

More Than a Billion Dollars Worth of Automobiles to Be Manufactured During Year

Detroit.—One million seven hundred thousand automobiles at an average value of \$710 each, or a total selling price of one and a fifth billion dollars—that is the goal set by the more than 200 manufacturers of motor cars in the United States for the year of 1917.

All records of any description will be shattered by this phenomenal program, and it will keep intact the marvelous history of the motor trade, which never has known a backward year no matter what business or weather conditions prevailed.

Production of American automobiles attained the million car mark during the year just closed for the first time in its history, and never before had the total value of the outputs of the factories reached the billion dollar point, but 1917 is going to surpass both these high water marks, and further presents a paradox in that prices of materials and cars generally have advanced considerably, yet the average selling price of all the cars scheduled to be manufactured during the calendar year will show a pronounced reduction.

Schedules Call for More.

None of the 200 or more builders of motor passenger vehicles in the United States have the slightest doubt about reaching the spectacular level of 1,700,000 machines this year; in fact, their production schedules call for a total output considerable in ex-

cess of that mark, but careful printing of estimates based on years of experience has brought the year's production remarkably close to 1,700,000 machines. This total includes all makes and all types of machines, but commercial motor vehicles are excluded; and while definite figures on truck and delivery car schedules are not available at this time, the commercial division of the industry is going to show strides in keeping with the meteoric rise of the trade.

With the automobile manufacturers it is not a question of ability to manufacture and sell such a tremendous number of automobiles, but if there is any doubt it rests with the supply of raw materials and the available railroad equipment in which to ship the finished product to the various points on the globe. At present the situation is somewhat acute, due to the embargo on eastbound shipments from Chicago, Cleveland and Detroit, which not only has practically forbidden all shipments of automobiles to the Atlantic coast, but has drawn into the congestion of freight cars a considerable amount of raw materials, the release of which seems hopeless at times. Then, too, the severe cold weather that has held the east and middle west in its grip for the last two weeks, has put an abnormal drain on the supply of fuel, and coal shipments are being given preference,

with a resultant adverse effect on the motor trade. Not only does this further congest the railroad lines, but many of the big plants are operating under reduced schedules because of the scarcity of coal. However, the cold wave is beginning to break in the middle west and this should materially relieve a situation that is the worst that the automobile industry ever has faced.

Hindered by Car Shortage.

Generally speaking, the factories are amply supplied with materials, for the manufacturers foresee the overwhelming demand and in most cases, production schedules were comparable only to maximum spring programs of years past. Many plants that should be producing as high as 500 automobiles a day are doing well to get out 200 and 300 because the freight car shortage is so acute.

With the wonderful systems of efficient manufacture and assembling now in force in the principal plants and the advance plans for a record smashing year, the ting lost during the present unfortunate situation will doubtless be made up. Night forces can be added and operations generally accelerated.

Study of production schedules planned for 1917 discloses the four-cylinder car monopolizing the lower priced field and it is the preponderance of machines under the \$600 mark that has resulted in the average price of all automobiles to be made this year is coming down \$79 each. This is explained by the fact that while most makers have been forced to raise their prices due to higher cost of materials, several of the very large quantity manufacturers have reduced their prices, more than offsetting the general advance. A year ago the average cost of American automobiles was \$789, while for 1917 it will be \$710.

Meticulous in every respect has been the advance of the automobile indus-

New Service Station Opened In Salem

Announcement is made by the Belmont Service Station of its appointment as a special service station for the Prest-O-Lite storage battery in the Y. M. C. A. building, Salem, Oregon.

Facilities have been provided for giving expert battery service on the Prest-O-Lite battery and for handling, charging and repair work on all makes of batteries.

Much importance is attached to the free battery service which The Belmont Service Station offer to all automobile owners. In speaking of the liberal service policy that this company had adopted, Mr. Churchill says:

"If every automobile owner would realize that he would get 100 per cent better service out of his storage battery by having it inspected occasionally by an expert battery man, there would be fewer complaints about batteries going wrong."

"A storage battery needs certain little attentions at regular intervals—not merely once a month but every two weeks. It may need distilled water added to one or two of the cells. A storage battery cannot work without distilled water. Or it may need something else of a simple but nevertheless very important nature."

"We are offering automobile owners expert inspection and service once every two weeks, or oftener if desired, because we feel that by carefully watching the condition of a battery at regular intervals we will be able to detect the presence of conditions which might cause trouble, and correct them before the real troubles have a chance to start."

