

LAFAYETTE DEBUT AT THE COMMODORE

Advanced Eight Cylinder Engine and Foreign Influence in Design Features.

American motordom saw the new Lafayette for the first time yesterday afternoon.

Coincidentally with the raising of the curtain for the twentieth annual automobile show in the Grand Central Palace, D. H. White, internationally famous as the designer of English Napier and Daimler and of the eight cylinder Cadillac, presented his post-war car in the main lobby of the Hotel Commodore.

The company building this car is headed by Charles W. Nash and is located in Indianapolis. Every detail of the Lafayette is of Mr. White's own design, and it is the intention of the company to build all units in its own plant.

The private showing of the Lafayette is made imperative by the practice of the National Automobile Chamber of Commerce to bar any car that has not been in production for at least one year from participation in the national show.

The Lafayette is an eight of advanced high speed design, the engine embodying many novel adaptations of aircraft principles. The V shape motor is of the high speed type, with bore and stroke measurements of 3 1/2 by 5 1/2 inches, giving a piston displacement of 245 cubic inches. The actual horsepower rating is in excess of 90 and the maximum engine speed at which power is developed is 4,000 revolutions per minute.

In addition to silent and flexible operation and the other inherent qualities of the eight, the Lafayette engine is distinguished by a capacity for tremendous car speeds and was designed for a long lifetime of unerringly dependable service.

While five body styles are to be offered on the Lafayette chassis, which measures 123 inches from hub to hub, only one car—the touring sedan—is being shown at the Hotel Commodore. This model is finished in black, with a fine ivory body line and white wood wheels of small diameter. The interior is upholstered and trimmed in black and brown velvet mohair. The silver tonneau appointments are of the Louis XVI period design, while the hand carved walnut woodwork expresses the Italian motif of the eighteenth century.

The Lafayette was designed primarily as a closed car in order that the coach builder would meet with no limitations, automatically imposed by chassis design, in the creation of closed bodies. The wisdom of such a policy, which is totally at variance with common practice, has excellent exemplification in the Lafayette touring sedan.

The low chassis, for example, permits of the body that has an overall height of only seventy-seven inches, while the unusually long cowl, due to the compact design of the engine, allows for added body room. The Lafayette touring sedan, in fact, gives an instant impression of coordinating dimensions and artistic balance. The car is so low, in fact, that the line of vision of a passenger is approximately that of a person of normal stature walking along the street. Yet the road clearance is ample.

Salient style features are the high running radiator, fitted with vertical shutters that are regulated by thermostat and mechanically located; the large headlamps of distinctive cylindrical design, rigidly mounted on a rod connecting the front fenders; the long, high bonnet, with louvers running its entire length, and the double crowned fenders. Unusual thought and care apparently have been given to the selection and design of the appointments and equipment. Five cord tires, 23 by 5 inches in size, are standard.

TWO PIECE MARMON PISTON.

Among many unusual points of interest in the new series Marmont 24, with high efficiency motor exhibited possibly for the first time in the Grand Central Palace is the two piece aluminum piston of this new high efficiency motor. The central and top portions of this piston are of aluminum; while the skirt which fits around all but the top six hundredths of the cylinder is of gray iron. The two portions are together, and the insert pin is entirely enclosed by the iron skirt, so there is no possibility of scarring the cylinder. This combination of metals gives the piston the advantage of the elimination of carbonizing with the close, accurate fit that has been the unique feature of the iron pistons.



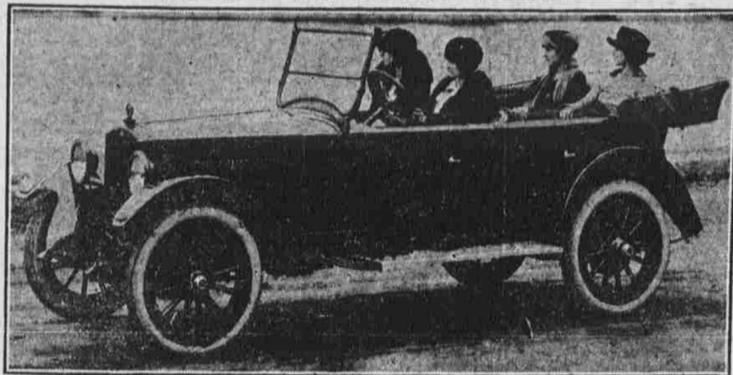
Apperson Achievement

WHEN Edgar and Elmer Apperson built the first practical automobile twenty-five years ago, their ambition was to build automobiles for America that in power, beauty and mechanical refinement, would set a pace for American motor craftsmanship.

