

STUDEBAKER FIELD SHOW TO AGENTS

Country Has 10,000,000 Prospects and Only 3,000,000 Owners, Says L. J. Allier.

FACTORY OUTPUT ADDED

Greater Prosperity in Trade of Northwest is Predicted and Increase of Sales in All of Territory of Company.

Fifty Studebaker automobile dealers and their salesmen attended a business conference held at the local Studebaker branch last Monday, and after a business luncheon at the Multnomah Hotel were addressed by L. J. Ollier, of Detroit, vice-president of the company and director of sales.

In outlining the future possibilities of the automobile market Mr. Ollier said that there were approximately 10,000,000 farmers in this country able to own and operate automobiles and fully 4,000,000 people in industrial occupations earning salaries large enough to enable them to own cars, totaling 10,000,000 prospects still unaided with a total of only 3,000,000 cars in owner's hands in this country at this time.

He further called attention to the fact that 10 per cent of the automobiles owned disappear from use annually, indicating that they pass out either as a result of natural wear and tear or, in the case of very old cars, of disassembly and use of parts for repairing cars more recently sold.

Truck Prospects Pointed Out.

Beyond this field, he said, there were immense possibilities in the commercial field when it is taken into consideration that there are 25,000,000 horses and mules in this country, which will eventually be displaced to a large extent by motor equipment, with only 200,000 commercial vehicles of all sizes and types in use at this time. He pointed to the possibilities of the near future, when the tractor business will become an immense factor.

With particular reference to Studebaker he announced that the company plans for increasing production January 1 to 120,000 cars a year and in bringing production up by June, 1917, to the rate of 150,000 a year.

He pointed to the fact that 70 per cent of the cost of Studebaker cars was material and labor and 30 per cent overhead. This remarkably low overhead he said was due to quantity production.

Studebaker's profits for the six months ending June 30 were nearly \$6,000,000, obtained almost entirely from domestic business, as only \$150,000 of the business from which this profit was derived was from so-called war orders.

Improved Business Foreseen.

Mr. Ollier was very optimistic about signs of improved business conditions in the Northwest, in fact throughout the Pacific Coast, and predicted that an era of sound prosperity for the whole country is close at hand distinguishing coming prosperity from present prosperity in that the latter is said to be largely to the artificial stimulation of war orders.

Mr. Ollier visited the Columbia River Highway for the first time in its finished state, having seen it once before two years previous, with Frank C. Riegs and H. H. Johnson, but not only at the wonderful scenery, but the excellency of the road work. He pronounced it the best piece of engineering work in the world, and that the most beautiful drive he has ever taken.

For the first eight months of 1916, ending August 31, sales of Studebaker cars exceeded the record for the entire year of 1915, said Mr. Ollier. "In number of cars, 4,750 Studebakers were sold from January 1 to August 31 of this year, as compared with 47,400 for the whole of last year, a gain of 10 per cent."

Gain of 55 Per Cent Predicted.

"At the present rate, 1916 sales will be 55.4 per cent greater than in 1915, or 72,125 cars this year, compared with 47,040 last year, a gain of 53.5 per cent. As a matter of fact, however, the balance in favor of 1916 over 1915 will be greater than the estimate given for the Studebaker output is being steadily increased and the sales for the last four months of this year promise to be larger in proportion than for the first eight months of the year."

"From every indication, more than 80,000 Studebaker cars will be sold this year. Our sales this year have been limited only by our capacity for producing cars. In other words, we could have sold perhaps double the number of automobiles this year than we shall sell, even though the gain will be at least 60 per cent over last year. Recently authorized factory extensions, including additional buildings and equipment, will make possible a greatly increased output for 1917."

OCTOGONARIAN IS AT WHEEL

Michigan Man of 84 and Wife Make 800-Mile Trip.

One of the most remarkable touring trips ever made was recently completed by Mr. and Mrs. Allen B. Jones, of Flint, Mich. Not from a standpoint of speed, distance covered, was this trip so remarkable, but from the fact that Mr. Jones, who is in his 84th year, drove the entire distance of more than 800 miles and the only other occupant of the car was Mrs. Jones, who is 62 years old. The trip was made in a Chandler six touring car, purchased last June. The trip included a visit to Alabama Center, N. Y., the boyhood home of Mr. Jones.

"I didn't have a minute's trouble with my car," writes Mr. Jones. "I got an average of 15 miles to the gallon of gas and added only about two quarts of oil during the entire trip. We didn't travel very fast, the most we made in any one day being 100 miles. We traveled through Canada on the trip going and stopped at Niagara Falls for two days. Then we went to Buffalo and down to Chautauque county, where we spent five days and made several side trips."

