### EVENING PUBLIC LEDGER-PHILADELPHIA, WEDNESDAY, JANUARY 19, 1921



Motor Trade Unusually Good Considering Peculiar Conditions Throughout Country

#### By J. J. COLE.

President Cole Motor Car Co. Considering the many unusual circonsidering the many units of the passenger car. constances surrounding the business procedure of the country during the last twelve months, the motorcar in-dustry, by and large, may be said to baye experienced a most gratifying and beneficial year.

The leveling process which always follows an era of extreme prosperity has visited hardships on some, but in the main, the substantiality of the industry na a whole has been apparent and the soundness of its business indgment proven conclusively by its ability to adapt itself to the many variable con-

ditions. We have learned much in the last twelve months. We are vastly better

off for the experience. On every hand we see a conscientious effort to improve—to take advantage of every possibility to build upward toward the most stable and dependable footing -to leave no stone unturned in striving to give to the motoring world the very

return of the automobile industry as ation and is not changed in summ well as every other business to a normal Theory aread that the public sho status.

high pressure of the last two years was enormous. The difficulty of obtaining labor that was adequate for the task imposed as well as units of the task imposed as well as materials involved. aditures which were appalling.

which increased so markedly during the last twenty four months will experience only an unappreciable decline. The percentage of present owners of cars will not be lowered very considerably. Consequently, competition is destined to be quite as keen hard in the sections

**Distributors** of

tail and wholesale markets of the tail and wholesale intracts of the first dustry. Manufacturers are destined to take advantage of every possibility to keep their costs down as low as possible of the norme of its destance and the head without sacrifleing quality, but if they state

preciably Had the automobile industry as a whole been at all negligent of its re-sponsibility to the ultimate buyer of cars and failed to afford 100 cents of value for every dollar invested with it, the phenomenal rise of this industry result of the phenomenal rise of this industry would not have been accomplished. It will be the purpose of the industry

in the future, therefore, to see that this faith is not broken. It has dedicated itself to the purpose of serving the world of business and recreation honestly, adequately and well, and whatever it achieves in the future is destined to build higher and higher the

monument to the integrity of the auto-mobile industry and to the service and usefulness of the passenger car

> the care of it and makes it a practice If in summer and once every two weeks in GALLON OF GAS winter to see that the liquid solution is

up to the proper level. These periodical tests are highly im-

Faulty Carburetor Often Causes vance when your battery is in danger of being ruined through undercharging or

30 Per Cent Loss, According to the Chemist

That of every gallon of gasoline used when an inexpensive freshening charge year, has been on the market only a few would save expensive dismanting and testing for more than a year, has been on the market only a few weeks. In it they chain to have made rebuilding later. It is a larger car than previous models, having 128-inch wheelbase in-

best which it is possible to build under normal conditions.

Consequently, the year 1921 has ar-rived to find the motorear industry in a most hopeful frame of mind. The av-erage business for the new year gives every promise of equaling if not sur-passing the volume for 1920. It seems certain that any discrepancy mose of determining engineering facts moved. If you do not care to add dis-between the amount of business done in connection with the ventilation of vestilled water yourself make arrangements

between the amount of business done during the first six months of the year will be more than offset by the healthy fiberense which every one anticipates over the last half of the year just past. We are personded that the nutomo-bile-buying public is convinced of the logic of the idea that it is not how cheap but how good a product is that determines whother or mathin is an im-pressive investment. This is, likewise, the optimion that has memory and the sector of the tart in the nutron that has pressive investment.

The expense of operating under the impressed with the saving in gaseline and suggested the general installation of a small gas sampling tube in the ex-haust pipe of motors, especially trucks



Distilled Water Absolutely Es-

tery's life.

simple instructions. The motorist who is " fact simple instructions: The motorist who gets the greatest power, the most service and the longest life from his storage battery is the one who is cautious in the care of it and makes it a practice to examine it at least once every week go to a service station and have an in-

#### NEW LEXINGTON CARS

portant. They enable you to tell in ad- Latest Addition to Line Being Called Revolutionary Car

The Lexington is now produced in being rithed through underenarging of overheating, when minor troubles in the electrical system are draining the stringth and endurance of your battery,

stend of 122-inch. But the big new feature is the new Anstead motor creation of John C. Moore, chief en-gineer of the factory, who feels this is most notable engineering achieve

ment. It is a six-cylinder motor, east on en bloc, with removable head and having  $3^{1}_{1}$ -inch bore and  $4^{1}_{2}$ -inch stroke.

