

Trade Reports Show Increase in Auto Shipments

Demand Best in South, Mid- west and Pacific Coast— Used Car Business Being Reorganized.

Gradual improvement in the automobile business is shown in trade reports received at the National Automobile Chamber of Commerce directors' recent meeting. Automobile shipments for August show a 2 per cent gain over July, and reach 72 per cent of last year's August business. Normally the August sales are less than July's.

The south, the Pacific coast and the middle west states are registering the most sales, with the chief business coming from urban centers. The seasonal decline in sales is expected for fall and winter though improvement over the same period a year ago is looked for. Farmers have been liquidating their crops and the money from the harvest this fall is expected to stimulate rural demand for cars and trucks now so widely needed on farms.

Re-Organizing Used Car Business.

With 10,000,000 cars on the roads the volume of used car sales is becoming a major business requiring the dealer's attention as fully as his new car trade. Dealers from all parts of the country report that this end of the business is to be more fully recognized and used car shows, rebuilding, and sales plans will receive more attention than ever before.

The automobile industry finds promise of increased business in the revival of the railroads and the upward turn in pig iron production. Railroad activity indicates a returning demand for transportation, with coincident call for motor vehicles.

Ask Law Enforcement.

Believing that large number of accidents are caused by over-speeding of motor cars and motor trucks, coupled with the over-loading of the latter, the N. A. C. C. is calling upon police officials of the country for more strict enforcement of the traffic laws, of which there are a sufficient number on the books, but the provisions of which have been too generally disregarded.

Reports show that over-loading of trucks of all sizes has in some cases harmed the roads and in other cases has overcome even the powerful brake equipment resulting in accidents that could have been avoided. While it is true that the speed craze has long since died out, there are still many who travel at excessive rates, who disregard the rights of others on the highways and who fail to take proper precautions at the intersection of roads and railroads.

Fancy Treads Made to Overcome Wave in Tires

Some car owners think tire treads are decorations like embroidery on women's dresses, or distinctive patterns by which the manufacturer can leave advertisements on soft roads. But if such trifling considerations were suggested to the scientists who create the modern tire, they would be scandalized.

As a tire revolves there forms a bulge just ahead of where it is in contact with the road. This bulge is called a "traction wave." Although the bulge always stays in the same relation to the road, the revolving of the wheel has the apparent effect of making it travel around the tire.

Omaha Firm Carries 100,000 Repair Parts

The Auto Electric Service corporation is now the largest electrical repair and supply house in the middle-west. With an organization of 25 members and 100,000 genuine factory repair parts in stock at all times, this concern is equipped to take care of any electrical work or parts needed.

One of the features of the company is its free inspection of electrical systems. This Omaha organization is doing business all over the middle-west and has a battery department which takes care of hundreds of batteries at a time.

Ford Sales Gains 25 Per Cent Since Price Cut Was Made

The following comment from the home office of the Ford Motor company of Detroit indicates the way in which Ford's last reduction was received by the public: "Branch telegraphic reports indicate daily retail sales of Ford cars and trucks increased 50 per cent the first week since price reductions with corresponding reductions in dealers' stock. Marked shortages particularly of the enclosed types of cars are already being felt in many sections. Unfilled orders for all types of Ford cars and trucks are rapidly accumulating as production has not been increased over the regular monthly schedule of 100,000 cars."

Ty Cobb and His Car



Here's Ty Cobb, manager of the Detroit "Tigers," climbing into his new Oldsmobile, following a victory on the diamond. The insert shows him in his fighting togs.

MOTOR DIGEST

"Spotlights" are prohibited in Massachusetts.

Philadelphia is called "the city of dented fenders."

More garages than homes were built in the United States last year.

The motor vehicle is one of the five major units of transportation.

The average motorist spends from \$125 to \$150 annually for gasoline.

There are over 100 recognized automobile schools in the United States.

There is no case on record of an automobile having been struck by lightning.

