

\$1500 IS THE TOP PRICE FOR CARS IN THE THIRD DIVISION

\$1000 Low Minimum for Automobiles in This Classification—Makes of Cars Are Named.

THE man who has more than \$1000 to spend for a motor car can usually muster sufficient funds to become the owner of any car selling for under \$1500 and The Oregonian will, therefore, fix the high limit price of the third division of cars at \$1500 and expect the purchasers or would-be purchasers in this division to concentrate their investigation on the 12 different makes of cars selling between \$1000 and \$1500 in Portland.

STUDEBAKER.

Oregon Motor Car Company. Better finish, better equipment and refined mechanical characteristics without radical changes appear in the 1917 Studebaker four, which has been given a price increase of \$55. Gunmetal finish of gray with black fenders is the most striking addition to the appearance of the car. The bodies are also much improved in the design of the auxiliary seats which are large and well upholstered and slide entirely out of sight under the rear seats when not in use. Another new feature is found in the reversible front-passenger seat. Storm curtains which open and close with the doors without any buttoning and unbuttoning, door pads and an all-wool tonneau carpet among the other additions.

OVERLAND.

Overland Pacific Co. The new model 85 Overland six takes the place of the previous model 83. One notable change is the increased use of pressed steel to take the place of heavier castings. An example of this is in the rear axle housing. Another important alteration is in the spring suspension which is now cantilever.

The gasoline tank has been moved to the rear and a new form of rigid tire support has been incorporated. The use of a leather universal is another innovation. Riding comfort has received particular attention in this model. The body provides ample seating room for five-passengers on the 116-in. chassis.

BUICK.

Howard Auto Company. The production of the little six model Buick is being continued without change for the coming year. This overhead-valve, five-passenger job is

CARS WHICH SELL IN PORTLAND BETWEEN \$1000 AND \$1500.

The following autos, made at 12 different factories in the East, are sold in the Portland stores at the prices quoted below:	
Studebaker four-cylinder	\$1060
Overland 85, six-cylinder	1100
Buick D 44, six-cylinder roadster	1190
Chalmers five-passenger touring	1215
Buick D 45, six-cylinder touring	1220
Vette two-passenger roadster	1230
Vette four or five-passenger touring	1250
Mitchell Junior, small six	1265
Hupmobile standard models	1295
Scripps-Booth, eight-cylinder, 4-passenger roadster	1300
Paige, Linwood model	1700
Studebaker, six-cylinder standard	1325
Kissel, both touring and roadster	1330
Reo Six standard models	1375
Willys-Knight, model 88, four-cylinder	1410
Oldsmobile Eight, five-passenger	1425
Overland six cylinder, model 88	1450
Chalmers, seven passenger	1475
Oldsmobile Eight, seven-passenger	1500

now so familiar to the majority of motorists that a description is almost unnecessary.

Particular emphasis is laid on the easy riding qualities of this car attributed to its low-hung and well-balanced body and its cantilever rear-spring suspension.

CHALMERS.

H. L. Keats Auto Co. The Chalmers model 6-30 is offered in a variety of styles in which are found a five-passenger touring car, two-passenger roadster, cabriolet, seven-passenger touring car, Lucille sedan, town car and limousine. Particular emphasis is laid on the appointments of these new bodies.

VELIE.

D. C. Warren Motor Car Co. There is a difference of only \$20 between the price of the new Vette six roadsters and the four and five-passenger models. D. C. Warren, the Portland dealer, is selling the Model 23

roadsters here at \$1220 and the four and five-passenger model 25 cars at \$1250, while the seven passenger, known as the model 27, brings \$1300, which automatically places it in a higher-priced class. The present cars are classed in what is known as the Blitwell series with eight body styles in all. The price of the Vette was advanced \$50 on January 1.

HUPMOBILE.

Manley Auto Co. For 1917 the Hupmobile is continued as model N, which is built with the same bodies as before, namely, five-passenger touring, five-passenger convertible, five-passenger sedan, two-passenger convertible coupe and seven-passenger touring.

