

FINAL ADJUSTMENT IN PRICES ANNOUNCED

Banker Says Money Plentiful to Buy Autos.

VALUES ARE REMARKABLE

New Prices Said to Represent Great Opportunity Now for Purchasers of Cars.

NEW YORK, July 23.—Henry H. Bixall, president of the Gotham National bank, which handles the accounts of more automobile dealers than all the other banks of New York combined, has written a letter to Alfred Reeves, general manager of the national automobile chamber of commerce, suggesting that a marked advance could be made in the stabilization of the industry if car manufacturers would give assurance that present prices are excellent values and that no more changes are to be expected unless they are upward. He asserts that a survey made by the bank indicates that there is substantial purchasing power available for motorists, but that buyers are waiting for the final adjustment of prices. Reeves has asked members of the national automobile chamber of commerce to comment on the suggestion made by Bixall, whose letter follows:

"As we handle more automobile merchants' accounts than all other banks in New York combined, we are deeply interested in the continued prosperity of the retail automobile business. This interest is very direct in that many of these dealers have been our customers for the last ten years.

"Price adjustments in the automobile business, the same as in other lines of industry, were inevitable, and we are very glad to see that these adjustments came in such an orderly fashion that they did not injure industries. According to your price lists all the readjustments seem to have been accomplished, except for a few announcements that I understand will be made around July 1. The object of this letter is to learn whether you have any assurance from manufacturers that all price readjustments shall be made by July 1, so that the public will realize that the new prices are to continue over a substantial period.

Industry Commands Respect.

"Would it not be well to suggest to all manufacturers that while no guarantee may be necessary, it would seem highly important to the prosperity of the retail trade that manufacturers endeavor to prove to the public that the present prices are excellent values, that in some cases they are made at a substantial but necessary loss during the readjustment period, and that for these reasons no further changes may be expected, unless they are upward?

"During the last few years the banking fraternity has tended to look upon the automobile industry with the greatest respect, not alone because of its volume but because of the energetic manner in which it has been conducted and our high appreciation that cars and trucks are now permanent necessities in our American life. Banks generally have been liberal with their credits to the industry, curtailment coming only in a few districts and in a few cases where the dealer was not able to credit irrespective of the product he was selling.

No Loss Recorded.

"We take pride in the fact that in ten years of automobile retailing, we have never had a dollar's loss, except in one instance where fraud was committed. Our interest in the retail selling field has led us to make a survey, which shows:

1. That there is a substantial purchasing power available for motorists in particular, and to some degree for motor trucks, particularly in the new building operations that are now getting under way.
2. Buyers generally are waiting for the final adjustment of motorcar prices, to be assured that they do not buy the price will not change a few weeks later.
3. It is the hope among dealers that all manufacturers will make price adjustments will do so promptly and with the full understanding of the requirements of the retail trade.
4. While guaranteeing prices may have many advantages, the majority of dealers to impress the public with the new values in motorcars and to show that the industry has met the majority of these mid-season price changes, that no more changes are probable and, moreover, that if there are any further changes it would more than be offset by the reduced value of the stock which the average buyer now has to trade.

"From our survey of the field it would appear that the new prices represent extraordinary values in motorcars, because they are so little above the pre-war prices, to say nothing of the fact that many of these new models are better equipped, better made and better finished than products of five years ago.

Price Assurance Desired.

"While I appreciate the difficulty of concerted action by the manufacturers of motorcars and motor trucks in an industry as big as yours, the national automobile chamber of commerce has been a constructive force for so many years and the automobile industry is in such much better shape than the majority of trades in this country, that I hope your organization will undertake to convey to its members some of those things which I am prompted to suggest because of our high interest in the motorcar sales in the eastern territory.

"Can you, or through you, can the manufacturers give us any assurance of a continuation of operations by the manufacturers in the present basis of prices and values? Some certainty along these lines will materially help the dealer in his plans for maintaining his organization and the industry as a whole, and ultimately be for the best interest of the public, the manufacturer and the retailer.

"Please be assured of the readiness of our bank to render every possible assistance in the solution of this problem for further stabilization of the automobile industry."