Red, white and blue is the color combination for license plates in California in 1922.

Germany now has more than 100 automobile factories, employing 50,000 skilled workmen.

Approximately one-tenth of the entire population of the United States are owners of automobiles.

Women are found to operate passenger automobiles and motor trucks with as much care and accuracy as men.

In Buenos Aires, S. A., it is planned to issue luminous number license plates for automobiles used in that city.

Policemen in Chicago have received orders prohibiting them from using their own automobiles to do patrol work.

In Pennsylvania, roads on which oiling work is to be done are announced each week by the state highway department.

Wisconsin was the first and only state in the union (1875) to offer a prize for the development of a motor vehicle or tractor.

According to law, every married woman in Spain must obtain consent from her husband before she is permitted to drive an automobile.

Virtually every commonwealth in the United States has a different method of examination through which permits to operate a motor vehicle are granted.

French cars of the two-litre class, or engines having a maximum piston displacement of 122 cubic inches, make more than 94 miles to a gallon of fuel.

The maximum possible market for automobiles in the United States is calculated at 20,000,000 cars, or an average of one for every family in the country.

Consumption of gasoline for the first six months of 1921, was 2,300,153,900 gallons, as compared with 2,142,705,633 gallons in the same period of 1920.

"Drive slow and see our city; drive fast and see our jail," is the new "welcome" sign exhibited along the automobile highways leading into Atlantic City, N. J.

Penalty for violating the new state highway regulations of Missouri consists of fines of \$5 to \$500, and imprisonment in the county jail not exceeding two years.

With the United States leading, Canada is the second largest automobile user in the world, followed by New Zealand, Australia, Cuba and the United Kingdom in order of importance.

The state of Kansas, with an estimated registry of 300,000 automobiles, is the second largest automobile producer of that state to keep the cars in gasoline and oil each year.

While the United States is the best country in the world for motorists—a car for every 11—Liberia is the safest for pedestrians, or a registry of eight cars for a population of 2-

According to an ordinance passed by Chicago, privately owned automobiles painted red will not be permitted to travel the highways. Interference by red cars with fire department activities is given as the reason for the new ruling. 600,000 inhabitants.

The record for a passenger automobile covering the distance between San Francisco and New York City, 3,347 miles, is 4 days, 14 hours and 43 minutes. This includes all stops for traffic delays taking on gas and oil, changing drivers, etc.

An automobile race track is planned at Porte de Versailles, near Paris, which course will be over 4.34 miles to the lap, including two straight runs of nearly 1.3 miles. The track is to consist of a concrete foundation, a layer of end-set brick, and a top-dressing of concrete.

Since the beginning of the automobile industry, 25 years ago, the number of cars manufactured up to the first of 1921 has been approximately 11,775,000, of which more than 700,000 have been exported. About 9,000,000 are in use and 2,000,000 have been worn out, destroyed, or abandoned.

Automobile stealing has become so nearly a "nation-wide industry" that some of the largest insurance companies in the United States have stopped writing the familiar "fire and theft" policies, and 90 per cent of the others are planning to insert clauses in these policies eliminating from protection all accessories, such as tires, tools, etc.

A trial of the automobile title law of Maryland in one year has resulted in an almost complete elimination of motor car thefts in that state. Under the law, no car can be registered and licensed until title to it has been cleared. Once a car in the state has been recorded as the property of an individual, license for it cannot be obtained by any one else unless he can show the title has properly passed to him.

Many automobiles are bought through the aid of financial companies by persons who cannot pay cash in full. A system is followed by which the prospective buyer pays one-third cash and the balance in 10 or 12 monthly installments.

Motor vehicles cost more in Great Britain than in the United States, because of their inability to manufacture cars in quantity production.

Charles J. Swain claims to have owned the first automobile in Philadelphia, in 1898, and since that time he has owned 24 different cars.

