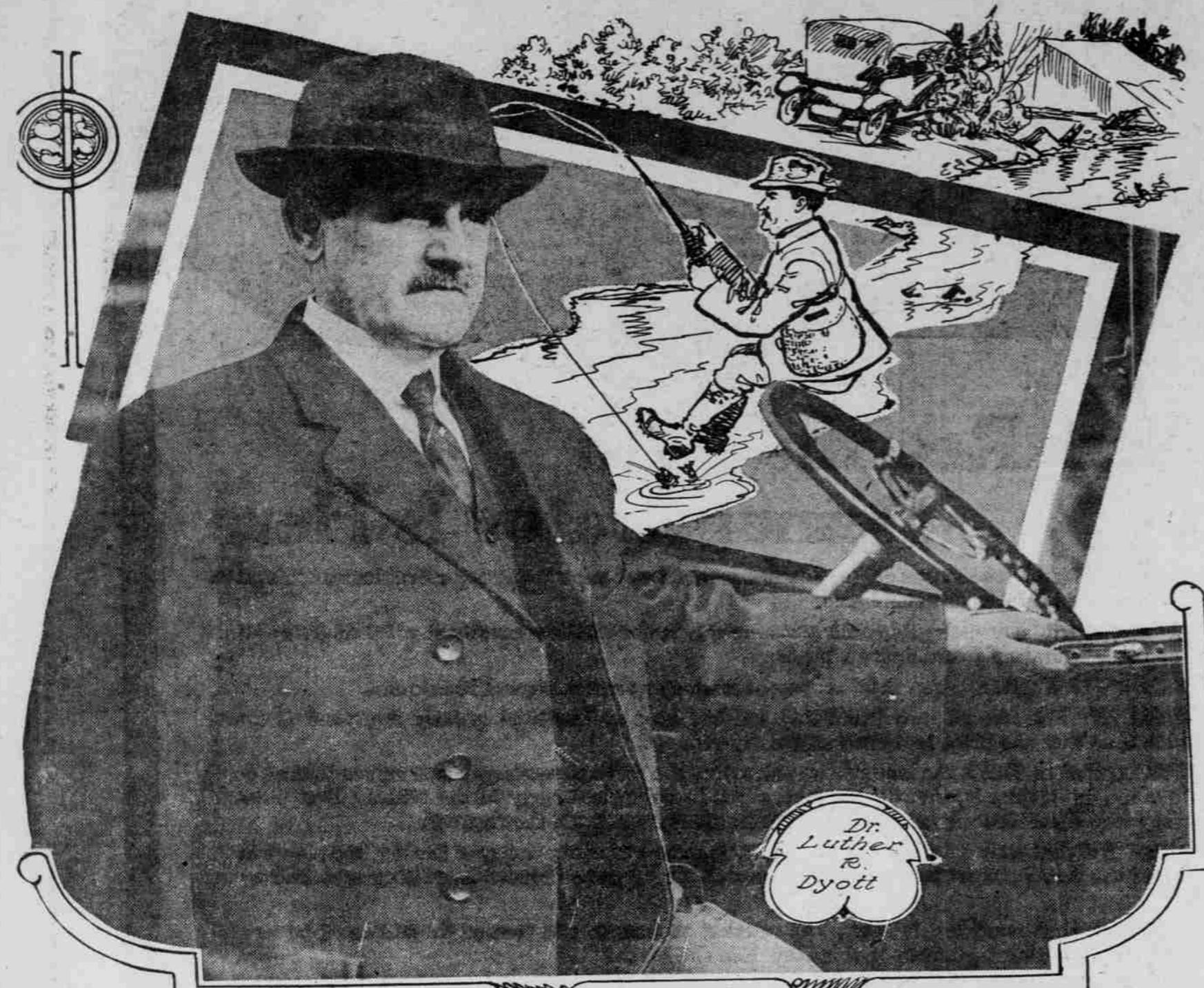


Prominent Portlanders Who Motor



A automobile is worth more to a minister than an assistant pastor, according to the experience of Dr. Luther R. Dyott, pastor of the First Congregational Church of Portland.

