

1 FAMILY IN EVERY 12 OWNS AN AUTO

Estimates for 1916 Are That
Rates Will Be Reduced
to One in Eight.

MARKET SALES INCREASE

New York Leads With Most Ma-
chines, While Kansas Has Great-
est Number Per Capita—Vol-
ume of Business Grows.

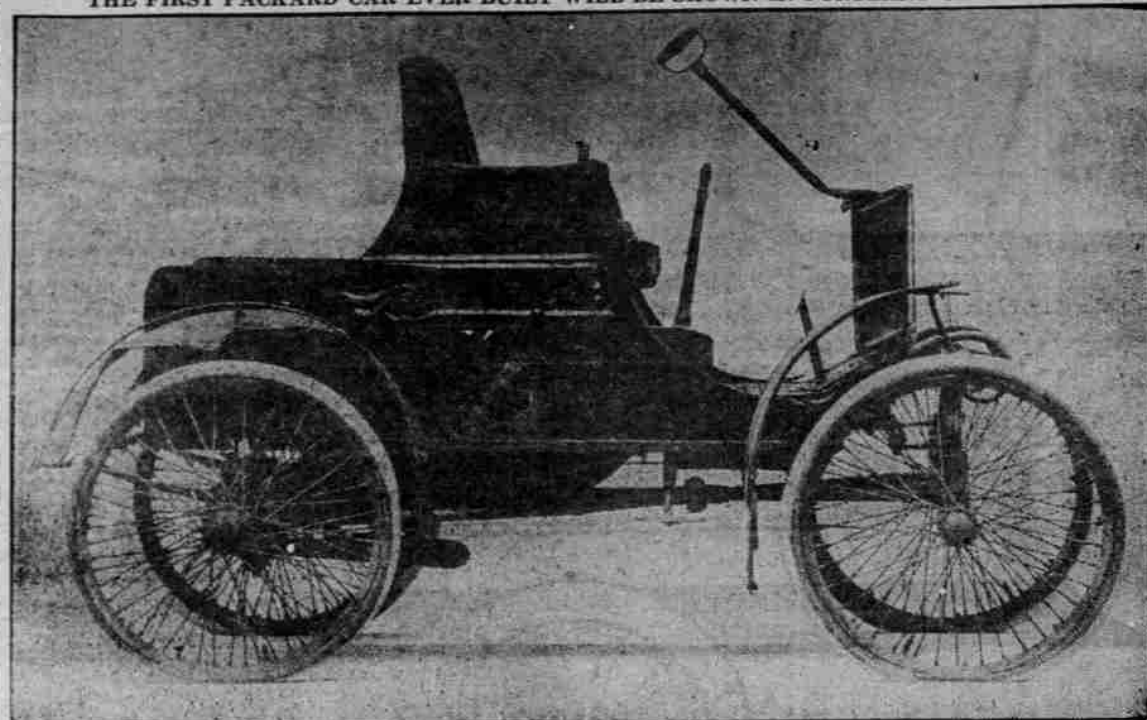
By the purchasing power of the gen-
eral American market continues to in-
crease at its present rate, the motor
car will at no remote date enjoy as
broad a sphere of employment as the
telephone or the electric light, and be
regarded as equally indispensable.

In the last decade the automobile in-
dustry shows an increase in volume
and value of product of 3273 per cent.
Its nearest competitor in point of
growth, electrical manufacturing, has
gained only 107 per cent. For 1915
alone trade authorities predict a fur-
ther increase in volume of production
of from 20 to 35 per cent, computed
on the 1915 volume, and estimate the
aggregate output of American factories
at 1,000,000 new cars, with a sales value
of approximately \$700,000,000.

The totals appear even more impres-
sive when considered in proportion to the
population of the country, and
means that in the coming year there
will be produced and sold one motor
car to every 100 people in the United
States. It is estimated that at the
present time there are 2,000,000 pleas-
ure cars in use in America, or one to
every 50 persons; or, to carry it
further and considering four persons
to a family, approximately one motor
car to every 12 families. By the end of
the fiscal year of 1916, and assuming
the estimated production to have been
disposed of, this ratio will have been
reduced to one automobile to every
eight families.

Distribution Is General.
The distribution of this tremendous
manufacturing volume has been gen-
eral and in no way confined to the
more populous sections of the country.
New York State, of course, leads the
Republic in the number of cars owned
in any one state, with something more
than 200,000 machines owned within

THE FIRST PACKARD CAR EVER BUILT WILL BE SHOWN IN PORTLAND THIS WEEK.



