

## CAR INCREASES LIFE OF BUSINESS MAN

Ten Years of Health Declared to Be Added by Use of Automobile.

A. R. ERSKINE GIVES VIEWS

Figures Prepared by Government to Show Decrease in Death Rate Since Advent of Gasoline Car Are Cited.

BY A. R. ERSKINE, President of the Studebaker Corporation. It may be difficult to say exactly how many years an automobile adds to a man's life, but I should say that ten years is a fair estimate.

There is no gainsaying that the possession of a motor car increases the number of years a man lives, especially if in addition to owning the car the owner drives it himself. For in that way he gets the fullest possible benefits in the way of health.

Of course, there is a certain amount of worry and nervous strain which the novice must undergo in learning to drive his car and to handle it in any traffic situation. However, after a week or two at the wheel this nervousness wears off, and then the pleasures and benefits of driving begin to pile up.

After the novice gets his bearings, so to speak, the act of driving becomes automatic in increasing measure. He does not try to climb up on his steering wheel, but sits back in relaxed fashion. I know that from practice I am able to drive my Studebaker car at a good clip without concentrating upon the act of driving. On the contrary I enjoy the surroundings as I travel along, and at the same time get all the benefits of the health and strength-producing exercise attendant upon driving.

The motor car has accomplished almost invaluable results in doing away with a certain species of person known as the tired business man. The individual who once was classed as a tired business man is tired no longer; he is alert every minute; his eye has a brighter sparkle; he is alive and keen and responsive.

Figures prepared by the Government census bureau certainly show in striking fashion the decrease in our death rate since the automobile came into being and though they cannot give all the credit to the use of motor cars, still we must not ignore the fact that motor cars have played their part in helping us to live longer.

Let us look at these figures carefully: In 1880 the death rate per thousand was 19.8. In 1900 the rate had gone down to 17.6, and in 1906, with the further increase in the use of automobiles, the death rate had reduced to 15.7. Since 1906 it has wandered still further down the scale, reaching a low water mark of 13.9 per thousand in 1912.

The answer you can find in the above figures. The coming of the automobile has indeed been an able assistant to the progress of civilization in making a man live longer. Of course it can be realized that as the length of the average man's life increases the death rate decreases. One fact finds its reflection in the other.

The more automobiles in use the more man gets into the country and enjoys the benefits of a change of scenery, fresh air and respite from business care. Likewise, the more automobiles the more people give up time to recreation and relaxation, particularly when no mental strain is involved in operating the car. Automobile drivers give this time to recreation and relaxation largely because they can perform their regular daily tasks quicker and better.

One of the cardinal points which the Studebaker engineers keep constantly in mind is to continue the Studebaker as a car that is easy to drive. In fact, a car that almost drives itself. The control mechanism works easily, and without effort. Instruments are compactly arranged on the cowl, so that there is no necessity to stretch and strain the arms or body in operating the car. The brake and clutch pedals are lengthened, providing greater leverage and bringing about a consequent ease in operation.

The motor car has eliminated distances, and has enabled men to live further away from their work than previously without causing them any inconvenience. It encourages long drives out in the country, and broadens and enriches one's experience by opening up new regions, new beauties in nature. It jams good, fresh air down a man's throat, and makes him feel younger each day than he did the day before.

When we list the reasons why the automobile has come to stay, we, in justice to its importance, have to name this one and underscore it: the automobile makes a man live longer, and although I am not a physician, I should say the possession of an automobile makes a man live at least ten years longer.

## GREAT ADVANCE SHOWN

PAIGE-DETROIT CONDITIONS DECLARED FAVORABLE.

Though Only Five Years Old, President Jewett Says Daily Capacity Is Up to 150 Cars.

"The year just closed has been a momentous one for the motorcar industry, and one of special significance to our company," says Harry M. Jewett, president of the Paige-Detroit Motor Car Company.

