

## War and the Automobile

THE war and what it means to the motor car trade is being discussed at length by manufacturers and dealers. To the New Yorkers who sell automobiles at retail, the outlook is not at all alike. Some of them are pessimistic and can see no bright times ahead. Others feel—and there are logical reasons for their feeling so—that things will be well with them.

Their point of view was expressed by The Sun not long ago in these words:

"Because of the tire situation the makers of light cars, which are economical on tires, will reap a decided benefit from the war times. Cars which are easy on tires will be in demand, because not only will tires be higher later on than ever they are now, but they will be scarcer. This will operate so as to make it hard for the tire makers to provide for the makers of new automobiles in order that they may ship their factory product out in addition to taking care of the car owners and users already on the road.

"In another respect American automobile makers may consider the situation as beneficial to themselves. Because it will be impossible to get through shipments of most foreign cars the persons who normally would buy such machines are expected to turn to the purchase of high grade, high priced American made machines. Furthermore, as many persons who ordinarily go abroad and spend money there will stay here this season, this is expected to help sell cars."

Another cheerful view is that taken of the prospect for a better South American trade by the Horseless Age, earliest of American automobile publications:

"The republics south of the Isthmus of Panama have already appealed to the United States to supply them with the necessities that were formerly imported from Europe. America needs only to take full advantage of the stagnated condition of industry and commerce abroad to be well established in South America when Europe recovers from the war. The establishment of a line of naval and privately owned American ships is now under way, and automobile manufacturers will surely benefit from this move.

"While American manufacturers of automobiles have been gradually advancing in the South American markets their grip on the automobile trade there is by no means as strong as that of European countries. Machines of French, German, Italian, Belgian and

Spanish manufacture are popular in South America because of better shipping facilities from Europe, the early advent of European cars and also because the merits of American cars have never been strongly placed before South Americans. With European cars out of the field, even temporarily, American vehicles will be in demand, and once used will no doubt win the favor of purchasers.

"During 1913 the United States exported to Europe automobiles to the value of \$7,274,845, while official figures show that during the same period Germany, Belgium, France and Italy exported to Brazil, Chile, Argentine and Uruguay motor vehicles valued at \$13,168,508. England and Spain also had a share in the automobile imports to South America. These figures indicate that with the warring countries closed to American manufacturers an even richer automobile market, and one nearer home, has been thrown open for their exclusive development.

"These figures also show that the American exports to the warring countries are not a very important factor in the automobile business of this country, for it is estimated that during 1913 the total value of the cars produced in this country approximated \$400,000,000. This means that only about 1 1/2 per cent of the automobile output of the United States as exported to Europe.

"The loss of this business cannot have any disastrous effects on the American industry, especially with the prospects of the American manufacturers securing twice as much from a section which heretofore has largely depended upon Europe for its cars and which now has only the American industry to look to for necessities. The war is offering American automobile manufacturers a great opportunity to enlarge their export markets and when the world is again at peace American products should be well established in territories that until recently were controlled by foreign manufacturers."

## Lure of the Country

HERE are some sentiments taken from recent publications which express the lure of the country for the boy or girl who is so fortunate as to live within reach of country sights and sounds.

"A child whose early years are spent

largely in the country will fondly remember his youth and his beloved animal companions, for country life for a child is rich with happy associations, while the youth of a child kept constantly in the city is a starved sort of a thing."

"When we say widen the outlook for the boys and girls we do not mean that they must go away from home to find the world. If you will just show them that the world is right under their feet and over their heads, and that they have all the science right at hand, and all the arts for that matter, they will not wander from home. Still it is necessary to furnish them intellectual tools and stimulus in the way of books and magazines. Unfortunately, most of our country homes have only those papers that give a questionable lot of passing information."

"A country cannot hope for agricultural prosperity unless the face of the youth of the land is turned toward her fields and meadows, and the boy of this country, alert, eager, questioning, will face the direction of most vital interest—the city, if it offers the greater thrill and opportunity—or the country, if it beckons with big enough call to the pulse of the youth. But the appeal has got to be genuine; it has got to flout a banner and stir the blood and promise some sort of tangible victory.

Now is the time to consider the plans for making the surroundings of the country home attractive, that environment may exert its strong influence in the right direction. The tin cans and other unsightly accumulations of rubbish should not be a part of the memory of home which any child carries into adult life. A few seeds of vines planted where needed will make a thing of beauty of some ugly object which cannot well be removed, and "a thing of beauty is a joy forever."

This is a practical phase of home life which should not be crowded aside for what may seem to be more immediately remunerative interests. Make home surroundings attractive and beautiful and so increase the hold of the country home on the young folks.—Virginia H. Corbett, Colorado Experiment Station.

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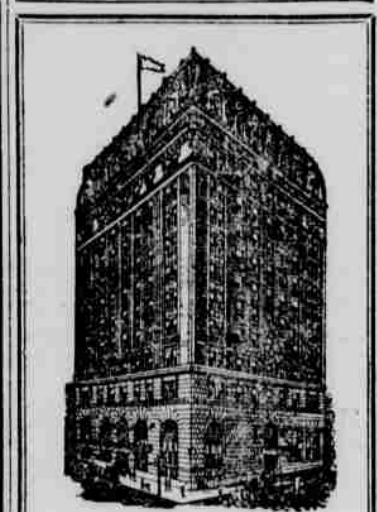
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