

# CAR MAKERS PLEDGE PLANTS TO COUNTRY

## 150 Manufacturers Vote to Support Automobile Industries Committee.

That the automobile industry stands ready for the call of the Government was evidenced at a meeting last week in Detroit at which more than 150 automobile manufacturers, in answer to a call from the National Automobile Chamber of Commerce, assembled and unanimously voted to support the work of the Automobile Industries Committee at Washington, pledged to the War Industries Board and the War and Navy departments their heartiest support and to a man expressed their readiness to turn over the vast productive facilities of the industry to the Government as fast as it can make use of them. A telegram stating these actions was sent to Daniel Willard, chairman of the War Industries Board, at Washington.

In the meantime automobile makers will keep their organizations intact so as to conserve the greatest possible mental strength for the present and future war programmes of the Government. President Charles Clinton of the A. A. C. presided over the meeting, which was represented by prominent members of the industry, as well as members of the Motor and Accessories Manufacturers Association.

It was very clearly shown that the Washington authorities had no intention of arbitrarily cutting off the automobile business and that automobile men themselves have offered to reduce passenger car production according to the Government needs for war materials or as the Government may require the facilities of the automobile and accessory manufacturing companies. The heartiest response to the committee's efforts has been received from the War Industries Board and from the Army and Navy departments.

The manufacturers attending the meeting were surprised at the great number of automobile men in the service and the spirit of cooperation which has been shown by the makers giving their best men to the Government at great sacrifice to themselves and their plants.

It is realized that rather than give munition orders to companies which have to buy new machinery and build new plants advantage should be taken of the productive capacities of the automobile and accessory plants. A tremendous amount of war work is being done and preparations are being made to take over more work for the Government.

A. W. Copeland, Hugh Chalmers of the Automobile Industries Board, who with John R. Lee, were appointed to coordinate the Government war requirements with the facilities of the automobile industry, explained the work going on at Washington. Their need for additional engineers was promptly answered by nine manufacturers volunteering the services of nine of their engineers to work with the committee at Washington for the period of the war.

Loyal support of 27,500 dealers was indicated by reports from different sections of the country expressing their willingness to help win the war by rearranging their organizations for the various situations created. The automobile men expect to make cars to a near normal number as the materials and coal situation will permit, but it was expected that there will be some decrease in the number of passenger cars produced, making them harder to get and higher in price.

The meeting was supplied with some interesting figures, which showed the far-reaching influence of the automobile industry. They showed 230 makers of passenger automobiles and 572 makers of motor trucks in thirty-two States with a capital investment of \$726,000,000 and with 230,000 workers, to whom \$275,000,000 in wages and salaries is paid annually. The production for the year ended June 30 was 1,806,194 motor vehicles, of which 112,200 were trucks, the total value of both being \$917,470,824.

It was shown that 1,000 manufacturers of bodies, parts and accessories have a capital of \$388,000,000, employ 220,000 workers and pay \$288,000,000 annually in wages. Last year 18,000,000 tires were made, valued at \$450,000,000. There are 27,800 automobile dealers and 25,500 garages, located in almost every town and village of the United States, all dependent on the production of motor cars. They have a capital investment of \$181,000,000 and employ 230,000 men.

Exports for the year ended June 30 were 64,834 passenger cars and 15,977 trucks, the latter mostly for our allies in Europe. The value of these exports, including tires and parts, was \$134,411,000. There are now 4,500,000 automobiles registered in the United States, of which 400,000 are trucks which are annually transporting goods to a total of 4,000,000,000 ton miles and relieving the railroads of short haul traffic.

Cadillac Delivered Over Road. The Cadillac Motor Car Company and its distributors are doing their best to relieve the transportation shortage by transporting Cadillac cars under their own power from the Detroit factory to distributing points. When they are driven away by various means, they are driven away by various means. A regular driving schedule is maintained. Three shifts of three men each are on the road five days a week. Every morning except Saturday and Sunday the new Cadillac cars are driven to the various cities. An overnight stop is made and the cars delivered in Chicago the following day. The cars are driven a day and it will continue to be followed just as long as the weather permits. Similar shipments are made to other points.