As everyone knows, business conditions were abnormal on account of the European conflict, but fear and uncertainty were early in the war changed to confidence and optimism, based on actual domestic prosperity—in spite of the elimination of the principal export markets for pleasure cars. As a matter of fact, the automobile industry in 1915 developed into a tremendous boom, but a boom built on legitimate business. Not a little of the general prosperity of the country is due to the courage of the motor-car makers, who, in spite of foreign conditions and with supreme confidence in their products and their country, went straight ahead with renewed energy and by their example and through their own success carried other industries along with them.

"For the Paige the year has been one of peculiar success and the cause of special thanksgiving. In the first place, we ventured into the field of sixes for the first time a year ago. In a few weeks we discovered that not only could we count on a success, but that if we wished to meet the demand we had created we must get busy and acquire more factory space, increase our manufacturing facilities in every way, adopt new manufacturing systems and contract for vastly greater amounts of material. We are thankful not only for our initial success in the field of sixes, but also for the correct vision we had of the future; for now we find ourselves ready to meet the ever-expanding market with a new factory, which, in system and method, is the equal of any in the world, and fortified in every way for a production of 150 cars a day.

"The year 1915, therefore, is not only one of great material success, which has placed us in the forefront of an extraordinary industry, but we regard it, in a broader sense and with an eye on the future, as the important epoch of Paige history. We are only five years old, ready to make in one-half day as many cars as we made in our first year, and so strong and lusty that we are facing the future with the utmost serenity and confidence."

RIM PRODUCTION ENORMOUS  
Firestone Company Uses 4,000,000 Pounds of Steel in One Month.

People interested in the motorcar business and the allied industries have so long since gotten tired of gazing over the big figures concerning tires

TIRE AND ACCESSORY JOBBERS TO ENTERTAIN.

A real treat is in store next Friday night for the automobile dealers, garage and repair men from the state at large who come to Portland this week to attend the automobile show and to form a state organization.

Under the leadership of J. Stanley Clemence, salesmanager of Ballou & Wright, a little jinks will be pulled off that evening at the Portland Hotel following the regular evening session at the show. C. H. Williams, Good-year branch manager, and Albert Courts, of the Federal Tire & Rubber Company, are assisting Mr. Clemence on the committee appointed by the tire and accessory jobbers of Portland who are footing the bill for the coming entertainment.

The big jinks will be held in the old English tap-room of the Portland and the guests will enter the scene from the Morrison-street entrance. The committee members refuse to tell anything about the entertainment features, as they want to surprise everybody, but they admit that there will be plenty of fun and plenty to eat and drink.

that it takes something unusual to startle them. But most people do not realize that the rim industry, too, has had to make immense strides in order to keep within shouting distance of the tire business.

The Firestone Tire & Rubber Company has recently issued some figures which very decidedly talk for themselves. For example, in the month of December, 1915, 4,000,000 pounds of special steel was built into Firestone demountable rims.

At the present time the Firestone Rim plant occupies more space than the entire Firestone factory did five years ago, and in addition a new increase to the buildings 500 feet long and 100 feet wide, is under construction.

NEW YORK SHOW DRAWS MANY More Dealers Than Ever Attracted to 1916 Exhibits.

"The 1916 New York show attracted more dealers than any of its predecessors," says President George A. Kissel, of the Kissel Kar, in a letter to A. S. Robinson, of the Portland Kissel Kar headquarters.

"These men are the chief bulwarks of the industry's greatness. They may well be proud of their share in building it up to its present magnitude and enter confidently into the current year prepared for business prosperity beyond any they have before experienced. A prosperous 1916 leaves our company long on optimism. We believe 1916 will be a wonderful year and are ready to meet a big demand for the all-year car."

A. B. Mahley Keeps Business a-Buzzing at Agency.

President of Company Handling Nationals and Hupmobiles Fathers Flock of Employees.