"The action of a storage battery is pretty much of a mystery to the average car owner. The serious things that may happen to a battery are not apparent to the eye. They are not usually detected until the damage has been done and the battery goes on strike. The effect of this is to leave the car owner in a state of uncertainty. He thinks he is giving it good care but sometimes the battery suddenly and quite unexpectedly refuses to work."

"At our service station we gladly inspect storage batteries on automobiles free of charge. We are able to recognize the warnings that an abused battery gives, long before anything serious happens. We feel that the car owner who avails himself of this free service of ours will save himself many repair bills which could easily have been avoided."

"We have investigated the storage battery proposition pretty thoroughly and we found in the storage battery a battery of remarkable power and capacity. Its ability to maintain its voltage when giving off a large volume of current, insuring more efficient operation of the electric starter, is greater than any other battery."

"Most motorists are familiar with Prest-O-Lite service as applied to gas tanks. Thousands of users of electric starting and lighting systems have long been waiting for some satisfying solution to their storage battery troubles."

"When we consider the extent to which The Prest-O-Lite company is developing the service end of its business, we decided that it was the right battery for us to handle."

"Call on us when next you are in need of this class of service. THE BELMONT SERVICE STATION, Y. M. C. A. Building."

try, and particularly has it been in the last six years. In 1912 a total of 375,000 cars at an average cost of \$1270 each and a total valuation of \$475,000,000 were built. In 1913 the factories turned out 549,000 cars worth \$720,000,000 or an average of \$1310 each. The year 1914 was a strange one in that while 573,114 machines were built, the average cost of \$1047 each brought the total value of the year's output down to \$600,000,000. The year 1915 marked the smallest advance in the history of the industry.

Tremendous Rush.

The year 1915 came back with a tremendous rush that has lost none of its terrific momentum. In that year 804,314 machines were manufactured and their value was \$800,000,000 the average price being \$995, the first time that the per car figures dropped under the thousand dollar mark.

The year 1916 marked an epoch in the automobile industry, and it ever will be known as the "billion dollar year," for in the 12 months just closed 1,305,000 machines worth \$1-

(Continued on Page Three)

GAS METERS

The distillate from molasses is being used as a substitute for gasoline in Natal, South Africa, where a company has been formed to manufacture the compound, which will be known as natalite. Can you picture Dario

ON THE SQUARE

If you have had us repair your tires and tubes our work speaks for itself and you know it pays to have them repaired.

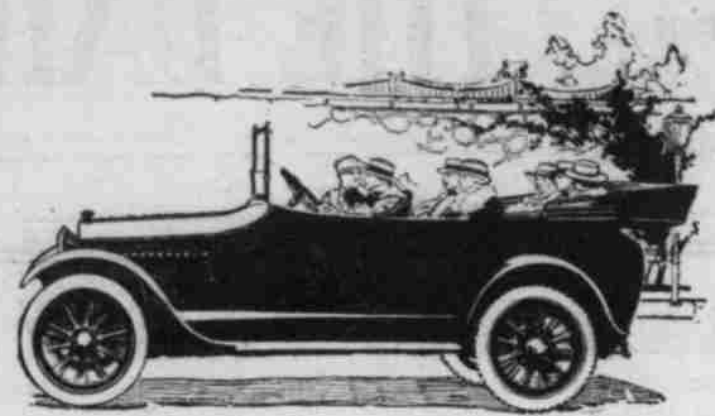
WE STAND BACK OF

OUR WORK

W. M. HUGHES

Salem Vulcanizing Works

474 Ferry St., Salem, Oregon



Only the Well-Kept Car Brings Joy on the Road

Nothing mars the pleasure of a trip by automobile more than the feeling that something may go wrong.

The well kept car is the only one to ride in—the only one that is safe to take even a short drive in.

The well kept car is the one that always has enough oil in its engine and bearings, grease in its cups, and gas in its tank.

It is the car that has every nut and bolt tight, and every part under strain put through a careful inspection by an expert mechanic occasionally.

It is worth more to us to have a steady job keeping a car in shape and preventing trouble; than it is to pull it out of the ditch and patch it up only once, or twice.

You'll find it worth while too. Tomorrow is a good time to bring the car in and have us go over it.



Our Battery Service will help to keep the lighting and starting system in good order.

Remember that a storage battery out of order is likely to be ruined entirely, when a little attention would save it.

