

# BILLIONS INVESTED IN MOTOR INDUSTRY

### Automobile Securities Have Come Forward With Leaps and Bounds in Few Years

#### SOME GOOD EXAMPLES

Among the country's many diversified industries none have attained greater prominence or importance in the financial world than the automobile industry with its ever-increasing necessities. The billions of dollars invested in capital in the manufacturing of motor vehicles in the United States is a living monument of the phenomenal growth of this division of our country's manufactures. At the same time the untold sum of dividends and interest paid is proof of not only the unparalleled prosperity of the venture, but also the sound character of the investments.

The securities of the numerous automobile and motor corporations have occupied a foremost position in the transactions of the country's leading stock exchanges during the last five years and at different intervals were the center of interest in the big market movements. The appreciation in value of the securities of many of the leading motor vehicle concerns surpassed the fondest hopes of the most optimistic believers in the industry.

#### Quicks Change

Much of the growing prominence of automobile securities from a stock market viewpoint was due to the manner in which the manufacturers of motor vehicles were able to turn from a war basis back to a peacetime status. The unprecedented demand for automobiles and motortrucks which developed after the armistice was signed proved to be a genuine surprise to many people in the industry.

Not a few prominent interests in the automobile trade expected that the manufacturers of motorcars would enter upon a lean period following the conclusion of the war. Instead, the demand for all sorts of motor vehicles which set in in the early part of last year has grown to such proportions that virtually every manufacturer in the country has found it necessary to increase plant capacity. This has meant increased capital, but it was readily obtained because of the lucrative returns heretofore met in all such investments.

#### Remarkable Growth

The phenomenal growth of the industry may be better appreciated from the fact that for 1918 it is estimated that about 1,500,000 automobiles were turned out. During the current year it is not unlikely that 2,000,000 motorcars will be produced, and manufacturers say that even at the rate of production it will require some time to approach anything near the saturation point.

As a result of the enormous business accruing to the motorcar producers, the earnings of the automobile concerns are constantly making new high records. The General Motors Corporation earned more in the first six months of 1919 than had been earned in any previous full year, and it is estimated that earnings for the last half of 1919 will almost double the earnings of the first half of the year. Its gross sales, which will approximate \$450,000,000 for 1919, will be increased almost to \$500,000,000, according to an estimate by W. S. Dugan, president of the corporation.

The Studebaker Corporation showed a net profit from nine months' operations up to September 30, 1919, almost equal to the return for the full twelve months of the previous year.

Christian Gird, president of Standard Parts Co., of Cleveland, and vice president of Motor and Accessory Manufacturers' Association, says: "Labor will be more constant and will accomplish more in 1920 than in 1919. That prices will fall to an unwarped degree is not to be expected, for a number of reasons. All material product is based on work of the hand and the brain, and price of materials can be lowered only when there is less demand for labor of the hand and brain than there is at this moment."

"It will take some years to restock the warehouses of the world, and until this occurs there can be no such thing as overproduction. There will be some unbalanced production, but no surplus of commodities in the average. All our debts have been contracted with a rising and inflated market, and cannot be paid with a deflated market. This is another reason for general prices of materials remaining up. Demand for goods will exceed supply."

"This will be especially true of the motorcar. Demand for cars this next year will far exceed 1919, and should run from 2,000,000 to 2,500,000 cars, including trucks. Production will be limited by ability of manufacturers and parts makers to secure steel and other metals and labor. Production will be nowhere equal to demand, and if it should run at a rate of 2,250,000 cars for the year, it is possible all that can be expected. Cars are being designed better than formerly and lasting longer. Replacement business will not amount to as much in proportion to future as in the past, but this is in the tendency of greater economy in the entire industry and in use of automobiles, and should be a benefit rather than a detriment."

"It will be impossible for supply to overtake demand within three years, after which the rehabilitation of other portions of the world and demand from them upon us for motorcar means of transportation will be sufficient to afford an excellent market for many years."

#### Shares Split Again

No better illustration of the profitable character of the motor stock investments could be offered than that of the General Motors Co., which is unquestionably in point of capitalization the father of all motor concerns. Through the ratification of the General Motors Corporation's recapitalization plan the common stockholders on and after May 3, 1920, will receive ten shares of new no-par-value common stock in exchange for each share of the present common stock. This is the second time the common shares have been split up, and is the result of the remarkable growth of what is now the largest motor company in the world.

