AUTOMOBILE NEWS

MANY CHILDREN ARE AUTO VICTIMS

NEW YORK, Feb. 10.—The automobile, in the past ten years, has become one of the great scourges of childhood. In 1915 there were more deaths from measles than from automobile accidents; in 1925 the death rate for the latter exceeded the measles rate approximately seven fold. Ten years ago the combined death rate for the four principal communicable diseases of childhood was about seven times as high as that for automobile accidents, and diptheria alone caused four times as many deaths as did the motor vehicle; but in 1925, the number of deaths from all four diseases combined does not greatly exceed the death toll of the automobile; and the latter kills three persons to diphtheria two.

These facts are a part of a report relating to more than seventeen million Industrial policyholders of the Metropolitan Life Insurance Company. The Statistical Division of that company also reported that among these policyholders there were 2,724 deaths from automobile accidents in 1925 as compared with 2,456 deaths from the same cause in 1924 and the death rate rose from 15.9 per 100,000 to 16.7. The death rate from this type of accidents has increased 50 per cent since 1920; has more than tripled since 1915; and is now seven times as high as it was in 1911.

The life insurance company's statistician states that approximately 40 per cent of these deaths were among children under fifteen years of age and reports that the automobile in 1925 proved to be a greater menace to child life than scarlet fever and whooping cough combined.

The Meropolitan Statistical Division shows the upward trend of the automobile death rate by comparing it with the deaths from certain other causes for the years 1915 and 1925. In 1915, for example, there were two and one-half deaths from typhoid fever to every one automobile fatality; in 1925 there were almost four deaths in automobile accidents to every one from typhoid fever. The automobile death rate in 1925 was higher than that for diabetes, whereas ten years ago, the latter killed three times as many as did the aut. More than one-quarter of all accidental deaths in 1925 were caused by the automobile, which was responsible for only one in every thirteen fatal accidents in 1915. Ten years ago, three deaths occurred in railroad accidents to every two due to automobiles; but in 1925 there were nearly four and one-half times as many caused by automobiles as occurred in railroad casualties.

1925 BEST YEAR FOR GRAHAM BROTHERS

The recent absorption by Dodge Brothers, Inc., of Graham Brothers, the largest exclusive manufacturers of motor trucks, lends special interest to the new business record achieved by Graham Brothers during 1925.

Shipments by the truck industry as a whole, according to official figures recently released by the National Automobile Chamber of Commerce, totaled 492,000 units, an increase of 31 per cent over the record of 374,317 for 1924.

A Dodge Brothers executive is quoted as follows regarding these figures:

"An annual business growth of well over 100 per cent is what would be expected by those who are familiar with Graham Brothers rapid rise from a start less than five years ago to their present position in the truck industry.

"Month by month this year sales have surpassed the preceeding month. In fast production for the first six months of this year equalled the entire production for 1924.

"At no time during the year, nor at any time during Graham Brothers history, has there been any over-stocking of trucks by dealers.

"The number of trucks on hand at the end of November, compared with the number at the end of the same month last year, shows a substantially smaller increase than the rate at which production has been advanced.

"To produce sufficient trucks to supply the constantly growing demand," states Mr. J. O. Newland, local Dodge Brothers dealer, "Graham Brothers have been engaged in an almost continuous program of expanding manufacturing facilities. When they moved their Detroit plant into new quarters July 1, floor space represented an increase in Detroit of nineteen fold in a little over four years. Their plants at Evansville, Ind., have made a similar growth during the same period.

"With new plants opened this summer in Stockton, Cal., for manufacturing trucks required by dealers in the Pacific Coast and Rocky Mountain States and the new Canadian plant at Toronto, Ont., Graham Brothers have a total floor area of nearly 15 acres.

"The excellent business record made by Graham Brothers last year and their record of having risen in five years to leadership in the industry is unquestionable evidence of public recognition of the merit of their product, and the outlook for even greater achievement in 1926 is exceedingly bright."

ESSEX CHOICE OF A RACING DRIVER

"With prices of well engineered six-cylinder cars, such as the Essex, so low, and with values from every standpoint so high, there is no reason why any motor car buyer in 1926 should be satisfied with anything less than a 'six.'"

The foregoing statement—in line with numerous forecasts that "1926 will be a six-cylinder year"—was made recently by Harry A. Miller of Los Angeles, the world-famous builder of racing cars, in connection with the purchase by Mr. Miller's 20-year old son, Ted Miller, of an Essex six for his personal use. News of the purchase and of the noted expert's opinion have just reached Ray Catching, Hudson-Essex dealer here.

The celebrated motor engineer said, when asked for a forecast which might be made public: "Those who have forecast this year as one in which the 'six' will dominate and in which new announcements will feature six-cylinder motors and closed bodies at moderate prices, are absolutely right, I believe.

"Although I build eight-cylinder racing cars, and have an 'eight' for my personal use, I am proud of a 'six', which I frequently drive. I surely believe that my son made a wise selection in buying an Essex coach. It is a well designed motor car and well worth more than the price asked for it." Asked if he might be quoted as to Essex design and value, Miller replied, "It's just the truth, isn't it?"

That the statement of so noted an engineering authority as Harry A. Miller—whose fame is not only nation-wide, but known and responded throughout Europe as well—is one of the finest tributes ever paid the Essex, was the opinion expressed by Mr. Catching.

"When such an expert as Mr. Miller declares that sixes dominate the 1926 field and that buyers need no longer be satisfied with less than a six, and when he approves heartily his son's selection of an Essex coach," he commented, "then those in the market for new motor cars may well hesitate before buying anything else.

"His words confirm the published statements of other authorities that the buying trend of 1926 will be toward sixes. You will see 1926 as a six-cylinder year—and the largest builder of 'sixes' in the world is Hudson-Essex."

BUICK EXPANSION UP WITH DEMAND

The history of the Buick Motor Company is the history of constant expansion in order to keep pace with the demand for Buick cars, says E. T. Strong, general sales manager at Buick Motor Company.

Since the first Buick was built over twenty years ago, the factory has been forced to meet an ever increasing production schedule. The public has made this necessary by turning to Buick for its motoring needs in greater numbers each year.

This public preference has accumulated steadily. It took only two years and nine months to build the last half million Buicks, which were finished December 16th, 1925. The first million Buicks were finished March 22, 1923, in approximately eighteen years. The last hundred thousand Buicks were built in the last five months. Under present production, it will take only a little over two years more to reach the two million mark.

While the first million Buicks took eighteen years to build, the second million, according to present production, will take only four years and ten months, and half of them are already in service.