

FACTS THAT SELL MOTOR CARS TOLD BY NATIONAL AUTOMOBILE DEALERS

FINISHES ANALYSIS ON AUTO INDUSTRY FOR TRADE BOOST

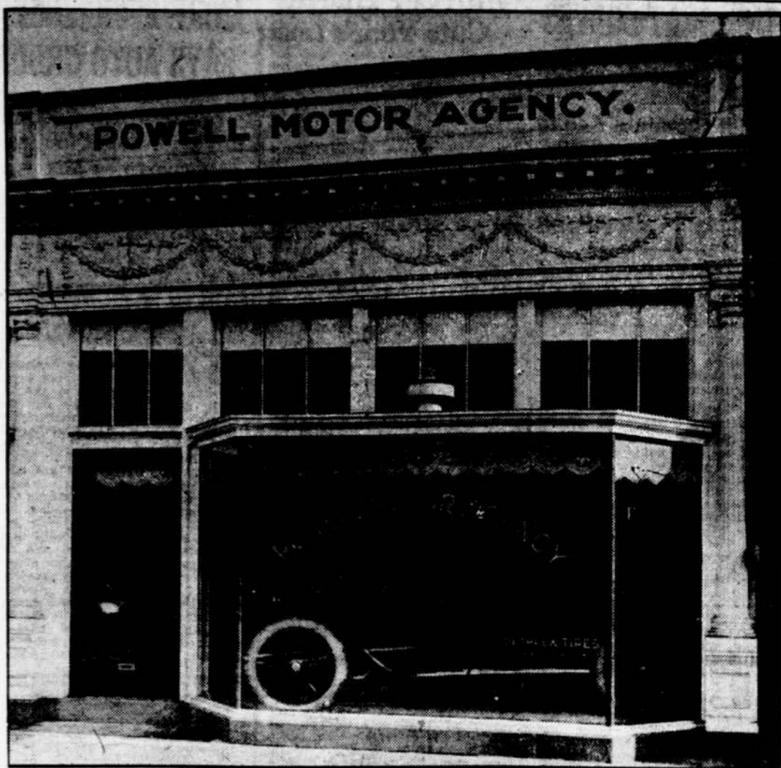
Economy Is Prevailing Consideration in Purchase.
SENDS 100 INQUIRIES
Urges Co-operation Between Salesmen and Salesman-ger to Help Sales.

ST. LOUIS, Nov. 19.—Manufacturers could expand the medium priced motor car buying field by impressing upon the prospect that it does not "cost a young fortune to keep that kind of a car," according to analysts by the National Automobile Dealers' Association of a number of inquiries recently sent to buyers. Economy was a prevailing consideration in the purchase of the car. Inquiries were sent to 100 car owners who were divided into ten purchasers from each of ten dealers. Then too this class of purchaser thinks that the manufacturer leaves too many things off the car that he regards as accessories that the purchaser looks on as necessities. For instance, buyers in this field think they are entitled to have their cars come through with theft proof locks, motometer, spare tire, spot light and the like. The man who buys a \$500 car may agree that he isn't entitled to anything more than a chassis and body and one who buys a car costing more than \$2,000 may feel able to purchase extra equipment, but the man who buys between \$1,000 and \$2,000 feels that he is entitled to something beside a motor and a place to sit.

The inquiries as sent out by General Manager Mook of the dealer association developed some rather interesting things that the dealers could do also to sell more motor vehicles. A number suggested that cars were too much misrepresented by salesmen. Then the salesmanager and the salesman should agree on what representations are to be made by the salesmen. Some sales were lost because the salesman's story was out of line with the house policy.

Some dealers are still too independent, "don't care if you do buy or don't," this questionnaire reveals, although there is a pretty thorough suspicion in the trade that that kind of a dealer is a pretty rare bird now. Courtesy to the customer was stressed by all the buyers as being much needed among the salesmen in the trade. The salesman should get the prospect behind the wheel. "Get the prospect behind the wheel of a car," said one, "and see the sales roll up." Some of the salient facts developed by the questionnaire were that 20 per cent of the cars purchased were closed models, 80 per cent open. The purchaser disposed of a used car that on the average was twenty-eight months old which

PROMINENT IN THE MOTOR REALM.



