

ONE MOTOR VEHICLE TO 15 PERSONS NOW

This Estimate Covers the Entire Country and Shows Big Increase.

There is one motor vehicle for every fifteen persons in the United States. This calculation is based on the latest authentic automobile and truck registration figures, which have just been compiled by the B. F. Goodrich Rubber Co. The total number of passenger cars and trucks listed is 6,786,550. This represents a 13 per cent gain over the 6,023,605 registry of January 1, 1919. In other words the latest tabulations show that 723,945 more cars are now in use than there were the first of this year.

A neck and neck race is being waged between New York and Ohio for leadership in State registration—the Goodrich figures showing New York with a registration of 592,725, while Ohio trails closely behind with 480,000 cars and trucks. Nevertheless Ohio is forging ahead in motor ownership at a faster clip than is New York State and may slip into first place before the first of the year. Next in the "big six" group named in the order of their rank, are Pennsylvania, Illinois, California and Iowa.

During the period since the first of the year fifteen States have made percentages of increase greater than the national increase of 13 per cent. Those States are Ohio, California, Georgia, Virginia, Tennessee, North Carolina, Kentucky, South Carolina, Alabama, West Virginia, Louisiana, Idaho, Utah, Wyoming and Delaware.

It will be noted that nine of these are Southern States and their percentage of increase as a whole is 22. Tennessee, West Virginia and Kentucky lead the South as well as the entire nation, and in the order named. Unprecedented cotton and tobacco prosperity has placed this section of the country well to the fore. Since 1917 the census of automobiles in the Southern States has increased better than 100 per cent.

Iowa still maintains her position as the leading State in per capita ownership with a car for every 6.15 persons. Nebraska is "runner up" with one car for 7.01 persons. The tail end position goes to Mississippi with one car to 47.99 persons.

The most fertile field for the automobile salesman in the midwestern States, as the following figures of population per car will point out. They rank next in order to Iowa and Nebraska for automobile density:

Table with 2 columns: State, Pop. per car. South Dakota 7.55, California 7.53, Montana 8.84, Kansas 8.93, Wyoming 9.09, North Dakota 9.15, Minnesota 10.21, Michigan 10.21, Arizona 10.91, Indiana 10.91, Wisconsin 11.94, Colorado 12.56.

Over half the automobiles and trucks in the United States—3,641,260—are found in ten States. They are: New York, Ohio, Pennsylvania, Illinois, California, Iowa, Michigan, Texas, Indiana and Minnesota. Each has a registration greater than 225,000.

U. S. L. BATTERY PLANS.

Shontz Reports Big Expansion of the Plant.

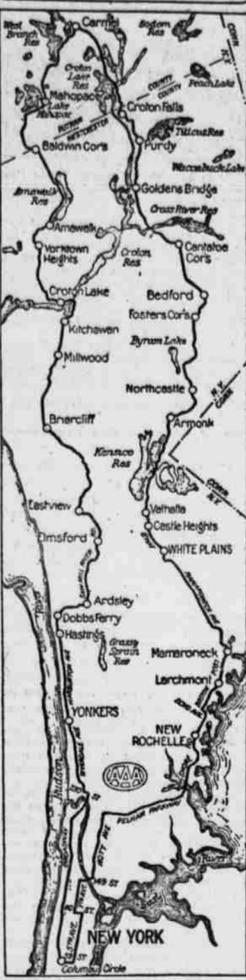
H. H. Shontz of the H. B. Shontz Co., 127 West Fifty-fourth street, local distributor for U. S. L. storage batteries, has just returned from a week spent at the annual sales conference at the factory of the United States Light and Heat Corporation of Niagara Falls, N. Y., manufacturers of the famous U. S. L. storage batteries.

Representatives of fifty central service stations and distributors, with the U. S. L. branch managers and traveling salesmen, were invited "home" to inspect the new plant and equipment of the company. In the past year there have been changes made in the plant and equipment increasing the manufacturing facilities 100 per cent. This is to take care of the greatly increased business in the manufacture of batteries for automobiles and farm lighting plants.

