### The Motor Car Industry

ing men to the tremendous growth of the motor car industry. Fifteen Years ago an automobile was a toy. had become interested in the business. Since that time thousands of engineers the present year. the world over have devoted their time and intellect to the building and perfeeting of motor cars, trucks and tracters so that now almost every man, woman or child knows something about the gasoline driven vehicle.

Automobiles and trucks, to say nothing of motorcycles, have become so they have coased to attract any parto what an extent this industry has

As near as figures can be gathered seconding to the leading motor magarines whose authority is not questioned, there is in present use practically a miltion and a half automobiles and the amount of money invested in this enormous number of machines could hardly be estimated. Probably fifteen hundred dollars as an average first cost would be low, but this amount totals more than the entire production of gold since Columbus discovered America.

The Antomobile Trade Journal in a recent issue, makes an estimate in it's editorial column that the amount of are machines alone, will be six hundred and ninety million dollars, and this takes no account of trucks or tractors. This is almost seven dollars per espita for every man, woman and child under the American flag. It is surely a wonderful business to be built up in practically ten years.

The same authority goes on to state that at least one hundred and fifty million dollars of this enormous sum is being expended this year for light, cheap cars, of the class represented by the Ford, and it is interesting in this connection to follow out the reason for this great demand for cheap ears. Primarily the small light car is not a pleasure car, for while there are thousands of them sold for that purpose, they are rather an all-purpose car designed for business uses and utilized for pleasure incidentally. The cheap, light cars like the Ford, Metz, Hup

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VERY few days something happens and the small studebaker and Buick to call the attention of the think- bave built up their built have built up their business because there was a demand for the cheap enr. This has been especially true of the Ford, which was the first cheap Ten years ago it had been so far per- automobile made that was a real autofeeted that far seeing business men mobile. The result has been that they are expecting to turn out 300,000 cars

This movement, or the development of this ludustry, is along the lines of evolution. All business is built up in response to a demand, otherwise it would not be a staple business. Probably no one thing has caused as much study and thought as the question of rapid individual transportation. It common on the streets and roads that was this that built the bieyele, then the safety and then the automobile, beular attention. But even with all but after the automobile had been methis there are few people who realize chanically perfected the tendency in price was up instead of down, so that the poor man or woman was little better off than before until the cheap automobile came into use. This is the feature that creates the demand for a still cheaper car and that will build up the cycle car industry even faster, in the opinion of most authorities, than the automobile business itself has been built up. The eyele car business will in no way affect the general automobile business-it is a new branch of the industry.

The fact that there is a demand, and an enormous demand for eyele cars, is fully borne out by the statement that there are already nearly thirty factories in the East, all of them money spent this year, 1914, for pleas being offered all of the business they want, and one of the latest in the first four months has sold 6,000 cars. These little cars sell in the East at \$250, and up until the establishment of the Elbert Motor Car Company in Seattle there have been no factories on the Pacific Const. The new company is building a car that sells for \$295, and is receiving inquiries for cars and for agencies from such widespread sources and of such a character that they are firm in the belief that they are going to be offered a tremendous volume of business.

The geographical position should give the local factory first call on the business of the far East, much of which has heretofore been handled in Europe, and much of which is new business. Naturally the European manufacturers are at the present time unable to deliver the goods, and there are very few of them that manufacture narrow

The narrow tread car seems to be absolutely essential for the Chinese and Japanese trade, principally because they must follow narrow trails. The car must be cheap in first cost, low in upkeep, simple in construction and have sufficient power to go anywhere there is a fair road.

There does not seem to be any limit to the business that can be built up by a factory on this coast. Many authoritles are firm in the belief that the light car business will within five years equal the present volume of the entire industry.

This does not seem unreasonable when we take into consideration the fact that there are over 100,000,000 people under the American flag. Cernot all of them could own even a cheap automobile, but that many people will count for more than 25, 000,000 families, and surely one out of each five families could afford a motor car that only costs \$300 and can be operated at an expense no greater than street car fare. We have then five million possible customers, or more than three times as many as there are motor cars of all descriptions now in use. Figuring on a basis of \$200 per car we come back to the figures forecasted in the Automobile Trade Jour-

PACIFIC NORTHWEST PAIRS. Oct. 16-17, St. Johns, Wash., Harvest Carnival, Oct. 26-Nov. 14, Portland, Or., Manuf o-

turers' and Land Products Show. Oct. 23-31, Tacoma, Wash., Washington Boys' and Girls' Agricultural and Industrial

Nov. 16-21, Spokane, Wash., Spokane National Apple Show.
Nov. 25-28, Walla Walla, Wash., O. W. B.
& N. Corn Show.
Nov. 30-Dec. 5, Lewiston, Idaho, Northwest Livestock Annual Show.

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tional Livestock Exposition, Union Stock-Dec. 7:12, Portland, Or., Oregon Poultry and Pet Stock Show.

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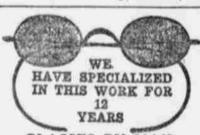
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