# STERLING-SUPERIOR WINTER Motoring Comforts

Obtainable only at New York's Exclusive Winter Equipage Headquarters. Whatever you need will be found here.

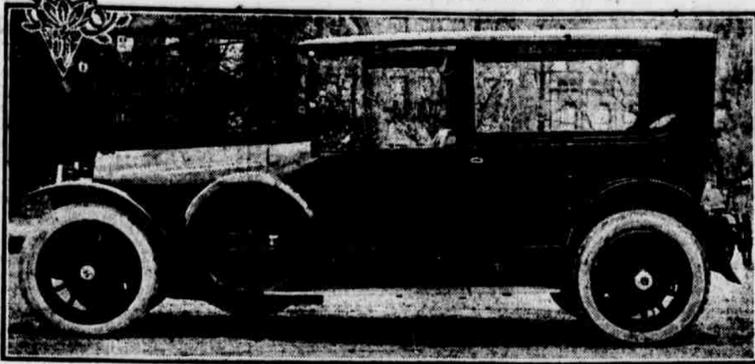
- Closed Tops of All Types.
- Glass Enclosures for All Cars.
- Fur Robes
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518-520-522 West 57th Street  
Telephone Columbia 2694-2497. Established 10 Years.

**LOWEST PRICES IN NEW YORK**

## New Locomobile Touring Limousine.



Here is shown the latest type of Locomobile custom coach work. This car, which is replete with features, is being shown at the salesrooms of the Locomobile Company of America, 10 West 51st street.

### MITCHELL HELPS 'CARRY 'EM.'

Club Sedan Owners Cooperate in Carrying Home Purchases.

"False pride ideas which existed a few months ago about carrying home your own bacon, beans and coffee is now a fact among the women motor car enthusiasts, which carries out one Hoover idea," said John Tainsh, general sales manager of the Mitchell Sales Company, Inc. of Racine, Wis.

"One thing this war is doing is to make or rather bring back more democratic ideas to the home folks. I can remember a few years ago when everybody went downtown and carried home their own groceries. Local merchants declare they are getting excellent cooperation in carrying out the idea of self-delivery for women who drive their own motor cars.

"The privacy of the closed car perhaps has a greater appeal to women than any other type of body that has ever been put on the market. This is noticeably so of the Mitchell club sedan, one of the most clever convertible cars shown this season. It comfortably seats five passengers. The body is modern in every detail; it has the latest removable glasses. All windows let down to the bottom of glass opening except the two rear side glasses, which drop half way. A compartment behind the rear seat has space for the posts and windows, which when removed give all the advantages of the open car.

### THE TRUCKER A NEW ONE.

Neither a Truck Nor a Tractor, but It's Some Worker.

The man who said that there is nothing new under the sun never saw a "trucker." The trucker has never even been hinted at by any vehicle thus far produced. The body is modern in every detail; it has the latest removable glasses. All windows let down to the bottom of glass opening except the two rear side glasses, which drop half way. A compartment behind the rear seat has space for the posts and windows, which when removed give all the advantages of the open car.

### 38,000 MILES FOR U. S. TIRE.

Remarkable Record Made in San Pedro, Cal.

Here is a tire performance that is very apt to hold the endurance record for the future. It is a performance that is arousing such interest in California that the public is keeping score on its daily mileage record.

### Wagner Rejoins 'Horseless Age.'

Fred J. Wagner, one of the best known men in the automobile industry, is again associated with "Horseless Age" as an advertiser. Mr. Wagner is one of the trail blazers in the automobile field, having been the first to introduce the motor car in this country.

### Premier Engineer Promoted.

The Kaufmann-Morris Company, Inc., distributors of the Premier aluminum car, has received word that Charles S. Crawford, formerly associate chief engineer of the Premier factory, has been promoted to the post of assistant general manager of the company in charge of production.

### "How" Mourns R. F. Ingersoll.

Automobile How was shocked to learn of the death of R. F. Ingersoll, general manager of the Eastern branch of the How Car Company of New York, Inc., who died on Monday of last week after a brief illness. Mr. Ingersoll was a pioneer of the motor industry and was well known in motoring circles throughout the country.

