



HOW FAR MOTOR CAR BUYING IS BECOMING CONCENTRATED

Ten Makes Responsible for Ninety Per Cent of California's Sales During the Two Months of January and February of This Year

LOS ANGELES, April 11.—Students of the progress of motor car selling have declared that this year's buying more than ever discloses the fact that the industry is passing into the control of a few manufacturers.

In their trade reviews automobile editors are emphasizing this by repeated statements that business with dealers selling the products of the big makers is enormous and growing by leaps and bounds. Coupled with these statements is the frequent comment that this selling predominance of the mighty ones is fast putting the "little fellows" in the "also ran" class.

In this connection Charles W. Nash in a recent talk at Los Angeles was frank enough to surmise that the seeming reticence of the big companies to raise their prices in the face of the great advances in the cost of every factor entering into production cost may mean that they may have in mind freezing out the smaller makers.

How great is this monopolistic trend on the Pacific coast may be estimated by a study of the figures for the total sales of passenger cars in California during the first two months this year recently compiled by the Motor Registration News.

These statistics show that of the 25,570 sold during January and Feb-

ruary ten makes—Ford, Chevrolet, Studebaker, Buick, Star, Dodge, Maxwell, Overland, Nash, and Willys-Knight—were responsible for the sale of 24,923 cars, or 90 per cent of the total.

Exclusive of Ford, which built 24 per cent of all the cars sold during this period, and with the addition of Hudson to the nine mentioned above ten makes outside of Ford were represented by 15,944 of the sales. It will thus be seen that the predominance of Ford is not altogether responsible for the figures showing the 90 per cent concentration in the hands of the few; for the ten leading makes outside of Ford, it will be seen, are responsible for 77 per cent of the 15,944 sales not including Fords.

Following Hudson, which is eleventh on the list, comes another group of ten, which is responsible for 2855 of 9 per cent of the total sales including Ford.

This leaves but 2,622 sales represented by about 50 other makes. These fifty you will see, are responsible for only about 7 per cent of the total sales.

In a word these figures would seem to fairly well represent the present hopes and fears of California's motor car dealers.

MILLIONS EMPLOYED IN AUTO INDUSTRY

Only One Decade Brings Radical Change in Transportation Problems of the United States.

That the automobile industry has reached the top of American industry, appears to be the consensus of opinion among those in close touch with manufacturers and distributing agencies, and according to the New York Herald, about two and a half million individuals are employed in manufacture, sale and accessories business directly and indirectly connected with this line of work. Not only is this vast army of workers kept busy, but the motor vehicle has taken the place of horses in city and country, apparently being necessary to carry on industry in an intensified form throughout the land. More than three million cars and trucks are owned on the farms of the United States, enabling producers to get crops to market and also putting the farmer and family in close touch with advantages of the city. Motor cars annually carry as many passengers as the railway lines of the country, and according to available statistics also handle thirteen per cent as much freight as the rail lines.

A few years ago, when the doctors of America depended upon the light harness horse to carry them throughout town and country in response to calls, now an army of more than 100,000 physicians daily depend on their autos to quickly convey them to bedside of sufferers. In addition to the 2,000,000 cars and trucks owned by farmers, over

125,000 suburban home owners whose work is in the cities, ride to places of employment in autos every morning of the week.

Another feature that is noticeable in the statistics for motor cars, is the fact that 79 per cent of all cars in use in the United States are their owners less than \$1000 each, while 94 per cent of all automobiles owned by individuals in this country were bought at less than \$2000 each.

At the present time there are nearly 11,000,000 cars and trucks in commission in the United States, which overshadow by a vast number the total of all automobiles owned in all the world.

To keep this immense number of vehicles going and supply new machines that are demanded requires an army of 25,000 skilled workmen in the factories where automobiles are built. The accessories manufacturing concerns employ another 250,000 people, while tire factories employ 75,000 more. Iron and steel workers, 5,000 copper, brass and tin workers, 3,000, woodworkers, 20,000, glass workers, 20,000, tannery and textile workers, 65,000, paper composition workers, 25,000, and men engaged in oil refinery for automobiles use total over 50,000. In addition to all of these people directly earning a livelihood from the automobile industry there are a million and two hundred thousand others who are employed as drivers of trucks, and as chauffeurs, while garages employ 250,000 mechanics and the various selling agencies give steady work to 150,000 salesmen.

