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## STATISTICS OF MOTOR VEHICLES THE WORLD OVER

Year exports of motor trucks passed the \$63,000,000 mark, an increase over the previous year of 600 per cent. while the value of pleasure cars sent abroad reached \$27,000,000, an increase of 90 per cent over 1914. Exports of cars and trucks during 1915 have averaged approximately \$5,500,000.

On the basis of the figures at present available, we know that there is a motor car for every forty-eight persons in the United States. Also there is a car for every mile of highway in the country, and a car for every one and one-third square miles of area in our continental territory. Competent authorities agree that the motor car and the improved roads, which it brought with it, have increased real estate values in many localities from 100 to 400 per cent.

Taking the modest estimate of 400 gallons as the yearly average consumption of gasoline by America's motor cars, we have a total annual consumption of approximately 1,000,000,000 gallons. If we accept twenty cents as the average price per gallon of the commodity our annual gasoline bill will reach the impressive total of \$200,000,000.

If we take twelve gallons per annum as the average consumption of lubricating oil, we get a total consumption of approximately 36,000,000 gallons. Taking seventy-five cents as the average retail price of the lubricant, we find that our national bill for this vital product amounts to \$22,500,000. Tires are another element vital to the existence of the motor vehicle and of these we now consume 12,000,000 annually. Putting the average price of these castings at the obviously too low figure of \$10 and we have an annual tire bill of \$120,000,000, to say nothing of the sum that must be spent for tubes. There are now more than 125 different brands of tires manufactured in America. The number of types and sizes of tires is conservatively estimated at 140.

There are now 2,273,000 miles of public roads in the United States. In the improvement and extension of this road system we are annually expending more than \$300,000,000. The states of Massachusetts and Rhode Island now have more than half their total mileage of highways classed as improved, that is hard-surfaced. If Dario Resta in his speedy Peugeot or one of the mighty Stutz racers were to start out to cover our entire highway system, driving steadily for twenty-four hours a day at the rate of 100 miles per hour, it would take him more than three years to complete his task.

Government officials announce that the production of petroleum in this country during 1915 totalled 267,400,000 barrels, a considerable increase over the 1914 record. Crude petroleum stock

held in reserve increased 50,000,000 barrels, reaching a total of 220,000,000 barrels. Exports of petroleum during 1915 were slightly below the figures of the two preceding years. In spite of this, crude petroleum advanced in price from \$1.35 per barrel in August to \$2.15 per barrel in December with a further rise expected. Gasoline has almost doubled in price during the past few months and further advances are predicted. Why?

Statistics recently gathered by the New York city police department under the supervision of Commissioner Arthur Woods, shows that the traffic policemen of the metropolis each day handle 15,000,000 pedestrians and 2,800,000 vehicles. The statistics further show that Park Row and Frankfort street is the busiest corner in New York city, 296,200 pedestrians and 6,700 vehicles passing there in a single day. On the other hand, C. C. Healy, Chicago's general superintendent of police, reports that 8,972 vehicles recently crossed Rush street bridge in eleven hours, while the last available census shows that the twelve-hour record for London bridge is 7, 578 vehicles.

The United States Government Bureau of Animal Industry estimates that there are now in the world upwards of 100,000,000 horses, of which \$400,000,000 are owned by the United States. The average food consumption of these animals is between 12,000 and 14,000 pounds per annum, which is the average production for five acres of land in this country. It costs approximately ninety cents per diem to feed a large draft horse, while the bill for shoeing a horse in urban service amounts to some \$30 yearly. It is estimated that the amount of iron consumed annually in the production of horse shoes would be enough to make from 40,000 to 60,000 farm tractors or motor trucks.

It is estimated that in 1911 there were employed in the actual manufacture of motor cars 187,000 workmen, who turned out a total of 187,000 cars. Even this rate of one car per man per year is far ahead of the proportional record of any other motor manufacturing country. It is probable that today there are approximately 500,000 men employed in the actual construction of motor vehicles as the production of the American industry for 1915, we find that each of our workmen turns out about two and two-thirds cars per annum. So much for the effect of the ingenious, labor-saving machinery, which we owe to the enterprise of our wonderful machine tool trade.

The official beginning of the American automobile industry is usually placed at the Times Herald race held in Chicago, Ill., in the winter of 1895, when the machines of the Duryea Brothers, Haynes and Apperson and other pioneers conclusively proved that they were really practical vehicles, in spite of very obvious limitations. In 1896 the Duryea Brothers established another definite beginning for the American industry by introducing their Yankee product to the European public. This they accomplished by entering one of their cars in the London to Brighton race when they competed against some fifty foreign cars. Starting in the rock Frank Duryea passed all his competitors and finished first by more than an hour. The achievement established the American automobile industry in the world-wide kingdom of motoria.

Few people realize the tremendous effect that the motor car industry has on allied trades that must furnish the materials used in the construction of cars. Here are a few interesting and significant figures in this connection. In 1915 the motor car industry consumed 70,000 tons of fabricated steel and 4,020 tons of aluminum and alloys. In the same year 2,141 tons of manufactured brass was used and 1,068 tons of curled hair, with 2,000 tons of moss. It required 47,232 hides and 3,280,000 square yards of imitation leather to upholster the motor cars built in this country, while the sum of \$917,542 was spent in upholstering fittings of various sorts. There was a further bill for 6,560,000 yards of burlap and similar materials, while no less than 11,405,250 yards of top material and linings cost the industry something like \$2,500,000. The industry required 300,000 pounds of sheet celluloid and 8,459,850 board feet of manufactured hickory and other woods for use in the bodies and frames of cars. Then there were 2,446,780 pairs of hinges to be provided and a like number of door catch fittings. Even the carpet manufacturers benefited, as the motor car builders bought from them 489,358 square yards of carpet and 642,908 square yards of linoleum.

