FORD CO'S WARWORK WAS TREMENDOUS

Facts and Figures Just Made Public Show Remarkable Productive Ability.

The following interesting facts and figures were furnished by Albert Hirst of Albert Hirst, Inc., 2008 Broadway, the largest Ford dealers in the metropolitan territory, showing the great work done by the Ford Motor Company during the war.

Without going into particulars, the following items will give some idea of the value the Ford Motor Company was to the Government of the United States in its call for the sinews of war:

More than 2,000,000 steel helmets.

Order for 5,000 12 cylinder Liberty Motors. Over 1,500 had been delivered when the armistice was signed, and they were just striking their producing capacity.

Ten thousand caissons, mainly for 155 mm. guns. Something over 8,000 delivered.

Order for 112 Eagle boats, 200 feet long, 25 foot beam. Something like 25 delivered, when the order was reduced to 62. The balance will be finished by August 1.

More than 8,000 trucks. More than 25,000 regular Ford cars. More than 6,000 ambulances.

Four hundred thousand cylinders for Liberty motors. Because of the superiority of the work on this article the Government placed the order with the Ford Motor Company to make all the cylinders for all the Liberty motors made in America. The original order was practically completed when the armistice was signed, and a new order for 300,000 had just been entered.

Seven hundred thousand bearings for the Liberty motor. Here again the Government recognized the superior quality of the bearings made by the Ford Motor Company and placed the order with them for all the bearings for all the Liberty motors made in the United States. On this order over 400,000 bearings had been delivered.

Seven hundred thousand cylinder forgings for Liberty motors. Once again the Government recognizes the superiority of Ford work, and placed orders with the company for all the cylinder forgings for all the Liberty motors made in America. Over 400,000 had been delivered.

A large volume of experimental work was done in building three ton military tanks, and the Government had just placed orders for 15,000 of the small, two man, military tanks, and 3,000 of the six ton military tanks. Cancellation came before more than a dozen or so tanks had been delivered. But the foundations had been laid and the superstructure almost completed for an enormous building in which the Ford Motor Company intended making tanks alone. Of course, this building comes in mighty useful in the enlargement of the Ford Motor Company's business.

Motion picture reels in behalf of Liberty loans, Red Cross and patriotic fund work were made by the Ford Motor Company and supplied to the Government in sufficient quantities to serve the entire United States in motion pictures. Motion picture reels in volumes sufficient to serve the armies of the United States in France, Italy and Palestine were furnished by the motion picture department of the Ford Motor Company.

The Ford Motor Company also did more than $1,000,000 of work in the production of special devices for the Navy Department of the British Government.

The Ford Motor Company also furnished the Government with 275 skilled mechanics for work in France.

The Ford Motor Company also, through their chemical laboratory, cooperated with the manufacturers of gas masks for the United States Army.

An average of 34,000 men and women were employed in the main factory at Highland Park, 6,800 men at the ship building plant on the River Rouge, 4,000 men employed at the new blast furnace in course of construction on the Rouge, 250 men employed at the carburetor plant, or an average of 45,000 employees, practically all on 100 per cent. Government work, under a standard eight hour day and a minimum wage of $5 a day.

EXPERT DISCUSSES PRICES.

Ralph Mock Does Not Look for Reduction.

At a dinner given last Saturday by the American Motors Corporation to dealers, parts makers and prominent automobile men in general Ralph D. Mock, comptroller of the Hydraulic Pressed Steel Company, stated that a substantial drop in automobile prices need not be looked for after July 1. Present prices are governed largely by labor costs, said Mr. Mock. In its raw state the actual cost of the material that enters into the making of an automobile is a very small proportion of its final cost and for this reason fluctuations in the material market are not a determining factor. It is the labor required to work up the material into finished units which are finally assembled into a complete car that governs the cost in the last analysis, and it is not likely that there will be a reduction in the prices paid for labor. On the contrary there is a general feeling among automobile manufacturers that in the process of readjustment that is now going on wages should be maintained at present rates. There is a growing tendency among parts makers to demand a better grade of workmanship due largely to the refinements that have grown out of their experience in war work, and manufacturers as a whole are willing to pay the increased cost that is necessary to secure better workmanship. Manufacturers in the automobile industry do not demand a reduction in wages and there is no likelihood that labor would stand for it if they did.

