



Exhaust Echoes



NORTH SHORE AUTO MEN MEET TO FORM OWN ASSOCIATION

Problems confronting the automobile dealers of every city and state are such that national organization is absolutely necessary for adequate protection, according to P. F. Drury, field secretary of the National Automobile Dealers' association, who has arrived on the north shore to lay before the dealers an invitation to join the national association. The organization's headquarters are in St. Louis. Representing the 27,000 dealers of the country it now has a membership of 5,000 in the forty-eight states. It is co-operative, organized for "protection, not profit," and its officers are nationally known among the dealers. F. W. A. Vesper of St. Louis is president and Harry G. Mook, formerly of Denver, is the secretary and business manager in charge of the St. Louis office.

A meeting to organize the North Shore Auto Dealers' association as a branch of the national organization was called for Monday night at 8 o'clock in the rooms of the Evanston Commercial association.

Two weeks are needed by the committee to draw up suggested rules and regulations and by-laws. Permanent officers are to be chosen at the next meeting.

A large number of north shore automobile men appeared at the club in response to the announcement that an organization is to be created and all were enthusiastic over the prospect of a strong association here.

Membership will include auto men from Wilmette, Kenilworth, Winnetka and Glencoe.

J. L. Scales, who was named to assume the duties of a temporary secretary, announces the following committee to consider rules for the budding organization:

Henry G. Williams of Northwestern garage, Evanston; B. H. Briggs, Grove street and Sherman avenue, Evanston, and W. T. Wehrstedt, Winnetka Motor Co., of Winnetka.

Several local automobile men are already members of the national association.

Mr. Drury in explaining the objects of the association sets forth the following facts concerning the industry:

There are a billion and a quarter dollars invested in the automobile industry and the security of this capital and the safety and well being of the 830,000 employes are dependent upon commercial and legislative fair treatment.

There are 6,000,000 automobiles in daily use in America and the country has been absorbing cars at the rate of a million a year. This absorption is expected to reach 1,500,000 annually. About 750,000 cars wear out a year.

The annual wage paid by the industry totals \$750,000,000, which is equal to the total circulation of gold in the United States in 1917. The number of employes is one-half the total of all the railroad employes in the United States. The industry is the third largest in the country, being exceeded in manufacture only by the steel and clothing industries.

Mr. Drury calls the attention of the dealers to the services now offered by the N. A. D. A. to members. They are an employment department for high-class employes, such as salesmen, sales managers and service managers, a war tax rulings department, a legal department, a legislative aid department, a speaker's bureau, an advisory advertising bureau, a trade information department, a highways construction department, aid of traveling field secretaries in building up local associations and handling local problems and the N. A. D. A. bulletin. In the bulletin confidential matters of importance to the trade are distributed to the members, insurance informative details on trade problems often days ahead of general circulation through the ordinary channels. All these services are free to members.

This year the association has concentrated on a program of obtaining a reduction or a total elimination of the 5 per cent semi-luxury tax on automobiles, the passage in congress of the Townsend bill for a national highways commission similar to the interstate commerce commission's operations over the railroads, uniformity of state licensing and regulation and stabilization of the truck market.

FUEL NOW GREATEST PROBLEM OF OWNER, ASSERTS SHERLAND

"With the tremendous increase in the consumption of gasoline and the consequent reduction in its quality, the fuel problem is becoming of greater importance every day to the automobile owner," declared Louis J. Sherland this week.

"To understand the situation it is necessary to remember that the automobile motor is operated by heat,

be supplemented by the addition of the heavier oil products which were not so easily vaporized.

Heavy Fuel Causes Carbon

"The result was exactly the same as though you tried to burn heavy lump coal in a furnace designed exclusively for nut. In the automobile engine the heavier fuel refused to vaporize properly. Part of it was burned, part of it formed carbon and fouled the spark plugs while some leaked past the piston rings into the oil in the crank case, destroying its lubricating properties.

"The outcome was burned out bearing, fouled spark plugs, the formation of excessive carbon in the cylinders, hard starting, waste of fuel, low mileage, loss of power and a knocking motor. To remedy these evils, engineers resorted to various methods of applying heat to assist

in the vaporization of the fuel, realizing that the low grade of gasoline available would supply more heat units than high grade fuel, and furnish more power if these heat units could be extracted.

Develops 65 H. P.

"The result may be seen in the Essex, the wonderful performance of which during the past few months has astonished the motor world. Although it is only 29 1-2 inches in length overall, the Essex motor develops more than sixty-five horsepower.

This remarkable achievement is made possible by its scientific construction which permits the thorough atomization and burning of every drop of fuel supplied.

