

DEMAND PROMISES PROSPERITY FOR MOTOR INDUSTRY

Desire of World to Ride Means Much; Domestic Outlook Is Favorable.

DETROIT, Mich., Nov. 19 (AP)—The present world demand for automobiles indicates the opening of a new field in the industry, with unusual prosperity in view for automobile builders throughout the world, believes Roy D. Chapin, president of the National Automobile Chamber of Commerce.

"With the return of all companies to a normal production basis and the continued demand from overseas markets," Chapin declared, "the industry looks forward to a prosperous condition during the ensuing months."

He believes the industry has accomplished its major task—demonstrating the need of automobile transportation—and that with highways improved and available for use during the entire year, the demand for vehicles will continue

to grow. He regards the return of Henry Ford to the market as assuring better business for all manufacturers.

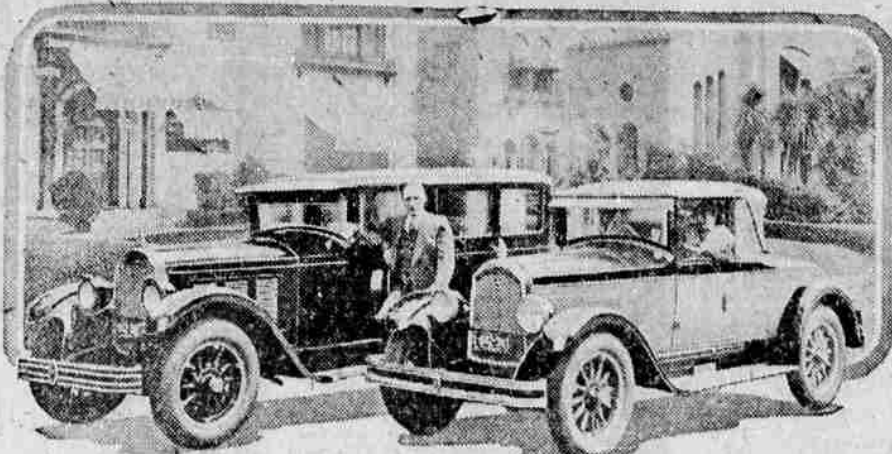
Prosperity Seen
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Chapin, who grew up with the industry, at 47 is chairman of the Hudson Motor company and widely recognized as an analyst of conditions in the automobile business. He started his career as a photographer with the Olds company in the early days of motor car manufacture, later becoming associated with the Chalmers company. Some years ago he was a leader in organizing the Hudson company. Early this year he was elected president of the National Automobile Chamber of Commerce.

"Many motor vehicle makers in other countries are enjoying an unusual prosperity, which is a favorable sign for the business as a whole," Chapin said. "The industry has realized for many years that its major task has been to demonstrate the need of motor transportation, and with this accomplished there is more business for all."

"There has been a tendency toward over-enthusiasm in this

H. C. WITWER'S FAVORITE



H. C. Witwer, well known humorist, shows a decided partiality for Willys-Knight cars. Mr. Witwer is shown above standing beside his new Willys-Knight Great Six while Mrs. Witwer is seated in her new '70' Willys-Knight Coupelet Coupe. Before the purchase of these new Willys-Knight sixes, Mr. Witwer had owned five other Knight-powered cars.

country in recent months with respect to the effect of the sales of different companies upon each other. One large manufacturer has been out of production for most of the year. The return of this maker to the market will be regarded as a healthy sign by all in the business, because the industry has learned that sound business activity on the part of all companies is mutually helpful.

Outlook Good
"With this thought in mind the domestic outlook is most favorable. The manufacturers who were in continuous production this year recorded an 11 per cent gain in business during the first nine months as compared with 1926. The number of motor cars manufactured by members of the National Automobile Chamber of Commerce during the first nine months was 2,312,685 compared with 2,122,921 in this period of 1926.

"Gains have been particularly noteworthy in overseas business. There were 295,000 cars and trucks shipped abroad during the first eight months of 1927 as compared with 328,000 for the corresponding period of 1926. As the summer months drew to a close, the overseas gains were even larger than these figures indicated. Our motor truck trade abroad in August was more than double that of a year ago."

Increased use of cars in this and other countries because of better year-round roads is regarded by him as factors indicative of an increase of business.

"It is felt," he said, "that many of the European automobile companies will have a vastly increased

business, for the world is now improving its highways. Everywhere people want to ride, and we are on the threshold of a board world motorization. Highway transport is now a great factor in all countries in the movement of men and goods.

