

THREE MILLION MOTOR CARS USED IN UNITED STATES

Over Half a Million Gain Since January 1 and Steady Increase Showing No Sign of Falling Off.

By DONALD McLEOD LAY. "The Automobile."

There are 2,957,777 more cars in use today than there were on January 1, 1916. There are over 2,000,000 automobiles in use in the United States to-day, including both passenger cars and trucks.

The complete registration figures for each State and the statistics of gain in each, brings out the important economic factors which have made a registration of 2,957,777 automobiles and trucks possible in the United States to-day.

Table with columns for State and Registrations. Includes entries for New York, Ohio, Illinois, Pennsylvania, Michigan, Indiana, Wisconsin, Kansas, Nebraska, Oklahoma, Missouri, Iowa, Arkansas, Louisiana, Texas, Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware, District of Columbia, Nevada, Idaho, Utah, Arizona, New Mexico, Wyoming, Montana, Wyoming, Colorado, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, Alaska, Hawaii.

Twenty people per car as against twenty-four at the beginning of the year. All the rest of the States have over twenty people per car, beginning with North Dakota, which has twenty-two, and ending with Arkansas, which has 14.4. It will be noted that practically all the States at the bottom of the table compare population and cars, are in the South, and the large number of people per car in these States is due to the large, unpeopled negro element in their population.

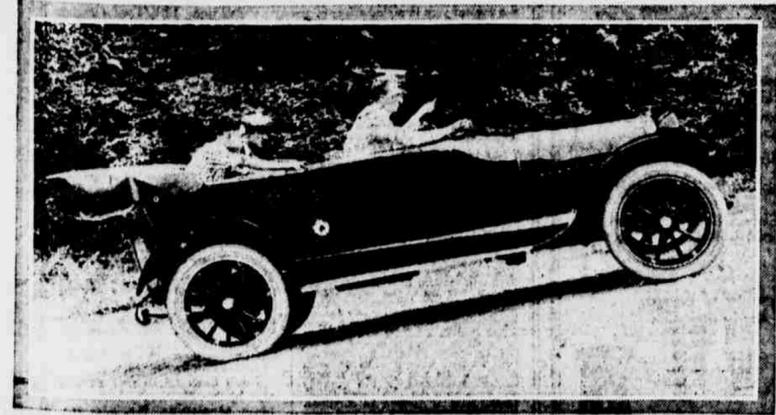
Some of the other States which may be mentioned in this connection are Nebraska, a leading agricultural center, where the registration shows an increase of 87 per cent. over its 1915 registration; Oklahoma, which has an apparent increase of 20,385 cars or 80 per cent., a large part of which is due to the increase in the oil industry, although it must be noted that it is only recently that registration has been enforced, so that the statistics received January 1 were really incomplete.

A similar condition may be noted in New Hampshire, which shows an increase of 11,477, or 90 per cent., part of which is due to the fact that during the six months the bulk of the gain may be attributed to prosperous conditions in the lumber business and other leading industries of the State.

Table titled 'INCREASE IN REGISTRATION' showing percentage increases for various states. Includes entries for New York (21%), Ohio (21%), Illinois (21%), Pennsylvania (21%), Michigan (21%), Indiana (21%), Wisconsin (21%), Kansas (21%), Nebraska (21%), Oklahoma (21%), Missouri (21%), Iowa (21%), Arkansas (21%), Louisiana (21%), Texas (21%), Florida (21%), Georgia (21%), South Carolina (21%), North Carolina (21%), Virginia (21%), West Virginia (21%), Maryland (21%), Delaware (21%), District of Columbia (21%), Nevada (21%), Idaho (21%), Utah (21%), Arizona (21%), New Mexico (21%), Wyoming (21%), Montana (21%), Wyoming (21%), Colorado (21%), New Jersey (21%), Connecticut (21%), Rhode Island (21%), Massachusetts (21%), Vermont (21%), New Hampshire (21%), Maine (21%), Alaska (21%), Hawaii (21%).

