

AUTO BUSINESS IN STATE IS ENORMOUS

Over \$50,000,000 Invested
Capital, Report Shows.

STAEHLI GETS FIGURES

Secretary of Auto Dealers' Body
Prepared Valuable Article
From Questionnaire.

The automobile business in Oregon represents a capital investment of \$50,000,000. It does an annual business in excess of \$50,000,000, and has an annual payroll of over \$10,000,000. Such are a few of the salient facts contained in a report prepared by Ralph J. Staehli, secretary of the Automobile Dealers' association of Portland, and issued in folder form to members of the association last week. The report, which covers the investment and business of the automobile industry in Oregon, exclusive of gasoline and oil companies which supply and also exclusive of road construction or maintenance, is the most complete of the kind ever prepared for this state. Mr. Staehli's report follows:

THE AUTOMOBILE INDUSTRY IN OREGON.

Total Capital Invested.	Portland.	Oregon.
Real estate	\$23,138,400	\$23,244,208
Equipment	\$2,583,607	\$4,079,774
Stocks	\$3,877,655	12,585,825
Totals	\$29,599,662	\$39,909,807

Weekly payroll	\$8,350	\$16,956
Annual payroll	\$430,162	\$1,490,239
Business done	\$5,268,000	\$5,666,000
Employees	2,118	9,368

try. This report represents several months' work at arriving at the valuation of the properties in Oregon devoted to the business of automobile transportation.

While not complete, it is undoubtedly as nearly correct as can be readily ascertained. Every supply station, garage and repair shop in the state was sent a questionnaire. The figures given for equipment and valuations are in most cases the book value. In a few cases the valuation is unduly low, while the owner of the property might sell out at.

Oil Companies Not Included.

To begin with, it covers those properties which can be directly listed as exclusively devoted to the automobile. Under this heading are sales rooms, automobile agencies, repair shops, battery stations, tire shops, accessory stores, and the stocks and equipment involved in their operation. However, the report does not include the properties of the Standard Oil company and other oil companies devoted exclusively to the servicing end of the automotive industry. Nor does it include the investment in tankers, railroad tank cars, trucks, gasoline pipelines, and so on. In fact, any of the property devoted to supplying and storing the fuel used in the operation of the automobile in Oregon.

Logically a portion of this investment should very properly be classed as part of the capital invested in the servicing end of the automotive business, the value of which we shall at a later date attempt to arrive at and include in a future report.

Comparing the automobile business to railroads and other transportation properties it would be entirely possible to include in this report an item for the right of way. Oregon is today building a \$50,000,000 system of highways. These highways are being bought and paid for by the automobile and in considering the importance of this business to the community it would be fitting and proper to include this in the valuation of the industry in the state as the right of way in a railroad.

In Portland the automobile payroll is \$6,000,162 annually. In considering payroll the same factors must be considered; that fully another \$10,000,000 in payroll is not covered by these figures, being employees of the servicing end of the business devoted to the supplying of fuel, maintenance-of-way employees on highways and other directly dependent on revenues from this industry.

\$29,599,662 in Buildings.

Buildings devoted to the automobile business in Portland have a valuation in excess of \$29,599,662. Equipment used in the operation of these plants is valued at \$4,079,774. Stocks of all kinds carried in these stores and warehouses and corresponding to the supply depot of a railway system are valued at \$3,877,655.

The weekly payroll of mechanics employed in Portland is \$8,350.20. The annual business done by the industry in all its branches, exclusive of gasoline and oil sales, is \$5,268,000. There are 2,118 men employed in the shops and warehouses of the industry in Portland. This does not include salaried employees, of whom there are probably 500 more.

When it is considered that just 26 years ago there came to Oregon the beginning of this business we indeed have reason to wonder what the automobile will mean in another ten years. Memory runs back to the first garage and service station operated at Sixth and Oak, later the home of an accessory firm. Following this began the expansion of the automobile industry.

As automobiles became more numerous, barns, livery stables and old sheds that had been utilized for any other purpose became an automobile garage or sales room. None could guess what the future would be.

Auto Industry Builds Community.