The Powell Motor Agency, which now handles the Elgin Six and the Elkhart car, has a spacious show room at its modern station, 1821 Fourteenth street northwest.

he had driven on an average of nineteen months for 17,159 miles. In purchasing a car the reputation of the dealer influenced 50 per cent in the purchase. In 50 per cent of the cases it did not. In two-thirds of the cases the reputation of the manufacturer was an influence, in 33 per cent it was not. Comfort and convenience was a consideration among 75 per cent, possession of same make of car by friends a consideration in 40 per cent, and trade-in allowance on used car with 35 per cent. A rather unexpected angle to the price situation was brought out in the answer to the following question: "Motor car prices are lower now than for many months. Did price reductions help you to decide to buy now?" Seventy-five per cent said price reductions had nothing to do with it. There were other important considerations.

AUTO RACER SAYS SUCCESS DEPENDS ON HIS BREAKFAST

Roscoe Saries, Devotee of Sports, Trains Carefully for Contests.

If Roscoe Saries has a good night's rest the night before a race, and enjoys his breakfast before going to the race course, he is always lucky, according to his own statement.

He must have had a good night's rest and a good breakfast before the Indianapolis race last Decoration day, for he finished second in his Duesenberg, averaging 88.61 miles per hour. Tommy Milton was first, driving a Frontenac, time 89.62 miles per hour.

Saries is one of the most successful of the younger generation of auto race drivers. He trains for his racing engagements with an hour of vigorous exercises and a cold plunge and rub down during the training period. He is a devotee of all college sports, having been reared in Lafayette, Ind., the home of Purdue University, and unusually strong basketball teams.

Enjoys Athletic Sports.
Born January 4, 1892, at New Albany, Ind., Saries claims never to have had a single ambition in life until he saw the first automobile race at Indianapolis—and that settled it. But it was two years later

before he had a chance to get into a real race enough race. Like all race drivers, he is a real human being. He is married and when not actually engaged in racing enjoys boxing, wrestling, plays hand ball and goes hunting. His home is in Los Angeles and he "works" in a movie now and then, being an especial favorite around the studios where sensational driving is written into any scenario. "Yes," he says, "there are thrills and pathos in my life. I had a real laugh watching the people scatter out of the path of my car when I drove over the sand bags in a race at Santa Monica, got a real thrill acknowledging the winning wave of a checkered flag in a 250-mile Thanksgiving race at Los Angeles, and had a heartache when my engine broke up in my first appearance at Indianapolis in 1919."

Knows No Fear in Race.
Saries thinks the speedway at Los Angeles is beautiful and says, "when you hit the banked turns going at a speedy clip you get a roller coaster sensation." He doesn't think the foreign drivers have a single thing on the Yankee auto performers, says racing is profitable, knows no fear in a race and if he had it to do all over again he would not only start racing again—but would start sooner.

It was only a few years ago, as a mere youth, that Saries was promoting and piloting cars in race meets over the half-mile tracks at county fair grounds in Indiana. He was confident he would graduate to the big league of racing and within a short time made good.

Guano Industry Made Austrian Monopoly
PARIS, Nov. 18.—One of the most important deposits of guano in the world has been discovered in a series of caves near Mixinx, Austria. Bats were seen flying out of the cavern one night by a farmer, who entered and discovered the guano. Hearing that the deposits were worth approximately 40,000,000 crowns, the Austrian government promptly confiscated the cave and announced the guano industry was henceforth a state monopoly.

AUTO COMPANY IS NOW DISTRIBUTOR FOR TWO MOTORS

Veteran in Game Here. William T. Powell Gets Agency.

William T. Powell, president of the Powell Motor Agency, 1821 Fourteenth street northwest, announces that his company has been appointed agents for the Elgin Six and the Elkhart automobiles. In the motor car profession for a long number of years, it is expected that Mr. Powell will undoubtedly make a success of the new transaction. Both cars, it is believed, will receive a welcome hand from motor enthusiasts here. Announcement is made that the company also handles Simplex tires, which, it is understood, carry a 10,000-mile guarantee. A service station, fully equipped to meet motor troubles, coupled with a spacious show room, afford the company a prominent place in the motor realm here, it is thought. A. B. Claxton, who introduced the Elgin car to the District three years ago, is salesmanager. Mr. Claxton is a veteran in the automobile field, according to old timers in the game.

