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THE NEWS SCIMITAR

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## EDITORIAL



A certain man named Fulton once announced to a skeptical world that he had invented a boat that would navigate by steam. The public laughed. He showed the skeptics. They lauded him.

Another, Marconi, said: "I will send telegrams without the aid of wires." "Can't be done," said the wise ones. He, too, proved the public was far from knowing it all.

Still again Winton, Olds, Haynes and other pioneers of years ago began to tinker with the internal combustion engine as a possible means for locomotion. They were looked upon as harmless cranks and the crude product of their two-by-four machine shops as playthings for the rich.

But—

The steam engine survived. So did the automobile—both survived and thrived—and for no other reason than that of essentiality. Commercialism recognized them as necessary mediums for reducing distances. There you have the answer.

Today there are in use in this country something over 7,750,000 motorized vehicles—an incontrovertible argument that the automotive industry is as necessary to the industrial expansion of the world as the telephone and the railroad.

This being true, there is no more justification for the apathy apparent in certain quarters of the automobile world than there is in other leading lines of manufacture. Business in general the world over is experiencing the same process of reconstruction. The very necessity of the automobile insures its permanence. Why then the elevated hands, long countenances and I-give-up attitude?

It is true that the automobile industry is not thriving with the same impetus it experienced last year. But wasn't last year's condition abnormal? Assuredly so. This is time of all time for a little sane thinking; a little more application of sales efforts. Things are bound to seek a readjustment and when once a normal plane is reached will go forward with a continuance of the steady, uninflated progress that brought the automotive industry from the slough of experimentation to the rank of the second greatest business in the country.

Let's all quit howling and get down to constructive selling.