Today the automobile business is an asset to any community viewed from any angle. Portland enjoys the position of being the northwest distributing point for automobiles. This means a constant flow of capital. Automobile shipments run into large money and \$30,000,000 of business in the course of a year adds considerably to bank clearances of any community.

Viewed as a community builder Portland's own auto row and servicing stations speak for themselves. In place of the border-line type of shack that formerly occupied ground between the edge of the town district and the city residential district, there has arisen the automob-

bile agency or service station. No class of business is better housed nor occupies more modern structures than the automobile. Five restrictions and building standards required by the city have placed on the automobile most unusual specifications, but the result is a credit to the city.

Portland is the home at present of approximately \$2,000,000 of buildings and property owned by outside automobile companies. By that it means factory branches and property devoted to their business. It is not unreasonable to believe that this property will be increased in the future.

While we often hear from city officials and others what it costs to police the result of this industry, in other words what city government has increased in cost due to the coming of the automobile, we have not heard how much tax the servicing end of this business pays in addition to the license and various taxes placed on the automobile direct. It becomes apparent from this survey that the automobile pays as a direct property tax through real property and equipment devoted to its service, around \$1,000,000.

As a trade stimulant it is impossible to conceive lines of endeavor in Oregon that are not augmented or benefited by the development of automobile transportation. However, that could be the subject of a survey all by itself.

No Autos Made Here.

Further study of the development of the automobile business shows that while no automobiles are made in Oregon the business nevertheless fosters and protects Oregon payrolls and capital. What it does do is to furnish "made-in-Oregon" transportation and maintenance, the profit on which remains within the state.

The original purchase of an automobile is a small factor when it is considered that back of every automobile there is a capital investment of approximately \$340 tied up in the body's garage or service station or in a stock of goods from which are drawn the necessary supplies to keep the car going.

This again has its analogy in

the fact that I am connected with the business that has assumed the magnificent proportions and position now enjoyed by the automobile in this community, that I hand you the enclosed report on your industry.

RAILROAD FIGURES EXCEEDED.

Figures covering the railroad business in Oregon show that it employs number around 6,000. Employees actually at work in automobiles of all kinds again exclusive of the fuel supply, will average throughout the year a greater number than all the men employed by the railroads serving Oregon.

Due to the lack of definite records it is impossible to ascertain the tonnage and the number of passengers moved by automobile and truck. Motor trucks of this nation move annually 1,430,000,000 tons of freight or 87 per cent as much as the railroads. Oregon undoubtedly makes a considerable tonnage as a burden bearer than does the nation on an average.

There are today 15,000 commercial vehicles in Oregon. Haulers estimate that the average vehicle average tonnage moved per vehicle in the course of a year would exceed 300 tons. On this basis trucks move annually over 4,500,000 tons.

OREGON TRAIL JOB STARTS.

Dead Man's Pass to Kamela to Be Done This Year.

PENDLETON, July 22.—Carl Nyberg of Spokane, Wash., member of the contracting firm of Carlson & Nyberg, arrived in Pendleton recently to make arrangements for beginning work on the Dead Man's Pass to Kamela section of the Old Oregon Trail. The contract for the stretch of road was signed Saturday in Salem, and the work will begin as quickly as possible.

A part of the equipment of the contractor has already been shipped from Spokane. The grading equipment is received, the grading work will be started. The company plans to work on the whole stretch at once, and the effort will be at once to complete the job as fast as possible.

The state highway commission has promised a bonus of \$9000 if the work is all done before this winter. A large force of men will be used on the job.

Old Rims Ruin Tires.

Never use rims that have been badly dented or even slightly bent. This causes the cutting, which means the end of the usefulness of the casing.

TOTAL CAR REGISTRATION IN STATE TO JULY 1 REPORTED AS 109,001.

