AUTOMOTIVE SECTION

CONSERVATIVE DESIGN RULE FOR 1920

AUTOMOTIVE SECTION

CANADA BARS SPOTLIGHT.

The new motor vehicle act of Ontario puts the ban upon the spotlight. Americans who are planning a Canadian touring invasion during the coming season, would do well to remember that "It shall be unlawful to carry on any motor vehicle operated on a highway any light which revolves upon a pivot or other device, so that rays of such light may be projected in different directions."—Motor Life.

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CONSERVATIVE CARS AT CHICAGO'S SHOW

Twentieth Annual Automobile Exhibit Fails to Reveal Any Radical Innovations.

CHICAGO, Jan. 31.—After a week's successful run, Chicago's twentieth annual automobile show comes to a close tonight, when the passenger cars and trucks that have been on display here will take to the road for exhibitions in Minneapolis, Omaha, Kansas City, St. Louis, Boston, and other cities that have similar shows scheduled for the months of February and March.

The Chicago show, like the New York show of three weeks ago, will go down into history as having been a display of cars of more conservative design than was anticipated by the general public.

The London and Paris shows were featured by the debut of a number of strikingly new post-war models, prominent among them being the Napier, Hispano-Suiza, and Lancia. No such revolutionary tendency as was manifested in these cars was evident at the Chicago show, with possibly a single exception, and this exception struck a new note in the field of body design rather than that of chassis development.

No Vivid Color Effects.

On the whole, the Chicago show presented a continuance, with slight changes, of models that have become standard during the last few years. Even the tendency toward special color effects, which contributed so much to the picturesqueness of shows in the past, was strikingly absent, the majority of manufacturers preferring to display their standard product.

The entirely new models on display at the Coliseum and adjoining buildings would probably not exceed a half dozen, and counting those on exhibition at the hotels, the showing of new cars would not rise above the grand total of a dozen at most.

Among the new cars at the Coliseum, the outstanding examples were National, Cleveland, Mitchell, Overland and Marmon, though the changes in the latter were but slight modifications of the preceding series, while at the hotels the new H. C. S. and Lafayette were the chief attractions.

In the new National, an entirely new type of body design was seen, recording an improvement fit to rank in importance with the mechanical developments recently brought out in Europe at the London and Paris shows.

Through a new method of body mounting, by which the sides of the car are dropped 3½ inches close to the ground and the conventional high running board apron is eliminated, the new National has been given a low, road hugging appearance comparable to the costliest of European cars without sacrifice of road clearance.

Overhead-Valve Engine.

In addition, the car is featured by a new high efficiency overhead-valve engine and numerous refinements of detail which make it one of the outstanding examples of mechanical improvements at the show.

The new Cleveland attracted more than its share of attention and the Mitchell, Overland and Marmon, also were conspicuously in the limelight.

At the hotels, the new H. C. S. easily captured the palm in point of interest, this snappy four-passenger design, incorporating a host of original ideas and comparing favorably in appearance with the most costly cars at the show, being constantly surrounded by a throng of admirers. The much heralded Lafayette car also drew more than customary attention.

The dominant characteristic of the 1920 Chicago show, however, was a spirit of conservatism, an adherence to established traditions, with very little radicalism in evidence.

It is believed that many of the American manufacturers awaited the outcome of the European shows before starting their post-war development, which would augur a much more comprehensive showing of the new models at the Chicago show in 1921 than was registered in 1920.

NEW TIRE AND ACCESSORY FIRM MAKES PUBLIC BOW

A new tire and accessory company has begun business at 1502 Fourteenth street northwest. It is known as the Universal Tire and Accessory Company, specializing on Diamond tires, and vulcanizing and retreading all makes of tires.

At the head of the new firm is Theodore P. Heap, who lately resigned his commission as major in the United States army. Major Heap saw extensive service in France, and is recognized as an expect in ignition and electrical work.

Associated with him will be Henry S. Wood, formerly adjustor for the United States Tire Company, who has had twenty years' experience in the tire and accessory business, and William B. Greenwood, for thirty years metallurgical expert with the Washington Steel and Ordnance Company.

All these gentlemen are well known in Washington, and a brilliant future is predicted for this new company.

DEMAND FOR CARS TO EXCEED SUPPLY

No Decrease In Price In Sight, But Splendid Market, Says Expert.

By CHRISTIAN GIRL.

President, Standard Parts Co., Cleveland, Ohio., Vice President, The Motor and Accessory Manufacturers Assn.

The signing of the peace treaty, which we hope in some correct form will be accomplished during the next thirty days, will have a very beneficial effect upon the social conditions in America as well as the rest of the world. In our opinion, labor will be more constant and will accomplish more in the year 1920 than in 1919.