No other similar period has been so prolific in expansion of the individual components of the motor car industry and its interdependent allies. Conservative estimates place the fac-

tory additions of various motor companies at more than 11,000,000 square feet, a very sizable little industry in itself. It cost the motor car industry upwards of \$12,000,000 to make this great addition to its manufacturing space, while \$7,500,000 would not pay for the new machinery and other equipment required to furnish it forth.

There are at the present time 448 manufacturers of complete motor cars or chassis in the United States, of which 257 put out commercial cars. Motor cars are manufactured in thirty-four of the states. It takes 27,700 dealers, garages, repair shops and supply stores to keep this great industry turning. During the history of the motor car industry, we find that more than 400 concerns have been forced to the wall by the keen competition.

It is estimated conservatively that the retail value of cars sold in 1915, amounted to nearly \$700,000,000, of which amount \$575,000,000 went for passenger vehicles and \$125,000,000 for motor trucks. Shipments of motor cars by railway during 1915 amounted to more than 200,000 freight car loads. The average price of American motor cars in 1915 was \$672, as compared with an average in 1899 of \$1,284 for steam runabouts. The average price of automobiles in 1907 touched the high water mark of \$2,123.

American motorists pay on an average \$7 for each car that they operate, in registration fees and personal property taxes, both of which are levied in all but four states, where the latter is omitted. This makes a total expenditure of more than \$14,

000,000 annually for the privilege of owning a certain type of vehicle. Many of the states also charge for a driver's license.

It is a matter of general understanding that the American motor car industry has achieved prodigious proportions in a very short space of time, but few people have any accurate conception of the size and rapidity of the growth of this economic infant prodigy. Here are some figures that may help a visualization of this industrial development. In 1899 there were built by American manufacturers 3,700 motor cars, with a retail value of \$4,750,000. In 1903 the number of vehicles produced had risen to 11,000 and their value to \$12,550,000. Quantity production became an accomplished fact in 1910, when 187,000 motor vehicles were turned out by our makers. In 1916 we shall produce more than a million cars with a total retail value of somewhere near a billion dollars.

### FARMERS COMING TO REALIZE USE OF THE TRACTOR

One form of transportation assists another. The more systems of travel, the more travelers and the better the service. The development of trolley systems did not injure railroads, and the automobile has not injured the trolley. Population increases, demands of gravel increase, and transportation facilities must increase.

Another. The automobile is going to hasten the introduction of the agricultural tractor. The automobile has already impressed on hundreds of thou-

sands of farms the utility of the internal combustion motor. The agricultural tractor of today is but another adaptation of the automobile motor.

At the start the motor truck was largely an off-shoot of the automobile. Later new makers tried to blaze a new highway of truck engineering, but so far as the engine is concerned, the lessons learned in automobile development have applied to trucks. In many other respects the direction of progress in trucks has followed that in automobiles. So may we expect that agricultural tractor development will follow that of automobiles and motor trucks. The reduction of weight is as applicable in one as in the other. The higher motor speeds and lighter motor parts apply equally to automobile, motor truck and agricultural tractor.

The inclosing of the driving elements started in the automobile has been taken up in the truck and later with equal certainty, be incorporated into the agricultural tractor. The trend of progress in all these is largely alike. Already truck manufacturers are showing commendable judgment in quickly building on the development of the automobile engineer. Those agricultural tractor makers taking advantage of this will succeed, granting that the other aspects of their business are equally capably cared for. Those tractor makers who push aside what the truck and automobile makers have done for them will fail.

The Australian road record for one-half a mile has been lowered by Jack Booth, the Australian racing star, astride an American machine, to 20 1-5 seconds.

### REMOVABLE UPHOLSTERY.

At one time automobile manufacturers thought it was necessary to attach the upholstery securely to the body, upholstering the body after it had gone to the paint shop. All of this is changed now, as is clearly shown by the new 1916 cars. The upholstery of the new car is removable. It is made in sections, each section on a special form, and after the parts are finished they are hooked into the car and fastened on securely. It is claimed by the makers that this method of construction allows much better upholstery than could be secured formerly and that it is more uniform and finished. If it is desired it can be taken out and cleaned, or replaced by some other kind of upholstery. For instance, a man can have a set of leather upholstery and a set of tapestry and can alternate them as he desires.

### WE'RE MORE CAREFUL.

A five-year increase of 775 per cent. in the automobiles in use has been accompanied by an increase of 358 per cent. in the death rate resulting from automobile fatalities, according to statistics gathered by the United States census bureau. This is taken to indicate a decided improvement in driving.

### WATCH TIRE PRESSURE.

More tires give out from insufficient inflation than from any other cause. It should be remembered that it is the air in the tube that carries the load and cushions the road.

## PARROTT VARNISHES

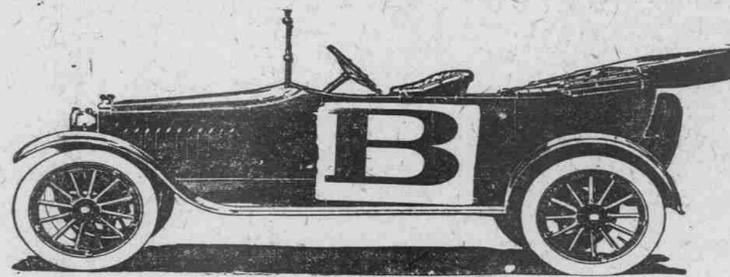
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