

MOTOR INDUSTRY OF GENERAL AID

Attitude of Manufacturers Declared Responsible for Warding Off Panic.

THEORIES HELD DISPROVED

Hary M. Jewett Points to Increase in Sale of Cars During Dull Period as Proof That Automobile Is No Longer Luxury.

BY HARRY M. JEWETT,
President Paige-Detroit Motor Car Company.

For nearly 17 months the automobile industry has been flourishing like a green bay tree. There had been previous periods of prosperity, but the peculiar and apparently adverse conditions that have prevailed during the

vantage to handle cars which have been manufactured in the most efficient way," declares H. L. Mann, Haynes distributor for Oregon.

"The average dealer of today is beginning to realize that it is to his advantage to handle automobiles which, in the designing, take in all details before building and not as an afterthought. The buyer of today wants a car of economical maintenance. To obtain this result a car that is not too heavy is necessary.

"In obtaining lighter weight, materials must be used to have greater durability and strength. In decreasing weight, the chassis has been found to be the most logical place to begin. The common-sense idea would be to eliminate complications, making one part do the work of two in a better way."

AUTO COMPANY FORCE GAINS Prosperous Condition of Trade Indicated by Increases.

The prosperous condition of the automobile business is graphically illustrated by a recent photograph taken for the Thomas B. Jeffrey Company, which shows 2700 of its employees, assembled at the noon hour in the courtyard back of the Jeffrey offices. The Jeffrey Company this year is employing, including the night shift, nearly 3000 men as compared to 1300 a year ago. During the first six days of December the Jeffrey Company shipped more cars than were shipped during the entire month of December a year ago.

This tremendous increase in business during a month which is generally considered a slack period is due primarily to three factors—a greatly increased domestic business in pleasure cars and

SOME FIGURES OF THE AUTOMOBILE INDUSTRY.

Compiled by Alfred Reeves, General Manager, National Automobile Chamber of Commerce.

The motorcar production for 1915.....	1,200,000
Motor vehicles sold during 1915.....	892,618
Retail value of cars and trucks sold in 1915.....	\$591,778,930
Passenger cars sold in 1915.....	\$42,549
Retail value of passenger cars sold in 1915.....	\$565,856,450
Motor trucks sold in 1915.....	50,389
Retail value of motor trucks sold in 1915.....	\$125,922,500
Miles of public road in the United States.....	2,273,900
Money spent in this country on highway construction last year, almost.....	\$250,000,000
Automobile exports to 80 different countries in 1915 increased 250 per cent and exceeded.....	\$100,000,000
In 1914 it was.....	\$28,507,464
Estimated value exports of commercial vehicles, 1915 (increase 600 per cent).....	\$63,000,000
Estimated value exports passenger cars during 1915 (increased 90 per cent).....	\$37,000,000
Gasoline consumed annually by automobiles (average of 400 gallons per car), gallons.....	980,000,000
Lubricating oil consumed annually (average of 12 gallons per car), gallons.....	28,800,000
Tires used annually on motorcars.....	12,000,000
Motor vehicles registered in the United States for 1915.....	2,400,000
Registered in California December 27, 1915.....	162,404
Registered in Washington December 20, 1915.....	45,100
Registered in Oregon December 15, 1915.....	22,581
Registered in 10 leading grain states.....	677,000
Pleasure car manufacturers.....	191
Commercial vehicle manufacturers.....	27,700
Dealers, garages, repair-shops and supply stores.....	672
Average price of 1915 pleasure car.....	2,123
The average price in 1907 was.....	1,400
Fees for registration in 1915 exceeded.....	\$14,000,000

last year and a half have made the industry extraordinary and ever-expanding volume of motor car business a commercial phenomenon well worth singling out and examining.

More so because through sympathetic action the present booming prosperity is not confined to the makers of automobiles.

The activity of the motor car market has pulled weakening and tottering allied industries up to an almost equal plane of prosperity. The entire commercial world, in fact, had its backbone stiffened, thanks to the condition of the motor car business; and what a condition! A half a century ago, at the beginning of National depression and disaster has turned triumphantly into National profit and well being.

What, then, is the explanation of this phenomenal advance in the motor car world, which means so much to every one in this country?

Some manufacturers say it is because people will cut out meat for dinner, wear last season's clothes and forget to pay the grocer before they will economize on gasoline consumption.

But is it? Let's look over the evidence.