Since coming to Portland eight years ago Dr. Dyott has tried three or four assistant pastors, all of whom were capable, conscientious, faithful helpers. A few years ago he was so worried about the automobile that he would try an automobile in the hope of finding an assistant pastor, and he is frank to say that the latter combination has

brought better results. As proof of this conviction, he is now seen daily in a new car of the latest model.

Usually when weddings are arranged the pastor has sufficient notice in advance to arrive promptly. But sometimes the busy pastor is called suddenly to render helpful service to the sick and the dying or to those in serious trouble or poverty. Under such circumstances the automobile often is indispensable if the pastor is to arrive in time to help.

Every afternoon Dr. Dyott uses his automobile to serve the hard-worked pastor in another important way. When vacation time comes in the summer and the brain and body

are weary of church worries and responsibilities there is nothing that will restore mental and physical vigor quicker than a drive into the country, where all is still and quiet. During the summer several weeks are spent driving to Mount Hood several times, and quite frequently over the Columbia River Highway. He passes his regular vacation period motorizing with his family through the Willamette Valley, Medford, and Crater Lake, and into Northern California, with a particular stay at a resort near Mount Shasta.

Land Products Show while in town last week by C. M. Menzies, manager of the Northwest Auto Company.

The week previous Dawson made a street running test in Marmon six-cylinder 41 touring car by shooting through the traffic on Market street and the other crowded downtown streets in San Francisco on "high."

"The performance of the new Studebaker four has been such that it might be easily mistaken for a car with a greater number of cylinders," Harry W. Blevins, of Toledo, who recently made a trip from that city to Cincinnati, averaging 15½ miles to the gallon of gasoline, says the four simply walked up the hardest grades without changing from high gear, and while carrying a full load of seven passengers.

"Hill climbing tests made in various sections have shown the new four equal to every requirement."

TEST ON HIGH IS REVELATION

Racing Star Pilots Marmon Six Safely Through Traffic.

Joe Dawson, the popular racing star, was shown over the Manufacturers' and

homes of the members of his large congregation, to the hospitals and wherever he is needed in his official capacity. Even when called out of the city for weddings, funerals and church appointments he frequently capitalizes his motorcar. Dr. Dyott estimates that he drives his car at least 8000 miles annually making calls within the limits of Portland.

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YEAR'S MOTOR BILL IS TO BE BILLION

American Output of Cars Is 700,000, With More Than 2,000,000 Now in Use.

8,940,000 PERSONS TOUR

Consumption of Fuel for Machines Devoted to Pleasure Placed at 1,117,500,000 Gallons, Costing \$145,275,000, Excluding Oil.

The total of money expended yearly for pleasure by the automobileists of America is somewhat astonishing to one who has not considered the tremendous growth of the automobile business.

On June 1, 1915, the number of automobiles in use in the United States for pleasure car purposes reached the 2,000,000 mark. This number is being increased at the rate of 700,000 cars a year, so that now there are undoubtedly in use in the United States nearly 2,225,000 automobiles. This does not take into consideration the 200,000 more trucks.

Assuming that about four persons have the use of each car, there are 8,940,000 people in the United States this season enjoying the pleasure of automobileing, and this number is increasing approximately at the rate of 2,820,000 motorists each successive year.

Total Operation Cost in Millions.

The first cost of these cars would amount to a stupendous sum, as many of them are several years old, and cost \$4000 to \$5000 each, but the real question is what will be spent by the motorists to operate them during the next 12 months.

Let us first consider the fuel costs for a period of 12 months for the cars now in use. Placing the average performance at 5000 miles and 500 gallons of gasoline as an average consumption for the year we have 1,117,500,000 gallons of gasoline at an average cost of 13 cents per gallon, the gasoline bill for the pleasure cars already in use will amount to about \$145,275,000. In the same way the cost of lubricating oil to the motorist, at an average of 50 cents per gallon, allowing 1000 gallons per car, is \$13,987,500, approximately \$14,000,000.

Tire Expense Set at \$143,000,000.

The next item of importance is that of tires. Allowing four tires to each of these cars, we have 8,940,000 tires for the old cars, worth on an average \$16 each, or \$142,840,000, as an estimate of the cost of re-tiring the cars already in use. This is conservative, as a large percentage of the old cars will use more than four tires in the season.