Early in 1915, the year before the present corporation was organized through the acquisition of the assets of the old General Motors Co. of New Jersey, the common stock was selling at \$52 a share. The purchaser of ten shares of common stock at that time was able to exchange his holdings the following year for fifty shares of the common stock of the present corporation when the old company was taken over. Now, through the second splitting-up process, the original ten shares will be increased to 500 shares.

New Nash Milwaukee Plant Work is going forward on the building of an immense plant in Milwaukee for the production of Nash four cylinder cars.

## CORRIDOR AT 1920 PHILADELPHIA AUTOMOBILE SHOW



### VARIED BODY DESIGNS

Many New Features Presented in 1920 Stearns-Knight Machine

The new 1920 Stearns-Knight has among other improvements two main features—first, a lighter car; second, a longer wheelbase, assuring easier riding qualities.

These new cars are built on a four-cylinder Knight motor chassis, with ten different body designs. The wheelbase has been lengthened to 125 inches, both brakes have been placed on the rear drum, springs are flat and six inches longer in front and ten inches longer in rear. Thus with the 125-inch wheelbase ninety inches is spring. Tinker bearings are used throughout, with ball-bearing thrust bearings on the front wheels.

### VICTORY SCOUT BODY

Elgin Six, Series K, Shows Some Big Improvements This Season

The new Elgin Six series K, improved and strengthened, is offered for 1920, with one chassis model having a 118-inch wheelbase, six tires mounted on four-door sedan and a convertible sedan, two-passenger touring car and the four-passenger Victory Scout.

All body types as well as the chassis have many improvements and refinements. The Victory Scout body is of low, level-edge design and is exceptionally roomy, well-accommodating five or six passengers. The larger touring car is a pleasing looking job, with V-shaped radiator, gracefully curved fenders, new style straight-line body, doors set flush with body and having concealed hinges.

### MODELS GREATLY CHANGED

1920 Premier Shows Little Resemblance to Cars of Former Years

The 1920 Premier models hold very little resemblance to the models of previous years. The chassis is used, on which is mounted five styles of bodies, namely, two, four and seven passenger open, and four and seven passenger sedans.

The enclosed cars are equipped with custom-made Fleetwood bodies. Both the four and seven passenger cars have four doors, and will be furnished with or without a division between the front and rear seats.

All hardware is finished in dull platinum. Ventilators in the top supply fresh air, and an exhaust heater furnishes warmth in winter.

## BOXING GAME IS BOOSTED BY INVALUABLE MOTORCAR

BY LOUIS H. JAFFE

Boxing in Philadelphia is flourishing as never before. And much of the glow game's success may be attributed to Henry Ford's favorite gas-wagon, and all other makes of the automobile.

Every Monday night at the Olympia Club; Saturday nights at the National, and on the respective boxing evenings at the Auditorium and the Mambria clubs, hundreds of spectators are conspicuous by their presence in the parking spaces. Thousands of fistie fans are conveyed to the different clubs each week.

The automobile has proved a great factor in the boxing game in more than one way. Not only is the machine used in bringing patrons of the pugilistic pastime to the various arenas on time and in comfort, but it also is the means of great assistance to the fight men themselves.

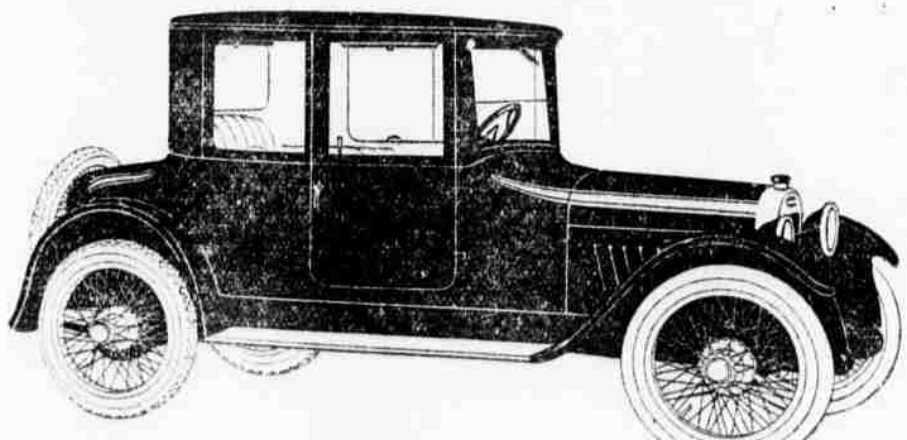
When an out-of-town boxer arrives here for a match he is rushed to a club via auto so he may get there in time for his bout. The same system is used when a destination has only a short time to make a certain train after a contest. Johnny Kilbane, featherweight champion of the world, often presses a machine into service so that he may make connections to return to Cleveland directly after a bout.