The meeting was given over to a discussion of sales and advertising policies for 1920 and for lectures on the construction and care of storage batteries and a description of the various improvements that have been made in the manufacture of the U. S. L. product.

Mr. Shontz had the pleasure of being on the list of speakers at the U. S. L.

Watershed Tour



banquet at the famous Clifton Hotel, Niagara Falls, Canada, and did not hesitate to give those present an opportunity to learn something of this city's remarkable growth.

ANDERSON'S BIG TIMBER CUT.

Amazing Resources for Wood Used in Bodies.

In the timber belt of South Carolina saw and axe are busy felling ash trees to store up lumber for future Anderson automobile bodies.

A glance at the Anderson Six now on view at the showrooms of the New York distributor, Sidney B. Bowman Automobile Company, Broadway and Fifty-second street, reveals exceptionally fine body work.

There is a double reason for this. In the first place, the Anderson car is the product of a concern that has had over thirty years' experience in the business of coach building, the bodies of the cars being practically custom built in the company's own body works. Again, the Anderson factory is right in the hardwood section of the South, where the highest grade of ash timber is procurable at "less than one-third of what automobile manufacturers in the middle West have to pay," to quote the words of J. G. Anderson himself.

The Anderson people possess the timber rights to a large tract of land and run their own sawmill.

GARLAND OPENS ALBANY STORE.

Will Take Care of Distribution Up There.

The Garland Automobile Company will immediately open a sales room for the Velle and Briscoe cars at 348 Broadway, Albany, N. Y. E. L. Rolfsen will be in charge of sales for the Albany district. Mr. Rolfsen has for the past

GIBBS JOINS THE B. F. GOODRICH CO.

Will Relieve Fourth Vice-President as General Director of Advertising.

BIG SUNNYHOME EXHIBIT.

It Was a Big Trenton Fair Feature.

Sunnyhome Cottage at the Interstate Fair in Trenton, N. J., last week demonstrated to the many thousands of visitors the various comforts and economies that electricity can bring to the farm home.

Sunnyhome is the name of the new electric light and power plant of the Sunnyhome Electric Company of Detroit—a division of the General Motors Corporation. This unique outfit is a complete little power plant in itself which sits in its own little power house in the yard. It operates automatically, requiring no attention except filling with gasoline. Once a year it is charged with lubricating oil. In fact Sunnyhome is almost human. It starts and stops itself, when it is out of fuel it shows a red light in the farmer's home.

Because it is automatic it will run, when necessary, heavy power devices continuously, such as electric irons, cooking utensils, heaters and refrigerators, without attention from the owner. The battery cannot run down or become overcharged. All the usual battery troubles have been eliminated. The power house warms itself automatically in operation.

At the fair a substantial building was a part of the exhibit. To the visitors it prophesied that Sunnyhome will bring to the farm home. This building was supplied with current from the power house out in the yard. In the building all the electric utilities that appeal to the farmer and his wife were shown in operation.

Folks entered 'one door and were greeted with music from a Chickering player piano and in turn were shown the table utilities, such as the coffee percolator, the toaster and the canner, the electric iron, the churn, the vacuum cleaner, the washing machine, the electric fan, the cream separator, the water system, which included bathroom equipment.

GREAT AUTOMOBILE SALON.

Foreign Cars Will Be Shown at Commemorative.

The fifteenth annual Automobile Salon, which will be held at the Hotel Commodore for one week beginning November 7, promises to be the most notable exhibit of high grade foreign and American automobiles ever held in this country.

Of unusual interest this year will be the exhibit of new models of foreign cars from plants that were under Government control during the period of the war. The Hols-Royce, Fiat, Lancia and Peugeot concerns are planning to show all of their latest designs. The Revere, Sunbeam, Meteor and Dupont are among the new automobiles that will be introduced. The ballroom at the Commodore is the largest in the world, but at the present rate of entries its space will be taxed to the utmost.

The salon has usually been held in January. The earlier date, which brings the exhibit concurrent with the Horse Show and the busy pre-holiday shopping season, was chosen largely for the benefit of out of town visitors.

MAIDEN LANE WAS LOVERS' LANE.

