

# BILLION MARK SET BY AUTO INDUSTRY

Buyers Pay \$1,088,028,273 in Year for American-Made Cars.

AVERAGE PRICE IS \$672

Demand for Trucks Leaps Forward. Farmers Best Customers for Passenger Vehicles—Even Greater Business Is Predicted.

With giant strides that have no parallel in the industrial progress of America, the business of making and marketing automobiles passed the

ger cars were valued at \$521,378,000, while the trucks show \$186,650,273, or a total of \$1,088,028,273, which is the retail price paid for vehicles by American and foreign buyers. Of this number exports for 1916 will amount to 58,000 passenger cars and 20,000 trucks, at a total value of \$36,662,000, this latter being the wholesale figure.

**Farmers Biggest Buyers.**  
"To those who study the situation there is nothing strange about the rapid increase in the sale of motor vehicles, although it is a source of amazement to many people who have figured motor car sales in comparison with the number of people who had incomes of \$1,500 or more. They overlooked the tremendous advantage of the motor car to salesmen, contractors and others in general business and particularly to farmers, who have been the biggest buyers of motor cars during the past couple of years. Thus we find a real answer to this automobile trade prosperity in the magic word 'service.' Just as long as the motor car can transport the individual or transport freight more rapidly and at lower costs than any other type of vehicle, just so long will this country and the balance of the world continue to use motor cars in increasing numbers. The automobile is now a public utility to be classed with streetcars, electric lighting and the telephone and rendering a service on a par with those important requirements of civilization.

"Just how many motor cars can be used in this country, aside from the balance of the world, has been a source of discussion in and out of the trade,

## HERE ARE A FEW STAGGERING FIGURES OF THE AUTOMOBILE INDUSTRY.

|  |                 |
|--|-----------------|
| Motor cars registered in 47 of world's leading countries..   | 3,198,463       |
| Motor cars now registered in the United States .....   | 2,500,000       |
| Value of cars owned in United States .....   | \$2,500,000,000 |
| Average value per car .....  | \$1,000         |
| Number of cars to each mile of American highways .....   | 1               |
| Proportion of cars to United States area—car to each 11-3 square miles .....                                     | 1               |
| Increase in real estate values due to transportation by automobile .....   | 100% to 400%    |
| Public roads in the United States, miles .....   | 3,500,000       |
| Annual new roads and improvement expenditures .....  | \$300,000,000   |
| Motor-car steel used in year, tons .....   | 478,000         |
| Imitation leather used in year, yards .....  | 2,350,000       |
| Top material used in year, yards .....   | 11,465,250      |
| Hickory and other woods used in bodies, board feet.....  | 8,450,850       |
| Hinges used in year .....  | 4,895,500       |
| Number of motor cars which made the transcontinental trip in year .....  | 5,000           |
| Number of men employed in the industry (approximately) in the United States there is one car to every 40 people. | 700,000         |

\$1,000,000,000 mark in sales during the year 1916, with no indication of a decrease in the demand for the reliable, service-giving, power-driven vehicle that has taken an important place in the work of transporting rapidly and economically a big proportion of the citizens of this and other countries of the world.

Alfred Reeves, general manager of the National Automobile Chamber of Commerce, has supplied figures that are a veritable romance in business and which show that the sales last year exceeded 1,600,000 passenger and freight-carrying automobiles, with a retail value of more than \$1,000,000,000 and an average price of approximately \$622. The average for passenger vehicles was \$605 and for trucks \$1809. These vehicles were made by more than 400 companies and sold by 30,000 dealers throughout the United States and foreign countries, for motor car exports in 1916 will reach a value of more than \$96,000,000 at wholesale, exclusive of parts and accessories.

**Competition Destroys Many.**  
"While the manufacturer has supported in royal fashion the new creed of co-operative competition in the matter of standardization, simplifying and perfecting motor cars to be offered at the lowest possible price so as to interest the greatest number of people," said Mr. Reeves, "the competition for trade has been of the fiercest kind, the path during the past five years being strewn with the financial wrecks of more than 400 companies, showing that only the strongest in men, methods, materials, money and machinery have been able to survive.

