

### READING DEALERS PUT ON SHOW NEXT WEEK

With Space Doubled in New Building, Up-State Auto Men Plan Elaborate Exhibit

#### OPTIMISM PREVAILS

By JOHN J. GARVIN  
Editor Auto Goods and Farm News  
Reading, Pa., Jan. 18  
WHILE Philadelphia is enjoying the great annual Quaker City Automobile Show and all that an event of this character means to commercial and industrial activities, Reading, the capital of Berks County, and one of the Nation's leading industrial and agricultural communities, is getting ready to welcome the formal opening of the Reading Automobile Show next Monday, January 23, immediately following the close of the Philadelphia show.



J. MILLER KALBACH

Under the auspices of the Reading Auto Trade Association and the tireless efforts of J. Miller Kalbach, president and H. C. Lutz, secretary-treasurer, the 1922 Reading Automobile Show will, without doubt, be the biggest and best this community has ever seen.

In previous years the greatest drawback has been for want of space, but a large building, which is to be devoted to the automobile business, was finished in time for the show.

Two floors aggregating a total of 30,000 square feet of floor space comprise the Reading Automobile and Accessory Dealers to display their merchandise in a way never before possible.

#### President Hard Worker

J. Miller Kalbach, just recently elected president of the Reading Auto Trade Association, for 1922, is bending every effort to make the 1922 season the best ever experienced by the members of the Association. He is aiming to give it a good start by giving the public an automobile and accessory show that will create a desire for newer cars and accessories that increase the comfort and pleasure of motoring.

Asked what he thought of the business during 1921, Mr. Kalbach replied that "personally he had no room to complain, and that on an average other dealers had met with much success that made the right side of their ledgers look good."

"As to prospects in 1922, he continued, I believe that indications point to sales of better cars and not so many of them. I feel that in the future manufacturers will have to put forth a greater effort to build as good an automobile, as it is possible to build, in the various price classes, and that manufacturers with the necessary capital, the most efficient organization, an impartial sales distribution plan, the best advertising plans, and last but not least, the one that gives the car owner the most honest for honest dollar value and a real service will get the maximum business."

"And further, the greatest bugaboo that confronts every new car dealer, the necessity of trading in used cars on new ones, has come to the point where the manufacturer must share this burden."

### BUSINESS ON WAY BACK ON TIPTOES

Prosperity Returning, but Not With Bang, Says Cole Head. Increases Shown

#### WORKERS WILL SURVIVE

By J. J. COLE  
President Cole Motorcar Company

BUSINESS is coming back, but not with a bang. It has had a hard night, and is sneaking back on tip-toe with its shoes in its hands. For a while reports generally were pessimistic. Now, for the most part, reports from over the country are more encouraging, and here and there we hear of concerns that are actually showing an increase over 1920.

Take our own company for example. Our October shipments were 100 per cent over October of last year; November exceeded November of last year by 200 per cent, and December by 50 per cent. These increases are made in face of the fact that 1920 was the second biggest year in our history.

And there are enough other similar instances to show conclusively that business is much better. It has not yet recovered, but it is convalescing. But it is headed toward normal. Personally, I hope it never gets back to normal, in the old accepted sense of the word.

#### What do you mean by "normal"?

If normal means "as things used to be," it would be a catastrophe for the automobile business ever to become normal. Would you want to see the time, one more, when a dealer could sell anything on wheels, just so the motor would start; when no real salesmanship was required, and the order-taker got fat and incompetent because the going was so easy?

Resistance is what makes strength, and the sales resistance now being encountered is making the automobile industry stronger than it ever was before. It is good for salesmen to have to fight for business. It is good for factories to have to fight for business. It makes salesmen think harder and work harder; and it makes factories build better cars. I know that the motor car of 1922 is the best in the history of the world. When you go to the Automobile Show this week study the cars on exhibit, and you will see what I mean.

#### Weak Cars Are Going

No, I don't want to see the automobile industry get back to where it used to be. This period is ridding the industry of those who were never strong enough to carry responsibility.

The weak cars are going. The weak factories are going. The weak dealers and workmen are going. Good cars, good factories, good dealers and good salesmen are having no serious trouble—they are going to emerge from this little unpleasantness stronger than ever. And all this is good for the industry as a whole, and for the user of motor cars.

It stands to reason that hasty manufacture implies the slightest of quality. It is also reasonable that, where there are more cars than prospects, a manufacturer is going to make the best product of which he is capable—that is the principal reason why the cars you

### WINTON SHOWS LATEST

One Chassis Size, With 132-Inch Wheel Base  
The latest Winton Six is a one-chassis-size car, with 132-inch wheelbase, mounted with a large variety of open and closed types of body, including seven-passenger touring, sport touring, four-passenger sedan, six-seven-passenger four-door limousine sedan, six-seven-passenger French limousine, four-passenger victoria and seven-passenger three-quarter limousine.

