

WHY 1919 OUGHT TO BE BIG MOTOR YEAR

General Manager of American Motors Corporation Explains Chief Reasons.

By LESLIE F. SMITH, General Sales Manager American Motor Corporation.

Never in the history of the world has the United States been in possession of as much money and tremendous crops as at the present time. It is going to be a wonderful year for the sale of automobiles.

To illustrate what I mean we will take for example the State of Illinois. During the past year her farm lines yielded an output which including her grain and live stock farms could within a single year buy and pay for all the railroads in the State and have considerable balances left in the bank.

Other countries were feeding cash to the United States. In 1918 the United States exported chemicals to the value of \$27,000,000. In 1919 the total amount to \$175,000,000. In 1914 the United States exported dyo stuffs to the value of \$500,000, as compared with \$17,000,000 in 1918.

It is interesting to note that the United States sells to China 66 per cent. of all the motor cars imported into that country. As a net result this country's stock of money of all sorts on January 1, 1919, was nearly \$8,000,000,000, an increase of over \$1,500,000,000 within one year.

With this enormous increase in cash return and cash on hand the automobile manufacturers are more optimistic than ever before because thousands and thousands of dollars are now in the hands of the people who have never before been in a position to buy cars and furniture. People who as a result of the war have been driving their old cars will now purchase new ones.

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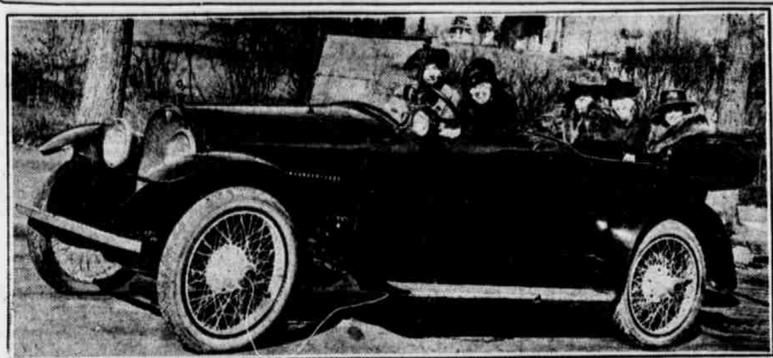
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The \$1,765. American Balanced Six



This beautiful car of 122 inch wheelbase is made in Plainfield, N. J. Shown in the car are the following members of the Famous Players Film Corporation: Helen Butters, Hazel Brand, Beatrice Newbury, Bertha Kent and Helen De Paula.

RUBBER MEN ORGANIZE.

Form Athletic Association and Plan Baseball League.

Representatives of the various rubber companies in the metropolitan district met in the Goodrich Rubber Company office at 123 West Sixty-fourth street recently, and formed what will be known as the Rubber Industries Athletic Association. This was the second meeting of the organization, the first having been held in the Goodrich Company's office, Representatives of the following companies were present: Ajax, Goodrich, Goodyear, Firestone, Kelly-Springfield, and Sterling. The Pennsylvania and the Republic have applied for membership. The following officers were elected: Robert Demaree (Goodrich), president; E. G. Hiddle (Kelly), vice-president; Frederic A. Wichelmann (Ajax), secretary, and A. Golden (Goodyear), treasurer.

It is planned to organize a baseball league this summer and in the fall start leagues for basketball and various other sports.

All rubber companies with offices in the metropolitan district are invited to apply for membership. Address: Frederic A. Wichelmann, Ajax Rubber Company, Inc., 220 West Fifty-seventh street.

DEALERS' SHOW VINDICATED.

Marmon Sales and Inquiries Set New High Record.

Since the great double header automobile show here closed the impressions gained by thousands of visitors have developed in a manner that is extremely satisfactory to some of the more notable exhibitors. The Marmon Automobile Company of New York, Inc., for instance, since Monday, February 10, has received more prospective purchasers at its showrooms than during any equal period in that firm's history.

At the passenger car show the Marmon company sold at retail twenty Marmon and thirty-four Hupmobiles. What is more important, it opened negotiations with upward of 1,000 prospective buyers.

Recent experiences have convinced the Marmon management that the dealers located in this city know better than the manufacturers just what the New York automobile buying public wants. It stands to reason that the man who is on the firing line can more accurately judge the tastes of those among whom he lives than can even the most capable engineers, designers and sales managers residing a thousand miles away.

PNEUMATIC FOR TRUCKS.

U. S. Tire Company Reports Trend Is Noticeable.

Sales figures of the United States Tire Company indicate that the drift toward the use of large pneumatic tires instead

of solid tires on light trucks has become noticeable.