Another Factor
"Another strengthening factor in the present situation in America is the active snow removal programs which are being organized in all the northern states and in most of the municipalities. Winter used to mark a very heavy falling off in the motor trade. There is still a seasonal effect, but the production of low-priced cars and the clearing of streets and highways of snow has minimized this situation."

The situation further can be improved, he said, by a repeal of the war excise tax. "Leaders in Congress have for a long time recognized that it was inequitable to single out a particular product for special federal taxation, to penalize the purchaser by making him pay a special war excise tax when over and above all the other taxes whenever he decides to buy an automobile," Chapin said. "Cooperating with many organizations of motor vehicle owners, executives of the industry have taken their problems before Congress, seeking repeal of this tax. Many leaders of house and senate have indicated their view that this relief should be granted at the coming session."

Growth of The Closed Machine Move Is Rapid

The growth of the closed car movement is shown very graphically by an investigation made by the engineering department of the Oregon State Motor association. It is a known fact and has been recognized for the past two years that closed car production exceeded that of the open cars. Certain factories have even discontinued the making of open cars and have concentrated on the making of closed models entirely.

Engineer Rousseau of the motor association states that in 1926 there were produced approximately 7,522,000 open cars and 2,965,000 closed cars, and it can be seen from these figures that 74 per cent were closed car models.

The gradual growth of the closed car in popularity is shown by Mr. Rousseau by the issuance of the following percentages of closed cars to total car production in former years: 55 per cent in 1925; 43 per cent in 1924; 34 per cent in 1923; 26 per cent in 1922; 22 per cent in 1921; 17 per cent in 1920; 19 per cent in 1919.

Even Messengers Ride in Limousines

NEW YORK (AP)—The hurrying crowds of Wall Street are not so blasé they will not pause to gaze at those they believe to be millionaires.

When an expensive limousine stopped before the offices of J. P. Morgan & Co. one day, the usual crowd of clerks, bookkeepers, stenographers and office boys quickly assembled, eyes glued upon the tonneau door.

Fords 9,337,300 In The Year of 1926

The Oregon Motor association has been asked repeatedly as to the number of Ford registrations in the year 1926 as compared to the registration of all other cars. This question has been brought out by the continued absence of data concerning the new Ford car and the consequent slump of Ford sales in the last few months. Investigation has shown that in the United States the complete figures for 1926 show that there were 9,337,300 Ford registrations and that the total of all non-Ford registrations was 2,870,500. These figures relate to passenger cars only.

Now is the time when motorists settle down for a long winter's rest.

SURFACED ROAD TROUBLE SAVER

Private Driveways Come in for Consideration as Winter Is Nearing

Cinder and crushed stone driveways should come in for the motorist's consideration at this period if he wants to escape the harrowing experience of being bogged hopelessly in his own yard when the rains of late fall and the snows of early winter begin to fall. This is the warning sound by Geo. O. Brandenburg, secretary of the Oregon State Motor association, who declares that the season is at hand when the motor club's emergency service is called upon to rescue many car owners from just this predicament.

"One of the things that is so easy to forget in connection with one's motoring is the roadway leading to the private garage," he says. "As long as the weather is good, there is no need for considering this subject, but when late fall rains set in, scores of driveways become veritable swamps through which passage is impossible. The cinder and crushed stone and 'natural' driveways, of course, are the particular offenders in this respect."

"The surfacing material has a way of disappearing mysteriously before the motorist realizes it. This club and others of the 939 that make up the American Automobile association had found this to be true in an amazingly large number of cases when they have been called upon to rescue members anchored in the mud."

"The expense of resurfacing this type of private roadway is not great in a majority of cases, but it is not the expense, however, that holds motorists back in having this vital service performed. They fail to act merely because they are not conscious of the need for action. Motor clubs call the matter to the member's attention much for the same reason that they periodically advise brake and headlight adjustments—because getting the work done saves a great deal of trouble and annoyance and frees winter driving of one of its most irritating aspects."

There is a grapevine in a garden of Oberstadt, near Speyer, Germany, that is believed to have been planted about 1500. The stem is forty-seven inches in circumference and the roots reach down 250 feet.

Tractor Equipped For Garden Work

CHICAGO (AP)—Transplanting celery, always a back-breaking task by hand, has been accomplished by workers sitting in comparative ease in low slung seats on a slow-moving tractor. By slowing down a truck garden tractor to 40 feet a minute

by means of a slow speed gear ratio the two men riding on the transplanter can do a perfect job of setting the tender celery plants five or six inches apart, at the same time watering them as they must if the plants are to live. The motor transplanter has been adapted also to tobacco plants, cabbage, tomatoes, celery, cauliflower, onions and peppers.

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