

CARS OF MODERATE PRICE ARE SURE TO INTEREST MANY

Automobiles Priced at \$750 to \$1000 Each to Have Prominent Place in Forthcoming Display.

A CERTAIN percentage of those who will visit the coming Portland automobile show will be interested particularly in cars that sell here for less than \$1000 and for more than \$750. All of these cars, together with the few makes selling for less than \$750, will be placed together in the hall room on the second floor of the Armory, where the purchaser of the so-called low-priced car can wander to his heart's content without having his gaze stolen by the lure of a \$5000 rig alongside.

The pocket-book holders between \$750 and \$1000 can find investment in a wide range and variety of automobiles. The Overland model 90 sells for \$755 at the Portland branch, while the country club model runs to \$846 and the Overland model 85, four cylinder, to \$965.

Next to the little Overland come the Briscoe roadster and touring cars and the Buick four-cylinder roadster, which sell at the Portland branches of the Pacific Kieselkar Branch and the Howard Auto Company, respectively, at \$785.

The Dort is being sold these days at the Northwest Auto Company for \$735, the little Buick touring car sells under the new price quotations at \$800.

All of the Dodge models except the sedan bring \$880 at the Covey Motor Car Company. The Scripps-Booth roadster, handled by the Braly Auto Company, and the Grant Six, sold through the Manley Auto Company, each bring \$925 in Portland.

The six cylinder Oakland now sells here at \$975, the six-cylinder Saxon roadster and touring car at \$980, while the Northwest Auto Company gets \$995 for each Reo "four" touring car sold at retail.

OVERLAND.

Overland Pacific Co. Branch. Of course the most recent Overland announcement is the price change which has just gone into effect. The new series is characterized particularly by a larger motor with 3 1/2-in. bore and 5-in. stroke which is claimed to develop 21 1/2 hp. at 1517 r. p. m. and to have a speed of from 2 1/2 to 53 m. p. h.

Another feature of the car is that it is equipped with 4-inch tires. It has cantilever suspension, two-unit, six-volt starting and lighting and the body is now fitted with a one-piece cowl which slopes back in a graceful curve. The new model on this chassis is the club roadster which is a four-passenger job of rather unique construction. The interior is strictly boat-shaped, having a well-rounded back into which the rear seat is blended. The color of this new car is battleship gray, with upholstery of a delicate gray shade. Wire wheels are standard.

BRISCOE.

Pacific Kieselkar Branch. The 1917 Briscoe is a very new car in practically every detail. The body design is particularly interesting. Following the latest practice, it has a high narrow radiator and a sloping hood and body. There is no transitory curve where the hood joins the body. The slanted windshield gives an added touch to the appearance of speed and power. The motor has a comparatively long stroke, having a stroke-bore ratio which is somewhat greater than the average.

Drive of the generator is unusual, as it is from the rear end of the camshaft through gear connections. The clutch also varies from average practice principally in the fact that it is of the inverted type, that instead of pulling back from the motor to release, it is shoved toward the cylinders. It is the leather-faced cone type. In the clover-leaf model there is an upholstered door between the divided front seats which closes the rear compartment or opens the aisleway as one wishes.

BUICK.

Howard Auto Co. After a few seasons of sixes only, Buick again has gone back to the light-weight four. This new car follows characteristic Buick designs throughout with perhaps more alterations in the motor than elsewhere, although that unit is a valve-in-the-head type, as are all power plants of this make.

In its general lines, especially the radiator, the new car is typically Buick. It has a wheelbase of 108 inches and there is plenty of room for five passengers. Specifications of interest are pump cooling, Marvel carburetor in conjunction with rear tank and Stewart vacuum feed, Delco starting, lighting and ignition, cone clutch, three-speed gearbox in unit with the engine, drive shaft inclosed within a torsion tube, three-quarter floating axle, semi-elliptic springs both front and rear and 2 1/2 by 4-inch non-skid tires all around. This is the first Buick motor in which the cylinder head is detachable as a unit with the valves. The design of the cylinder head special provision has been made for proper cooling of the valve, the water passages surrounding the pockets being of good size.

DORT.

Northwest Auto Co. There have been no changes in the Dort models which were announced for 1916 production. It is not the intention of this company to bring out any yearly models, but simply to add from time to time such changes as are considered advisable or to the best interests of its customers. The car is a conventional four-cylinder model of light weight and has economy as one of its leading talking points.