### Decrease Noted in Auto Thefts

Continued from Page One  
having recovered more cars than she had stolen.

The Pacific Coast cities kept up their yearly good work of recovery. There were 4877 cars stolen in Los Angeles, San Francisco, Oakland, Portland and Seattle, and 4175 recovered. The unrecovered cars were 16.4 per cent of the total stolen, or approximately 50 per cent of the average for the country.

Pennsylvania suffered 10,473 thefts during 1921. It is reported that 2004 of these machines have been recovered. The record shows that the low-priced cars were favored by the thieves. One hundred and forty-eight cars of one make were stolen on the same day and only two high-priced machines were taken on that day.

The figures compiled from official sources for the twenty-eight cities for which the N. A. D. A. has three-year statistics, are as follows:

CITY	1920	1921	1922
New York	5,521	5,119	5,211
Chicago	4,417	3,974	4,347
Detroit	3,491	3,300	2,252
Cleveland	2,838	2,440	1,789
Los Angeles	1,668	1,551	1,152
San Francisco	1,601	815	341
Portland, Ore.	1,528	465	1,378
San Antonio	1,354	1,189	1,394
St. Louis	1,241	788	644
Seattle	1,422	1,028	1,398
Indianapolis	1,031	1,152	882
Buffalo	1,025	450	880
Salt Lake City	770	502	754
Albany, N. Y.	760	561	732
Omaha, Neb.	724	624	567
Columbus, Ohio	610	561	574
Cincinnati, O.	570	525	528
Tulahoma, City	449	505	710
Albany, N. Y.	438	452	101
Buffalo	386	743	700
Newport, R. I.	10	12	0
York, Pa.	10	8	0
Richmond, Va.	207	145	101
Davton, Mass.	224	198	215
Lovell, Mass.	25	18	7
Kvanston, Ind.	7	43	68
<b>Total</b>	<b>33,598</b>	<b>30,616</b>	<b>24,740</b>

#### UNRECOVERED

1919—3748—26 per cent of number stolen.  
1920—8773—29 per cent of number stolen.

#### STANLEY ONLY STEAM CAR AT PHILADELPHIA SHOW

Boiler Over Kerosene Burner Develops Steam for Power

The Stanley is the only steam car shown, having been built as such since 1896. It is made in one chassis size of 130-inch wheelbase with five body types, viz., five-passenger touring, seven-passenger touring, four-passenger coupe, seven-passenger sedan and a new two-passenger roadster.

The power is developed by making steam from water in a boiler over a kerosene burner, the operation taking place without involving moving parts independently of the engine and making possible the storage of power above immediate requirements, the power being controlled by a throttle and applied to the rear axle through a two-cylinder double-acting engine, with crankshaft geared permanently to the rear axle and parallel to it.

#### Reductions From \$150 to \$1150

Price reduction on twenty-five of the leading models of passenger automobiles in the last year have ranged from \$150 to \$1150.

### CONVENTIONAL HAND CONTROLS ON PREMIERS

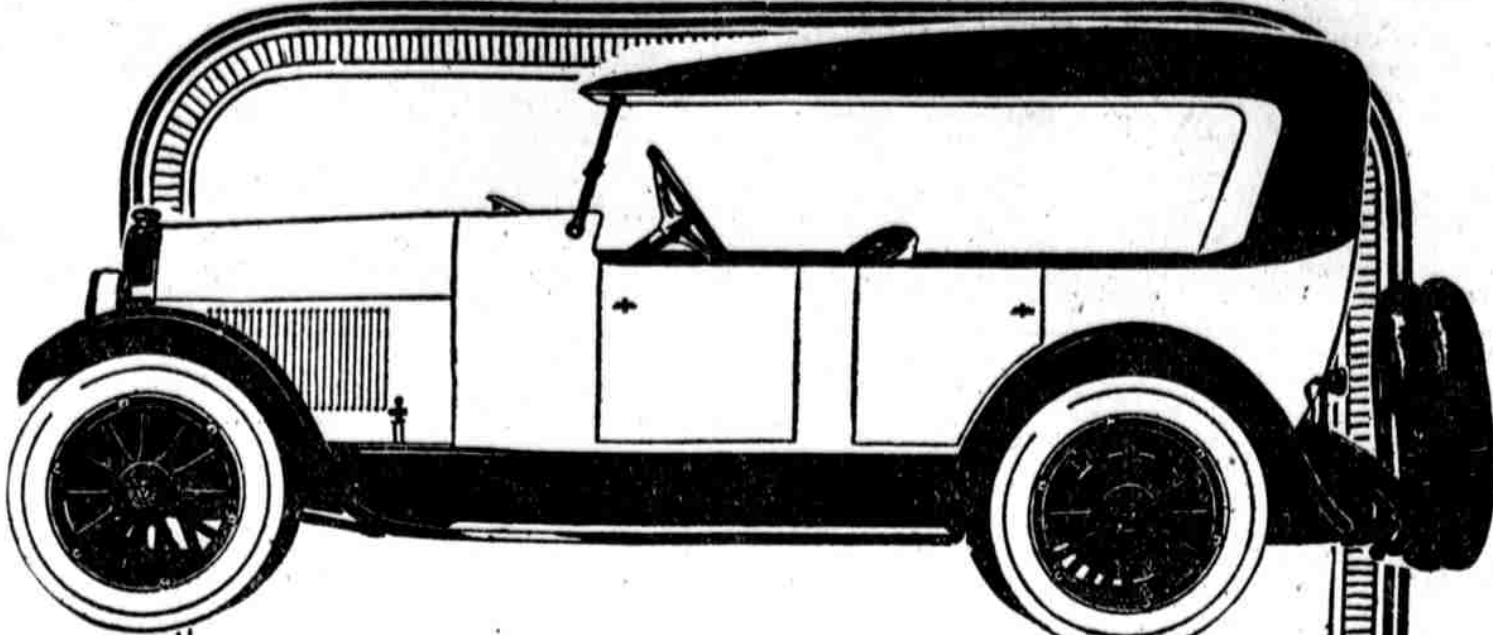
Magnetic Gear Shifts Furnished at Extra Charge

