

### CARS COSTING MORE THAN \$2000 ARE IN THE FIFTH DIVISION

Last Word in Automobile Luxury Is Shown in the Exhibit to Be Shown Herein.

VIRTUALLY all of those Oregonians who are now in the market for an automobile costing in excess of \$2000 have already motored for a number of years and perchance they now have more than one gasoline rig in their garages. Many who buy cars of this class are accustomed to a new car each year. With them at the auto show it will be a Franklin, a Cadillac, Marmon, Winton, Packard, Willys-Knight, Pierce-Arrow, a Locomobile, White or National Twelve.

#### FRANKLIN.

Brady Auto Co.

Always an adherent to the principle of lightweight construction, Franklin has again reduced the weight of its product a matter of 400 pounds by scientific cutting down where weight was found to be unnecessary. The new engine is lighter, being a trifle smaller in bore, the gears have had several pounds cut out and both axles are considerably reduced. In the smaller parts pounds and ounces have been cut out here and there to swell the aggregate reduction. The most apparent exterior change is a new hood carrying over the Franklin dropped front shape, but being gracefully rounded into unbroken curves. Typical of the use of aluminum are such units as the rear axle gear case engine base and oil pan, valve covers and covers, gear-case, carburetor body, mud guards, running board shields, body and hood. In the design of the front axles 30 per cent of the weight has been saved in comparison with the previous type and in the rear axle 25 per cent. The motor is of small size, but the factor of light weight gives the car ample power.

#### WILLYS-KNIGHT.

Overland Pacific Co.

One of the mechanical features of the New York show will be the Willys-Knight eight, introduced for the first time. The Toledo company is showing a seven-passenger touring car equipped with the second sleeve valve V-type motor to make its appearance in this country. While distinctly new, there is nothing radical about the power plant, as it incorporates the features common to poppet valve twin motors and to the ordinary Knight type of vertical engine. The only feature that is unusual is that there are 16 of the valve sleeves, two for each cylinder, driven off the eccentric shaft. Only one shaft is used, this being mounted in the center of the V above the crankshaft by which it is directly driven.

#### NATIONAL.

Manley Auto Co.

A number of detailed improvements have been made in the National Twelve. The touring body has been increased in size and now, instead of being a six-passenger job, it has a full seven-passenger capacity.

#### WINTON.

Winton Motor Co. Branch.

No changes have been made in either of the Winton models. It is, moreover, not Winton policy to announce season models, but rather to let what changes are found advisable as soon as arrangements can be put through the factory. The buyer of a Winton is encouraged to suit his taste in details of finish and equipment and consequently a great variety of options are offered at the regular selling price. Not only are the body colors optional, but also the selection of the leather for the upholstery. Even the position of the seats, height from the floor, etc., will be made according to the purchaser's own ideas. Special bodies of over 75 styles were turned out in 1916.

#### CADILLAC.

Covey Motor Car Co.

There are 11 body styles in the new Cadillac. Comfort is enhanced by the addition of three inches to the wheel base and lighter pistons produce an even more vibrationless motor. The new models are truly luxurious vehicles. Dark blue is now the standard color on the open cars and

#### HIGH-CLASS CARS WHICH SELL ABOVE \$2000 DELIVERED IN PORTLAND.

Franklin standard touring car	3190
Willys-Knight eight-cylinder "88"	2100
National 12-cylinder car	2325
Cadillac, four and seven-passenger touring	4390
Winton, roadster and five-passenger touring	2835
Winton, seven-passenger light six	2885
Packard, 12-cylinder, "2-25"	3200
Marmon, standard model	3250
Packard, 12-cylinder, "3-35"	3580
Winton, big six model	3680
White, 16-valve, four-cylinder, standard	4750
Locomobile, standard touring car	4870
Pierce-Arrow, model "48"	4980
Pierce-Arrow, model "48"	5480
Pierce-Arrow, model "68"	6700

dark green, which has been standard on all models since the eight was announced, is now found on the closed cars only.

The appearance is enhanced by the adoption of crown fenders and the addition of a molding around the top of the body and new headlights which, in a general way, follow the shape of the coat of arms on the radiator. The latest addition to the mechanical parts of the car which is just announced is the installation of a tank suspended to the frame and connected with a pipe to the radiator outlet. The purpose of this tank primarily is to condense anti-freezing liquids which may evaporate in the radiator, making it perfectly practical to use alcohol only as an anti-freeze solution.

#### PACKARD.

Frank C. Riggs Co.