In bodies there are three new styles, the sedan, the sedanet and the fleur-de-lys roadster. The inclosed models, which, of course, sell for more than the standard vehicle, are striking in design, having rain-vision windshields, divided front seats and a complete closed-car equipment.

DODGE.

Covey Motor Car Co. Although Dodge does not announce yearly models, a number of changes have appeared in these cars within the last two or three months. Notable among these are the addition of a convertible sedan of a type which permits lowering of the windows for Summer driving.

Changes in mechanical parts of the car are in the installation of a multiple-disk clutch in place of a cone clutch and spiral-bevel gears in the rear axle in place of straight bevels. The brake drums have been increased in size. Another change is found in springing in the starting system instead of double wiring. This affects the starting system only.

The appearance of the body has been improved by a height increase of two inches in the radiator and hood. There is now a mud apron on the front, and the front fenders have been improved, these being stamped out of one piece of sheet steel.

GRANT.

Manley Auto Co. Although the most noticeable change over the previous Grant six is in the body lines, there are a number of mechanical improvements that help to

PRODUCTS OF NINE AUTO-FACTORIES COST BETWEEN \$750 AND \$1000 IN PORTLAND.	PRICE
The cars which may be purchased in Portland automobile stores at prices ranging from \$750 to \$1000 are as follows:	
Overland, model 90.....	755
Briscoe, roadster and touring	785
Buick, four-cylinder roadster	785
Dodge, model 85, four-cylinder	785
Buick, four-cylinder touring	800
Overland, country club model	840
Dodge, all models except sedan	880
Scripps-Booth roadster.....	925
Grant Six, standard model...	925
Overland, model 85, four-cylinder.....	965
Oakland, six-cylinder.....	975
Saxon, six-cylinder roadster and touring.....	980
Reo, four-cylinder standard.	995

make it a better car. A Wagner two-unit starting and lighting system replaces the single-unit type and Remy ignition is fitted in place of that used in 1916 production. Stromberg carburetion gets a place along with a change in the fuel system from the cowl tank to a reservoir at the rear, from which gasoline is drawn by Stewart vacuum feed. The bodies are quite changed. The radiator is rather high and unusually narrow, and there is a boat-like sweep from Chicago the back of the rear seats. Grant has entered the inclosed-car field with a convertible sedan and convertible coupe. In all bodies particular attention has been paid to roominess and provision for the comfort of the passengers.

SCRIPPS-BOOTH.
Braly Auto Co. The four-cylinder Scripps-Booth runabout is unchanged. Except for a few refinements, the new model is identical with the original car of this type brought out two years ago. One of the mechanical features of this high-grade small car is the easy adjustment of the inclosed overhead valves. This is accomplished by turning a nut protruding through the top of the cover plate after the oil cap has been removed. Consequently, the valve may be adjusted while the motor is running.

OAKLAND.
Oakland Sales Co. The most recent announcement concerning the Oakland model 34 is a price increase. The car differs considerably from the model 33, although the overhead-valve-six motor is retained with but very few changes. Probably the greatest improvement is in the body, which is much roomier than heretofore. Another attractive alteration is found in the new semi-elliptic rear spring suspension, replacing the three-quarter elliptic in the previous model. The springs are now underlaid and are carried low under the frame by special hangings, so that they lie very nearly flat when the car is under load, a feature which is characterizing a great many new models. Delco lighting, starting and ignition is used in the same form as it was on the later model 32s, which replaced the other make used on a large number of the early model 32s.

To give an idea of the roominess of the new body, the front seats are 42 inches and the rear seats 46 inches wide inside the upholstery. In the rear compartment there is a space of 46 inches from the back of the front seat to the front of the rear seat back.