In addition to a number of mechanical advancements in the new line of Premier cars the company announces that all models in the future will have the conventional hand control as standard equipment. The magnetic gear shift is furnished at extra charge.

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Nothing bizarre—just refreshing dignity and grace. Conceded wherever shown the 1922 leader among smart motor cars. Moderately priced.

Space 7—Auto Show

LA ROCHE MOTORS CO., 1214 North Broad St.

# WESTCOTT

The Car with a Longer Life

# Studebaker NEW BIG-SIX

## At the Show!

The New Studebaker Cars, now on display at the Show, insure a continuance of Studebaker leadership in motor car VALUE.

In the New BIG-SIX you get the wonderful performance of its 60-horsepower motor, the roominess of its seven-passenger Studebaker-built body, its unusually easy gear shifting, and steadiness on the road at all speeds.

There is distinctiveness of appearance in its beaded edge body, tailored top, massive head lamps, graceful cowl parking lamps, and clear-vision, one-piece rain-proof windshield.

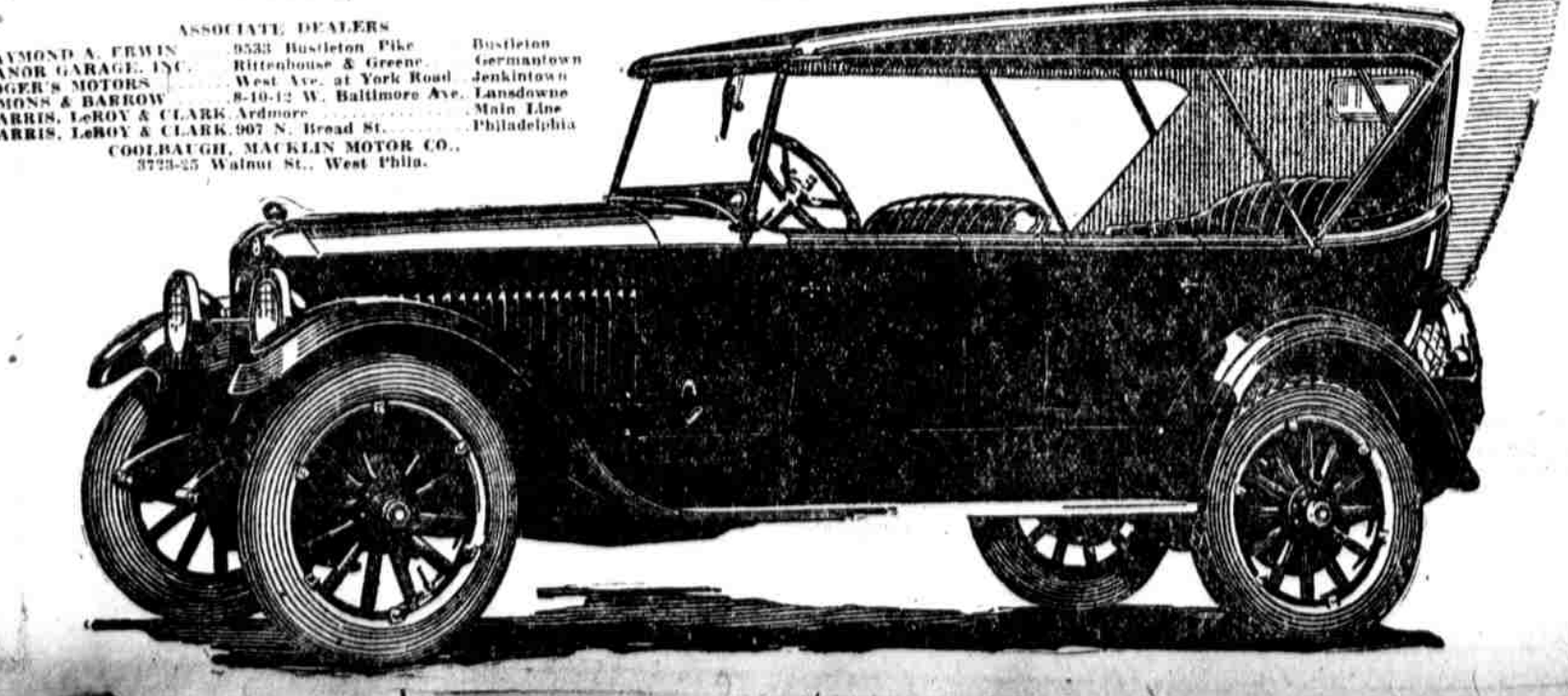
But basically, the New BIG-SIX is the same dependable car that contributed much to making 1921 a Studebaker Year.