Prohibition officers in Greenville, S. C., recently found an automobile rigged up as a whisky still, with an extra gasoline tank used as a boiler heated by the engine.

In a number of states the entire cost of construction and maintenance of state highways or of state bonds for road improvement is now borne entirely by the motor vehicle owners.

When an automobile, owned by Robert R. Asner of Baltimore, Md., backfired, which caused the machine to catch fire, he drove half a mile away to a fire station to have the flames put out.

The total special tax paid by motorists in this country amounts to \$267,000. This does not include the regular personal property, excess profits, income or other taxes to which the car owners may be subject. Automobile thieves on August 10 stole 35 cars in New York City. The average for the month was 25 cars a day.

Jordan Assistant Sales Manager Visitor Here

W. W. Surrell, assistant sales manager of the Jordan Motor Car company, Cleveland, O., spent last week with the Peterson Motor com-

pany distributors of Jordan automobiles.

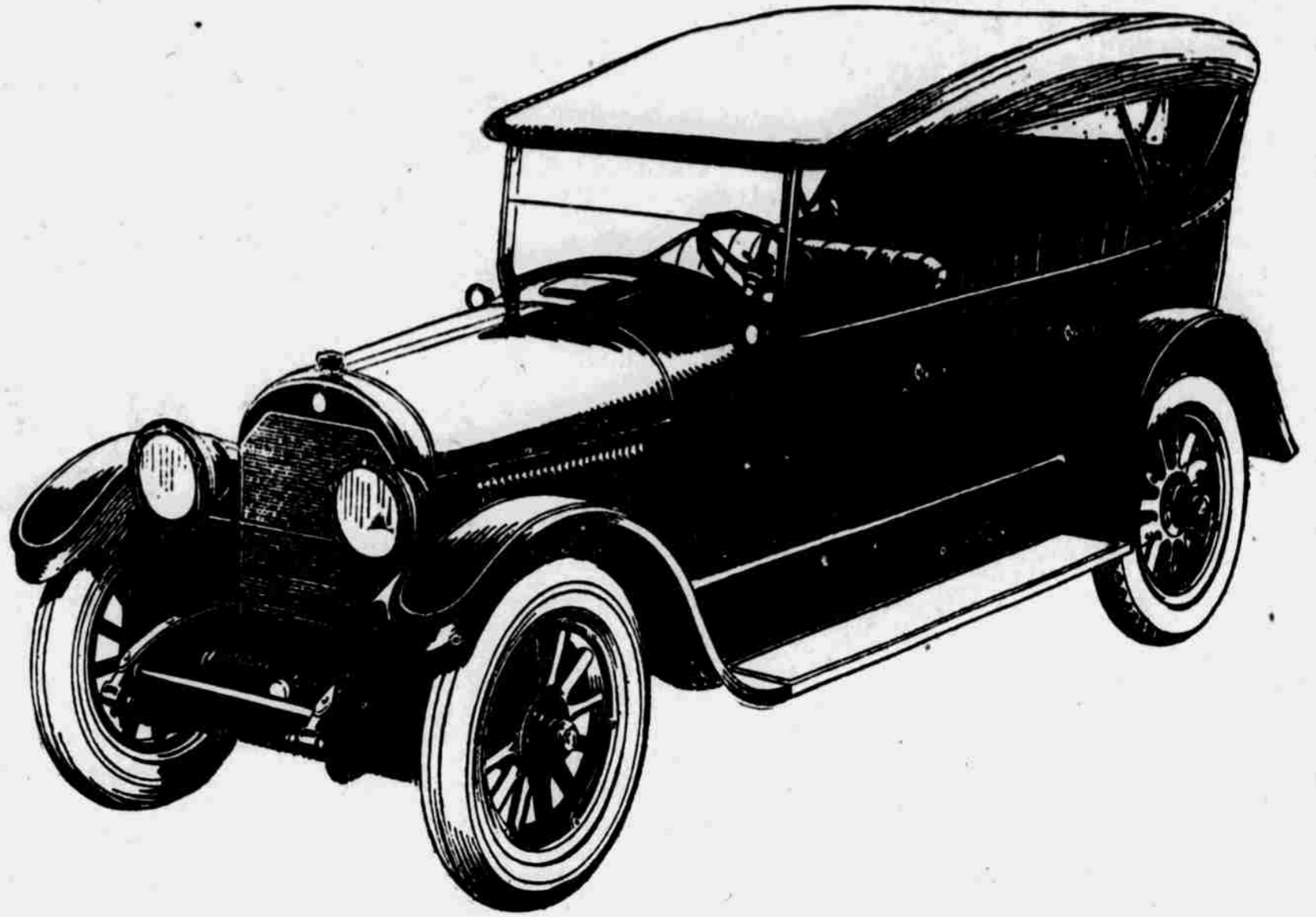
Part of the time was spent in the territory surrounding Omaha, and Mr. Surrell expressed his satisfaction with the manner in which the Jordan business is being handled.

