

Merchants

The VIM is a handsome, reliable, roomy delivery car—an asset to any merchant's business. It has made warm friends with many of Washington's most prominent business houses—good friends—friends that stay friends.

The VIM saves them money daily—it covers three times the ground their horses did—it's the best advertisement they ever had.

A real delivery car, built a truck from fender to tail light. Motor, frame, brakes—in fact, every part designed to do the hardest kind of work every day in the year.

Economical to operate—very little gas and oil required—the oversized tires give exceptional mileage.

One dollar and a half a day buys a VIM—you pay for it as it pays for itself. We will gladly give you a working demonstration.

Semmes Motor Car Company,
1132 Connecticut Ave. Washington, D. C.



S. Kann Sons & Co.
5TH ST. AND PENNA. AVE.

Make More Room In Your Touring Car

For the comfortable seating of your guests!

These Special Auto Folding Chairs & Stools

Are just the thing. Strongly made, nicely upholstered; fold compactly when not in use.

Chairs
AS PICTURED AT LEFT
\$1.98, \$2.25, \$2.75

Stools
AS PICTURED AT RIGHT
\$1.00, \$1.50

Fourth Floor.

Hupmobile

YOU get more than top-notch performance and complete comfort in the Hupmobile. You get Hupmobile quality and economy. You get a free-coupon service better than any other.

Courtesy First—Safety for value in touring.

5-Passenger Touring Car \$1185
Roadster - - - - 1185
7-Passenger Touring Car 1340

BURGER MOTOR CO.
1119 14th St. N.W.—Tel. North 1252

F. O. B. Detroit
\$1185
Motor car service

GLOBE TIRES

Guaranteed 7,500 Miles—FORD SIZES

Compare Globe Prices With Other Makes

Ford Non-Skid 30x3 1/2	Globe Tires \$19.53	Other Makes \$15.00, \$14.75, \$13.40
------------------------	---------------------	---------------------------------------

These Sizes Guaranteed 6,000 Miles

Size	Globe Tires	Other Standard Makes
30x3	\$15.43	\$12.05—\$12.50—\$10.40
31x4	\$26.42	\$23.95—\$22.85—\$20.75
32x4	\$26.87	\$24.35—\$23.20—\$21.10
33x4	\$28.04	\$25.65—\$24.20—\$22.00
34x4	\$28.58	\$26.20—\$24.65—\$22.40
36x4 1/2	\$30.02	\$27.90—\$26.05—\$23.70
36x4	\$41.27	\$36.95—\$34.75—\$31.60
37x5	\$50.36	\$46.00—\$41.05—\$37.35

FACTORY REPRESENTATIVES
Rudolph & West Company
1322 New York Ave. N.W., Washington, D. C.

MOTOR CAR PARTS GOING FULL BLAST

Industry Continues to Forge Ahead and Production Is Increasing.

EACH MANUFACTURER LOOKS FOR GOOD YEAR

Size of Territory Allotted to Agents Probably Will Be Reduced to Boost Up Sales.

BY HOWARD S. FISK.

DETROIT, Mich., September 2.—Although the entire country is threatened with a gigantic railroad strike and the state of Michigan, and this city in particular, is passing through an important political situation, the automobile industry seems to be running full blast, with no interruptions in sight. The industry continues to forge ahead year by year, and still there seems to be no end to the vast production of horseless vehicles.

A year ago, when I visited the hub of the automobile industry, all records for sales and production had been eclipsed and it was generally thought that this year the business would settle down to a "happy medium," as one of the manufacturers expressed it. This year I find that again all records have been smashed, with bigger ones in sight. There seems to be no let-up in the demand for automobiles, and many instances several of the large factories are far behind in orders. One concern is two months behind and another is a month and a half behind. It is difficult for the layman or stay-at-home to appreciate the tremendous size of this industry, which only a few years ago was in its infancy. Today it is one of the biggest in the country and still growing. People who reside in the big metropolitan cities think that the limit has been reached, but it is far from it. An official told me yesterday that only the surface had been scratched. And this will bear it out.

To Limit Dealers' Territory.

Dealers and agents for various makes of automobiles who in the past have had considerable territory to their credit will find that in the future this territory will be more limited. A number of the dealers in large cities, who have had several counties in the states adjoining and have not been working that territory for prospects and sales, will soon find the manufacturer swinging the ax and cutting their territory up into small sections and establishing subdealers who will work that territory.

By following out this policy the manufacturers have come to the conclusion that there are virgin fields which should be worked from this time on, with the result that thousands of additional sales can be made. Therefore, it behooves the dealer who has territory to get busy, follow up his prospects and make deliveries. He expects to retain the territory which was allotted him in the past. One manufacturer has decided to cut territory up into as small a possible and establish as many dealers as possible in order to get the business. It might be said that every county in the United States will in the very near future receive a fine combing in order that no business gets away.

