



# AUTOMOBILE NEWS



## NEW YORK KEEPS AHEAD IN YEAR

### California Second in the Number of Automobiles Owned by Citizens

A total of 2,278,612 motor vehicles were registered in the United States during 1926, according to the annual statistical review of the motor car industry by the St. F. Goodrich Rubber Company. Their report shows an increase of 2,044,518 over 1925 when 20,220,812 motor vehicles were registered. The percentage of new motorists

was not as great as it was during the previous year.

The estimated total of passenger cars and trucks manufactured during the year past amount to 4,497,250. This figure shows an increase of 187,230 over 1925. The 1926 production added to the total registration in 1925 gives a figure 2,482,772 higher than the actual registration during 1926. This would indicate that 2,482,772 motor vehicles were discarded or put out of running condition in the preceding 12 months.

**Mortality Higher**  
The mortality on motor vehicles was 22 per cent higher in 1926, but this does not change to any appreciable extent the average of motor car life, which still runs between 7 and 8 years. This is significant of the high standard of quality that is being maintained

by the manufacturers of motor vehicles.

For the first time in the history of the motor car industry registrations fell off in two states. South Dakota and Utah registrations for 1926 were under the figures given for 1925. Another new state, however, joins the million-or-better class. Texas is the seventh state to go over the million mark in registrations.

**New York Keeps Lead**  
New York retains its lead with 3,758,027 motor vehicles, an increase of 5.5 per cent over 1925. California's percentage of increase is higher than New York's and it follows New York in rank. Ohio jumped from 4th place in 1925 to 2nd place in 1926 with 1,518,900. Pennsylvania's registration in 1925 was 87,000 higher than that of Ohio, but in 1926 Ohio passed

## CHRYSLER CARS PROVE POPULAR

### New Body Types Win Comment at New York Automobile Exhibit

NEW YORK, Jan. 22.—Pembroke among the host of new cars and new features placed before the throngs which jammed the Grand Central Palace, as well as the special exhibits at the huge uptown hotels and the distributor's sales rooms during automobile show week, once again Chrysler focused the major portion of attention upon itself.

Refinements in engineering and manufacturing which the motorist public has come to expect from Chrysler were almost eclipsed by the sensational new treatment of body styles and coloring, shown for the first time by this manufacturer.

One of the most sensational of these novelties was the Chrysler Imperial '26" sporty phaeton, unusually striking in its color combination of black and blue, with striping of Italian cream. The model readily gained the hearty approval of all who saw it. Upholstery is of dark blue, and buffed spanish leather. Six black wire wheels, with nickel-plated rims, with the two spare tires in wells in the front fenders, are standard equipment. The top is of the disappearing wheel type, so constructed that it can be folded back and booted in conventional manner, or stowed completely away in a compartment back of the front seat. The streamline effect of the body lines is emphasized when the top is hidden from sight.

Still another Imperial '26" body type that held the interest of the crowds was the newly announced standard 5-passenger sedan the lowest priced enclosed model on this chassis. This car is done in half green with Italian cream striping.

On the '26" new body types Pennsylvania with a 16.2 per cent gain, while Pennsylvania's gain is only 3.5 per cent.

Florida made the highest per cent gain of any state. Its increase was 21.5 per cent over 1925. Florida's nearest competitor was Maine with a 22.3 per cent gain. Florida's 1926 registration shows a motor vehicle for every 2.2 persons, the highest of any state showing California shows a car for every 2.4 persons.

Taking the registration total and dividing it into the estimated 1926 census totals for the United States shows that there is one motor vehicle for every five inhabitants.

Dividing the square mile area of the country into the registration figure shows a little better than 1 motor car to every square mile. The automotive industry remains first in rank among all low-cost enterprises, based on the value of its products. The estimated wholesale value of the products of the motor vehicle and allied industries approximates four and half billion dollars.

A continuation of conservative policies by manufacturers in establishing production schedules will insure another satisfactory year for the automotive industry even though the total volume of sales of both complete units and accessories may be slightly lower than in 1926.

