

STANDARDIZE MODELS, ADVISES HENRY FORD

Mass Production by Industrial Machinery Spells Victory, Motor Master Declares

URGES UNIVERSAL DRILL

Military Training and Shop Practice Should Go Together, He Thinks

Henry Ford, whose master mind is recognized by the Government in war-making, as in car-making, extols machinery as containing the key to victory.

Declaring that the victorious nation will be that which concentrates most on standardization for quantity production, Mr. Ford, in an article in the Indianapolis News, offers to lead the way in this mass work and suggests wholesale adoption of motorcar transportation as an aid in the war.

Mr. Ford writes as follows: "We must think more about machinery. If this war is to be won, it will be won by the nation that knows best how to use tools and machinery; that knows the secret of quantity production through standardization of one model."

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ated a few factories for tractors and other implements that farms need. "Our branch assembly plants for motorcars have proved to us that the whole of a factory does not have to be congested in one place. One motor plant can send the patterns, raw castings and forgings to dozens of branch plants, each employing 2000 or 3000 men. Designing and management will center at the motor plant, so that supervision of these branch plants will be simple.

"A part of this national training army of young men can be moved to places where big work for the nation is under way. They can build dams, straighten rivers, develop irrigation work and aid in constructing good roads that will bring our people closer together. In this way the workmen would always be kept near to the land.

"The United States must save its labor power. Transportation for armies and supplies is a basic need of wartime. Railroads alone cannot handle the freight. The Germans are reported to have moved recently an army of 800,000 men from the eastern to the western front by motorcars. The Ford plant can produce 2000 one-ton trucks daily, and its production can be increased in a few weeks to 4000. Each truck can haul eight soldiers with full equipment.

"During the first month our shop could furnish trucks to haul an army of 480,000 men, thereafter for 720,000 men in each month. Each workman can manufacture a truck in fifteen days.

"We are ready to furnish the Government these trucks at shop cost without profit. I will take no profit from anything produced for any Government during the war. I despise the profiteer who makes money out of the war."

"I have been disappointed to find our Government planning different sizes and kinds of equipment and machinery where one model could be used. Ships can be built faster, better and cheaper if standardized to a single model. One model makes possible production in enormous quantities, reduces cost and improves quality. In this cost and improvement lies the secret of American industrial power, and we need our industrial power in this war."

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"Our Government must never abandon the barracks and army camps that are being built. "When peace comes the world will be ready for disarmament. The people will understand the wrong of killing each other. The German will see that the American and the Frenchman he went out to kill are just as good as he is, and the American will feel the same way about the German, too."

"Then we must develop a great national army for training all our young men between the ages of eighteen and twenty-one. We can bring them together from farms and cities in the winter time to the barracks and training places provided by the Government. Young Americans need discipline. In this service army the Government can teach them order and train them to work. They should have a few hours of gymnasium and drill and five or six hours of work in a factory every day. Near each encampment there can be located a few factories for tractors and other implements that farms need.



NEW SOUTH PROSPERS WITH AUTO STIMULUS

Ten-Year Record Shows Motorcar Aiding in Road Construction

The automobile has quickened the pulse of the New South.

The advent of the motorcar in the southern States has resulted in the building in ten years of more than 80,000 miles of surfaced roads, of which 45,000 are composed of hard material, gravel, macadam, brick, concrete or other hard pavement.

A motor census made last July showed the following cars and trucks in Dixie: Alabama 29,103; Arkansas 24,200; Florida 25,000; Georgia 58,014; Kentucky 28,700; Louisiana 25,400; Maryland 22,500; Mississippi 25,040; Missouri 25,012; North Carolina 39,700; South Carolina 29,525; Tennessee 42,000; Texas 60,000; Virginia 44,550; West Virginia 25,083.

Total 842,795

The automobile industry has stimulated every line of manufacturing in the South. It has made the whole South move faster.

The South is the market garden of the country. All of the cotton, more than half the corn, a large part of the wheat, rice, oats, fruits and vegetables are grown in the South.

What Women Are Doing More than \$2000 has just been raised by the war service committee of the B'nai-B'rith du Besse of the Women's City Club of New York.

