

MOVIE FILM SHOWS MECHANISM OF CAR

"Porcelain Lamp," Produced for Cole Co., Helps Owners Understand Autos.

One of the greatest problems confronting the motor car manufacturer and dealer is the proper education of the ultimate users of motor cars so that they will have at least a passing understanding of the mechanism and thus assure themselves more efficient service by eliminating those abuses of the mechanism which are occasioned by a lack of knowledge of it.

In the past any effort along this line has been so technical and has required so long a period that it has proved not only ineffective but impracticable. By means of motion pictures, however, an absolutely clear and comprehensive explanation of the functioning of all important units of motor car construction has been made possible and is being introduced for the first time in a new film, "The Porcelain Lamp," presented under the auspices of the Cole Motor Car Company of Indianapolis, and produced by the Harry Layton Service Corporation.

Mechanisms which are used not only analyze the physical appearance of each and every part in the important assemblies but show actually what takes place when the car is in operation. For example, the real appearance and transportation of the gasoline from the time it leaves the gas tank at the rear of the car until it races through the muffler in the form of exhaust gas is visualized.

This entails a scientifically correct reproduction of the operation of the vacuum system; the intake manifold with its hot spot blast feature; the operation of the valves and the pistons within the cylinder, &c.

Exactly what takes place when the gears are shifted, how the rear axle takes up the drive of the car, what effect the counterbalancing of the crank shaft has on smoothness and alleviation of vibration in the engine and the effect of the zero balance on the tire mileage are some of the features upon which particular stress is laid.

After viewing the motion picture made with these mechanisms a motor car owner with practically no previous information will be given a thorough understanding of the mechanism.

LA FAYETTE CHASSIS FOR CLOSED CAR.

Reversing common practice, the La Fayette Motors Company of Indianapolis presents all models on a chassis that was designed and powered for service with closed cars. The final goal of these builders indicates that a closed car may be as brisk in acceleration as an open vehicle.



C. H. LARSON.

The American automobile industry has arrived at the "breath catching stage," and the opportunity that it gives the motor transportation business to take stock of itself, with lessons to learn from the past and preparations to make for the future, will be of permanent value. This is the gist of a statement from C. H. Larson, president of the Oldsmobile company, and a former president of the Motor Club.

Mr. Larson says that adjustment and readjustment are proceeding in orderly fashion and that the recent depression is resulting in the formulation of policies and the effecting of economies that will prove of powerful good to the trade.

"The momentum of the automobile's initial appeal to the public has been so great," Mr. Larson declares, "that the industry has had no time, and has wanted none, to consider more than the morrow. Ours has fundamentally remained a 'boom,' and the period of the gold strike is over.

"Now when the trade is beginning to sit back and ponder and reflect in its collective shirt sleeves the motor show comes as a stimulant of psychological and decided importance.

"It is a well known fact that in an hour of stress and storm individuals develop a tendency toward pessimism and general discouragement which is almost completely lost when these same individuals get together at an occasion such as the show. And what is true of individuals is also true of organizations.

"The exchange of ideas and the mere contact, one with the other, of men associated in a common purpose, leads to constructive planning and beneficial action. The psychological effect upon the public of a significantly successful show, radiating the spirit of confidence and sane understanding of the problems to be faced, is also of dollars and cents importance."

PARTRIDGE HAS NO FEAR OF FUTURE

Veteran Dealer Says Cars Must Be Replaced as They Wear Out.

By E. S. PARTRIDGE.

Branch Manager, American Motors Corp.

Regarding the immediate future of the automobile business, I am going to line up with the optimists. Headway is not made by looking over one's shoulder. One must look fearlessly ahead and go ahead.

Of course business has been slow during the readjustment period, especially when compared with this time last year, when there was a riot of spending all along the line. Easy chair salesmen are now sitting around wondering if it will ever come back. Instead of being up and doing and helping it to come back they are sitting pessimistically, looking pessimistically and generally putting on the brakes.

For everything worth while that has ever been accomplished credit must be given to the optimist. Our very industry—the second largest in America—was begun and magically developed by optimists, by men with broad vision and splendid courage and perseverance. All this has been done in less than twenty years. At the Automobile Club of America banquet at the Waldorf in 1905 the late Winthrop Scarlett in a speech forecasting the universal use of the automobile made this prophetic statement: "I see the day not far distant when the factory gates will be thrown open and the thousands of workmen will jump into their waiting automobiles and be whisked away to their suburban homes." A great burst of laughter greeted the statement of that great optimist, but his prophecy came true.

