

# 1919 PRODUCTION OF MOTOR CARS EXCEEDS ALL FORMER RECORDS

Notwithstanding the small production of motor cars during the first three months of 1919, just following the signing of the armistice, when the industry was practically on a 100 per cent war basis, motor car and truck manufacturers made such gigantic strides during the following nine months that the year's production of 1,911,923 motor vehicles exceeds all previous records, including 1917 when 1,668,908 cars and trucks were produced, according to Alfred Reeves, general manager of the National Automobile Chamber of Commerce.

The wholesale value of cars produced brought the industry almost to the two-billion mark.

Passenger car production was slightly less than in 1917 totaling 1,568,787 as against 1,749,000 for 1917. The truck production, however, increased substantially, rising from 227,000 in 1918 to more than 205,000 in 1919. The total wholesale value of passenger cars was \$1,359,252,995, an average of \$887 per car; while the truck value was \$485,211,585, an average of \$1,225 per vehicle, according to Reeves' report. The total value of these products was \$1,844,464,580, which, when combined with the wholesale value of bodies, spare tires and accessories to equip the cars or trucks ready for the owner's use brings the industry close to the two billion dollar class with a practical certainty that this year its position will be second only to steel among the manufacturing industries of the nation.

The rapid advance of the truck has resulted from its meritorious performance in the war, in general commercial life, in connection with rural motor express lines and in practically every other department of commerce," says Reeves. "Exports are increasing in great numbers, it being worthy of note that in Newark, N. J., 16,000,000 passengers were carried by busses during the first half of 1919, the fares amounting to \$300,000.

"Passenger car production in 1920 should be not far from 2,225,000 cars, with truck production 400,000 to 425,000. It will depend largely on materials particularly in connection with close-fitting cars, for which the demand is increasing tremendously.

"Exports are now only about \$110,000,000, but this should increase substantially during the next few years. The world's markets are being covered by the automobile industry, our automobiles going last year to eighty-one different countries, including Ireland, which bought twenty-one cars and two trucks. There is a normal replacement annually of about 16 per cent of the cars and trucks in use. Final figures from the various states would indicate that almost seven million motor vehicles now are registered and running in the United States alone. Of this number about 10 per cent are trucks.

"The biggest percentage of increase

in the registration of cars during the last two years has been in the agricultural districts. The leaders being Tennessee, Alabama, Louisiana and Georgia, where the percentage of increase over 1918 has ranged from 20 per cent down to 16 per cent. New York has the greatest number of cars registered, approximately 270,000 or one for every eighteen persons in the state. Ohio is second with about \$11,000; Nebraska and Iowa are pretty close for the honor of the greatest number of cars per capita, Iowa with 365,000 and Nebraska with 201,000, or one car for every six and one-half persons. Mississippi has the fewest cars registered, less than one for every fifty persons, with Alabama next with one for every forty three persons. Better roads are expected to change this situation during 1919."

## RINGROSE CANNOT GET LIBERTY CARS TO SUPPLY DEMAND

Liberty Sedans, Liberty Sport Models, Liberty Roadsters and Liberty Touring cars! that sums up the exhibit of J. E. Ringrose at the Auto Show, and also at his North Commercial street sales rooms. That is, when he can keep a model in stock, for during every day of the week February 9 to 14, 1920, Ringrose sold a Liberty car.

"Can't get 'em fast enough," says he. During the Capital Journal interview it happened that Mr. Ringrose completed the sale of a car and was just sending another out on a demonstration trip.

"After 12 years of car handling and selling experience, the Liberty drew me like a magnet," says Mr. Ringrose. "Every purchaser becomes a demonstrator for the car," is the Liberty salesman's way of clinching his argument that his car is making good in a big way.

According to the Liberty representative a carload of roadsters and sedans have been sold in the month he has had the agency. Another carload is due March 1.

In connection with the sales department, Mr. Ringrose maintains a Liberty service shop, giving exclusive service to purchasers of these cars.

While a deep gouge in the car's body work will usually call for the attention of the carbuilder, still the really skillful owner may be able by running into the scratch wax and resin melted together and then smoothing off the surface and repainting, to accomplish a satisfactory repair.