Not only is the automobile used by fans in local bouts, but also for ring matches in other cities. For instance, last Fourth of July a number of auto parties were made up in Philadelphia for the purpose of motoring out to see Jack Dempsey emulate David against the Goliath, Jess Willard, at Toledo, O.

Weekly machine parties are made up in Philadelphia to see bouts at Trenton, Jersey City and Newark. This enables the fans to return from the questioned cities the same night, and there have been a number of occasions when spectators of Jersey bouts were back in Philadelphia even before the receipt of reports on the bouts.

entirely new six-cylinder model, using the first overhead valve engine of National design and presenting a car of extreme elegance, with long, low body, with unusual depth, due to carrying it on brackets suspended from the frame instead of on the frame itself.

It is named the National Sextet, emphasizing the six as compared with their twelve-cylinder car of last year. It is made in the following body styles: Seven-passenger touring, four-passenger phaeton, two-passenger roadster, four-passenger coupe and seven-passenger convertible sedan. The new motor is cast on blow, the cylinders being 3 1/2 by 5 1/2 inches, and developing 70 horsepower at 2800 revolutions per minute.



THE NEW OAKLAND SENSIBLE SIX COUPE

## OAKLAND SENSIBLE SIX

**T**he refinements of the Oakland Sensible Six Coupe are those usually associated with only the costliest cars. Its chassis is efficient and reliable, and yet of a scientific lightness that endows the car with exceptional qualities of performance. For families that number three or four, or for the social and shopping purposes of women, this car is ideally suited. Considered purely from the investment standpoint, this car offers a value difficult to equal elsewhere. This car and other Oakland models are on display during the Automobile Show at Space 13, Commercial Museum Building.

## OAKLAND MOTOR CAR CO.

General Distributors

## THE Z. S. VERTNER MOTOR SALES CO.

Philadelphia Distributors

918 NORTH BROAD STREET

Call Phone Poplar 407

## SEES BIG WASTE IN ROAD HAULAGE

### Expert Believes Half Billion Dollars a Year Being Spent in U. S. Unnecessarily

#### 600,000 TRUCKS IN USE

More than half a billion dollars a year is being spent unnecessarily in the United States for road haulage by motortruck, according to a calculation made by H. W. Perry, manager of the Tractor Manufacturers' Association of America.

Basing his estimates on registrations in the various states, which show more than 600,000 motortrucks in use, and assuming the average capacity of these trucks to be two tons and the average mileage traveled by them per day to be fifty miles, it is found that they have a daily capacity of 60,000,000 ton-miles—that is, they could haul two tons 30,000,000 in one day. But the average truck or delivery wagon travels only half its daily mileage, on its return trip. On many trips it is not loaded to capacity, but on the other hand, it is overloaded frequently, and the average capacity of the vehicle in service undoubtedly is more than two tons. So an estimate of 30,000,000 ton-miles daily is a fair approximation of the work actually done.

### CONSERVATISM IN MARMON 34 MODEL

#### Car Developed in 1916 Still on Market, With Added Improvements Each Year

The post-war Marmon 34, with high efficiency motor, is an evolution, the outcome of that company's conservatively progressive policy. The 34 was introduced in 1916, and has been improved upon yearly.

As the result of past experience, combined with that gained in building Liberty air-craft engines, there is an accumulation of improvements this year. Greater efficiency has been secured by changes, including better water-jacketing, new type of lubricating system, unusually large bearings, new piston construction, rigid crankshaft construction, carefully balanced and completely enclosed, not a single rubbing part is exposed, throughout the entire chassis.