### Vette Sport Strictly Sporty.

The term "sport model" has been applied to many cars of many types, but Vette has created a model strictly sporty in all particulars. It is low and close to the ground, with a powerful six cylinder motor and four wheel transmission. The exhaust pipes extend through the hood and sweep back to the rear in approved racing style. The body rests four and is fitted with short runabouts. There is a smart victrola in the rear seat only. Even now, it is said, the demand has exceeded all expectations.

## WHY 'PLEASURE CAR' BECAME A MISNOMER

Only Small Percentage of Cars Used for Pleasure, Says Studebaker Man.

"I should not care to have to depend for our sales volume on the sale of motor cars that will be used exclusively for pleasure cars," says F. L. Sanford, newly appointed retail sales manager of the Studebaker Corporation, Fifty-sixth street and Broadway.

"The wisecracker can talk all that he wants to about the luxury of the modern motor car, but I want to say that I personally do not believe that all the cars in use today for pleasure purposes exclusively will total 6 per cent. of the number of cars that come under the misnomer 'pleasure car.'"

"Certainly the car in use by the busy physician or other professional man cannot in fairness be termed a 'pleasure car.' Neither can the family car in which Willie got his father to the railroad station in time for the 8 o'clock train each morning and waits for him again at night on the 5:15. And what about the touring car that mother and the girls have found absolutely indispensable for their shopping and social activities? Surely no female member of our household would consent to our speaking of the good old car as something to be used only when we were in the mood for a joy ride.

### WHAT'S BACK OF STANDARD '8.

Ideals and Experience in Railroad Equipment Its Foundation.

Wise motorists prefer a car with a sound history and a proud pedigree. The Standard "8" has made good for its makers. The Standard Steel Car Company of Pittsburgh have built into their automobile ideals plus their long experience as designers and builders of railroad equipment, so that the practical and the ideal are solidly united in its manufacture. The makers, long before they decided to build the Standard "8" owned wonderful facilities for making automobiles.

"Since America's entry into the war the unprecedented overload put upon the railroads has served to bring home to all the fact that the automobile has passed out of the 'pleasure vehicle' class into its true place in our national life—that of an indispensable utility for use every hour of the twenty-four, every day of the 365."

### Higher Tone of Merchandising.

"Recent developments of war conditions on American business show me clearly that the tone of merchandising has been practically all of the big facing events throughout the country. From coast to coast and from manufacturer to dealer Wagner is well known to the men in the trade.

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### You See This Truck Working Every Day

So you must know that the letter written by Sherman C. Porter is based on the steady day in and day out service of the truck.

You need this same kind of service for your business and you can have it with the Smith Form-A-Truck.

Put yourself on the same basis of proved economy as other users of this sturdy, low cost motor truck.

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123 West 64th St., New York City  
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**Smith Form-A-Truck**

**Sparrows CHOCOLATES**  
SUPERBLY PREPARED

### 'WAR CONSTRUCTIVE'—STUBBS

Premier Sales Head Holds It Is Making Better Cars.

War times certainly have not depressed the spirits of the Premier organization, if the views of P. D. Stubbs, general sales manager of the Premier company, are taken as a criterion of the general attitude of the Hoosier concern, and it is safe to take them as such.

"The war," says Mr. Stubbs in a letter to the Kaufmann-Morris Company, Inc., Premier distributors, "is doing a great many constructive things for our car maker. Our plans have been somewhat changed, but the temporary abatement in hysterical buying has given all of us time to emphasize the finish of our products, and everybody is wise enough to take advantage of the opportunity. American motor cars are being built more leisurely and they are far better cars than the best of them were under the old time conditions.

"Our production of passenger cars will be only slightly curtailed, and every Premier car will be a work of art. Our dealer organization now realizes that there is to be no shutting off on gasoline. Our salesrooms all over the country are clean and free from accumulated cars, and the second hand car situation is giving us no concern. We are preaching the new brand of patriotism—namely, that nobody ever won a war on an empty stomach, and every where throughout the whole Premier organization is an air of confidence and optimism. Premier was never so strong or happy in its life, and we are looking ahead to a big prosperous year. We wish the entire industry the same."