In the early days along the way now called Maiden Lane in New York city, it is related that this path was trodden by lovers, says the Automobile Blue Book, and was hence designated "lovers' path" by the Dutch. The English later changed it to its present name.

Again the story is told that the Dutch maidens came to the banks of the brook to do their family washing and that this gave the rural pathway its name.

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Will Relieve Fourth Vice-President as General Director of Advertising.

W. O. Rutherford, second vice-president in charge of sales of the B. F. Goodrich Rubber Company, announces the appointment of E. D. Gibbs to the position of advertising director.

This appointment is made in harmony with the plans of First Vice-President H. E. Raymond to be relieved of the task of advertising supervision, and concentrates full direction of advertising under Mr. Rutherford's personal supervision.

Mr. Gibbs' appointment does not disturb the present advertising department, which will be continued under the direction of E. C. Tibbitts as advertising manager. Coming into the Goodrich organization Mr. Gibbs brings with him a comprehensive experience covering many years service in executive advertising capacities. For twelve years he was advertising director of the National Cash Register Company of Dayton, and in close personal contact with John H. Patterson, president of that company. During this time his activities were extended even into all European countries.

To Mr. Gibbs goes the credit of having assisted in building up one of the largest individual advertising organizations in the country, that of the National Cash Register Company. This company operates the second largest printing plant in the country owned by a private corporation. One publication alone, issued to prospective cash register buyers, reached a distribution of 1,200,000 copies a month. While with the National Cash Register Company Mr. Gibbs gathered about him a staff of experts in every branch of advertising activity and inaugurated many original window displays which were shown throughout the country.

Following his resignation from the Cash Register Company, Mr. Gibbs associated himself with Robert Patterson, former vice-president of the company, and opened offices in Chicago, operating as an advertising and sales counsel.

He later accepted a tender from the Bush Terminal Company of New York, and resigned this position recently to become associated with the Goodrich company.

Mr. Gibbs has been prominently identified with the development of advertising, having been president of the Associated Advertising Clubs of the World, president of the Sphinx Club of New York, the oldest and most influential advertising association in the country, and president of the New York Sales Managers Club. He is also a charter member of the Sphinx Club of London.

As a writer and lecturer on topics of advertising and merchandising Mr. Gibbs has likewise earned an international reputation.

ADVISES RETREADING.

Carlisle President Says He Believes in It.

The Carlisle Cord Tire Company has created something of a sensation in the cord tire industry by coming out strongly in favor of retreading.

"We have for a long time advocated the retreading of Carlisle casings," says J. S. Bretz, the president. "Generally our casings will stand a second retreading."

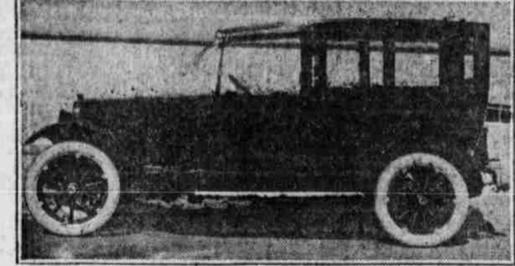
"The Carlisle, however, is not a conventional 'small cord' tire. It is made from a 'continuous giant cord,' many times tougher and stronger than the 'small cord.' We have in fact never seen a Carlisle cord tire that would not outlast two tread. We are still unable to make or to have made for us a tread which will wear as long as the big body cord in the Carlisle casing."

"When a Carlisle tire user is advised by one of our dealers to have his tires retreaded he is always surprised. For so many years tire users have been actually warned by tire dealers that the walls of their tires would not hold up under the life of a new tread; it is not strange that they should be surprised when advised to have their old Carlisle casings retreaded, and thereby obtain possibly another season's running at a very small expense."

EARLY WALL STREET DAYS.