ORIGINAL "ONE-LUNG" PACKARD, BUILT 16 YEARS AGO, WHICH WILL BE IN RIGGS DISPLAY AT

The famous Model A Packard, a one-cylinder rig of primitive type, built 16 years ago by James Ward Packard in the Packard electrical shops at Warren, O., arrived in Portland last week from San Francisco and will be exhibited by the Frank C. Riggs Company, at the Multnomah Hotel exhibit, this week. This car is the first Packard machine ever constructed, the very origin of the line, as it were.

It is a one-seater car of the buggy type equipped with wire wheels. The motive power was furnished by a single-cylinder, horizontal motor, under the body, with a chain drive to the rear axle. The motor was rated at 12-horsepower.

Henry B. Joy, present Packard president, bought one of the early models and was impressed by the performance of the car. After investigating the possibilities of automobile manufacture, he showed his faith in the enterprise by making a substantial investment. This opened the way for interesting other Detroit capital and funds were provided to build a new factory. This was the launching of the Packard Motor Car Company on its broad career in Detroit, Mich.

its borders; but in relation to the
density of population of other states
New York is far from being unique.
Take Kansas, for example. If the corn
barons continue to buy automobiles at
the present rate it follows, mathemati-
cally, that by July 1, 1916, there will
be owned in that state a motor car for
every solitary family. Today, even, ac-
cording to Kansas statistics, there is
one automobile to every 34 persons in
the state; or, to pursue the original
ratio, one to every eight families.

The development of the motor car it-
self, in a mechanical sense and as re-
gards car value in relation to cost
price, is no less remarkable than are
the stupendous advance strides of the
industry as a whole. Compare, or con-
trast, rather, the costly, clumsy,
automatic vehicle of 10 years ago with
the sleek, graceful, capable motor car
of today. Yet there have been no corre-
sponding advances in cost as in de-
sign and construction; on the contrary,
the trend has been in the opposite direction.

Follow the course of refinement from
the one-cylinder engine down to the

multi-cylinder motor of today; in the
aggregate, and although the process of
improvement affected every portion of
the product—the design and finish of
every part—the general direction of
sale price has been toward reduction.
The material used and its disposition
and application have been vastly im-
proved; the product bettered in every
way; physical requirements for manu-
facturing have become infinitely broad-
er and more complex and varied—yet so
accurate and positive a balance be-
tween these increasing costs and those
of production and marketing has been
maintained by a constantly growing
economic influence in manufacture, af-
fecting not the product but its produc-
tion, that the whole advantage in the
matter is on the side of value, as given
the car buyer.

Quantity Production Is Cause.
It must be remembered that this re-
sult is almost entirely due to the co-
incident increase in distribution; the
two are interdependent. Had the old
idea in motor-car manufacture pre-
valued and the higher-class companies
gone on producing a few cars at a high

price for a limited market as before, it
is most unlikely car values would have
attained their present stable level. It
is only because the leaders in the in-
dustry set about to serve the broad cen-
tral market and effected such additions
to plants and equipments and facilities
as to be able to market the highest-
class car at a price within general
reach, that the present standards of
value were made possible. And, in turn,
these standards of value have made
possible a distribution so general as to
have been inconceivable a few years
ago.

The whole effect for both purchaser
and public has been one of mutual ad-
vantage; the car buyer today may pur-
chase multi-cylinder cars in their vari-
ous abilities in six, eight or even 12-
cylinder types, embodying the highest
principles of motor-car practice, at
prices even less than cars of four-
cylinder capacity built by the same
companies a few years ago; and the
producers in a responsive market find
a dependable outlet by which, perhaps
even sooner than we think, the afore-
mentioned millennium may be ap-
proached.

The Auto Show Favorite
At the Armory

National

"Highway" Cars

Highway 12 \$1990

National cars are called "Highway" because of their capacity to conquer distances, with the utmost ease and comfort. In the National "12" you really drive two mighty "Six" engines, merged perfectly into one unit. National built the first American "Sixes" and National "Sixes" of today are favorites among the owners of better grade cars. The National "12" is born of the "Six."

"Highway" Six \$1690	"Highway" Twelve \$1990	"Newport" Six \$2375
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Dulmage-Manley Auto Co.