No Cuts Made in Operation.

Seventeen months ago when the war broke out the almost universal inclination was to slash advertising appropriations and cut down sales effort.

"Let's just keep our money in the bank until we see what is going to happen," was the way most people felt about it.

In the automobile business it looked like a small-stand pay for a few days. Millions of dollars were tied up in production schedules.

It seemed almost a certainty that the demand for cash abroad and the natural conservatism of the banks would make it impossible for dealers to get money enough to take their regular allotment of cars after they were produced.

And even if the dealers could take them it didn't seem probable that the public would be in a buying state of mind—or pocketbook.

The natural thing to do then was to cut down the selling force, stop the advertising—put the factories on half time—and save as much as possible out of the threatened wreck.

And that is just what would have been done had it not been for a few level-headed, far-seeing men, who knew something of the psychology of the crowd and had an abiding faith in the stability of this country of ours.

These few men instead of retrenching threw on a few pounds more steam in advertising and selling departments.

Optimists Win Day.

They talked optimism and common sense and by the force of their example swung the entire industry into line in an aggressive, constructive campaign of confidence-building trade promotion.

Everybody knows what the result has been.

Instead of depression and disaster the automobile industry has enjoyed the most prosperous year in its history.

Hundreds of thousands of men have been furnished with steady work. Allied industries have been benefited—and the general prosperity of the country has been promoted.

Now we are told that motor cars and other things of that character are the last things that people will do without.

This may be true to some extent—and if the motor car industry had done only "fairly" well we might say that the natural propensity to economize on the real necessities first had helped to hold it up.

But the motor car industry has been unusually prosperous.

The country has responded marvelously to the extra effort that has been put into advertising and selling. More cars have been sold and more money has been made than ever before in the history of the industry—and all this in spite of the fact that the foreign market for pleasure cars has been nearly wiped out.

And the credit for it all—and for the widespread resultant general prosperity—must inevitably go to that little group of far-sighted, strong-hearted men who by their faith and optimism stemmed the tide of doubt and fear that started on its pessimistic way across the country in August, 1914.

EFFICIENT CARS ARE SOUGHT

Dealers Being Convinced That Economical Maintenance Is Vital.

"Dealers everywhere are gradually being convinced that it is to their ad-

trucks—a heavy demand from foreign countries which have heretofore been supplied by the warring nations—and the introduction of the Jeffrey Sedan.

The Sedan at \$1165 has proved one of the most popular cars of the season. It is built entirely from the ground up in the Jeffrey plant—a custom-made enclosed coach in every sense of the word—yet the top is removable for Summer weather touring—and the price is only \$165 above that of the open touring car.

San Francisco Makes New Ordinance

A new ordinance has been passed in San Francisco making it necessary for every automobile dealer taking cars in trade or selling second-hand machines to take out a second-hand dealer's license and report the sale of every second-hand machine to the police department. This is intended to curb the theft of automobiles.

More Maxwell Branches Named.

Recent expansions of the Maxwell Motor Sales Corporation include retail sales branches in Philadelphia, Atlanta and Providence, in charge, respectively, of L. G. Peed, C. H. Batchelor and O. C. Reed.

Hudsons and Maxwells Are Pride of C. L. Boss.

Reo Trucks Also Are Dispensed by Affable Dealer, Dubbed "Pay as You Ride."

C. L. BOSS, HUDSON.

THE chief in name as well as in fact at 615 Washington street is C. L. Boss, distributor of Hudson and Maxwell pleasure cars and Reo trucks. Just now he goes by two names—"Pay as You Ride" Boss, a title gained in a recent Maxwell advertising campaign, and "Super-Six" Boss, given in honor of the new Super-Six Hudson that is delighting so many speed-lovers.

To count the number of Hudson, Maxwell and Reo truck radiators in this neighborhood will teach any mortal to appreciate Mr. Boss' ability to deliver the goods; and for the showing in the territory out in the state equal credit is due E. D. Sutor, the right bower of the Boss organization.

The 1916 Hudson is an entirely new chassis which will be known as the Hudson Super-Six. Enormous pains have been taken in developing this motor and the continuing use of six-cylinders decided upon after many experiments with eight and 12. Externally the new motor has no striking peculiarities, being a block-cast six with 3 1/2 bore and 5 stroke, which is exactly the same size of last year.