Mr. Mock also stated that from information he had the outlook for the sale of automobiles this year was unusual. Partly out of patriotic considerations and partly on account of the shortage of cars during the past year automobile owners have been making their old cars serve them, and as a result their old cars in many instances are ready for the scrap heap. As a result of this condition a demand for new cars has developed which has literally overwhelmed manufacturers, who are still struggling with the problem of getting their plants on a quantity production basis.

POST JOINS G. M. T. COMPANY.

Will Handle Truck Sales in Canada.

Another well known motor car man has been added to the sales staff of the General Motors Truck Company at Pontiac in the person of Fred Post, whose appointment to the G. M. C. selling force has just been announced.

Mr. Post comes to the G. M. C. organization direct from the United States Army, having served since the fall of 1917 in the Quartermaster Division of the Motor Transport Corps. Mr. Post held the rank of Captain and his duties were in connection with the production of motor vehicles. Practically his entire service was spent in direct touch with the motor truck production for the army.

Previous to entering the service Mr. Post had a background of many years' experience in the automobile manufacturing business. He was for fourteen years connected with the Olds Motor Company of Lansing, serving in its service and other departments.

In announcing the appointment of Mr. Post to the G. M. C. sales division Ross Sweet, assistant sales manager, stated that Mr. Post would devote his entire time to marketing G. M. C. trucks in Canada. There already are a large number of G. M. C. trucks in the Dominion, and there is a brisk demand for these trucks all over Canada, business firms being more than willing to pay the duty on motor trucks for the opportunity to have G. M. C.'s.

"Mr. Post's army experience has given him a splendid knowledge of the motor truck field as well as of G. M. C. trucks," said Mr. Sweet. "This, together with his long connection in the automobile industry, makes him particularly well fitted for representing the factory sales division in Canada."

PUBLIC HEARINGS ON NEW MOTOR BILLS

Gov. Smith Will Hold Session on Important One Tomorrow.

Of the several hearings which Gov. Alfred E. Smith has announced for the next few days, two are of particular interest to automobilists. The first hearing will be held to-morrow at 12 o'clock, at which time the Knight-Wheelock bill, which proposes to increase the fees of operators and also calls for an examination, will be thoroughly discussed. The second hearing is slated for May 13 at 2 o'clock, and concerns the proposed change and increasing of automobile registration fees in this State. The Knight-Wheelock bill is of more interest to motorists in New York city and the immediate vicinity than to the rest of the State.

Both hearings will probably attract large numbers of automobilists. The hearings will be held in the executive chamber on the second floor of the Capitol. Judge W. Bruce Cobb and other well known figures in the metropolitan traffic courts will attend Monday's hearing.

There are four bills of interest to automobilists in the hands of the Governor. In addition to the two already mentioned, there is a third bill which, if signed, will require all motor trucks operating on the highways of this State to be equipped with mirrors. This measure is not opposed by the Motor Truck Association of New York, and will probably be signed. The other bill is what is generally termed "the stolen car measure," and is without opposition.

Naturally enough the greatest interest centres around the bill which has for its purpose the radical change in computing the annual registration fees and which carries with it a considerable increase. Advocates of the bill assert that Georgia, Nebraska, South Dakota and the District of Columbia are the only ones where a lower rate of motor vehicle registration prevails than in New York State. They contend that this State, with over 9,000 miles of improved highways and many hundreds of miles designated for early completion, should increase its registration fees. Already this State has spent about $200,000,000 on its good roads, while $20,000,000 has been expended in the last five years for maintenance alone.

The proposed measure, which will undoubtedly bring forth plenty of opposition, makes the fee 25 cents per horsepower, 40 cents for each $100 valuation of a car. After a car is three years old, the valuation is reduced to 25 cents per $100, and after five years to 10 cents per $100. At the present time, the receipts of the State's Motor Vehicle Bureau are divided equally between the State and the counties, the money being used for improving the highways, except that portion which goes to New York City and reverts to the general fund. The bill, in its present form, changes this division of fees so that the State will receive 75 per cent. and the counties 25 per cent.

The registration fee charged in States adjoining New York and in Canada on cars of about 22.5 h. p., the horsepower of a Ford car, which is now $5 in this State, follows:

Pennsylvania—Fee, $10.00, no added tax.

Massachusetts—Fee $10.00, personal tax (property) in addition.

Connecticut—Fee $11.25, personal tax (property) in addition.

