

ASTOUNDING FACTS IN MOTOR INDUSTRY

More Than Three Million Directly Employed in Gigantic System

Publication this week of the eighth annual edition of "Facts and Figures of the Automobile Industry" brings to light a number of new studies relating to the motor business. These include the first published tabulation of monthly production figures as far back as January, 1913, a list of the number of motor trucks used in different lines of industry, charts and data from the Interstate Commerce Commission hearings on motor transportation, and a new tabulation of the number of motor vehicles registered in different countries throughout the world. The booklet is published by the National Automobile Chamber of Commerce.

Among the high points developed which are either new studies or revised figures (figures are for calendar year 1926) are the following:
Total wholesale value of motor vehicles and parts, \$4,696,945,000.

Number of persons employed directly in the industry, 3,365,000.

Number of motor vehicles exported, including assemblies abroad, 487,000.

Motor vehicle taxes, \$712,000,000.

Per cent of car production closed models, 72 per cent.

Number of motor vehicle dealers in U. S., 52,592.

Per cent of iron and steel output used by motor industry, 14 per cent.

Per cent of plate glass production sold by motor business, 50 per cent.

Per cent of upholstery leather output bought by automobile industry, 63 per cent.

Number of farm owned motor vehicles, 4,528,000.

Rank of automobile industry among industries of United States based on wholesale value of product, first.

State with largest percentage increase in motor vehicle registration, Florida.

State with largest number of motor vehicles to population (one to every three persons), California.

State having largest numerical increase during past year, New York.

Number of states having more than one million motor vehicle registration, seven.

TAXES ON GASOLINE TRY OUR PATIENCE

Tourist Visiting Many States Wonders Often How They Get That Way

By ERWIN GREER
(President Greer College of Automotive & Electrical Trades, Chicago, Illinois.)

The chap who does a lot of touring certainly wonders how the various states "get that way" when it comes to paying extra pennies for each gallon of gasoline.

The A. A. A. aided me in compiling the following. Read, and then voice your opinion on the subject.

If any citizens have a right to complain it is certainly those from states like Illinois, New York, Massachusetts and a few others where no gasoline taxes at all are imposed.

Last year there were three states imposing a tax of one cent per gallon, 21 states levying a tax of two cents per gallon—the nearest approach to uniformity—one state with a two and one-half cent tax, 13 taxing at the rate of three cents, two taxing three and one-half cents, three taxing four cents and South Carolina going the limit of five cents.

On a basis of registration and total gas receipts of ten states which are not "resort" states, the average car used 151 gallons of gasoline for the first six months and paid a tax of \$3.02. For the same period the average tax paid in Florida was \$11.80. Since the tax in Florida is three cents, the figures would indicate a consumption of 393 gallons for each car.

The figures, however, are misleading. The difference between the taxes paid in the non-resort states and in Florida is principally the amount of taxes exacted from tourists. No wonder Florida needs no state income or inheritance taxes!

It may be alright for states like Wyoming, New Mexico, Arizona, etc., struggling bravely to build good roads across vast, sparsely settled districts to collect a modicum of their cost of maintenance from the tourist who benefits so largely through them, but it is far from just for the prosperous states to exact tribute from the huge numbers of pleasure seekers flocking within their borders to spend money and further enrich the coffers of the resort owners.

Pennsylvania for their license tags, driver's licenses and certificates of title already pay far more than the annual cost of her fine highway system; but Pennsylvania asks only two cents from the South Carolina motorist for every gallon of gas he purchases, so why should South Carolina levy

a tax on the Pennsylvania motorist of five cents on every gallon? Besides paying more than his share for the roads, is the automobile owner forever to be the victim and prey of petty, tribute levying politicians?

Rhode Island furnishes another example of the wide variations in taxes and taxation methods. Automobiles registered in the smallest state in the Union total 89,247. Yet, despite a tax of one cent a gallon, tax receipts were only \$45,848. This is only 51 cents for each car. What is the answer? Does the Rhode Island motorist buy only 102 gallons of gas a year, or is he buying his gasoline in Massachusetts where it is tax free? I'll give you three guesses.

SHIPMENT BEGINS ON NASH COUPES

(Continued from page 1.)
ed. The wide doors, slide walls and head-lining are trimmed to match.

The genuine walnut steering wheel with comfortable grip matches the inlaid walnut panel, the crown panel of genuine walnut above the instrument board, and the walnut finished board.

The new coupe is beautifully lacquered in two shades of green.

A new note has been struck in the appearance and arrangement of the nicked bars which grace the rear deck. Instead of short bars of nickel, three long, handsome highly nicked bars are used. Two of these are set lengthwise

along each side of the deck and the third crosswise, lending a decorative and substantial effect. At the rear of the car, opening on the curb side, is a large luggage compartment with ample space for carrying golf clubs, parcels and packages. The door is equipped with a strong lock and key. The rear window, looking out onto the rumble seat, may be lowered by the simple turn of an attractive silver-finished window lift. The windshield, too, opens forward by the turn of a regulator placed within easy reach of the driver's hand. Silver finished hardware, in period design is used throughout.

SPECIAL PROGRAMS HEARD BY MILLIONS

(Continued from page 1.)
for the broadcasting company, interprets the likes and dislikes of the great audience.

Chaffield came across the schoolhouse while looking for an old farmhouse in which to store some of his belongings and decided that it was just the place he needed for quiet seclusion in planning his programs. He moved in at once, making it a combined studio and home.

Now, however, a new road has been put through and Chaffield finds the quiet crossroads "too metropolitan." He expects to abandon the old schoolhouse for a place he is building in this village, where he says there is little chance of anyone disturbing his isolation.