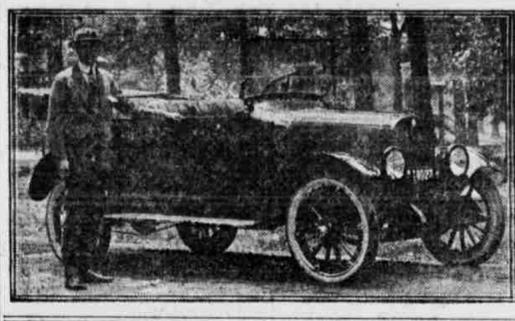
The Stock Exchange in New York city was first organized in 1792 by a group of brokers who met under a buttonwood tree in front of 19 Wall street. A few months later daily meetings were held at the Tontine Coffee House, now the site of the Tontine Building. It now consists of 1,100 members, memberships fluctuating in value, according to the business conditions, says the Automobile Blue Book.

New Chandler Limousine.



Herewith is presented the new Chandler Six Limousine. It is the finest ever turned out by the Chandler Motor Car Company of Cleveland. The attractive lines forward, made possible by the higher radiator and hood, are particularly effective in this model.

Manager Sanford and Dort Car



NAMES OF MOTOR CAR BODIES OLD

Three Taken Over From French Are Coupe, Sedan and Limousine.

There are many styles and types of automobiles in use to-day, but probably the five best known and most popular in the United States are the coupe, the sedan, the limousine, the touring car and the roadster. The first three names are French in their origin and the last two are English.

The word "coupe" was applied originally to a four wheeled closed carriage for two persons inside with an outside seat for the driver. It is derived from the French word meaning "to cut," and is so called because it gives the appearance of a larger carriage cut in half.

The word "sedan" is probably one of the oldest terms applied to a vehicle for transportation. It was used for the first time in France and takes its origin from the French city of that name. This name takes on a peculiar significance now when it is remembered that the sensational advance of Pershing's fighters reached Sedan when the armistice was signed.

The first sedans were portable enclosed chairs carried on poles by two men. They were extremely popular in England and are still used in China, Austria and India. The modern sedan has an enclosed body and accommodates seven passengers. Because of the single enclosed compartment it is popularly known as the all season, all purpose family car.

"Limousine" was originally the name of a cloak worn in France and probably originated from Limousin, the name of an old province in central France. Today it is applied to the chauffeur driven car with an enclosed compartment. The driver's seat is outside, but covered by a roof.

"Roadster" was first applied to vessels that worked their way by means of the tide. Later it was used for bicycles. The modern roadster has an open body, and was designed primarily for two persons, but of recent years the four door roadster, accommodating four passengers, has met with popular favor.

The touring car, which is the most familiar type of car, takes its name from the fact that it is used by motorists on lengthy tours. It is an open car with a tonneau and four doors seating seven passengers.

The nine new styles of the 1920 Haynes character cars, which have met with such a tremendous demand throughout the country, are in a great way responsible for the popularity which these types of cars enjoy. Since the appearance of the 1920 Haynes sedan, coupe and limousine the increase in demand for closed cars has been especially noticeable.

Whereas the sedan and coupe a few years ago were used mostly for city purposes these types are now being used by thousands of motorists for long distance tours. Because of their all purpose all season adaptability it is predicted that they will grow more and more in popular favor.

PERSONNEL OF NEW HOWARD-WHITE CO.

Men Well Known in Industry Will Produce a New Car.

Associated with D. McCall White and E. C. Howard, who have just taken possession of a large modern plant in Indianapolis for the production of a new passenger car, are several men of long experience and high standing in the motor industry.

J. Moore is treasurer of the new company. He was formerly connected with the Northway Motors Manufacturing Company, Detroit; he was controller of the Chevrolet Motor Company at Flint, and auditor and later production manager of the Miami Cycle Company of Middletown, Ohio. He served as captain in the Motor Transport Corps in charge of finance, accounting and settlement of claims under the Motor Vehicle Division.

D. C. Seihelmer, works manager for the company, is also just out of service, having served twenty months as Major in the Motor Transport Corps, in charge of the maintenance of motor vehicles. He was associated for five years with the Packard Motor Car Company of Detroit, holding important positions in the manufacturing of engines and chassis. He went from the Packard to the factory management of the Hall Motor Car Company of Cleveland. He later became factory manager of the Houk Wire Wheel Company.

