

HESITANT BUYERS SAVE AUTO TRADE

Withheld Orders Have Averted Swamping of Motor Industry

AWAITING PRICE CUTS

By RICHARD H. SCOTT General Manager, Hoo Motor Car Co. Our sales manager tells me that a lot of people are waiting for automobile and truck prices to come down before placing their orders.

It relieves a condition that would otherwise be critical. If a lot of people were not willing to wait for some reason or other we would be at our wits' ends to handle the situation because I have never known a time when the demand was so greatly in excess of the possible output as right now.

Why, in former years we have always counted on a let-up in buying during November, December and January to enable us to get a few thousand cars ahead of the sales department against the big spring demand.

No Reserve Machines But this year we have no reserve at all, and the time has already passed when we can hope to accumulate one.

When we suddenly found ourselves back on a peace basis we were unable to plan for anything like former production for the coming year because, while some kinds of materials were obtainable, others were not and while those that are obtainable may constitute only one per cent of the automobile, nevertheless, we have to have 100 per cent of parts before we can turn out a car.

That, by the way, is a phase of the problem that the average person does not seem to understand. I might even accuse some supposedly intelligent writers of the same shortcoming.

We constantly hear it said that "steel will now be available," as if that were the only thing necessary. These writers never even think of the fraction of an ounce of platinum that is necessary to complete an automobile, not to mention the fact that not merely steel, but certain special alloys of steel are necessary, if we would maintain the quality on which our reputation in the past has been based.

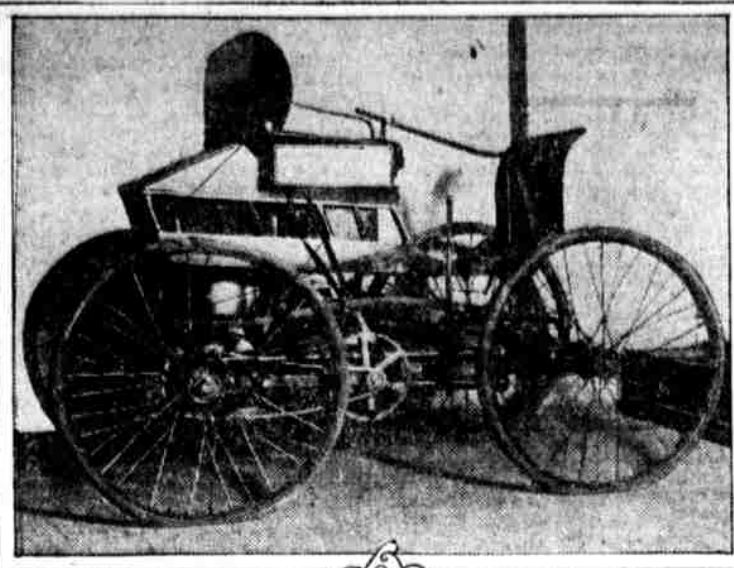
Depend on Steel Output Before we can start on quantity production at all it is necessary for the steel mills to completely rehabilitate many departments—and in a good many cases your Uncle Sam has not yet canceled the orders he gave the steel mills.

Rubber, aluminum, copper, cotton and many other necessary ingredients constitute serious problems for us, with the result that, much as we would like to do so, we cannot hope to supply more than a fraction of the demand of the coming year at any price.

As I said before, it is a good thing that some buyers have found a reason for withholding their orders, else the automotive business would be swamped with orders we could not fill, and while that may sound like a pleasant condition, I can assure you, from past experience, that here is anything but an enviable one to occupy.

Goodrich Doubles Surplus Net earnings of the B. F. Goodrich Rubber Company were approximately 42 per cent greater in 1918 than in the year preceding. This is revealed in an accounting of the company's year made public this week. In that statement it is confirmed earlier news to the effect that Goodrich net sales for the year reached \$123,491,838, nearly 10 per cent over the mark reached in 1917. Net income for the year was \$21,610,323, as compared with \$12,229,777 for 1917, and net profit \$16,637,115, as compared with \$10,444,678 for the earlier year.

ITS UPKEEP COSTS VERY LITTLE



"Gentlemen: Since I have had your car I have not spent one cent for repairs or tires, and the gasoline and oil consumption is remarkably low." Thus the curator of the Smithsonian Institution might write to the Haynes factory. This is Elwood Haynes' original model, built at Kokomo, Ind., in 1893-'94. The card describing the exhibit says, "Successful trial trip made at speed of six or seven miles an hour, July 4, 1894."

AUTO PIONEERING UNSAFE, INDUSTRY'S HISTORY SHOWS

Manufacturer Who Tries Something New Has to Overcome Many Prejudices, as Did the Maker of the First Motorcar and of First Four-Cylinder Engine

Contrary to the general supposition, it is more dangerous to be in advance of than behind the procession in the matter of introducing improvements in a motorcar.

The four-cylinder motor had a hard time making its way against popular prejudice. We can all recall the foolish argument that "if one cylinder gives trouble alone, won't four cylinders give four times as much trouble?"