The extras in the way of accessories, gloves and other wearing apparel, goggles, etc., can be roughly figured at \$100 apiece, which adds an additional sum of \$111,750,000. At least an equal sum can be added as the cost of repairs, accidents, etc., while the touring charges, which of course affect nearly all when short tours are considered, will doubtless amount to more than \$200,000,000.

Motoring Costs Billions.

Such factors as insurance, fire, accident and other items will be placed at an average of \$100 a car, or about \$70,000,000, so that the cost of operating the cars now in use shows a grand total of \$508,565,000.

The average cost of the new cars this year can be roughly estimated at about \$700 to \$800 apiece, as approximately half of the output is Fords, and the largest builders of the other makes are those selling their product at a low price.

Taking the conservative figure of \$750 as an average, the new cars will be worth approximately \$225,000,000, and this sum, added to the total running cost of the cars now in use, gives the final grand total of \$1,325,665,000. This represents the direct expenditure of the people for 12 months for the pleasure of motorizing.

MITCHELL WINS \$1000 TROPHY

Fastest Time Between Sacramento and Tallac Is Made.

A Mitchell car has again demonstrated its ability to go where and back.

The "Six of '15" won the \$1000 Valvoline trophy for the fastest time between Sacramento and Tallac. This is the fourth time since 1910 that the Mitchell has scored a win in this long, hard trip over the Sierra. J. C. Skinner was at the wheel of the record-breaking machine. Skinner, driving one of the Mitchell "Six of '15" cars, made the run from the capital city to the lake resort in three hours and 25 minutes, cutting some seven minutes

DODGE BROTHERS WINTER CAR

Comfort and complete protection for the Winter months—then, in the Spring, a quick change back to the standard touring car or roadster

The tops are well and strongly fitted to the cars at the factory. They are upholstered in cloth, and the appointments are in good taste.

The motor is 30-35 horsepower. The price of the Winter Touring Car or Roadster complete, including regular mohair top, is \$950 (f. o. b. Detroit).

DODGE BROTHERS, DETROIT

COVEY MOTOR CAR CO.
Washington at 21st. Main 6244

STUDEBAKER IS PRAISED

FLEXIBILITY OF "FOUR" IS DECLARED EXTRAORDINARY.

Power Found "Liquid," Allowing Travel Over Hills and Country Roads With Perfect Ease.

"The great power, the smoothness of the motor in the 1916 Studebaker four, with the car's remarkable drive, contribute toward making it the sensation of the year," remarked A. H. Brown, Northwest manager of the Studebaker Corporation, last week. "Another cause for the favor found by owners of the new four is its flexibility for a four-cylinder motor, permitting, as it does, driving for miles over hills and through heavy country roads, or threading down to walking speed and picking up again on city streets, without shifting gears. Under all circumstances and conditions the car goes about its business like a perfect machine it was designed and has proved to be."

"The power of the four seems to flow

like a liquid, so that when the foot is pressed upon the accelerator, it gently picks up speed, without sputtering or jerking, gliding along with all the grace and ease which lends itself to motorizing. So perfect is the balance of the car that there is no swaying as it moves along, even at top speed. It drives straight as an arrow and is easier than just two fingers on the wheel is enough to keep the car in the road."

The test was made to prove the flexibility of the motor of the Marmon Six and the power of its clutch. During the trip, which covered five miles through the congested district of San Francisco, Dawson made 14 complete stops, making the start again after removing the shifting lever from high gear. The speed law was broken, no traffic signal was disobeyed and the car was returned to the starting point without a scratch.