SAXON.
Saxon Sales & Service Co. The new Saxon six is a decidedly better looking car than its predecessor, although that car was a most attractive vehicle. It has a somewhat altered body line to bring it into accord with present-day body fashions, the straight-line effect being well carried out. The body is 1/2 inch longer, wider and in every way more

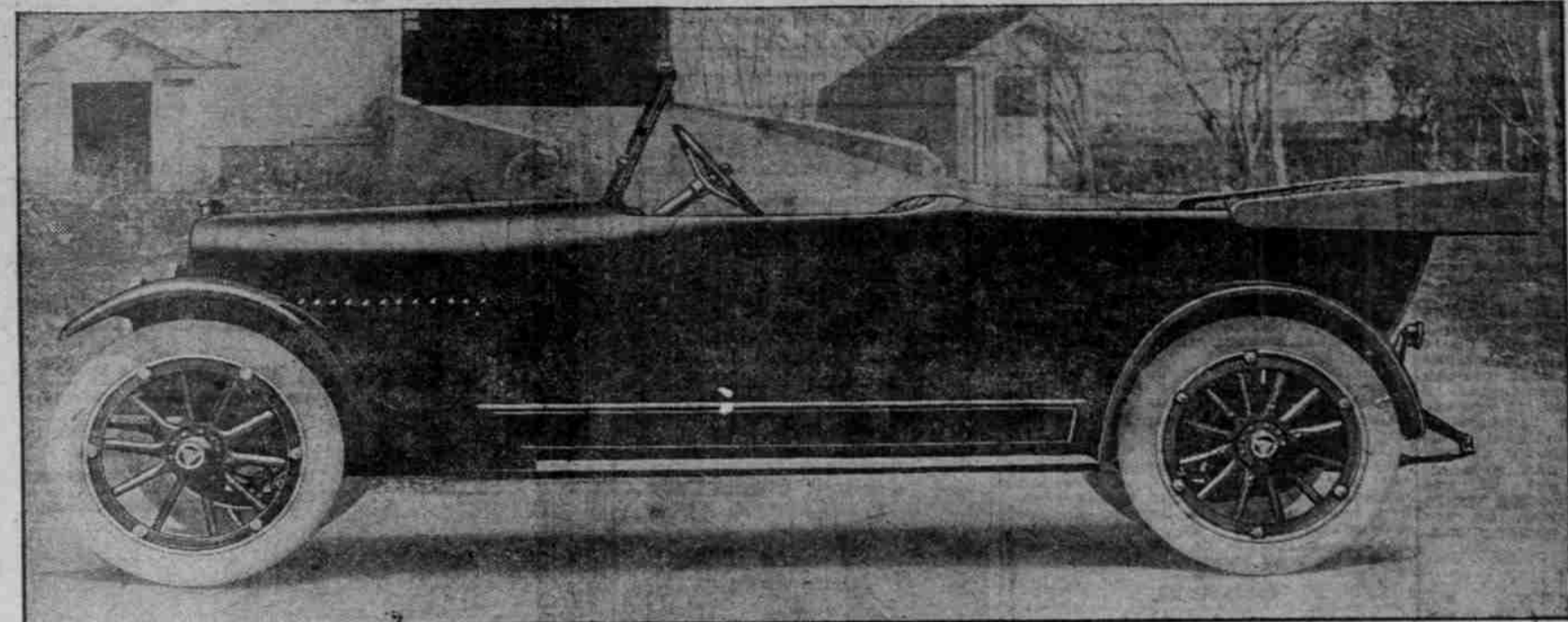
AKRON PRODUCED 11,522,650 TIRES IN 1916.
More than 11,522,650 tires marked the total production from Akron for 1916. Business for the year amounted to \$293,100,000, an increase of 65 per cent over the preceding year. Some idea of the vastness of the industry may be had from the fact that 153,215 freight cars are necessary to carry the year's production to the various destinations. The city, which in 1910 had a population of only 69,000, now has 51,150 people employed in rubber manufacture. Floor space covering 88 acres and machinery costing more than \$2,500,000 were added in 1916, and 12,000,000 square feet of floor space are now devoted to the rubber industry. The present capacity allows a daily output of 54,000 tires—19,877,50 for 12 months. This is approximately equal to existing demand, and it is a safe prediction to state that Akron will manufacture more than 20,000,000 tires in 1917.

roomy, and has a slanting windshield and new style crown fenders, making its body lines modern to the highest degree. In addition to greater comfort, due to softer and deeper cushions, new cantilever springs are fitted, which are the full instead of the half-cantilever type. These new springs are 4 1/2 inches long, which, contrasted with those in the previous model, which were of 30-inch length, shows one that the riding qualities are considerably improved.

Several changes are to be found in the motor, perhaps the most important of which is the increasing of the size of the crankshaft.