Just as an indication of the tremendous growth of the automobile industry on July 21 last the Ford Motor Company completed its 1915-16 year with a production of 623,921 cars. This volume of output marked an achievement without any parallel in the history of the motor car. The building and distribution of these half million cars has brought about a proportionate growth in every department of the Ford institutions, and the enlargement culminated in the opening on August 1 of new direct company branches in twenty-eight of the largest cities of the United States, including the National Capital.

45,000 on Ford Pay Rolls.

To build this large number of cars, the number of employees at the parent Ford factory, which I visited a few days ago, has been increased to more than 33,000 at the present time, while the pay rolls of the branch factories and branches have grown to more than 12,000 names. On July 31, 1915, which was the closing of the fiscal year of the company, there were on the books orders for 123,000 cars which had been unfulfilled. These orders were carried over into the present year and sent the figures in the production up into six figures. On July 21, 1916, there were still on the books 83,000 unfulfilled orders. These have been carried over into the present fiscal year, so from this it can be seen that the company this year already has an excellent start. The plant was shut down the last two weeks in July to permit of taking an inventory of the stock.

The quantities of raw material entering into half a million production of Ford cars are beyond the grasp of the average individual. First, there is 200,000 tons of vanadium steel heat treated by special process, 2,000,000 each of wheels and tires, 51,350,250 square feet of rubber cloth material in the tops, 2,857,500 square feet of plate glass in the windshields with other stock in proportion. The volume of these materials has brought about methods in their handling and manufacturing operations which have worked distinctive savings in production cost, and these, combined with methods of distribution, make possible the remarkable reductions in Ford prices recently announced. While no official information was given me of the proposed production for this year, I would not be a bit surprised if it did not reach 800,000, and possibly the million mark.

That the demand for motor cars continues to show by a statement of the Hupp Motor Car Corporation, which last month showed another big increase with a 33 1/3 per cent gain over the same period last year. The statement bears added significance as the summer months are considered slack months in the motor car industry. Up to June 30 the statement showed almost 60 per cent increase for the year. The officials of the company are elated over the showing, the company passing through one of the most successful years in its history.

Busy at Packard Plant.

Out at the plant of the Packard Motor Car Company there was every sign of prosperity. The plant is running full time and the past year has been a most satisfactory one. Last year 8,000 Packard twin sixes were sold and delivered. This year this number will probably be increased to 12,000 cars of the same type. The same motor will be used, with some slight changes in the body lines. The company did a tremendous truck business, the United States government being one of its largest patrons. Several hundred motor trucks which were purchased after the change was started for the hills, shipped to the Mexican border, and that number has been constantly increasing. Only recently the Post Office Department took a hand in the motor truck game and placed orders for trucks for the Packard company coming in for its share of the business.

The Studebaker Corporation commenced the present year with plenty of orders on hand, and at the close of the fiscal year had sold and distributed 71,000 Studebaker automobiles, which was the largest in its history. Since



1917 NATIONAL HIGHWAY SIX, SEVEN-PASSENGER CAR, JUST RECEIVED BY COMBS MOTOR COMPANY.

the beginning of the new fiscal year the demand for cars has been steadily increasing and each week shows a decided gain in business. The cars are being delivered at the rate of 1,500 a week, some weeks the number being larger than others. The coming year is full of promise, and there is every likelihood that it will, the total production will reach 80,000 cars. Incidentally, the official registrations for the first six months of this year show that Studebaker cars maintained the lead which they first established in 1915 in the city of Detroit, the city where three-fourths of the world's cars are built.

The Chalmers Motor Car Company is passing through a most prosperous year. The plant is working to the limit and the production of cars is going merrily on. Last week a convention was held in the city of Detroit, Michigan, at which the Chalmers Company represented the convention covered a period of three days and was productive of great results. Hugh Chalmers, president of the company which bears his name, was well pleased with the results of the convention, and entertained the representatives the second night at a banquet at the Detroit Athletic Club, of which he is also president. Making its initial appearance with the August issue, Hugh Chalmers Chalk Talk, as it is titled, is the first automobile magazine to be edited by a big motor car concern. As its title page signifies, it is a cost-free journal for the Chalmers family, and it is intended as an intimate link between the officers, whom there are a large number, and the dealers and employees making up the big organization.

Issue Mr. Chalmers utilizes the life of Paul Smith, late vice president of the company, and ascribes much of the success of the company to his unusual initiative, perseverance and enthusiasm. C. Walter Hoover of the Washington concern at the session.

May Build 60,000 Cars.

