

12,281,445 Cars Registered in U. S. Last Year

Gain of 1,757,050, or 16 Per Cent, Over 1921—New York State Leads in Number.

Statistics on motor vehicles compiled by the B. F. Goodrich Rubber company give a total of 12,281,445 cars and trucks registered in this country in 1922. A gain of 1,757,050, or 16.7 per cent, is registered over 1921, with a total of 10,524,395.

The year 1922 was the biggest the automobile industry has known. Every state in the union shows an increase in the number of cars operated. Manufacturers enjoyed the biggest year since the inception of the motor car, with 2,576,219 cars and trucks produced. Today there is one car for every 5.6 persons in the country.

New York is again the leader with 1,902,293 cars and trucks. This is an increase of 186,283 over 1921, the largest numerical gain made in any state. Ohio continues in second place with 859,000 vehicles. California advanced to third place with 842,665, passing Pennsylvania and Illinois, respectively fourth and fifth.

Biggest Per Cent in D. C.

The District of Columbia registered the largest percentage gain, with 27.4 per cent more vehicles than in 1921. The smallest gain recorded was in Maryland where there are only 2.1 per cent more cars than in 1921.

Iowa, Kansas, Minnesota, Missouri and North Dakota show increases ranging from 7 per cent to 15 per cent. Six states have nearly 40 per cent of all the motor vehicles registered in the country. New York, Ohio, California, Pennsylvania, Illinois and Michigan accomplish this with a combined total of 4,898,863.

The gain in these states during 1922, \$89,326, is greater than the total registration of Great Britain and France combined.

California has the greatest number of cars per capita, with one for every 4.1 inhabitants. Alabama has the lowest showing in this respect, having only one car for every 26.1 persons. New York, the numerical leader, has one for every 10.3 persons.

Comparative Table.

In the value of its finished products the automobile industry ranks first, exceeding even the steel and textile industries. Today there are close to 400,000 miles of improved national and state highways in the country.

State	Rank	1921	1922	Increase
Alabama	35	82,842	90,032	7.4
Arizona	45	25,299	28,224	8.5
Arkansas	36	68,009	86,814	27.2
California	3	658,930	842,665	28.1
Colorado	29	145,029	170,009	20.1
Connecticut	24	137,526	149,659	8.8
Delaware	48	21,412	24,567	14.7
Dist. of Col.	1	82,996	106,423	27.4
Florida	29	97,957	120,600	22.5
Georgia	32	128,994	144,526	12.4
Idaho	41	51,294	58,807	14.9
Illinois	8	670,424	766,190	12.8
Indiana	9	490,242	570,239	15.5
Iowa	8	460,528	499,446	8.5
Kansas	15	259,540	327,194	26.0
Kentucky	23	126,371	143,009	13.4
Louisiana	31	80,000	102,284	27.9
Maine	53	73,627	81,510	10.4
Maryland	22	158,304	162,570	2.7
Massachusetts	12	262,580	318,840	21.4
Michigan	6	1,015,999	1,189,289	17.0
Minnesota	13	325,000	382,000	17.5
Mississippi	38	65,440	84,470	29.0
Missouri	10	445,427	548,000	23.2
Montana	40	58,745	62,648	6.6
Nebraska	18	215,704	256,654	19.4
Nevada	49	10,800	12,847	19.0
New Hampshire	43	42,039	48,576	15.5
New Jersey	14	372,984	448,226	20.4
New Mexico	47	24,833	28,473	14.6
New York	1	1,816,910	1,902,293	4.7
North Carolina	19	152,949	182,067	19.0
North Dakota	32	92,644	99,100	7.0
Ohio	2	1,000,000	1,100,000	10.0
Oklahoma	17	212,000	250,444	18.1
Oregon	27	118,515	134,566	13.5
Pennsylvania	4	1,015,999	1,189,289	17.0
Rhode Island	29	54,957	66,500	21.0
South Carolina	33	95,346	105,278	10.9
South Dakota	37	117,744	128,238	9.0
Tennessee	26	117,503	136,745	15.8
Texas	5	1,015,999	1,189,289	17.0
Utah	42	47,485	49,156	3.5
Vermont	44	37,265	43,861	17.7
Virginia	25	140,000	169,000	20.7
Washington	18	191,010	217,111	13.6
West Virginia	39	95,400	118,000	24.0
Wisconsin	11	347,161	388,444	11.5
Wyoming	46	26,619	30,709	15.4
Total		10,524,395	12,281,445	16.7

More Cars Used in Winter Now

Indication They Are Past Luxury Stage, Motor President Says.

