

AUTOMOTIVE SECTION

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SALES IN THREE MONTHS BEAT TOTAL 1918

Auto Orders in 3 Months Exceed Total for 1918

If anyone doubts that the present demand for motor cars is anything but tremendous, all he need do is to study the statistics, which show that the orders taken in the first three months of 1919 exceeded in number the cars sold during the entire twelve months of 1918.

Urges Patriotic Drive Over Entire Country To Secure Good Roads

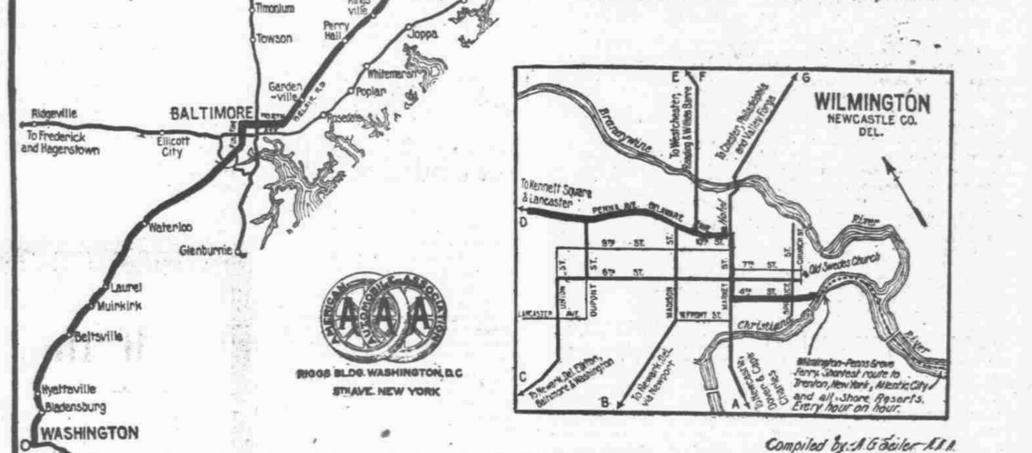
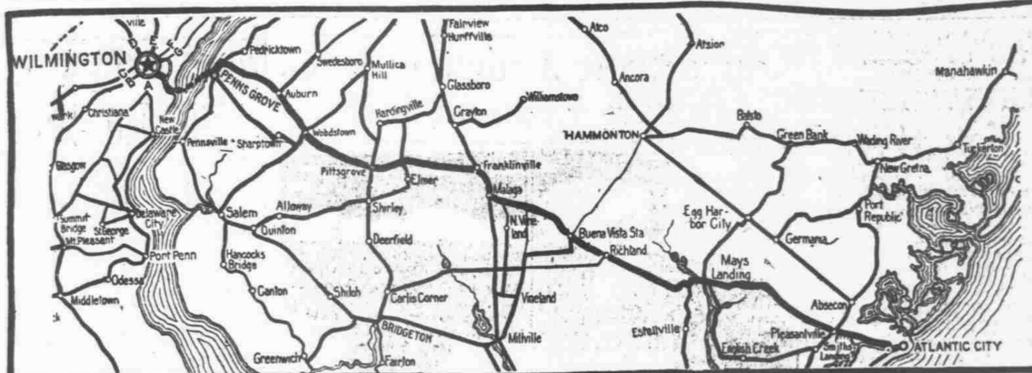
By G. A. KISSEL, President, Kissel Motor Car Company.

Must the necessity of a nation-wide good roads building program be sold to the American public? Have the American people forgotten the transportation congestion of two years ago, how it affected practically every business, slowing up the nation's industrial progress at a time when an increased haulage and delivery speed was a necessity and when every minute counted?

Apparently in many sections of the country, road building has not been taken seriously, although Congress has appropriated \$48,500,000 to assist the States in building local good roads. According to a report recently made public by the Department of Labor, while the Government has approved 760 projects embracing 7,869 miles, less than forty-five miles of highways have been constructed under the Federal aid plan.

THOUSAND TIMES TOO LITTLE.

Imagine less than forty-five miles enough! And mind you, the expense when 45,000 miles would be little of this road building to the States



If you want to take a charming trip, Atlantic City is about as delightful a destination as you could select. The above maps show the entire route, by way of Wilmington. The map in the lower right-hand corner will enable you to find your way through Wilmington without even having to stop a policeman. On bright, crisp Sunday mornings this makes a delightful trip.

would not be prohibitive because the Federal appropriation would cover one-half. Notwithstanding the way the people of Illinois were sold on the Illinois road bond campaign for \$60,000,000, proving that the public wants to be sold on a campaign of this character, only eight States have proposed bond issues based on this plan.

In a country the size of the United States, the above facts prove that either the good roads question is not understood by the public or we are allowing other activities and duties to interfere. Whichever it is, it is a situation that should be remedied before the spring weather sets in. Without more good roads our transportation problems will always be a problem, limiting our industrial growth and progress, curtailing our manufacturing activities, keeping us from attaining the prominent position in the world's markets we are equipped to occupy as well as maintaining the high transportation costs which form no little part of the present high cost of living? It is a problem we must all face immediately and get concerted action. Delay is dangerous.

To my mind, it is just as vital to the country's welfare for the thousands of patriotic workers who put over the different Liberty Loan bond, War Savings Stamps, Red Cross campaigns, to concentrate their splendid organization on putting good roads 'over the top.'

