

AUTOMOTIVE SECTION

AUTO ENGINEERS TO AID UNCLE SAM

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Civilian Experts to Help Build Improved Engines of Warfare.

The combined engineering talent of the automotive industries of the United States will co-operate with the Government in the development of new and improved engines of warfare. A committee of automotive engineers will sit with the technical staff of the Ordnance Department in discussions concerning the design of all motor equipment material, particularly tanks, tractors, and caterpillar gun mounts of every description.



and civilian experts, with a loss to the Government of much valuable technical knowledge and experience. Under the new system, the efforts of the Ordnance Department will incorporate the fruit of the combined labors of the entire American automotive industry, and when the state of development of this industry is considered, as compared with that in other countries there is much assurance for the safety of the United States in this fact.

HOW U. S. AUTO INDUSTRY Is Viewed by British.

An Interesting Article From the London Daily Mail Revealing English Viewpoint.

The following article, reprinted from a recent issue of Motor and Cycle Trade Section of the London (England), Daily Mail, is of interest at this time as showing the English viewpoint of the industry in this country.—Automotive Editor.

AMERICAN CARS.

"75,000 MAY BE" HERE IN A FEW MONTHS. By JOHN PROBLEAU. H. C. Burford, of the Society of Motor Manufacturers and Traders and chairman of the H. C. Burford firm of motor-lobby and traction makers has just returned from the United States, where he has had a chance of estimating the forthcoming attack on the British motor industry. His report on the condition of affairs is very serious for British manufacture.

in view of the removal here of the restriction on imports. In his opinion, so well equipped are the many American firms for the imminent fight that nothing short of a total restriction of foreign imports is the slightest safeguard to the British motor trade. He instanced the tremendous activity in the States by the case of a new firm of his acquaintance.

"A year ago, when it came into existence, the stock was priced at \$100 (£20). Today the shares are worth \$800, and although the factory consists so far, of only the first and second stories, while the third and fourth are still being built, cars are being turned out from the ground floor and first story.

"The methods of manufacture over there are unknown in this country. Their machinery, plant, material, are far ahead of what they were six years ago as the poles are asunder. It will no longer be possible to accuse decent American firms of shoddiness in any particular. They don't finish off things as we do here, for the exact reason that it costs money, wastes time, and effects nothing except an increase in the cost of the car.

"Outside Great Britain the United States has already swept the markets in the Dominions, as well as in France, Italy, and car-buying Europe generally. Every factory's motto now is 'we must extend our exports. Colonial outputs are essential.' And they are doing it at this moment."

"What about their home demand?" I asked. "Is there not a chance for our industry in the fact that American buyers must be attended to first?" "None whatever," was his emphatic reply. "The domestic market is, I grant you, enormous, and is daily growing. It is the fact that in the State of Ohio there is one motor car to every six persons? That I believe to be a solid fact. And the cars are there for them, or will be in a very short time."

"Will there be enough for both the domestic market and the British, or do you think that the Americans may sacrifice imports to their home market in order to make certain of ours?" "They will not need to sacrifice their own people," he answered. "Undoubtedly home markets come first, but it makes no sort of difference. Put the total output of the American factories for this year and next at \$50,000 (a very low estimate), and they could swamp us, as fast as shipping would let them, with 75,000."

"Think of 75,000 cars being poured into this thriving country within a few months. Would they find buyers? Every one who knows the factory and dealing with now, the one as big as the Humber works, can send me fifty cars a month at once. And that's only one customer of a small factory. Their total output for a year is the same as that of the entire British industry.

"The main thing to remember is that not only are they going to sweep the market, but the cars they are going to do it with are as good as you can buy anywhere and better than most."

"No Ford Profitsteering. The Ford Company is to establish its own agencies in Great Britain, and its old agents have received a circular stating that cars ordered by them but not yet delivered will be allotted direct to the buyers by the Ford agencies themselves."

"Discussing the matter an ex-Ford agent told me that one of the reasons for the ruthlessness of the Ford Company is that they are determined to crush the profiteer. Under the new system cars may not be exploited. They must be sold at their proper price, and—an important point—the sellers must give adequate Ford service to their customers after the sale. All names of customers have to be forwarded to the company.

"Another reason for the new policy is to prevent the Ford chassis from being modified in any way before it is sold to the buyer. The camouflage of Ford is now a common sight. It is some times extremely difficult to recognize the famous make under its load of European trappings, and the back axle and, generally, the steering wheel are practically the only things that betray its real self.