No better indication of the fact that motor cars are past the luxury stage and are becoming an indispensable factor in modern life can be found than the statistics which show that motorists are finding their cars more necessary and harder to dispense with in the winter than ever before. Once accustomed to the use of a car and its convenience for getting about town, motorists are becoming more reluctant each year to put their cars up in winter.

Undoubtedly, the automobile has become a year-round necessity, although the increasing number of cars in use in winter does not indicate an increase in the ratio of closed cars as compared to open or touring models as the production of open cars has always outnumbered the production of closed cars 3 to 1.

"It is not necessary for the owner of a Buick Six touring car to put it away for the winter," says Mr. Vayo of the Vayo Motor Car company. "In fact, the owner of a Buick Six touring car can use it very comfortably throughout the entire year, owing to the fact that the top and curtains are individually tailored to fit each particular car."

Taxi Driver Foils Thugs.

Hartford City, Ind., Jan. 27.—Ross Smoots, taxi driver, was driving down a dark street when an armed man, evidently with the intention of holding him up, rushed toward the machine. Smoots knocked him down with a fender and ran over him.

Unable to Supply Demand for Autos



A. A. Siegfried, distributor for Chevrolet cars, recently received word from the Chevrolet factory that 2,158 cars were shipped on January 19 from various assembling plants. This is the record shipping day and represents unprecedented winter orders. According to Mr. Siegfried, the demand for cars is so great that even with this present high production he is far behind on orders.

Buick Has Honor Position at Auto Show in Chicago

Revolving Chassis, Revealing Much of Mechanism, Attracts Much Attention at Exhibit.

Chicago, Ill., Jan. 27.—The second of the two big national automobile shows opened here today in the historic Coliseum and Seventh Regiment armory.

Buick again occupied the position of honor, on the strength of leading all others in business done, and the other manufacturers' exhibits were in the same relatively advantageous space as at New York.

An exhibit that attracted attention was the Buick revolving chassis. This cutout chassis, which is constantly in action whether revolving or not, seems to fascinate spectators, some of whom stand for hours watching its operation. Never before has so much of an automobile chassis been revealed to the eye at one time. So important is it regarded as a sales aid that the Buick people have had a moving picture taken of it for the use of dealers in communities where the chassis itself cannot be seen.

New York Show Best Ever, Avers Veteran Auto Man

Local Dealers Hold High Hopes for 18th Annual Exposition to Open in Omaha Feb. 26.

"From the standpoint of the motorist who is interested in the high quality of the offerings and the values in general, this is the finest show I have ever visited," declared the veteran, Charles F. Duryea, at the New York show.

The same will hold true of the 18th annual Omaha show, the "Back-to-Prosperity" exposition of cars, trucks and accessories to be held at the Auditorium, the week of February 26. Mr. Duryea is well known as a pioneer of the industry, although not connected with a factory now. But he has never lost his enthusiasm and travels from his home in Philadelphia to visit the show every year. He went on to point out why this year's shows present so much of interest.

Good Cars Offered.

"There have never been such wonderful cars offered for so little money. They are marvelous in their completeness and their practicability. I dreamed of such cars years ago, but I never expected to see them.

"The show bears out my contention of many years that the American designer of motor cars has no equal in the world. Not only is the American car today more complete, than the product of any other country, but it is better adapted to all-around work. It stands alone in its ability to perform without trouble, over long periods, and under any condition of roads.

Repairs Simplified.

"We used to think of car repairs as a highly specialized task, requiring the service of men trained for particular makes. What have we? The entire industry producing cars that are not the slightest problem to the ordinary mechanic. Clean, simple chassis—every part easily reached, parts available in every part of the country. Sometimes I am inclined to rub my eyes in wonder at the marvel of it all."

"It is these facts, combined with the unusually strong buying interest this year, which are drawing such tremendous crowds to the shows," says A. B. Waugh, manager of the Omaha show. "We are glad of the opportunity the show affords us to present the 1923 car to the dealers and the motorists of the middle-west."

Cigar Ashes Foil Trick.

Berlin, Jan. 27.—A traveling man on a Berlin passenger train was accused by a woman of having attempted to attack her.

With her blouse torn and her hair streaming, the woman pulled the bell cord and hysterically recounted her experiences to the train officials. The accused man pointed to an undisturbed ash on his cigar. It was nearly an inch long.

