

# CADILLAC ENJOYS LARGEST JANUARY RUN IN HISTORY

Breadth of Demand Is Indicative of General Prosperity.

Both sales and production during the month of January were the largest for any January in Cadillac history, and reports for February indicate even better results, according to Jay W. Dunivan, manager of distribution of the Cadillac Motor Car Company.

"The demand from dealers and distributors is not limited to any one section," states Mr. Dunivan, "but is so general that it shows a substantial and permanent gain."

"In the East, deliveries have been hampered by unusually severe storms, but orders are pouring in faster than ever before at this season of the year."

"January, from the standpoint of sales, was the best January we ever experienced, and our production records for that month tell the same story. Preliminary reports for the month of February demonstrate that it will show an even greater percentage of gain over every preceding February than was the case with January. Distributors are also ordering

heavily in anticipation of a big spring movement of cars.

"The shows throughout the country, our dealers report, have been unusually well attended. Sales have been heavy, and what is even more important, the buyer's attitude is highly encouraging."

"Our predictions at the close of 1922 that 1923 would prove the best year in Cadillac history have been more than borne out by actual results for the first two months of the year."

## Why Auto Mileage Is Low

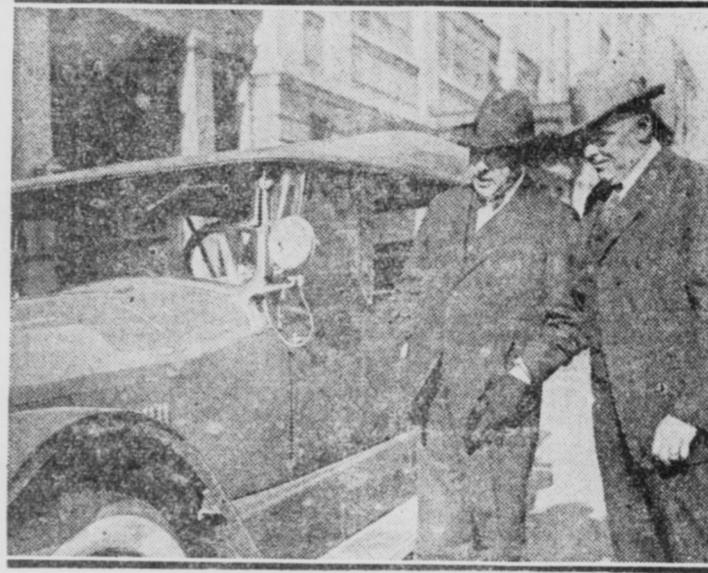
ENGINEERS testing a motor truck at Waukesha, Wis., report they have discovered why an auto doesn't give thirty or more miles to the gallon of gasoline.

Results of their tests have just been given out at a meeting of the midwest section of the Society of Automotive Engineers. Although they referred especially to the action of a 2½-ton truck on city and country runs, it was pointed out that they could just as well apply to passenger automobiles.

The reasons for less fuel economy, as learned by these tests, reports James D. Fisher, chief engineer for the Waukesha firm, are:

1. Lack of proper coordination of parts.
2. Wrong gear ratios.
3. Large engine.
4. Wrong type or size of carburetor.
5. Too rich fuel mixture.
6. Large radiators and inefficient fan locations.
7. Poor spark plugs and poor ignition.

**Schwab Tells Thompson He Thinks Stutz Will Be Season's Winner**



LEFT TO RIGHT—CHARLES M. SCHWAB, EASTERN STEEL MAGNATE WHO RECENTLY PURCHASED CONTROL OF THE STUTZ MOTOR COMPANY, CONFERRED WITH WILLIAM N. THOMPSON, PRESIDENT AND RESIDENT GENERAL MANAGER OF THE PLANT.

The Stutz Motor Company of America, Inc., builders of the original Stutz motor cars, enters the new year with a sales and production program by all odds the most elaborate in its history.