"The company, so my informant told me, do not attach any importance to change of body work—but they will not countenance any modification in the running gear. They contend that a Ford which has a special ignition system, a special radiator, a special carburetor, and so forth, does not give real satisfaction to the user. They intend that a Ford shall be sold as a Ford and not as an imitation of anything else."

"Are cars really being turned out in big quantities?" I asked him. "Perhaps this will give you an idea," he replied. "A firm with which I am contracting for a supply of cars turns out regularly 607 every week. Their program is 25,000 a year. Mind you, I'm not talking of past or future figures. These cars were being turned out in each working week when I left the country, three weeks ago. And this factory is the same size as the Humber factory here."

"To Exhibit Army Motor Vehicles. Announcement is made by the motor transport corps of the United States Army that plans are well under way for a unique automobile show to be held on October 16, 17, and 18 at the Ninth Regiment Armory, Fourth Street and Sixth Avenue, New York City.

This show is in no way to be confused with the annual automobile show presented by the National Automobile Chamber of Commerce, which will take place as usual, displaying new models, next January. The purpose of the motor transport corps is to show the general public and particularly those interested in motor mechanics and vehicles the growth of the automotive industry and its accomplishment prior to and during the recent European war.

Practically every conceivable type of motor vehicle will be either on display, in contest, or in process of disassembling or assembling, during the show. It is also proposed to exhibit every type of motor vehicle that was used in the war by the United States Army and there will be many freak constructed vehicles on display.

organized in February, 1918, and began business in April of that year. It has just closed its first year with a record of over \$1,000,000 worth of business transacted. The value of such a plan is easily seen and the good other community markets as efficiently organized, can do to reduce the cost of living to the cities can also be readily estimated. The motor truck is doing its share to cut the marketing costs, and is adding a great deal to the success of the market.

LOCK YOUR SPARE TIRE. The steadily mounting cost of living, which, despite the cessation of the war several months ago, still reveals an upward tendency which many experts believe will be permanent, will eventually be solved to the benefit of all, by motor transport.

The farmer has just experienced a period of comparative prosperity. He is never going to return to the old days and the old ways. His mode of living is on a higher plane—his costs have gone up with everyone else's. The consumer must pay for cost and a living profit—and most consumers are willing to pay unless the first profits be unreasonable or the big wastage charged to them.

There is, however, a way to save waste and loss. That is direct marketing. Marketing conditions for food products of farmers must be bettered. The marketing of farm products has for years been handled through middlemen whose profits have far exceeded those of the farmer, although the time and effort put forth by the middleman are not to be compared to the labor and time of the farmer.

Must Get Together. It is a case of getting together—not only of shortening the miles to market by building good roads and manufacturing motor trucks to travel over these roads with big loads of produce, although these are very important factors—but the farmer and the market must be brought together with all the big profit making agencies between the two as far as possible eliminated.

Such a plan has been worked out with great success at Adrian, Mich. Here the Adrian chamber of commerce has organized the "community market" with a manager in charge. All produce, from popcorn to pigs, is purchased, and the farmer receives a price slightly lower than the Detroit market price. The difference is made up from the actual cost of maintaining the market and not from a profit standpoint.

Farmer Gets Just Due. Hides, skins, tallow, and cordwood are taken as well as cream, eggs, poultry, dressed meats, potatoes, and all sorts of produce and apples. The potatoes are graded, and No. 2's and 3's take as well as No. 1's. The eggs are candied, poultry graded for heavy and light weight, and all creams is tested. Thus the farmer gets his just due, and is encouraged to bring in better products.

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DIRECT MARKETING IS H. C. L.'S JINX

Waste and Loss Can Be Eliminated By Trucking Produce to Consumer.

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AUTO DELEGATE NAMED TO TRADE CONFERENCE

President Clifton has designated Walter Drake to represent the automobile industry at the International Trade Conference of the Chamber of Commerce of the U. S. A., at Atlantic City, September 15 to October 1, when there will be in attendance representatives of the business organizations of England, France, Italy, and Belgium.