Work of the sales department of the Saxon Motor Car Corporation in the signing of contracts for the 1917 season during the past three weeks have shown remarkable results, according to Henry W. Ford, president of that company. Contracts have been signed for 50,756 cars, with many still pending, which will probably send the total number up to 60,000 cars, which will cover the company's maximum production for the year. This company sees, like many others, no let-up in the demand for cars on the part of the public. The company is now shipping cars at the rate of 3,000 a month. Last year the company sold and delivered 33,000 cars. The company recently held a convention for its dealers, which proved one of the most satisfactory since the company has been in business. A large number of new dealers were procured and changes made in some of the territory.

The automobile company known as Dodge Brothers was another busy plant which I visited. The plant has been working since last year, and the company has just closed a most successful year. About 12,000 men are busy tolling in the production of Dodge cars, which will probably reach the 60,000 mark this year. The plant is running day and night in order to keep ahead of the orders. No changes will be made in the present model, which it is claimed seems to meet the popular demand for a car of this type.

The Liberty Motor Car Company, a new concern, started in business July 4, and is bustling along with its production. Being its first year no attempt will be made to rush the production too far. It is expected to construct and deliver 1,000 Liberty cars between now and December 31 of the present year. Everett Green, who placed the first automobile on Broadway, is president of the company. He had a broad experience with the Chalmers company and several other prominent motor car concerns in this section and has been encouraged by the enthusiasm from his friends in the automobile industry.

Bigger Year Expected.

The Cadillac Motor Car Company has just closed another successful year. Last year the company produced 18,000 cars and this year the sales will no doubt be considerably increased, judging from the manner in which the or-

Equip Your Car With The EVEREADY STORAGE BATTERY

The One Battery That Sulphation Cannot Send to the Scrap Heap.

EVEREADY is the one battery free from ruinous sulphation. Therefore it is the one reliable and economical storage battery. Its record of service for many years proves this and fully warrants giving the definite written guarantee that goes with each EVEREADY Battery.

EVEREADY Batteries are made in sizes and styles for every make of car, every size and style of battery box.

Official EVEREADY Service Station

National Electrical Supply Co.
1328-30 New York Ave. N.W.
Phone Main 6803

doubling its output this year, so successful has been the eight-cylinder product which it placed on the market last year. The number of cars sold and delivered last year was \$500, and this number will be increased this year to approximately \$700. Just at the present time the company is engaged in gasoline fuel economy tests in various parts of the country. The King car recently carried off honors when one of the touring cars covered 10,350 miles in a non-stop contest in New York and on Long Island, the first of its kind held in this country. The motor ran for two weeks, and was held for the purpose of demonstrating that a car could be run within this short space of time, practically what would be covered by the average car owner in two years, with little wear and tear on the car and at minimum upkeep.

Bright Prospects for Oakland.

Robert H. Martin, formerly branch manager in Washington for the Buick Motor Company, spent a couple of days here last week. He was en route to his new home in Atlanta, Ga., from the Oakland factory at Pontiac, Mich. He reported having a prosperous year and the outlook for the coming year equally bright.

R. Bruce Emerson and James W. Orme of the firm of Emerson & Orme looked over the automobile situation here and then proceeded to Chicago. They will be in this section of the country for several days visiting the various factories.

Lee Counselman, formerly of Washington, and who about a year ago resigned as vice president of the Chalmers Motor Company, arrived in Detroit a few days ago to visit his old friends in this section. He is now in charge of business in New York City.

Harry S. Jones, a Washingtonian, is now vice president of the Maxwell Motor Company, and is territory sales manager for the eastern and middle states, including the states adjacent to the District of Columbia.

The Ross and Young Machine Company, which produces the eight-cylinder car, is trying hard to catch up with orders. Just now the company is enjoying a probable period of August was one of the biggest from the standpoint of sales since the company started to build motor cars less than a year ago. For a number of years the company built Paige cars in its spacious plant in the eastern section

Addition to Paige Plant.

The Paige-Detroit Motor Company is another concern which has been gradually forging to the front in the motor car world. A year ago a new addition of 800 feet in the rear of the present structure was erected to provide for the increased output, and this has already reached its capacity, and the company is now about to build another plant in the immediate vicinity of the present plant. This was found necessary in view of the limited ground space now owned by the company. The Paige plant had in the past year output the past year was 200 cars, but the company could have marketed 400 cars had it been provided with the necessary equipment. This means that the concern has a good start on the next year's business.

The Hudson Motor Company is working overtime these days endeavoring to catch up with the orders now on the books. At the present time the company is two months behind in orders. The executive offices on Jefferson avenue are now in the process of enlargement, additions being constructed at either end of the present executive office. The large addition constructed a year ago is fully equipped and filled throughout every floor to capacity. George R. Culien, a Washington resident, is now connected with the company, editing the Triangle organ issued monthly by the company.

