

CARS SOLD AT PRICES BELOW 1913 FIGURES

"The motor car is one of the very few commodities that can be purchased today for less than in 1913, before the war."

"This fact has never been brought home to the public, yet it explains in great measure the sale of more than 4,000,000 vehicles in 1923, which is 50 per cent ahead of any preceding year," points out C. J. Nephler, general sales manager of the Oakland Motor Car company.

"The striking fact of the low price of automobiles today has been brought out through figures supplied by the National Automobile Chamber of Commerce, which show that automobiles, tires and gasoline actually cost less today than before the war. Today you can purchase 111 cents worth of automobile, 101 cents worth of gasoline and 123 cents worth of tires with your 1913 dollar, despite the fact that you can get only 61 cents' worth of general necessities."

"Today you can purchase 140 cents' worth of Oakland with the 1913 dollar, as the models put out then were 40 per cent higher in price than the greatly improved new Oakland."

"The pre-war dollar is worth today only 51.6 cents in clothing, 68.5 cents in food, 61.2 cents in rent, 45 cents in frame and 46.3 cents in brick buildings."

"Furthermore, the current models of motor vehicles and the present type of tires are far better than 10

POLICE TESTS 1924 LICENSE PLATES FOR CARS IN NEW YORK

To aid police in identifying automobiles, tests were recently conducted in New York city with twenty-five cars equipped with 1924 plates. The license tags displayed four different numeral markings concerning which traffic policemen made notes in regard to visibility and legibility.

EXPERT TO TALK AT AUTO SHOW

A. J. Mourton, sales manager for the Therklson Motor company, Portland, will be at the Klamath auto show to lecture and demonstrate the mechanical features of note on the 1924 Rickenbacker car.

The American Legion committee plans to call on Mourton for a general lecture on auto mechanics. Mourton is reputed to be one of the foremost auto designers on the Pacific coast.

years ago, even at the lower prices prevailing today.

"The motor car industry has met the problem of higher labor, materials and tax expenditure by the economies of large production, reducing prices in confidence that the public would respond to the exceptional value. That the public has actually done so is a matter of automotive history."

Adjust your brakes before instead of after the accident.

ONE FORD PLANT IS LOCATED WITHIN CITY OF DETROIT

DETROIT, Feb. 26.—The Highland Park plant, River Rouge and Dearborn all are well known in automotive circles. They are on every tongue, and yet the stranger is surprised on visiting Detroit to find that all of these establishments of the Ford Motor company are practically synonymous with Detroit.

Of the four vast Ford manufacturing plants, only one, the Lincoln factory, is located within geographical confines of Detroit. The famous Highland Park plant, known to all who visit Detroit as the Ford factory, covers nearly 300 acres, of which 123 are under roof, in the unique city of Highland Park. This independent municipality is located six miles north of Detroit city hall and is entirely surrounded by the city of Detroit, thus placing the oldest of the Ford plants within the boundaries of Detroit, yet in another city.

Six miles west of Detroit the River Rouge flows into the Detroit river. On the banks of this stream, now made navigable for huge ore steamers, is located the gigantic Rouge plant, said to be the largest industrial unit in the world. In this plant, covering 1100 acres, are the coke ovens, blast furnaces, foundry, body plant, tractor plant, by-product plants and the repair shops of the Detroit, Toledo & Ironton railway—the Ford railroad.

Adjoining Dearborn, Henry Ford's home town, situated west and north of the Rouge plant and just ten miles west of Detroit's center, is the Ford engineering laboratories. Here a magnificent \$1,200,000 structure now built will be ready for occupancy this year.

1923 SAW ALL RECORDS BROKE FOR CAR SALES

Nineteen hundred and twenty-three registration of cars and trucks totals 15,221,183 or 90 per cent of the world's cars.

In its annual statistical review of the automotive industry, the U. F. Goodrich Rubber company shows a total for 1923 of 15,221,183 cars and trucks in this country. This is an increase of 2,929,738 or 23.9 per cent over 1922, when the total was 12,291,445. Nearly 90 per cent of all the world's cars are found in the United States.

Nineteen hundred and twenty-three was a record breaking year in the automotive industry. Every state in the union registered a gain in the number of cars in use. New cars produced totaled 4,014,000, an increase of 50 per cent over 1922, the previous record year. Today there is a car for every seven people in the country. Ten years ago there was one car for every 70 inhabitants.

NEW ROAD BOOKLET GIVES INFORMATION ON COAST HIGHWAYS

LOS ANGELES, Cal., Feb. 26.—When the call of the open road sounds in the spring, southern California motorists and visiting tourists will find that their desires have been anticipated by the Automobile club of Southern California. Just from the press is a new booklet of nearly 100 pages entitled "Camp Grounds of California and Along the Pacific Highway from San Diego to Vancouver, B. C."

The new compendium of useful information to autoists was compiled by the outing bureau of the auto club, which has to do with camping, fishing, hunting, swimming, yachting and golfing information. The booklet is pocket size, contains an index and maps of the entire Pacific coast, distances to different points, and a list of camp grounds in each city along the route touched in addition to equipment of camp grounds listed and prices noted.

There is also a fund of useful information for the amateur camper, a few rules for sportsmen, warnings about camp fires, and a quantity of useful hints.

That this booklet will find a welcome among southern California motorists is indicated by the fact that more than 4,000,000 persons visited the 19 national forests during 1923. Three-fourths of this number made the trip in private automobiles. These figures are exclusive of persons visiting the national parks.

