

FARMER IS HEAVIEST PURCHASER OF CARS

Estimated That Sixty Per Cent of Those Sold in America Go to Rural Districts—Great Transport Year Predicted for 1921

By CHARLES CLIFTON
President National Automobile Chamber of Commerce

NINETEEN TWENTY-ONE will be a transportation year. Every business and every product is called upon to face its part in the reconstruction. Waste must be cut. Extraneous goods must be eliminated. Efficient methods must be found.

The farmer, moreover, is the heaviest buyer of cars, owning more than 30 per cent of all automobiles registered. The third district of the United States purchased 90 per cent of the 1920 motor vehicle output. Of the cars in this country 60 per cent are owned in communities of 1000 population or under, and 55 per cent are owned in districts of 5000 population or under.

But they will not ask as in years gone by: How much speed? How much comfort? How much prestige? The test will be: How much economy in transportation? How much gain in business? How much gain in the times of superprosperity.

Here are the facts: This is not vacant optimism. A forecast without facts would, indeed, be like a ship without a rudder, directed by the passing breeze. Prophecy must be guided by the hard logic of the known elements.

We know that fundamental business conditions are sound. We know that the automobile is one of the primary transportation units. We know that the owner realizes to an increasing degree that the possession of a car is an extension of his power in business, as well as a widener of his social contacts.

Let us examine the fundamental business conditions. The country is rich. Products abound. Eventual prosperity is inevitable. The 1920 harvests have been better than average. Labor is more plentiful and more efficient than during the war and post-war years. The foreign exchange situation is improving. Railroads are better able to handle long-haul business. Cars and trucks are available in greater numbers than ever before.

Business contraction has been due to a shortage of credits, not to a lack of goods. After the war, after the high prices and speculation, a period of pruning was inevitable. When one looks back to 1913 and to 1903, one realizes that the readjustment has come with surprisingly small discomfort. Price declines have taken place rapidly, and as soon as the public realizes that the lowest price levels have been reached there will be a resurgence of trade.

With these factors in mind, it is clear that the industries which are guided by keen minds and serve a useful purpose will go forward.

The degree of business ability to be found among the manufacturers of cars and trucks is shown by the growth of the industry. For twenty years the making of motor vehicles has been gaining steadily. One exception is to be found in the year 1918, when some producers of passenger cars voluntarily curtailed their output in order to make airplanes, parts and other instruments of war. Here is the record:

Year	Number
1900	1,700
1901	1,000
1902	21,075
1903	20,000
1904	34,000
1905	44,000
1906	50,000
1907	127,731
1908	187,000
1909	210,000
1910	260,543
1911	302,519
1912	485,000
1913	560,543
1914	802,519
1915	1,583,817
1916	2,000,000
1917	1,700,000
1918	1,500,000
1919	2,240,000

In 1903, general business conditions were bad but motor vehicle production advanced over the only preceding year for which statistics have been gathered (1899) and probably showed some gain over 1902, although there were no records kept for 1900, 1901, 1902. The 1920 figure is from the government census, whereas not until 1919 did the manufacturers collect statistics for the industry as a whole.

In 1920 the output of many industries was heavily curtailed, but all records for the making of automobiles were broken. This gives some idea of the vitality of the automobile industry, causing it to advance in times of depression.

This stamina is not due solely to the creative brains of the automobile industry. It rests on an even firmer basis: the insistent demand of modern civil-

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WOMEN CAUSE CHANGE IN STYLES

Automobile Designs Shown This Year Show Many Variations, Due to Femininity

There are those who declare that motorcar fashions are a fallacy—the ever-changing taste of women could not be reflected in their automobiles—but these wiseacres reckon without the present-day woman, for very slight observation and a visit to even one or two of the booths at the Philadelphia auto show present convincing proof that up-to-the-moment fashions do prevail.

From season to season the styles in town cars change quite as much as the gowns the smart woman selects so carefully, not, perhaps, in general outline, every year, but particularly in the little details of interior decoration so important to a smart turnout. This year finds these changes quite as marked as in former seasons, and the mode in cars this year is greatly superior to that of last year.

The woman's town car is gradually working down to a definite combination of practicability, comfort and good taste. This may be attributed to any number of things. It has been said that the success of the town cars of the past few seasons is due to the fact that the modern woman is far too busy with her many interests to supervise the plans of her machine in detail, and as a result a professional designer has free rein. This, many dealers say, tends toward more consistent designing, for the flight of fancy is not allowed full sway, and

the present-day designer of interiors is a finished artist in this line. However that may be, there is strong belief that the fashionable matron nowadays realizes the importance of all-round good taste. No longer is a good touch here and there allowed to pass mild an inharmonious surrounding. The general effect is never lost sight of, and if a lady's car is to have the wholehearted approval of the others of her set she must consider all points carefully.

The long, straight body outline now in vogue lends itself admirably to artistic decoration. The standard cars shown are not so low as last year's models, for the unanimous opinion seems to be that low-hung cars are not so comfortable, and, with comfort of paramount importance, these cars, so popular last year, at once lose caste, and the long, straight lines which give much the same effect now have first place. True, some of the custom-made cars are still hung quite low, but they are greatly modified, and particular pains are taken to have the inside of the car high enough to get into with ease.

