MAKE PLANT ONE OF

LARGEST IN

Automobile Company

Space of One Year:

The buildings are of s

ntilation

the plant of Dodge Broom, Detroit.

Few people have real 1 the im-

nensity of the institutio of Dodge others. Although the, jrst Lodge

Brothers car was turned out only a

year ago December, and estual deliveries to owners started a January

the concern now ranks amy ag the first

six in automobile production.

More than \$35,000,000 verth of cars have already been delivined and a arge production is scheduled for next

Some idea of the magn-tude of the

An average of 100 carbiads of material and supplies are received daily. More than 400 tons of coal are re-

uired in generating the steam used

the plant and 15,000 gailons of fuel

i are used in the heat creating and brop forge departments. About 225,-

parts each day and the foundries han-

ille 35 tons of pig iron, 30,000 pounds of brass and 1000 pounds of aluminum A striking feature of this immense

enterprise is that the business is owned

entirely by John F. and Horace E

usiness can be gained from the fol-

## 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.

We often hear from some man who says that to buy an automobile merely means sending so much money cars come from Oregon.

The items are wool and mohair and hides. The industry uses some 439.3.4 yards of carpeting in a year. That takes a lot of wool. Then, 67,-32 hides were used last year. The lumber item, which goes into the factory uses also

Many Industries Profit.

hicles was more than \$522,000,000.

The average value of these cars was year in which automobiles were in-

chauffeurs licenses.
There are 30,000 automobile dealers, garages, repair shops, supply houses and charging stations in the country. These include 19,500 dealers, 17,800 garages, 6500 repair shops and 1000 stores that make automobile supplies that principal business.

The following figures, supplied by a trade authority, show the estimated quantities of various kinds of raw manufactures of various kinds of vario

Burlap, etc. (yards) 6,560,000

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. Each, year he spends a fair sum according to extent the car is used, to operate and maintain it, and most of this amount is spent locally. Supplies to run the car and accessories are bought locally. These include gasoline, oil, tires, rain coats, dusters, gloves, robes, tools, etc.

Local People Profit.

Local People Profit.

Every automobile that is not stored in a public garage is either housed in a barn or in a small private garage. Many of these garages are built of ma-terial bought from the local dealer and all are erected by local labor.

The \$12,000,000 to \$15,000,000 paid for automobile registration, driving licenses, etc. is spent on road repairs and constructions which are local improvements made largely by local labor.

labor.

It is estimated that not less than 6000 tourist cars made the trip from east of the Mississippi to California last summer. They averaged three persons to the car, spent \$20 per day on the average and averaged 35 days for the trip, making a total of \$4,200,000 expended along the routes.

Two-thirds of this amount was spent in hotels and from 25 per cent to 30 per cent in garages, repair shops and accessory shops.

Most of the money spent for the purchase of automobiles is paid out by the

Most of the money spent for the purchase of automobiles is paid out by the
manufacturer for parts, materials, accessories and to pay for the labor employed to convert these into the completed motor car.

Practically all parts of the country
are drawn on to supply these matertals and parts. Ore for the manufacture of Iron and steel comes from

### Ouch! Pain, Pain. Rub Rheumatic, Aching Joints

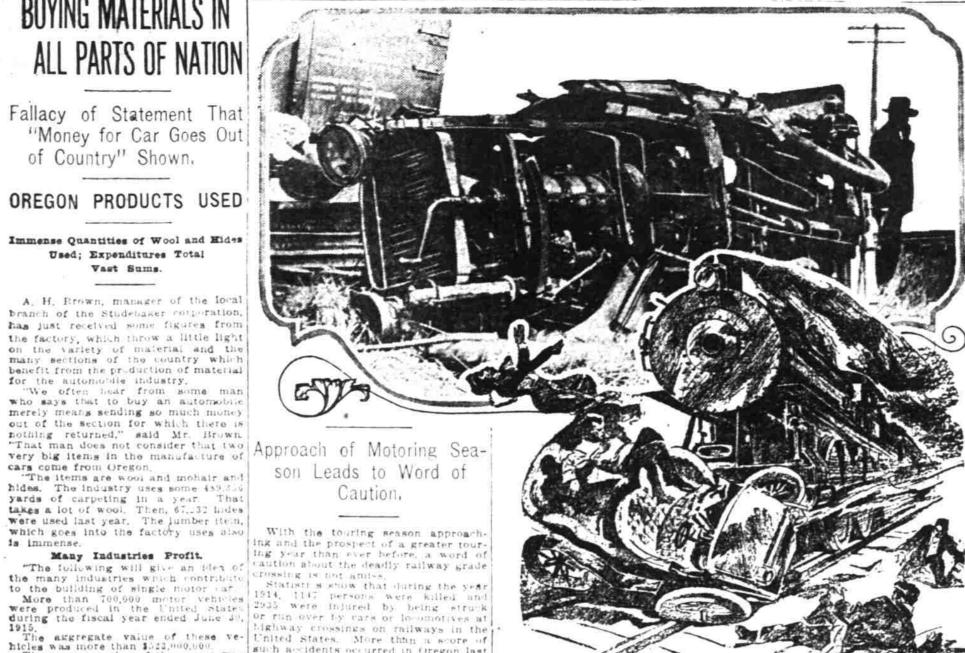
Rub pain right out with small trial bottle of old "St. Jacob's Oil."

Rheumatism is "pain only." Not one case in fifty requires internal treatment. Stop drugging Rub soothing. penetrating "St. Jacob's Oil" right into your sore, stiff, aching joints and can be found one of the old-timers of muscles, and relief comes instantly, the auto business in Portland. He is "St. Jacobs Oil" is a harmless rheu-matism cure which never disappoints the auto business runs through the

matism cure which never disappoints and can not burn the skin.

