

AUTOMOBILE MAKERS BUYING MATERIALS IN ALL PARTS OF NATION

Fallacy of Statement that "Money for Car Goes Out of Country" Shown.

OREGON PRODUCTS USED

Immense Quantities of Wool and Hides Used; Expenditures Total Vast Sums.

A. H. Brown, manager of the local branch of the Studebaker corporation, has just received some figures from the factory, which throw a little light on the variety of material and the many sections of the country which benefit from the production of material for the automobile industry.

With the touring season approaching and the prospect of a greater touring year than ever before a word of caution about the deadly roadway grade crossing is not amiss.

Statistics show that during the year 1914, 1,147 persons were killed and 2,942 were injured by being struck or run over by cars or locomotives at highway crossings on railways in the United States.

Some idea of the magnitude of the business can be gained from the following figures:

An average of 100 carloads of material and supplies are received daily. More than 400 tons of coal are required in generating the steam used in the plant and 15,000 gallons of fuel oil are used in the heat treating and deep forge departments.

More than 2,000,000 motor cars were registered in the various states in July, 1915, as compared with 1,000,000 passenger horse vehicles in use in 1910.

There are 39,000 automobile dealers, garages, repair shops, supply houses and charging stations in the country.

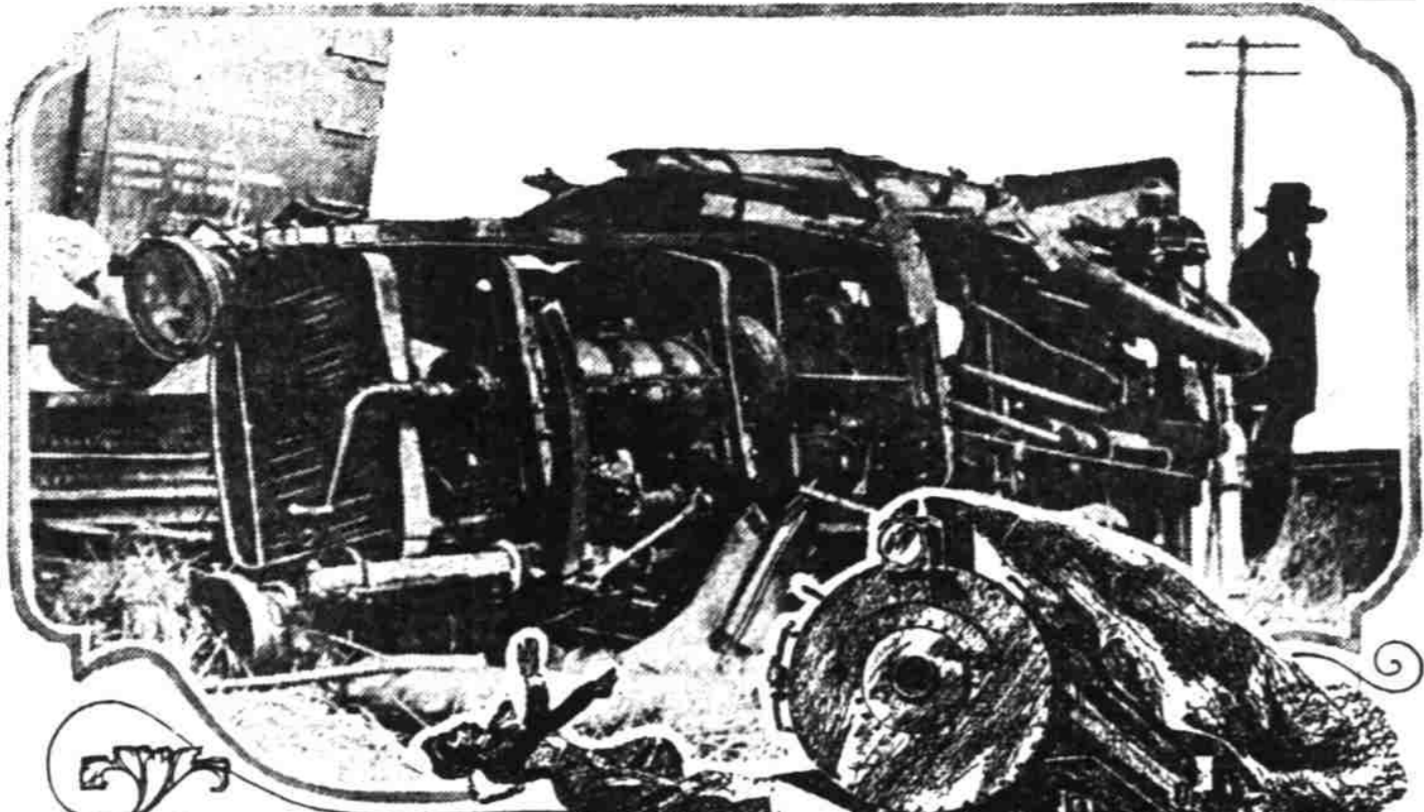
Manufactured steel (tons) 750,000
Aluminum and alloy (tons) 4,223
Manufactured brass (tons) 4,141