No Place for Fads There seems to be no place for fads this season, and any unnecessary equipment is looked upon with disfavor. Simplicity is the keynote. But, while the tendency seems to be toward simplicity of design, the materials used are quite the opposite, for never before have such handsome fabrics been employed. In these practical days the durability of a fabric is also taken into consideration, and the result is a handsome interior, decorated in perfect taste, but able to withstand hard usage.

Just as large patterns in wall paper and furniture upholstery are no longer in vogue, so the highly decorative upholstery for the motorcar has given place to plain or subdued materials. There is a reversion this year to stripes, both narrow and wide, and striped materials of velour, mercerized velour, plush, mohair plush and broadcloth are used with great success. Some of the custom-made cars have materials of cut velour with raised diamonds on a light background, and a few are shown with a very small, subdued floral pattern, but, after all, the plain fabrics are looked upon with greater favor.

LOWER IMPORT TARIFF DESIRED

Auto Makers Will Urge Motion Before House Ways and Means Committee

The foreign trade committee of the National Automobile Chamber of Commerce, meeting at New York January 11, reaffirmed its position relative to a lowering of United States duty from 45 per cent to 30 per cent to cover all automobiles, and for a scientific tariff arrangement which will both prevent discrimination against American products shipped abroad and provide for change of commodities between foreign countries and the United States. This plan will be urged in presentation to be made to the House ways and means committee.

Complaints from members were received that marine underwriters had increased in some cases 200 to 300 per cent rates on so-called flatter policies covering shipments from factory to foreign destination. The only explanation is that losses have been incurred pointing particularly to damage by exceptionally long exposure to the weather during the freight congestion on the railroads in the last year or two. Manufacturers feel that this risk is quite eliminated now that normal movement of freight may be expected. It was pointed out also that the underwriters distinguish only between the type of ship and the destination in fixing their rates, giving no consideration, however, to the highly important feature of boxing. Manufacturers who have developed and use a good strong package feel that they are being penalized on this insurance matter for damages occurring on inferior packages.

and economical methods of road construction. Efforts will be made by greater publicity to familiarize the foreigner with the sources of information on these subjects available to him through the N. A. C. C.

Visit first the

MARMON

miniatures
Automobile Show
Space No. 52

Automobile Territory Open

Prominent motor car manufacturer has ambitious plans for this territory. Merchants of recognized distributor ability will do well to ask for details. The value of the machine will be apparent the moment our representative introduces himself.

Box C 328, Ledger Office

TWO MOTOR STYLES

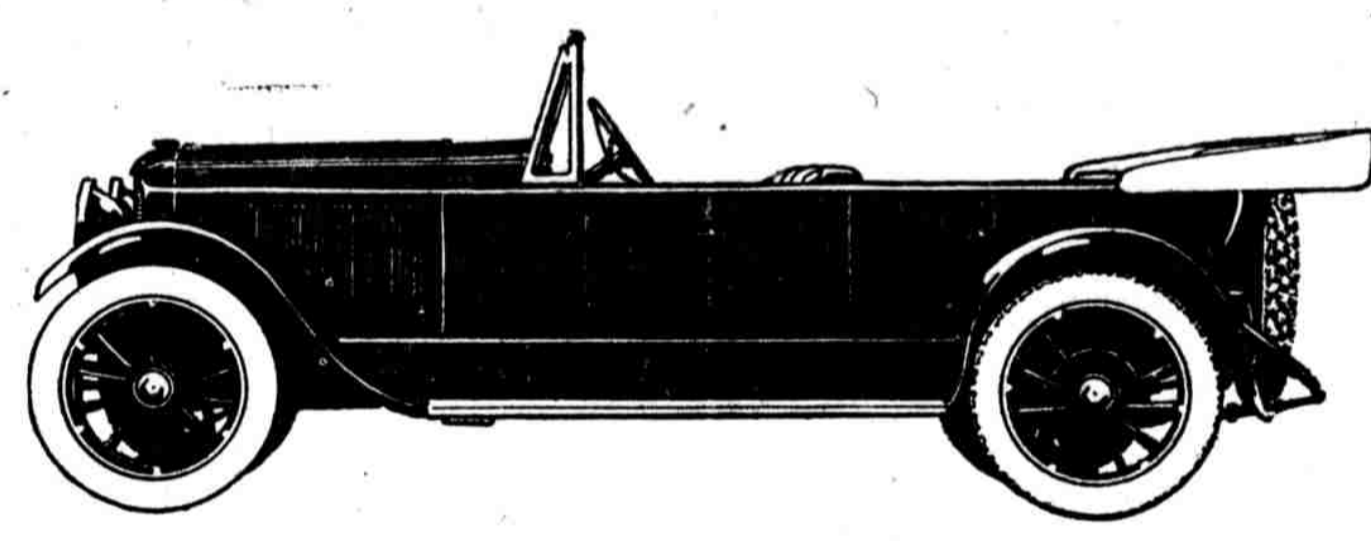
R. & V. Knight Exhibit Models of Four and Six Cylinders

The R. & V. Knight is the name adopted a year ago for the Moline Knight, another sleeve-valve motorcar made by a concern that has built motorcars and gasoline engines for over a score of years.