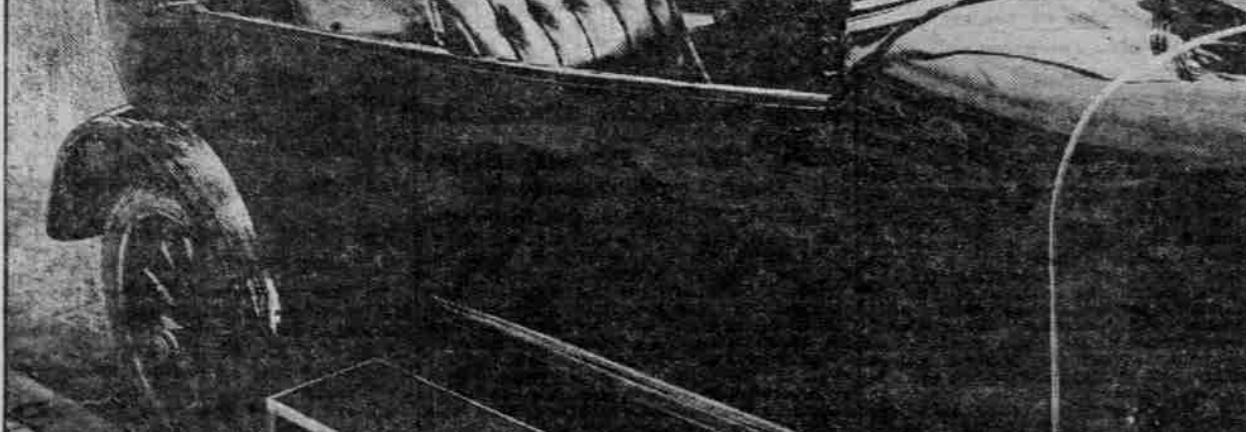
The Marmon have set a new record in motordom, for the test was equally as remarkable from a driving as it was from a mechanical standpoint.

It is understood in Portland that the Marmon is to announce an Oregon affiliation soon.

New Drivers Expenses "Tabbed."

Turner & Riley, of Caro, Mich., kept close track for a year of the expense sheets of 10 buyers of new Maxwell cars. Every one of the buyers was a novice. The average expense was a novice.

Divided Front Seats and Seven-Passenger Capacity Are Features of New Four-Cylinder Car.



W. W. HARGIS, OF FRANK C. RIGGS COMPANY, AT WHEEL OF 1916 JEFFERY FOUR.

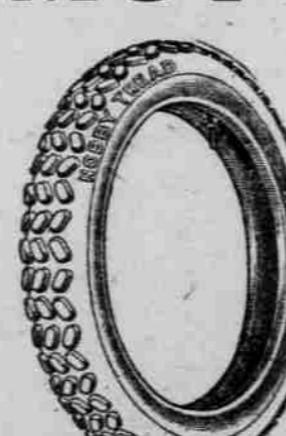
The first four cars of the 1916 Jeffery line arrived at the automobile store of the Frank C. Riggs Company last week and as a result W. W. Hargis, whose especial duty it is to keep prospective automobile owners advised of the fine points of the Jeffery car, is busier these days than a traffic policeman on parade day.

The knockout feature of the 1916 model is the superb Jeffery four with enlarged seven-passenger capacity body, divided front seats and a wheelbase of 116 inches. The new car sells for \$1150, Portland,

with a cut of \$35 in case the purchaser does not desire the two extra seats in the tonneau.

Mr. Riggs has received three of the new fours and one of the 1916 Chesterfield Sixes, with silent worm drive, cantilever springs and many other notable features. It is said that 92 per cent of all the Jeffery cars are built in the company plant at Kenosha, Wis.

ATTENTION! MOTORISTS!



NOW!

Buy where your money buys most and best. We have every accessory that will reduce the running cost of your car and increase your comfort.

G. & J.

"Nobby Tread" Tires

are real anti-skid tires, and are now sold under the United States Tire Company's regular warranty—perfect workmanship and material—but any adjustment is on a basis of

5000 MILES

Ballou & Wright

Broadway at Oak, Portland
817 East Pike, Near Broadway, Seattle.

SQUEEGEE BUGS

Use Diamond Tires—if you want more mileage for less money

GET THE HABIT!

ARCHER AND WIGGINS

Oak Street, Corner Sixth

Distributors Splitdorf Products for Oregon

AUTO ROBES

We have just received a large shipment of Robes and Steamer Rugs made of Pure Oregon Wool.

PRICES AND PATTERNS ATTRACTIVE

BALLOU & WRIGHT

Broadway at Oak

BOWSER GASOLINE and OIL TANKS

STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. E. D. Stoddard, District Sup't Sales, 415 Corbett Bldg., Main 1476.

DIAMOND TIRES

Vulcanizing and Retreading R. E. BLODGETT, 20-31 North 14th, Near Church Phone Main 7400