"Then we went back to Buffalo and on to Alabama Center, where I lived 62 years ago. In those days I used to travel about the country, mostly on horseback, there being few bugs. We traveled by way of Batavia, Oakfield, Byron and Akron, where I visited many of the scenes I had known in my younger days. I found only two men who were living in that vicinity when I lived there. On the return trip we came to Buffalo and back to Detroit on the boat."

WESTERN OIL BEST ON SPEED

Multiple Cylinder Motors Burn All of Lubricant Used.

"In this day of the eight and 12-cylinder motors we have motor speeds un-

CONDITION OF ROADS IN OREGON

ON the basis of information furnished by various automobile clubs and civic organizations the following bulletin detailing road conditions in all parts of the state was issued last Friday by the Portland Automobile Club:

Portland South, Via Oregon City, Newberg, Salem, Dallas, Albany, Corvallis and Eugene.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Portland to Newberg, Newberg to Dayton, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Eugene to Central Oregon, Portland to Grasham, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Portland to Eastern Multnomah Co. line, Bonneville to Cascade Locks, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like The Dalles to Shaniko, Shaniko to Madras, Madras to Bend, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Bend to Burns, Burns to Klamath Falls, Klamath Falls to Lakeview, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Prineville to Silver Lake, Silver Lake to Paisley, Paisley to Lakeview, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Via Rook Creek, Condon, Fossil, Mitchell, Antone and Dayville, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Ferry, Hood River to White Salmon, Ferry, Hood River to Stevenson, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Portland to Astoria and Seaside via the Columbia River Highway, Portland to St. Helens, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Portland to Astoria and Seaside via Inland Route, Best via Forest Grove, Timber, Mist, Veronia, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like McMinnville to Sheridan, Sheridan to Willamina, Willamina to Dolph, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Dallas to Blodgett, Blodgett to Toledo, Toledo to Newport, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like Portland North, To Chehalis via Woodland, Kalama, Kelso, Castle Rock and Toledo, etc.

Table with 3 columns: Miles, Condition, and Description. Rows include routes like To Chehalis via Vancouver or Goble, as the roads are in very fair shape at this time.

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AT YOUR SERVICE We Make the Thief Sidestep Your Car!

Our Service Costs Less Than 1c a Day

We maintain a paid motorcycle patrol, empowered to make arrests.

We keep a complete record of your car on file in our offices.

Our service is in operation instantly upon receipt of notification that your car has been stolen.

Our plate securely attached to the radiator of your car is the best possible protection against theft.

The thief will always take the "other fellow's" car, because the knowledge is borne home to him that the larceny of a car with our "association plate" means his ultimate arrest and conviction.

Car Owners—Get Action Before the Thief Does



Motor Vehicle Protective Association, Inc. 80 Broadway North. Portland. Phone Broadway 375. Offices Seattle, Tacoma and Spokane, Wash.

Endorsed by and assured of the co-operation of city, county and state officials. Sheriff Harburt, Multnomah County. Chief Clark, Portland Police Department. Chief Beckingham, Seattle Police Department. Sheriff Chrisman, Wasco County. Sheriff Hodge, King County. W. D. Murphy, Sheriff Yakima County, President Washington State Sheriff's Association. Sheriff Waller, Spokane County. Chief Weir, Spokane Police Department. W. S. McCalley, Deputy Secretary State Motor Vehicle Division. Sheriff Garrison, Kittitas County. Chief McCurdy, Yakima Police Department. Yakima Automobile Club. Mayor Gray, City of Wenatchee. Chief Incho, Wenatchee Police Department. Sheriff Onstott, Franklin County. Sheriff Jansen, Adams County. Sheriff Duffy, Benton County. Sheriff Foster, Lewis County. Chief McGrail, Centralia Police Department. Chief Russell, Chehalis Police Department. Sheriff Studebaker, Cowlitz County. The original of these letters and many others are on file in our office, open for public inspection.

PROPER AIR SAVES TIRE

UNDERINFLATION SENDS 75 PER CENT TO EARLY JUNK. Table Figured Out to Make Pneumatics Go Further if Followed.

About three out of every four tires that pass on to the scrap heap are prematurely and needlessly worn through underinflation, says a Frank Rubber Company expert. In an under-inflated condition the tire is more susceptible to cuts and bruises; rim cuts and fabric blowouts develop because of the tremendous number of different positions the tire assumes which tend to create internal heat and destroy adhesive qualities of the rubberized fabric.

The motorist who is careful as to the air pressure will surely obtain large mileage at small cost. At the best, the tire is only a container of air on which the car rolls. The amount of air necessary to carry will depend absolutely upon the amount of work that is to be done and the load carried.