The King Motor Company is almost

GILL Piston Rings

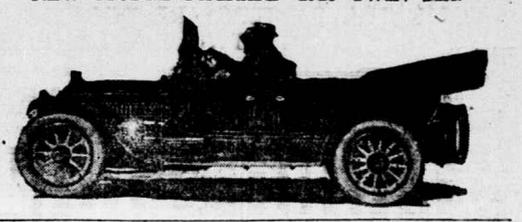
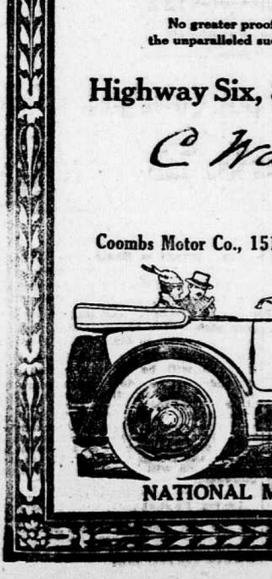
GIVE THE SWING OF REAL POWER

Washington Branch
1320 14th Street
PHONE NORTH 955.

Highway Six, \$1750 Highway Twelve, \$2150

C. Walter Hoover
Gen. Mgr.

Combs Motor Co., 1519 H St. N.W., Washington, D. C. Phone Main 8761.



NEW MODEL PACKARD 1917 TWIN SIX.

of the city. This concern will build between 2,500 and 3,000 cars this year. Incidentally the company has raised the price of its car \$200, beginning with September 1.

Another Washington boy who has made good out here is Tom Merrill, who is now secretary of the General Motors Company, which is the parent company for several of the most productive motor car concerns in the country.

Sales of Hudson and Dodge Cars.

The Semmes Motor Company, Incorporated, announces the following deliveries during the past week:

Hudsons—William C. Demaine, touring; J. C. Tribby, cabriolet; Elizabeth J. Hulbert, gray finished touring; Mrs. T. W. Symons, touring; J. O. La Gorce, touring sedan; A. G. Belt, touring; R. O. Melton, touring; H. Matthews, touring; S. C. Redman, touring; A. A. Chapin, touring; J. C. Walker, touring; William C. Graham, touring; Mrs. M. E. Young, touring; J. Callahan, touring; Dodge—Harry Blake, touring; E. L. Graham, touring; Mrs. C. Purglove, touring; William Black, touring; A. Lohr, touring; T. R. Burns, touring; G. P. Proutley, touring; J. F. Robb, touring; R. Warfield, touring; Mrs. E. B. Baldwin, touring; Mrs. Grace Vinal, touring; Moncure Burke, touring; A. Savidge, touring; Walter B. Guy, touring; H. V. Garnett, touring; G. F. Mohler, touring; De Neane, roadster; F. Uman, touring; G. E. King, touring.

If contemplating an Auto Trip Labor Day Why not motor to **St. Mary's Hotel**

Leonardtown, Md.
W. A. FERVICK, Prop.
SOUTHERN COOKING.

National

HIGHWAY

6 Cylinder 12 Cylinder

When National Speaks, the World Listens!

Because It Is The Voice Of Authority

THE marvelous success of the National Twelve is the greatest boom for the National Six. On the face of it, this looks like a paradox.

But isn't it logical that a builder who masters multi-cylinder problems to the unprecedented extent of perfecting a Twelve, is best qualified to produce the most efficient Six.

If National Sixes had been any less meritorious, the Twelve would not today be in vogue.

When one prophesies and subsequent events prove he was right, that one is looked up to as an authority, but when one not only prophesies but actually does it as well, such a one is an even greater authority.

National Predicted and National Produced

National leadership among the better-grade cars today is more firmly established than ever—the margin is widening.

The one thing that today marks the main improvement in better-grade cars is the multi-cylinder motor; National was among the first to sense this need and to achieve it.

America's first sixes were built by National and they were good ones. With this start and advantage over all others, National has kept up ceaseless work to develop and perfect its multi-cylinder motors. The highest pitch of six-cylinder efficiency is today found in the National.

The fact that more than 70% of all the better grade cars sold last year were of the multi-cylinder (V-Type) motor, is the greatest of tributes to National—the builder who had the vision, set the example, paved the way and raised the standard.

No greater proof of the superiority of the National Six can be found than the unparalleled success of the National Twelve which is born of the Six.

Highway Six, \$1750 Highway Twelve, \$2150

C. Walter Hoover
Gen. Mgr.

Combs Motor Co., 1519 H St. N.W., Washington, D. C. Phone Main 8761.

NATIONAL MOTOR VEHICLE CO., INDIANAPOLIS