Motor Problems Solved by Cooley, Motor Authority

Each week in this department questions regarding the automobile and its equipment will be answered. Questions should be sent to Mr. E. H. Cooley, vice president and director of education, American Motor Schools, 1621-1623 U street northwest. They will be answered in this column the Sunday following their reception.

Personal attention will be gladly extended to patrons of this column in the event that explanations here are not thoroughly understood. Call at the American Motor Schools.

Q. Is it good practice to stop engine by using the choke, thereby sparking it, instead of shutting off fuel?

A. The practice you mention is all right as it prepares the cylinders for easy starting. However, one is very liable to neglect to turn on the ignition switch when stopping the engine in this manner, thereby running chances of burning out the ignition coil. Should say the conventional way of stopping the engine, that is using the ignition switch.

Q. What is meant by high test gas and what do the figures 65 and 70 mean in this connection?

A. High test gas is a measure of its specific gravity. The figures indicate the value of the gravity. Baume's hydrometer is usually used for lighter than water liquid and is graduated in equal divisions from ten to seventy. These figures can be converted into the conventional gravity readings by consulting tables or formulas. Sixty-five degrees Baume is equal to a specific gravity of 0.728.

Q. The engine I noticed an automobile proceed and turn to the right at a street intersection while the stop signal was displayed. Is this correct?

A. Make a right hand turn regardless of the signal displayed.

Q. What is meant by standard gear shift? And will you please name a few cars that use it?

A. The name of a standard gear shift is as follows: Reverse, left forward; first, left rear; second, right front; third, right rear. Cars using this shift, Cadillac, Paige, Studebaker, Willys-Knight, Oakland, Nash, etc.

Q. What dangers arise from stone bruises on tires?

A. Stone bruises are caused by the tire striking a stone at a high rate of speed, resulting in one or more layers of fabric breaking, yet tread may not even be cut. Inner tube works into this break and a blow-out usually results.

Q. What precautions should be taken in making a right hand turn?

A. In making a right hand turn one should always stay as close as practical to the curb, avoiding any tendency to veer to the left in preparing to make the kind of a turn.

Q. Is there any systematic way in which one can determine quickly the cause of an engine refusing to start?

A. First determine whether a spark is being delivered at the spark plugs by the usual screw-driver or hammer method. With good compression and gasoline in the cylinders engine should start; therefore, acquiring a supply of gasoline directly into a cylinder head through pet cock or spark plug openings should supply this need. If engine does start and runs only for a few seconds, the trouble is undoubtedly somewhere in the gasoline supply.

Q. What will happen if the muffler is too small or gets dirty?

A. Decided loss of power will result. Instead of the exhaust gases passing completely out in the atmosphere they choke up in the muffler and back into the cylinders mixing with the incoming fresh charge, thereby decreasing effectiveness of the explosions.

Q. What precautions should be taken before attempting to adjust a carburetor?

A. A satisfactory carburetor adjustment cannot be secured unless a number of other conditions are correct. Ignition and valve timing, of course, should be accurate. All connections should be carefully checked for air leaks. The adjustment of a carburetor is comparatively simple. Checking the accurateness of the conditions mentioned requires even more skill and patience.

Q. Will you please tell me the proper proportions of water and alcohol to use to prevent the water from freezing in the radiator?

A. Wood alcohol and water should be used in the following proportions: 10 degrees above zero, 80 per cent water, 20 per cent alcohol; zero, 75 per cent water, 25 per cent alcohol; 7 degrees below zero, 70 per cent water, 30 per cent alcohol; 22 degrees below zero, 60 per cent water, 40 per cent alcohol. If denatured alcohol is used increase percentage in above table by approximately 1/2. For evaporation use 75 per cent alcohol to 25 per cent water—as the alcohol evaporates quicker. This does not apply to loss by leaks or boiling over.

EARNING CAPACITY FOR AUTO VEHICLE HAS TWO FACTORS

Directly Depends Upon Total Mileage and Tonnage Handled.