Not only is the line more comprehensive than it has ever been in the past, with the cars offered at prices far below any previous price level, but under the control of Charles M. Schwab and his powerful group of associates in the financial and industrial world, the officials of the Stutz company, headed by William N. Thompson, president and general manager, will be able to realize plans for extending the operations of the company to such an extent that it is expected soon to rank with the leading producers of fine cars in point of production.

The first step in this direction has been the introduction of a moderately priced six-cylinder car—said by those who have observed its semi-official tests to be one of the really significant advances introduced this year.

At the recent meeting of Stutz distributors and dealers here when Schwab and his associates outlined their policies, Mr. Schwab made a very significant statement, to which those identified with the Stutz attach great importance:

"I have been in industry for forty-three years," Mr. Schwab said, "and in all that time I never have been identified with a failure. We are going to make the Stutz one of the most desirable lines in the automobile field. It has a place in this industry—a big place. It deserves to be one of the really big factors, for Stutz has done things that deserve recognition. And we are going to see that it gets that recognition."

**ZENITH**  
A Carburetor for Every Car or Truck  
Special Ford Outfit  
**\$16.00**

HARRY L. THICKSTEN,  
State Distributor

and race driver, also one of the oldest in the auto industry, having filled many business in the replacement division, also in the standard equipment of pleasure cars and trucks. Mr. Thicksten states that 2-cent tax on gas will not affect the Zenith owners as they make no deserving claims, but will give more miles per gallon, more speed per hour, easy starting, smoother running motor and faster acceleration. All on a thirty-day trial or money-back guarantee.

BOOTH NO. 22 AUTO SHOW.

Indianapolis Zenith Carburetor Sales  
Main 1960 901 N. Illinois St. Main 1960

**Lambert Trublepruf TIRES**  
New Location  
LARGER SERVICE FACILITIES  
Now at  
INDIANA AVE. AND NEW YORK ST.  
Entrance on Both Streets,  
Next to Pure Oil Station  
See Us at the Auto Show

8. Improper suspension of the engine in the frame.  
He made this significant innovation in the test truck:

1. Higher water jacket temperatures.

2. Aluminum pistons.

3. Higher compression.

Originally, the truck made 4.7 miles to the gallon in city and 6.2 miles on country runs. By making the changes suggested, Fisher was able to get 12.3 miles to a gallon on city runs and 17.7 on country runs.

Similar results could be obtained with a passenger auto, said Fisher.

## America on Wheels

The United States, with 12,281,445 motor vehicles, has a larger registration than the combined total of twenty-seven foreign countries.

## Auto Never Will Cease to Have Ready Market, Says Olds Head

BY A. B. C. HARDY

President of the Olds Motor Works

When will there cease to be new markets for the automobile?

That is the question most often asked me by dealers and motor car owners. And invariably my answer has been, "Never."

I believe there always will be a market for new cars, irrespective of the replacement market.

The automobile industry in itself is young. It was barely twenty-five years ago that the Olds Motor Works was born, to be followed some years

later by most of the other big companies of today, and the General Motors Corporation of which it now is a member. For twenty-five years the industry has been turning out automobiles by the millions.

For the first five or ten years of the industry's history our market was devoted almost exclusively to the rich and well-to-do middle class who bought cars for pleasure only.

In the next five-year period the history of the industry shows the market was almost exclusively given over to a more or less experimental stage. Some cars were sold to business houses and others to persons who used them

in a combination of business and pleasure.

During the past ten years the automobile industry has grown by leaps and bounds. Today it stands as one of the leaders in the industrial field of the country. Upon it thousands of other industries and hundreds of thousands of workmen are dependent.

While it is true that today, especially in the eastern sections of the

country, the highways are crowded with cars during the summer months there is a vast field in the West and South for the development of automobile sales.

Farmers are fast coming to realize the value of the motor car in connection with their farm work.

Protect dynamo and starter from dust and dirt, wet and grit.

## Importance of Passport

An operator of a motor vehicle should not forget to carry both certificate of registration and license or operator's card (if any) on his person. In case of a violation, the possession of these may save humiliation and embarrassment. In some jurisdictions, failure to have them is, in itself, an offense.

