

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 Situation's Difficulties.

BY H. L. KEATS.

In the manufacture of automobiles today there is one phase of the industry which as yet the varying factions have not agreed upon.

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 it has been in the automobile business.

It may be just at the outset to have it understood clearly just what is meant by price cutting and proper valuation.

Firms today are selling their automobiles to the dealers (I am not talking now of the public except indirectly).

Public Goods Distrusted. But where he has the greatest pull of all is in dealing with the man whose mind as to cars is not made up, who has no particular bias and whose one determination is to buy.

Another phase of the question is that it tends to make the public distrustful of our actions when one dealer will allow the same price as another.

Of course they have their arguments to produce as to why they should put the price away above what they would just so as to be able to reduce it when necessary.

Chalmers Situation Cited. With these automobiles where the price is put so low by the manufacturers that the dealers could not in any case make more than perhaps \$300 on a car of such a price.

The Chalmers car is sold for such a low price already today simply because of the number that are sold.

It seems to me that in process of time such methods of securing sales will do their own death, for which we shall be thankful, though we wish some means could be discovered of hastening their demise.

AUTO TOP FIRMS EXTENDING Body Painting Also Proves Busy Industry in Portland.

The increase in the number of automobiles new in the state has given rise to a surprising increase of work in the nature of repairs.

Top repairing and re-covering is an expensive and costly job, partly on account 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.

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.

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 \$1800 to \$1650—chassis only.

OLDS CROSSES ROCKIES

MARYLAND CITY TO SEATTLE RUN IS SUCCESS.

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

Loaded with three passengers and 1200 pounds of baggage, a powerful Oldsmobile has completed a trip from Maryland City to Seattle, after three months on the road.

The big white six negotiated the entire trip under its own power except for the stretch between Eastern and Cedar Falls, in the Cascade Mountains.

Transcontinental tours are of small moment to Mr. Snyder, for he has made two round trips from New York to San Francisco and numerous other extended journeys in the same car.

The tourists went to the Coast by way of Denver. Their route led through Colorado Springs, Pueblo, back to Denver, Cheyenne and Ogden.

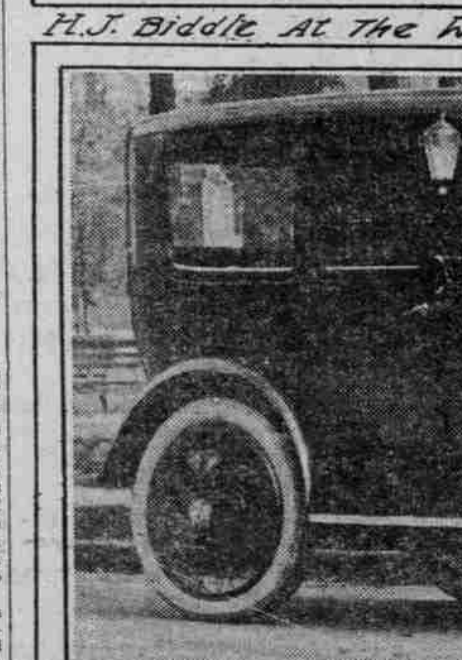
J. M. Studebaker Is Eighty. J. M. Studebaker celebrated his 80th birthday on October 10 by doing a big day's work at his desk at South Bend, supervising the properties there and in Detroit.

Congressman Buys Studebaker. Among the recent deliveries of Studebaker '33' cars in Washington was one to Congressman Johnson.

TWO HANDSOME NEW CARS RECENTLY PURCHASED BY LOCAL MOTORISTS CREATE MUCH FAVORABLE COMMENT.



H.J. Biddle At The Wheel of His New Oldsmobile.



J.B. Scott's Handsome Chalmers Limousine, with C.N. Parker at The Wheel.

CAR BUILT FOR LESS

Autos Made Better at Lower Cost, Says Riggs.

PACKARD ECONOMY CITED

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 be produced for considerably less than was possible two years ago or even one year ago."

