

# Automobile Industry Figures Are Staggering in Size

Compiled by Alfred Reeves, General Manager National Automobile Chamber of Commerce

|   |                 |
|---|-----------------|
| The motor car production for 1915 will exceed   | 1,200,000       |
| On the basis that any person with an income of \$1,200 can own a car, there is market for automobiles to the number of  | 5,000,000       |
| Retail value of cars and trucks sold in 1915  | \$691,778,950   |
| Passenger cars sold in 1915   | \$442,249       |
| Retail value of passenger cars sold in 1915   | \$565,856,450   |
| Motor trucks sold in 1915   | 50,369          |
| Retail value of motor trucks sold in 1915   | \$125,922,500   |
| Motor car sales one decade ago (1905)   | 5,000           |
| Their value   | \$40,000,000    |
| Motor car sales, 1915   | 892,818         |
| Their value   | \$732,600,000   |
| Money spent on highway construction last year, tending greatly to increase real estate values   | \$250,000,000   |
| Automobile exports to 80 different countries in 1915 increased 250% and will exceed   | \$120,000,000   |
| England is our best buyer of automobiles, taking 5,306 trucks and 8,321 pleasure cars in 1915, valued at  | \$21,000,000    |
| Freight carloads of automobiles shipped during 1915 exceeded  | 200,000         |
| Miles traveled annually by motor vehicles (average of 5,000 miles per car)  | 12,000,000,000  |
| Gasoline consumed annually by automobiles (average of 100 gallons per car), gallons   | 950,000,000     |
| Lubricating oil consumed annually (average of 12 gallons per car), gallons  | 28,800,000      |
| Tires used annually on motor cars   | 12,000,000      |
| Number of brands of tires used on motor cars almost   | 125             |
| Number of types and sizes of tires  | 140             |
| Cars registered in New York   | 231,713         |
| Chauffeurs registered in New York State   | 79,899          |
| Registered in leading 10 grain States   | 677,000         |
| States in which automobile factories are located  | 34              |
| Proportion of motor vehicles to number of families in United States   | 1 to 19         |
| Proportion of motor vehicles to miles of road   | 1 to 1          |
| Scientific engineering standardization of main parts, skilled manufacturing, big production and efficient selling brought the passenger car to an average price in 1915 of                                | \$672           |
| The average price of automobiles in 1899 for steam runabouts was  | \$1,284         |
| Automobiles and improved roads in localities have increased land values   | \$2,123         |
| Automobilists pay registration fees in all States   | 100% to 400%    |
| Keep competition in the automobile industry brought failures in the past five years of  | \$14,000,000    |
| The birth of the industry was signaled by the first automobile race in Chicago in 1905 won by Charles E. Duryea. There were many entrants, but only 6 started, only 2 finished. The time for 55 miles was | 400             |
| Iowa leads per capita with one car for every 19 persons; total cars   | 10 hrs. 28 min. |
|   | 117,407         |

# SCRIPPS-BOOTH MEETS SUCCESS

### Company Only One Year Old, but Has Won Recognition With Distinctive Models

A car that has had remarkable success for a newcomer is the Scripps-Booth, represented in this territory by the Universal Motor Car Company, of which Charles H. Mauk is president.

No automobile concern in the past ten years has made so immediate and certain a success, and obtained so exclusive a class of buyers as the new Scripps-Booth which made its appearance on the market for the first time at last year's automobile shows.

Starting from small beginnings, this firm this year has taken a prominent position in the automobile industry in but twelve months production period.

The first five months, over a million dollars' worth of cars was manufactured by this firm, and in the first year, over a million dollars' worth of cars have been shipped abroad for pleasure purposes in spite of war conditions.

### Reasons For Success

There are a number of reasons for this success. In the first place, the company had exceptional financial backing, so that it was free from the troubles which usually beset a company during its first year. In the second place, the design of car which was produced by its engineers was so happy a combination of clever designing and distinctive art work that an appeal was at once created for the product which is being marketed every day. Road performances during the year's production has entirely proved out the theories of the designers of the car regarding comfort in light weight, and has made the Scripps-Booth proposition practical, stable and attractive.

The new car was designed by William E. Stout and six months were spent in the study of development of art lines and luxury in the body itself outside of the long period spent on the design development. Following the designing period an advertising campaign was undertaken, based on the luxury of the car and aiming to reach the big car owners as the most logical prospects for the light car which had been built with the same class of mechanism, finish and equipment that they were used to in their limousines and high-class foreign touring cars.