The power developed is stated to be 16-horsepower maximum as compared with 42 of last year.

The one-model Maxwell policy is continued, and while the motor with its 2 1/2 by 4 1/2 motor has not been enlarged, numerous improvements have been added and the price cut \$55 on the touring car. The body appears larger with its higher radiator and higher hood and it is wider, giving three inches more seat width. Demountable rims are stock equipment for the first time. The new price includes Simmons-Huff electric starting and lighting.

When you show interest in what has

been accomplished—when you openly voice a genuine appreciation of something that helps to make life better, then do you realize that you are, in reality, helping yourself. You may be financier or farmer, business man or inventor, physicist or philosopher—there is no qualification.

The Automobile Show reflects the progress of a people. It is for you because it is for all.

DISPLAY SELLS CADILLACS

Dealers Fill Allotments and Order More Cars for Trade.

NEW YORK, Jan. 15.—"The Cadillac dealers have always done a big business at the shows," remarked Sales Manager Howard, "but the show just closed has been the most successful of all."

"Of course, the factory has not pretended to do any business, as our entire product of the new eight-cylinder car for the coming year was covered by contracts from dealers months ago."

"However, our dealers in New York, Jersey City, Brooklyn, Newark and other nearby cities, as well as those from the East generally, all report closing more retail sales than ever before. In fact, there are a few dealers who have taken retail orders covering their entire allotments and are making strenuous efforts to get more cars."

KISSEL PROGRESS IS CITED

Several Adaptations and Improvements Are Credited.

"The one-man top, the divided front seat, the two-door tonneau, concealed lamps to light the instrument board and the convertible car, are among the improvements and refinements claimed by the Kiesel Motor Car Company to automobile body improvement and refinement," says A. S. Robinson, manager of the Pacific Kiesel branch.

Here, indeed, is quite a list of progressive achievements to be credited to one company. To be sure the one-man top was a German creation, but it was introduced in this country by Kiesel six months before any other American concern employed it. The other features mentioned, most of which are most generally found in high-grade cars, emanated in the active brain of George A. Kiesel.

LOXAUTO PREVENTS THEFT

Is a sure prevention against theft of any machine using gasoline.

PRICE \$5.00 AND \$6.00

See display exhibit at the Automobile Show January 24-29.

STONE & WENTWORTH
State Agents.
Main 1328. 431 Cham. of Com.