If you pay more than the price of the New BIG-SIX you may buy more weight, but it is impossible to get finer materials or better workmanship. Its light weight and the use of the highest quality materials, contribute in making the New BIG-SIX the greatest 7-passenger automobile value on the market today.

**Look for These Features in the New Big-Six at the Show**

60-H.P., 3 1/2 x 5-in. motor with detachable head.  
Dry plate disc clutch which makes the shifting of gears unusually quiet and easy.  
Intermediate transmission.  
A new seven-passenger body mounted on a sturdy chassis of 126-in. wheelbase, with heavy beaded edge, graceful cowl, larger and higher hood; built complete in Studebaker plants.  
New one-piece rain-proof windshield that gives greater vision. Windshield wiper. Cowl parking lights, miniature of headlights, in corners of windshield.

**THE STUDEBAKER SALES CO. of Phila.**  
847 North Broad Street Poplar 8400  
New Service Station, 1316 Poplar St. (Just off Broad) OPEN EVENINGS  
**THIS IS STUDEBAKER YEAR**



ASSOCIATE DEALERS  
RAYMOND A. FARMER, 5533 Buckleton Pike, Buckleton  
MANOR GARAGE, 150, Bittenhouse & Greene, Germantown  
ROGER'S MOTORS, West Ave. at York Road, Jenkintown  
SIMONS & BARROW, E. 10-12 W. Baltimore Ave., Lansdowne  
HARRIS, LEROY & CLARK, Ardmore, Main Line  
HARRIS, LEROY & CLARK, 907 N. Broad St., Philadelphia  
COOLBAUGH, MACKLIN MOTOR CO., 3725-25 Walnut St., West Phila.

Price \$1785  
F. O. B. Detroit



- The Ten Proven Units**
- MOTOR Continental Red Seal
  - CARBURETOR Rayfield
  - STARTER AND IGNITION Delco
  - BATTERY Exide
  - CLUTCH Borg & Beck
  - TRANSMISSION Brown-Lipe
  - UNIVERSAL JOINTS Spicer
  - AXLES Timken
  - RADIATOR Fedders—Silver
  - STEERING GEAR Gemmer

Notice to Dealers  
As all this territory is now open, Mr. W. B. Richards will be in constant attendance at the Philadelphia Automobile Show to receive applications for territory and to explain the class A, B and C financing plans. See Mr. Richards before leaving the Show!

The growth of MOON business makes it necessary for us to appoint additional agencies

The dealer who is looking for a clean cut contract for the sale of a car of unusual distinction and attractiveness will, in fairness to himself, carefully investigate the Moon at the Automobile Show. He will also be deeply interested in the liberal financing plans under which Moon Cars may be sold.

Nationally and locally, the Moon organization is one with a record of which to be proud. The great popularity of the Moon Car demands a big expansion in our organization—many new agencies must be appointed.

This same expansion makes it necessary for Moon headquarters to secure a more commodious location. Mackin Motors Inc., therefore, wish to announce that on and after March 1st, 1922, they will be located at 855 North Broad Street, Philadelphia.

Open Cars, \$1785. Closed Cars, \$2785  
Prices—F. O. B. Factory

Get your Pointometer at the Show

# MOON

Motor Cars

The car of the ten proven units.

MACKIN MOTORS, Inc.  
JAY J. VANDERGRIFT, President  
JOSEPH W. MACKIN, Vice President.

Telephone—Poplar 1425  
W. B. RICHARDS, Secretary