The automobile has passed from the classification of "freak conveyance and toy for the rich to that of an important transportation unit. It is no longer called a "pleasure car" but a "passenger car. Now New York and its suburbs, the sidewalks of New York and watch the endless procession of cars go by to realize that they are wearing them out. The cars of to-day must be replaced by new ones before they are worn out. It is going on throughout the whole length and breadth of this land. One million five hundred thousand cars will be required in 1921 for replacements alone, and there will be other thousands necessary to meet the demands of those persons who during the year will become car owners for the first time.

When I am asked if the automobile business will come back I immediately ask my questioner if he thinks the shoe business or the clothing business will come back. Then I add: "Of course it will come back, because they are wearing them out." I am actually afraid there is going to be a shortage of cars in the spring. Factories have curtailed production during the last six months and their stock of parts has been drawn on to build the cars that have come through, and there has been no replenishment of this stock. As parts makers are not likely to get back to normal production in time to take care of cars for spring delivery there will be many a prospective car owner going around with a long face in the spring and complaining about his inability to get a car anywhere.

COPP PRODUCES NEW TOP. Also Announces Appointment of L. J. Bresset as Manager.

Two announcements which are of importance to the automobile trade are made by the George W. Copp Company, Inc., formerly 518 West Fifty-eighth street, Manhattan, but now located in their new home, Fourteenth street and Van Alst avenue, Long Island City.

The first is the appointment of Louis J. Bresset as general manager and the other is the introduction of a new winter top called the Copp slide sedan top. The company is now in production on this new top, and it seems to be just what the public was looking for, if one can judge by the demand. The outside covering of the top is of du Pont fabric, which is furnished in any color. The window arrangement is constructed with metal tube slides, which will prevent vibration and rattle.

The new Copp plant is easily accessible to Manhattan, and has an area of 45,000 square feet. It is two stories in height and so constructed that if occasion requires two more stories may be added. On the first floor are the general offices of the George W. Copp Company, Inc., and the service department for the Anchor brand winter tops and taxi and limousine bodies, for which the Copp company is distributor.

The second floor is given over to general top and body work, where two new departments have been opened for upholstery and painting. The sales and service departments are under the personal supervision of Mr. Bresset, who has been connected with this company for almost two years.

The exhibit of the Copp slide sedan tops and the Anchor winter tops, as well as taxi and limousine bodies, at the automobile show is at Booths D 117 and 118, on the fourth floor.

A LABOR PROBLEM. Measured in lost time and imperfect production it costs \$50 to employ and discharge a worker, according to employment officials at the Willys-Overland Company. To prevent this loss the company maintains a personnel bureau, to handle exclusively the hiring, transfer and discharging of workmen.

MOST CARS ARE 6'S. "The best answer to the question, 'How many cylinders are best?' is contained in the fact that 55 per cent. of all models of automobiles built are sixes," says E. J. Noller, general sales manager for the Oakland Motor Car Company of Pontiac, Mich.

TWELVE MILES OF TRACK. Inside the big Overland plant at Toledo is one of the great private railroad freight terminals in the country. There are twelve miles of railroad tracks in the plant, capable of loading and unloading 1,000 freight cars a day with Overland and the new Willys-Kelch.

THE MEANING OF SERVICE.

Cars and Trucks Are of Little Value Without It.

The word "service" in the automobile business has developed and expanded and taken on new meanings as the business itself has grown. Any one who still thinks that service means something for nothing has a curious idea of its real meaning. The average man is entirely satisfied to pay for what he gets. He does, however, want to know that he gets something for what he pays.

A man buys a truck as a business investment, to make money or save money for himself or his company. An idle truck pays no interest on the investment. A truck must be operating or producing every possible day in the year. It is obvious, therefore, that the truck owner must have conveniently at hand every facility for keeping that truck continuously operating. It is not service if a truck is idle in a repair shop for a week

when the actual work could be done in a day, simply because the necessary parts are not available. And yet there is no dealer, regardless of his ability or capital invested in parts, who may not at some time have an excessive demand for some part and suddenly find that his stock is entirely depleted on that particular item.