A. B. MAHLEY, HUPMOBILE.

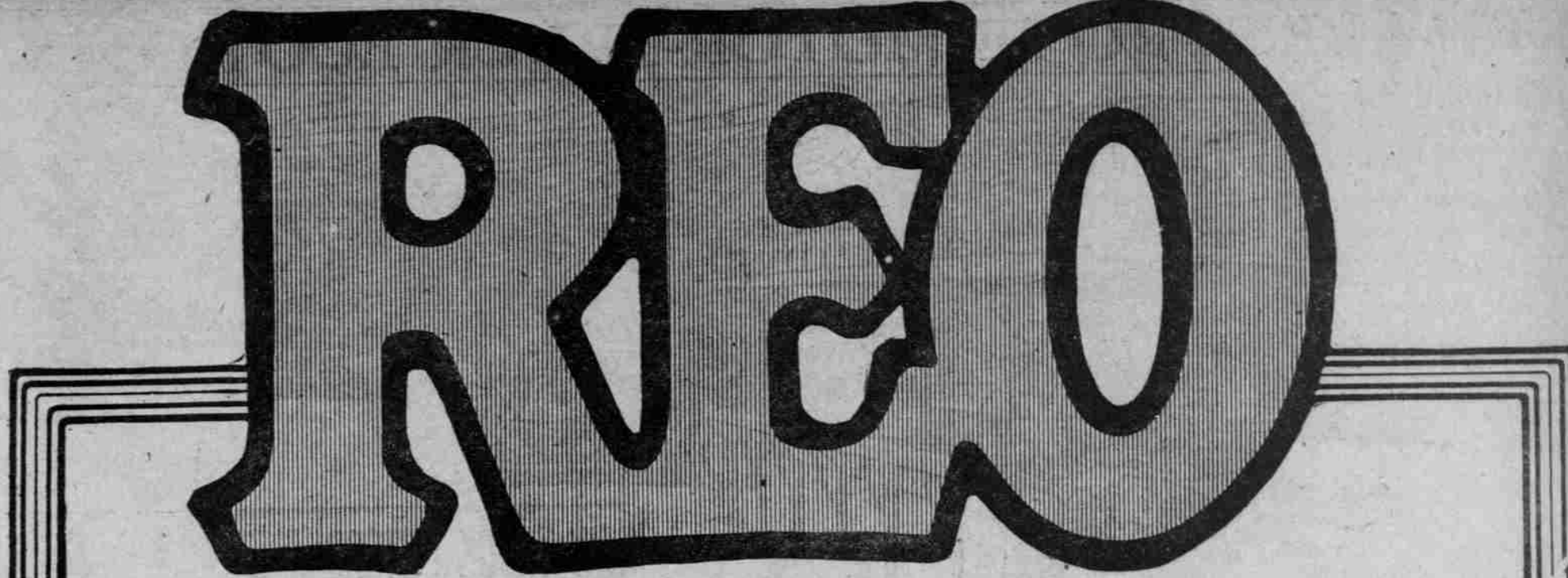
As president of the DuPage-Mahley Auto Company, A. B. Mahley is father of the happy flock that keep Hupmobile, National and Chandler cars moving up on North Twentieth street not far from Washington.

Mr. Mahley has many other responsible business duties to require his expert attention, but every day he finds time to chat instructions to his nephew, Ned H. Mahley, and to Miss Ward and Miss Aris, office daughters who can give most any automobile man cards and spades when it comes to tussling with the more serious angles of motor-car business.

National has the distinction of being one of the three concerns manufacturing 12-cylinder motors, but also includes two six-cylinder models. In price reduction National has for the first time come below the \$2000 mark with its twelve at \$1950, and its small six, known as the Highway Six, at \$1800, the large six, which is continued practically as last year.

The twelve is a National product, being built entirely in the National factory, and has the distinction of being the only V-type motor so far on the market with the valves arranged on the outside of the I cylinders instead of on the inside, or within the V, which is conventional practice.