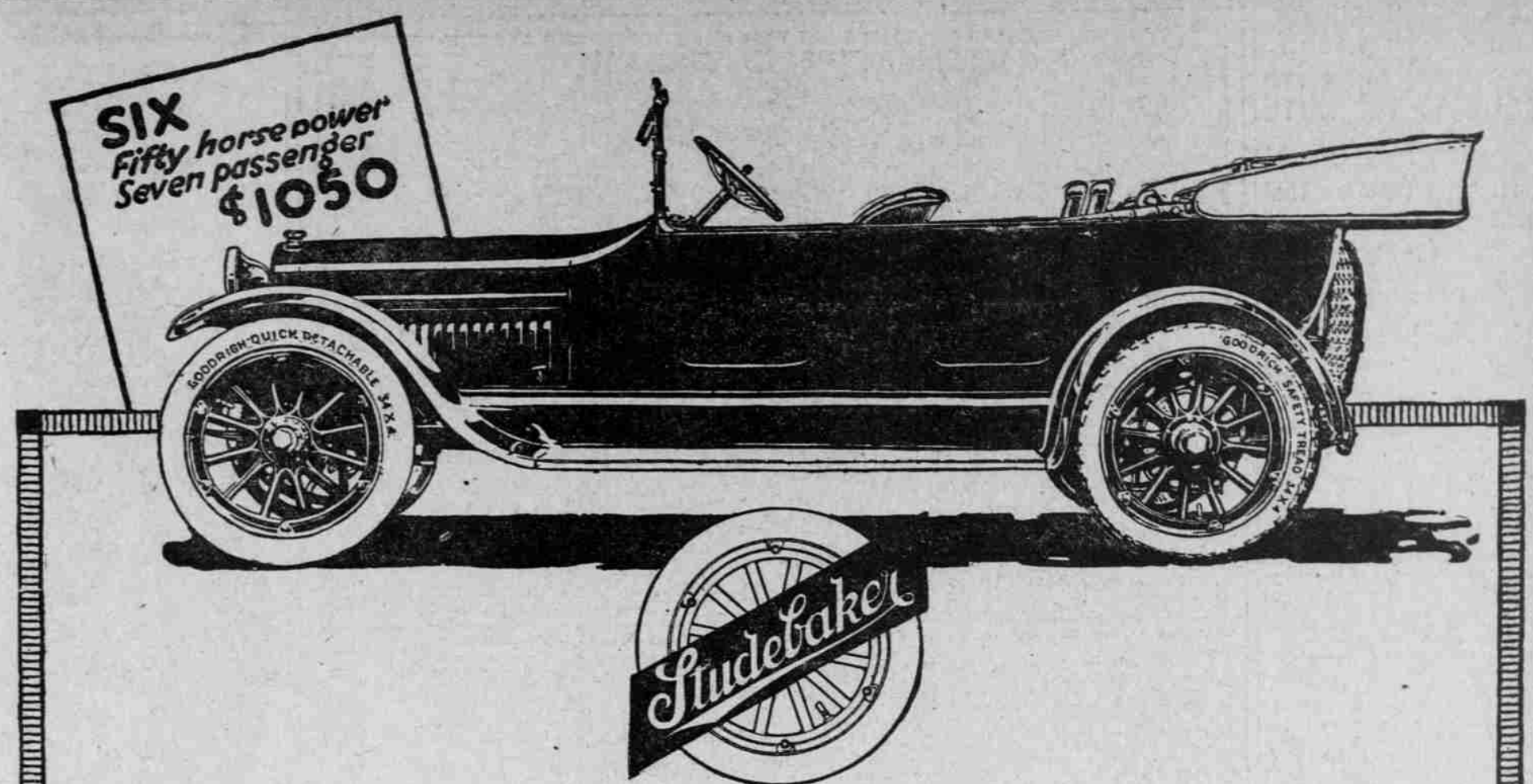
AT THE SHOW

See one of our Sedan Tops on a Cole Car at the Northwest Auto Company space, also visit us at our location and look over a Cloverleaf body built, painted, upholstered and top made by us.

The Auto Top Co. Inc.
The Shop for the Particular Man
525 Alder St. Phone Main 912.

DIAMOND TIRES
Vulcanizing and Retreading R. E. BLODGETT, 29-31 North 14th, Near Couch. Phone Main 7005.

BOWSER GASOLINE and OIL TANKS
STORAGE SYSTEMS FOR PUBLIC and PRIVATE GARAGES. S. D. Stoddard, District Supt. Sales, 415 Corbett Bldg. Main 1476.



New SERIES 17 Cars

QUALITY—quality is the insistent appeal of the new SERIES 17 Studebakers at the Automobile Show.

100,000 Studebaker cars in 1916, the unexcelled Studebaker manufacturing facilities, and Studebaker experience in designing and producing cars of the highest quality—these are the only facts in the world that could make such values possible.

Incorporating a series of added refinements in design—in comfort—in convenience—these New SERIES 17 models stand supreme as the quality cars of the season.

Don't leave the show until you have seen the new Studebakers and judge for yourself of their wonderful value.

See at the Show The Cars That Detroit Prefers

Consider this testimony from Detroit, the home of automobiles—the city where three-fourths of the motor cars of the world are built—the city where people know automobile values.