No Price Decline.

That prices will fall to any marked degree is not to be expected for a number of reasons. All material product is based upon the work of the hand and the brain, and the price of materials can only be lowered when there is less demand for the labor of the hand and brain than there is at this moment.

It will take some years to restock the warehouses of the world and until this occurs there can be no such thing as overproduction. There may be some unbalanced production, but no surplus of commodities in the average.

All our debts have been contracted with a rising and inflated market and cannot be paid with a deflated market. This is another reason for the general prices of materials remaining up. Demand for goods will exceed the supply.

This will be especially true of the wonderful form of locomotion and transportation known as the motor car. In our opinion the demand for cars this next year will far exceed the demand in 1919, and should run from 3,000,000 to 3,500,000 cars, including trucks.

Production will be limited by the ability of motor car manufacturers and parts makers to secure steel and other metals, and to secure labor with which to fabricate the same.

Design of Cars.

Production will be nowhere equal to the demand, and if it should run at the rate of 2,250,000 cars for the year, it is possibly all that can be expected. Cars are being designed better than formerly and lasting longer. Replacement business will not amount to as much in proportion in the future as in the past, but this is in the tendency to greater economy in the entire industry and in the use of automobiles, and should be a benefit rather than a detriment.

In our humble opinion, it will be impossible for supply to overtake demand within the next three years, after which the rehabilitation of other portions of the world and demand from them upon us for motor-car means if transportation will be sufficient to afford an excellent market for our products for many years to come.

COLD HALTS SPEEDERS.

About 10 per cent of the automotive population of this democratic land is, as the saying is, nuts about speed. Speed means more in these lonely lives than comfort. And yet, though we have spent many hazardous hours in the cars of these velocities, we have never met one who loves his speed enough to push the accelerator all the way down when the mercury was zero.—Motor Life.

SHIP BY TRUCK.

Cy Perkins is a farmer—
Back in eighteen ninety-three
He drove to town each day
To sell his eggs to you and me.
We got them fresh right off the farm
A dozen for 10 cents.
But now, alas! How times have changed,
The difference is immense.

Cy saves his eggs until he gets
Enough to ship in crates;
The railroad takes them into town
And charges heavy rates.
They're put in storage—months have passed
Before they reach the store
And we take home a dozen
At a dollar ten or more.

Not only eggs, but all produce
Costs more and more each day
Because the growth of cities
Pushed the farmer miles away.
The railroads and the middlemen—
The clever profiteer—
All get their share and that's what makes
The things we eat so dear.

That is the cause—the remedy
Is plainly to be seen:
Just bring the farmer near his trade
By means of gasoline.
Give him good roads and motor trucks,
So he can go to town
Just as before—and then we'll bring
The cost of living down.
—P. L. Sniffin, International (Mack) Motor Co.

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FIFTH AVENUE NOW A ONE-WAY STREET

NEW YORK, Jan. 31.—Traffic congestion on Fifth avenue has become so great that police and the Fifth Avenue Association have agreed upon plans for making this thorough are a "one way" street. The steam of vehicles will be directed south during the morning and north during the afternoon.

It is expected this will prevent repetition of recent tie-ups due to the expansion in traffic.

HOW TO CLEAN AUTOS AND KEEP HANDS CLEAN

"In these days of unashamed profiteering," says American Motorist, "the average automobile owner attends to many minor repairs and adjustments that in other and better days were intrusted to the garage or the repair shop.

"Automobile work is dirty, and a gloved hand makes a poor job of turning small screws and handling tools with accuracy and dispatch.

"Likewise, when one toys with transmission grease a liberal quantity of the material finds lodgment under the finger nails, with the result that they remain in mourning for some time.

"So the next time you are tempted to tighten up that wobbly rear wheel or at work about the rear axle housing, scrape your finger nails over a cake of soap. The soap remains under the finger nails during the work, and not only prevents dirt from entering, but assisting during the later washing operation."

BUICK MOTOR CO. HEAD JOINS WILLYS INTERESTS

Announcement is made that Walter P. Chrysler, formerly president and general manager of the Buick Motor Company, and first vice president in charge of operations of the General Motors Corporation, has become associated with John N. Willys, and with all of the Willys' interests.

He will be officially designated as executive vice president and general manager of the Willys Corporation, with headquarters in New York, where he will work in close conjunction with John N. Willys. He will devote himself immediately to the prosecution of the large production plans of the various Willys companies for this year, identifying himself intimately and actively with the manufacturing details and problems of all of the plants.