The following table, prepared by the office of the secretary of state, shows the number of licensed motor vehicles, motorcycles, motor vehicle dealers and the total fees received from new car licenses, chauffeur licenses, operators' licenses, transfers, etc., for each county of Oregon, as well as the totals for the entire state:

COUNTY.	Passenger and Commercial Cars.		Motorcycles.		Dealers.		Total Fees.
	No.	Fees.	No.	Fees.	No.	Fees.	
Baker	1,452	40,724.50	35	262.00	14	210.00	41,216.50
Benton	1,389	38,293.50	18	134.00	10	150.00	38,577.50
Clackamas	5,094	126,997.00	112	832.00	7	105.00	128,034.00
Clatsop	2,337	64,105.50	31	231.00	12	180.00	64,516.50
Columbia	582	16,272.50	1	7.00	1	15.00	16,294.50
Cook	2,110	58,510.50	24	180.00	17	255.00	58,945.50
Crook	479	13,005.50	3	21.00	3	45.00	13,071.50
Curry	322	8,788.50	2	14.00	2	30.00	8,832.50
Deschutes	1,511	39,331.00	14	98.00	8	120.00	39,549.00
Douglas	2,871	72,885.50	88	648.00	15	225.00	73,758.50
Gilliam	582	16,272.50	1	7.00	1	15.00	16,294.50
Grant	477	13,028.50	3	21.00	4	60.00	13,109.50
Harney	436	9,442.50	6	42.00	2	30.00	9,514.50
Hood River	1,493	41,438.00	22	165.00	1	15.00	41,618.00
Jackson	4,230	104,447.00	49	367.00	22	330.00	105,144.00
Jefferson	399	9,331.50	4	28.00	1	15.00	9,374.50
Josephine	1,389	38,293.50	18	134.00	10	150.00	38,577.50
Klamath	1,659	41,498.00	15	112.00	10	150.00	41,760.00
Lane	5,486	131,293.50	180	1,344.00	19	285.00	132,922.50
Lincoln	374	4,834.50	4	28.00	3	45.00	4,907.50
Linn	3,458	91,108.00	30	225.00	18	270.00	91,603.00
Malheur	1,951	53,707.50	7	52.00	2	30.00	53,789.50
Marion	7,169	188,992.00	187	1,401.00	33	495.00	189,888.00
Morrow	715	19,510.50	10	70.00	5	75.00	19,655.50
Multnomah	38,442	1,023,320.50	1,142	7,444.00	132	1,980.00	1,032,744.50
Polk	2,201	59,590.00	34	255.00	6	90.00	59,935.00
Shasta	1,389	38,293.50	18	134.00	10	150.00	38,577.50
Tillamook	1,287	35,155.00	20	150.00	5	75.00	35,380.00
Umatilla	4,203	111,861.50	24	180.00	26	390.00	112,331.50
Union	1,389	38,293.50	18	134.00	10	150.00	38,577.50
Wallowa	592	16,483.00	5	35.00	6	90.00	16,608.00
Wasco	2,027	53,125.00	26	198.00	11	165.00	53,488.00
Washington	3,946	92,484.50	16	112.00	15	225.00	92,821.50
Wheeler	284	6,884.50	3	21.00	2	30.00	6,935.50
Yamhill	3,125	74,874.00	46	342.00	10	150.00	75,366.00
Totals	109,001	\$2,896,005.84	2,424	\$17,789.00	483	\$7,146.00	\$2,920,940.84

H U D S O N

\$1645

Phaeton - - - - - \$1645
7-Pass. Phaeton - - - - - 1695
Coach - - - - - 1745
Cabriolet - - - - - 2295
Coupe - - - - - 2570



Sedan - - - - - \$2650
Tour. Limousine - - - - - 2920
Limousine - - - - - 3495
F. O. B. Detroit

On the Famous Super-Six Chassis

The substantial things that give leadership in the automobile field do not change.

Hudson's long leadership of fine car sales has always stood squarely on the question of value—a maturely developed car costing less than any car of like quality in the world.

Only a supreme advantage that others cannot use could account for such all-round dominance. Hudson has it in the Super-Six motor. It minimizes

vibration and wear more than any type we know. It also increases power by 72% and efficiency by 80% over conventional motors of this size.

This extra ability in speed and power means driving at half load in ordinary motoring. It means absence of strain, thus much less mechanical deterioration. It means a wide range of flexibility and easy mastery of road and hill.

You, too, will surely find the appeal that has made it the largest selling fine car for more than six years.

C. L. Boss Automobile Co.

615-617 WASHINGTON STREET

FAMOUS ESSEX IS SOLD

CROSS-COUNTRY CAR TURNED
IN BY HARRY HARTZ.