The motorist should determine the load for each tire and regulate his air pressure so as to carry that load without injury to the tire. To do this, weigh front and rear of load, divide separately and divide by two, which will give the weight as carried on each wheel.

Now that the weight of load as carried by each wheel is known, determine the air pressure by using the factor given opposite tire size to divide the amount of the load, the result being the pressure required:

- 3-inch tire, divide weight of load by 8.
3 1/2-inch tire, divide weight of load by 10.
4-inch tire, divide weight of load by 11.
4 1/2-inch tire, divide weight of load by 12.
5-inch tire, divide weight of load by 13.
5 1/2-inch tire, divide weight of load by 14.

Example—On a 4-inch tire you find the load to be 720 pounds. Refer to above table and note that on a 4-inch tire 12 is the factor; 720 pounds, divided by 12, equals 60; therefore inflate the tire to 60 pounds air pressure.

As the load carried by the front tires is usually less than on the rear, by using the method as suggested, it will be determined that less air pressure is needed.

The ideal load for the best all-around

Oxy-Gen-Erator Saves McBride \$5.88 Per Month. The Bronson Motor Equipment Co., 500 Burnside St., Portland, Or.

THE BRONSON Oxy-Gen-Erator gives perfect combustion with either gasoline or distillate, and we guarantee COMPLETELY CLEAN, GREATER POWER, NO CARBON, SEND FOR BOOKLET, IT TELLS WHY.

MARMON IS UNCHANGED

PRESENT LIGHT WEIGHT, HIGH POWER MODEL TO BE MADE. Owners Decide Car is So Satisfactory That Alterations in Design Are Considered Unnecessary.

No changes of any consequence will be made in the Marmon 34 for 1917. The present model, which has successfully met the demand for a light weight, high powered car of advanced design and construction, will be continued throughout next year with possibly a few minor refinements in detail. The cars have proved satisfactory in the hands of owners and no changes are thought necessary.

"During this current season nothing has been shown elsewhere, or in the Marmon factory either, that has actually proved itself as an advantage that would make advisable any substantial change in the Marmon 34," says the notice from the Nordyke & Marmon Company, of Indianapolis, in telling of its 1917 product.

The Marmon 34 was first introduced to the motoring public at the New York show in the early part of January, 1916. It immediately was the center of attraction at the premier motor event of the season, and the same interest was shown in the motor exhibitions in various parts of the country where the car was on display. Scientific construction and the extensive use of aluminum are the two most pronounced reasons for making the Marmon 34 a sensational car.

"The frame, for instance, is of deep section and in three sections, rests directly on the frame. The make-up of the motor, which is of the efficient valve-in-head type, is largely of aluminum. The result is that the Marmon 34 seven-passenger touring car ready for the road—although a luxury car in every particular, big and powerful—weighs only 3560 pounds.

"The decision to make no change, other than minor refinements, in the model to be offered during 1917 was reached only after a most extensive search for improvements and a careful record of months of experience of owners after they have received their cars. Everywhere the Marmon 34 is pronounced a success, both for its ability and the comfort which it gives."

Paige Motor War Veteran. "Somewhere in France" there is a Paige-Detroit motor that has achieved a remarkable record for service in the great war. This particular motor at the last report was being used by subordinate officers of General Foch's staff in the Somme drive and has had an extraordinarily adventurous career.

Can You Afford to Be Without This Car?

- The Dort is more than good—it is unusual.
-A powerful motor of unusual faithfulness.
-A trouble-proof axle of unusual strength.
-Bearings of unusual size.
-Westinghouse starter and lighting.
-Gasoline and oil consumption unusually low.

Dealers had better call or wire for sub-agency propositions, as the unusual value of the Dort makes it the one "sell-at-sight" car of the country.

\$695 factory Northwest Auto Co. Broadway at Couch St., Portland, Oregon. F. W. Vogler, Pres. C. M. Menzies, Sales Mgr.

DORT MOTOR CAR CO., FLINT, MICH. — "Built to Film"



INSTALL AT THE BRONSON SHOP, BURNSIDE AND FORTY-FIFTH. Phone Main 798. Agents Wanted, Garage Men Preferred.

ALL ABOARD FOR ANNUAL FIRESTONE CONVENTION AT AKRON, OHIO.



Firestone Salesmen From Portland and Seattle Branches Ready for Their Long Journey. Reading From Left to Right—E. H. Cummings, P. J. Carson, Benjamin E. Boone, of Boone & Co., O. E. Holdman and E. K. Ingram, of Portland; A. A. H. Hoover, H. A. Veinard, R. K. Watt, G. H. Seltz and F. L. Hawkins, of Seattle.