It developed that the woman had entered the man's apartment unsolicited and had attempted to extort money from him on the threat that she would make some charge if he did not comply. Confident that the cigar ash would exonerate him, he calmly waited.

Special Cadillacs for Omaha Auto Show

"As far as the Cadillac display is concerned, Omaha's auto show will be second to none this year—not even the New York show," says J. H. Hansen, who has just returned from the east where he placed specifications for a number of special Cadillac cars for the exhibit.

"In selecting special colors for our Cadillac cars, I visited all the displays at the New York show, as well as the plants of several custom body builders, and selected combinations most dignified and yet unusual. One car is being especially built in an eastern custom body plant. It is the only one of its kind built and is entirely different from anything yet displayed at an Omaha show."

"If business for the year of 1923 is to be gauged by the number of automobiles sold in the month of January, this will be the biggest year Cadillac has ever known. So far this month we have delivered more new cars than in any previous January."

Chevrolet Jumps to Second Place in Production

New Plants Being Built to Fill Demand Since Reorganization of Company in 1921.

"Many persons have asked me why the Chevrolet has made such astounding advances in manufacture and sale of cars, having jumped from seventh place to second place in production and in sales in a period of less than a half year," said A. A. Siegfried, Omaha Chevrolet distributor.

"Chevrolet marketed only 153,646 cars in 1920, which, up to that time, was the best year in the motor car industry. And in 1921 sales fell down to 71,991 cars. In the fall of 1921, despite the depression in the automobile industry, Chevrolet made some big changes in organization, bringing about the great change in the little car."

"Sales have been increasing materially since the fall of 1921 and during 1922 the factory sold 243,000 cars and the production schedules for 1923 are said to be about double those of 1922.

"In spite of the doubling of shifts, and enlargements of Chevrolet's eight large plants, they have been unable to care for the demand and new large plants are under construction. Most of them are nearly ready for business at Buffalo, Cincinnati and Janesville, Wis. Also new Fisher body plants adjoin the automobile manufacturing plants at Buffalo, Cincinnati, Flint, St. Louis, Janesville and Oakland, Cal.

Allen to Chicago.

Tom Allen, sales manager for the Western Motor Car company, will leave today for Chicago to attend the automobile show.

State Retailers' Body Will Hear Noted Speakers

Business Experts to Address Convention of Nebraska Federation Here February 19-21.

There will be a number of noted speakers at the annual convention of the Federation of Nebraska Retailers in Hotel Fontenelle, February 19 to 21.

J. J. Hasley, merchandising manager of the Burgess-Nash company of Omaha, a member of the board of directors of the federation, will address the convention Tuesday, February 20. Mr. Hasley started his business career in Kaufmann Brothers department store at Pittsburgh. He spent two years with Marshall Field & Co. of Chicago, then took a position as general manager of a store at Rock Island, Ill. From there he went to Davenport, Ia., where he served four years as merchandising manager of the largest department store there. He then came to Omaha, to assume his present duties.

Professor to Speak.

Dr. F. E. Wolfe, professor of business research at the University of Nebraska, will address the convention Wednesday morning, February 21. After receiving his bachelor's degree from an eastern university, Dr. Wolfe did graduate work at John Hopkins university, receiving the degree of doctor of philosophy in 1912.

For 11 years Dr. Wolfe was a teacher and research professor in eastern universities. In 1918 and 1919 he was research investigator in industrial relations for the United States shipping board, emergency fleet corporation, and during 1920 and 1921 he was research investigator with the United Topicalia of America of Chicago, Ill. He has had charge of the business research bureau at University of Nebraska for two years.

Thomas E. Kelly, Minneapolis, Minn., is another speaker on the program. He is noted for the forceful and rapid fire method in which he expounds himself. He started his business career as a retail merchant in a small country town. Today he is president of three large banks in the Twin Cities and of the Kelly Investment company. He edits and publishes a magazine and is president of the Kelly's Sales system. Last September Mr. Kelly personally financed and conducted the Progressive Business congress which met in Minneapolis.

Balmy Nights Did It.

Honolulu, Jan. 27.—Miss Margaret E. Cobb and Elvin A. Hurlburt had known each other for six or seven years back in Whittier, Cal., but it took the impetus furnished by Honolulu's wonderful moonlight nights and the soft lapping of the ocean waves to bring them to the matrimonial bureau climax. They told the marriage license clerk this story when they recently stepped up to the window for the legal papers, and followed this action immediately with a marriage ceremony at the Catholic mission.