"Don'ts" for Autoists to Help Win the War

- 1. Don't leave the engine running when machine is stopped at the curb. Put non-freezing solution in the radiator.
2. Don't engage clutch sharply.
3. Don't brake harshly, nor round corners at a high rate of speed.
4. Don't fail to have small cuts in tire tread that reach into fabric sealed immediately.
5. Don't overlook non-skid chains when streets are slippery and take them off when not needed.
6. Don't adjust non-skid chain so loose that they fall off, nor so tight that they won't creep.
7. Don't neglect to keep accurate record of tire mileage and buy the make giving lowest cost per mile.
8. Don't keep engine racing when stopping in traffic.
9. Don't be careless and drive as possible without causing engine to knock.
10. Don't forget to inspect oil level in engines, amount of water in the radiator, and pressure in tires each time before leaving the garage.
11. Don't take the engine apart just to see what is inside of it.
12. Don't fail to learn what to do when the car requires, how to make minor repairs and adjustments, and how to get the best service from it by taking a course in the care of a car.

Co-ordinate Truck Service, Is Plea

Continued from Page Two toward bettering transportation conditions.

Even before the railroads were taken over by the President certain localities were put under shipping rules, tending to divert short-haul traffic from the railroads. The Philadelphia district committee on car service, composed of representatives of the three trunk lines serving that city, as early as December 1, 1917, put into effect an embargo on all rail shipments between points within the city. Obviously many shipments should be made over the streets, not only to relieve the railroads, but to speed up such deliveries for the mere convenience to business. There are undoubtedly certain carload shipments of great bulk that in normal times should be moved by rail even within the city, particularly where the shipper and consignee both have sidings. To move some of these loads over the streets would congest traffic and endanger life.

plers, in piersheds and warehouses. Penalties for the use of cars and terminals to store goods are considered for the immediate future if not for the present. This insistent demand that merchandise be on the continuous move is calling to the motortruck to everlastingly keep at it.

The rural districts are daily becoming nearer and nearer to the city markets by means of motortrucks; there is hardly a meeting of an agricultural society today that is not adopting some resolution looking to the spread of good roads as the chief solution of the quicker and more economical distribution of foodstuffs. Would a certain berry grower that lives in New Jersey, forty miles from his city market, go back to horses, after he has used a motortruck that takes his produce to market in a few hours and gives him the day on the farm? No, indeed. The farmer who has used motortrucks is fast converting his neighbor—and between them they are diverting many thousands of tons of hauling to the highways.

In the rural transportation by road, too, Uncle Sam is pointing the way; the Postoffice Department has instituted parcels post motortruck routes connecting country districts with the large cities. These Government trucks are already running on various routes. The farmer can ship his produce. The service is not a venture; it is the utilization of a transportation that has already proved its practicability and it is hard to prophesy how limits this service will extend. Benefits that it will bring with it are thing is certain—those that have these motortruck routes will have a demonstration of motortruck possibilities.

Today, as never before, the usefulness of America must find a way over the obstacles. It behooves the man who has goods to ship to try to tribute the burden of transportation over every possible carrier. Railroads and waterways must be used to the highest efficient possibilities, but loads that rightfully are "highway loads" should travel over the highways.

The roads must, in every locality, be built, maintained and kept open to this growing need. It will mean toward speeding up the great business of war now, and in the future when the loads of peace are moving hither and thither the blessings of adequate transportation will amply repay every effort and expenditure.

MOTORCAR BIG AID IN RED CROSS DRIVE

Liberty Loan and Y. M. C. A. Campaign Officials Also Praise Auto Canvass

The motorcar, whose motor ambulance cousin faithfully serves the American Red Cross on the battlefields "over there," contributed vital aid to the Red Cross "over here" in the Christmas membership campaign just ended.

Had it not been for the automobile, according to Dr. Charles D. Hart, chairman of the campaign committee for the Southeastern Pennsylvania Chapter, the drive for "soldier" members would have been handicapped seriously.

Similar praise for the motorcar was given by Walter C. Janney, chairman of the executive committee of the Liberty Loan canvasser committee, and by directors of the soldiers' Y. M. C. A. campaign for funds. Swift volunteer cars enabled campaign workers to cover territory undreamed of by other means, allowing them to get in touch with thousands of additional persons.

In the Red Cross work the motorcar has been used in the last few months to the limit. In the recent house-to-house canvass it played an important part. A large amount of the Liberty Loan success was due to the automobile.

Many salesmen who gave their services free to this work covered territory both in city and country with motorcars. They were able to see more people in a shorter space of time. No one was slighted. Had it not been for the motorcar many farmers would not have been reached.

The big drive made by the Y. M. C. A. for the soldier boys was made in automobiles. Business men who gave a few hours of their time each day to this work did not miss the time, for they were always within a few minutes' ride of their office.