Speak to any business man, whether manufacturer, retailer, industrial, executive, or banker, and he will agree with you that the one big thing that should be accomplished for the good of the entire nation is that of bringing to the highest state of perfection the thousands upon thousands of highways and byways, turning the poor roads into good roads, so that not only will motor truck transportation become more scientific than it is now, but greatly facilitate the transportation of goods and supplies, as well as reduce the expense of transporting them from point to point.

Just as the people of Illinois were sold on Good Roads before they went to the polls on election day to sign their names on the dotted line, via the ballot, a similar good roads sales campaign could be conducted on a huge scale covering the entire country. There would be one general headquarters that would correspond to the executive committee of a factory. Then there would be state headquarters opened in the Capital or the principal city of each State, corresponding to a factory's distributors. It would be up to each of these State headquarters to conduct the campaign in that State by arousing interest and selling the local public good roads. Special speakers would operate out of the general headquarters, calling at the different State headquarters where appointments had been made for speeches.

Without a doubt, the same patriotic workers and their helpers, as well as writers, artists, engravers, printers, publishers, etc., who co-operated with the Government in 'putting over' the different wartime measures would be glad to render the same service to their Government, on the good roads question. A special sales and advertising campaign should be conducted

Nothing Within Miles of them for Mileage



MILEAGE is what you want—good, clean, trouble-free mileage. That's what you pay out your Tire and Tube money for. The more mileage you get, the more you get for your money.

Gillette Tires and Tubes give you the longest run for your cash. They out-distance them all in wear—and by many miles.

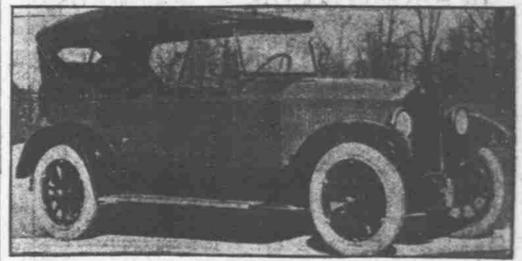
The new Gillette Chilled Rubber Process toughens them as iron is toughened by conversion into steel. Strengthens them; gives them vitality and come-back power unparalleled in the history of Tire and Tube manufacture. They give you miles of wear—after others are worn out.

One Gillette will prove up our claims—and more—and sell you a set.

SNELLING MOTOR CO., INC., 1825-27 14th St. N. W. Phone North 1900

Gillette TIRES AND TUBES

New Victory Model "Six" Of Moon Motor Co.



This classy car, the Moon Victory light "six," will be placed on the market at \$1,685.

MOON BRINGS OUT NEW VICTORY CAR

The Moon Motor Car Company began production April 1 on a Victory model light six to sell at \$1,685. The appearance of the Moon is completely changed, as the body lines are entirely new. The car is a five-passenger with bevel-type body, and for the first time in the history of the Moon company it carries a square

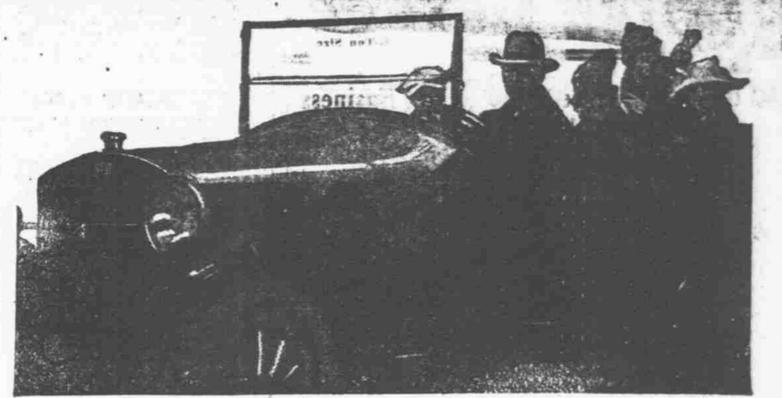
Rolls-Royce type radiator. The body is fitted on a 115-inch wheelbase with tires 32x4 inches. The engine is a 3 1/2 x 4 1/4 inch six-cylinder. Standard units, such as Delco electric system, Rayfield carburetor, Brown-Lipe gears, Spicer universal joints, and Timken axles and bearings are used. A great deal of effort has been spent in giving the car a low-hung effect. The seats are very low, and the springs, which are semi-elliptic in front and rear, have been designed to have a minimum travel. Upholstery is of the tan Spanish leather used by Moon for the last five years. The one-man top is accompanied by doors with curtain arrangements to open with them. Solid walnut instrument board and rear cowl blend well with the tan upholstery.

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Specialists on Retreading. We have recently installed in our plant a modern equipment for retreading 4-in. and 4 1/2-in. tires. We can give you either ribbed or plain-tread at a very reasonable price, with a substantial mileage guarantee.

Gibson Tire Sales Co. 33 H St. N. W. Main 2104



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And the proof of their achievement and the quality of their product is the way Liberty owners stand by their choice.

THE LIBERTY CAR SALES CO.

1212 E St. N. W. Phone Main 560

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A GUARANTEE depends on the reputation for fairness and the financial integrity of the seller.



G IANT TRUCKS are guaranteed for a full twelve months.

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