Well-Known California Race Driver Gets Second Essex in Its Place, However.

SAN FRANCISCO, July 22.—Harry Hartz, the youthful racing driver whose performances this year have been the surprise of the racing world, recently purchased his second Essex, a phaeton, turning in his famous Essex Transcontinental Mail Carrier as part payment.

"I hated to part with the old transcontinental 'bus,'" declared Hartz, "because it sure did serve me faithfully during the 18 months I owned it. But the many improvements in the body design and appearance of the latest Essex were too strong for me to resist. I drove the transcontinental car more than 15,000 miles and it performed for me day in and day out."

During the time that he owned the transcontinental Essex Hartz set some records for cross-country driving that have not yet been bested.

Hartz was the biggest sensation at the annual 500-mile race at Indianapolis Memorial day, even though he didn't quite win it. But Jimmy Murphy, the only man to beat him, did break the world's record which had stood for seven years to do so. Hartz also made some fun at Tacoma, although he did not finish at the top.

TRAFFIC RULES IMPORTANT

Better Knowledge of Regulations
Would Lessen Accidents.

A little more attention to traffic regulations on the public highways would do much to prevent the frequency of deplorable accidents. Toll has been taken in the northwest of several lives within the last month in cases where developments show both parties to have been at fault.

Highway regulations require that when a car is parked (brought to a standstill) it shall be off the pavement, so as not to impede traffic. Accidents are not due to speeding so much as reckless driving, one official points out. He calls attention to the rigorous training necessary before an engineer is permitted to take a locomotive carrying passengers, where he has the rails, the block signals and every conceivable precaution is taken in his behalf that he may not endanger his passengers.

CRATER LAKE LOOP ENJOYED

David S. Stearns and Family Are Back and Report Roads Good.

Mr. and Mrs. David S. Stearns and son, David Lloyd, returned last Monday from a two-weeks' motor-trip, during which they visited in Corvallis, Eugene, Grants Pass, the

PAIGE WEEK IS SUCCESS

SCORES GIVEN RIDES DURING
DEMONSTRATION WEEK.

New Series Paige 6-66, With Number of Body Refinements, Received Here for Event.

A hundred or more Portland people know a lot more about the Paige "6-66," the large car put out by the Paige factory, than they did a week ago as a result of Paige demonstration week in Portland, which was held last week under the auspices of Cook & Gill company, local Paige distributors.

All week was Paige demonstration week, special emphasis being placed on the 6-66 cars. The show room of Cook & Gill company was kept open each evening until 8:30 o'clock and later and a score or more of interested people were given demonstrations each day. While the touring cars were used mainly for demonstration purposes keen interest was expressed in the closed models, and the coupe and sedan cars which the company has on hand were kept busy during the week.

An interesting feature of the demonstration week was the fact that it gave opportunity for the showing for the first time to many of the new series Paige, the first cars of which were received by Cook & Gill only a few weeks ago. The new series is not changed outwardly so far as general design is concerned, from the previous series, nor has any changes been made in the motor. A number of refinements in the finish have been made, however, the body and frame have been strengthened and the rear end has been changed to Tinker equipment throughout.

Oil Resources 63 Billion Barrels.

The oil resources of the world are estimated by the United States geological survey at 62,000,000,000 barrels.

Tire Logic.

Tires should be neither under-inflated nor over-inflated. If too soft, they will heat up and wear

TIRE BUSINESS BETTER

SAVAGE TIRE CO. OFFICIAL IS
VISITOR IN PORTLAND.

This City May Become Distribution Center for Tire for Northwest, Says R. B. Lee.

Among recent motorists who have arrived along local automobile row is Royal B. Lee, secretary and treasurer, and advertising manager of the Savagite "Savage" Tire company, San Diego, Cal., who is making an inspection trip of his company's Pacific coast territory. Mr. Lee was in Portland last week and visited the company's factory, depot and the Howell-Swift Tire company, 445 Stark street, Multnomah county distributors for Savage tires.