The earning capacity of a motor vehicle used for commercial purposes is directly dependent upon the total mileage covered daily and the total tonnage handled. That is, its ability is rated in ton-miles. Its ability is also dependent upon the flexibility of its transportation unit in its application to work of varying demands, so that it will keep engine power and man power employed during all the working hours. The maximum ton-mileage can not be obtained unless the vehicle is performing useful work continually. While running, the vehicle is saving money. While still it is of no greater service than a warehouse. Thus, the most important factor of highway transportation is to keep the vehicle moving. A day of accomplishing this by the use of demountable bodies or trailers. Either of these permits loading or unloading one unit while the other is being loaded by the vehicle. The first method presents a number of disadvantages, the first cost is high and they can not be as readily adapted to all classes of work. Special equipment is necessary for handling the bodies and unless the vehicle has a large capacity, little time can be saved. The trailer has an advantage in that it can be adapted to any vehicle, large or small, and is of particular value in handling large, bulky loads which can not be carried readily on the conventional chassis because of the unusual overhang. They, of course, have their limitations, being most efficient on city streets or level roads, and do not present any advantage on hilly or bad roads, if they decrease the operating speed of the power unit.

The trailer has the same relation to the truck that a freight car has to a locomotive. Trucks have the same relation to the trailer as the locomotive or any draft animal, can pull more than they can carry. This is due to the vehicle's latent draw-bar pull, which is only brought into action when the vehicle is required to pull rather than carry a load. In starting a loaded four-wheeled vehicle, the force required to put it in motion is directly proportional to that of the load concentrated over the rear wheels, other conditions of weight distribution over front and rear wheels and road conditions as to type of pavement and degree of grade being equal. Under these conditions the power transmitted from the engine to the rear axle is sufficient to start the load by means of the proper gear reduction between the engine and the rear wheels. This gear reduction is always made low enough to start the vehicle under full load in low gear under the most severe conditions possible under average working requirements.

When a semi-trailer is employed, the major portion of the load is generally concentrated over the trailing wheels so that that portion concentrated over the vehicle wheels is less than in the case of a four-wheeled vehicle and as a truck alone. This reduction in the weight concentrated over the rear wheels does not require the full engine power to start the load and the difference between the power used under this condition and that required to start the load when carried on the truck itself is concentrated into draw-bar pull to lever the major portion of the load carried on the trailing wheels.

As the power required to pull a load is less than that required to carry it, the power required to move the load over the trailer wheels can be obtained from the engine without overloading it. Tests have proven that the average fully loaded truck will develop a pull of one-half ton or 1,000 pounds, and a five-ton truck, two and one-half tons or 5,000 pounds.

The draw-bar pull required to move a truck and trailer varies

with different road surfaces from 25 pounds per ton on an asphalt pavement to 800 pounds per ton on level sand three inches deep. It also varies according to the grade that the vehicle must climb. The total resistance which the truck and trailer must overcome should be less than the maximum tractive force of the truck in low speed. As previously mentioned, the most important factor is to keep the truck moving, but it does not follow that the cost of delivering with a five-ton truck is cut in half if the same truck pulls behind it a five-ton trailer and moves ten tons instead of five. Whenever the time of loading or unloading is excessive because of numerous small pieces that must be loaded one at a time, the trailer has a good opportunity of cutting costs by increasing the actual running time of the truck in comparison with its standing time while being loaded or unloaded. A light, bulky load presents a different problem. The small unit weight of the load makes it impossible to carry in the average truck anywhere near the total capacity of the vehicle. Even with the maximum body proportions, the capacity is still low and in cases of this kind the trailer will probably save money. The correct use of trailers is not so well understood in the haulage of ordinary bulk or piece goods, where there is no trouble in carrying a full capacity load in the average truck body and where loading and unloading time have been cut to the minimum. In this case it is very careful study must be made in order to avoid overloading the pulling vehicle and thus reducing its speed, so that a saving cannot be effected.

Guaranteed USED CARS

Your Chance to Buy a Used Car Without the Usual Used Car Gamble

Some of the cars we have for sale:
Buick touring, run less than 3,000 miles.
Nash roadster, repainted, fine shape.
Dodge roadster, looks like new.
Oakland coupe, same guarantee as new car.
Oakland sedan, complete in every way, less than \$1,000.

Liberal Terms If Desired
DISTRICT OAKLAND COMPANY
1709 L St. N. W. Main 7612.