REO.
Northwest Auto Co. Reo is continuing its tour for another season with a few changes. There is a new straight-line body with a slanting windshield. The body is roomier and more luxuriously upholstered than the previous one. In fact, the car as a whole, is a much more comfortable one for the passengers. Throughout the chassis no changes of importance will be noted. Here and there a little detail has been altered. More forgings are used than heretofore, these being used in the spring hangers. The new springs adopted are the patented Marshall type. The Hayfield carburetor has been adopted. The Reo might rightly be termed the 50 per cent oversize car. In every section about 50 per cent greater than is ordinarily used.

Hudson Super-Six Star of the Show



- The largest-selling front-rank car—
- Holder of all worth-while records—
- The pride of 25,000 owners, masters of the road—
- The best performer, in all respects, that the world has ever known—
- Winner of the Pike's Peak hill climb—
- Breaker of the 24-hour endurance record by 52 per cent—
- Twice the breaker of all ocean-to-ocean records in one 7000-mile round trip—
- Solver of the problem of motor vibration—
- Reducing wear and friction to almost nil—
- Adding 80 per cent to motor efficiency by one epoch-making invention. That is; to power and endurance—
- The car that stopped the trend toward Eights and Twelves when the Six limitations proved disappointing.
- The car which, through its patented motor, gave the ruling place to the Super-Six—
- The smoothest-running motor built—
- The most powerful, size considered—
- Possessor of the only supreme feature which one maker has ever controlled—
- The handsomest car, the most luxurious car that modern skill can create—
- In eight beautiful open and closed-body types.

A year ago the Hudson Super-Six made its debut at the Show. It was then—as now—the center of attraction. But then as an unproved stranger. Now it appears with all the chief laurels of Motordom. As conceded ruler of the finer-car field. As the one car for men who take pride in the best car. As the only permanent type on exhibit.



HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN
Boss & Peake Automobile Co.
615-617 Washington Street

AUTO INDUSTRY GROWS

OREGON NOW HAS APPROXIMATELY 250 PUBLIC GARAGES.

Aggregate Value of Investments in Garages and Repair Shops in State is \$548,530.

From the standpoint of labor probably no other single industry in the state has made such rapid progress within the past few years as the automobile. There are approximately 250 public automobile garages and repair shops in Oregon. A careful tabulation of data from statistical reports received from these institutions shows that the aggregate value of investments involved in machinery, equipment, etc., is \$548,530. During the past report year, ending September 30, 1916, these garages, repair and assembling plants gave em-

MOTOR CAR EDUCATES

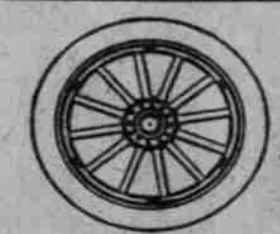
HIGHWAYS IMPROVED WHERE AUTOS ARE COMMON.

More Progress for Good Roads is Made in 1916 than in All Rest of History of Country. Perhaps not one motorist in 50 realizes that the year just closed has seen the greatest single accomplishment in the cause of good roads since the Revolutionary War. When President Wilson on July 11 placed his signature to the Bankhead-Shackelford good roads bill \$85,000,000 of Federal funds and a like amount to come from the various state treasuries was dedicated to the cause of better American highways. This means that for the next five years \$4,000,000 will be spent annually in making the road system of the United States comparable

MOTOR CAR EDUCATES

HIGHWAYS IMPROVED WHERE AUTOS ARE COMMON.

or superior to the present fine roads of Europe. No more splendid tribute to the educational value of the automobile could be paid than this action on the part of Congress. Until the coming of the motor car the good roads issue possessed little vitality. For 75 years the Government has exercised a passive policy toward building permanent highways. Railroads pushed into virgin territory, cities sprang up along the right of way, but the rural arteries of travel remained in the same hopeless condition as when the pioneers ploughed through them afoot or on horseback. With the first motor cars came the first feeble impulses to the good roads movement. The first cars were sold to city men, who very quickly found out that where city pavements ended there ended all hopes of further travel. Pneumatic tires availed nothing against trackless stretches of gumbo mud or corduroy roads. To promote the industrial and technical utilization of alcohol the Russian ministry of finance has offered prizes totaling about \$126,000 for the best inventions in this respect.



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