miles, had stood for more than three years.

Harry Lord, general manager of the Lord Motor Car Company, Los Angeles Maxwell dealers, wired Tuesday night that the whole mechanism is running perfectly in every detail, after averaging more than 500 miles daily for forty-three days. The car was carefully examined by American Automobile Association representatives before the start, and certified as strictly a stock model. How strict was the application of all rules may be judged by an experience that occurred during the first 6,000 miles of the run, during which the car scored its only motor stop.

A torrential rain caught the car some distance from Los Angeles, and barred its return by a deep stream flowing across the highway. Through this the Maxwell made a rush and emerged safely, but with a flooded carburetor. A two minute stop of the motor was necessary to drain out the water. Though the motor stop was plainly the result of accident, in which no blame could be attached to the car, the Coast representative of the contest board allowed the run to continue only under sufficient until definite permission could be secured from Chairman Kernerell in New York. Mr. Kernerell ruled that the stop did not invalidate the mileage already secured. The amazing run of the car, however, made it possible to attain later a new non-stop record without the aid of the distance covered before the accident.

Rest Rooms in Chalmers Plant.

Comparatively few motorists realize that portions of their cars are the handiwork of skilled women artisans. More than 200 women are employed at the big plant of the Chalmers Motor Company in Detroit. These women are employed in assembling small parts, sewing side curtains and making cores for the foundry. They are provided with well equipped rest rooms. Over 3,000 feet of valuable floor space is given up in this way to welfare work at the Chalmers plant.

A "TRAIN LOAD" SHOW.

Harry Ford Says This Is His Destination for Present Exhibition.

The 1916 automobile show might well be called a "trainload" show, according to H. W. Ford, president and general manager of the Saxon Motor Car Company. "Everybody realizes," said he yesterday, "that each year the New York show has become more and more of a business show. Of course, still, as always, a big spectacular event, attracting lots of attention from the public and bringing in lots of retail sales. But to my mind the big important thing—and the thing that answers the pessimists who wonder how long the shows will last—is the wonderful wholesale business done."

"More and more dealers are coming to New York each year for the show. While in New York they place definite orders for the cars they will require the rest of the winter and the spring—clear up to April. "As a result the wholesale orders placed with the different companies assume impressive proportions. The dealers no longer order just so many automobiles. Nowadays it is a question of so many carloads. And at this year's show I find that they are ordering in trainload lots. That's why I call the 1916 New York show a trainload show."

"We ourselves during this present New York show have made arrangements for six trainload shipments to leave the factory before the last of February. Actual orders for early shipment are for 300 carloads of automobiles. Trainloads have been ordered for San Francisco, Syracuse, Des Moines, Muskogee and Dallas. The Dallas shipment alone calls for seventy-five carloads. "Other companies, I am told, are having similar experiences. The demand for good automobiles this spring, I am sure, will be something tremendous. To say there will be a shortage is not a case of crying 'wolf'; it is absolute truth."

DORT AGENCY HERE SOON.

Production Increased to Meet New York Demand.

"The Durant-Dort Company, of which the Dort Motor Car Company is an outgrowth," said Ralph Dort at the show yesterday, "was for thirty years engaged in selling buggies and farm vehicles in this part of the country. We shall exhibit the Dort cars at the Boston, Cleveland, Detroit, Chicago, Minneapolis and Milwaukee shows. The Dort will be on sale in New York before the close of the New York show. We have made preparations for increasing our production and are now in a position seriously to consider the applications we have had from dealers here in the city."

GRIPPING THE ROAD.

Some Riding Qualities Claimed for Hudson Super-Six.

The new Hudson Super-Six is a light weight car. It scales very little over 3,000 pounds. It is said that it has not merely the inertia grip due to weight, that one finds in heavy cars, but a positive grip on the road induced by the wedge shaped front of the car, which causes the air pressure to force the car against the road, even to the extent of deflecting the springs slightly.

KING EXPANDS ITS BUILDING PLANS

Will Produce 10,000 Cars, Instead of 7,500, in the Coming Season.

The production figures for the eight cylinder King have been increased to 10,000 motor cars for the coming year. This decision followed a conference with General Manager A. F. Vollbrecht and Assistant General Manager J. B. Siegfried of the King Motor Car Company, S. S. Toback of the A. Elliot Hanney Company and other King distributors.

The original plans of this eight cylinder automobile manufacturer were a minimum of 5,000 and a maximum of 7,500 eight cylinder Kings for the forthcoming year. The new seven passenger eight cylinder touring car, five passenger roadster and five passenger sedan made their debut at the New York Automobile Show.

Besides General Manager Vollbrecht and Assistant General Manager J. B. Siegfried there were present with S. S. Toback, Clarence English of the English Motor Car Company, Los Angeles, King dealer; George Eblin of the Heilance Automobile Company, San Francisco; G. W. Franklin of the King Dort Sales Company, Detroit, and King sales representatives. The various heads of the King factory at present in New York for the show have been urging the general manager to increase the production figures to enable the King organization to broaden out. The placing of large orders here in New York and the guarantee of a number of the King district sales managers resulted in the decision to make plans immediately for the increased production. The King is the largest builder of popular priced eight cylinder motor cars in the industry.

NEW FIRM TO HANDLE GRANT.

Hollander Long Connected With the Fiat Company Here.

The automobile trade is interested in the recent announcement of the formation of the Hollander-Randall Company, Inc., to assume the distribution of the Grant Six in New York and surrounding territory. E. H. Hollander has been a prominent figure in automobile circles for many years. When he returned to this country fourteen years ago after a long residence in Paris, France, he became identified with the sale of Fiat cars and has been associated with the Fiat ever since. Mr. Hollander will remain interested in the Fiat Company. He feels that the growing demand, however, for a six cylinder car to sell under \$1,000 must be recognized and met by dealers who are to be successful in the future.

