### PRICE CUTTING IS DEALERS' PROBLEM

One Phase of Automobile Industry Far From Settled, Says H. L. Keats.

PUBLIC TRUST AT STAKE

Subject Is Delicate and Dangerous One for Trade and Veteran Points Out Some of Situa-Difficulties.

In the manufacture of automobiles today there is one phase of the industry which as yet the varying factions not agreed upon. Of course there will always be differences of opinion as to the benefits of this or that method of construction, and it is only method or construction, and it is only right and a good thing that this is so, because without individuality the busi-ness would go rapidly to the dogs, But in the very short time in which auto-mobiles have become placed on their firm footing, the question of price cutting and price valuation has been the one topic certain to cause a bitter discussion

I have been back at conventions almost without number in the East, probably at more than most of the dealers in town on account of the length of time I have been in the au-tomobile business. At each one, this topic has come up, and even with its more mention one could feel that there was a spirit of untagonism between the faction that was in favor of price cutting and the faction that was not. Subject Is Delicate One.

It may be best at the outset to have t understood clearly just what is neant by price cutting and proper aluation. It is in a way a dangerous valuation. It is in a way a dangerous ground and a difficult one, because there is bound to be a number of people who feel that I am hitting them individually. This is not the case at all. I am speaking to the best of my ability for the good of the industry in general, and what is good for the industry as a whole is best for each one of us in the long run.

Firms today are selling their automobiles to the dealers (I am not talking now of the public except indirect-

pround and a difficult one, because play who feel that I am hitting them individually. This is not the case of the lindary in which can be also be the case of the lindary in the little purposes. It is not the case of the lindary in the little purposes. The case of the lindary in the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little purposes of the little purposes of the little purposes of the little purposes. The little purposes of the little

of our actions when not one dealer will allow the same price as another. They fine which same price as another. They think we are all making these exceptionally supervising the properties there and that there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as there are some cars sold just as low as the possible because of the quantity combined with quality, while there are other cars which put the price up because they know that they will not sell so many also because they have their arguments the price away above what the car is worth just so as to be able to reduce it when necessary, but I have never been able to get over one side of it, and that one of them has been charged more than the other, and canch will come for the cart. Supposing these two men ment and that one of them has been charged more than the other, and canch will come for the conclusion. Immediately that is something wrong in the state is something wrong in the state of the conclusion. Immediately that is something wrong in the state of the conclusion immediately that is something wrong in the state. there is something wrong in the state

Chalmers Situation Cited. With those automobiles where the price is put so low by the manufactur-ers that the dealers could not in any case make more than perhaps \$300 on a car of such a price, how can we possibly allow anything more than the strict value of a second-hand car, and any one will tell you how difficult it is to get even genuine value from such a car today when there are so many around?

The Chalmers car is sold for such a low price already today simply because of the number that are sold. The margin of profit is as small as is possible already without any price cutting, es-

already without any price cutting, especially when it is remembered that Chaimers dealers give a generous interpretation of the word service.

It seems to me that in process of time such methods of securing sales will die their own death, for which we shall be thankful, though we wish some means could be discovered of hastening their demise. This can be accomplished through the newspapers, which have done so much to enlighten the public as to the snares and pitfalls with which some irresponsible dealers or manufacturers have strewn the paths in days gone by.

AUTO TOP FIRMS EXTENDING

Body Painting Also Proves Busy Industry in Portland.

The increase in the number of auto-mobiles now in use in the state has given rise to a surprising increase of work in the nature of repairs. Generally, in thinking of the upkeep of the motor, such parts as rear axies, gaso-line, engine trouble, spark plugs and carbureters form a few of the parts that flash through one's mind. This, of course, is largely taken care of by the deniers themselves or by a repair shop. But such matters as body painting, and more expecially tor overeing, seem to

more especially top vovering, seem to lle in a sphere of their own.

Top repairing and re-covering is an expensive and costly job, partly on ac-count of the time taken by the skilled workmen, partly on account of the peculiarly tough yet pliant wood employed to make the bows and stays.

In this connection one or two firms recently have had to move to larger quarters or else to increase their floor space to handle the increasing amount

of business that comes more and more with the number of cars on the market and the gradual advance in age of the motorcar business. The Auto Top Company recently took over two stores which front on Washington street merely to handle their body painting department, while they have utilized the whole of their former space at Sixteenth and Alder streets for the top covering and cushion filling work. This has meant a reorganization of the whole store, though the entrance is still at 525 Alder street. A member of the firm sald recently that if the present rate of increase in business keeps up rate of increase in business keeps up they will have to move off Alder and Washington streets altogether in order to get sufficient space. PACKARD ECONOMY CITED

REO PRICES LOWER FOR 1914

Highly Successful Season Completed, Few Changes in Design.

