

13.2 PER CENT MORE CARS AND TRUCKS IN 1921

Increase Is 1,229,023 Over Previous Year; Supreme Test Is Passed

Statistics compiled by the B. F. Goodrich Rubber company give a total of 19,524,295 cars and trucks registered in the country during 1921. This is an increase of 1,229,023, or 13.2 per cent over 1920, when there were 9,295,272 motor vehicles registered.

The gain made during the past year warrants the consideration of the automobile pessimist. The automobile business has gone through its supreme test. It has emerged victorious and there is no longer any room for pessimism. Authorities concede that over one-third of the cars running are owned by farmers. Despite the fact that six large agricultural states show a decrease over the previous year, the industry has forged ahead. It is remarkable that so few states show a decrease. Wheat and corn in 1921 sold at extremely low prices, frequently far below the actual cost of production. This of itself would tend to restrict the use of automobiles by farmers, yet in such states as Kansas, Nebraska and Iowa, where the agricultural depression was most acute, the number of cars has increased. Motor vehicles are becoming as essential as farm implements.

New York again leads the field with 816,010 cars and trucks, an increase of 123,836, the largest made in any state over the previous year. Ohio is second, with 726,700, a gain of 108,700 over 1920. Pennsylvania clings to third place, with 689,589, while Illinois is close on its heels, with 670,434. The largest percentage gain was made by West Virginia, where an increase of 35.1 per cent is recorded over 1920. California and Florida reflect the popularity of their climate and roads with respective gains of 19.5 per cent and 24.8 per cent.

It is interesting to note that six states account for over one-third of the year's increase in registrations. Illinois, Indiana, Michigan, New York, Ohio and Pennsylvania accomplish this with a combined gain of 373,347 cars. Any one of these states has more cars than the entire European continent. Their aggregate total of 3,781,849 is greater than the total registration of the country in 1916, and greater than the present world registrations excluding the United States.

Nevada is on the bottom rung of the ladder, with 10,800 cars. Delaware is only one step above, with 21,412. By comparison these states are not as badly mired as it seems, for either one of them has more cars than the entire Chinese empire.

There was one motor vehicle for every ten people in the country in 1921, as compared with one for 11.8 in 1920. If this average were maintained throughout the world there would be 170,000,000 cars in use. The world registration today is approximately 12,500,000. California and Iowa lead in the number of cars as compared to population with one car for every 5.2 inhabitants. South Dakota has third place with an average of 5.3. Nebraska, the 1920 leader, dropped to fourth place, with 5.4 people for each car. Alabama makes the poorest showing in this respect, with 28 persons for each automobile. New York, with the greatest number of cars, has an average of 12.7 people for each one in use. If the leaders per capita average could be maintained throughout the country we would now have 26,327,000 motor vehicles in use. The saturation point has hardly been reached.

HARMONIOUS MOTORING

Discordant noises and vibrations from automobile driving may be abolished if the suggestion of Dr. Marage, before the French Academy of Sciences at Paris, are adopted. Dr. Marage says horns should be tuned in bass and the vibrations deadened by the use of lead or aluminum, so as not to irritate the ear.

CALIFORNIA GOES FAR TOWARD MAKING "STUDEBAKER YEAR"

The part played by the state of California in making 1921 a Studebaker year is shown in detailed figures of car sales just received here by Ed Dunham, the Studebaker dealer.

The report, issued by Motor Registration News of California, shows that 8,240 Studebakers were sold in that state last year as compared with 1,128 by the next largest exclusive manufacturer of sixes. In fact, among all makes, Studebaker sales were the largest with the exception of the two lowest-priced makes of four-cylinder cars.

Equally noteworthy is the fact that Studebaker sales showed the biggest percent of increase over 1920 of any make, a gain, to be exact, of 83 per cent. Sales of 8,240 Studebakers in 1921 compared with 4,499 in the previous year.

In 1920 sales of Studebaker cars were 4 per cent of the total number of cars sold in California, whereas in 1921 they were 8 per cent," said Mr. Dunham. "Eliminating Ford and Chevrolet, Studebaker sold 18.3 per cent of the total number of new cars registered in California in 1921.

"Not only did Studebaker become established as the largest builder of six-cylinder cars in 1921 and show the greatest world-wide percentage of gain of any automobile manufacturer over 1920, but the records so far available this year are far in excess of the same period last year, when Studebaker sales and production reached their high point.

