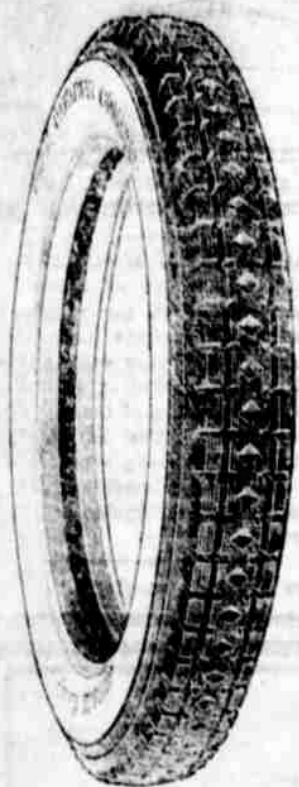


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ACHIEVEMENTS ARE SHOWN BY AUTO ASSOC'N

California State Had Membership of 30,000; Is Second Largest

SAN FRANCISCO, March 18.—Close to the 30,000 membership mark—the second largest organization of motor car owners in the world.

This is the position of the California State Automobile association—a position backed by a record of real achievements in the interest of the man at the wheel and founded on service.

On September 2, 1907, the association was incorporated, without capital stock, as a non profit making body and opened headquarters in a small office in a downtown building in San Francisco, with a full board of directors, but only two employees. Today the organization has central headquarters in San Francisco, occupying 16,940 square feet and two floors in one of the larger buildings on Van Ness avenue. In addition it maintains district offices in Fresno, Modesto, Stockton, Oakland, San Jose, Salinas, Vallejo, Sacramento, Chico, Redding and Santa Rosa housed in their own location and employing from two to twelve persons each, and seven touring bureaus in Eureka, Santa Cruz, Hanford, Napa, Colingio, Merced and Yosemite.

These branch offices bring to all sections of northern California the up-to-the-minute touring bureau and map service of the association and provide points of contact for touring members. A total of 149 men and women are employed in all departments and the association in its various services operates 22 automobiles and three sign posting trucks. During 1921 the association printed and distributed 171,743 maps and served 229,000 motorists with touring information. Approximately 70,000 incoming telephone calls were recorded during the year, and no less than 4416 transcontinental touring parties were supplied with maps and information regarding their trips. The branch office maintained by the association in the Yosemite National park alone cared for the touring wants of 6122 motorists.

Today there are on the roads and highways of northern California approximately 30,000 of the now nationally famous yellow and blue road markers erected by the C. S. A. A. for the guidance and direction of motorists—practically one sign to every member. No other state in the union can be compared with California in the matter of road signing. During 1921 the engineering department of the club erected 3055 road signs, 412 traffic buttons and many hundreds of parking signs in the various municipalities of northern California. The association has just completed the erection of approximately 6,000 road markers on the Victory highway. This road, stretching from San Francisco to New York, is a consolidation of present integral highways, and is to be improved within the near future. It is to be signed to New York this year, according to present plans. This route will be the path over which annually will travel thousands of motorists who will first visit this section of the state.

CAR MORTALITY REMARKABLY LOW DURING LAST YEAR

At the outset of 1921 various authorities agreed that at least 600,000 automobiles would be scrapped during the year. National Automobile chamber of commerce, and other production figures for the year, compared with the increase in registrations show this total to be well under the 400,000 mark. Cars are delivering exceptional service. Instead of being discarded at the end of the estimated five-year period, they are delivering at least six years service. The total production of cars and trucks in 1921 was 1,575,686. Registrations in 1921 were 1,299,023. It is reasonable to believe that the difference between these two figures, or 276,663, represents the number of cars that were junked last year.

STORK HEREAFTER WILL TRAVEL IN COMFORT

The stork that rides with Dr. George I. Wright hereafter will ride in comfort. Dr. Wright recently purchased a Reo Sedan and says he never before knew what comfort was.

Arriving Home in a Barrel



Wellesley College girls who finished in the obstacle and race came home in a barrel. The race down hill on skis and in barrels produced chills, falls, backed shins and laughs.

OVERLAND HELD HIGHEST TYPE OF LIGHT CAR

Improvements Found Only on Expensive Autos, Says E. A. Dunham

In business at the same stand in Klamath Falls since 1910, over 12 years, the Dunham Auto company this season is offering what is declared to be the best buy in a light weight quality car known to the firm during that period. The car is the new Overland light "four" selling delivered here at \$715.

In commenting on the Overland car, E. A. Dunham said: "In my opinion this is the best car selling under \$1000. For his money the buyer gets improvements found only in the better cars, including thicker bearings in front wheels and differential in the rear axle, annular ball bearings in the transmission—not just plain cup and cone ball bearings—and a Berg & Beck dry plate multiple disk clutch.

"The Overland motor holds all records for gas mileage, ranging from 22 to 29 miles to the gallon of gasoline. A more durable sturdy, reliable motor cannot be found.