Fundamental business factors are sound. The use of the motor vehicle as a medium of transportation is on the increase with more buses and more trucks going into use every day. Over a half million miles of surfaced highways today forms a veritable network of motor transportation lines over the country and nearly nine billions of gallons were consumed by U. S. motor cars in 1926.

State	Rank	1926
Alabama	31	225,051
Arizona	44	74,406
Arkansas	33	205,419
California	2	1,614,479
Colorado	27	252,787
Connecticut	22	236,000
Delaware	45	45,100
Dist. of Columbia	35	110,000
Florida	18	446,528
Georgia	23	277,910
Illinois	11	955,501
Indiana	9	1,374,231
Indiana	9	1,374,231
Iowa	10	659,300
Kansas	15	491,228
Kentucky	24	277,111
Louisiana	28	259,500
Maine	36	172,020
Maryland	26	264,018
Massachusetts	5	829,274
Michigan	6	1,122,828
Minnesota	14	822,256
Mississippi	32	219,500
Missouri	12	849,141
Montana	40	144,844
Nebraska	20	385,024
Nevada	49	73,909
New Hampshire	41	85,076
New Jersey	13	662,858
New Mexico	46	14,610
New York	1	3,758,027
North Carolina	31	291,000
North Dakota	37	155,000
Ohio	2	1,518,900
Oklahoma	16	489,000
Oregon	29	234,119
Pennsylvania	4	3,482,827
Rhode Island	38	110,724
South Carolina	34	181,105
South Dakota	39	155,120
Tennessee	25	276,097
Texas	7	1,046,815
Utah	42	51,240
Vermont	46	74,071
Virginia	21	321,879
Washington	19	503,279
West Virginia	30	227,678
Wisconsin	11	843,235
Wyoming	47	49,875

were also presented including the new four-passenger coupe.

Probably no stock body type attracted such attention among the lower priced class than did the new Chrysler '26" two-passenger coupe, with simple body which also made its debut at the show. There are many who believe that this model should prove to be one of the most popular cars in the entire Chrysler line, because of its appeal to those of small family, as well as those who desire a second car for personal transportation. This car is in half green, with finishing chrome striping, upholstered in moose gray mohair, and leather visible seats to match the body colors.

Still another surprise was the announcement and showing of the handsome sedan on the Chrysler '26" chassis. This car is finished in ambery green, with half green and gold beams trim and striping, and upholstery of silver-gray mohair. Cabriolet visors, with military front, which Chrysler introduced with the new '26" several months ago, are now being generally used with slight variations on all Chrysler models.

## NEW TIRE BETTER IN SAFETY, CLAIM

A new automobile tire has been developed by the Goodyear Tire and Rubber Company which the makers claim will give greater mileage, better traction and increased safety as regards skidding. The new tire is of balloon type and has an unusually flat tread which extends far up the sides of the casing. The design is said to reduce internal wear and shimmying to a minimum.

## FARMERS LARGEST USERS OF TRUCKS

Farmers as an industrial class are the largest users of motor trucks according to a survey made during the past year. Second to the farmers is the industry of groceries and food products.

## CYLINDER GRINDERS MOVE TO WEST FIFTH

Pembroke and Moritz, formerly Pembroke's cylinder grinding works, are now moved from Olive street to 15 Fifth Avenue West and at present are regrinding only. As soon as all machinery can be installed, according to C. J.

## RAILROAD PROJECTS ABANDONED ON ORDER

Bus line development has been so rapid in Denmark that the Danish parliament has recommended that 34 of 40 railroad projects be abandoned and the construction be made provisional in the case of the three others.

Man's imagination has a fine chance to rest with the modern styles, but the female imagination has to work overtime keeping the girls warm.