The aim is high. Year by year and point by point, the Apperson Brothers have come nearer attainment. The Apperson eights, on exhibition at the automobile show, come nearer this year—and closer to the great Apperson ideals.

Beauty of line and finish; speed even beyond ordinary requirements; power, more than road or hill will ever demand; comfort, to

1920 Grant Six Is a Remarkable Car.



With the 1920 season the Grant Light Six, exhibited by the L. W. Mulford Company, Inc., appears as an entirely new car, with a far wider range of possibilities in the light car field. It bears little if any resemblance to former models produced by the Grant Motor Car Corporation of Cleveland. There is an entirely new radiator design, the wheel base has been lengthened to 112 inches and the body lines are long, low and rakish.

The new Grant motor has greater power and flexibility and all models are more roomy and comfortable. Front springs are 28 1/2 inches and rear springs 54 1/2, underslung. These are the longest springs ever applied to a car of the Grant's wheel base and here lies the secret of the easy riding. These springs ride nearly flat under load, providing the ideal Hotchkiss drive, which makes of light cars in the past have attempted in vain to achieve.

The touring car seats five passengers comfortably. It has a suggestion of the lines of the sport model, with all the

business like appearance of the ideal touring car. The roadster lines are similar to those of the touring car and ample storage space for luggage is provided back of the roadster seats. All Grant models have an aluminum ledge in front and back of the hood cover and a gold line around the front of the radiator, giving the cars a striking and artistic appearance.

In the coupe and sedan the mechanical features of the Grant chassis, with its easy riding qualities, spring suspension and sturdy general construction, have been closely followed. These closed cars are exceptionally well balanced, holding to the road under all conditions.

The sedan has four doors and seats five passengers comfortably. The coupe seats three passengers, with an auxiliary seat for a fourth passenger. Doors swing open full way, giving easy en-

try structure, 300 feet long and finished in buff Bedford stone and tapestry brick.

Based on an average daily production of 300 cars after July 1, 1920, the output for the succeeding twelve months will total 100,000.

Such annual output is by far the largest production in the history of the Oakland company. The plant expansion will enable the company to maintain its present ranking as the second largest builder of six cylinder cars in the world.

PERCY OWEN HAS ALGER CAREER.

Mortis Alger would find a suitable exercise for his talents in writing up the career of Percy Owen, president of the Liberty Motor Car Company. Starting at the mechanic's bench, he became a racing driver, a salesman, a dealer, then distributor, president and now heads a company that has made remarkable business progress in three years.

OAKLAND EXPANDS INTO MOTOR GIANT

Plant Additions, Due to Cost \$3,000,000, Scheduled to Be Finished July 1.

To build as many cars in sixty minutes as were manufactured in a ten hour day five years ago—

To make the output for the fiscal year of 1920-21 equal the total production of the past four years—

These are the present aims of the Oakland Motor Car Company for the twelve months beginning July 1, 1920, when extensive plant additions, costing \$3,000,000 and already under way, are scheduled to be completed, thus making such record achievements possible.

In addition to a new \$500,000 administration building, which will soon be ready for occupancy, plans have been drawn and materials ordered for three new factory units that represent an investment of \$2,500,000.

One of these units will be an addition to the present engine plant, built two years ago. This addition, which will be used mainly for machining engine parts, will materially increase the daily production of engines, with both day and night shifts working.

Another large building, three stories in height, will be erected to take care of the expansion of the assembly department, where the future production schedule calls for the building of forty cars per hour, or 320 cars in a working day of eight hours.

This increased production, compared to the 1914 output of forty cars in a ten hour working day, is most indicative of the development of the Oakland company under the regime of Fred W. Warner, president, who first became identified with the Oakland company five years ago.

The third building of the group will be a large four story warehouse providing space for 1,000 cars and with covered loading docks, capacious to accommodate a string of thirty-four freight cars at one time, to facilitate deliveries of the increased output of Oakland Sensible Sixes.

In addition to the room provided by these three factory units, the new administration building will release for manufacturing activities 50,000 square feet of floor space, now occupied by offices.