"The fenders are one-piece pressed steel, crown type, as good as can be found on any car, regardless of price. The body is all steel and is electrically welded at all joints. It is finished with three coats of baked enamel.

"As to riding, we will prove by demonstration that the Overland is the easiest riding car in Klamath county outside of the Franklin."

MOVIE ACTORS SCARE SHIP'S PASSENGERS

The passengers on one of the fast Trans-Pacific liners were startled recently by the appearance of a small boat several miles off the Golden Gate. The boat was bobbing its way through a heavy sea coming head on toward the liner without any apparent effort to comply with marine navigation traffic rules by signaling and passing to either side at a safe distance. The lookout and several of the passengers hurried to locate the captain and inform him of the impending collision.

During their absence other passengers watching at the rail were given a real thrill when the small boat approached to within twenty yards of the bow of the liner and then quickly swerved off its course to safety. Members of the crew were quick to get the name and registration of this violator of international law and proceeded to report the matter to the captain. On arriving at his cabin they were flabbergasted to see a broad smile on his face as he was passing a wireless message around for the detection of the crowd. The message read: "Pay no attention to small boat in your course near Golden Gate, am shooting your picture, regards, Irvin V. Willat." When asked by the excited passengers if this was not a very dangerous procedure the captain smilingly replied: "I've known that boy for seven years, he is too familiar with the sea to ever get trapped."

A few days later Willat met the captain in San Francisco and through the courtesy of one of the theatres was able to project the 'shot' of the liner on the screen much to the old man's delight and astonishment. This scene which appears in Irvin V. Willat's picturization of the Saturday Evening Post story, "Fifty Candles," which comes to the Strand theatre on Sunday, is exceptional from an educational standpoint in that it furnishes a vivid impression of the overwhelming size and power of these ocean greyhounds as viewed from the water line at close quarters.

The Reed Auto Supply company has recently placed an order for \$3,000 worth of Ajax tires, which will give them a complete line of this popular make.

TWO-THIRDS OF AUTOS STOLEN EARLY EVENING

Thieves Work While Owners at Theatres or Places of Amusement

CHICAGO, Ill., March 18.—Two-thirds of the automobiles stolen here are taken between 7:30 and midnight, and by far the greatest number at 10 o'clock while their owners are at theatres and other places of amusement, according to the committee on motor car thefts of the Chicago crime commission. Three hundred and twenty-three persons were tried here in connection with motor car thefts between January 1 and August 15, 1921.

Other observations of the committee follow:

A thief has been known to walk into a large public garage at night and cover the watchman and other employees with a gun while he drove away with the car of his choice. The thief usually prefers to hold up a man about to put his automobile in a garage, rather than to break into a garage after the car is locked up.

By far the greater number of stolen automobiles were taken not because of the intrinsic value, but to be used in various forms of law-breaking.

The large percentage of thefts seem to be committed by men or boys under the age of twenty-five years.

"The careless and indifferent motorist is responsible for the loss of

many cars," says the committee. "Many hundreds of passenger cars are left standing at the curb, in alleys, in yards and other unguarded places throughout Chicago every night. Many are not protected by any locking device or lights. Many valuable cars are left standing along boulevards and other streets with engines running while their owners are elsewhere."

For these reasons the committee expects good results from action of insurance companies reducing rates in motor car thefts and requiring the owner to accept 25 per cent of the loss on stolen cars.

Establishment of a parking space where motor cars may be left under police guard for a fee has, in the opinion of the committee, done much to reduce thefts.

Louis Hoagland Sees Better Times Ahead

"One of the surest indications of returning prosperity," said Louis Hoagland, of the Buick Sales and Service company, in an interview today, "is the resumption of automobile and accessory advertising. That better times in the automobile, as well as other industries, are ahead of us is indicated by the fact that 'Motor,' in their January issue, has 248 pages of automobile and accessory advertising, which I understand is a new record.

"I have always considered 'Motor' a true index of the general state of the automobile industry, and I therefore feel that the depression corner has been turned when that magazine shows such a gratifying increase in advertising patronage. The January 1922 Show and Reference number is an excellent collective expression of the attitude of automobile and accessory manufacturers towards the new year."



MORE FACTS YOU SHOULD KNOW

- 1 For the calendar year, January 1, 1921, to January 1, 1922, Buick built and actually sold over 80,000 automobiles.
- 2 These sales for the calendar year 1921 exceeded by over 12,000 cars the sales of any automobile manufacturer having a six-cylinder automobile in its line.
- 3 These sales for this period likewise represent a volume of business greater by over \$9,000,000 than the sales of any other automobile manufacturer excluding Ford.
- 4 These figures are taken from official reports and are absolutely reliable.

BUICK MOTOR COMPANY, Flint, Mich.
Division of General Motors Corporation

When Better Automobiles are Built Buick will Build Them

BUICK SALES AND SERVICE CO.

Klamath Avenue at Seventh Street