#### New "Single Six"

the new Packard Single marks a new departure d, combining in a list the Packard Co. speed, great ominees that area will ultimate of this has been the has been manufac 15 and will continue to be man

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ATION IN TIRES MEANS NEW ONES If the from the first so that it will be able to deliver all the mileage built into it by the maker. When tires are so far worn that they are soon to blow. CHANDLER HAS A "SIX" No Radical Changes Over Last If your engine does not start Keeping Up Old "Shoes" Not an it is poor economy to repair them, promptly when you operate your Economical Method inner tube as well.

Cheap, makeshift patches, boots and s turned on and that your carburetor sturned on and that your carburetor is turned on and that your carburetor is turned on and that your carburetor Yet stand on any street corner today temporary repairs of all kinds are now

sential to Keep Up Electric Parts of Autos Nearly all battery troubles are due to the ewners' failure to observe **A** few simple instructions. The motorist who

No Radical Changes Over Last Year's Model Chandler Six, we' a'ong in the eighth year of its preduction, appears in Space 31 at the show with no radi-cal change of chassis, although the enstarter again. In cold weather if your engine doesn't start promptly see whether it is being sufficiently "primed."

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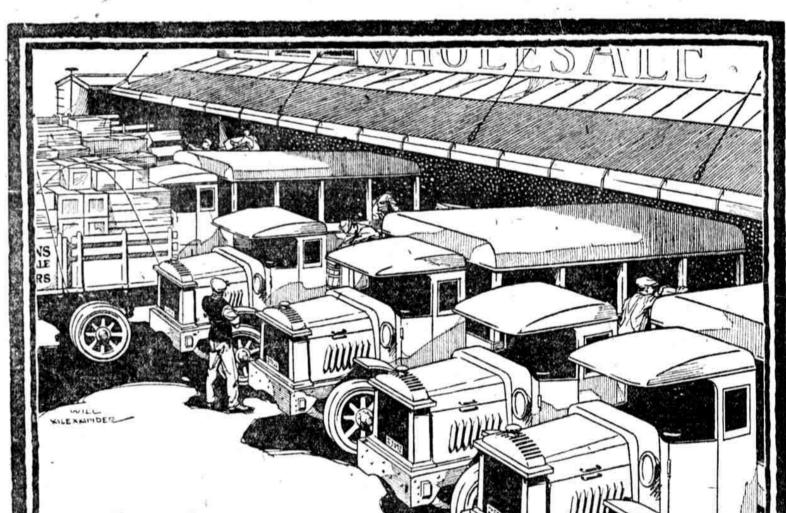
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# policy which will govern the construc-tive efforts which will characterize the car carbonetor is set for winter oper-

and vehicles used by taxicab and truck-Furthermore, the demaind for cars ing companies, for the purpose of se-

to be quite as keen both in the material such a practice would be great economy and labor markets as well as in the res

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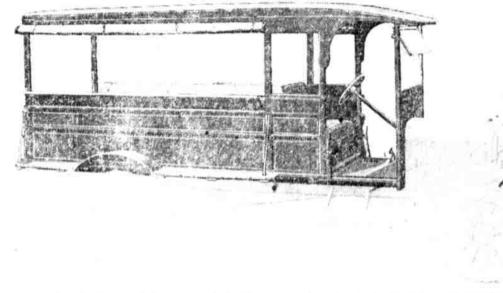
This is, likewise, the opinion that has for maximum power, but very wasteful permeated the entire industry—it is the from the standpoint of gasoline eron. Remember that your battery. They arged that the public should be

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