Chandler Is New Except Its Axle

"Pike's Peak" Motor Sensation at Exhibits—Rear Axle Unchanged From 1922.

The 1923 Chandler line, with its new Pike's Peak motor, new chassis, new bodies and new prices, might be adjudged entirely new. There is just one exception—the rear axle.

The Pike's Peak motor already has proved to be the sensation of 1923. At the shows, the most effective Chandler exhibit was in the demonstrations staged outside the big buildings. The chassis is an inch lower, though the road clearance has not been decreased, and the lower center of gravity adds materially to the riding comfort and to the ease of handling, besides greatly enhancing the general appearance of the car. The steering has been made remarkably easy by the use of taper roller bearings in the front axle spindles. The turning radius has been reduced. Anti-rattle devices are provided wherever necessary. New springs are more effective.

Yet, with all these changes and improvements, the Chandler is the identical rear axle that it brought out at the beginning of 1922. The reason is that the engineers deemed that it not only was quite up to the standard set by the new motor and chassis, but that it could not be made any better.

This 100 per cent perfect unit is manufactured in the Chandler's own plant, as indeed is the car almost in its entirety. Besides meeting the test of a full year without a single failure, it has passed just as successfully even more severe trials to which it was subjected in the long period of testing of the Pike's Peak motor, first on the hills around Cleveland, then on the famous climb at Uniontown, Pa., and then for the extended series of tests on Pike's Peak, where the motor won its name.

Auto Electric Repair Branches Using Flat Rate

Car Owners Are Assured of Uniform Price on Same Job at Any Station in U. S. or Canada.

United Motors Service, with general offices in Detroit, has put into effect the flat rate repair service in its 21 branches in the United States and Canada for maintenance repair operation on the electrical equipment it serves—Delco and Remy starting, lighting and ignition systems and Klaxon horns.

The maintenance repair at the rates established is available at these branches to any car owner or the trade. The schedules of this company are designed to give the customer: 1. A flat rate of this job, which includes both repair charge and material. 2. A uniform price on the same job at any branch. 3. A price based exactly on the condition of his job and the work to be done—not a "general average" of similar jobs done in the past.

Before a price on any job is given, an examination of the electrical equipment of the motor vehicle is made, and only after this diagnosis is the price given. If this examination cannot be made in a short time, the price is later conveyed to the person desiring the repair.

The repair charge given on a complete unit in the schedule always includes minor operations needed.

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Trade Headquarters

for Economical Transportation



Hotel Blackstone, Chicago

English Room Telephone Harrison 4300

January 27 to February 3 inclusive

A general invitation is extended to the automobile trade to call at our headquarters during the week of the National Automobile Show, where representatives of this Company are in attendance.

Chassis with the new copper-cooled motor is also on display at these headquarters

Chevrolet Motor Co., Detroit, Mich.

Division of General Motors Corporation

Story of the Legion

The American Legion has a two-fold purpose—to serve its country and service to its comrades. SERVICE to its country by preaching a true doctrine of Americanism. SERVICE to its comrades by aiding the disabled and the sick; by furnishing food, clothing and shelter to destitute families of ex-service men who need it; by furnishing employment to ex-service men out of jobs; by aiding ex-service men in their dealings with the government.

What Douglas County Post No. 1, American Legion, Has Done

Three thousand jobs, temporary and permanent, were furnished ex-service men in 1922 by the Douglas County Post.

Tons of coal, quantities of clothing, groceries and necessary medicines were furnished unfortunate families of our buddies.

Hundreds of disabled veterans were aided in many cases financially and in their dealings with the government. Scores of claims for travel pay were settled.

Hundreds of cases of unpaid allotments adjusted.

Scores of men assisted with claims for compensation, insurance and vocational training. Some of these claims require months of correspondence.

Hundreds of transient ex-service men furnished lodging.

More than 200 baskets provided for ex-service men's families at Christmas and Thanksgiving.

Several unknown ex-service men who died in Omaha buried.

Hospital bills paid for nervous men and medical expenses paid in scores of cases.

Scores of families helped by Auxiliary and Legion doctors at childbirth. Many visits made by Legion nurses.

Legion lawyers furnish legal aid free to needy ex-service men.

Help given by Post in several cases in getting relatives of Legion men to America.

Hundreds of "Respect the Flag" posters given to newly naturalized citizens.