Limber up! Quit complaining! Get a small trial bottle of old, honest "St. Jacobs Oil" at any drug store, and in fust a moment you'll be free from rheumatic pain, soreness, stiffness and swelling. Don't suffer! Relief awaits you. "St. Jacobs Oil" has cured miles as varied as the number of cars that

MOTORISTS, BEWARE OF GRADE CROSSINGS NEW BUILDINGS WILL



The average value of these cars was about \$450.

Shipments of automobiles during the first eight months of 1915 amounted to 199.521 freight carloads.

In the four years from 1911 to 1915 the number of cars registered in the number of cars and obtained and South Bakota, Kansas and Oktain Showa, Mirst, and South Showa, Mirst, and S

chauffeurs licenses.

There are 30,000 automobile dealers, garages, repair shops, supply houses and charging stations in the country. These include 19,500 dealers, 1,850 and smelted in the Carolinas; nickel sarages, 6500 repair shops and 1000 stores that make automobile supplies their principal business.

Fully 12,000,900 barrels of gasoline and 10,000,000 gallons of lubricating oil are consumed annually in automobiles.

Many alilied industries are wholly of in part dependent upon the continues prosperity of the automobile mannafacturers. There are upwards of 1200 parts and accessories manufacturers who employ several hundred thousand persons and whose output aggregates hundreds of millions of dollars and musily.

The following figures, supplied by a trade authority, show the estimated.

Population and Mileage.

The house of representatives has been much more severe and prolonged passed the Shackelford bill appropriatif the country had not had the support ing \$25,000,000 as federal aid to good roads. The bill provides that the money be apportioned among the states according to area, population and mileage of rural post roads. Under this plan Oregon would receive For County Raised about \$250,000. The bill has not yet

A spring controlled roller in the The question as to whether city base of a new desk telephone takes property can be taxed for county up the slack in the receiver wire.



Charles Ballou.

Down at the Northwest Auto com-

you. "St. Jacobs Oil" has cured mil-lions of rheumatism sufferers in the last half a century, and is just as good for sciatica, neuralgia, lumbago, back-ache, sprains. (Adv.) a week off, from President Vogler down, Ballou is the man who steps in.

## Auto Owners

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

### The Cotillion Garage

WHICH IS NOW UNDER HIS MANAGEMENT

STORAGE, AUTO ACCESSORIES, TIRES AND REPAIRING

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

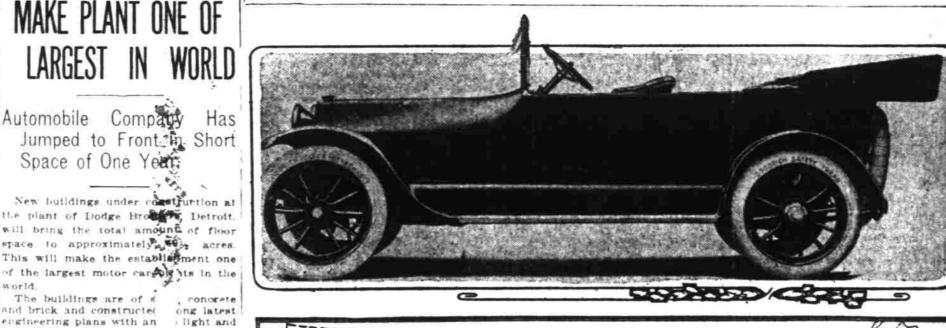
Broadway at Oak

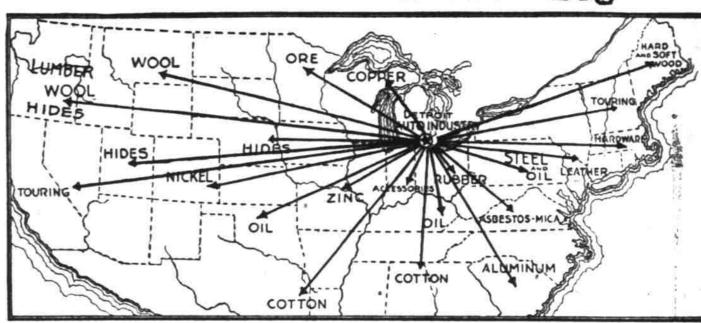
Phones: Broadway 307, A-6638

AUTOMOBILE AND SHOP SUPPLIES Spark Plugs TOOLS Brake-Lining MOTORCYCLES AND ACCESSORIES

Preer Tool and Supply Co. 74 Sixth and 311 Oak Sts.

THE PEDIGREE OF THE AUTOMOBILE





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

# Dodge. This is very impressive when the sknown that only 14 years ago Company to Handle

Organization Will Begin to Make Deliveries of Detroit Made Machine on company have a background of exper-

Detroit, Mich., Jan. 29 .- J. G. Bayerline and W. L. Daly, formely president

and advertising manager respectively struggled for some years to gain of the King Motor Car company, have foothold with the public.

next May 1. The men who are to head the new lence in the making and marketing of associated with him in the new firm. automobiles which is declared to be without parallel in the industry.

New Six Cylinder completed a manufacturing and sell-ing organization to market a new Detroit-made six cylinder automobile. In two and one-half years he originated for the company entirely new methods of manufacturing and market-Deliveries of the car are to begin ing, and gave the King its initial following with the motoring world.
His first lieutenant in the achievement was Mr. Daly, who now is to be

A Cuban has invented a material line and W. L. Daly, formely president Mr. Bayerline took hold of the King made of palm fibre to be used as a and general manager and general sales company after that company had substitute for cedar in cigar boxes.

### 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 INCOMPAR-ABLE 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 usisng **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

P. W. VOGLER.

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