New Finish for Klaxon Horns.

In 1916 Klaxon horns will be finished in what is known as "Klaxon black." This is black enamel of a soft and velvety lustre. The instrument is enamelled throughout. There are no exposed metal parts and the labor of polishing is thus eliminated.

DODGE BROTHERS CELEBRATE.

Dealers Told That Even Greater Success Is in Sight.

The success of Dodge Bros. in the first year in selling \$35,000,000 worth of Dodge Bros. cars and going into fourth place in the country in production was celebrated Tuesday at a luncheon at the Ritz-Carlton. The luncheon was attended by 165 dealers, associate dealers and salesmen from the New York, Boston and Philadelphia districts, and the feeling was expressed that great as had been the first year the present year would see still greater progress.

George C. Hubbs, assistant general sales manager, presided and the speakers were Theodore F. MacManus, vice president of the Erwin & Wasey Company, who has written all of Dodge Bros. advertisements, and Arthur I. Philis, general sales manager of the company. Mr. MacManus gave an interesting review of the year from the standpoint of dealers who were within and still without the organization. He declared that the advertising was simply an expression of the ideals of Dodge Bros. and the executives with whom they had surrounded themselves. Mr. Philis was complimented on the organization he had built up and the spirit with which he had endowed it.

Congratulations for Phelps.

George H. Phelps, at one time well known along the local automobile row, is being congratulated by his former colleagues on his accession to the place of director of advertising with Dodge Brothers.

SALES AT AUTO SALON REACH \$100,000 MARK

Prosperity Reflected in Buying of American and Foreign Cars.

Exhibitors at the Automobile Salon in the Astor ballroom are enjoying a full share of the general prosperity. According to reports \$100,000 worth of motor cars and special bodies were sold in the first three days. This business was divided among those showing foreign as well as American cars and the coach makers of course received a substantial share.

The largest display at the salon is that of the White Company of Cleveland. There are seven distinct types of cars built by this company and each type represents a different idea in body style as well as in treatment, color, finish and appointment. All of the eleven cars are shown with custom designed bodies. Some are creations of the Holbrook Company, while others were built in the White shops.

One of the most striking cars in this exhibit is a Sedan upholstered and trimmed in black and white striped cloth. There are seats for four persons, with considerable space between the front and rear seats. Both front seats are adjustable. Narrow coach pillars and window areas give unobstructed vision with complete enclosure. Another White car emphasizes the trend toward greater utility in enclosed cars. This is a semi-touring car for five persons inside and two outside. Pillars which may be folded and windows

which lower or raise give this semi-touring car a quick convertibility and greater usefulness. Other types in this exhibit are a town car landaulet, a square brougham, a cabriolet, limousine, landaulet-limousine, roadster town car and touring car.

NEWMARK AN AUTHOR.

Produces Two Books on Automobile Subjects.

A volume dealing with "Automobile Salesmanship" has just been written by J. H. Newmark, who on January 1 completed ten years work in the sales and advertising branches of the business. He is at present advertising manager of Apperson Bros. Automobile Company. It was only recently that he wrote a book called "Automobile Business." This deals with such subjects as opportunity, organization, selection of cars, salesroom, salesmanship, prospect, car knowledge, advertising, promotion work, demonstration, garage, service, accessories, repairs and the second hand problem.

Cadillacs Have "Proved" Eight.

"It is quite natural," said Sales Manager E. C. Howard of the Cadillac Company, "that there should have been some scepticism on the part of the public concerning the eight cylinder car when it was first announced. And it is to the credit of the hard headed, practical American that this is so."

"The average American who has accumulated enough money to buy an automobile did not accumulate it without exercising some care and discretion in his business transactions, so why shouldn't he be just as careful in his choice of an automobile as in anything else?" "With more than 20,000 Cadillac Eights in service and speaking for themselves we rarely if ever hear of a sceptic now."

Don't let the crowd keep you away.

Be sure to see it

The Studebaker GOLD CHASSIS

AT THE Grand Central Palace

After the Show Oakland

OF COURSE you will be at the Automobile Show. You should go. It will pay. You will see everything which is latest and most efficient in pleasure cars. At Section 25, Aisle A, you will find the one complete line, the Oakland triumvirate—Eights, Fours and Sixes. You will see the Oakland High-Speed Motors—Oakland Beauty of line—Oakland Comfort in deep, luxurious upholstery. Then, when the show is over, and you are quietly going over in your mind the various cars you have seen, call at our New York salesrooms; examine and ride in the Oakland cars. You will find the car you want, in this Oakland line, planned and completed for you—the car buyer. Eight, Six or Four—the principle has been rightly carried out in the Oakland.

Oakland Motor Company, Pontiac, Michigan

Sidney B. Bowman Co., 1710-12 Broadway, at 54th St., New York City

8 The eight cylinder principle, with eight cylinder flexibility, power and responsiveness, reaches its highest demonstration in this Oakland. And with it all—real economy. Seventy-three h. p., seven-passenger, with room for more. Model 80—\$1585 f.o.b. Pontiac

6 The car which has upset sales records for months and still taxes factory production. Comfortable, Economical, Beautiful in line and finish. 2100 pounds, fully equipped. 5-passenger Touring—2-passenger Roadster. Model 32—\$795 f.o.b. Pontiac

4 High Speed—more frequent power impulses—a supple flow of power coupled with the known simplicity of the four and its thriftness with gasoline and oil. 5-passenger Touring—2-passenger Roadster—2-passenger Speedster. Model 38—\$1050 f.o.b. Pontiac



Auto Show

Closes January 8

NOW OPEN

Grand Central

PALACE

Admission 50c. 10 A.M. to 10.30 P.M.