The Reo Motor Truck Company announces a lowering in the price of its famous model J, two-ton heavy duty truck from \$1890 to \$1650—chassis only. The body prices remain unchanged. The wheelbase is standard at 130 inches, but an optional wheelbase of 145 inches but an optional wheelbase of 146 inches permits the installing of a 12-foot body without an overhang at the rear. An important improvement in the hydraulic governor provides somewhat more speed without appreciably increasing the fuel consumption. This remains, Packard Motor Car Company. "After therefore, the same truck that has made so big a reputation as a hard made so big a reputation as a hard worker. The business of the past season has been very heavy, and a brisk foreign business has developed in addition to domestic. One of the latest shipments was to the Hawaiian Islands, where eight of these trucks are burden of development work behind now in operation in Hopolulu. now in operation in Honolulu.

MARYLAND CITY TO SEATTLE RUN IS SUCCESS.

Mountain Ranges Fail to Impede Progress-Entire Lapsed Time Over Three Months.

Maryland City to Seattle, after three months on the road. J. A. Snyder, special representative of an Eastern concial representative of an Eastern concial representative of an Eastern concidence. cial representative of an Eastern con-cern, was the driver; and he carried several thousand toy balloons which

Autos Made Better at Lower Cost, Says Riggs. .

Experts in Own Shops Now Test Parts Formerly Purchased on Outside - Years of Patience Produce Perfect Machine.

"A motor car of the highest type can

us, with better manufacturing facili-ties and more complete standardiza-tion of parts, in conjunction with intion of parts, in conjunction with increased output, we are able to produce
a six-cylinder '38' at a lower cost
than it was possible to make our famous four-cylinder '30.' The latest model
'38' is a more able car than the '30' as
well as being smoother and having
even better riding qualities. The design is more extensive, the quality of
the material is better and there are
many added refinements promoting
comfort and convenience."

When the Packard Motor Car Company laid the foundation of its busi-

pany laid the foundation of its business it was with the idea of concentrating upon the chassis, having open and closed bodies built for them, and taking advantage of manufacturers who were specialists in their own particular light of the control Loaded with three passengers and lar lines of work for ignition, cylinder 1200 pounds of baggage, a powerful castings, radiators, gears, springs, Oldsmobile has completed a trip from wheels, frames, special drop forgings,

Ask Dun's, Bradstreet's Or Your Own Banker

NOW, MORE THAN EVER BEFORE, it behooves the dealer and the buyer to look carefully to the financial stability of the automobile manufacturer whose car he contemplates owning.

THERE HAVE BEEN SOME occurrences of late that should serve as a warning in this regard. On the other hand, there hasn't been a failure that wasn't scheduled. They were foreordained from the first-inevitable.

SOME WERE OVERDUE, in fact. Thanks to the splendid demand for cars, which we and other responsible concerns were unable to supply in full, some of them were accorded a longer lease of life than their product or experience or financial backing entitled them to.

THERE WAS NO EXCUSE, however, for any buyer being in ignorance of what impended. That was easily foreseen.

LET US SUGGEST that now, you who are in the market for a car look into this matter as it deserves. You owe it to yourself-and us.

ASK BRADSTREET'S OR DUN'S. Or if you are not a subscriber, ask your Banker to investigate and inform you. He will do

ASK HIM WHICH ARE the five financially strongest automobile manufacturers.

YOU WILL FIND that the Maxwell Motor Company is one of the five-and it will not be fifth in point of stability either.

HAVE HIM ANALYZE the latest financial statements of these five strongest and tell you which have the greatest amount of assets in proportion to liabilities-including bonded indebtedness, etc., of course. We think he'll tell you the Maxwell Motor Company

purchased, through the U.S. Courts, all the assets, not only of that, but of several other concerns.

WE STARTED WITH A CLEAN SLATE -with plants worth many millions, with ample cash on hand to take care of our manufacturing operations, etc.

WE HAVE NO BONDED INDEBTED-NESS-no outstanding notes or debts of any kind except current open accounts

AND TODAY WE ARE nine months old with orders on our books for more than thirty thousand cars.

HAS THAT RECORD EVER been surpassed in this industry? We submit the account of our stewardship—ask Bradstreet's, Dun's or your Banker for further particulars regarding the operations and stability of this Company.

THEN YOU'LL FEEL SECURE on that point and, when you compare the cars as carefully, there will be only one answer, "Yours will be a Maxwell."