The first cost of a car is only a part of the amount spent on it by the motorist during the several years he operates it.

Every automobile that is not stored in a public garage is either housed in a barn or in a small private garage.

Rheumatism is "pain only." Not one case in fifty requires internal treatment.

MOTORISTS, BEWARE OF GRADE CROSSINGS



Approach of Motoring Season Leads to Word of Caution.

Statistics show that during the year 1914, 1,147 persons were killed and 2,942 were injured by being struck or run over by cars or locomotives at highway crossings on railways in the United States.

The railroad men have declared a plan of safety and say that the next move is up to the man who drives.

Manufactured wool (tons) 3,000,000
Manufactured hides (tons) 5,000,000
Manufactured leather (sq. yds.) 3,250,000

When you ride a bicycle--
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NEW BUILDINGS WILL MAKE PLANT ONE OF LARGEST IN WORLD

Automobile Company Has Jumped to Front in Short Space of One Year

New buildings under construction at the plant of Dodge Brothers, Detroit, will bring the total amount of floor space to approximately 500 acres.

Few people have realized the immensity of the industry of Dodge Brothers.

Some idea of the magnitude of the business can be gained from the following figures:

An average of 100 carloads of material and supplies are received daily. More than 400 tons of coal are required in generating the steam used in the plant and 15,000 gallons of fuel oil are used in the heat treating and deep forge departments.

Manufactured zinc (tons) 2,000,000
Manufactured nickel (tons) 1,500,000
Manufactured copper (tons) 1,000,000

Manufactured oil (tons) 1,500,000
Manufactured cotton (tons) 1,000,000
Manufactured steel (tons) 750,000

Manufactured aluminum (tons) 4,223
Manufactured brass (tons) 4,141
Manufactured tin (tons) 2,000,000

Manufactured rubber (tons) 1,000,000
Manufactured asbestos-mica (tons) 500,000
Manufactured glass (tons) 1,000,000

Manufactured cement (tons) 1,000,000
Manufactured lime (tons) 1,000,000
Manufactured brick (millions) 1,000,000

Manufactured leather (sq. yds.) 3,250,000
Manufactured wool (tons) 3,000,000
Manufactured hides (tons) 5,000,000