"To be exact, the available figures compiled by the National Automobile Chamber of Commerce for consideration at the Seventeenth National Automobile Show, in Grand Central Palace, New York, shows a production for 1916 of 1,525,578 passenger cars and 92,130 trucks or commercial vehicles—a grand total of 1,617,708 vehicles. The passen-

with estimates so far out of line that even the closest students of the industry have given up the task. No one can really tell. At first we said 1,000,000 cars. Then as cars got better and prices lower, we raised the estimate to 2,000,000. Then came the wildest kind of estimates and the figures put at 3,000,000, but this has been passed, and now there are about 2,500,000 automobiles running and registered in the various states, with apparently no decrease in the demand.

**Trucks Coming Into Own.**  
"There are increasing uses for passenger or so-called pleasure cars in every part of the country, while trucks are just beginning to come into their own, with the practical certainty that a few years from now great quantities of freight will be moved on the highways by motor trucks, which will also act as feeders to railroads, making unnecessary the construction of expensive so-called 'feeder lines.' Motor vehicles must supplant a big part of the 24,000,000 horses now in use in this country.

"It is most gratifying to leaders of the industry to know that their efforts to supply the best in motor cars at prices within the reach of millions has been appreciated by an increasing number of buyers, very few of whom have a thought of leaving the ranks of motor car owners and with others more and more acknowledging the need they have for power-driven vehicles.  
"Production is certain to go on at a stronger rate, and while standardized to a marked degree in many parts, there will always be a great variety of designs in motor chassis and bodies and a large number of companies supplying them. It is fair to assume, however, that with the keen competition, only standard products of established and well-managed companies can be expected to survive in this business, now so firmly established and so generally recognized as one of the giants of industrial America."

## OREGON'S FOOTBALL VICTORY SENDS GIRLS OUT IN PAJAMAS

Movie Stars Wager on Pennsylvania, Agreeing to Drive Through Hollywood Streets in Deshabille if Favorites Don't Win.



Film Beauties (That's No Prevarication) About to Hide Through Streets of California City Because University of Oregon Defeated Pennsylvania at Football.

HOLLYWOOD, Cal., Jan. 20.—Through the streets of Hollywood, clad in pajamas, was what the victory of the University of Oregon over Pennsylvania on the football field at Pasadena, New Year's day, cost two beauties of blondest here this week.  
Miss Mildred Fritchard and her chum, Miss Mattie Connolly, were so confident that the huskies of Pennsylvania would defeat the Oregonians that they

wagered a tour of Hollywood in pajamas against a theater party with Lee Moran, chief comedian of Universal City.  
Moran, who is an enthusiastic Chevrolet owner, staked a lot of real cash on the outcome of the game, backing Oregon. He even gave odds on various occasions. The Misses Fritchard and Connolly were taken on for a wager of a different kind.  
"Oregon has not a chance," declared the film beauties, "Pennsylvania will

trim them as bad as Washington did seven years ago."  
"Fair enough," said Moran, "I will put you down in the little book; just name the amount."  
"If Oregon wins," agreed the beauties, "we will drive through the streets of Hollywood, in broad daylight, dressed in pajamas, in your automobile, if you will give us a box party and dinner if Oregon loses."  
It was agreed then that if Pennsylvania boys lost, the film beauties were to drive from La Salle studios to Universal City and return, dressed in pajamas.  
Oregon won, and the bet was paid here a few days ago. A number of Moran's friends, as well as friends of the losers, who had heard of the wager, were on hand to witness the paying off of what is claimed to be

the most novel bet ever made on a football game.  
**PENDLETON PLANS AUTO SHOW**  
One Thousand Dollars to Be Awarded for Prize Exhibits.  
PENDLETON, Or., Jan. 20.—Pendleton auto dealers are making great preparations for Pendleton's first annual automobile show, to be held February 8, 9 and 10. The show probably will be held in Happy Canyon pavilion and \$1000 in cash prizes will be awarded for exhibits.  
The committee in charge of the show is W. J. McCormack, of the Pendleton Auto Company; B. F. Trombley, of the Oregon Motor Garage; Robert Simpson,