"For instance, reports for January show that 392 new Studebaker cars were sold at retail in New York city, as compared with 117 in January, 1921, an increase of 275 cars or 235 per cent. In Detroit retail sales were 2 1/2 as great as in January, 1921. Kansas City, Cleveland, Buffalo, Chicago and other points throughout the country also show big increases. The best comment I can make on these figures is that they speak for themselves."

New western car has been designed to sell at about \$500.

AUTO TALK

PRIVATE TIRE PUMP

A small electric compressed air pump has been designed for the private garage. The current comes from a lamp socket. It eliminates use of the hand or motor pump.

WORLD'S PEWEE CAR

England claims possession of the world's smallest automobile. It is a three-wheeled cross between a motor car and motorcycle, weighs 150 pounds and costs \$375. The motor is over the single rear wheel.

BEWARE REJUVENATORS

So-called battery "rejuvenators" do restore a battery's strength for a while. But at the expense of the battery. They shorten the life of the battery plates. The best way is recharging by electricity.

CARE SAVES TIRE COST

The annual tire bill is more than \$1,000,000,000, but \$100,000,000 of this can be saved by care says a tire expert. Eighty per cent of the material in a tire is perishable. Deterioration can be checked by constant attention.

CAMPING CAR WANTED

Growth in popularity of summer touring may result in production of a new kind of automobile especially adapted to this purpose. It will be the kind of car that will make room, in as compact a way as possible, for baggage, camping equipment and all other necessities of a long trip.

10,000,000 CAR BUYERS

Only about 19,999,999 persons in the United States may be classed in the group of actual or potential automobile owners, according to Leonard P. Ayers, Cleveland banker. Nearly half of these already own machines. A large part of the re-

mainder will buy smaller, cheaper cars, he says.

"TWILL RUN ON BUTTER"

Elmer A. Sperry, Brooklyn, N. Y., scientist and inventor, reports he has perfected the oil-burning Diesel engine to automobile use. It will run equally well on any grade of crude oil, says Sperry, and will keep going on lard or butter. He's tried it, too, he says.

STARR IS NAME OF DURANT SENSATION

The 1924 car which W. C. Durant promised he would unveil in Washington is on exhibition in that city in the Connecticut avenue show rooms of Harper Brothers Durant and a party of friends and associates, including his son, R. C. Durant, president of the Durant Motor company of California, arrived on a special Pullman car to be present at the first showing.

"The new product is to be known as the Starr car, and is to be manufactured by the Durant Motors, Inc., under contract with the Starr Motor company, which control the distribution of the car in the United States," said Durant.

"The Starr car has created a great deal of interest among those who have seen it. They did not think that it was possible to build a car which embodies so many features of the higher price classes to sell in competition with the lowest priced cars heretofore on the market. It has a four-cylinder Continental Red Seal motor, and the touring car is built to carry five passengers in comfort. Mechanical features include a disc clutch, selective sliding transmission with three forward speeds and reverse,

GOOD USED CAR VALUES

- New 1922 Chevrolet Touring \$600.00
- 1920 Hudson, wire wheels, air springs \$1,100.00
- 1921 Overland 4, just like new \$550.00
- New 1922 Chevrolet Delivery \$600.00
- 1920 Stearns Knight, same as new \$1,000.00

These are but a few of our used car bargains. If interested in any sort of a used car be sure and see our line before buying elsewhere.

H. S. WAKEFIELD

Dodge Brothers Dealer

422 Klamath Ave.

Phone 106

Tincken bearing, in front and rear wheels, together with a Tincken axle and Hotchkiss type drive shaft. The "tubular backbone," an exclusive Durant feature, is incorporated in the frame, giving strength and rigidity to the body.

"The body of the Starr car is of full streamline design, with a high hood and slanting windshield. It will be produced in all popular models. It has semi-elliptic springs, vacuum feed gasoline tank, and is electrically equipped."

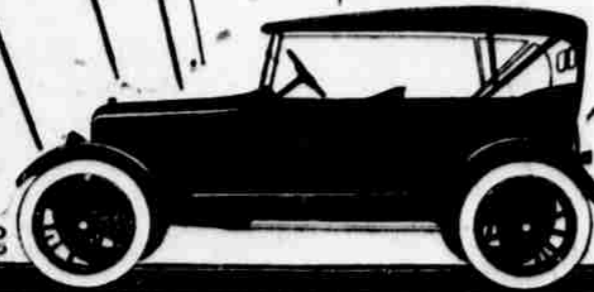
Since the announcement was first made, three weeks ago, many conjectures concerning the new car have been current throughout the country. The Starr car, as was expected, is something of a sensation, because it contains so many features that are not possessed by any other low priced car.