Manufactured steel (tons) 750,000
Manufactured aluminum (tons) 4,223
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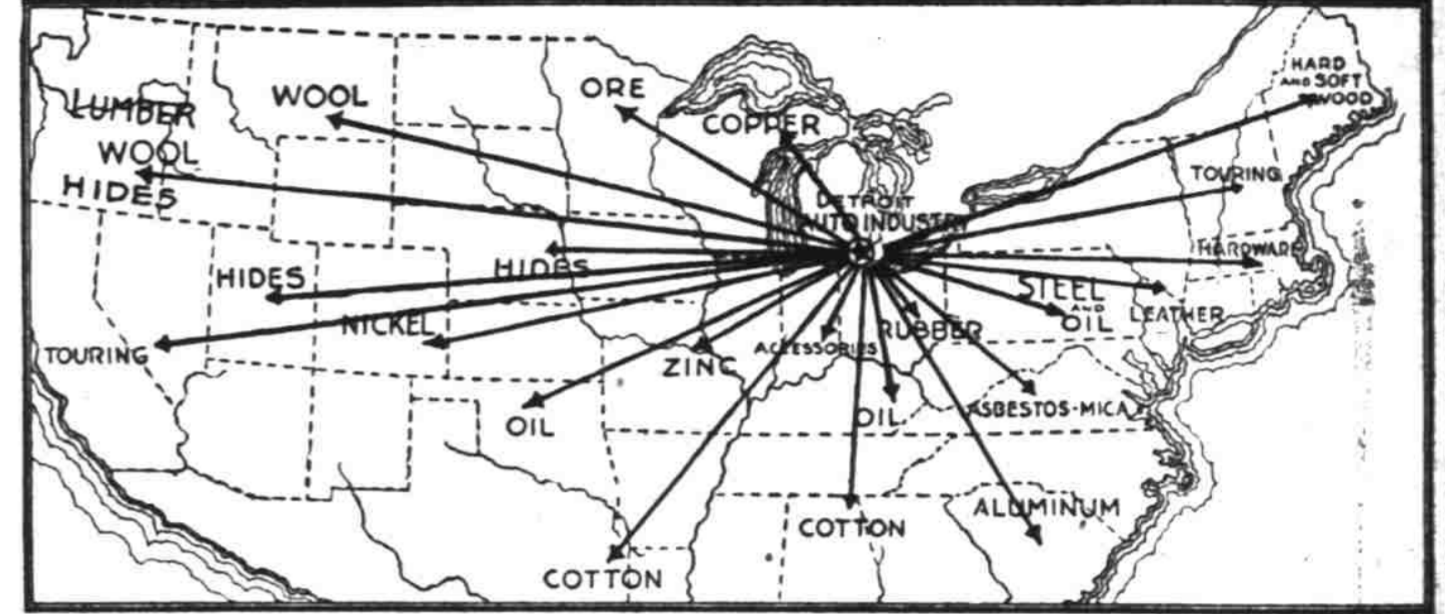
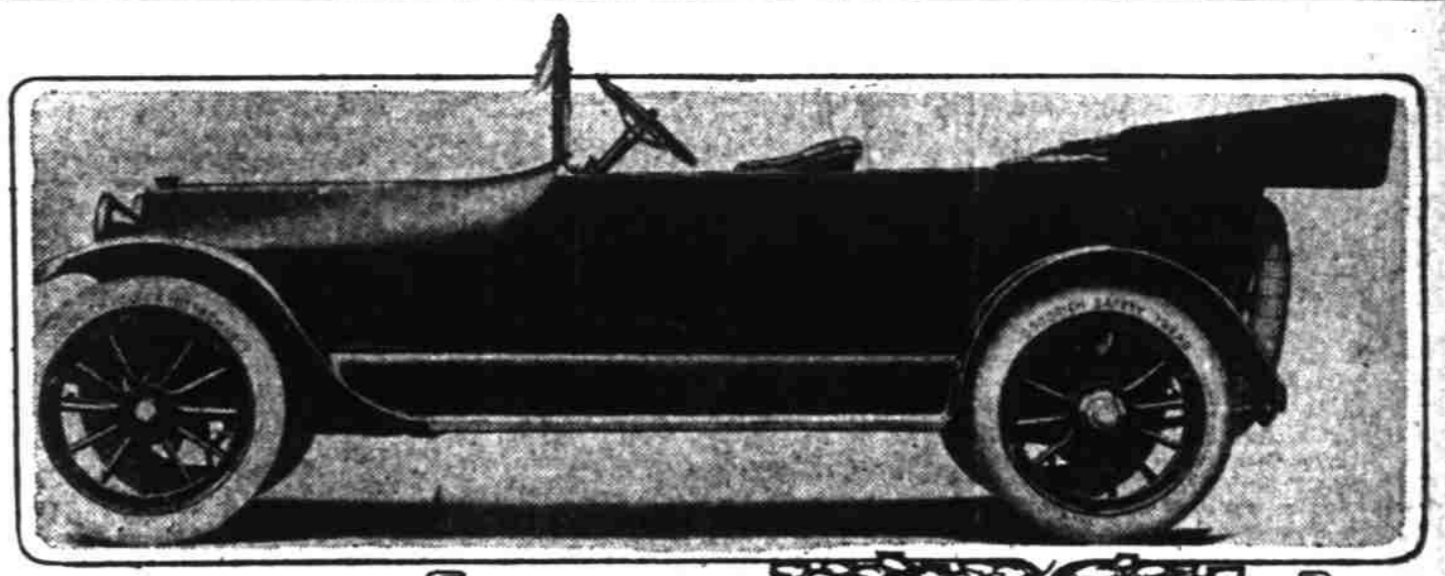
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Manufactured rubber (tons) 1,000,000
Manufactured asbestos-mica (tons) 500,000
Manufactured glass (tons) 1,000,000

