

## MOTOR CAR BUYING WITNESSES CHANGE

Straight Eight Revolutionizing Entire Market Says Hup President

DETROIT, Mich. (Special)— Tremendous inroads into the entire motor car market above \$1500, by eight cylinder cars within 18 months, with the likelihood of their complete dominance of that market shortly thereafter, is declared by Dubs Young, president of the Hupp Motor Car corporation, to be the next far-reaching factor in motor car buying.

In an interview with the Wall Street Journal, Mr. Young pointed out that he spoke from an experience of more than a dozen years with eight cylinder cars, four years of that time in actually designing, testing, producing and marketing of the car which has been the largest selling car of the straight eight type ever since it was first produced.

"There is a market of at least 100,000 ready to adopt the straight eight as its car just as quickly as these persons realize the facts," he said. "That is why I am willing to go on record in this frank manner as predicting what is already the inception of an immediate and revolutionary change in the buying habits of that portion of the American public which is purchasing cars costing \$1500 and up."

"There are a dozen reasons why this is bound to happen. Three fundamental ones, however, point the way clearly. These are, first, the inexorable law of human choice; second, the continued and continual seeking of the American public for something better, and third, the history of this motor car industry."

"Sooner or later the law of human choice—the everlasting search for the most serviceable and efficient—puts every product, whether it be motor cars, clothing, jewelry, or what not—into its proper place, assigns to it the market to which it belongs, fixes the price at which it can be sold, and even establishes—as in the case of motor cars its social status beyond hope of change. Manufacturers do not arbitrarily make markets. People make them by their unremitting hunt for that which meets their needs and comes within reach of their pocketbooks."

"The motor car industry has been remorselessly divided into many classes and social distinctions by the action of this irresistible law which is, at one and the same time, human and economic."

"Time was when the conception of the best that could be evolved from a motor car was to equip it with a thoroughly efficient four cylinder engine. Prior to that was even a period when one and two cylinders made a determined effort to prove their case with the public, which quickly passed them over and turned to the four."

"An interval of years ensued fine four cylinder cars literally commanded the world markets. They were sold at the highest prices and won the highest reputation."

"But the search for better motor cars never stopped. Bit by bit

the four began to give way in favor of the six. Valiantly it fought inch by inch. But it was a losing fight. Why? Because the six gave a more uninterrupted and continuous flow of power than the four.

"The six is passing through precisely the same process as the four. It sold for years at the highest prices. Then, like the four, it began to recede from its pedestal at the topmost class to the middle class, then a little lower, and finally, within recent months, to points as low in some cases as the four itself."

"Why?" Again because that public which could afford to aspire to the smoothest and the best was still hunting for it and finding it in the eight.

"Hupmobile built for years what was admittedly the finest expression of four cylinder efficiency known to the history. Its reputation for having achieved the utmost in ruggedness, economy and efficiency from the four was literally world-wide. It held tenaciously to the integrity of the four—always with the conviction that when the finest four that could be built served its purpose, the natural process was by successive steps to the six, for one fine large market, and then to the eight to satisfy another great and growing market, craving the best that engineering and designing could produce."

"Hupmobile's conviction of the eight as the ultimate was as strong as its confidence in the four. It was building both six and eight for years before it marketed them."

"It delayed their production because of inhibitions it recognized in the eight—because it was convinced that a huge market of those seeking the finest was barred from the eight because of its complications and consequent high initial cost, its attendant maintenance expense and its large gasoline consumption."

"It labored to overcome those disadvantages and has done so. So sound was its reasoning that a great public wanted eight and would buy them when they were properly simplified and properly priced, that in the first year after its introduction Hupmobile sold more straight eights than any other company in the world had ever marketed."

"Its vision of the six was that the utmost that could be given in a car of those cylinders—the finest, closest and soundest six manufacturing—must be produced to sell for less than \$1500, and that there was, even a year and more ago, no warrant for any six ever to be sold for more. It saw the same remorseless law at work in the six as had operated in relation to the four."

"Its vision of the eight was that when freed from the restrictions that had checked its growth it would assume its proper place—just as public choice and discrimination have put the four into its place and the six into its place, leaving everything above them—the topmost position—for the topmost principle."

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Reedsport Industries, largely sawmilling, have a payroll of \$110,000 a month.

## CONSTANT CHANGES IN TIRE BUILDING

New and Better Methods Being Found Every Day According to President

Constant change, continuous improvement, close study of men, methods and machinery, are the price that tire makers must pay to keep in advance of the business if they hope to be leaders in the industry.

"Every day we find new and better methods of working, we are constantly on the alert for any improvement, no matter how small, that will add to the efficiency of our plant, and we do not hesitate to make a change in methods instantly when they are considered necessary," stated R. H. Brown, factory superintendent of the Columbia Tire corporation, makers of CTC tires and tubes.

Every man employed in our big plant has a direct personal interest in the business, is vitally concerned in every item that will add

to efficiency or economy of operation; hence, every movement is subjected to close study, every operation is analyzed from a dozen different view points, with a result that each process of manufacture is being constantly improved upon.

We are constantly in touch with our factory representatives, we maintain close liaison with all of our entire dealer organization, we are familiar, at first hand, with the results obtained by car owners, truck owners, bus operators, taxicab companies, fleet operators, and others using CTC equipment, with the result that we constantly have our finger upon the pulse of the trade and can shape our ends accordingly.

In addition, our plant engineer, Mr. J. F. Cullen, maintains contact with all the leading tire manufacturers, our eastern research department promptly advises of every change in construction methods, and our marketing department keeps us fully advised of trade tendencies.

The remarkable mileage achievements of CTC tires here in the west may be attributed to a number of factors, the most important undoubtedly is the combined aim of every member of the organization to make CTC an outstanding quality product.

## DRIVERS' LICENSE MEANS FOR CHECK

Simplicity, Fairness and Low Cost Should Be Features of Auto Tax Law

Pointing to the fact that intoxication leads all other causes in the revocation of motorists' licenses in Michigan, Massachusetts, New York and Pennsylvania, David C. Fenner, Chairman of the Motor Vehicle Conference Committee, urged upon the National Safety Congress meeting in Detroit, October 27th, the need to give the police this means of check-up on lawless citizens.

"If this condition now prevails in those states where drivers are first selected, and where the shadow of suspension and revocation always hovers over their heads, it must be more serious in states having no such laws," said Mr. Fenner.

The Motor Vehicle Conference Committee is a joint group of the American Automobile Association,

the National Automobile Dealers' Association, the Motor and Accessory Manufacturers' Association, the Rubber Association of America, and the National Automobile Chamber of Commerce. These bodies have endorsed the driver's license principle.

Nineteen states now require the licensing of operators. Objection is usually made to the measure. Mr. Fenner stated, in the fear that the driver's license law may be used as a taxation means, or may be operated unfairly. The act should be drawn to avoid these difficulties.

Reckless driving, "hit-and-run" drivers, and speeding, follow intoxication as causes of license re-

vacation. Twelve states and the District of Columbia now require an examination as a requisite for a license. Mr. Fenner named six points to be considered in this connection: Mechanical ability to drive. Mental qualifications. Physical qualifications. Moral qualifications. Age. Ability to react to new circumstances.

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## String Tied to Wrench Saves Mechanic Trouble

A greasy wrench will often slip out of a greasy hand into the dust pan under the engine, into the clutch housing, or into some part of the car where it is very inconvenient to recover it. This may be avoided by tying a string about 15 inches long around end of wrench, then a loop around the wrist, or to an adjacent part of the car. This takes about one minute, while recovering a wrench that has slipped to some inaccessible part of the car has often caused an hour's delay.

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