Groat Western Garage

C. C. SIMERAL, Proprietor

147 North High Street Opposite Court House Telephone 44

Besta covering 104 miles an hour on extract of syrup!

Mayhap the old adage may yet come to read, "As fast as molasses."

According to The Automobile, the average car owner in Stockholm has one chassis, but two bodies. Twin sixes should prove popular over there.

It is estimated that there are only 9,000 cars in Sweden. We didn't believe there were that many Fiords in all Scandinavia.

In the larger garages in Sweden each car is kept in a separate stall. In this country some cars are kept in a continual stall.

Importation of cars into Sweden is not hampered by prohibitive customs duties, as they are assessed fifteen per cent on their value. The revenue could be increased considerably were the cars assessed on their prices.

Bibliophiles may be interested to learn that Walter Dunn possesses a rare edition of Henry Ford—one of the first copies issued, in fact. The binding is somewhat worn and the inside slightly dog-eared, but otherwise it is in excellent condition. Connoisseurs may view the work by visiting Mr. Dunn's library at Bala.

If the price of rubber ever becomes prohibitive the cord tire should enjoy a monopoly.

The federal bureau of mines is enlisting chemists and mineralogists in an effort to get a standard gasoline. We endorsed the belief that most of it was Standard.

It costs approximately \$0 to register an automobile in Sweden. This is not an annual tax, but a continuous one, the registration going with the car not the owner. Registration of complaints, however, are registered to the owner.

Never Take Chances Is Way to Avoid Accidents

A chauffeur explains why, in 11 years, he has never had an accident. "Never take a chance."

"One of the safest rules of driving is never pass in behind a woman. You never know what a woman will do. She'll hear the car or you'll blow the

Bicycling Weather

Have you got the bike?

We have 'em—three standard makes: Hartford, Iver Johnson and Excelsior.

Besides, we have all kinds of equipment and supplies from horns and lights to oil and tires for both bicycles and motorcycles.

Try us on repair work.

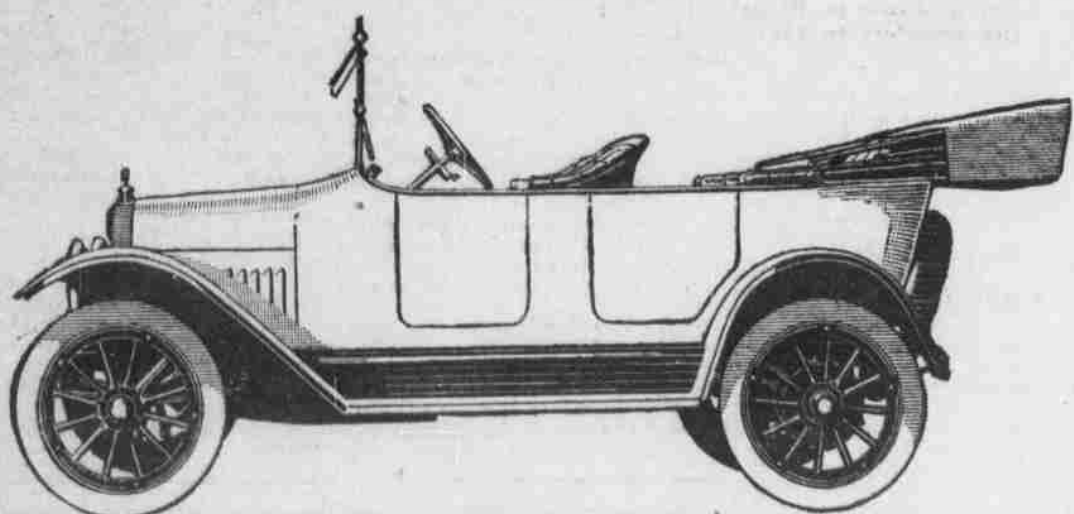
Morse & Ramsden

A number of bargains in used bicycles and motorcycles, in good condition.

"In the Spring, when a young man's fancy, turns to love" ---

But

Everybody's turns to Automobiles. The question of the KIND is the next consideration. In our opinion the best car to be had at any price is



THE

Maxwell

"The World's best motor car value." We are pleased to announce that our long delayed shipment has arrived and we advise that you get

Yours at once

No one knows how long you may have to wait NEXT time. If you have decided to buy a Maxwell at

\$725.00

F. O. B. Salem, you'd better act at once.

Halvorsen & Burns

Maxwell Cars and Maxwell Service

Ferry and High Sts.

"ONE OF THE 3000"

Salem Agents