

NORTHWEST FIRST IN AUTO DENSITY

ONE AUTO IN COUNTRY PER 11.4
PERSONS, ESTI-
MATE.

The Pacific coast and the north-
west rank first in automobile density
based on population; New England
and the Atlantic seaboard states rank
second; the middle southern states
take third position. For the entire
country there are 11.4 persons per
automobile. This information comes
from the B. F. Goodrich Rubber com-
pany which has just completed a na-
tion wide survey of automobile den-
sity.

The state in the first group, which
includes Ohio, Indiana and Michigan
have more cars in proportion to popu-
lation than the country's general av-
erage. Every state excepting the three
mentioned can be classed as an agri-
cultural state. The average runs from
five to 10 persons per car.

A close race between South Dakota,
Iowa, and Nebraska has been waged
for the greatest proportionate automo-
bile ownership. South Dakota boasts
one car for every 5.2 persons. Iowa
has one for every 5.5 persons; and
Nebraska possesses a car for every
5.9 persons. Fully 85 percent of the
cars in these states are owned by
farmers who purchased their cars
principally for business purposes.

While Ohio, Indiana and Michigan
are quasi-agricultural states, their
dense automobile ownership can prob-
ably be traced to the fact that over
90 percent of the country's total
motor vehicle output is manufactur-
ed within their confines.

New York state which leads the
country in registration, has more mo-
tor vehicles than South Dakota has in-
habitants, although South Dakota
leads the country in auto density.
New York has 658,156 motor vehicles,
while South Dakota has a population
of 653,047. New York has 15.8 per-
sons per automobile.

Florida and Texas are the only
southern states in the second group
which comprises states with 10 to 15
persons per car. In this group are also
the New England states, Pennsylvania,
Illinois, Missouri and Utah. The
last named state leads the group
with 10.6 persons per auto; Vermont
ranks second with 11.1; Illinois and
Missouri are tied for third with 11.4
people to a car.

The third group has 15 to 20 per-
sons per car and includes the follow-
ing states: New York, Virginia, North
Carolina, South Carolina, Georgia and
New Mexico. New York leads this
group.

The fourth group—more than 20
persons per car—contains all the mid-
dle southern states. They are: West
Virginia, Kentucky, Tennessee, Ala-
bama, Louisiana, Mississippi and Ar-
kansas. This group is led by Ken-
tucky with 21.4. The state with the
fewest cars in proportion to popula-
tion in the United States is Alabama,
with 31.5 people per car.

That the southern states rank last
in the density column is attributed
to the fact that this section has poor
roads. However, the south is now en-
gaged in a gigantic road building
campaign and has now available for
expenditure on good roads over \$275,-
000,000. Invariably increased auto
ownership follows good roads con-
struction.

BATTERY LIFE GOVERNED SOLELY BY OWNER'S CARE

Each car owner, unknowingly per-
haps, regulates the life of his battery.
The way he drives and the use he
makes of his battery determines
whether it shall be "miles" or months
of service that are secured from the
battery.

So writes T. A. Willard, president
of the Willard Battery company, in a
letter relative to the care of Will-
ard batteries, received yesterday by
The Dalles Battery company, local
agents.

"The driver who crowds his driv-
ing; who asks miles rather than years
from his car, must agree to accept
service from his battery in terms of
miles also," the letter continues. "The
normal work of months may be crowd-
ed into a shortened period by intense
usage, and then mileage steps in and
takes its toll. The battery's work is
none the less accomplished. Its whole
service is rendered."

"You run your car but 5,000 miles
and your neighbor runs his 15,000
miles. Does your neighbor expect the
tires on his car to be as good as
yours at the end of the trip? Of course
not. He is pleased with the service
they gave and perfectly willing to
buy a new set.

"So it is with a storage battery.
Each customer, unknowingly perhaps,
regulates the life of his battery."

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Studebaker Smashes All Sales Records!

216 NEW STUDEBAKERS SOLD AND DELIVERED IN SAN FRAN-
CISCO AND OAKLAND IN MARCH, 1921.

622 NEW STUDEBAKERS SOLD AND DELIVERED IN NORTH-
ERN CALIFORNIA IN MARCH, 1921.

1149 NEW STUDEBAKERS SOLD AND DELIVERED IN CALIFOR-
NIA IN MARCH, 1921.

And in New York City

376 New Studebakers Sold and Delivered in New York City, March, 1921

168 New Studebakers Sold and Delivered in New York City, March, 1920

A SALES INCREASE OF 123% OVER MARCH 1920

More cars were sold at retail in Greater New York in the first quarter of this year than were sold
in the entire year of 1919

Sales First Quarter, 1921..... 643 Cars
Sales Full Year, 1919..... 527 Cars

There MUST Be a Reason Here It Is

STUDEBAKER COMBINES THE GREATEST PERFORM-
ANCE—MOST ECONOMY—HIGHEST GRADE
MATERIALS

Ask the Studebaker Owner--He Knows

The Enormous Demand for the New Studebaker Cars is
Creating a Shortage — Order Your Car Now and Save
Disappointment.

The Dalles Garage Company, Inc.

1921 IS ANOTHER STUDEBAKER YEAR

GOODYEAR TIRES