Show-time talk has too much poetic license, too much discount in it. This is a call to get down to realities. Our task is a real one; our grip on it must be more than guesswork. The imperative need of a great increase in national efficiency demands an increase in every man and woman's personal efficiency—demands time-saving motor cars, hundreds of thousands of them. The cars must not be wasteful. The choice of the right car must not rest upon guesswork—it's economy must be PROVED. THE JOB ON HAND HAS ROOM FOR NOTHING BUT REALITIES. We have the proof that, as a help in the task we are all facing, this sturdy, always-reliable car is the most efficient in the world.

MAXWELL advertisement featuring a large illustration of a Maxwell truck and a car. Text includes 'THE PENN-WELL MOTOR CORPORATION, 1617 Chestnut St. MAXWELL DISTRIBUTORS' and 'The Auto For Work THE 1918 models have larger wheel base; lower, easier spring suspension, lower center of gravity, wider roomier interior. Greatly increased strength, yet no increase in burden on tires and gasoline. Prices (Detroit): Berline or Sedan with wire wheels \$1195; Berline, artillery wheels \$1095; Touring car with all-weather top \$955; Roadster with all-weather top \$830; Touring Car \$745. The Truck for Efficiency THE Maxwell one-ton worm-drive truck has ten feet length of loading space; has the axle and bearings of a two-ton truck; and specifications exceeding 1 1/2 ton strength; wheel base 124 inches. Wholly a truck design in every detail. Has the famous Maxwell Engine, the most efficient in the world. The best of the one-ton trucks is the Maxwell. All body styles. Price of chassis, f.o.b. Detroit \$985. \$830'.

Spend Winter Outdoors in an Anchor Top Sedan Coupé Glass-Enclosed Puts a Summer Atmosphere in Any Touring Car. Insure Your Health and Comfort In Stock Ready to Attach for Buick, Overland, Oakland, Ford. Keystone Auto Top Co. 1412-20 Fairmount Ave.

HOOD EXTRA TIRES HOOD PLY TIRES "The First Cost Is High; the Final Cost Is Low" HOOD TIRES are the sort of tires that give users pleasure, comfort and confidence. They're made for service, and they give it in fullest measure. Every material that enters into Hood Tires is the best that money can buy—the result is a tire that shows its quality in action. Many "Extras" Enter Into HOOD TIRES Double-Cure, Extra-Ply Fabric, Extra Fabric Quality, Extra Rubber Quality, Extra Construction—all of which mean Extra Mileage and Extra Safety. No Blow-Outs or Bursts with HOOD TIRES. The Lowest "Per Mile" Cost Tires on the Market THE POWERS COMPANY Distributors of Hood Tires

ADDED to the very unusual bodily comfort of the new Hupmobile is the comfort of low cost of operation and low cost of maintenance. Owners report from 44 states that the car does average 24 per cent greater gasoline mileage, and 15 to 18 per cent greater tire mileage. Hupmobile Exhibit at the Automobile Show Blue Room, Space 55

Hupmobile Sales Corporation 441-51 North Broad Street PHILADELPHIA REPUBLIC FOR SERVICE REPUBLIC MOTOR TRUCKS ALMA, MICH. Help National Economy—With a Republic Fleets of Republic Internal Gear Drive Trucks in use in all big industrial centers—where efficiency is more important than ever before—speak volumes for their superiority. There's a reason for it. Unless they were making good—unless they were earning money for their owners—these firms would not be using REPUBLIC Trucks. Right here in Philadelphia Republic Trucks are proving their performance—efficiently day in and day out—their all-around thoroughness substantiating every claim we have made for them. And remember this—right here in Philadelphia—at the "S-H" Station—Republic Truck owners may secure the same service that would be possible if they were located in Alma, Mich. Swain-Hickman service, however, is not confined to present Republic users. If you are thinking of buying a truck, or more trucks than you now have, our transportation experts will gladly advise with you and help you solve your delivery problems. There is a Republic Model for every line of American business; beginning with the 3 1/2-ton special, sold complete; to Model V 5-ton chassis only. The others are: Republic Model "10" one-ton, stake or express body, seat and low top included. Republic Model "11" one-and-one-half ton, chassis only. Republic Model "A" two-ton, chassis only. Republic Model "T" three-and-one-half ton "dreadnaught" chassis only. PRICES F. O. B. ALMA, MICH. Phone—Race 2631; Spruce 5546. SALES & SERVICE STATION 2116-18 Market St. PHILADELPHIA Service Station 2117-19 Ludlow St. TRENTON Service Station 9 & 11 Fair St. SALES OFFICE AMERICAN MECHANICS BLDG.