THE PEDIGREE OF THE AUTOMOBILE



A Studebaker Six and a diagram which illustrates the industries which helped to build it.

Company to Handle New Six Cylinder

Organization Will Begin to Make Deliveries of Detroit Made Machine on May 1.

Detroit, Mich., Jan. 29.—J. G. Bayerline and W. L. Daly, formerly president and general manager and general sales

and advertising manager respectively of the King Motor Car company, have completed a manufacturing and selling organization to market a new Detroit-made six cylinder automobile.

struggled for some years to gain a foothold with the public.

WHY WHO IN MOTORDOM



Down at the Northwest Auto company's room on Broadway Auto row can be found one of the old-timers of the auto business in Portland.

Auto Owners!

Formerly of the Multnomah Garage and Auto Co., is now at

The Cotillion Garage

FOURTEENTH AND BURNSIDE WHICH IS NOW UNDER HIS MANAGEMENT

STORAGE, AUTO ACCESSORIES, TIRES AND REPAIRING

PREST-O-LITE STORAGE BATTERIES

Starting—Lighting—Ignition—Backed by Prest-O-Lite Service. Sold on an "open-faced" price list.

IT WILL PAY YOU TO INVESTIGATE

Archer and Wiggins Company

Distributors of High-Grade Motor Car Accessories SIXTH STREET AT OAK

License Brackets

FOR FRONT AND REAR Attach Your New Number Neatly

Ballou & Wright

Broadway at Oak Phones: Broadway 307, A-6638

AUTOMOBILE AND SHOP SUPPLIES

Spark Plugs TOOLS Brake-Lining MOTORCYCLES AND ACCESSORIES

Preer Tool and Supply Co.

74 Sixth and 311 Oak Sts. Phone—Main 1622, A-1622

Diamond TIRES

Vulcanizing and Retreading. R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7006

When you rode a bicycle--

— the secret of its easy running lay in the way the bearings were adjusted

— if the cone was a little too tight it was just like pedaling up hill— or a little too loose and it rattled.

All working parts of the INCOMPARABLE REO are more accessible than in any other car—even your wife can do the adjusting.

This is but one of the many exclusive features that appealed to the satisfied users—over seventy thousand—who are using REOS.

With REO Accessibility your car need not "climb hill" all the time and it is always free from rattle. You can get at the adjustments easily, any time and any place, more so than in any other.

Be it for service—or for style, for comfort—or for low first cost and economy of maintenance—

You simply CAN'T go wrong in a REO!

Northwest Auto Company of Portland, Ore.

Broadway, at Couch

F. W. VOGLER, President. C. M. MERRICK, Sales Manager.

We are an integral part of your nation-wide REO Service