"Experience proved, to our regret, however," said Mr. Riggs yesterday, "that to make the best gears we must make them ourselves."

"Time was when material purchased on the outside was heated and quenched according to what some man thought by the color of the hot metal was about the right temperature.

"It's not much more expensive to make a thing right than to make it wrong; to make all of them to one standard than to have a widely-varying result."

"When we produced our first three-ton truck at \$3700 every one cost us more than the dealer paid for it, and as soon as we could manufacture it profitably at the \$3700 price we changed the list to \$3400."

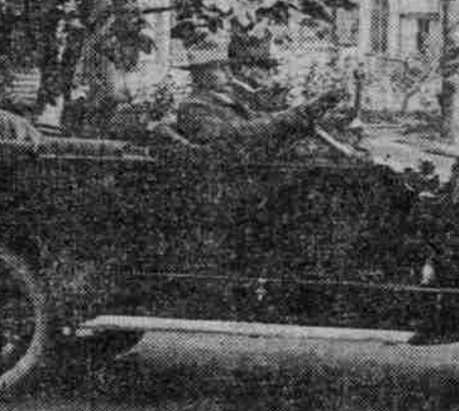
Howard Coffin's book on the advantages of the six-cylinder automobile over the four-cylinder has created so much interest among motorists in the city that C. L. Boss, who has already disposed of three large consignments of the books, has had to order still another.

"Our '2-38' chassis is an exceptionally fine piece of motor car mechanism. There are behind it 11 years of the kind of specialization in each element at a time described above."

"The Packard '2-38' is the first Packard offered the public with a body built outside the Packard shops as well as our own regular body."

A mirror which reflects a ray of light thrown on it from a lighthouse on the island of Lavis, over 500 feet away.

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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 it gladly.

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 is one of the leaders.

PERHAPS YOU DIDN'T KNOW—there's been so much confusion in this matter—that the Maxwell Motor Company has no connection whatsoever with the late Maxwell-Briscoe Company except that this concern

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 INDEBTEDNESS—no outstanding notes or debts of any kind except current open accounts not yet due.

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.

HUPP'S MANAGER TALKS

ELECTRIC STARTER ADDED TO 1914 EQUIPMENT.

C. D. Hastings Announces No Radical Changes in New Car, Though Refinements Are Features.

The new Hupmobiles, as announced for 1914, will contain no radical changes from the previous year's models.

"Perhaps the most important addition that has been made in the new '32' models is the provision for the installation of the Westinghouse electric starting and lighting system on all types of cars.

"The Hupmobile body design will remain 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 windshield, improved type of tire carrier, which permits the tire to be changed without strapping, a larger gasoline tank (enough for 200 miles), a magneto rain shield that protects the ignition system in wet weather, better upholstery throughout the entire car—these are some of the most important changes."

SELLING FIELD IS ABANDONED

United Auto Company Plans to Give Energies to Repairing.

The United Auto Company, which since 1907 has been the distributor of Maxwell cars in the Northwest, has virtually retired from the selling field for the present.

"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 mechanics and a fully equipped shop."

practically the whole day with a horse and buggy," said the constable.

Two Big Contracts.

Each of two contracts recently announced by the Studebaker plants in Detroit specifies the delivery of more than \$1,000,000 worth of automobiles during the coming season.

"Cap" Adamson Forsakes Pony.

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

Missouri Governor Is Converted.

Ex-Governor Hadley, of Missouri, has become a Firestone convert. A National touring car delivered in Kansas City to the former chief executive of Missouri, was equipped with the non-skid tires, made by this company.

The Oregon Top Co.

The only exclusive AUTO TOP and SEAT COVER FACTORY 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

Advertisement for G & J Tires. Features a large image of a tire and text: 'These two famous tires are in use on more cars throughout the world than all other non-skid tires put together. Sold by BALLOU & WRIGHT Broadway & Oak St.'