Drivers Go Slow In Crossing Streets.

Street Crossers Look to the Right and Left.

200,000 FRENCH CARS.

The French cousin to our National Automobile Chamber of Commerce recently announced with a thrill of pride that its production of motor cars for the year 1920 would be 200,000. This is about 20 per cent of the number of cars E. S. Jordan, of the Jordan Motor Car Company recently stated would be the total number of cars America would be short of demand and deposits in 1919.—Motor Life.

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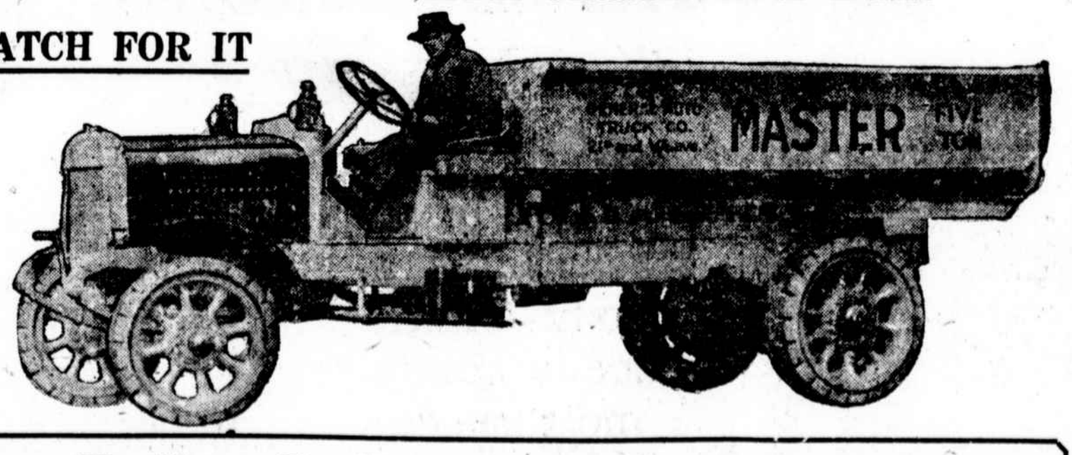

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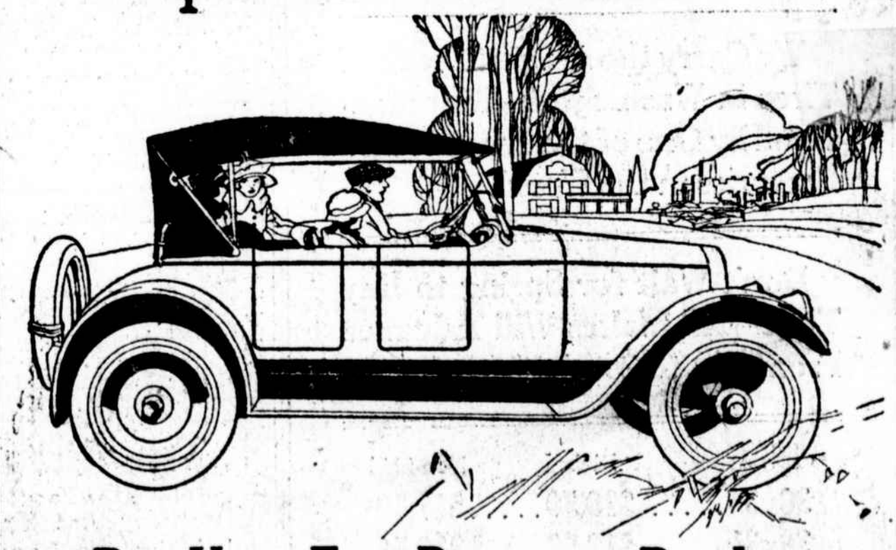

Buy Your Four-Passenger Roadster On the Basis of Road Speed

This Holmes model will average 30-40 miles an hour over roads where other cars must slow down to 18-20 miles.

Full elliptic springs and a flexible chassis that accommodates itself to the uneven road, eliminate road shocks and carry the car and the occupants in boulevard comfort.

In the motor, absolute dependability in the cooling is assured by the Holmes system of air-cooling, accurately measured in efficiency, always in proportion to the heat generated in the motor.

Buy comfort with economy of operation—126-inch wheel base gives a deep, roomy body and yet operating costs show as averages:

18-20 Miles to the Gallon of Gasoline
10,000 Miles to the Set of Tires

High operating costs are no longer necessary in a car of proper size.

The price of economy is no longer restricted seating capacity and cramped discomfort.

Owing to our inability to secure a desirable sales room, we are forced to make demonstrations and sales from our service station.

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