This early builder of twelves is making no changes of real importance for the 1917 series. As an example of the sort of minor changes that have been made, the alteration of the cylinder castings is the most striking. Formerly the Packard had a one-piece L-head cylinder casting and this has been replaced with detachable cylinder heads which do not alter the relative positions of any parts of the engine. Another noticeable change is the lowering of the frame two inches, which alters the appearance of the car to a considerable extent. Packard has

#### AUTOMOBILE IMPORTS INTO THIS COUNTRY SINCE 1908 SHOW DECREASE.

For the 12-month periods ending June 30 each year following are the figures for motorcar imports into the United States since 1908 for pleasure car and commercial vehicles combined:

Year	No.	Value
1908	1,045	\$2,509,124
1909	1,624	2,908,391
1910	1,743	2,851,448
1911	888	1,898,843
1912	923	2,124,191
1913	748	1,759,350
1914	300	620,493
1915	322	525,303
1916	1,474	801,911

also abandoned the horizontal end-piece on the rear mudguards. The fenders now follow the curves of the wheels. There are two lengths of chassis. The larger is 136-inch wheel base and the smaller 126½ inches, this being an increase of 1½ inches over last year.

#### MARMON.

Northwest Auto Co.

The changes in the Marmon are negligible, being little refinements here and there to make this lightweight and powerful car more perfect. The Marmon is a big car, yet it weighs no more than a good many makes that are much less powerful and roomy. This weight reduction is attained by the extensive use of aluminum, the cylinder casting being made from this metal, as also the body panels, radiator shell, rear axle gearbox and fenders.

ders. The particularly easy-riding qualities are obtained by the use of compound cross-suspension cantilever springs.

#### WHITE.

White Company Branch.

The new feature of the White line is a four-cylinder motor with 16 valves. Although the engine itself is a radical departure from the four-cylinder, two valves per cylinder motor, which this company has produced previously, there are also a number of notable departures in the chassis design. For the first time in White practice the motor, clutch and gearbox are in a unit. The new engine has plain bearings instead of the previous ball-bearing design, which is continued on the other model. The first samples of the new car are not expected to reach Portland until some time in March or April. In the meantime motor fanciers will await their arrival with interest.

#### LOCOMOBILE.

Oregon Motor Car Co.

The Locomobile chassis and body for 1917 follow much along the lines of the last six years except for detail changes intended to give the final touch of refinement, which are designed specifically to be the last word in beauty and luxury. Broadly speaking, the new cars are more beautiful in appearance because they are lower and longer. They are more easy riding, due to a rearrangement of the suspension, and are faster, having better acceleration and higher top speed, due to a new carburetor, lighter reciprocating parts and a better balanced motor. These changes have been accompanied by a boost in price which is so general in the industry now. A feature of the body offerings is the new four-passenger job, of which only a limited number will be constructed.

#### PIERCE-ARROW.

Pierce-Arrow Branch.

The changes in the Pierce-Arrow models are very slight. In all essential details all three six-cylinder models are the same as heretofore. The water outlet is nearer; the wiring has been simplified; the battery distributor is now mounted on the generator, eliminating the separate distributor shaft and driving gears; the positions of magnet and generator have been interchanged so that the water pump will absorb the intermittent torque reaction of the magnet; spiral-bevel driving gears have been adopted; the pressure of the oiling system has been raised and an ammeter has been substituted for a voltmeter on the cow. Of course the high-class finish and complete equipment in this car are retained.

### SPEED NOT ONLY GUIDE

PERFORMANCE OF CAR ON BAD ROADS SHOULD BE LEARNED.

Almost Any Car Can Make Time on Good Highway, but May Be Costly in Operation in Service.

In the absence of definite standards comparative figures on the performance of a car are misleading and generally worthless. Broadly speaking, the statement that a big car will make better than 12 to 15 miles an hour on a gallon of gasoline means nothing. Or to say that it will make 72 miles an hour means very little to the consumer. The real information sought by the intelligent buyer is: "What will the car accomplish in all conditions? How will it take the bad roads? Is it easily handled in dense traffic? Will it climb hills? Does it waste fuel? And so on and so on.

Anyone who knows anything at all about building automobiles knows that it is no extraordinary feat to put together a car which in certain conditions will make 30 miles an hour, but the suitability of the car for ordinary purposes is another question. In fact, it might be absolutely worthless for touring or normal driving and still it would make 30 miles an hour.