Vermont—Fee $22.50, first year registration fee in lieu of all taxes; fee $16.875, second year; fee $11.25, succeeding years.

New Jersey—Fee $7.50; personal tax in addition.

Ontario, Canada—Fee $10.00, no added tax.

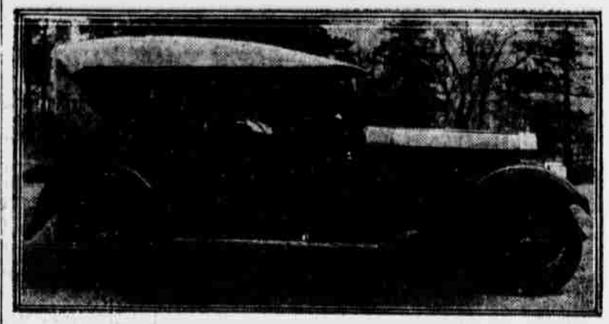
New Hampshire—Fee $15.00, personal tax in addition.

Rhode Island—Fee $10.00, personal property by cities and towns—additional tax.

One of the Newest Stewarts.

This 1 1-2 ton model of the well known Stewart line is finding a ready market here according to Eugene Herrman, president of the Herrman Motor Truck Co. of New York.

New Phianna Has Style and Speed.



Although rated at 28 hp., the engine of this fine new Phianna develops 60 hp. It is being exhibited by the Morton W. Smith Co. at 10 W. 44th street. An exceptional Phianna chassis also is being shown. A glance at the immense rear spring used in this car is all that is necessary to convince one that all the claims made for the easy riding qualities of this car cannot help being true.

CHAMPION CO. GROWS FAST.

Now Has Capacity of 150,000 Spark Plugs a Day.

A striking example of the progress made by manufacturers of motor car accessories in this country may be found in the record of the Champion Spark Plug Company of Toledo, Ohio, manufacturers of spark plugs for all types of gasolene motors.

From a small beginning, with a production of less than 300 plugs a day, this Toledo concern has shown a remarkable growth and to-day it stands as the largest producer of spark plugs in the world.

Few men have figured more prominently in commercial success than R. A. Stranahan and F. D. Stranahan, president and treasurer respectively of the company.

They moved from Boston to Toledo so as to be nearer the big motor car factories, and although they started in to manufacture spark plugs on a small scale, it was not long before the quality of their product attracted the attention of a number of the more prominent automobile builders.

The first big contract closed called for delivery of 100,000 plugs in twelve months. Others followed and in 1912 the business had grown to such an extent that it was found necessary to move into larger quarters.

The original floor space was 300 square feet, which has been increased from year to year until the Champion factory of to-day boasts of more than 100,000 square feet of floor space and has a production capacity of 150,000 spark plugs a day.

Oil Filler.

Frequently it is desired to use an ordinary oil filler can with a metal spout in filling some out of the way oil hole. By slipping a piece of rubber hose over the end of the spout, almost any location can be reached.

BEWARE OF OILED ROADS.

Tires Need Immediate Cleaning When Oil-Spattered.

The coming of the dusty days of summer makes it desirable for automobilists to receive autoritative information regarding the effect of oiled roads on their tires.

The laboratories of the United States Tire Company have given special attention to this problem. Their experts state that injury to tires from oil on roads in which the oil has worked well into the road surface, is so slight as to be negligible.

But if an automobile is compelled to pass over newly oiled highways the automobilist should, immediately after passing through the oil, take steps to remove any that has adhered to his tires. Delay in giving this matter attention means serious harm to the tire. The best method of removing the oil is to wipe the tire carefully and then sponge it with gasolene. Oil is highly soluble in gasolene and can be removed from the tires quickly and easily with the aid of gasolene.

Petroleum oils, such as light lubricating oils, are especially bad for all rubber goods. Rubber is porous and the oil works its way in, producing a chemical change which makes the rubber weak and mushy. The effect may not be noticed at once by the tire user. Oil spilled on a tire or tube will shorten its life. Tire casings which have been spotted with oil will wear out faster in those spots. In the case of the inner tube the oil will weaken it and cause it to tear and stretch more easily.

Rim Paste.

Many car owners employ a paste made of flake graphite and linseed oil to rub on the inner surface of the rim, before the casing is put in place. This prevents rust forming on the rim and eliminates sticking by the casing.

HAYNES COMPANY IN BIG EXPANSION

Capital Stock Increased and Annual Output to Be 15,000 Cars.