### FINISH TIRE ECONOMY TOUR.

Firestone Test Fleet Completes Trip of Ten States.

After five weeks of travel over a route that carried them through Pittsburg, Harrisburg, Washington, Baltimore, Philadelphia, Newark, New York and Brooklyn, Boston, Springfield, Albany, Syracuse, Rochester, Buffalo and Cleveland, Firestone Test Fleet No. 3 finished its famous "tire economy tour" at the gates of the Akron plant on Friday.

"This tour, as never before, was a strenuous one. The literature distributed by the Firestone company explained that the saving of the \$105,000,000 tire waste of last year by car owners calls only for the curbing of thoughtlessness.

### Crowley Now With Oldsmobile.

J. S. Crowley for the past two years connected with the used car department of the Sixton Motor Car Company, has severed this connection to become associated with the Premier factory, has been promoted to the post of assistant general manager of the company in charge of production.

## MOTOR CARS DOING THEIR BIT IN WAR

John N. Willys Tells How Motor Cars Are Helping to Win Conflict.

"Have you considered what a big part the automobile is playing in the winning of the war?" says John N. Willys, president of the Willys-Overland Company.

"Everybody knows," you tell me, "that the railroads are the very backbone of our war preparation."

"Did you ever stop to think what happens to the battle of the Marne if the road delivers them to the station? Do you realize that tremendous gain in speed we have achieved in moving men and materials by means of the automobile?"

"Limited only by roads, the motor car goes anywhere, relieving congestion, moving hundreds of thousands of people and millions of tons of materials rapidly to where they are needed in a hurry. No community is too small or too distant to feel its quickening influence."

"One very prominent contractor told me that without automobile transportation the building of the cantonments for our huge new army would have been delayed at least six months."

"We are told in graphic detail how the automobile made possible the success of the battle of the Marne."

"A few weeks ago tens of thousands of automobiles were hurrying through the country enlisting subscriptions for the Red Cross. The automobile Liberty Loan. A few weeks before that more thousands of automobiles were enlisted in the campaign to raise \$100,000,000 for the Red Cross. The automobile again was called into service to help raise \$25,000,000 for the Y. M. C. A. camp recreation fund."

"It is important in the work of winning the war in the automobile in its everyday use among farmers. Of the million automobiles, probably one-half are driven by farmers. With his speedy, convenient car the farmer runs his errands to town, takes in produce, brings back supplies day after day, adding hours to the working part of every day."

"Of equal value is the intricate use of the automobile made by the American business man. If you walk down the streets of any town or city you'll find the curb lined with automobiles. Every car there represents some one on an errand, and every car there means an hour or two added to its owner's useful day."

"Probably no factor in all of our business machinery is more vital to our success than the automobile. The automobile in this country are traveling millions of miles every day, and every mile they travel is saving time and every mile they travel is saving time and every mile they travel is saving time."

### Light Four Model 90 Small Sedan

These five advantages produce complete satisfaction—Appearance, Performance, Comfort, Service, Price.

\$1240

f. o. b. Toledo—Tax Free Price subject to change without notice.

## Beautiful

Bad weather is no barrier to achievement for those who are equipped with this utility car.

You need this car with its all-weather protection and accommodations to help you in your business; to help you save time and energy.

That it is fashionably correct for social purposes is not as important as its value as a first aid for better living.

There is spacious room for five adult passengers.

The two doors are staggered. The two front seats are individual, with aisle-way between.

The windows drop into the sides of the body and doors, and are adjustable at the desired degree.

There is a dome light in ceiling, three silk roller curtains, parcel pockets at both sides of rear seat, foot rail, windshield wiper, and nickel handles to close doors from the inside.

The entire top and sides are decorated with gray and black striped cloth.

