

GOVERNMENT REALIZES NEED OF AUTOMOBILES, SAYS C. C. VON HAMM

No Steps Will Be Taken to Embarrass Situation; Cooperation is Successful

"No step will be taken by the U. S. government to embarrass the automobile industry," said C. C. von Hamm, who recently returned from a visit to the large manufacturing centers of the East. "The moving spirits at Washington have realized that the automobile is a real necessity in our business life today."

"There has been such a freight congestion in the East that the Packard, Cadillac and other large concerns have found it necessary to drive their cars to dealers within a radius of 300 miles. This system has been followed out all through the East and Middle West."

They Mean Business.
"I was very much impressed with the business like way the government was going about war preparations. Camp Kearney, near San Diego, is an ideal camp, and their organization there is a revelation to one not familiar with conditions. At North Island, the aviation training camp, I saw a dozen aeroplanes in the air at one time. They much resembled huge birds as they flew away at various heights."

"The government is realizing more and more every day that the automobile manufacturers can do much to help win the war. At a recent conference 90 of the leading automobile manufacturers of the country offered their plants to the government, and at the present time the total output of pleasure cars has been cut down to 90 and 75 per cent in most factories. There has been full cooperation between the men at the head of the automobile industry and the government."

"I do not believe that we will have a shortage in gasoline. At present things point toward a sufficient quantity to meet our needs, and the new cracking process and other methods are bringing about a larger percentage of gasoline."

Not "Pleasure" Cars
"On the mainland there is a war waged against using the word pleasure car for passenger car. Ten years ago the automobile was a luxury. Today it is a necessity, and the passenger cars of today are not pleasure cars, but are used for business almost exclusively on the mainland. Doctors, business men and others use their cars for business. The word "pleasure" is a misnomer."

Mr. von Hamm had the pleasure of watching the Packard aeroplane motor in action in San Francisco. This motor develops 350 h. p. and is considered the leading motor of its kind in the world. The aeroplane engine was placed in a Packard roadster, but was used only for exhibition purposes."

Women in Factories.
One of the things which impressed Mr. von Hamm most during his tour was the fact that the women were taking their places in the large automobile factories on the mainland. In

large assembling plants and in silk and woolen industries the women were supplanting the men.

When asked about the war preparations in the automobile factories, Mr. von Hamm said that he saw Packard trucks lined up for a half mile on both sides of the street ready to be forwarded to the encampments. He also saw a large number of Cadillacs, painted in drab color, ready for shipment. The Dodge light delivery truck has become popular and the government has taken over the entire output for immediate delivery. More than 50 trucks are sent out each day from the Dodge factory.

J. C. LEE JOINS VON HAMM-YOUNG

J. C. Lee, Formerly of Chanslor Lyon Co., Joins Von Hamm-Young Company

J. C. Lee, formerly of the Chanslor Lyon Company of San Francisco, arrived in Honolulu this week to accept a position with the accessory department of the von Hamm-Young Company.

Mr. Lee knows the accessory game from every angle and has a number of years' experience in the various lines of automobile work. He will locate here permanently and has already secured a home in the city. He was accompanied to Honolulu by Mrs. Lee, who has already fallen in love with the city.

EIGHT YEAR OLD AD GETS RESULTS

The power of advertising is generally thought of in terms of quick results, and advertisers generally are not satisfied unless inquiries follow closely upon the appearance of their advertisement, but F. G. Clark, president of the Columbia Motor Truck and Trailer Co. of Pontiac, Mich., received a letter the other day which demonstrates that an advertisement may be effective after years have passed and that inquiries may then come from the most outlandish places on earth.

In this advertisement, which appeared in an automobile engine trade paper eight years ago, the Columbia Motor Truck and Trailer Co. then known as the Clark company of Lansing, Michigan, proclaimed an 18 horsepower, water-cooled, shaft drive motor car, which it has, of course, long ceased to manufacture.

The letter of inquiry is from Suva,

Volcano Stables To Be Agents For The Federal Tire

Manager Talbot of Honolulu Rubber Works Returns From Hilo With Announcement

Federal tires will be given a big boost on the island of Hawaii during the next year. The Volcano Stables have taken the agency for this tire on the Big Island, and have already purchased a stock of tires amounting to \$12,000. This announcement was made this week by R. M. Talbot, manager of the Honolulu Rubber Works, territorial agents for the Federal tire.

The Volcano Stables have had a steady call for Federal tires, and C. E. Wright, manager of the Hilo company, decided to make a bid for this trade on the Big Island. Mr. Talbot visited the Crescent City and in a few minutes the arrangements were made for the handling of the well-known tires. Mr. Talbot reports that the Federal tire has made good on Hawaii, and it was for this reason that the Volcano Stables decided to secure a tire which was well known to the motorists in and around Hilo. The Hilo Auto Company will still continue to sell the Federal tires to Hilo motorists. The Honolulu manager predicts a banner season for the tire on Hawaii, and inasmuch as the Federals have already made good, believes that this season will set a new record for sales.

Business Good in Hilo
Upon his return to Honolulu Mr. Talbot reported that business conditions in Hilo were of the best, and said that the new home of the Volcano Stables will be completed in three or four months, giving the Hilo concern much more room than at present.

He also brings the news that Thomas Forbes has completed his new garage, and has added a vulcanizing plant to the establishment. The Hilo Auto Company also has a vulcanizing plant at present employing five men.

Fiji Islands, and the inquirer says that if the catalogue shows the car to be what he wants and if the first car is satisfactory he will order others.

Even the trade paper in which the advertisement appeared is out of existence, despite the fact that its work goes on in an advertising way.

"One hears much of the fact that the printed word can never be as effective as the salesman's personal and ready appeal; that advertising is necessarily limited in its capacity to sell a possible prospect," says Mr. Clark. "This is true—so true that advertising does not try so much to sell as to interest and cause the reader to inquire. But if advertising is limited in this way it more than makes up for its limitation by the duration of its appeal. The printed word endures, and our children may possibly be sold on the advertisements which are being run in our papers of today."

It is probable that after the war a general standardization will be effected by American and European manufacturers on the main features of motor cars. The need of this is particularly apparent now in the confusion

"MONOGRAM USERS ARE QUALITY CHOOSERS"

"EVIDENCE" that MONOGRAM OILS and GREASES

Are held in the highest esteem and are recommended by the leading manufacturers of quality automobiles in the world will appear in this section of the Star-Bulletin every other Saturday.

DISTRIBUTED BY

Auto Service & Supply Co., Ltd.

Alakea & Merchant Sts.

Telephone 4688



—An Open Letter From Santa Claus in which he tells of some incidents in his flying visits to the good little boys and girls in Hawaii.

St. Nicholas, Mythland,
December 22nd, 1917

DEAR PUBLIC:—

During the many flying visits I have made to your beautiful "Land of Sunshine," I have had to discard my trusted reindeers and sleigh and resort to the modern automobile.

On account of the very short time I have to cover the entire Hawaiian Islands, I have standardized in the use of GOODYEAR CORD TIRES, because they give me MUCH LESS trouble, MORE mileage, and ride easiest.

Wishing you all a Merry Christmas, I am,

Yours truly,

SANTA CLAUS.

With every
GOODYEAR
Tire you buy,
you get Fair
Treatment and
Good Service

The von Hamm-Young Co., Ltd.

Goodyear Service Stations

Honolulu and Hilo, T. H.