Hupmobile has increased the bore from 3 1/2 to 3 3/4, leaving the stroke at 5 1/2, this addition adding 46 cubic inches and giving a total piston displacement of 242 cubic inches. The car is made in two wheelbases, one 119 inches, which is a five-passenger, lists at \$1095, and the other with 131-inch wheelbase takes a six-passenger body at \$1225. There has been a considerable price reduction in that the short wheelbase car now listing at \$1095 sold at \$1200 a year ago.



## Reo the Fifth Must Be a Wonderful Automobile

WHEN YOU CONSIDER that Reo the Fifth is today the oldest chassis on the American market, and therefore in the world—and that this car has outlived scores of cars that tried to compete with it in that most popular "thousand dollar class," you will agree that this must be a truly wonderful motor car.

FOR NOW FIVE YEARS—this is the sixth season—Reo the Fifth has held first place in the esteem of buyers and users against the most terrific competition that ever assailed any model.

NOT ALONE HAS IT CONTENTED against other successful makes—always maintaining its lead—but it has withstood that wickedest of all competition, the failure—the car originally priced several hundred dollars higher but which, its makers, bankrupt, was finally thrown on the market at a price lower than Reo the Fifth.

STRANGE THAT ANYONE would buy such a car—no factory behind it; no one to make good the guarantee; no where to get replacement parts.

BUT THEY DO—the "bargain hunters"—and we in the automobile business have learned to dread that kind of competition—just because there is so little substance to it.

BUT REO THE FIFTH has withstood many such storms—and always came out with flying colors.

THEN THERE WERE THOSE FLURRIES occasioned by new makers jumping into the arena, or old makers projecting new and sensational models in frantic efforts to stem the tide of Reo the Fifth popularity—and still the great model triumphed.

MUST BE A GREAT CAR—must be—and it is.

NOT ONLY IS IT made of the best materials known to science; not only is it the product of the greatest corps of mechanics and the best equipped factory; but it has proven to be the simplest car to operate; the most accessible and the lowest in maintenance cost and these combined account for its supremacy—the invincibility of Reo the Fifth.

PRICE OF THE LATEST model—same famous chassis, but refined and improved wherever that could be done—is \$875.

ONLY PROBLEM that confronts you and us is—how to get one. Demand is tremendous—many times the capacity of the big Reo plants.

ONLY WAY is to order now—immediately—and get a definite delivery date as soon as may be—we'll tell you just about what date you may expect your Reo the Fifth

NORTHWEST AUTO CO. Distributors

F. W. Vogler, Pres.

Broadway at Couch

C. W. Menzies, Sales Manager

The New **REO** the Fifth  
The Incomparable Four



\$875

At the Armory Auto Show

## VALUE OF CAR SALES IN 1915 PUT AT \$691,778,950

On Basis of \$1200 Income as Sufficient to Own Machine Estimated as Only 41 Per Cent Developed.

TEN American automobile companies increased their capitalization by \$169,225,000 during 1915. These 10 companies are: Ford, Overland, Chevrolet, Hupmobile, Saxon, Chandler, Franklin, Continental, Perfection Springs and Simplex.

It is estimated that one family in every 12 in the United States owns an automobile, and predictions are made that next year it will be one in every eight. The growth of the automobile industry during the past 10 years is reflected in the following table:

| Year | Pass cars only | Commercial |
|------|----------------|------------|
| 1905 | 25,592         | 2,542      |
| 1906 | 32,842         | 3,119      |
| 1907 | 47,119         | 4,548      |
| 1908 | 62,592         | 6,119      |
| 1909 | 82,592         | 8,119      |
| 1910 | 102,592        | 10,119     |
| 1911 | 122,592        | 12,119     |
| 1912 | 142,592        | 14,119     |
| 1913 | 162,592        | 16,119     |
| 1914 | 182,592        | 18,119     |
| 1915 | 202,592        | 20,119     |