*The Secret... of Dodge Brothers Reputation*

The secret of Dodge Brothers reputation for building a dependable product can be summarized briefly and forcefully in two sentences:

*Never a type that had to be withdrawn.*

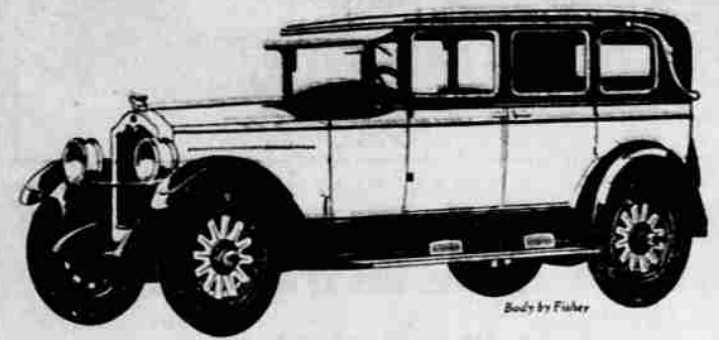
*Never a fundamental mistake, that the public was asked to forget.*

Touring car . . . . . \$ 963  
Coupe . . . . . \$1015  
Special Sedan . . . . . \$1269

**L. C. SMITH**  
5th and Depot

*We Also Sell Dependable Used Cars*

# Announcing A New Buick



... a superlative, close-coupled five-passenger enclosed car ... the Town Brougham ... a new version of Fisher coachcraft ... a striking example of Buick beauty ... with performance that startled the motor car industry ... especially an engine vibrationless beyond belief.

At your earliest opportunity ask your Buick dealer to show and demonstrate the new Town Brougham to you.

THE GREATEST BUICK EVER BUILT



**JENNINGS & SHUMATE**  
Adams Avenue

# Super-Six

Speed, Power and Safety reach new peaks. A principle long held in check now released to full capacity in the

## NEW HUDSON SUPER-SIX

The full revelation of the Super-Six principle is just as clear, dramatic and amazing in a smaller car—

### THE ESSEX SUPER-SIX

You will see these new cars on the road—for their beauty, dash and spirited action cannot be missed. You will ride in them, for the thrill is irresistible.

# LEDBETTER'S GARAGE

# Winter Driving

Made Safe and Pleasant

You'll need these items to insure successful operation of your car.

Tire Chains  
Glycerin Anti-Freeze Radiator Compound  
Veltex Gas, Oil and Greases

**LA GRANDE FILLING STATION**  
KUHNS & ZWEIFEL

# An Important Announcement to Every Car Owner

WE are glad to announce that we have become distributors for the famous G & J line of automobile tires.

Thousands of car owners in this city know the long-established reputation of these tires.

In fact, so faithful has been the quality of G & J Tires for nearly a quarter of a century, that they are spoken of everywhere as "Good Old G & J."

It is known among tire experts that G & J Tires have embodied all of the greatest improvements in tire building since 1902. In many cases they have led in advancements in the industry.

Today, G & J Tires are made in the most modern tire factory in the world—by the most modern manufacturing methods developed by science.

We are proud to stand behind a tire that gives the motorist the exceptional service of G & J. Mileage is built into every tire in the line, which includes a tire for every need.

The G & J Balloon Cord shown at the left is a balloon tire in the truest sense of the word. It is made of a cord fabric which is equalled in few tires for its ideal combination of great strength and exceptional flexibility. Note the wide, flat tread which reduces wear per square inch and affords greater traction and anti-skid protection.

At the right is shown the G & J Heavy Service Cord. Here is a tire that is scientifically built to stand up under severe service on trucks, buses and heavy passenger cars. It is a tire that will give low cost operation wherever the going is hard.

We fully recommend in addition to the G & J Balloon and Heavy Service Cords, the following: "G" Tread Balloon, G & J Cords, G & J 30 x 3 3/4" Tread Cords, G & J 30 x 3 3/4" Tread Balloons, G & J Red and Gray Tubes and G & J Heavy Service Red Tubes. Let us help you to solve the tire problem.

**JOHNS BROS.**  
Cor. Adams and Hemlock  
TIRE SHOP—FILLING STATION  
Expert Vulcanizing

*The Good Old*

**TIRES & TUBES**

NOTE—The G & J Tire Company was organized in 1902 to build bicycle tires. It began building automobile tires in 1902 and in 1903 produced the first cord automobile tire. G & J stands for Goodyear and Jeffery.