A feature of the improved engine is the accessibility of all parts. The lubrication of bearings has received special attention by the use of vacuum oil control, all oil delivered by the pump being obliged to go through the crankshaft and bearings before reaching the regulator.

### SHOWS ORIGINALITY

#### Daniels Eight Can Be Counted Upon to Exhibit Some Novelty

The Daniels Eight is always expected to present something strikingly original in body designs and has not been a disappointment.

The body types include five, six and seven passenger touring, four-passenger closed-coupled touring, three-passenger roadster, limousine, brougham, landau brougham, landaulet brougham, sedan and collapsible winter roadster.

Standard five and seven-passenger touring bodies are finished with heavy solid mahogany top rail around entire double cowl body.

The windshield, mahogany framed rain-vision type of individual design, is securely and neatly fastened to the front cowl.

Rebuilt Tires Must Be Marked

Selling rebuilt or reconstructed motorcar tires without "plating" and prominently indicating on the tire "that it is rebuilt or reconstructed has been found unfair competition in violation of the law. The Federal Trade Commission has ordered a tire company of Long Island City, N. Y., to discontinue the practice.

### NOVEL VALVE MECHANISM

#### Stephen Car, Newcomer to Philadelphia, Is Stylish Product

The Stephen is a newcomer to Philadelphia and has the appearance of a thoroughly up-to-date, stylish product. It is made in one chassis, of 122-inch wheel base, using an engine of their own design, with vertical overhead-valve cylinders, rated at fifty-seven horsepower.

The valve mechanism is entirely enclosed. Some of the principal mechanical features include Fedders radiator, Tiltonson carburetor, special Auto-Lite starter with Bendix drive, Borg & Beck clutch, special design Elliott front axle and special rear axle, with Bock taper roller bearings.

### NEW CAR AT SHOW

Cleveland Six Appears at Philadelphia Exhibition for First Time

The Cleveland Six enters the show for the first time this year, having made

its bow to the public late in the summer of 1919, after three years of extensive laboratory, factory and road tests. It is a car of so many surprising qualities that it immediately took rank with the really pretentious American cars, and has steadily maintained that position through the half year of its service in the hands of many thousands of owners all over the country.

### FEATURE SIX MODELS

#### Cadillac Has Fine Exhibit of 1920 Cars at Auto Show

The six models of Cadillac cars which are featured in the exhibit at the Automobile Show are a limousine, suburban touring, victoria, phaeton and roadster.

