

PRICE OF AUTOS TO BE HIGHER FOR 1917

Average of Various Models \$87 More Than in 1916, New Lists Show.

MATERIAL COST IS REASON

Cars, However, Will Be Better Than Ever, Due to Improved Methods of Production and Workmanship—Average Now \$1687.

BY WILLIAM K. GIBBS, In New York Show Number of "Motor Age." Fluctuations in the value of stocks seem to find a parallel in the selling prices of motor cars. Reading the tape that tells you, Mr. Consumer, what changes have taken place in car prices since the exchange closed on 1916 and opened on the morning of another day, all Congressional and Cabinet leaks that have developed notwithstanding. The motor car market is fairly stable. Flurries do not come overnight. Last year it was a process of greater production that lowered the average price of cars to \$1600 after an average of \$2000 had been established in 1915. The season before us, 1917, offers an entirely different reason, which is that the cost of materials entering into car construction—almost all of the many component parts are affected—cannot be bought for anything like the price that prevailed even a year ago.

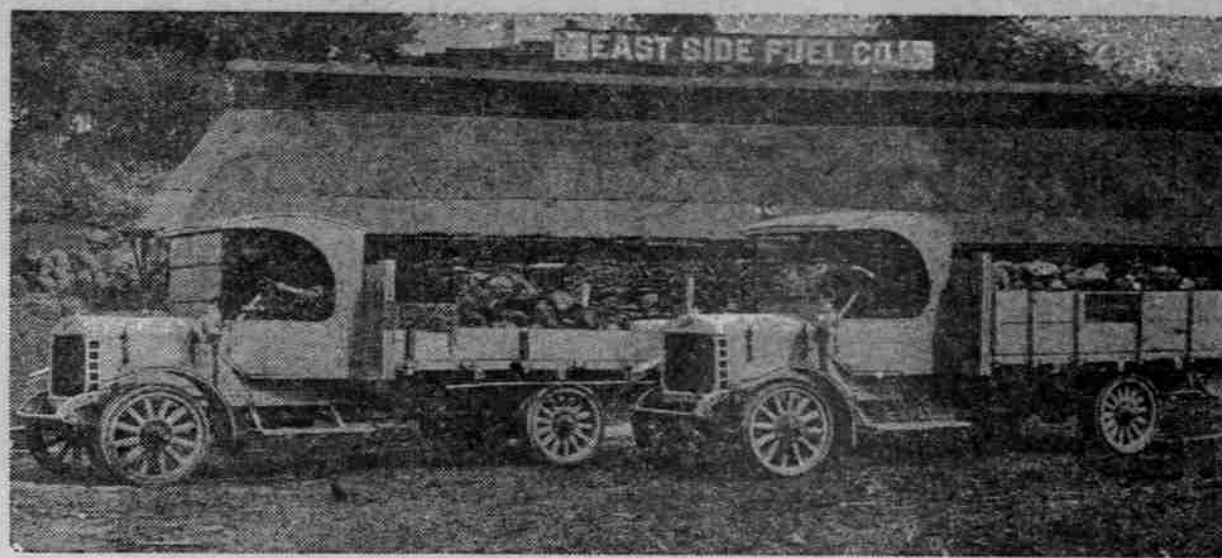
Production Forces Ahead. You are not to understand from this that production has not forged ahead. It has. If it were not for the fact that production has forged ahead the increase of material would be much in excess of the present figures. When it comes to increases in price of motor cars one naturally expects, or at least should expect these to be in units of \$50, \$75 or \$100, when consideration is taken of the ratio of percentages in increase of almost every other commodity today, yet from the increases announced so far it seems evident that the car manufacturers are taxing the consumer as little as is consistent with a reasonable margin of profit, and are content with adding just what the extra cost is to them. Since one increase is as low as \$10 and others are \$15, \$25, \$40, \$55, etc.

Practically all of the manufacturers who have announced increases, either now or to become effective in the early winter, that are in excess of \$200, could be counted on one's fingers, the majority of the increases not being in excess of \$100. Nineteen-fifteen developed the fact that the average price of cars, taking the touring car as an average car, was \$2096. Then 1916 showed a big drop in average price—\$495.

Machinations of Moloch, since July, 1914, which have made millionaires and paupers of Americans with greater rapidity than any one factor in the history of the world, are wholly responsible for the increase in the cost of car-making material. All metals that find place in motor-car construction are higher than at any time since motor vehicles made their bow to the world. It would be difficult to conceive why prices on cars have not gone farther skyward were it not for one thing—greater production.