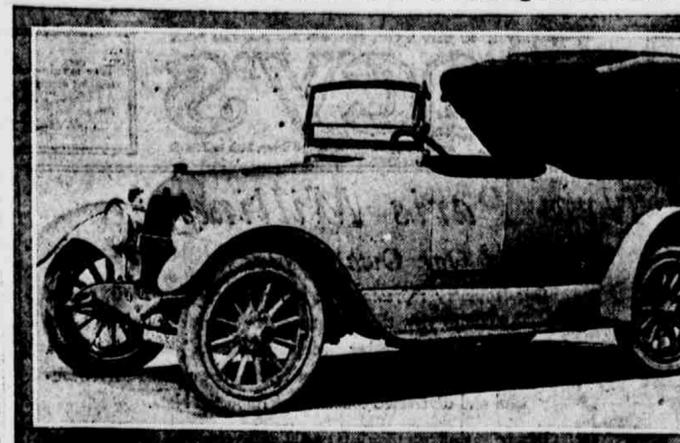
On a basis of ratio of cars and trucks to population, Iowa leads, with thirteen people for each motor vehicle, compared with sixteen people per car at the beginning of the year. California is still in second place in this respect, having increased its ratio from eighteen people per car to one car for every fifteen of its population.

Enthusiastic Agents Trying Out 1917 Velie on Fort George Hill



The original order of the Garland Automobile Company, which sells the Velie in this territory, called for 1,000 cars, but it will be necessary to increase this to meet the requirements of this section. Before leaving for Moline to get an extra allotment of cars and to insure prompt and steady delivery, Mr. Garland said:

Daniels 8 Here Proves It Is "A Distinguished Car."



Daniels cars will be increased \$200 in price on September 1 for all open models.

The Elliott Ranney Company, metropolitan distributors for this distinguished car, "that there has been considerable advance in the price of materials and also to the fact that the finest materials are used in the construction of this car."

It is worth mentioning that the fees received by the various States for the registration of automobiles and motor trucks for the first six months of the year totaled \$1,281,127.75, this including the revenue from only thirty of the forty-eight States and of the District of Columbia.

DISTINCTIVE MITCHELL LINE.

George Stowe Has Striking New Models on Hand. Some of the finest cars yet turned out at the Racine factory are now on exhibition in the Mitchell company's sales-room in the Circle building.

DE PALMA USES GOODYEARS.

Average 105 Miles Per Hour With Them. The stamina of Goodyear cord tires was again forcefully shown at the Chicago Speedway Grand Prix classic last week, when Ralph de Palma, the world-famed French driver, piloting one of the new Packard racing cars, Goodyear equipped, covered an exhibition ten miles in five minutes forty-three seconds, an average speed of 105 miles an hour.

REDDEN CO. RECAPITALIZED.

Big Business Requires More Money for Operations. The business of the Redden Motor Truck Company has been bowling along at such speed that it has just recapitalized for \$50,000 in order to permit of still further increase in its manufacturing and advertising programs.

GREAT SERVICE BUILDING.

Plans for a gigantic automobile storage and service building in this city are being formulated by investors identified with W. C. Durant, president of the Chevrolet Motor Company and of General Motors Company. It will provide room for a half million square feet of floor space and solve the storage and service problems of many New York automobile dealers and distributors.

U. S. TIRES MAKE RECORD.

E. G. (Cannon Ball) Baker, who recently crossed the continent on United States Nobly Tires in seven days, eleven hours and fifty-one minutes, has added still another record to his long list.

Mr. Baker covered the distance from Detroit to Indianapolis in an automobile equipped with United States Royal Cord tires in seven hours and ten minutes—about forty-five miles per hour, the best previous record for the 157-mile run was eight hours and forty-one minutes, or nearly 20 per cent. slower.

Baker says that the amazing thing about the entire run, and the feature that most impressed itself on his mind, is the fact that he had no tire trouble whatsoever during the whole trip, and that his tires were better than ever before, and in going west only to see that the good work is continued and to get more cars.

NO BIG CHANGES IN JEFFERY FOUR

Has Been Rendering Efficient Service in Hands of Satisfied Owners.

In announcing its plans for the coming year, the Nash Motors Company of Kenosha, Wis., states that there will be no essential changes in the Jeffery four, which for three years has been rendering efficient service in the hands of thousands of satisfied owners.

KING 8 SHOWS GREAT ECONOMY

Average 14.658 Miles to Gallon of Gasoline on 616 Mile Run.

The King Eight comes again to the fore in an interesting demonstration of its great utility and economy. Not satisfied with its non-stop run of 10,650 miles at St. Louis, the King Eight has again climbed in high gear and its inter-city runs in high gear over all kinds of roads, officials of the company last week sent the car from Pittsburgh to Milwaukee on the longest fuel economy run ever made under actual touring conditions.

NECK AND NECK FOR OLDEST CAR HONORS

Haynes Contest Develops Interesting Struggle Between Two Owners.

A dark horse has come into the race in the Haynes Automobile Company's old car contest, and the Haynes company has two old surries of 1907 to decide between before making the award. The newcomer among the old cars belongs to James E. Howard of a Jeffersville, Ind., shipbuilding firm. Mr. Howard came to the Haynes factory in 1907 and purchased the car from Elwood Haynes.