Commenting on his trip Mr. Lee said, "Business conditions generally seem to be on an upward trend. They are not however, to be compared with the peak reached two or three years ago, but the general tendency seems to be toward improvement. In the agricultural districts, generally speaking, the crops are good and the prices received for them by the farmers are fair. There seems to be a note of optimism prevailing that speaks well for better times."

There is heavy cross country traveling now. Motorists are on the road. This, of course, will make good business in our line. The roads between here and California are splendid, with the exception of three or four detours which are rather bad. These detours, however, are as nothing compared with a side trip I took to Klamath Falls over the Green mountain grade. This road takes the prize for rough going. I am glad that I made the trip, however, because I found the stage lines running over this road using Savage cords and I was told they are getting better mileage from them than anything they have used heretofore."

According to Mr. Lee the steadily increasing demand for Savage tires in this territory will make the establishment of a direct factory branch in Portland advisable, and when this is done, he declared it is probable this city will be made the main shipping point for the entire northwest.

DALL PISTONS

DECREASE
DEPRECIATION



DEMAND DALLS
Equipped with the
"MECO"
Ring Combination.

Ask the Repair Boys

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Miniature Stills to test the Crude.

Not every oil well provides the raw material which will meet our exacting standards for making Zerolene. Not every type of crude possesses the elements of "oiliness" and stability which are essential for the manufacture of this high-grade motor lubricant.

Hence, whenever a well is brought into production, the crude petroleum from this new source is subjected to careful tests, both in the field and at the refinery. From this crude a small quantity of finished lubricant is made in our research laboratory—a complete equipment of miniature stills, washers, filters and other apparatus being utilized for this purpose. This miniature laboratory process reproduces in every detail the process by which Zerolene is regularly manufactured.

If the resulting lubricant is shown by the chemists' analyses and the engineers' tests to be in the slightest degree below the exacting standards set for Zerolene, the production of the well is diverted to other uses, and is not used for the manufacture of Zerolene. This is the first of many steps taken to assure the highest quality in Zerolene.

**more power & speed ~
less friction and wear ~
thru Correct Lubrication**

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MILWAUKEE BRONZE-BACKED BABBIT-LINED AND DIE CAST BEARINGS.
For all cars, trucks and tractors.
AEINA BALL THRUST BEARINGS.
For every replacement purpose.
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The most complete line of Bronze Bushings in the world.
ROCK ROLLER BEARINGS.
Replace over 85% of all Tapered Roller Bearings. Standard equipment on over 100 makes of cars and trucks.
GURNEY BALL BEARINGS.
Ball bearings of the highest quality designed to give greatest load capacity; eliminates friction and conserves energy.
SHAFTER ROLLER BEARINGS.
Interchangeable sizes with cup and cone for front wheel replacements.
BOWER ROLLER BEARINGS.
A complete line of interchangeable roller bearings that speaks for itself.
HENDRICKS WRIST PINS.
High-grade piston accurately machined for all popular cars.

AND HERE ARE YOUR SALES PROSPECTS:
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GRANTS PASS

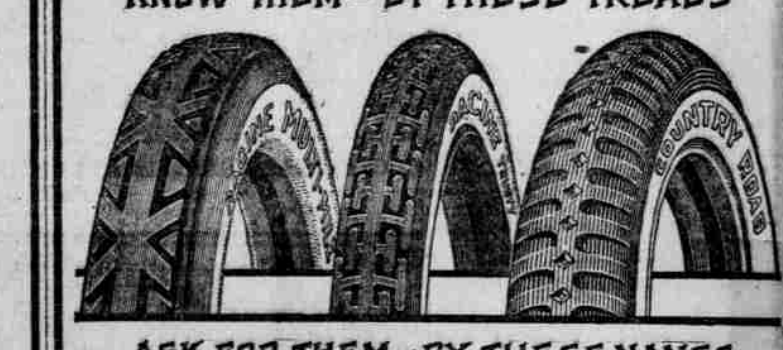
If you have capital enough to carry a stock—here is your opportunity. Write or telegraph today—just say: "Send me your proposition."

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A CORD TIRE OF EXTRA-TESTED QUALITY	A FABRIC TIRE ONLY IN 30x3 AND 30x3 1/2 SIZES	A FABRIC TIRE G