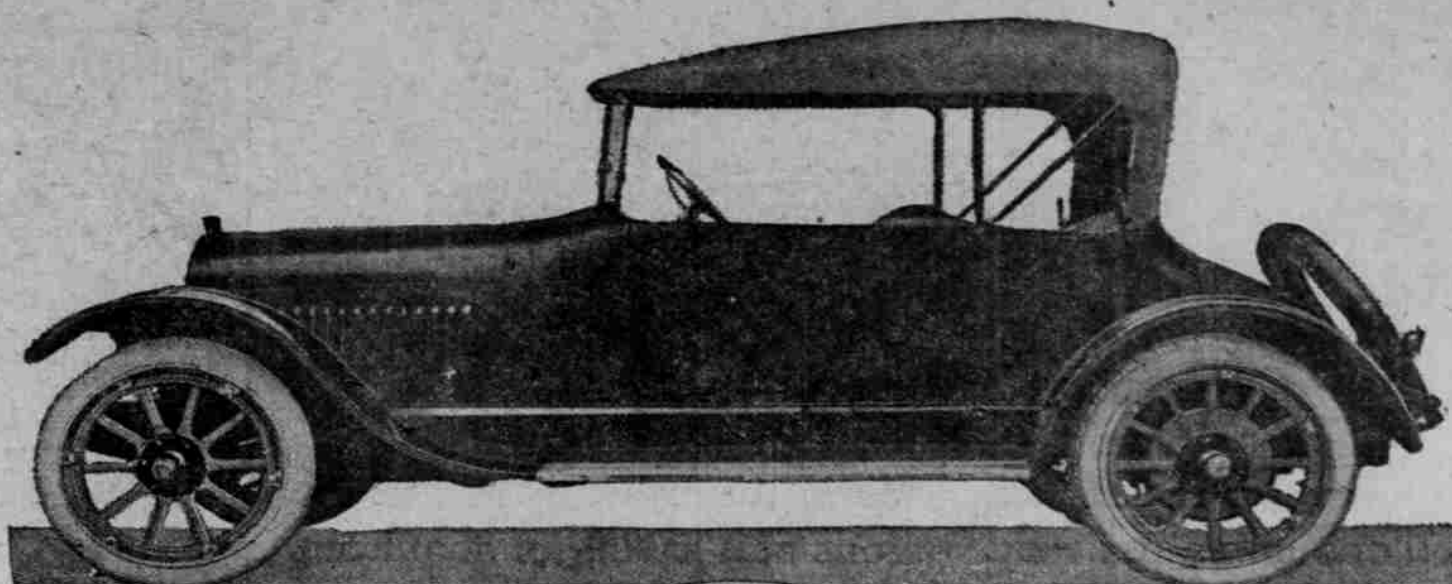
It is no real trick to get a big gasoline mileage in certain conditions. For instance, if the driving surroundings are just right a car might roll 20 miles to the gallon of gasoline on one occasion, and that same car would have less than a 15-mile average for downtown work or for average country roads.

See what the car will do in all conditions before you buy. Make the demonstrator take you over rough roads,

climb hills, drive through crowded traffic, speed it up on a level highway and then compare its performance under those conditions with that of competitive cars. Finally, buy the one which shows up the best. That is the way to tell the efficiency of a car.

"In the Olden Days of Dobbin." It took so long to get 'round town, I had to turn good people down. Though hustling hard and hustling late, My pace was set by a horse's gait. I made no "mon"—I had no fuz, In the olden days of Dobbin.

# CHANDLER SIX \$1395



## Why The Chandler Leads

FOUR years ago the Chandler Six was announced to the public. Three years ago it was still an infant in the industry, though beginning to attract rather wide attention. Two years ago, with a radical reduction in price without any cheapening of the car, it became the talk of the trade and public alike. A year ago it had come to be recognized as having very substantially arrived. Thousands were buying Chandlers.

Today the Chandler occupies one of the foremost positions in the whole industry. All of which would seem to prove that the Chandler idea — to build the best six-cylinder motor car and sell it at a moderate price—is just as right today as it was four years ago.

Chandler leadership is founded on motor superiority, attractiveness of body designs, splendid equipment, and a price free from inflation.

- Seven-Passenger Touring Car, \$1395
- Four Passenger Roadster, \$1395
- Seven-Passenger Convertible Sedan, \$1995
- Four-Passenger Convertible Coupe, \$1995
- Limousine, \$2695

CHANDLER MOTOR CAR CO., Cleveland, Ohio

# Gerlinger Motor Car Co.

363 OREGON STREET, PORTLAND, OREGON



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1, 1½, 2, 3½, 5½, 7½ Tons

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## BRISCOE \$685

*The Car With The Half Million Dollar Motor Fully Equipped*

You Will Like The BRISCOE

#### Progress

THE Briscoe at \$685 we believe is the best looking, the sweetest running automobile ever built at the price. Success has made it. Increased production has lowered costs, provided more refinements.

#### Character

TOURING car has surprising roominess—try it! Four-passenger roadster is the only car built with a full back to the front seat—a novelty—see it! Briscoe-built in Briscoe factories insures quality in every detail.

#### Message

YOU will miss the real meaning the show holds for you if you fail to see the beautiful, handsomely finished and completely equipped 1917 Briscoe models.

Five Passenger Touring Car \$685 Coachette \$819  
Four Passenger Roadster \$685 Delivery Car (Canopy Top Body) \$700  
(C. O. S. Jackson, Mich.)

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