

### CARS FOR AVERAGE PURSE ARE ON SALE IN PORTLAND

Four Companies Offer Models for Less Than \$750, Although Terms May Be Had on More Expensive Machines.

Nearly every person setting forth on the happy but perplexing mission of buying his first automobile fixes approximately upon the price he wishes to pay. He generally has a low limit and a high limit, though he is much more apt to violate the high than the low limit, as several clever Portland automobile salesmen who have boosted prospects from \$500 intentions to \$5000 investments will testify.

The man who has no more than \$750 to invest in an automobile must confine himself in Portland to a choice between a Ford, a Saxon four cylinder, a Chevrolet or Maxwell, though, of course, the man with the "beer income" and the "champagne appetite" can always borrow money or purchase on terms in the event he feels that he and wife must have a more expensive vehicle to ride to church in.

The Ford roadster now sells in Portland for \$490.70, the touring car for \$415.70, the coupelet for \$360.70 and the sedan for \$700.70. Just what the persistent 70 cents is for, whether it covers the freight or is intended to keep the famous peace advocate in golf balls, has always been a mystery to the mere layman, but, nevertheless, the extra 70 cents is required at all of the seven retail stores in Portland.

The Saxon four-cylinder roadster sells in Portland at the Saxon Sales & Service Company for \$575; under the new Chevrolet prices, which went into effect only last week, Benjamin E. Boone is retailing Chevrolet roadsters at \$615 and the touring cars at \$620; the present quotations on the Maxwell roadster at the store of Ross & Peake Automobile Company is \$710, with an added \$15 for the touring car.

#### FORD.

Handled Here by Seven Retail Dealers. The Ford changes of 1917 production, outside of the startling announcement of price decrease, which is well known, are in the external appearance. These changes include the fitting of an entirely new radiator of black enamel with rounded corners instead of the sharp angles that it used previously.

#### FOUR DIFFERENT MAKES OF AUTOS SELL IN PORTLAND FOR LESS THAN \$750.

The following motorcars retail in Portland at prices under \$750:  
 Ford roadster ..... \$490.70  
 Ford touring car ..... 415.70  
 Saxon four-cylinder roadster ..... 575.00  
 Chevrolet roadster ..... 615.00  
 Chevrolet touring car ..... 630.00  
 Maxwell roadster ..... 710.00  
 Maxwell touring car ..... 725.00

This radiator has a smaller water capacity and for this reason is thinner than the previous one. This is compensated by the fact that the fan operates in a bell-shaped shell attached to the rear of the radiator, which is made of sheet metal. This concentrates the cooling effect of the fan.

There is a new sloping hood that eliminates any break where it joins the body, and crown fenders, which conform to the curve of the wheels in most modern fashion, are installed, front and rear.

A minor change under the hood is the fitting of an electric horn, mounted on the right rear side of the cylinders, between them and the steering column. The horn is of the vibrator type and is arranged to operate from the current of the flywheel magneto, and the button is mounted on the steering column just under the wheel.

The new radiator shell is a two-piece stamping, one the shell proper and the other the top portion that bears the Ford name plate. The familiar Ford filler cap and radiator spout of brass protrude through the top of the shell. Now that the radiator is enamelled, there is very little brass about the car, only the filler and hub caps being finished in the color of this metal.

#### SAXON.

Handled by Saxon Sales & Service Co. Much improved over the previous series is the little four-cylinder Saxon roadster. With an increase in price, the

equipment has been materially added to and the body revamped in most commendatory fashion. For the first time this model is supplied with full electrical equipment, including a two-unit Wagner starting and lighting system and electric head and rear lamps. The size of the tires has been increased from 28 1/2 inches on clincher rims to 30 1/2 Goodyears on demountable rims. These two important equipment additions, together with an electric horn and a speedometer, fit the little Saxon to an equal plane with high-priced cars in the matter of completeness.

The body shape is quite new and gives the car a longer and heavier appearance. Much thought seems to have been given to the matter of comfort in this new four with the wider seat and considerably better upholstery.

#### CHEVROLET.

Sold by Benj. E. Boone & Co.

The new Chevrolet "four-ninety" is an improvement over its predecessor in several respects. The car is better looking and more comfortable. The body has been changed, so that it is more streamline and a door is now carried on the driver's side. Last year there were but three doors.

Tires have been increased from 28 1/2 to 30 1/2 and Goodyear non-skids instead of plain tread are fitted. A sight-feed oiler and indicator has been placed on the cowl and the horn button has been attached to the steering post, instead of on the body side. Three-quarter elliptics are used at the front.