The changes from those furnished last year are all in the nature of refinements, looking to comfort and ease of operation of the owner. Neverleak material has been substituted for mo-hair for the Summer top and curtains. The Firestone type of rim has been adopted.

SCRIPPS-BOOTH.

Brady Auto Co. The Scripps-Booth is characterized by its attractive and thoroughly different bodies and its easy-riding qual-

A Silverbeam Spot Light

will throw a ray of light over a thousand feet. It is an all-brass lamp with a black body and nickel bracket. Price\$9.00 With switch in handle, \$9.50 Others as low as.....\$3.00 All complete with bulbs.

Chests Only 25c



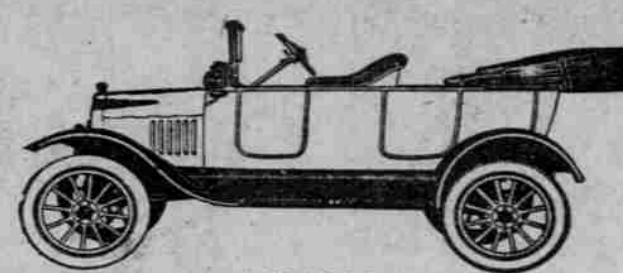
These lamp chests are just the thing for the car—something that is a necessity as well as an accessory—a place to keep the spare lamp bulbs without breaking.

Complete with Lamps, \$1.25 Up

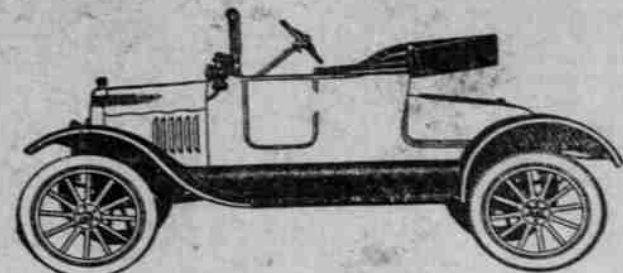
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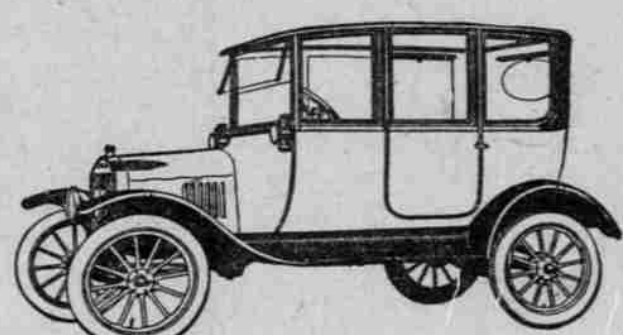


AUTHORIZED AGENTS—SALES and SERVICE

FRANCIS MOTOR CAR EXCHANGE
East Thirteenth and Hawthorne.
PALACE GARAGE
704 Kearney Street.
TALBOT & CASEY
754 East Morrison Street.

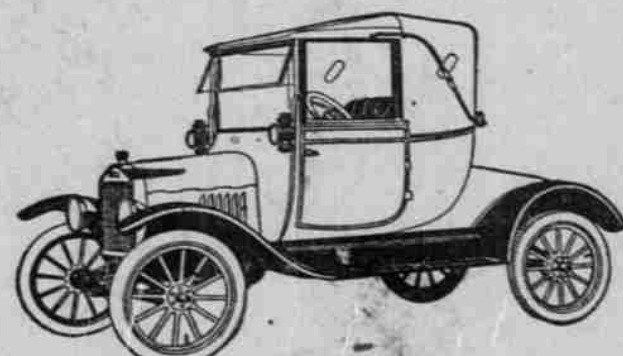
PACIFIC KISSELKAR BRANCH
60 North Broadway, Cor. Davis.
REGNER & FIELDS, Inc.
12 Grand Avenue North.
RUSHLIGHT, RANSOM & PENNEY
Union Avenue and Wasco Street.

W. H. WALLINGFORD
526 Alder Street.



\$645.00

Prices:
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Detroit,
U. S. A.



\$505.00

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