Finally, popular opinion conceded two cylinders, but no more, and insisted that the engine must be a compound, because it was anywhere else it "would throw the car out of balance."

Who would have a motor anywhere but under the hood today—out front, where it is easily accessible? Then, take the lighting problem. First, we had kerosene lamps, and then came the carbide tank.

With some reason there was objection to this on the ground that it was dangerous.

First in Post-War Field Andre Citroen Leads French Makers With Big Production

Paris, March 18.—Andre Citroen will produce the first really post-war automobiles in France. His production will be 100 per day from the middle of April.

Although a few other French manufacturers have cars almost ready for delivery, nobody else has got down to a production basis, nor has any other firm announced prices.

Citroen is specializing on a single model, ten-horsepower, four-cylinder block engine of 65x100 bore and stroke. It has forced feed lubrication, high tension ignition, a three-speed gear box and final drive by Citroen's "beetle-bone" gears; left-hand steering is fitted; Michelin steel disk wheels have been adopted; wheel base of this car is either ninety-eight inches or 110 inches; track is forty-two inches; weight of the car is 1450 pounds, completely equipped; speed on the level is forty miles per hour, and gas consumption is thirty-one miles per American gallon. The car is equipped with electric lighting and starting.

Before the war Citroen was engaged in the production of gears for automobiles. Before the signing of the armistice he was producing 50,000 shells per day. As the factory has never before built automobiles, the chances were from

BIG WAR SACRIFICES CUT MOTOR INDUSTRY

Automobile Indispensable for Difficult Tasks of Reconstruction Days

By J. E. McDONALD Of Girard Automobile Company, Peerless Distributors.

When the complete history of the world war is written the magnificent part played by the automobile industry in the Allied victory should, and no doubt will, come in for merited recognition.

Surely no industry rallied to the cause of democracy with such zeal and at such great sacrifice to itself as did this industry.

Truly a peace-time institution, the motor industry, when called upon, came to the front not only with its great mechanical facilities, but with men—expert engineers and mechanics—with secrets of manufacture and exclusive methods in the preparation of metals.

It is universally known that all concerns connected with the industry professed their plants to the government at the first hint of war—a sacrifice to itself. The time arrived when the industry was to make still further and even great-

er sacrifices—the time when manufacturers, large and small, were called upon to curtail production of the motorcar for private use, the time when materials were no longer available.

Gave Secrets to Government Under the stress of the times substitutes had been found for many kinds of materials, but none had been found for steel, the essential factor in automobile construction, and none was to be found. Here again the industry rallied to the support of the cause, placing its exclusive methods of preparing steel at the government's disposal. The methods were not confined to the construction of motor vehicles for war purposes but were adopted extensively in the manufacture of other war necessities.

The flexible, durable steel, which played such an important part in the modern construction of the automobile, was found to be particularly adapted to the construction of the baby tanks, gun carriages and the smaller type boats used for coast patrol. This steel already had been embodied in the construction of the tractor and airplane, which fundamentally embrace the principles involved in and originally conceived in the automobile.

Predicts Prosperous Era So the industry which had been a prominent factor in the advance of civilization prior to the opening of hostilities in Europe occupies a still more significant place in the great forward movement made possible by the victory of the Allied nations over autocracy. Its work is not yet finished. In the reconstruction now under way and during the era of prosperity to follow, it is destined to still further achievement.

FREE BUYING SIGN OF STABLE PRICES

Confidence in Even Market Indicated by Great Demand for Cars

The surprising demand for minor cars, an encouraging condition that prevails throughout the country, proves that the motoring public refuses to become confused over the price situation.

Mated by certain confusing facts, there have been some who assumed that prices of most commodities were due for a drop all along the line.

The automotive industry, as a whole, purchased its materials in 1917 for 1918 production and purchased at considerably lower prices than it would have to pay in 1918. Government restrictions prevented the carrying out of the schedule.

The result is that automobiles and motortrucks now being manufactured and which will be manufactured until next summer are virtually speaking all from 1917 purchases. If the makers go back into the market now and purchase materials for June, July and August delivery they must

RECORD RUBBER SHIPMENT

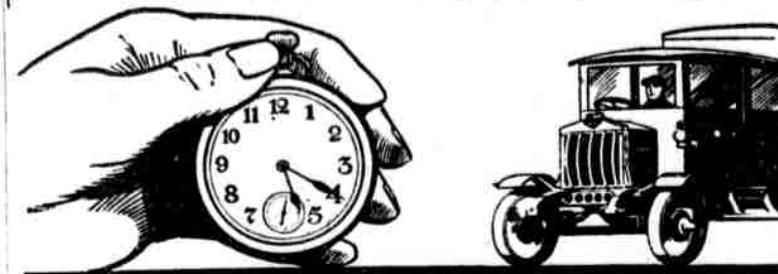
Twenty-six Carloads of Accumulated Orders Arrive in U. S.

One of the greatest shipments of rubber ever received in America in a single lot is proceeding across country from San Francisco to Detroit in a special train of twenty-six cars. The weight of the shipment is 2,240,000 pounds.