Durant has promised quantity delivery by June 1, but declined to state which, if any, of his five plants would be used in its manufacture.

Overland

DOWN TODAY TO \$550

COMPLETELY EQUIPPED F. O. B. TOLEDO

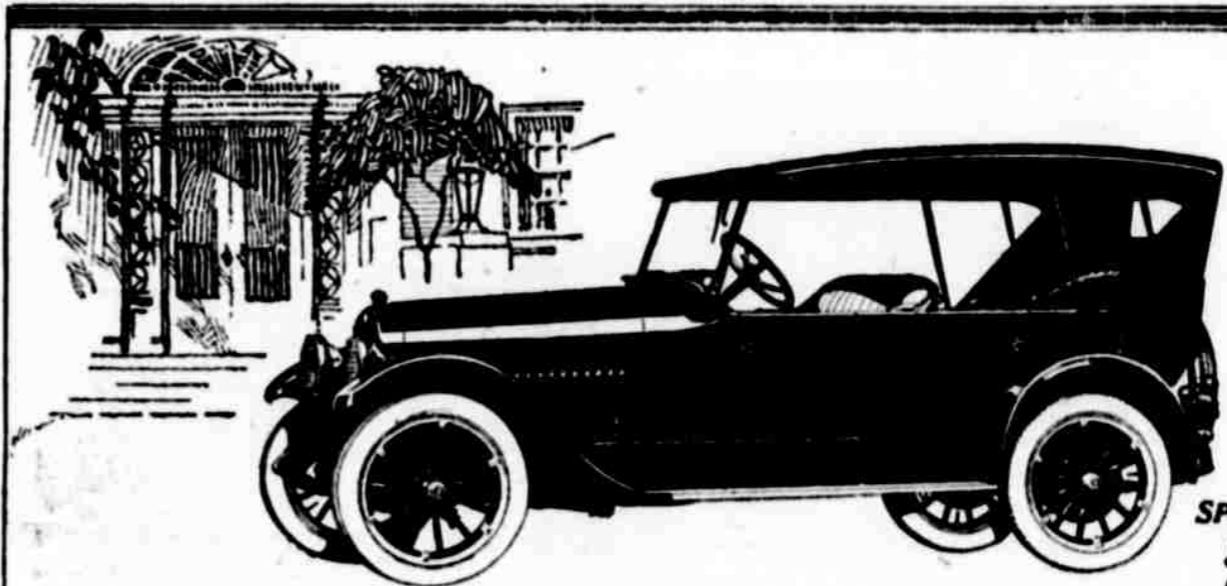


TOURING \$550 SEDAN \$695

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GREATEST AUTOMOBILE VALUE IN AMERICA

DUNHAM AUTO CO. 403 South Sixth St. Phone 52-W



The SPECIAL-SIX \$1475 f. o. b. Factory

Studebaker

Genuine Value

TODAY, more than ever before, it is to the buyer's interest to determine what is BEHIND his car as well as what is IN it.

In the SPECIAL-SIX, Studebaker offers a car, the enormous sales of which are the best proof of its value.

The SPECIAL-SIX has established itself in the minds of thousands of owners as an unusually capable, powerful, roomy and beautiful car. Its tremendous popularity contributed largely to the attainment of Studebaker's position as the largest builder of six-cylinder cars in the world.

But in addition to the value that is IN the SPECIAL-SIX, there stands behind it, an organization whose resources and permanence are assurances of continued service to the car owner and of protection to him not only today and tomorrow but in the years to come.

For 70 years, Studebaker has been building high quality vehicles and selling them at fair prices.

There are many reasons in addition to the unquestioned intrinsic value of the SPECIAL-SIX why it should be your motor car choice. You are urged to inspect this car NOW.

MODELS AND PRICES

f. o. b. Factory		
Light-Six 6-Pass., 112" W. B., 40 H. P.	Special-Six 5-Pass., 119" W. B., 50 H. P.	Big-Six 7-Pass., 126" W. B., 60 H. P.
Chassis.....\$ 875	Chassis.....\$1200	Chassis.....\$1500
Touring.....1045	Touring.....1475	Touring.....1785
Roadster (3-Pass.)...1045	Roadster (2-Pass.)...1425	Roadster (4-Pass.)...2500
Coupe-Rd. (2-Pass.)..1375	Roadster (4-Pass.)...1475	Coupe (4-Pass.)...2700
Sedan.....1750	Coupe (4-Pass.)...2150	Sedan.....2350
	Sedan.....2350	

Dunham Auto Co.

403 South Sixth

Phone 52-W

THIS IS A STUDEBAKER YEAR