The experts of this company are of the opinion that the time is near at hand when the accepted tire equipment for such trucks will be of the pneumatic variety. The popularity of the pneumatic tire for light trucks is not simply a matter of taste but is due to the very pronounced savings. Alfred Schloesser of Acton, Ind., has written the United States Tire Company a letter on this subject. He says: "By the use of pneumatics instead of solids I save in gas, oil and depreciation on my truck. Any time you have a customer who doubts this statement send him along to Acton and I shall be pleased to show him. I have a Maxwell truck, used for hauling, equipped with 28x5 United States Nobby Corda, on which, besides the body and chassis, 5,000 to 6,000 pounds are carried three times daily to and fro between Acton and Indianapolis. Thus far the tires have been in service six months, with a mileage estimated at 4,000, and they look good for three times that distance."

Motor Executive



S. H. KELLEY, Assistant Manager of the Kaufmann-Stowers Company, Nash and Premier distributors. Mr. Kelley is a pioneer motor salesman.

GOODYEAR TIRES WON.

Used on Packard Special That Broke World's Records.

The establishment of eight new world's records by Ralph De Palma in a Packard special driven by a Packard aviation motor was a great victory for Goodyear straight side or "no hook" tires as well. De Palma's big racer was equipped on all four wheels with these tires. Few persons except those directly concerned with tire performance really appreciate the terrible grueling a tire must withstand at a speed of 140 miles an hour. To cover a mile in 2.82 seconds De Palma's tires were revolving at the rate of 1,500 times a minute, or twenty-five times every second.

NEW VICE-PRESIDENT.

Sam A. Marks New Cutting-Larson Company Executive.

The many friends of Sam A. Marks, of the Cutting-Larson Company, East-river distributors of the Oldsmobile cars and motor trucks, will be glad to hear of his election to the position of vice-president of the firm. Mr. Marks for many years has been one of C. H. Larson's most valued assistants. He joined the staff of the Cutting-Larson Company in 1918 and during the last three years has been general sales manager. A thorough sound business man, with an accurate knowledge of the needs of the New York automobile public, he has done no end of good work in helping to make the Oldsmobile the outstanding success of its kind. The future of the "Olds" is so rich in probabilities that we may confidently expect Mr. Marks to become a still more notable figure in Metropolitan motordom.

HEADED RED CROSS WORK.

Goodrich Vice-President Was in Charge in France.

AKRON, Ohio, Feb. 22.—This city furnished the supreme head of Red Cross work in France during the last three months. Lieut.-Col. A. R. Jones, R. F. Goodrich Rubber Company, vice-president, who has just returned home, left here in August to take charge of the motor transport work of the Red Cross in France. The Red Cross had formerly depended on the army to handle its supplies, but it had been judged wise to create its own department. When Col. Harvey Gibson, Commissioner for France, was made Chairman of the Red Cross in Europe Col. Jones was named to succeed him in charge of the work in France.

SAYS BETTER ROADS ARE NATION'S NEED

B. F. Goodrich Rubber Co. Officer Tells Why Action Is Imperative.

"President Wilson's declaration that highway construction and development are among the most important essentials to our peace reconstruction is the most optimistic stimulant given the campaign for the improvement of our national highways," says W. O. Rutherford, vice-president of B. F. Goodrich Rubber Company and automobile and accessories manufacturers' representative in the Highways Industries Association.

"It was his first commitment on this subject since the start of the war," continued Rutherford. "Friends of the movement were elated when he incorporated in his last message to Congress: 'What the country badly needs is that its means of transportation should be developed, its railways, its waterways, its highways and its countryside roads.'"

National Sentiment Pleased.

"Of almost equal moment is the action taken at the recent highway convention in Chicago. The President's point of view was emphasized and approved at a joint meeting of the Highways Industries Association, the State Highway Officials' Association, the Highways Transport Committee, the National Automobile Chamber of Commerce, the American Automobile Association and the Lincoln and Dixie Highway Associations. Among the delegates were highway officials from forty-four States.

"National sentiment in favor of an adequate highway system was never more graphically brought to light than at the Chicago gathering," declared Rutherford. "With perfect accord the convention resolved that the following main points should be embodied in a bill to be put before the present short term of Congress for passage: 1. That a Federal Highways Commission be appointed to plan, maintain and construct a national system of highways.

2. That the mileage of highways to be taken over in any given State should not amount to over 4 per cent. of the total mileage of the roads of that State.

3. That a thorough survey and analysis of the transportation requirements of the nation and its highway traffic should be completed.