The rubber is consigned to the Morgan & Wright tire plant of the United States Rubber Company. It arrived in San Francisco from Singapore on the steamship Siberia Maru on March 1, and represents part of large accumulations of crude rubber held back in the Far East by the embargo on importations.

To the rubber expert a shipment of this size is a matter of amusement more than to the average man unacquainted with the infinitely slow processes by which such stores of rubber are built up. The shipment in question represents the entire production of about 600,000 rubber trees for an entire year and the labor of more than 1000 men for the same period.

Every working day of the year the tappers visit every tree, collecting the latex and making fresh cuts in the bark. From the new cuts the valuable rubber fluid begins to drip into the porcelain cups. Any one watching the process could never produce a trainload of crude rubber. Each tree's contribution is less than two-tenths of an ounce a year.



5:20 and here he comes

"We can almost set our watches by the Clydesdale," said a traffic manager the other day. "We operate four trucks. One of them is a Clydesdale. They are scheduled to arrive here at 5:30. Some of them straggle in anywhere from 5:30 to 6:30. But the Clydesdale shows up night after night about 5:20."

"It hasn't been late since we put her into service. The driver says the Clydesdale controller helps to make time through traffic, accelerates quickly, takes care of the motor speed and leaves him free to steer and watch the road."

"And he don't have to stop on the road to tinker with the truck. It just keeps on working day after day."

This is typical Clydesdale Service—service that is the logical result of designing a truck with every part and feature about it having a large factor of extra strength—more than it will require even in the hardest service.

Clydesdale parts are never strained to the limit of their endurance. Consequently nothing short of a serious accident can put them "out of business."

It is our business to see that you get this kind of Service from your Clydesdale.

We have the men and equipment to even take care of a serious accident. We keep your truck working—there is no "over-time" with Clydesdale.

The service records of Clydesdale Trucks in this city will give you an idea of what they are doing for other business houses. Undoubtedly they will show you what you can do with Clydesdale in your business.

Phone or call: GAWTHROP & WISTER CO., Inc. Dealer and Distributor 2218 MARKET ST. Locust 838

CLYDESDALE MOTOR TRUCKS

Rowe Worm Drive Trucks. The result of more than eight years' productive effort on the part of Rowe engineers. Built up to a standard that assures real service under all conditions. 2 TO 5 TON CAPACITY With solid tires. 2 AND 2 1/2 TON CAPACITY With solid or pneumatic tires. A model for every line of business. IMMEDIATE DELIVERIES. Do not fail to visit the Rowe Exhibit in Booth 29, Commercial Museum Building, during Philadelphia show week. Rowe Motor Mfg. Company Philadelphia Sales and Service Station 1726 Cherry Street LANCASTER, PA.

2 to 10 Days Service Saved by Sandow Quick Demountable Motor. Two to ten days time loss is the average with other motor trucks when you want to overhaul the motor or take it out to make an adjustment. Two hours is the time required to remove and replace the motor in Sandow Trucks—figure the earning capacity of your truck, plus idle drivers, over two to ten days, and this is your actual money saving. Another Sandow Feature Quick Demountable Motor Saves Money for the Truck Owner. Suspend the front end of the motor in Sandow special construction—loosen two bolts—loosen the Sandow Motor Rocker Block in the rear and take the motor out. Other trucks require a general tearing down of the front end construction. HURLEY MOTOR CO. On exhibition at the Truck Show. S. E. Corner Broad and Race Streets Locust 4000

Eighteen Mules or a TRUXTUN? WHICH do you prefer to take care of, to rely upon and to pay the upkeep for? 900 Users in Phila. IDEAL FOR THE FARMER AS WELL AS THE MERCHANT WHICH do you think will give best and quickest results at the least cost? 800 Users in N. J. The Truxtun Unit consists of a frame, which carries the load, springs, rear axle and wheels fitted with solid or pneumatic tires; and it can be attached to any make of passenger car or small truck, thus converting it into a Truxtun Truck of 1 1/4-, 2- and 3-Ton Capacity which will give all-year-round service on good roads or bad, and never get the heaves nor balk in its tracks. Our catalogue (free for the asking) tells a lot about it, and we will gladly tell you more. SOME WELL-KNOWN TRUXTUNITES No. 3 Croft & Allen No. 11 Gimbel Bros. No. 4 Keystone Telephone Co. No. 14 Samuel Bell & Sons No. 8 Moore Broad Co. No. 2 Betz Brewery Co. No. 2 Jos. L. Shoemaker & Co. No. 1 N. Spellenburg & Co. No. 2 R. C. Remmey & Sons No. 26 Atlantic Refining Co. No. 4 American Ice Co. No. 3 Atlas Storage Co. No. 2 Bureau of Highways No. 2 Bureau of Charities No. 2 American Motor Freight Corp. No. 2 Cramp Shipbuilding Co. No. 12 Loose-Wiles Biscuit Co. No. 3 Chas. Krull No. 2 Kolb Bakery Co. TRUXTUN SALES CO. Distributors 1714 North Broad Street Visit Our Booth, NO. 24 AT THE SHOW, Right at the Entrance.

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