She Drives 300 Miles a Day.

Since her arrival in New York after establishing a record for the longest 2,600 mile run across the continent in 33 hours and 45 minutes, Miss Amelia Brown has been kept busy appearing before a number of organizations in New York City, but from town and cities all over the State.

Has Your Battery Reached this Troubl' Point without you Knowledge?

Are you making your storage battery work overtime, pulling your engine for stalling, and lighting your car without giving it enough current in return? Maybe you are, and don't know it.

You can't tell from its looks outside. You can't tell from its action, perhaps until it's in bad shape.

Better have it tested today. FREE Prest-O-Lite SERVICE.

We're glad to help you avoid repairs. We aim to detect any of trouble and tell you about it.

Inspection, hydrometer test and the addition of distilled water all free, as often as you wish.

You may not be using the Prest-O-Lite Battery, but that won't stop us between us.

Prest-O-Lite Service is the car way to end battery troubles.

The Prest-O-Lite Co., Inc. NEW YORK BRANCH 206 AMSTERDAM AVE.

ROSS 8 FOR 1917 IS STRIKING CAR

Price Advanced \$200 to Pay for Added Features of Value, Says Mason.

Norris N. Mason of the Mason Motor Car Company, metropolitan distributor for the Ross "Eight," announces that the Ross product for 1917 appears in a new dress that is in accord with the latest body fashions in every particular.

Dodge Bros. Cars Are Useful in Mexico

Photograph of the "best" of automobiles attached to New York division headquarters at M. Allen, Tex., was received last week by Col. Stratton, company, dealer in Dodge Bros. motor cars at Broadway and Fifty-seventh street.

Of the two Dodge Bros. cars shown in the photograph one belongs to the paymaster of the division and the other to the Chief of Staff, who uses it to pull him through the Texas mud in deep sand, according to weather conditions, for which purpose Dodge Bros. cars have proved themselves admirably suited.

Over 200 Dodge Bros. cars are now in use along the border, and the Col. Stratton Company, which handles the Dodge here, says in a spirit of true sportsmanship that the third car in the picture is a Packard.

Best on all Roads Firestone TIRES

Most Miles per Dollar. Extra toughness for greatest resistance against cut and grind. Extra thickness (built-up tread) for most security against puncture.

These extras in the make-up of Firestone Tires keep them supreme in service everywhere, and explain why the demand for them grows faster, in a bigger way, than for any other tires.

They stand the punishment of the rough, gritty roads of rock, gravel, sand, frozen ruts, etc. And they resist longest the frictional heat of fast going on good roads.

Our fiscal year just closed, August 1st, 1916, shows Firestone annual sales of \$33,311,194.63. That's nearly \$8,000,000 over and above the year before.

Such a rapidly increasing demand for Firestone Tires, when there are nearly 200 other brands offered, is ample proof that they are giving the extra service—

Most Miles per Dollar.

Firestone Tire and Rubber Company, Inc. "America's Largest Exclusive Tire and Rim Makers"

Bedford Ave. & Sterling Pl. 1871-75 Broadway, N. Y. 84 Bank St. Home Office and Factory: Akron, Ohio—Branches and Dealers Everywhere

Makers of First Truck Tires—Leaders Then and Leaders Now, in Quality and Volume

TOPOGRAPHY. All roads look alike to the motorist who uses Polarine. "Stands up" in hot summer weather. The one lubricant for all motors. LOOK for THIS SIGN. STANDARD OIL CO. OF N.Y.

to cheapen the material or the car in any particular, although such a course of action was possible. John L. Ross, the builder, believes in quality and insists that the best material must find its way into the building of his product despite price.

HUDSON SUPER SIX'S RECORD.

Climbs Pike's Peak in Fastest Time Made. "While the Hudson Super Six has made some wonderful records in the past, its recent performance in Colorado, where it climbed up the winding ascent to the top of the world in the Pike's Peak hill climb in faster time than any foreign or American machine, was certainly a remarkable performance," says Harry S. Hout, president of the Hudson Motor Car Company of New York.

"No hill climb or mountain test in the world equals that imposed on the cars in this race to the summit of this famous mountain, and that our car made faster time than any of the other score of machines entered proves that the Hudson Super Six motor is one of the most efficient in the world.

"The Hudson Super Six climbed up this winding steep twelve miles roadway in eighteen minutes twenty-four seconds, or two and a half minutes faster than the next fastest car."