It is made as both a four-cylinder and a six-cylinder car. The six, with 127-inch wheelbase, is an exclusive sport, two-passenger touring, four-passenger sedan and four-passenger coupe.

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A Suggestion to the Sportsmen of Philadelphia

WE have stated on several occasions that our new seven passenger "Lakewood 6-66" is a car without a legitimate competitor.

By that we mean that it very distinctly outclasses every car in its own price field.

By that we mean that it can be compared with only the finest and most expensive motor vehicles on the market.

This is a broad and sweeping statement—very important if true, and very improper if founded on anything less substantial than facts.

But we are sure of our facts and the time is at hand when you can confirm them.

Practically every reputable American motor car is now on exhibition at the automobile show.

We suggest that you visit that show and compare the "Lakewood" with any car—at any price—and form your own conclusions.

So much for the facts that can be established indoors.

We next suggest that you forget entirely about standards of beauty and move to the real testing ground of mechanical fitness.

Take just one demonstration in the "Lakewood" and judge it from the standpoints of power, speed, acceleration, spring suspension and general motor efficiency.

Get the facts—actual lapsed time of the test—and make a record on the demonstration card which we will furnish.

Then take a second demonstration in any other car, at any price, and compare the results.

That is all we ask—and we make no prophecies whatever in regard to your ultimate conclusions.

In any fair, legitimate, stock car competition the "Lakewood" will tell its own story—and you must be the judge.

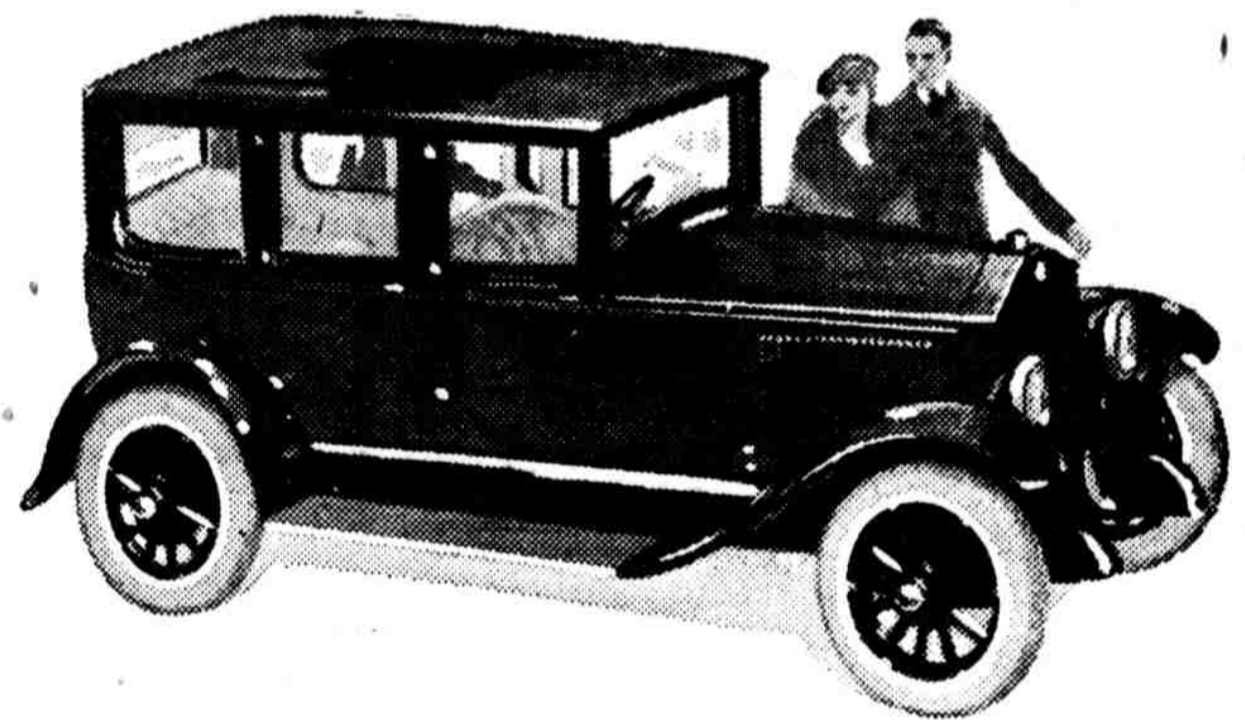
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At the Motor Show



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In time alone over two years was spent in studying the newest conceptions of the great body stylists of Europe and America.

Admittedly no photograph or sketch however skilfully conceived can do full credit to this design because the finely executed moulding and deftly turned details cannot properly be portrayed in less than life-like proportions.

Your own inspection of the Four-Door Fourseason Sedan will convince you, we are sure, that it is without a near rival in the whole of the moderate price class.

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Touring Car	\$1215
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