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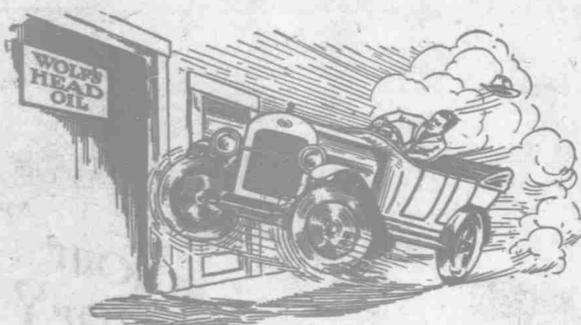
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- Acme Auto Supply House, 2107 14th St. Auto Mart of Washington. Auto Sales Company, 1707 14th St. Bailey's Auto Supply Co., 3601 14th St. Edgar Baum, 812 5th St. M. E. Buckley, 21st and M St. Calvert Hardware Co., 2561 Champlain St. Central Auto Supply Co., Inc., 1004 Pa. Ave. H. Coleman & Son, 1219 7th St. Combs Motor Company, 1214 V St. David & Child, 1110 14th St. Dupont Tire Shop, 2002 M St. J. C. Flood, 2116 14th St. Wm. H. Frey, 1724 14th St. Huntington Motor Co., 1805 14th St. Gem Repair Shop, rear 1402 S St. Gordon's Tire & Supply House, 3403 M St. Henderson & Jackson, 171 Pierce St. Herfurth-Brett Corporation, 1521 7th St. Hurley Motor Company, 1737 Johnson Pl. Jacob & Montgomery, rear 2130 L St. Jones-Kessler Rubber Tire Co., 608 E St. Maxwell Service Station, 825 O St. rear. Midway Auto Supply Co., 222 N. Y. Ave. W. W. Mulcaire, 1222 14th St. National Garage, 326 New Jersey Ave. National Service Company, 1610 14th St. Neumeier Motor Company, 1215 E St. ALEXANDRIA, VA.

- O'Donoghue Brothers, 14th & Irving St. Owl Garage, 612 L St. Park Auto Service Company, Sherman Ave. and Park Road. E. A. Pitkin, rear 1439 Rhode Island Ave. Roamer Sales Company, 1226 Conn. Ave. Standard Store Company, Conn. Ave. and Van Ness St. Surety Garage & Motor Co., 14th & V St. Universal Auto Supply Co., 1529 M St. Willicher's Garage, 1541 W St.

NORTHEAST

- H. G. Lemmer, 912 H St. Modern Auto Supply Company, 917 H St. L. C. Reynolds, 14 H St.

SOUTHEAST

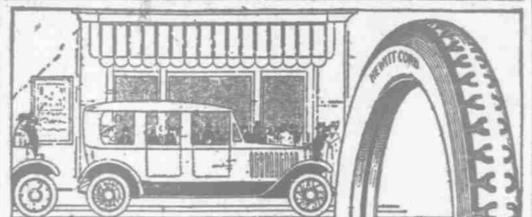
- Eastern Auto Supply Co., 518 8th St. Hooe Brothers, 1112 11th St. Karl's Tire Service Station, 1901 Nichols Av. Penna. Ave. Garage, 606 Penna. Ave. Plumb & Flynn, 2204 Nichols Ave.

SOUTHWEST

- J. A. Baltimore, 230 4th St.

ALEXANDRIA PIKE

- R. E. Rencher. Dickerson's Garage. Aero-Auto Company.

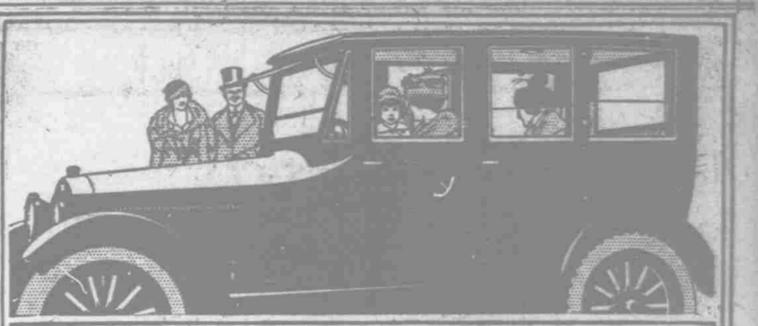
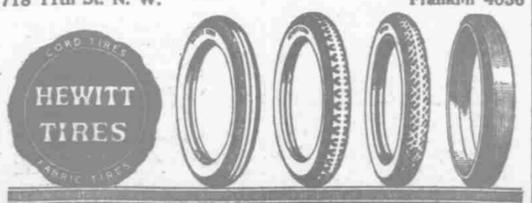


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