TO CONSUMERS 30x3 1/2 Cord Tires

FACTORY GUARANTEED \$9.75

These tires are now offered to you at a price less than Washington dealers are paying for them. We are taking this step confident that the merit of the tire and your judgment of extraordinary values will result in a very large volume of sales, as heretofore our business was EXCLUSIVELY WHOLESALE. Buy wisely. THESE TIRES DIRECT FROM FACTORY TO YOU. THEY CHALLENGE COMPETITION. COME IN AND INSPECT THEM.

AMERICAN AUTO PRODUCTS CO.
1319 L St. N.W. (Second Floor)

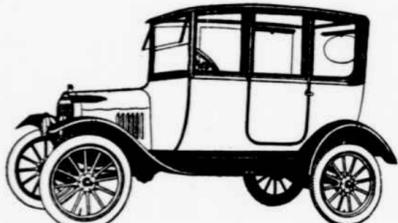
CLEAN-UP SALE Every Car Sacrificed!

\$100 to \$200 for Cash
From \$100 to \$200 can be saved on every car by paying cash.

New Ford Roadster, . . . \$375	Commonwealth Touring, . . . \$350
Mitchell 7-pass., fine shape \$300	fine shape . . . \$350
Commonwealth Touring, \$100	Dort Touring, new paint; a bargain . . . \$200
Saxon Touring, fine shape \$325	Dort Touring, just overhauled; a bargain . . . \$225
Stuxon Chummy Roadster; excellent condition . . . \$325	Dort Touring, fair shape, \$100
Overland Chummy Roadster; completely overhauled; needs paint . . . \$250	Dort Demonstrator . . . \$450

Dort Distributing Co.
1017 14th St. N.W. Main 2153

Ford THE UNIVERSAL CAR



Sedan, \$660.
F. O. B. Detroit
With Starter and Demountable Rims.

Genuine Common Sense

Many Ford owners can afford to own and operate any car they may choose, but they prefer a Ford "because it is a Ford."

For "because it is a Ford" means dependability, ease of operation, efficiency—and it means sure, quick transportation.

And "because it is a Ford" means good taste, pride of ownership and genuine Common Sense.

The Ford Sedan, a closed car of distinction, beauty and convenience, is the ideal all year 'round car, for pleasure or business—for the farm, town or city. It gives you all that any car can give at a much lower cost for operation and maintenance.

Ford cars of all types are in great demand, so place your order at once if you wish to avoid delay in delivery.

Immediate Delivery on All Models.

- Authorized Washington Ford Dealers:**
- R. L. Taylor Company, 1546 14th St. N. W.
 - Universal Auto Co. (Inc.), 1529-31 M St. N. W.
 - Danahoe Motor Company, 215 Pennsylvania Ave. S. E.
 - Triangle Motor Co., N. Y. Ave. at N. Capitol St.
 - Stewart's Garage, 141-151 12th St. N. E.
 - Hill & Tibbitts, 14th St. & Ohio Ave. N. W.
 - Parkway Motor Company, 1065-1067 Wisconsin Ave.
 - Robey Motor Company, 1429 L St. N. W.
 - Strobel Motor Co. (Inc.), 1425 Irving St. N. W.

These Dealers Can Sell Ford Cars, Tractors, Parts, Etc., Anywhere in the United States.



\$1 a Week
The best and most useful Xmas Present for the boy or girl is a BLACK BEAUTY Bicycle, made in our own factory—sold to you at factory prices. The BLACK BEAUTY is guaranteed Five Years. Now is the time to select your model. Small deposit will secure your wheel.

A full line of Velocipedes, Kiddie Cars and Automobiles for the Kiddies now in stock at reduced prices while they last.

Haverford Cycle Co., 822 10th St. N.W.
3 Doors Below F. Main 6558

Guano Industry Made Austrian Monopoly

PARIS, Nov. 18.—One of the most important deposits of guano in the world has been discovered in a series of caves near Mixinx, Austria. Bats were seen flying out of the cavern one night by a farmer, who entered and discovered the guano. Hearing that the deposits were worth approximately 40,000,000 crowns, the Austrian government promptly confiscated the cave and announced the guano industry was henceforth a state monopoly.



For the Busy Man

The busy man appreciates the Chevrolet Sedan for the completeness and economy of its service.

It supplies every need for quick passenger transportation with comfort and convenience under all travelling conditions.

Barry-Pate Motor Co. Inc.
1218 Connecticut Avenue
Phone Franklin 5627

