

# The Chandler Company wants a word with you about

## Motor Car Values

and

## Motor Car Prices

**Y**OU men of affairs who read The Oregonian, you merchants and manufacturers, farm managers and doctors and bankers and general business executives, you men are interested in motor car values and motor car selling prices.

You are interested because you are buying motor cars, and you are particularly interested right now because you are buying more of them at this season of the year than at any other.

You are particularly interested right now because of widely published claims as to the superiority of this or that make of automobile, and because of almost universal advance in prices of cars selling at between one and two thousand dollars.

It is our desire in this announcement to make no claim whatsoever for the Chandler car that is not instantly provable, and to make no statement which may unduly reflect upon the action of other manufacturers in the matter of raising prices.

But we do desire in this statement to remind you of the established excellence of the Chandler Six, Type 17, and to emphasize for your attention the fact that the Chandler price has not been marked up.

**Y**OU will agree with us that there must be excellent reasons back of the fact that the American public is this year purchasing twenty thousand Chandler motor cars.

The fact that the Chandler was the first high grade six cylinder car sold for less than two thousand dollars (four years ago) has but little bearing on the leadership of the Chandler this year.

Just two facts primarily—the fact that the Chandler four years ago and ever since has led distinctly in the giving of value for every dollar asked in its selling price, and the fact that in this year of marked up prices the Chandler gives such excessive value for every dollar of its selling price—make the Chandler today the choice of so many men and their families.

We would not question the justification for the marked up prices of other cars in our field.

All materials, all equipment, everything that goes into and onto a high grade automobile, costs more this year than it did last year. There isn't any part of the car that costs less.

Our own production costs are much greater than last year.

Still the Chandler price remains the same.

Right and left, on every hand, competing cars have been marked up and the Chandler price is still \$1295.

We state as our honest and unbiased judgment that there is not an automobile which reasonably might be looked upon as of similar character and grade selling within one hundred dollars of the Chandler price.

**H**ERE in our factory we have thrashed out the question of an advanced price. We would be justified in advancing the price. We could sell our output at an advanced price.

But we have desired not to advance it, and we *will not advance it* unless the supply and material market conditions further develop to such an extent as to make this present price absolutely impossible.

In other words we have decided that the Chandler Company's relations with the public are such that we cannot afford to take advantage of a situation which would serve as a good excuse for adding a hundred or two hundred dollars to the price of this great car.

You may not be particularly interested in our reasons for not advancing the price, but you are vitally interested in the fact that we have not advanced the price.

You are vitally interested in this:

For \$1295 you can buy today, right at the height of the motor-ing season, the greatest medium priced automobile produced.

For \$1295 you can buy the car with a perfected motor, worked out, developed and refined through a period of nearly four years, without radical change or an experimental feature.

For \$1295 you can buy the car with the same simple, sturdy chassis, except for minor refinements, that has featured this leader of all light sixes for nearly four years.

For \$1295 you can buy the car, the only one in its whole field, with solid cast aluminum motor base, the cleanest cut motor construction shown in the whole industry.

For \$1295 you can buy the car with this great motor equipped with Bosch magneto (which most medium priced car manufacturers do not give you, because it costs so much more than the inferior types of ignition), the car with the Gray & Davis separate unit electric lighting and starting system, the car with the big double external and internal brakes, the car with the silent spiral bevel gear rear axle, the car with the highest grade light running ball bearings in rear wheels, differential, transmission, etc., the car with all of the modern refinements and highest grade details of equipment.

For \$1295 you can buy this great car with the most beautiful bodies of the year, the bodies that six months ago showed the way for all that large group of manufacturers who are announcing "new models" this month.

These are facts, gentlemen, and the price is not marked up. We leave the rest to your judgment.

**O**UR dealers are doing a splendid business. There has been no time in the whole year when we have been able to make our deliveries catch up with our orders.

Here in our factory we are building one hundred Chandler Sixes daily. These cars are seven-passenger touring cars, four-passenger roadsters, convertible sedans and cabriolets. We are now coming into production on limousines and four passenger convertible coupes.

Each and every one of these cars is a sweet running, powerful, refined motor car, with lots of life and go to it.

We have presented the facts above because we believe that right now when so many of you are about to make your purchases of the new car, we could not do you a greater service than this.

Cleveland, Ohio, July 22, 1916.

F. C. Chandler, President

## CHANDLER MOTOR CAR COMPANY

### DISTRIBUTORS

Gerlinger Motor Car Co., Portland, Oregon  
Seattle Automobile Co., Inc., Seattle, Wash.

Moylan-Reilly Auto Co., Spokane, Wash.  
Gerlinger Motor Car Co., Tacoma, Wash.