As a Roadster Type

The firm has been conducted under the general management of R. H. Spear who has brought the company up from a very minor position in the automobile industry to its present position.

The Scripps-Booth car is so well-known that a description is hardly necessary. It is a roadster type with the seats stepped up to give the passenger's so that each is individually seated and either can get in or out without disturbing the other. The car is equipped with cantilever springs and is luxuriously upholstered in real buffed leather of the best quality. The equipment is complete from five Huk wire wheels and a spare, to Bijur starting and lighting outfit and all dash and control instruments.

A new model has been added to the Scripps-Booth line for 1916, this being the identical type of body and passenger accommodation, but fitted with an eight-cylinder high-speed motor of the overhead valve type, which in a car with a light of over 2,000 pounds, gives a road performance in acceleration and quick attainment of speed up to sixty-five miles an hour which it is claimed is equaled by no other stock car in America.

The new model Eight is being exhibited at the show and one of the four-cylinder models.

# SAXON SIXES ARE PROVING POPULAR

### Recent Shipments Nearly One Thousand Per Cent. Gain Over Same Period Last Year

Saxon cars are manufactured in Detroit, by a \$6,000,000 company. H. W. Ford is president and general manager; Percy Owen, vice-president, in charge of sales and advertising, and Lincoln Seate, secretary and treasurer. Factory facilities have recently been greatly increased by a doubling of the factory floor space. This is the second large increase in the Saxon plant within the past year. It was made necessary by the constantly increasing demand for low-priced quality cars. Saxon shipments in November and December were nearly 1000 per cent. ahead of the corresponding months last year.

In Harrisburg Saxon cars are handled by the Hudson Sales Agency, of 1139 Mulberry street. According to L. J. Hagerling, the new series models, now being shown, include many refinements that mean a good many dollars in added value. The price of the cars are not changed, less than \$800 for the "Six" touring car and less than \$400 for the "Four" roadster. The new "Six" roadster is priced under \$800, and a "Six" touring car with all-season top is less than \$1,000.

The six-cylinder models are equipped with two-unit electric starting and lighting system, thus giving the Saxon the same efficient type of electric starting as higher priced cars cost. Electric starting and lighting system is extra equipment on the four-cylinder cars.

The New Series Saxons show no mechanical features of an experimental or freakish nature, and no radical changes have been made in the chassis. However, a number of refinements in the design have been made.

Among the new features of new series Saxon "Six" are: The two-unit starting and lighting system, Timken bearings, Timken axle shafts, and the chassis, silent helical bevel gears, roomier rear seat, linoleum covered running boards and floor boards, improved body finish, body finished by addition of molding around top of body.

The tonneau seat has been widened, and is now forty-six inches wide. The front seat has been changed slightly to make it more comfortable. The seat has a more pronounced tilt than previously. Upholstery is flush at the sides and seat arms, and is not tufted. Refinement, it is tufted at the seat backs.

Refinement in the motor is obtained by using Burd high compression piston rings for the top ring on each piston. This is a feature of high priced cars, and its advantage is the maintaining of proper compression at all times, resulting in higher uniform efficiency from the motor.

Spark plugs have been moved over the intake valves instead of over the exhaust valves, where they were formerly located. The result is that the spark is kept cleaner and longer. The gasoline tank is changed from a soldered tank to a two-piece sheet metal drawn tank, thus securing greater strength.

The new features of the new series Saxon "Four" roadster include: Three-speed transmission instead of two-speed, body lines improved by doing away with windshield filler skirt, the new coming up and meeting windshield, ventilating windshield larger in size, signal lamps at sides as regular equipment in addition to gas head lights, adjustable pedals, both brake and clutch, improved brakes of increased size, Timken axles front and rear.

# JACKSON LINE HAS TWO EIGHTS

### Retains Four-Cylinder Model; All Have High Duty Motors

That the Jackson Automobile Company has jumped into the "Eight" field with both feet—and two mighty good feet at that—is indicated by the fact that it offers the public the choice of two eight-cylinder models and so far is the only manufacturer producing Eights at different prices, viz.: \$1,195 and \$1,685 respectively. These two models are in addition to the Jackson "34"—a four-cylinder car with high duty motor that has a record of 55 miles an hour without motor vibration.