Four states now have over a million cars, any one of them having twice as many cars as England, Ireland and Scotland combined. New York is the leader with 1,214,000, a gain of 211,797 over 1922. California advances to second place with 1,085,940, a gain of 243,277 over last year, the largest numerical gain in any state. Ohio is third with 1,074,000. Pennsylvania ranks fourth with a registration of 1,064,625. The gain made in any of these states during the past 12 months is far in excess of the total registration of all of Asia.

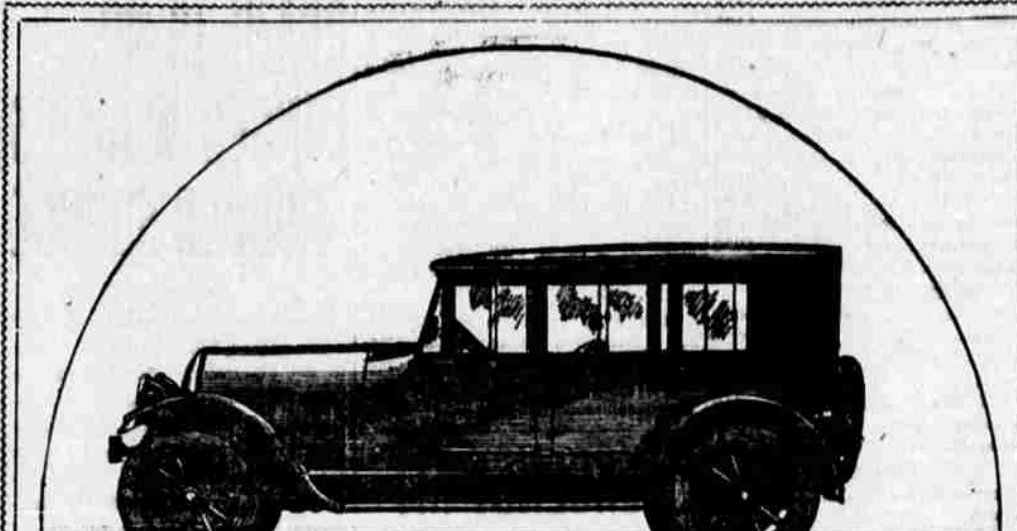
Nevada continues in last place with a total registration of 15,700, showing an increase, however, of 22.2 per cent over 1922.

Arkansas shows the largest percentage gain with 44.3 per cent more vehicles than were in operation a year ago. West Virginia is second with 43.7 per cent more cars and trucks and Alabama is third with an increase of 40.6 per cent. The smallest percentage gain, 5.2 per cent, was made in South Dakota.

Motor vehicles continue to play an important part in the growth of every section of the country. Five agricultural states, Iowa, Kansas, Minnesota, Missouri and North Dakota, now have 1,948,651 cars in operation, and during the past year registered gains ranging from 8.1 per cent to 22.2 per cent. In the south the average gain was approximately 30 per cent, with Alabama, Florida, Louisiana, South Carolina and Mississippi well above this figure.

81% of the more densely populated states—New York, California, Ohio, Pennsylvania, Illinois and Michigan—have a combined total of 6,136,216. This is equivalent to the country's registration five years ago, or twice the present registration of the world excluding the United States. The gain in these states last year, 1,237,353, is double the number of cars now owned in all of Canada.

Since the world war the American people have spent \$2 for automobiles for every \$3 put into new buildings. Total expenditure for cars has reached \$6,000,000,000, while the outlay on new buildings account for \$10,000,000,000.



FRANKLIN

The Years Have Been Kind to Franklin Owners

More than 75 per cent of all the Franklins, delivered in 22 years, are still in use. That is a kind of motor car endurance rarely encountered.

Peterson Motor Car Co.

7th and Klamath
Klamath Falls, Oregon

PACKARD

SINGLE SIX

ASK THE MAN WHO OWNS ONE

What is a Bargain?

Is it a Packard at the right price or is it any car at a low price?
Is the final answer in the first cost or in the final cost?
What is the difference between a bargain and a "snap"?
Does a cut mean a low net price or a high list price?
Where is the real bottom in price cutting?
Can goods be sold for less than a price that is just to everybody?
Somebody has to pay for everything. What you get for nothing is a gift or is good for nothing. We have made the price on Packard cars commensurate with the goods delivered and no higher.
The Packard buyer does not pay for the "Packard reputation." It is because he pays for the Packard car—just that, no more and no less—that there is a Packard reputation.
We might put that reputation on the bargain counter. How long would there be a bargain, a reputation or a Packard.
We are in a permanent business. The only way we can live and thrive is to deliver the right goods at the right price. Too much bargain or too much profit would throttle us out of being. You can stop a motor with too little gas or too much. And reputation, the electric spark, won't fire a dishonest mixture.
When the established price is cut, something comes off—profit, quality or service. When you are offered a car at a cut price, find out what comes off.
You don't have to be a good "dickerer" in order to buy a Packard car. Packard cars are sold exclusively through Packard dealers, all of whom render Packard service by the same Packard standards and the price is ALWAYS and to EVERYBODY exactly the same.

ASK THE MAN WHO OWNS ONE

Come and see it — Ride in it. — Drive it
Phone 130 and we will come for you
J. POSPISIL, Dealer
Imperial Garage

Firestone Leads Again

The First Car, a Buick, to reach Klamath Falls with the New Sensation Naturally was Equipped with Firestones

BALLOON TIRES

The company which leads the field in Production, also leads in Quality of Output

Solid Truck Tires which give the Maximum Service in this country are Firestones

See Dave Kenyon for the solution of your Truck Tire Problems —

See Mr. Kenyon's Buick at the Auto Show with the new Balloon Firestones

D. A. Kenyon Machine Shop and Firestone Tire Agency

Solid Truck Tires a Specialty
Sixth Street