The administration building is a four-

MOTOR MEN FACE NEW SELLING FIELD

Export Markets Call Strongly, Says Maxwell Company's Head.

By W. LEDYARD MITCHELL, President Maxwell Motor Company.

The arrow pointing the way to export sales follows the sun. The "selling season," so called in the export market, covers a period of twelve months, varying in localities with the varying seasons. The American motor industry, therefore, finds itself face to face with a stable and entirely new field possessed of enormous possibilities, prepared to absorb and pay cash for a large part of its annual production.

The foreign market is practically a new one for a great number of American manufacturers. Although American cars have always been sold in moderate numbers in these markets, the present opportunity comes not only in Europe, but in the South and Central America and the Orient on account of the inability of the European manufacturer to supply the demand in these markets. Australia and New Zealand have always been large consumers of American cars, and if the American manufacturers are able to furnish a sufficient number of cars during the coming year to supply these new markets which have opened up so unexpectedly they will establish themselves in the foreign field in a manner which will place them in a most enviable position with a minimum cost for this development.

In meeting competition in world trade the American manufacturer is developing a highly specialized class of salesmen, known as "foreign travelers," which class was practically unknown to the American motor industry prior to the war. A new field of advertising is being entered into in which American methods will have to be modified to meet the temperaments and customs of the territory in which the advertising is placed. The foreign advertising field is not nearly so highly developed as in America. In South America, for example, the greatest advertising medium has a circulation of only 145,000.

Each country has its own peculiar characteristics, which have to be given a great deal of study from this standpoint of sales demands which will affect the companies' foreign manufacturing and sales requirements. To become familiar with the needs of the countries in which American cars are to be marketed men must be sent out who are capable of making an intimate study of these special conditions in every field and to supply a car which will meet these particular local requirements.

The American manufacturer finds himself at this time face to face with credit conditions which existed prior to the war, at which time long term credits were extended by foreign manufacturers, which the American manufacturer is adverse to extending on account of the long established precedence in regard to credits in the motor industry. The American banking interests, however, are studying the foreign automobile credit situation with a view of establishing foreign credits and acceptances, so that American industry will be able to compete with foreign manufacturers on even terms of credit.

Under Contract I Will Bind Myself to Purchase and Consign Cars with Motor Car Merchants for One Year

MY OFFER

I WILL AGREE WITH you upon a sum of \$5,000 up to \$100,000, and I will then, upon your request, purchase that amount of cars and consign same with you—your deposit 20% upon them, and store the cars in the warehouse or display and sell them in your show-room.

WHEN YOU SELL A CAR MY PROCEEDS COLLECTED FROM THAT CAR WILL BE INVESTED IN ANOTHER—I CONTRACT TO KEEP MY INVESTMENT IN MOTOR CARS IN YOUR STOCK FOR ONE YEAR AND YOU CONTRACT TO PAY ME A SMALL SHARE OF YOUR GROSS PROFITS.

You owe it to yourself to investigate thoroughly my offer and compare it with all other plans for financing motor cars.

TO THE INDIVIDUAL PURCHASER

Choose your new car at the Show and I will finance the purchase of it for you, one-third cash, balance in ten monthly payments. The accommodation will cost you but 2% to 4% above dealer's price and interest. The allowance the dealer makes for your used car will be computed by me as part of your cash payment.

HARRY M. LASKER Phone Columbus 8258 5 Columbus Circle, N. Y.

DORT

Quality Goes Clear Through

Particularly where motor car owners place a premium upon uninterrupted use and low operative cost, the Dort is looked upon as the choice of its class.

People everywhere, in fact, are coming to appreciate more and more the true worth of the simplicity and accessibility of this good-looking and comfortable car.

These factors guarantee to you the same long-lived excellence and economy in performance whether you elect to drive the Touring model, the Four-Door Fourseason Sedan, the Coupe, or the Roadster.

The sharp and clear-cut preference buyers are exhibiting toward the Dort today can be regarded as nothing short of a national recognition of the material advantages resulting from Dort simplicity and accessibility.

Look up the Dort at the Automobile Show and verify for yourself the obvious and individual superiority claimed for it.