The dates of the Membership Drive of Douglas County Post No. 1 are January 31 and February 1 and 2.

Your membership will help make the Legion more powerful for doing good for all ex-service men.

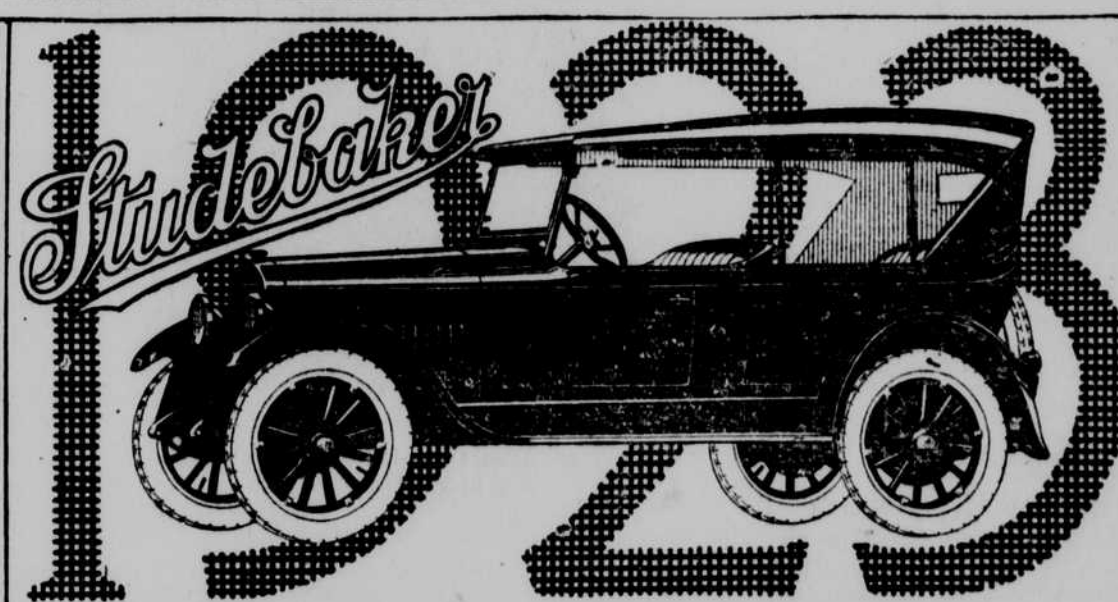
"Help Carry a Buddy's Pack"

We Wish the Legion Success in the Membership Campaign

Nelson C. Pratt
Vaughn Construction Co.

Charles E. Black
Nourse Oil Co.
A Friend

Tom Kelley, the Insurance Man
J. E. Davidson



THE STUDEBAKER NEW LIGHT-SIX TOURING \$975

THE 1923 Series Studebaker Light-Six Touring Car was shown for the first time at the New York Automobile Show.

Many pronounced this car the most striking feature of the show. It was certainly the center of the crowd.

The Light-Six Touring Car is beautiful, roomy and comfortable. In design, mechanical excellence and equipment it is a worthy member of the world's greatest

line of quality motor cars. The new body is all-steel, with wide, deep and comfortable seats, upholstered, as usual, in genuine leather.

The rear seat is 43 1/2 inches wide, which provides ease and comfort for three adults. Cushions are ten inches deep. The Light-Six Touring Car is as comfortable as that favorite chair in your living room.

The one-piece, rain-proof windshield, with cowl lights

in base, and the cowl ventilator are improvements for moderate priced cars originated by Studebaker.

The Light-Six chassis, the dependability of which has been established in the hands of 100,000 owners, remains practically unchanged. The body, windshield, radiator, cowl and fittings are the new features.

The name STUDEBAKER on an automobile is assurance of satisfaction.

1923 MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX	SPECIAL-SIX	BIG-SIX
5-Pass., 117" W. B., 40 H. P.	5-Pass., 119" W. B., 50 H. P.	7-Pass., 126" W. B., 40 H. P.
Touring \$ 975	Touring \$1275	Touring \$1750
Roadster (3-Pass.) 975	Roadster (3-Pass.) 1250	Speedster (5-Pass.) 1835
Coupe-Roadster (3-Pass.) 1225	Coupe (4-Pass.) 1875	Coupe (4-Pass.) 2400
Sedan 1550	Sedan 2050	Coupe (5-Pass.) 2550
		Sedan 2750

Terms to Meet Your Convenience

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THIS IS A STUDEBAKER YEAR