The capacity output of the Haynes Automobile Company, Kokomo, Indiana, will be increased to 15,000 cars annually, according to plans which were decided upon at a recent meeting of the directors of the company. To make this huge expansion possible the directors voted to construct a large new factory building and a forge shop, and to increase the capital stock from three and a half million to five million dollars.

A. G. Selberling, under whose successful management the Haynes Automobile Company has attained its present enviable position among the leaders of the automobile industry, was elected second vice-president. In addition to his new duties Mr. Selberling will continue as general manager. March Haynes, son of Elwood Haynes, the inventor of America's first successful automobile, and president of the company, was chosen assistant treasurer and secretary.

The vast plans for expansion by the builders of "America's First Car" were decided upon because of the unprecedented demand for Haynes cars throughout the world, and constitute one of the important responses of American industry to the Government's request that "big business" lead the way in national reconstruction.

"We decided upon this gigantic increase because there was nothing else for us to do if we are to meet the worldwide demand for Haynes cars," declares Mr. Selberling. "The step was taken after a careful study and analysis of the automobile situation, which determined to our complete satisfaction that the demand for automobiles for several years to come will far exceed the combined output of American factories."

The new factory building, which, when completed, will be the largest of its kind in the State of Indiana, will be 500 feet long, 150 feet wide and four stories in height, making an additional factory space of 300,000 square feet. The building is to be of modern fireproof steel and concrete construction, and will be used for assembling, trimming, painting and storage. The new forge shop will have a floor space of 12,600 square feet. A 750 horse-power plant will heat the new building.

The efficient progressive system of manufacturing will be adopted throughout. Several hundred thousand dollars will be spent on up-to-date machinery and equipment, thus insuring quality and quantity production. It is estimated that the normal output of the enlarged Haynes factory will be fifty cars a day. Work on the new buildings will be started immediately, and it is expected that they will be completed early this fall.

Two Hundred Dollars brings a soldier home.

Automobiles, Trucks and Tractors that are built for wear have

HYATT ROLLER BEARINGS

WARNER HEAVY DUTY TRUCK TRAILERS

Save Time, Money and Men

Any good make of motor truck under average conditions will easily negotiate the transport of double its rated tonnage by the proper Warner Trailer application.

We have a size for any truck or passenger car—two and four wheel types.

Inquire for full information

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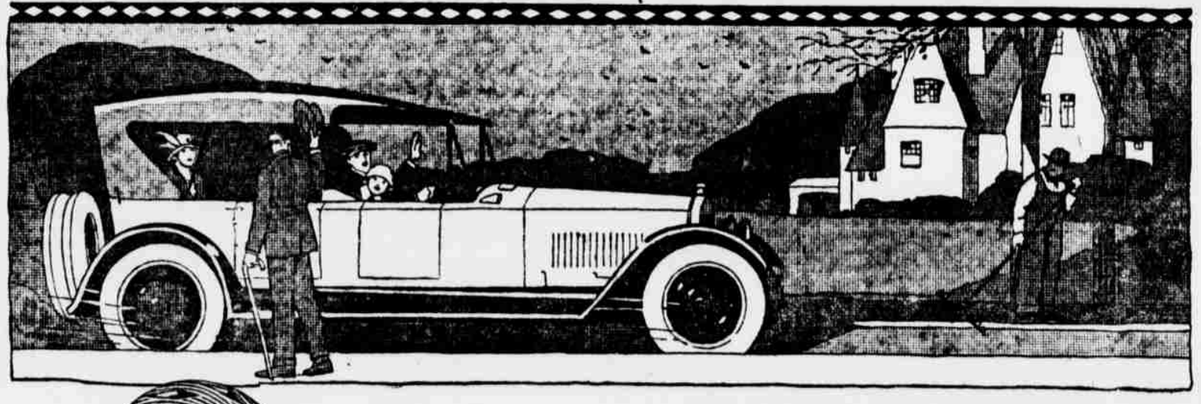
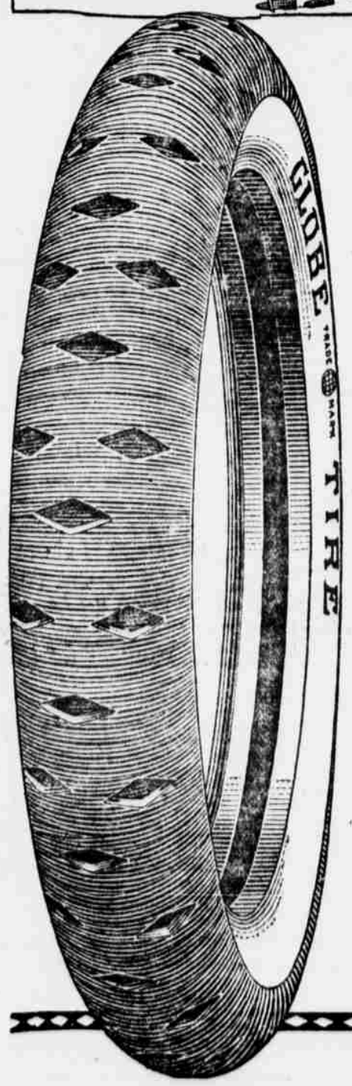
GLOBE TIRES
GUARANTEED 6000 MILES