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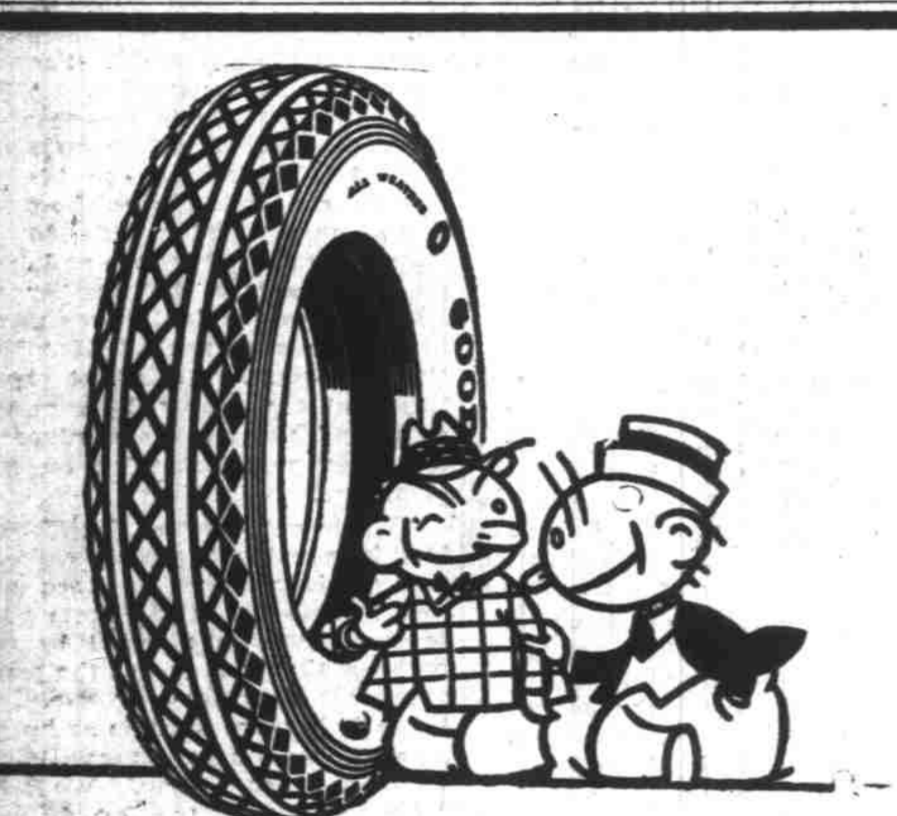
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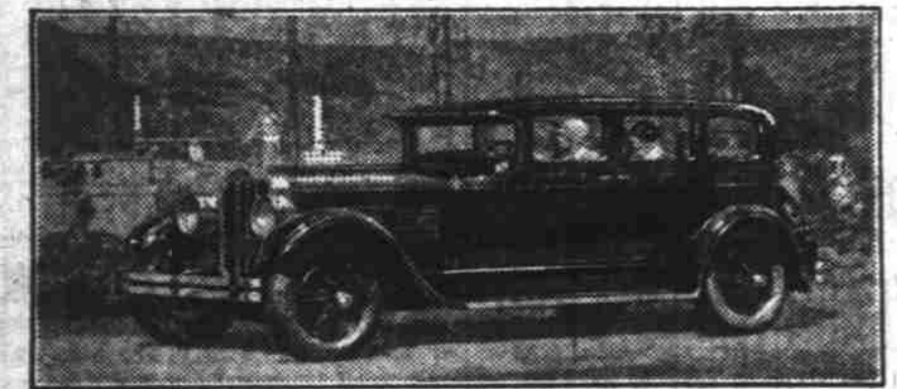
I can't. It goes against my grain to pad up list prices in order to give you a discount or a "long trade"—to make myself a good fellow at your expense.

I've been in the tire business for a good many years. I've watched the "bargain boys" and the "long discount" fellows come and go. Every year my business has increased.

Every year more shrewd tire buyers come to me for Goodyears—and they "stay put" on Goodyears. Doesn't it seem logical that Goodyears will prove the best buy for you?

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THOUSANDS and thousands of people now know why Chandler is making such far-ranging gains in four different price classes. They've seen the cars. They understand.

With aggrandized beauty of design—with interiors sumptuously appointed, fitted, curtained and upholstered—with the fuller development of Chandler's Pikes Peak power principle—the new Royal Eights and Sixes by Chandler can well challenge any comparison on any basis!

Chandler is the undefeated champion of Pikes Peak, highest automobile highway on earth—and also holds the record for the fastest 1000 miles on wheels—1000 miles at 86.9 miles an hour—on the track at Culver City, Cal.

All twenty-eight new models have "One Shot" automatic chassis lubrication. The Sixes range from \$945 to \$1895, and the Royal Eights from \$2195 to \$2295; f. o. b. factory. Just try a ride in any model.

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Every Nash owner notices that he has very little gear shifting to do on hills, no matter how steep the grades may be.

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One reason is the more than adequate power designed into every Nash motor car. Nash engineering has provided reserve energy for situations that tax the resources of other cars, and extend their engines to the point of strain.

Another reason for the powerful performance of Nash is 7 bearings. 7

bearings in every Nash model, instead of 3 or 4, means that power is not thrown away by crankshaft "whip." Proper bearing support throughout the entire length of the crankshaft conserves energy that older motor types waste.

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When you select your next car, be sure to see how unfavorably the power and pick-up of other cars compare to Nash, before you decide!

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