Greater Production Apparent. Throughout the entire organization of each car factory every one has endeavored to work toward a higher grade product with as little additional cost to the car buyer as possible. Makers have not been blinded by the thought of maintaining a price that would be the same as last year's at a sacrifice of quality, for every car

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maker knows that the product must be kept at a high standard, or made somewhat better than the preceding model to maintain sales. The elasticity of the dollar is considerably more reduced as the 1917 season opens than was the case at the beginning of 1916. The dollar's present purchasing power is considerably below the par established a year ago, yet

high, and it can truthfully be said that the high-priced car of 1917 is correspondingly better in the same ratio than the present popular-priced vehicle bears toward the highest-priced car of five years ago.

More Cars Now Under \$1000. Even though you have been told that the average price of 1917 cars is

the product of the car factories has been enhanced in value by the additional research and experiment conducted in the twelve-month. When you sit behind the wheel of a 1917 model and begin your annual drive, you will find you have better value than you had in the beginning of 1916, even though you did have to dig down a little deeper into the bank account than you figured you would. When you discover that, perhaps the additional cost will not be a disturbing factor in your mind. Looking back over the span of motordom, one fact stands out prominently. The present popular-priced car, and by that I mean those listing from \$500 to \$1500, if put in the scales of average with a car costing four or five times as much five or six years ago, the balance would almost invariably be in favor of the newer creation. The high-priced car of 1917 and the car of equal price half a decade ago have little in common. We have only to look at the \$5000 car, or one of higher price, today to know why the price is that

countries of the world, is nearing a decline.

Figures that are a veritable romance in business, and which show that the sales of last year exceeded 1,600,000 passenger and commercial vehicles, with a retail value of more than \$1,000,000,000, and an average price of approximately \$672, make interesting study. The average price for passenger vehicles, considering the total volume sold, was \$665, a little over one-third of the average price of each make of car produced.

It seems apparent that the real answer to the motor trade prosperity is the one magic word, "service." Just as long as the motor car can transport the individual or freight more rapidly and at a lower cost than any other type of vehicle, just so long will this country and the balance of the world scrape up its pennies and hoard them until they can buy some sort of a motor vehicle. There are types for the most fastidious—those who want all the luxuries of the king's equipage, or those who do not go in for pulchritude just as long as the particular vehicle their pocketbook lets them buy gets them to their destination on time and with a degree of comfort.

NEW LINES ARE ADDED

BALLOU & WRIGHT, PIONEER FIRM, MAKES ANNOUNCEMENT.
Special Department Created to Handle Smith Form-A-Truck—Racine Tire Agency Is Taken.

The newest lines added by the pioneer Portland wholesale automobile accessory house of Ballou & Wright are the Smith Form-A-Truck and the Racine tire. F. H. Downes, head of the special department created to handle the Smith Form-A-Truck, announces that inquiries are coming from all parts of the Northwest and that a large number of dealers in various sections will come to Portland to see the two samples of the Smith Form-A-Truck at the Portland Auto Show. "We have just closed contracts with dealers at Burns, Hood River, The Dalles, Goldendale, Wash.; Klamath Falls, Medford and McMinnville and cars will soon go forward also to dealers in other parts of the territory," said Mr. Downes yesterday. "At the present time the Smith Form-A-Truck attachment is adapted to the Ford, Maxwell, Chevrolet, Dodge, Hupmobile and Buick, as well as all shaft-driven cars." Ballou & Wright have the selling rights on the Racine tire for all of Oregon, Washington and Idaho, as well as

SHOWING IN OUR SALESROOM
The Biggest Value in an Automobile at Any Price
THE PRODUCT OF EXPERIENCE



8000 Miles to Set of Tires 25 Miles to Gallon of Gas
With Complete Electrical Equipment—2-Unit Starting and Lighting System \$630.00, F. O. B. Portland



Look over the field—then visit our showroom and see if it is not an unparalleled fact that no car within several hundred dollars shows these features, which mark the Chevrolet as a high-quality car at the very bottom of price.