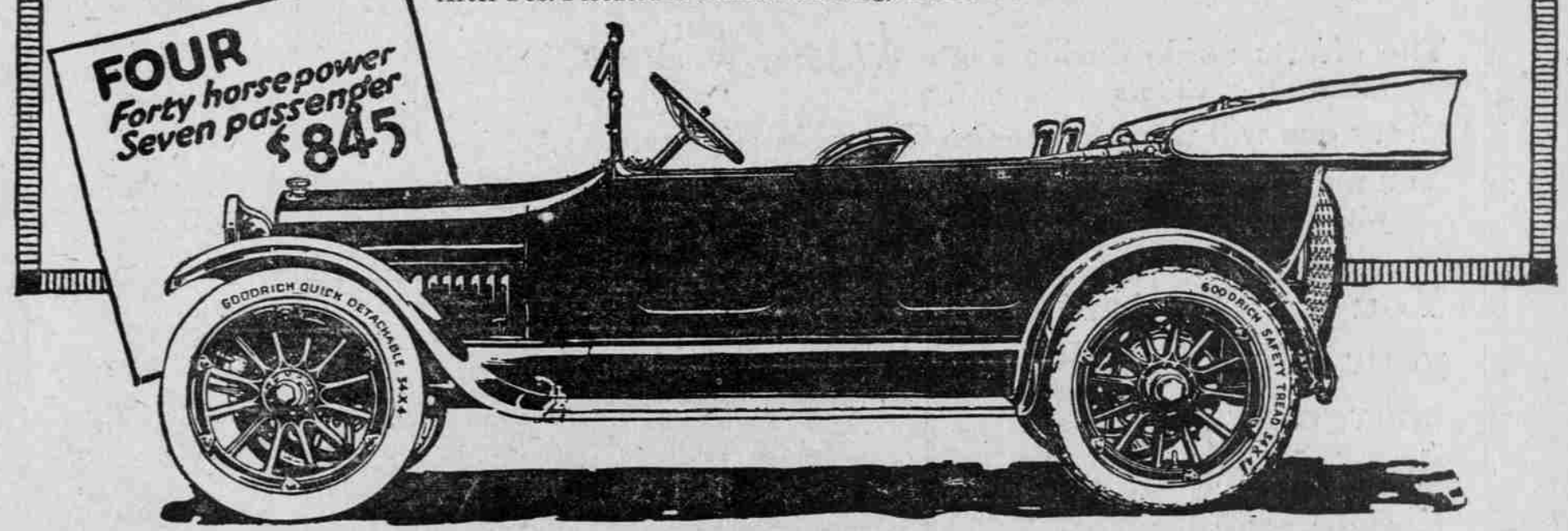
For the entire year of 1915, there were more Studebaker cars registered by owners in Detroit than any other car selling above \$500. Let this fact guide you. Follow those who know.

OREGON MOTOR CAR CO.

LOCAL DISTRIBUTORS.

Chapman and Alder Sts. Main 9402, A 7656

After Feb. 1 located in our new building, cor. Park and Davis Sts.



"WHY IS AN AUTO SHOW?"

THE COUNTY FAIR is a time-honored event. Aside from the pink lemonade, the sideshow speleer and the opportunity for women folk to observe their neighbors' ideas of the latest fashions, it has a very definite purpose in the yearly calendar. It demonstrates the progress made by a certain group of ambitious, industrious people—people who have creative ability—people who are keenly appreciative of opportunity, believing that tomorrow's accomplishments must be still greater than those of today. It is a definite, concrete illustration of what has been attained in a 12-month, proving to a particular community the success of endeavor and providing a new incentive for future efforts.

The Automobile Show is the county fair elaborated. Without the humorous progress in things agricultural, as the real purpose, it has the same cause—the same vital reason—for existence.

As the county fair marks certain progress in things agricultural, so the Automobile Show mirrors the advance of automobile development.

With shrewd, curious gaze, the eyes of the world have constantly watched this new child of engineering genius—the automobile. In a few short years it has not only been born but has grown up to a factor of consequence.

Doubt no longer exists. Astonishment has succumbed to admiration.

Curiosity is now entirely centered in wondering what under the sun an automobile cannot benefit rather than in determining what benefit can be derived from such an invention.

Hence the world turns with undiminished interest to the Automobile Show, accepting it as a monument to an industry created over night and destined to not only survive but succeed many that are fast passing into memory.

As a most graphic illustration of man's ingenuity, the Automobile Show is deserving of your consideration.

The reward of genius is recognition. When you show interest in what has

AUTO DIRECTORY

Distributors for the

Prest-o-Lite Storage Battery

Starting—Lighting—Ignition Backed by Prest-o-Lite Service. Sold on an "Open-Face" Price List. It Will Pay You to Investigate.

ARCHER & WIGGINS COMPANY
Distributors of High-Grade Motor-Car Accessories.
SIXTH STREET AT OAK.

We Wish to Announce the Opening of

Storage Battery Department

Send us your battery work for efficient and prompt service. All makes repaired and recharged.

Ballou & Wright

Broadway at Oak

DIAMOND TIRES

Vulcanizing and Retreading R. E. BLODGETT, 29-31 North 14th, Near Couch. Phone Main 7005.

BOWSER GASOLINE and OIL TANKS

STORAGE SYSTEMS FOR PUBLIC and PRIVATE GARAGES. S. D. Stoddard, District Supt. Sales, 415 Corbett Bldg. Main 1476.