J. W. Applin, chief engineer, came with Mr. White from the Cadillac Motor Car Company, where he was chassis engineer. He spent six years with the Cadillac company, and was one of the few "car buyers" associated with Mr. White in the design of the eight cylinder Cadillac in 1914. In 1915 Mr. Applin designed, under Mr. White's supervision, the twelve cylinder aircraft engine, which was one of the important designs of the Liberty engine was based. Previous to his Cadillac association Mr. Applin was in the engineering department of the Olds Motor Works, Lansing, and the Maxwell Motor Company, Detroit.

G. B. Spreng, purchasing agent, was formerly purchasing agent of the Otis Steel Company and assistant purchasing agent of the Winton company, both of Cleveland, Ohio. He recently returned from France, where he served as a First Lieutenant.

Leo N. Burnett, advertising manager of the Howard-White organization, went to the Cadillac company in 1915 from the newspaper field. He became head of the Cadillac advertising department and served in that capacity during the last two years, except for a few months spent in the navy. J. P. Robertson has been appointed technical engineer. After completing his technical education at the Glasgow Technical College, Glasgow, Scotland, he became a marine engineer, testing submarines and torpedo boats for the English Government and later for the United States. He comes to Indianapolis from

HANDBOOK ON TIRES FREE.

Michelin Company Will Send One on Request.

"We hear a lot about the ill the body is heir to," said the Michelin repair man, "but I forget them when I consider the ill that are forced on automobile tires by careless or indifferent owners."

"You ought to hear the tires tell their troubles when they are brought in here with all kinds of things the motor with them. Their appearance tells the story all right. And when I have a busy day 'the tires' lament is the very saddest of choruses." "These last' much harmony, but there is a lot of pathos in it all."

"He overloaded me," cries one. "He underinflated me," moans another. "Then I got a long drawn out wait of."

"He ran me on the cartrucks and against the curbings."

"He stopped me suddenly and skidded around corners."

"He kept me going when I was flat."

"He left gasoline and grease on me."

"He used me on a wheel that was out of line."

"I have been in the tire business for many years, but I cannot get used to the abuse. It's all so unnecessary and expensive for the owner."

The Michelin Tire Company, Milltown, N. J., and Michelin dealers too send to any one asking for it a very useful book on the care of tires. This book is called "The Tire Users' Handbook."

Those asking for this book assume no obligation of any kind. The book is simply mailed free.

DON'T BUMP YOUR TIRES.

You Give Them Tons of Useless Pressure.

When a car that is rolling along at a speed of twenty-five miles an hour strikes a stone or bad bump the tire receives a blow at the point of impact of nine or ten tons in force. Many drivers who would regard it as an insane proposition to strike one of their inflated tires a blow with a ten ton hammer ride merrily along day after day in their cars taking no pains whatsoever to avoid bumps. Even the best tires give way in time under such treatment, says the United States Tire Company. A slight turn of the steering wheel when these obstructions are met means the saving of tire expense.

MARMON REBUILT CARS

MARMON CLUB ROADSTER MARMON BROUGHAM MARMON LIMOUSINE MARMON TOURING CARS

These cars are shipped with new cord tires, have been rebuilt in our own shops and completely repainted and will be sold guaranteed the same as new.

IMMEDIATE DELIVERY MARMON AUTO CO. OF N. Y. (INC.) 1880 Broadway. USED CAR DEPARTMENT. Phone Col. 8000.

Advertisement for Anderson automobiles, featuring images of various models like the Essex Touring, Buick Touring, Ford Touring, and Ford Taxi Body. Text includes 'Dollar for Dollar Value—and More' and 'THE chassis throughout consists of high-standard units, such as the Continental engine.' Also mentions 'Announcement: Of the opening of a show room for the display of ANCHOR CLASS ENCLOSED TOPS...'

Large advertisement for Anderson automobiles, featuring a large image of an Anderson 6 and the text 'Dollar for Dollar Value—and More' and 'THE chassis throughout consists of high-standard units, such as the Continental engine. The body, beautifully finished and richly upholstered in real leather, contains some very unique features. It is built in ANDERSON'S own body shops and shows their great skill acquired during thirty years of coach building.'