"In presenting two eights, the Jackson Company is simply expressing its sound conviction that the "Eight" is the ultimate car for buyers of all classes who seek that ultra smoothness of operation characteristic of the type," states Treasurer Howard A. Matthews. "Our Model '68' at \$1,685 is a big seven-horsepower seven-passenger touring car—while model '34' is a light five-passenger car of moderate wheelbase. We have not abandoned nor do we intend to desert four-cylinder construction. In this field great progress has been made in refinement and development. Our new model '34' with its remarkable high speed motor has a degree of flexibility and adaptability to the present year was considered impossible to secure without adding more cylinders. We have always been advocates of powerful motors but these new Jacksons are really creating new standards even for the Jackson Company. There will always be a demand for a high efficiency four and it is to this circle of buyers that our Model '34' makes its appeal.

All three models are proving very popular and it is an open secret that the Jackson volume of production will this year exceed all previous records.

The eight-cylinder models have cylinder dimensions of 2 3/4 x 4 1/4 for the light eight and 3 1/2 x 4 1/4 for the seven-passenger eight. It will be noted that only the large eight has seven-passenger capacity, the other two models being supplied with five-passenger touring bodies. A conspicuous feature common to all three models is the unusually high finish and the use of extra good leather for the upholstery. The "four" is finished in Brewster green with wheels of the same color while the light eight has dark green body with natural wood wheels. The large eight is finished in dark blue, of a very attractive shade.

On all the Jackson chassis both front and rear springs are full elliptic, giving an unusually wide range of spring action and the ability to take bad roads in comfort. The use of long full elliptic springs is emphasized by the Jackson Company who have unflinchingly adhered to this type of spring suspension for eight years. Long experience indicates that besides adding comfort full elliptic springs promote tire economy. The rear axles of all models are

floating and the gear ratios on the high are 4.4 to 1 on the four and light eight and 4.25 to 1 on the large eight.

The two-unit Auto-lite system is used on all models, the distributor being combined with the generator. The starting motor is carried low on the crankcase side, and the generator is between the cylinders on the side being mounted in the usual place on the four. Fuel is supplied by a Stewart Vacuum fuel tank drawing from a rear tank.

Returning again to the power plants, each of these includes a cone clutch with external springs and a three speed gear set. Both eights are of the same general design, having the crankcase divided vertically, the cylinder blocks being cast integral with the halves of the case. Pressure oil systems of the most efficient type furnish economical lubrication. Cylinder heads are detachable, making it extremely easy to keep motors clean at all times.

The wide steering lock which is a feature of all models makes all Jacksons exceptionally convenient and easy to handle for city driving or for rough country roads. The light four and light eight each have wheelbase of 112 inches and are equipped with 24x4 tires while the large eight has a wheelbase of 124 inches and is equipped with 34x4 1/2 inch tires all round.

In addition to the regular touring bodies, roadster bodies can be supplied if desired on the light four and light eight chassis, but the large eight is furnished with seven-passenger body only. The company also provides a special "transcontinental" body in which the seat-back of the front compartment can be lowered and a comfortable bed made with the upholstery and cushions. This latter body has met with great success since its introduction a short time ago.

P. H. Keboch, factory distributor for Eastern Pennsylvania, has made remarkable progress with the Jackson line within a few years and assisted by H. F. Willoughby, the Jackson is making rapid headway in this territory.

# HOLLIER EIGHT AND SIX MODELS

### These Cars Built Complete in One of the Largest Manufacturing Establishments

The Lewis Company are now located in their new factory at Chelsea, Mich., which has been equipped with new machinery of the latest type, required for the quality of workmanship found in the new 1916 Holliers.

The new models list at \$785, \$985, \$1,185 with roadsters in all models at same prices.

The manufacturing equipment, formerly used at Jackson, Mich., for many years, some of which was worn and obsolete, has been sold to another automobile company, and nothing but the finest kind of equipment is now to be found in the Chelsea factory.

The Lewis Spring and Axle Co. are one of the largest builders of complete cars, chassis, motors, transmissions, differentials, spring axles, and other parts, which they have been furnishing to leading auto builders for many years. The Hollier Eight model is a car built strictly within its own factory.

Lewis spring plant will now confine their efforts to the production of the New Holliers, and with their past experience and production facilities applied exclusively to the building of their own car, the trade can depend on satisfactory deliveries and a car of unusual merit, regardless of its popular price.

The leading model, known as Model 168, being a beautifully lined and proportioned five-passenger car with both child type body, divided front seats, improved eight-cylinder motor, full floating rear axle, cantilever springs, 34x4 tires, 115-inch wheelbase and lists at \$1,185. It will be found unusually high powered in proportion to its size and weight, and ride with every possible comfort. A clever leaf type roadster is furnished in this model at the same price.

Model 168, listing at \$985, carries the same motor and 112-inch wheelbase tank in rear with Stewart vacuum feed and all of the modern refinements found in the higher priced 1916 models.