#### MAXWELL.

Represented by Ross & Peake Auto Co.

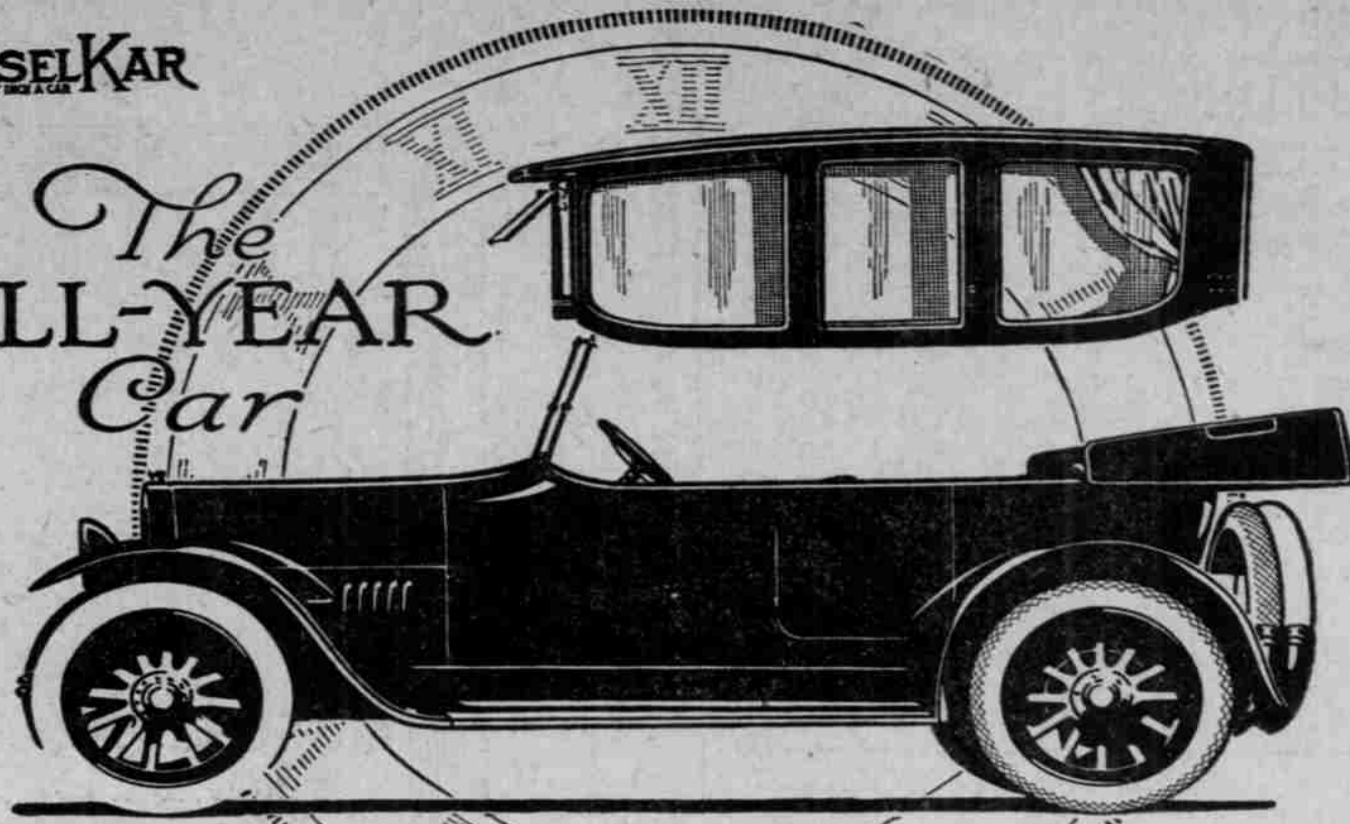
Back in June, 1916, Maxwell started the industry with an announcement of a reduction on all models for the 1917 product. Since that time, however, the price of material has so greatly increased that this large producer has again been obliged to step the prices up.

At this particular season an unusually large share of Maxwell production is going into the cabriolets, town cars and sedans. These small enclosed models are artistically furnished in the interior and the lines of the exterior give the car the appearance of being of considerably larger size than it really is.

The 1917 Maxwell is not changed. The management believes the car to be standardized and for the present will not alter the product in any way. The chassis has a 102-inch wheelbase and is powered with the familiar block-cylinder type of motor with 2 1/2-inch bore and 4 1/2-inch stroke.

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De Luxe 6-42, 7-pass. Sedan	2100



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