of the Simpson Auto Company; J. B. Knight, of the Studebaker, and L. D. Drake.  
**RUBBER ASSOCIATION ELECTS**  
H. S. Firestone Again Chosen President of Club.  
Attended by over 700 representatives of the rubber industry from all over the country the 17th annual meeting of the Rubber Club of America, Inc., held at New York recently proved the most successful in the history of the organization.  
At the annual banquet held in the Waldorf-Astoria the guests were addressed by ex-President William Howard Taft. Representatives of all

the prominent rubber concerns throughout the United States were present.  
The year just passed was the most successful and prosperous in the history of the organization which has been in existence for 17 years. H. B. Firestone, president of the Firestone Tire & Rubber Company, was re-elected president of the club. The name of the club was changed to that of "The Rubber Association of America."  
**Rueschaw Raps Stock Jobbers.**  
"I don't like to talk tales out of school and everybody in the trade knows I'm no knocker," says R. C. Rueschaw, sales manager of the Reo Motor Car Company, "but I will say this: If automobile manufacturers would pay less attention to the tickertape and more to the real business of

making and selling cars, there wouldn't be nearly the railroad congestion nor the 'car shortage' there is.  
**Used Cars Command High Prices.**  
Dealers in Worcester, Mass., recently tried the auction plan of disposing of used cars, and with such success that similar auctions are to be held every three or four months. At the first sale, which was held at the local fair grounds, over 800 buyers were present, many coming from a considerable distance, and over 100 cars were disposed of in two days. Each car was ticketed with a card giving its exact condition, as determined by an expert, and the Worcester Automobile Dealers Association, which promoted the auction, guaranteed each car to be as represented.

# PAIGE

The Most Beautiful Car in America

Introducing

## THE MOST BEAUTIFUL CAR IN AMERICA

At the Portland Automobile Show we are introducing what we sincerely believe to be "The Most Beautiful Car in America."

This, we admit, is a bold and sweeping statement.

It is probably the most sensational announcement that has ever been made by a manufacturer of medium-priced automobiles.

But we mean precisely what the words imply, and only ask that you reserve final judgment until you have seen the exhibit with your own eyes.

It is not our purpose, in this advertisement, to describe one single detail of the latest and greatest Paige Achievement.

We merely invite you to attend the Automobile Show—key your expectations up to the very highest pitch—and determine for yourself whether or not we have been guilty of exaggeration.

A moment's reflection, however, must convince you that we would not and could not make any such claim unless it were substantially correct.

Our entire reputation and position in the motor car industry depend upon the accuracy of our public utterances.

Knowing this, it is not likely that we would voluntarily assume responsibility for a statement which could be refuted to our everlasting discredit.

If, though, you are still inclined to doubt, please remember that Paige has been one of the truly creative factors in the motor car industry.

From the very beginning our body designs have been absolutely unique and refreshingly distinctive.

If imitation is the most sincere form of flattery, we should indeed feel elated,

because it is generally admitted that Paige designs have served as the models for practically every quality car in the industry.

Nothing could more strikingly emphasize the fact that Paige has always built beautiful cars—and can be logically expected to produce—"The Most Beautiful Car in America."

So far as the mechanical features of our product are concerned, you need only consult the thousands of owner records which have been established during the past seven years.

The Paige motor and chassis are world famous. They have been developed by the ripest engineering genius that the industry affords.

In them we have incorporated every improvement, every refinement, that could possibly increase the efficiency of a smooth-running, ever-dependable motor car.

As we have said time and time again, you can only expect to get out of an automobile precisely what the manufacturer puts into it.

There is no substitute for basic quality. To build the truly great things in this world one must work with his Heart quite as well as his Hands.

But for the present, we are going to say no more.

When you—and other Americans like you—stand before the Paige exhibit, our case will be in the hands of the Jury.

So, please remember this advertisement at that time—every word of it—and determine for yourself whether or not our claims are justified.

In justice to your own interests, make it a special point to see "The Most Beautiful Car in America."

The Paige-Detroit Motor Car Company, Detroit, Michigan  
**Paige Motor Sales Co. of Oregon**  
200 Broadway, Cor. Taylor St.