According to records, only about 20 out of every 100 automobile owners know their own license numbers.

An automobile in which the engine has been thoroughly overhauled should be treated the same as a new car for the first 1000 miles of service.

Ford
THE UNIVERSAL CAR

ANNOUNCEMENT

of Interest to

MILLIONS OF FAMILIES

"I will build a car for the multitude"

Said Henry Ford in 1903—Read how the fulfillment of that prophecy is now made possible through the

Ford Weekly Purchase Plan

For many years it has been Henry Ford's personal ambition to make the Ford the universal family car—to put it within the reach of the millions of people who have never been privileged to enjoy the benefits of motor car ownership.

During the past fifteen years over 7,500,000 Ford cars have been placed in the hands of retail customers—more than a million and a half of them within the past twelve months—and yet there are still millions of families who are hopefully looking forward to the day when they can own a Ford.

And now the way is open.

Under the terms of this plan you can select your Ford Car, set aside a small amount each week and you will be surprised how soon you will own it. In the meantime your money will be safely deposited to your credit in one of the local banks where it will draw interest. Think it over. Five dollars will start an account. The whole family can participate in it—father, mother, brothers and sisters each doing a little.

Why not start today. Stop in and talk it over with your local Ford dealer. He will be glad to fully explain the details of the plan and help you get started toward the ownership of a Ford car.

FORD MOTOR COMPANY

DETROIT, MICHIGAN

C. A. LOCKWOOD MOTOR CO.

Roseburg, Oregon

Why Pay More?

Regular \$3.00 Spotlights \$1.50
Regular \$3.25 Sees All Mirror \$1.50
Regular \$12.00 Sun Visors \$6.95
Champion X Spark Plugs for Ford 49c

Tire Covers, All Sizes

A Complete Line of Piston Rings

Wilson's Tire Shop

117 Jackson Street

78 PER CENT OF CARS STOLEN IN 1922 RECOVERED

A compilation of motor car theft records just completed by the National Automobile Dealers' Association shows improvement in the matter of recoveries as compared with the thefts and recoveries in 1921.

Reports from 25 "index" cities show that recoveries in 1922 were 78 per cent of thefts reported to the police departments of those cities.

Reports for 1922 from the following selected cities will be of interest for purposes of comparing the records of Pacific coast centers with those of the East:

Chicago 1,534 2,919 397 years. Whatever the cause may have been the total thefts and recoveries show a change for improvement. In the previous four years the trend was upward in total thefts and the percentage of recoveries steadily grew.

Chicago 1,534 2,919 397 years. Whatever the cause may have been the total thefts and recoveries show a change for improvement. In the previous four years the trend was upward in total thefts and the percentage of recoveries steadily grew.

New cars have reached a low price level in 1922 and 1923. It is now possible to buy a new automobile for about the price that a person would have to pay to a thief for a stolen vehicle. The selling price of used cars have settled down to an average of about \$350 a car. The automobile thief steals for profit. If his market has been changed so where he must sell for less than \$350 there will be less reward for so much risk. Taking the profit out of his efforts, almost automatically takes his incentive away.

Automobile and Belgium see the best motor vehicle country of the United States. Automobile bought the greatest number of American motor cars during the past year, taking 11,238, whereas Belgium was the foremost purchaser of motor trucks, with a total of 2,374.

The number of thefts in 1922 were 1,534, compared with 1,534 in 1921, when there were 1,534.

OREGON DEALERS WILL SELL 30,000 AUTOS IN 1923

That Oregon motor car dealers will sell this year 29,000 cars valued at from \$17,500,000 to \$19,000,000 is the prediction of M. O. Wilkins, head of the Wilkins Automobile Information Service. His prediction is based on the sale of cars since the first of the year as compared with a similar period during 1922.

In 1922 the total sales were slightly in excess of 20,000 which gives a 50 per cent increase in anticipated business.

"January was almost a 2000-car month," he said. "To be exact, there were 1973 cars sold during the month."

As yet there are no reports from the February dealers, but even better than the January, for in one week 2,000 cars were delivered, a record for the month but here we are in the month of March.

The best of it all is that the increase is not in car prices, but in the number of cars sold. "Eastern Oregon is doing stronger than last year," says Wilkins, "and Portland is doing well in comparison with other cities."