Consider the Motor—No car at the show within \$200.00 of the Chevrolet shows the valve-in-head motor, the most powerful and economical of all types. More than that, the Chevrolet valve-in-head motor has a detachable head, which will cut many dollars from the cost of having valves reground or in the annual overhauling. Our salesmen point with pride to the small bore, the vacuum exhaust and other features which indicate the high order of the engineering forces that back this wonderful car. And then,

The Brakes—Few cars have the large brakes that make up but one of the safety features of this car. The mechanic will state that they are much larger than practice says is necessary, which combined with the light weight of the car, makes it positively safe on any grade and on any road.

The Oversize Idea—Is just typical of the car from stem to stern. It's the Chevrolet way of building its prize model. All the way through you will find the crank shaft larger than practice says it need be; the propeller shaft is larger than it has to be; the axles are larger than present-day standards deem necessary to carry a car of the Chevrolet's weight over all roads. That is why this little car, that is enjoying such phenomenal popularity in its second year, is being looked to, not as a follower of precepts, but as a maker of new standards.

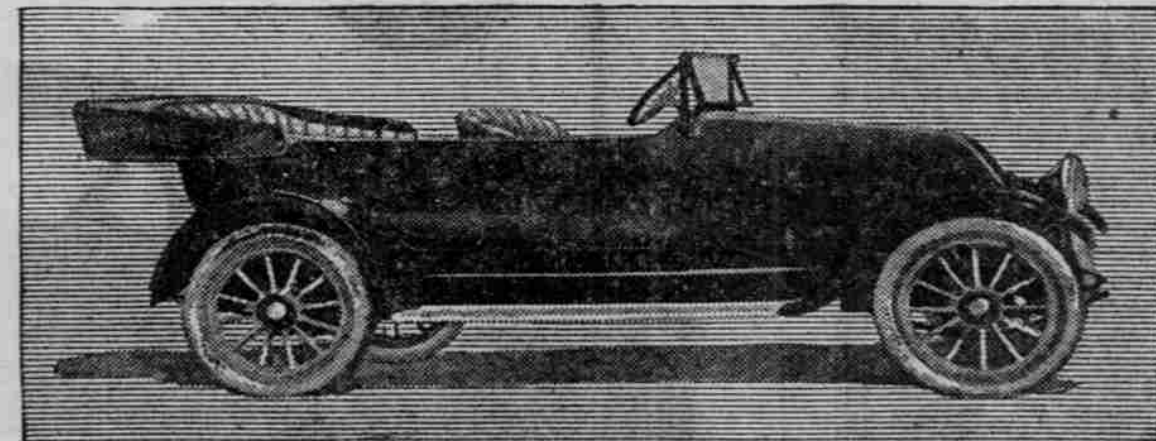
Comforts—Every salesman at the show will talk of the comfort that has been built into the new model. You will never know how comfortably riding a car of such light weight as the Chevrolet can be made. It is the long cantilever springs in back and a feature of spring construction in front that takes out practically all the shocks. Chevrolet calls it a built-in shock absorber. It does for the front end just what the cantilever does for the back end and looks much the same—but;

We can never tell you all the good things that you will find in Chevrolet. You will have to come and see the new models in our own show.

You may be about to buy a car of higher price. Or perhaps one of lower price than the Chevrolet. In either case it will be wise buying to see the Chevrolet and compare it with your first selection.

BENJ. E. BOONE & CO.
514 Alder Street Main 3966

Western Montana. The Racine is a 5000-mile guarantee for the non-skids and a 2500-mile guarantee for the plain construction.



The New Series FRANKLIN CAR

Embodies in its construction what is most desired by the motorist.

SCIENTIFIC LIGHT WEIGHT—The Franklin Touring Car weighs but 2280 pounds and is flexible and strong. Bodies, fenders, hood and dust shields are made of aluminum.

ECONOMY—Franklin owners average better than 10,000 miles to a set of tires, 20 miles or more to the gallon of gasoline.

DEPRECIATION—The motorists' greatest expense is far less in the Franklin than in any other car selling for the same price or more.

POWER—Series 9 Franklin cars have wonderful power, not obtained by excessive high speed or large motor, but through perfect balance, light weight and direct air cooling.

SATISFACTION AND COMFORT—A car that can be run 365 days in the year without any special attention, no fear of freezing in Winter or overheating in Summer; free from mechanical and tire troubles; operating at an expense less than any other car in the world; taking you over the roughest roads without fatiguing you in the least; controlled without an effort. Let us show you our new Series 9 Franklin.

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