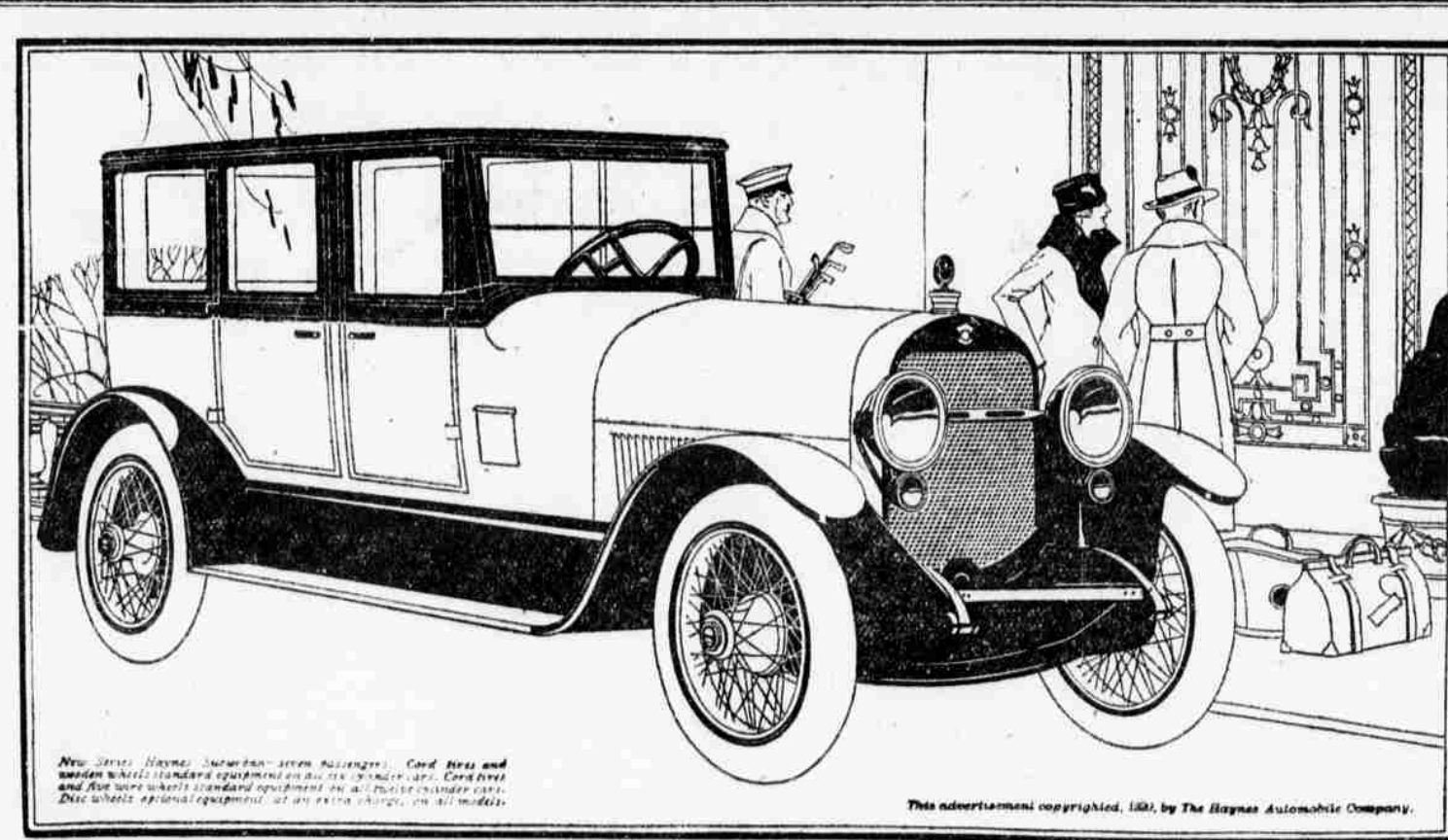
The Cadillac limousine on the 132-inch chassis gives ample room in the rear compartment for five passengers, with the comfortably upholstered folding auxiliary seats in use. The car on display is finished in attractive Alpine green.



Get behind the wheel of an Elgin Six if you would know the real meaning of genuine motor car satisfaction. There is a distinct feeling of pride that goes with the owning of a

## World's Champion Light Six

ADVANCE MOTOR SALES CORPORATION 114-116 North Broad Street, Philadelphia



## THE NEW SERIES HAYNES SUBURBAN

**R**elief from obsolete ideas in closed-car building is signalized in the new series Haynes Suburban—a splendid example of the new series Haynes offerings.

Beauty—strength—power—comfort—these four essential factors of character in a car find adequate expression in the new Haynes Suburban.

Such a car, to meet the exacting demands of its owner and to reflect properly the social position of its occupants, must express the highest development of the coach-builders' art.

The Haynes exhibit at the automobile show is the mecca of those who would see the season's true accomplishments.

The new series Haynes Suburban leaves nothing to be desired, whether regarded from its extremely dignified exterior or from its quietly rich interior. A movable panel of heavy plate glass affords opportunity to convert the Haynes seven-passenger Suburban into the sedan or limousine type at will.

The Haynes, America's First Car, now exhibited by the Government at the Smithsonian Institution, Washington, D. C., was invented, designed and built by Elwood Haynes, in 1893.

The beautiful Haynes Brochure is descriptive of all the new 1920 and new series Haynes character cars. This Brochure, and prices, will be mailed to you upon request. Address Department N.

The Haynes display is exhibited at space No. 48

HENRY A. ROWAN, JR., CO., 2031 Market St.

# HAYNES CHARACTER CARS

Beauty — Strength — Power — Comfort

1893 — THE HAYNES IS AMERICA'S FIRST CAR — 1920