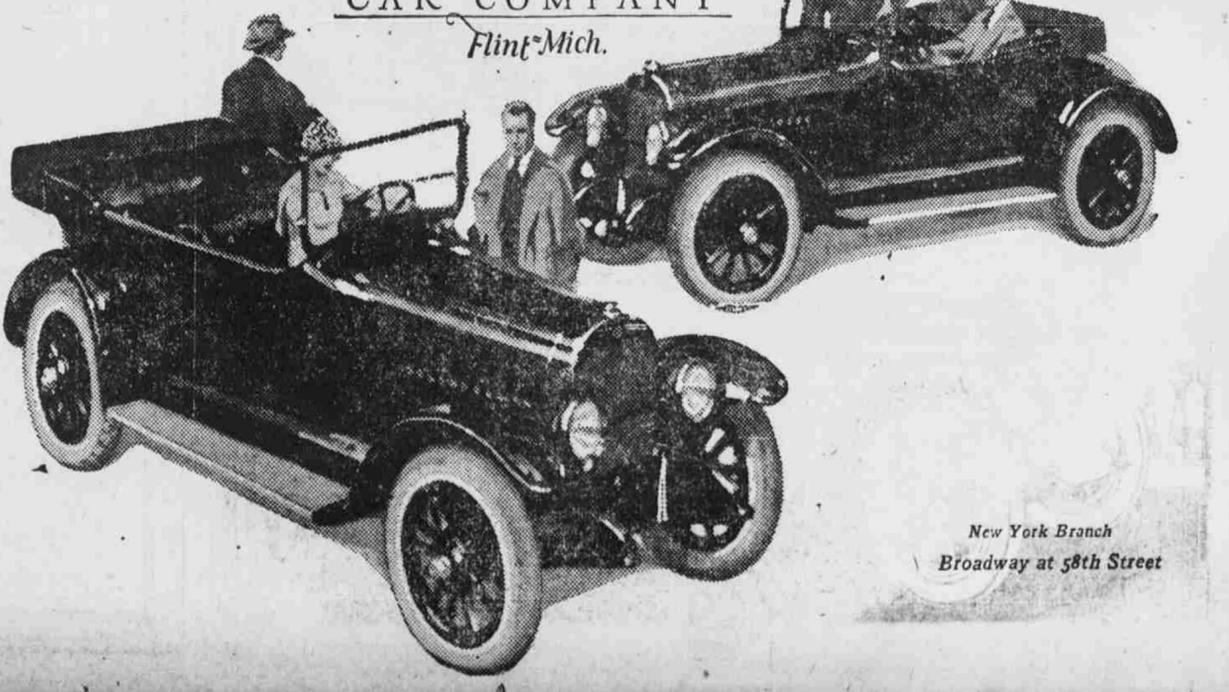
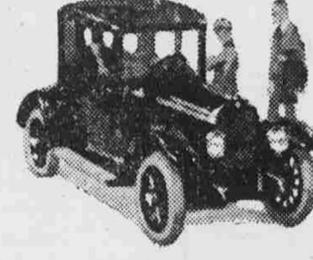
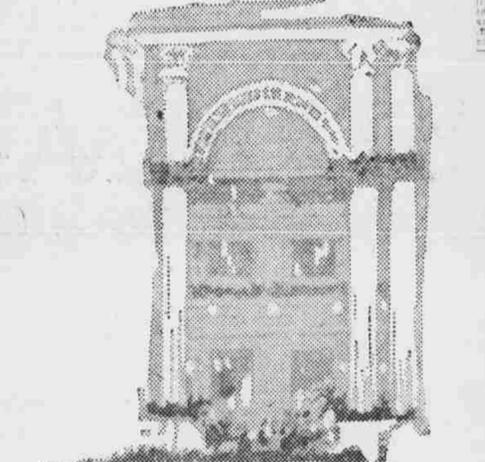
PRICES

Touring Car	\$985	Fourseason Sedan	\$1535
Roadster	985	Fourseason Coupe	1535

F. O. B. Factory Wire wheels and spare tires extra (164)

DORT MOTOR CAR COMPANY

Flint Mich.



New York Branch Broadway at 58th Street

Dynamic America demands results— Apperson produces them—

APPERSON

At the automobile show you can only see the beautiful exterior and finish of the Apperson. A ride behind the wonderful Apperson motor, actual contact with the Apperson in performance, will show what Apperson aims and achievement mean to the motorist.

Apperson Bros. Automobile Co. Kokomo, Indiana

Export Department and Metropolitan Distribution with

C. T. SILVER COMPANY 190 West 57th St. Tel. 700 Circle