4. That an appropriation should be made by the Federal Government of \$100,000,000 per year for carrying on this work.

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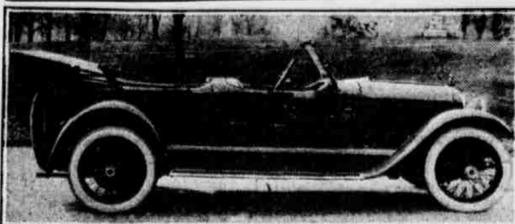
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Seventy Miles an Hour in This Mercer



The Whiting Motor Company, 1802 Broadway, is showing this fine sporting model—the most popular Mercer model ever turned out by the well known Trenton manufacturers. This car seats four passengers and is good for seventy miles an hour. The motor is 3 1/2 x 5 1/2, and has a four speed gear box. All four wheels have 2 1/2 x 14 cord tires. The equipment also includes the Westinghouse starting and lighting system.

ASSEMBLED IN OPEN AIR.

GMC Trucks Put Together Under Sky in France.

American ingenuity introduced some novelties to the French in the matter of motor truck assembly when the United States forces arrived on the Continent. One of the first things done was to establish an open air assembly for GMC ambulance chassis, and the sight of a truck assembly under the blue sky was a source of never-ending wonderment to the natives. Incidentally it was a new wrinkle in motor car construction for the world.

The American forces were not equipped with factory space and special machinery. So they improvised. A track of rough lumber was constructed along a roadside and the GMC trucks were unloaded in boxed shape at one end. The boxes were opened and the chassis started down the track as soon as the wheels had been put on. Groups of khaki clad mechanics supervised by commissioned officers completed the assembly as the chassis progressed, and a finished truck was turned out at the end.

The assembly was made necessary because the weather found that trucks could not be shipped in good condition if assembled.

NOW'S THE TIME TO MOTORIZED.

Skilful Drivers, Back From the War, Obtainable.

According to J. L. McFadden, manager of the Commercial Car Department of the Kaufmann-Stowers Co., the time never was so opportune for motorization of any and all hauling. This is because of the fact that the greatest element of economical operation of motor trucks and trailers are the men who operate the equipment, and these men are to be had to-day, thoroughly trained in government service during the war in the practical and economical handling of all kinds of motor trucks and equipment.

"Perfect your organization to-day," says Mr. McFadden, "and it's an easy matter to have a haulage department running on a 100 per cent. efficiency basis."

Mr. McFadden reports a large number of prospects, and many sales were made during the truck show. The Warner trailer proved to be one of the big sellers at the show.

THE FRENCH GENERAL.

"The French General and his family were all very happy and excited and kept looking back at us all the time."

"When we came to a very long, steep hill I passed him, then slowed down again, and did the same thing on the level. Then I thought I'd let the Hotchkiss and the General go by for keeps. They slowed down as they went by and gave us three cheers.

I think the car rides just as easy as ever. I have never had a broken spring. Usually springs are a great source of trouble in most cars over here. I can throttle the motor down so that it can't be heard in the back seat or by standing the width of the sidewalk from the car."



Perfecting Valve-In-Head Motor has unusual power

When first shown nineteen months ago the Nash Six with Perfected Valve-In-Head Motor was accepted generally as marking a far step forward in motor construction. Since then in actual performance it has proved to be powerful, economical and quiet. In every respect it is now acknowledged to be an uncommonly good motor car.

KAUFMANN-STOWERS CO., INC., 1776 Broadway at 57th St. Telephone Circle 5695

WARREN-NASH MOTOR CORPORATION (Wholesale Only) 123 West 64th St., New York City. Columbus 3088

Five-Passenger Touring Car... \$1490

Four-Passenger Roadster... \$1490

Seven-Passenger Car... \$1640

Six-Passenger Sedan... \$2250

Four-Passenger Coupe... \$2250

Price \$ a. b. Knobs

PERFECTED VALVE-IN-HEAD MOTOR

THE NASH SIX

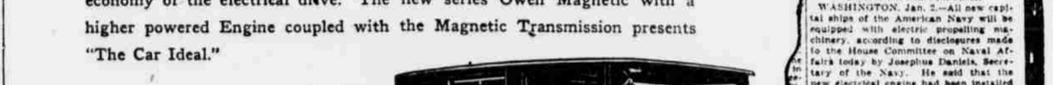
VALUE CARS AT VOLUME PRICES

Secretary Daniels states

that all future Capital Ships of the U.S. Navy will be electrically driven

The significance of this lies in the well-known fact that, because of the great resistance of water against a propeller, no high-speed (or automobile) engine has ever been serviceably successful in driving even a small speed boat. No greater demonstration is therefore possible of the efficiency and economy of the electrical drive. The new series Owen Magnetic with a higher powered Engine coupled with the Magnetic Transmission presents "The Car Ideal."

U. S. S. New Mexico



OWEN MAGNETIC

A Great Warship and a Great Automobile

Both Driven Electrically

Demonstration by Appointment. Phone 898 Circle.

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