

KLAMATH AUTO SHOW - FEB. 29, Mar. 1

RECORDS BROKEN BY STUDEBAKER

SAN FRANCISCO, Cal., Feb. 12.—San Francisco and California were not the only parts of the country where Studebaker smashed 1923 sales records, according to figures from the Studebaker factory just received by the Chester N. Weaver company. They show that the year just completed was the largest by far in the history of the corporation, surpassing even 1922, which was a record-breaker.

Studebaker's record in making 1923 its banner sales year with the sale of more than 145,162 cars follows a series of phenomenal sales records. Each year for the past six years Studebaker sales have greatly exceeded those of the previous year. Students of statistics will recall

the story that 1921 told. In that year the sales of Studebaker cars were 29.4 per cent greater than in 1920, while the total number of cars of all other makes except Ford was 40 per cent less than in 1920.

Stated otherwise, Studebaker's ratio of sales in 1921 was 129 and the total of other makes except Ford was 60, as compared with 1920.

In 1922, therefore, Studebaker had the showing of a record year to surpass and plans were laid for a production of 100,000 cars, as compared with 65,643 in 1921. Even with this large increase in production, at no time was Studebaker able to supply the demand for its cars. During 1922, 110,269 cars were produced and sold, an increase of 65 per cent over 1921, which up to that time was the greatest year in the history of Studebaker.

HOW AUTO GETS NAME

The automobile takes its name from the Greek "autos," self, and the Latin "mobilis," movable.

AUTO SHOW TO BE KNOCKOUT IS PREDICTION

Plans for the Klamath auto show, February 29 and March 1, are progressing smoothly and there is every indication that the show will be a knockout, reports the American Legion committee.

The show will be held in the building at Ninth and Klamath. Allotment of space is in the hands of Dr. H. D. L. Stewart.

George Barth and E. M. Igle are in charge of advertising, decorations and entertainment.

Alfred D. Collier and Ed. Geary will have the building in condition shortly for display of cars.

Since the Klamath auto show follows those held in Portland and San Francisco, it is expected that the dealers will have new ideas for display of cars, as well as the latest models in their respective lines.

One dealer is planning to equip one of his cars with balloon tires, the latest sensation in the automotive industry.

By next week the legion expects to have all space allotted and all details of the show settled.

The show will take the form of a social affair, if the legion's plans are carried out. Dances will be held evenings and other forms of entertainment provided, including an orchestra.

FORD'S OUTPUT NEARING GOAL

Ford is figuring on manufacturing 3,000,000 cars and trucks, and the turning out of more than 10,000 machines in one day serves as proof of his determination to achieve that goal.

Chevrolet expects to produce 800,000 cars in 1924. Willys-Overland is counting on 300,000 new cars, the Buick company has a set program for 250,000 automobiles and Studebaker has set 200,000 as its 1924 mark.

These five producers alone, therefore, have planned on building 4,550,000 machines. There are about 185 smaller companies, most of which have enlarged their programs for the present year. It is conservatively estimated that they will build all told about 450,000 cars, some authorities estimating as high as 750,000, because outside the five heavy production plants are some very big companies, such as Cadillac, Oldsmobile, Oakland, Peerless, Star, Nash, Chandler, Cleveland, Hudson, Essex, Dodge Brothers, Hupmobile, Maxwell, Chrysler, Reo and Jewett.

Strong Buying Shown.

The national automobile shows in New York and Chicago and the big dealers' shows in the principal eastern districts, such as Philadelphia, Cleveland, Detroit, Milwaukee and Minneapolis, have disclosed a very

definite strong buying tendency, not only among the public, but among the distributors and dealers who came to those cities by the thousands to make their contracts for the year's shipments.

The absence of radical departures from conventional lines of engineering and body design has given the industry more substantial foundation than ever, and doubtless this has had its influence on the willingness of the public and dealers to go ahead with less uneasiness than in the past.

HERE IS METHOD FOR LIGHT CONTROL

Various methods of controlling light to eliminate glare have been used in the past. One of the first methods to be attempted was by dimming the light, which is accomplished by inserting a resistance into the light circuit, or other means to control the current flowing to the bulb filament and thus its brilliancy. Another method is by the use of two bulbs, one of which is entirely out of focus so as to provide a diminished light which is entirely without glare. Special types of lenses are also used for the same purpose and may be termed a mechanical means of controlling the light—Automobile Digest.

MEXICO R. R. BUYS CAR EQUIPMENT

Ten additional motor rail cars with trailers have been added to

the equipment of the Ferrocarril de Monte Alto, operating between Mexico City and Antizapan, carrying passengers and light freight.

Since May, 1922, a milk train with trailer has made two daily round trips between Pedregal and Mexico City.

Something New Under the Sun
Do You Own A Fordson?
Do You Intend to Buy One This Year?

The Moline Uni-Tiller is the greatest advance in tool design in a generation

Three thousand three hundred dollars worth of implements for four hundred forty five dollars
You have never seen anything like it

For further information, call on

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MOLINE DISTRIBUTOR

Cream Separators — Milking Machines
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Warehouse Phone 557-J

Laugh at the Hills!

Shoot the hills in an Overland! With a surge of robust power, Overland whips into action—off like a streak—carrying you up and over the top of the steepest, meanest hills. Try it out. Overland will prove on the road its reputation as the most car in the world for the money. Champion \$695; Sedan \$795, f. o. b. Toledo.

Overland
Touring \$495

DUNHAM AUTO CO.
403 So. 6th Street

FRANCE TRIES OUT NEW MOTOR METHOD

Government officials of France and technical experts recently witnessed a test in Lyons of an automobile propelled by gas, generated from the combustion of charcoal. The car traveled sixty miles on thirty-three pounds of charcoal costing 25 cents, or less than one-fourth the cost had gasoline been used. The charcoal gas is generated in a compartment built into the rear of the body of the car.