Economy through Quality

Hand-made Globe Tires cost you a little more at the dealer's, but a great deal less on the road. Mileage is built into Globe Tires slowly and carefully by hand. They cost about 10% more than ordinary tires, but they give you about 50% more mileage. When you divide the price you pay by the mileage you get, you will find that Hand-made Globe Tires are always the most economical tires you can buy.

GLOBE RUBBER TIRE MFG. CO.
Executive Offices, 1851 Broadway, New York City
Factories, Trenton, N. J.
Branches in New York, Chicago, Philadelphia and Boston

E. SCHOONMAKER CO., Inc., Distributors
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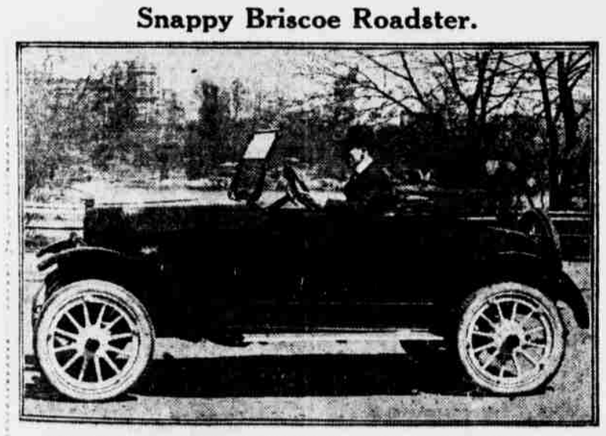
Dealers in open territory are invited to write for information about our exclusive franchise

GLOBE

Snappy Briscoe Roadster.



The Briscoe is proving one of the leaders this year in the low price field in this territory. The Garland Automobile Co. at Broadway and 62d street are ordering these little fellows by the carload and apparently cannot get enough of them.

BETHLEHEM

An excuse is of little value when deliveries are late. Bethlehem Dependable Delivery makes excuses unnecessary.

1½ ton chassis $1965 2½ ton chassis $2365 3½ ton chassis $3465
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BETHLEHEM Internal Gear Drive MOTOR TRUCKS

MERCER MOTOR CARS

YOUR longing for a Mercer may now be fulfilled. You will enjoy its luxurious performance the more for having had to wait. The dependable might of its 73 horse-power, 4-cylinder engine; the charm and finesse of its design; the comfort and safety of its going throughout its vast range of speeds — these are once more available for those who prize this peace car.

A Mercer owner drives his own car because he likes to.

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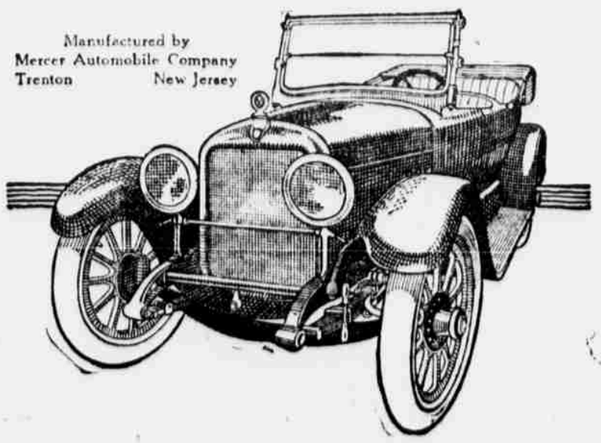
Manufactured by Mercer Automobile Company Trenton New Jersey