According to reports which are coming in from various points in the territory, the Jordan people are doing a very satisfactory business at all points.

Forty-five hours per shipment is the average time saved through the use of motor trucks on short hauls.

From an old volume of the session laws of the Wisconsin legislature it is found that in 1875 a prize of \$10,000 was offered to any citizen of that

state for the invention and production of a machine propelled by steam or other motive agent which would be a cheap and practicable substitute for the horse and other animals on the highways and farms.



A New Cadillac and a New and Glorious Zest in Motoring

The new Cadillac Type 61 carries with it, of course, all of the positive assurance of sound, enduring value which has always been associated with the very name Cadillac.

Needless to say, there is all of the old reliability, responsibility, and regularity of performance—more pronounced than ever because in the Cadillac plant the passage of time is a continuous process of improvement.

But in addition to these hidden 'traits of character' which have made it the world's standard of motoring efficiency—the Type 61 Eight Cylinder Cadillac brings you other positive and quickly recognizable qualities which immensely enhance ease and enjoyment.

Within a few minutes from the time you have taken the wheel you will discern a more pronounced quality of resilient roadability than the Cadillac has ever developed before.

In other words, it is our judgment, that this Type 61 accomplishes the greatest advance yet recorded in overcoming road discomfort and insuring riding ease.

Largely by way of simple but fundamentally sound changes, such as lowering the center of gravity without decreasing road clearance, smoothness of travel has been surprisingly improved.

Again, a recently adopted and equally simple improvement in carburetor practice has bettered Cadillac acceleration so that its proverbial, swift surge of power is even more

immediately brought into action and mileage per gallon of gasoline increased.

The new Cadillac gets away grandly, and communicates both to the one at the wheel and those in the tonneau, a sense of pent-up reserve power that is delightful.

The same simple changes that have given it a greater degree of road resilience have brought with them much greater beauty than before.

The Type 61 is a delight to the eye not merely at the first admiring glance, but in the wealth of attractive details which a closer inspection reveals.

Experienced motorists will delight in the artistic and convenient arrangement of the instrument board, the windshield and ventilator improvements, the restful simplicity and grace of the new steering wheel and controls, the convenient inspection lamp, and other refinements of a most pleasing character.

Incidentally, Cadillac coach work has improved upon itself so that the new car comes to you not only with greater charm of general design but a far more impressive and beautiful finish.

These latter are the lesser satisfactions—the real delight will come in the revelation of greater riding ease and roadability, and swifter acceleration.

A delightful experience is in store for Cadillac owners and non-owners alike.

Phaeton	\$3790	Two-Passenger Coupe	\$4540	Suburban	\$5190
Roadster	3790	Victoria	4540	Limousine	5290
Touring Car	3540	Five-Passenger Coupe	4690	Imperial Limousine	5390
			Sedan	4790			

P. O. B. Detroit, War Tax to be added

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All Prices F. O. B. Flint, Mich.

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