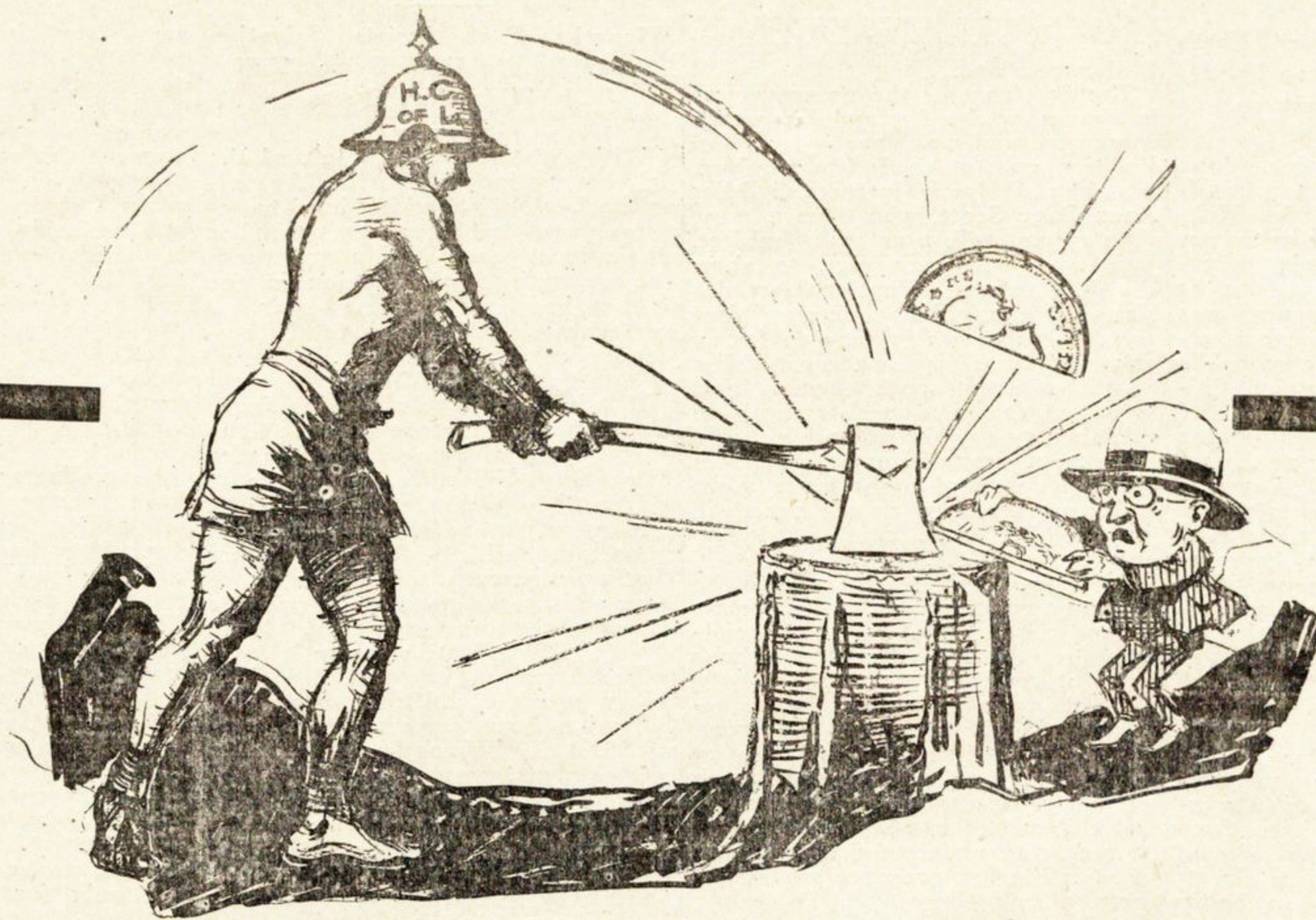
"The manifold carrying the carburetor is bolted directly to the cylinder block and the inward passages are

given a downward slope from the carburetor through the valves. Perfect conditions for starting are assured since the raw gasoline flowing from a choked carburetor must prime every cylinder in the most effective way. The combination of gravity flow of the mixture and the hot manifold insures perfect distribution and complete combustion of the fuel."

COURTESY THAT PAYS

Compliments of congratulation are always kindly taken, and cost one nothing but pen, ink and paper. I consider them as draughts upon good breeding, where the exchange is always greatly in favor of the drawer.—Chesterfield.

IT PAYS TO ADVERTISE



"Your Dollar and Our Dollar"

Your Dollar and Our Dollar are alike. But why mention it? Because that seems the simplest way to point out to our customers how present-day prices have boosted the cost of providing good gas service.

To Quote from Uncle Sam's Reports and other reliable and authentic sources, your dollar today will buy only 55% as much food as before the war,—only 45% as much clothing,—only 53% as much labor,—only 42% as much of commodities of all kinds! This means that your dollar's purchasing power is about half what it was before the war.

Again We Say, our dollar is just like yours.

The Costs of Coal, Oil, Labor and general supplies for making and delivering gas are the highest in the history of the gas industry. They have increased on the same scale as household necessities. These costs are beyond our control. We have to meet them in order to continue good gas service.

A Recitation of the Details of these costs makes a very long and dull story. Part of the figures would tell you little or nothing. **All** of them would bore you and would mean nothing to you unless you are an engineer.

But We want to Point out to our customers that Old High Cost of Living has chopped the purchasing power of our dollar in half the same as he has yours.

How all the Facts and Figures on this subject are brought together and the price of gas fixed accordingly will be outlined in our next statement to appear in this newspaper next week.

North Shore Gas Company

OFFICES:

Waukegan, Lake Forest, Highland Park, Winnetka, Libertyville