Distributors:
46-48 No. Twentieth St., Near Washington, Portland.
National Motor Vehicle Co., Mfrs.
Indianapolis, 16th Year

Highway 6 \$1690

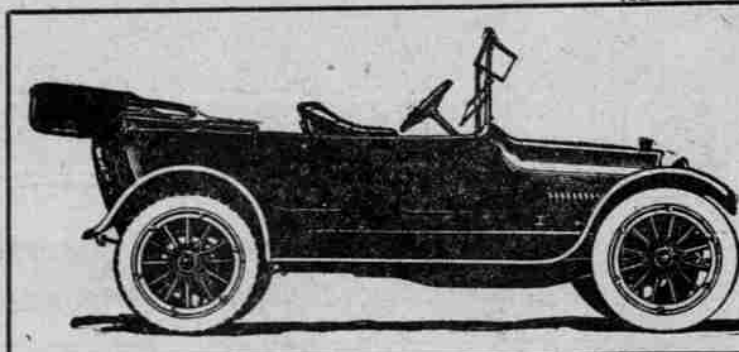
Entertain Your Eastern Friends Without Expense!

The efforts made during Letter-Writing Week will bring
thousands of visitors to Portland.

Every one will want to see the Columbia Highway.

You may have the use of a 1916 INCOMPARABLE REO,
with a driver, free of charge, for a trip to Multnomah Falls and return.

You can entertain
your friends without
charge by answering
the following ques-
tions correctly:



Blank forms will be distributed at the Portland Auto Show, at the Armory, week com-
mencing Monday, January 24, and at the Northwest Auto Company salesrooms,
Broadway at Couch Street.

- 1—Why is the REO the most accessible car?
- 2—Why is the REO starting system best?
- 3—Why is the famous REO ONE-ROD CONTROL imitated by others?
- 4—Why is the REO clutch more efficient than other types?
- 5—Why is the REO the easiest car to operate?
- 6—Why is the method of supporting engine and transmission superior?

- 7—Why is it unnecessary ever to over-haul or replace the REO steering gear?
- 8—Why does the REO never cause lubri-cating trouble?
- 9—Why is the REO cooling system supe-rior?
- 10—Why can all the bearings in the REO Engine be taken up in less time than in any other car?
- 11—Why have the REO engineers made less mechanical changes in six years than any other designers?

Send or deliver your answers with your name, address and telephone number signed to them.

Northwest Auto Company

F. W. Vogler, President

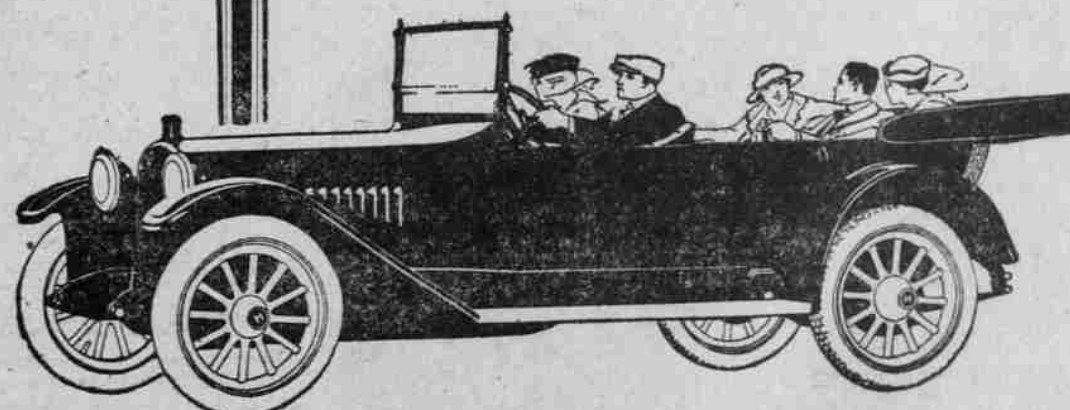
C. W. Menzies, Sales Manager

Broadway at Couch Street, Portland, Oregon

Hupmobile

On Exhibition at Auto Show at Armory

All pleasure car needs are met by the Hupmobile as never before, and as few other cars meet them. The line comprises seven models—each the market's greatest value at the price.



The most popular Hupmobile, of course, is the standard five-passenger touring car.

An inspection of its roomy comfort, its convenience, the quality of its upholstery, finish, appointments and equip-ment of this model will partially explain its popularity.

And a ride in it—an actual demonstration of its splendid performance—will complete the explanation.

Next to this car, the Year-Round models stand highest in public esteem.

Easily the best value in the field of owner-driver cars is the Hupmobile Sedan at \$1365; and buyers have not been slow to recognize the fact.

The seven-passenger Touring Car is a real seven-passenger car; and the Limousine at \$2365 offers all you really expect in the type.

When you visit the Hupmobile exhibit, ask for details of the Hupmobile free service system.

For this is something you get with no other car—service you can have in Portland or from any Hupmobile service station anywhere; service that costs you not a penny; a system that provides you with coupons to exchange for the service.

Dulmage-Manley Auto Co.
46-48 N. 20th St., Near Washington, Portland

HUP MOTOR CAR CORPORATION
Detroit, Mich.