—*it's a FORD*

See It at

the

Auto Show

The New

Ames

Three Passenger Coupe Body

Body Complete, Mounted  
on Ford Chassis

**\$345**

Puts Ford in \$1,000 Class

This very roomy Coupe was designed primarily for those of generous proportions who have been unable to find an enclosed, personal car with real riding comfort. In leg-room, head-room, and seat-room it exceeds that of any Coupe on the market selling under fifteen hundred dollars. The upholstery is a dark gray worsted, striped. The trimmings are nickel. The finish, midnight blue below the belt-line, black above.

Also See Our Four-Door Sedan Body. Something Classy!

Don't Miss Seeing Our Display at the Show

We Will Trade With You and Give You Convenient Terms. See Our Salesman.

**SWISSHELM & PARKER, 330 East Market Street**

# Auto Show

**N**ever before have motor cars ridden so high on the crest of the wave of public interest and enthusiasm.

**¶**Never before have motor cars so deserved the high place they hold in the public's thoughts and conversation. The Auto Show this year will be an incomparable exhibit of the finest, newest, most brilliant motor cars in motor history.

**¶**You cannot afford to miss the Auto Show this year.

## State Fair Grounds

Auto Building

**March 5th to 10th**

Sacco's Royal Italian Band Will Play  
Every Afternoon and Evening

Auspices

Indianapolis Auto Trade Association



## DURANT and STAR MODELS

"At the Show—Just Inside the Pit"

### DURANT PRICES

Sport Touring... \$990	Regular Touring \$890	Star Touring.... \$443	Star Sedan..... \$645
Business Coupe... \$1,035	Regular Sedan... \$1,365	Star Coupe..... \$580	Roadster..... \$414
Regular Coupe... \$1,365	Roadster..... \$890	Chassis..... \$380	

### STAR PRICES

F. O. B. Lansing, Mich.
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**BOOZER-PATTERSON & CO.**  
Circle 1950 962 N. Meridian St.

## DODGE BROTHERS TOURING CAR

As Spring days approach, the demand for Dodge Brothers Touring Car mounts swiftly.

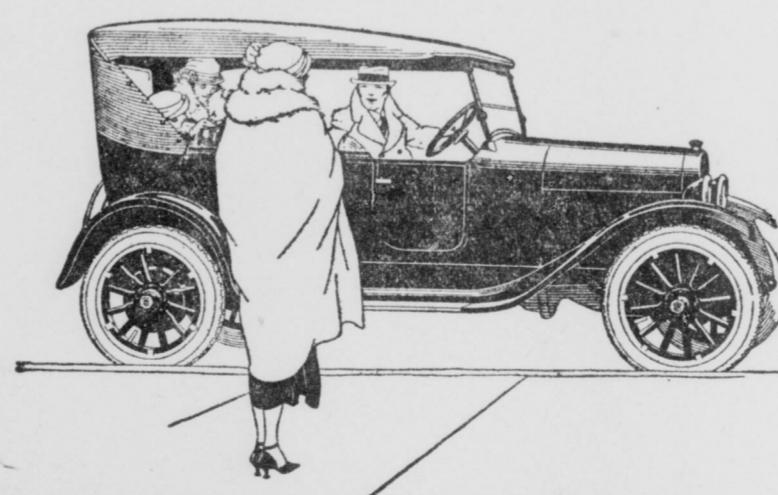
Dodge Brothers one problem, at present, is not how many Touring Cars they can sell, but how many they can build.

Never was public approval of Dodge Brothers product more obvious, and never was it more richly deserved.

Improvements, rarely spoken of but constantly being made, have brought the car to a state of perfection which can only be described as remarkable, even for Dodge Brothers.

Every part which takes a major strain is built of chrome vanadium steel. Many more pieces of alloy steel are used in vital parts than normal wear requires.

**C.H. WALLERICH COMPANY**  
DODGE BROTHERS MOTOR VEHICLES  
Circle 4300-4301-4302 833 North Meridian



See Us at the Auto Show