In the table that follows is given the estimated quantity of raw materials used in the production of passenger automobiles for the season of 1915:

|                                    |             |
|------------------------------------|-------------|
| Fabricated steel (tons)            | 780,000     |
| Aluminum and alloy (tons)          | 1,000       |
| Manufactured brass (tons)          | 2,100       |
| Leather (hides)                    | 67,222      |
| Manufactured hardwood (board feet) | 8,480,000   |
| Raw materials and parts (value)    | \$1,085,250 |
| Paint, etc. (yards)                | \$240,000   |

There are now in operation in the

United States about 1,260,000 automobiles. On the basis that a person with an income of \$1200 can own a car, the market is 41 per cent developed.

The retail value of cars and trucks sold in 1915 was \$691,778,950.

On a per capita basis, Iowa leads, with one car for every 13 persons, and the proportion of motor vehicles to population of the United States is one to 48.

The proportion of motor vehicles to population of the United States is one to 48. The proportion of motor vehicles to miles of road is one to one. Automobile exports to different countries in 1915 increased 250 per cent. The value of exports of commercial vehicles during 1915 increased 600 per cent over 1914.

The total number of manufacturers of passenger and commercial cars is 448.

Keen competition in the automobile industry brought 400 failures in the past five years.

The amount of gasoline consumed annually by automobiles (average of 400 gallons to the year) is 950,000,000 gallons. Lubricating oil consumed annually (average of 12 gallons to the car) amounts to 28,000,000 gallons. There were 13,000,000 tires used on motorcars in 1915. The number of brands of tires used on motorcars was 125. Number of types and sizes of tires, 140.

Maxwell Helps City Grow.  
Under the direction of President Walter E. Fianders, of the Maxwell Motor

stood. As was said recently by President Henry B. Joy, the Packard Company has become strongly interested in aviation affairs, and tests with the view of proving the value of the 12-cylinder motor for airplane use have been in progress for six months. Experimental aeroplanes will be fitted with motors designed by the Packard engineering department and constructed at the Packard factory. The company does not contemplate the manufacture of complete aeroplanes, for the time being at least, but will concentrate upon perfecting motors for aero use.

AXAX DIVIDEND \$1.25 SHARE

Stock of Rubber Company Now Is Placed on 10 Per Cent Basis.

The directors of the Ajax Rubber Company have declared a quarterly dividend of \$1.25 a share, placing the stock on a 10 per cent basis, or \$5 a share annually.

The Ajax Rubber Company was formed a few weeks ago to acquire the assets, business and good will of the Ajax-Rubber Company as a going concern. The company acquired had been in business more than 10 years. Net earnings for the last four fiscal years ending August 31, 1915, averaged \$422,455.41 annually, equivalent to over 14 per cent of the par value of the \$3,000,000 stock of the Ajax Rubber Company.

AIRCRAFT LANDING PROVIDED  
Field in Michigan Is Bought by Packard Motor Company.

A large tract of land on Lake St. Clair, near Mount Clemens, Mich., has been acquired by the Packard Motor Car Company as an aviation field and landing place for aeroplane tourists.

This announcement has been made by J. G. Vincent, vice-president of engineering. Aeroplanes will be received within a month and experiments will commence immediately thereafter, it is understood.

STRETCHLESS INSIDE TIRES  
Stand the Strain Where the Tire Is Weak  
Over the rough country roads or the smooth city streets, they protect you against the annoying and expensive blowouts and punctures that are unavoidable without a sub-casing—the only method at present on the market by which you can run a weak or blowout tire with perfect security.

THE COST IS SMALL  
USE THEM AT OUR RISK  
Stretchless Inside Tires  
83 NORTH BROADWAY  
PORTLAND

KENNEDY  
**Auto Painting**  
COMPANY, INC.  
Auto Tops, Seat Covers and Trimmings  
Largest and Best Equipped Shop in the Northwest  
Covey Building, Twenty-first and Washington  
Marshall 5351, Main 6244

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