## Extensions Are Planned to Care For Big Growth

The life of the Marion Automobile company, incorporated here last August and yet in its infancy has been identified with a remarkable growth. With the auto the firm handles ever-growing more popular, nothing but the scarcity of them has interfered with its stride of progress.

To accommodate the increased business the company intends in the near future, to extend the second floor of the garage from its present place out about 20 feet to the street. This will accommodate many more than the 150 cars already kept in the place.

Where the firm began operation in August with a crew of three men, there

are now employed there twenty-three expert mechanics, office men and shopmen. The company has a sales manager, Claude H. Mott, shop foreman, Geo. Wicks, and service foreman, Albert C. Smith.

The Marion Automobile company is agent for the Studebaker, Oldsmobile and Franklin cars, and White, Master and Oldsmobile Trucks. G. E. Helversten is president of the firm, C. G. Miller, vice-president and G. P. Giffitt, secretary-treasurer.

Ordinarily there is no danger in refilling the radiator with cold water, even when the engine is hot. If, however, the water level in the radiator has dropped so low that the tops of the cylinders are uncovered the engine should be allowed to cool off before the water is poured in. Otherwise there is danger of cracking the cylinders, owing to the contraction of the heated metal under the impact of the cold water.

SERIES 20

## Studebaker

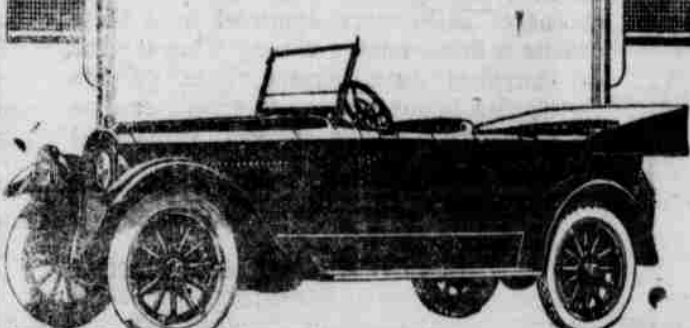
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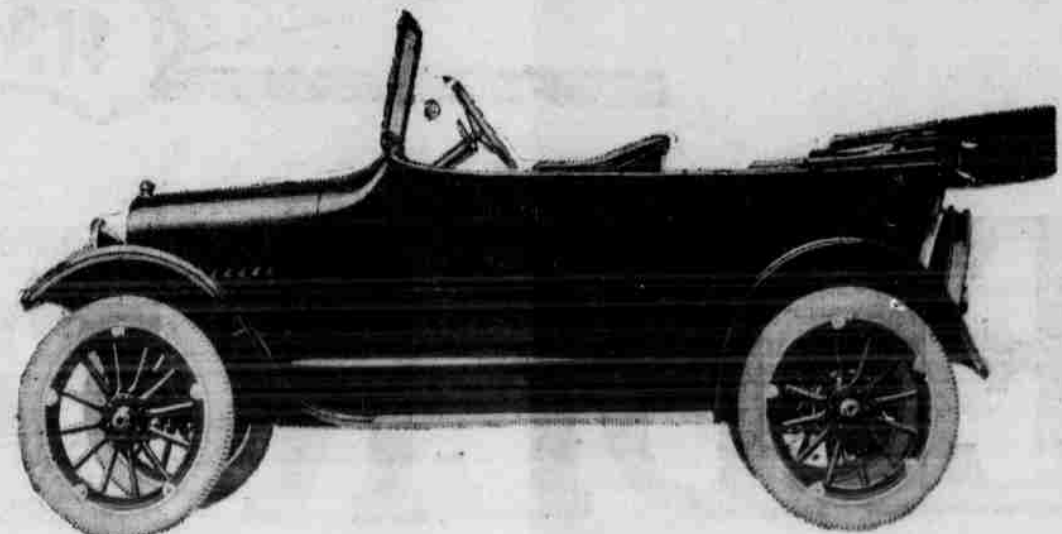
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