The same model fitted with a six-cylinder motor will be known as 166 and sells at \$785, being a car with the largest assembly of proportions and

# Used Packard Cars

The following cars are offered for immediate delivery at attractive prices:

PACKARDS  
1914—"38" 6-cyl., 5-passenger.  
1913—"38" 6-cyl., 7-passenger.  
1910—"38" 4-cyl., 5-passenger.  
Packard chassis suitable for delivery body.  
1914—6-cyl., 7-passenger Chalmers  
1911—6-cyl., 7-passenger Winton  
Martin 1,500-lb. truck chassis

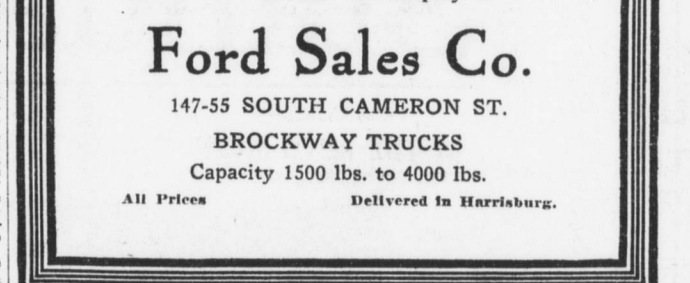
**PACKARD Motor Car Co.,**  
of Philadelphia  
107 MARKET STREET  
HARRISBURG, PA.

specifications for its price found in the season's trade. The car was received with an unusual amount of favor. I. W. Dill, who has the wholesale and retail distribution for this territory, announces a decided improvement in this season's car over the one introduced last year. Three new models produced last year. The new models are featured for the 1916 season.

# Ford Sales Co.

147-55 SOUTH CAMERON ST.  
BROCKWAY TRUCKS  
Capacity 1500 lbs. to 4000 lbs.  
All Prices Delivered in Harrisburg.

Economy—in low first cost and small cost to operate and maintain. Strength—ability to stand up under the hardest sort of use. Simplicity—a plain sturdy motor in a wonderfully strong and light car, easy for anyone to run and care for. The Ford car—your necessity. Runabout, \$410; Touring Car, \$460; Coupelet, \$615; Town Car, \$665; Sedan, 765. On sale and display at



# CAR COMING

or if Necessary, We'll Go and Get It!

Our location on the State Highway, leading through Lemoyne, being away from the high rentals of the city locations enables us to produce the highest quality workmanship at prices that prohibit competition.

Ours is the oldest Auto Shop in the Capitol District—devoted exclusively to rebuilding and repairing automobiles. Next time you're in trouble, give us a call by phone.

# Used Car Department

We always have a stock of used and rebuilt cars for sale; we can save you money in the purchase of your next car whether it be for pleasure or business purposes.

**Irvin H. Heiges**  
Lemoyne Auto Shop  
Battery Service Station State Highway, Lemoyne

## Conservatism

**HIGH-SOUNDING** and extravagant phrases, as applied to motor cars, are all too common. Thus their force is lost, and they convey no thought other than the impotence of the user.

Unfortunately, too, generalities are often resorted to in the absence of significant facts and convincing evidence.

For every effect there is a cause. The prestige and favor acquired by Maxwell Motor Cars are due to tangible and commanding reasons.

The comeliness of design, the solidity of structure, the economy in upkeep and operation, the ease and comfort in driving and lastly the innate integrity of the whole (exemplified by the World's Motor No-Stop Mileage Record, recently established by one of our stock touring cars)—these are the powerful contributing factors to Maxwell eminence.

Maxwell Motor Car Owners are people who recognize the wisdom of economy. They expect surpassing service and everything that such service implies. They pay tribute to Value and Worthiness whether in man or car.

One Chassis, Five Body Styles

|                                    |       |
|------------------------------------|-------|
| Two-Passenger Roadster             | \$635 |
| Five-Passenger Touring Car         | 655   |
| Touring Car (with All Weather Top) | 755   |
| Two-Passenger Cabriolet            | 865   |
| Six-Passenger Town Car             | 915   |

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit.

# Maxwell

MOTOR COMPANY, DETROIT, MICHIGAN

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## E. W. SHANK

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A Motorcar built to cover the widest field in delivery work

- with power enough to meet all requirements;
- of sufficient size, yet compactly built to facilitate ease of operation;
- with accessibility of parts, minimizing labor in maintenance;
- with simplicity of control.

Such a car is The Autocar. Let us demonstrate its ready application to YOUR transportation problems.

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