SCHEDULES FOR 1924

Numerous automobile producers in Detroit, Mich., have announced schedules for 1924 on a larger scale than in 1923. This report shows production to be at the rate of 5,000,000 cars a year, or an increase of 25 per cent over the output for 1923.

The Evening Herald is the medium through which many people supply their wants by using its classified columns. Telephone 88.

They Paid \$200,000,000 for Studebaker cars last year

Find out why folks did it

LAST year 145,000 people paid over \$200,000,000 for Studebaker cars.

The demand for these cars has almost tripled in three years. It has become the sensation of Motordom.

There is a new situation in the fine-car field. You should learn what it means to you.

Studebaker had to lead in this field. This concern has led in its lines for two generations. Any other place would be unfitting.

This is how we became the world's largest builders of quality cars.

\$90,000,000 assets

Studebaker has \$90,000,000 of assets. Of this \$50,000,000 is invested in modern plants and equipment.

We have spent \$32,000,000 for new plants and equipment during the last five years. So they are modern and efficient. They contain 12,500 up-to-date machines.

We have \$8,000,000 in drop forge plants, \$10,000,000 more in body plants. So we build complete cars without paying other makers profits.

We spend \$500,000 yearly on an engineering staff. There are 125 skilled men employed in our department of Research and Experiment. They make 500,000 tests per year.

We employ 1,200 inspectors. Each Studebaker car must pass 30,000 inspections during manu-

Then on some steels we pay makers a 15 per cent bonus to insure exactness in them.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in America. The Light-Six more than any competitive car within \$1,000 of its price.

We use genuine leather upholstery.

We use Chase Mohair for the closed car upholstery. Some good upholstery would cost \$100 less.

To curb vibration, we machine all surfaces of crank shafts, as was done in Liberty Airplane Motors. Very few cars do that.

How such prices?

How can we give such extra values—scores of them—yet sell at our low prices?

Because these values brought us buyers—145,000 last year. The major extra costs are divided by enormous output.

Let us show you the extras you get, because of these matchless facilities.

Learn Why 145,162 Bought Studebakers in 1923.

Studebakers hold the top place in the fine car field today.

In 1919, the public paid over \$80,000,000 for 39,356 Studebaker cars.

In 1920, the public paid over \$100,000,000 for 51,474 Studebaker cars, an increase of 31% over 1919.

In 1921, the public paid over \$120,000,000 for 66,643 Studebaker cars, an increase of 29% over 1920.

In 1922, the public paid over \$155,000,000 for 110,269 Studebaker cars, an increase of 66% over 1921.

In 1923, the public paid over \$201,000,000 for 145,162 Studebaker cars, an increase of 32% over 1922.

In 1924, business has opened with Studebaker as never before.

Learn why all these buyers preferred Studebakers.

factory before it leaves the factory.

Those enormous facilities enabled us to produce the utmost in a car. And we had the will to do it.

No stinted costs

We never stint on costs. Every steel used is the best steel for its purpose, regardless of the price.

LIGHT - SIX

5-Pass. 112 in. W. B. 40 H. P.

Touring	\$ 995.00
Roadster (3-Pass.)	975.00
Coupe-Roadster (2-Pass.)	1195.00
Coupe (5-Pass.)	1395.00
Sedan	1485.00

SPECIAL - SIX

5-Pass. 119 in. W. B. 50 H. P.

Touring	\$1350.00
Roadster (2-Pass.)	1325.00
Coupe (5-Pass.)	1895.00
Sedan	1985.00

BIG - SIX

7-Pass. 126 in. W. B. 60 H. P.

Touring	\$1750.00
Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	2495.00
Sedan	2685.00

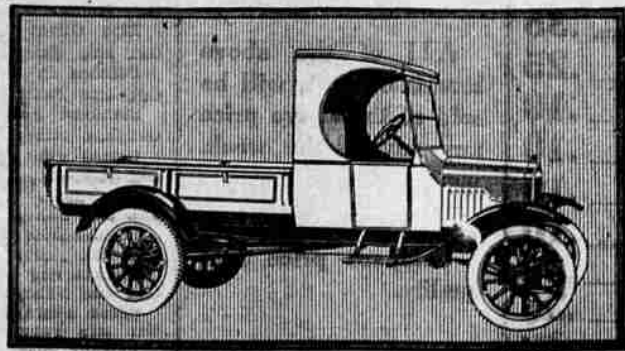
1924 MODELS AND PRICES—f. o. b. Factory. Terms to meet your convenience

DUNHAM AUTO CO.
403 So. 6th Street

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES

Ford \$490 ONE-TON TRUCK

A complete Ford Truck with all-steel body and cab
CHASSIS ONLY, \$370.00
Prices f. o. b. Detroit



The new Ford all-steel body and weather-proof cab on the Ford worm-drive chassis makes world's lowest priced complete one-ton truck.

A New Ford Steel Truck Body

The Ford Motor Company announces the production of a new all-steel body and steel weather-proof cab, mounted on the famous Ford one-ton worm-drive chassis, forming a complete haulage unit at the remarkably low price of \$490.

Steel flare boards and end gate with sockets permit the use of side boards and the mounting of a canopy top.

making the body readily adaptable for general use. Screen sides and end doors may easily be installed.

This new body, built of heavy sheet steel strongly reinforced and riveted, is designed to stand up under the most severe usage. Loading space is four feet by seven feet two inches.

The weather-proof cab is fitted with removable, door-opening curtains.

This Car can be obtained through the Ford Weekly Purchase Plan

BALSIGER MOTOR CO.
Klamath Falls, Oregon

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