THERE ARE THREE MAXWELL MODELS-the "25" for \$750; the "35" for \$1225, with electric starter and lights: and the self-starting 7-passenger "50-6" for \$1975. A handsome illustrated booklet descriptive of each model tells How and Why we can give such values. Send today for the book on the Model you are interested in.

# Maxwell Motor Company (Inc.)

Detroit, Michigan

Seattle Automobile Company, Seattle, Wash. Boone, Skinner & Co., 603 Washington St., Portland, Or. T. J. Toner, District Manager, 405 Van Ness Ave., San Francisco, Cal. A. V. Davis, District Representative, 222 Oregon Hotel, Portland, Or.

fine piece of motor car mechanism. So much interest among motorists in There are behind it 11 years of the

The new Hupmobiles, as announced for 1914, will contain no radical changes from the previous year's models. Numerous refinements and improvements, however, have been added which give the cars a far greater value than ever. C. D. Hastings, gen eral manager of the company, said the following concerning the new Hupmo-

dium priced car on the American marthe with the long-stroke motor. This advanced type of motor is now being adopted by all progressive motor car manufacturers, for it is common knowledge among experts that it is more effective and efficient than motors of the square type.

"Perhaps the most important addition that has been made in the new tion that has been made in the new

"The Hupmobile was the first me-

tion that has been made in the new '22' models is the provision for the installation of the Westinghouse electric starting and lighting system on all types of cars. This is furnished at a slight additional cost, with other opitonal equipment such as over size tires, demountable rims, spare rims,

The Hupmobile body design will re main the same. The construction we have adopted enables us to get our cars closer to the ground than any other type, with the exception of the

underslung style.
"The color scheme of the new cars is slightly changed. The running gear is deep, rich red, with black stripes and this, together with the black body, makes a very pleasing combination. "A genuine rain vision ventilating wind shield, improved type of tire carrier, which permits the tire to be fastened without strapping, a larger gasoline tank (enough for 200 miles), a magneto rain shield that protects the magneto rain shield that protects the ignition system in wet weather, better upholstering throughout the entire car—these are some of the most important changes. The line for 1914 includes the standard '32' H. P. touring car, fully equipped, at \$1050; with starter, \$1200; roadster at the same price: six-passenger touring car, fully equipped, at \$1200; with starter, \$1300; coupe, which is furnished only with starter, \$1350."

SELLING FIELD IS ABANDONED United Auto Company Plans to Give

Energies to Repairing.

The United Auto Company, since 1907 has been the distributor of Maxwell cars in the Northwest, has virtually retired from the selling field for the present. E. E. Cohen, manager, recently voiced his intentions as fol-

recently voiced his intentions as follows:

"We have decided to stay out of the selling end of the business for the present and to devote our entire efforts to first-class repairing, made possible by the service of expert machinists and a fully equipped shop. We have taken on the Splitdorf Magneto Agency and in addition to our repair shop, we have equipped a magneto room which experts have acknowledged to be one of the best plants in the country. Our Russell Stair is a thorough magneto man direct from the factory, and his presence, together with the fact that we have a complete stock of Splitdorf

parts, puts us in a position to give expert service to users of Splitdorf igniand buggy," said the constable.

"However, we expect to have a sensa-tional car to announce late in the Spring selling around \$900. Portland delivery, with full electric equipment."

"Cap" Adamson Forsakes Pony. Constable "Cap" Adamson, of Helena, Mont, has forsaken his pony for a mo-torcycle. "It's hard for an old stager like me to give up the pony," says Con-stable Adamson, "but constables have to keep abreast of the times. And for out in the country arrests there is nothing like a motorcycle," Recently Adamson made a trip into the country

Two Big Contracts. Each of two contracts recently as sumed by the Studebaker plants in Detroit specifies the delivery of more than \$1,000,000 worth of automobiles

during the coming season. The contracts are with the Phelps Motor Car Corporation, of New York, and the L. Markle Company, of Chicago.

Missouri Governor Is Convert.

to keep abreast of the times. And for out in the country arrests there is anothing like a motorcycle." Recently Adamson made a trip into the country about 14 miles, made an arrest and was back in the office inside of two hours. Missouri, was equipped with the non-"A trip like that would have taken me skid tires, made by this company.

## The Oregon Top Co.



The only exclusive AUTO TOP and SEAT COVER FAC-TORY in Portland.

Auto Tops Made to Order and Re-Covered. Seat Covers, Backs, Cushions, Side Curtains and Dust Hoods

AGENTS FOR

Peerless Auto Top Dressing

E. H. KUHLMAN, Manager East Eighth and Hawthorne Avenue Phone East 1373