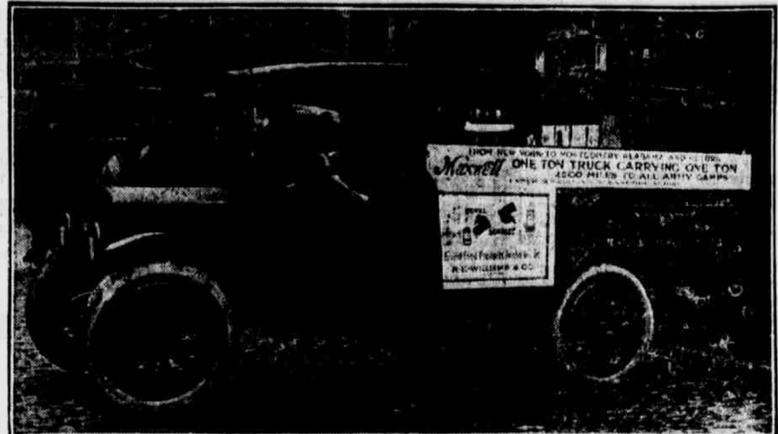
Every inch of the floor is covered with thick carpet to match the walls and ceiling.

The body is Brewster Green with black top.

The car has 4-inch tires, non-skid rear; 106-inch wheelbase; Auto-Lite starting and lighting system and vacuum fuel feed.

Order now.

## Maxwell Truck Leaving for Southern Camps.



Good reports are being received by Harry J. De Bear, manager of the Maxwell New York branch, from those who are in charge of the Maxwell one ton truck loaded with a ton of merchandise on its 2,500 mile trip, bound for the South to visit the army camps. This demonstration of durability and

### ANOTHER FOR ROYAL CORDS.

U. S. Tires on Dawson's Chalmers in New Record Run.

United States "Royal Cords" have once again demonstrated their fitness on the road. This time it was over the rough Oklahoma roads, rutted by hundreds of heavy trucks used in the oil fields and augmented by a long period of dry weather.

Joe Dawson, driving the same four passenger "Royal Cord" equipped Chalmers with which he made a record from

### San Antonio to Dallas and from Galveston to Dallas a few weeks ago, accomplished the hardest run of his road career in traveling from Oklahoma City to Tulsa, 130 miles, in three hours and twenty-eight and a half minutes. Road conditions of this kind especially demand a tire that not only obeys every impulse transmitted through the steering wheel, but in addition one that does not give way under the terrific strain. Dawson finds this ideal combination in the United States "Royal Cord," and he has not made a record this year with any but the "Royal Cords," from the

world famous 1,858 miles in twenty-four hours to this latest achievement. The best previous record was five hours for the Oklahoma City to Tulsa run.

### Quarrel John Kelly-Springfield.

Arrangement is made that W. H. Quarrel has joined the sales force of the Kelly-Springfield Tire Company as New York representative in charge of the promotion and carriage tire and export departments. Mr. Quarrel until recently was with the Firestone Tire Company. His experience in the tire business dates back several years. At one time he was connected with the Goodyear Tire Corporation and with the Englebert Tire Company.

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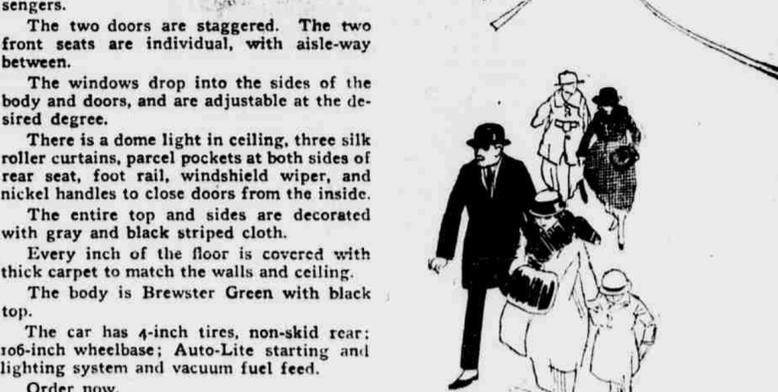
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The body is Brewster Green with black top.

The car has 4-inch tires, non-skid rear; 106-inch wheelbase; Auto-Lite starting and lighting system and vacuum fuel feed.

Order now.



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