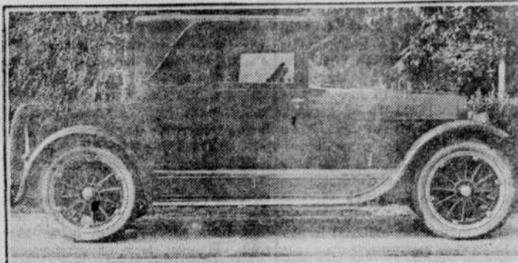
The largest manufacturer of motors for passenger cars and trucks, the Continental Motors Corporation, has endeavored to eliminate this delay and waste of time to the car and truck owner by having parts stations in all the principal cities in the country. This enables the dealer to obtain locally the genuine Continental parts as he needs them.

Chudick, De Lamater Corporation at 159 and 161 West Twenty-fourth street, operates the parts station for New York.

NATIONAL HAS PERFECT RECORD.

The National Motor Car and Vehicle Corporation comes to Grand Central Palace with a perfect record for automobile show attendance, having had an exhibit at every show staged in New York. It is one of the few pioneers that participated in the first show, cradled at Madison Square Garden, in January, 1909.

Latest Jordan Landaulet Roadster.



A new two passenger closed model. A personal car for the individual who appreciates the comforts of a closed car without the extra size and weight of a sedan or brougham.

VELIE COVERS 103,800 MILES.

1909 Model Still Travelling Along in Wayne, Neb.

Automobile manufacture now has its veterans not only among builders but among cars, according to T. G. Gannon, sales manager of the Velie Motors Corporation.

"Like the human veterans, some of the old timers among the cars are as busy as the youngsters. They also tell some interesting stories, or the owners tell the stories for the old buses," he said.

"An interesting case of a motorist's devotion to his old car and his pride in its dependability came to light recently as the result of a newspaper item. The newspaper told of a 1909 model automobile still in use in the little town of Wayne, Neb. A motorist in Wilmington, Del., saw the account of the unusual performance and wrote to the Nebraska town to learn the name of the car and verify the newspaper story. A few days

later he received a reply from Dr. D. V. Veil, owner of the old 'Velle car,' who has been using it in his professional practice since 1909.

"The old car still looks good," wrote the doctor. "It has its lustrous paint (a bright red) and has covered 103,800 miles. My total repair cost for new parts has been \$65 for the entire period."

Visit first the MARMON miniatures Space A-23

FIFTIETH ANNIVERSARY OF GOODRICH. The widening of transportation by rail and water, by automobile and motor truck, the development of the use of electricity, the growth of the industrial world—all these have called upon the full resources of the rubber industry until rubber in its manifold uses is an essential part of countless factors entering into our daily lives. THE TRIUMPH OF RUBBER. SINCE the founding of the company in 1870 Goodrich has taken an active and prominent part in the upbuilding of the rubber industry. It has produced and is producing a host of things which effect a saving of time, labor and materials for other industries. Hundreds of thousands of people may think of Goodrich principally in terms of tires—yet tires are simply one division of the work of the organization. Some others are mechanical rubber goods, rubber footwear, druggists' rubber sundries and hard rubber products. The growth of Goodrich is indicated by the fact that from the original output of fire hose and mechanical goods the list of Goodrich wares has increased until now more than thirty thousand different articles are being manufactured and distributed throughout the world. The progress of the company from the beginning has been markedly influenced by the firm belief of every member of the institution in its plans, purposes and products. Harmony of effort, intelligent work, confidence in the company and in one another—these influences have combined to build Goodrich to its present great proportions. The rounding out of its first half century finds the organization full of youth and determination, alive to the promises of the future and strengthened by the good will and good faith of customers whose patronage has been earned and held through merit. AN INTERESTING BOOKLET—Few persons realize the interesting side—even the romance—of the rubber industry and its history. We have published a booklet commemorating our fiftieth anniversary. It tells the story of rubber. This book, "The Golden Year of Goodrich," will be sent in response to a request on your business stationery. THE B. F. GOODRICH COMPANY • AKRON, OHIO

Grand Six. Be sure to ride in it before you buy any other car. SIDNEY B. BOWMAN AUTOMOBILE CO. Auto Show Space B-12 or 1692 Broadway