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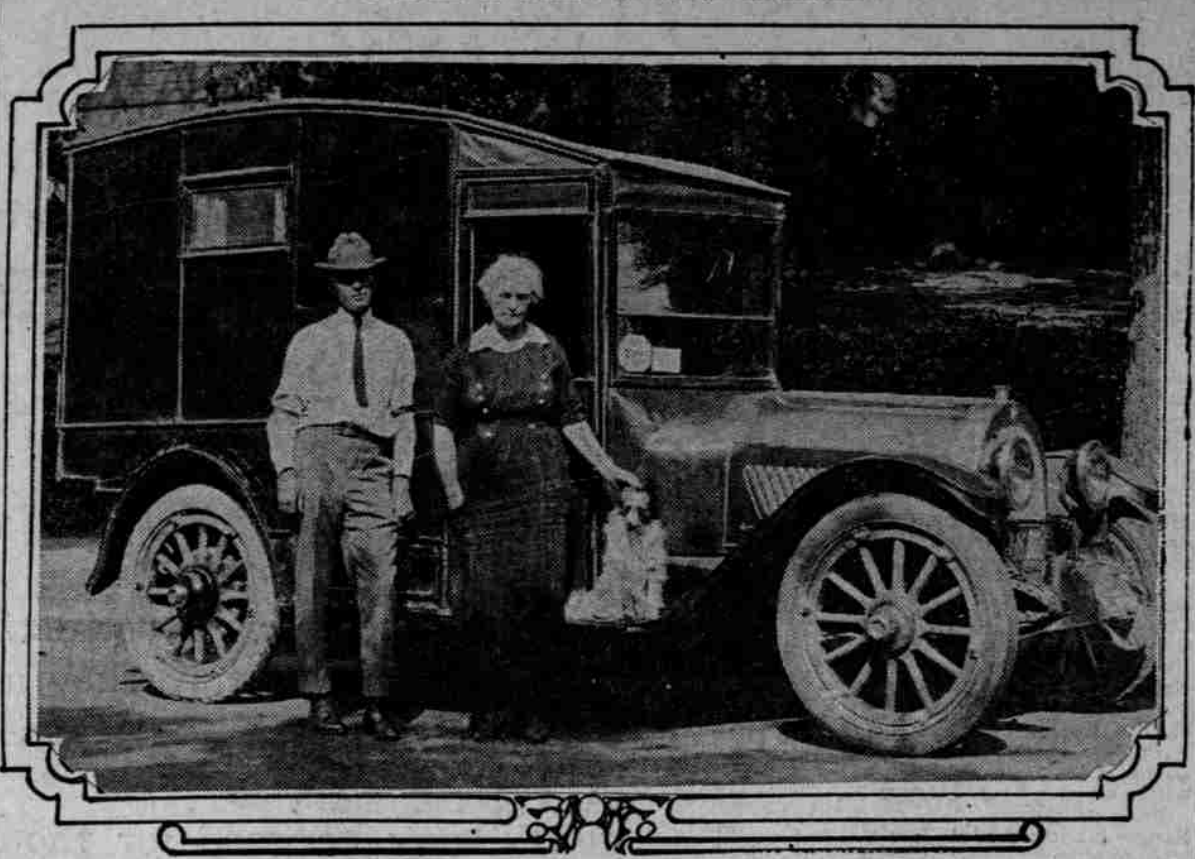
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THESE TOURISTS, HERE AFTER TOURING ALL THE WAY FROM NEW YORK, FEEL RIGHT AT HOME IN THEIR OLDSMOBILE EIGHT.



"AT HOME" IS RIGHT, FOR THE LITTLE HOUSE ON THE CAR CONTAINS ALL THE MODERN HOME COMFORTS AND THEN SOME BESIDES.

The tourists, snapped in front of the Oldsmobile company of Oregon, where they stopped briefly en route to California, are a married Miss E. E. Chase and their dog, Tip. They came from Clyde, N. Y., and "Old Paso," as they call their car, an Oldsmobile eight chassis with special body built by Mr. Chase himself, had traveled 4600 miles on the trip. However, that was a mere bagatelle, for it was its second trip across the continent. Mr. Chase bought it second-hand three years ago. It weighs 4000 pounds, but, despite the heavy load, averaged around 14 miles the gallon of gasoline. Mr. Chase has had no mechanical trouble with the car in the three years since he bought it, and he and his wife have traveled many thousands of miles in it. The little house on the car is fitted out with kitchen sink, cupboards, running water, gas stove, electric lights, built-in dresser, dining table and such, and the rear of it is convertible into a comfortable bedroom at night.

TIRE MEN RESTING EASY

THEIR SHARE OF PROSPERITY BELIEVED DUE.

More Shoes Are Bought for Autos After First Year, as They Are Factory-Equipped.

The retail tire dealer is one member of the automobile family who has little cause for worry as he surveys the prospects for business during this season.

The reason why he can view the situation with satisfaction is because he knows that the wave of prosperity that brought joy to the car manufacturer and dealer last year will reach him this year and give him a greater business volume than he has ever known before.

Last year 3,000,000 new motor cars were sold by American manufacturers. Some of these cars went to foreign countries and some replaced worn-out cars in this country. Consequently the net increase in cars operating this year over the number used last year will not be a full 2,000,000, but the number of motor vehicles already registered this year in the various states of the union is about 9,000,000, as against 7,500,000 at the beginning of last year.

This means that a full million and a half more cars will require tires in this country this year than used them last year, an outlook which is decidedly encouraging for the man engaged in the retail tire business.

The tire dealer does not profit a great deal when a new car is first sold. When it leaves the factory it is equipped with four tires furnished directly to the car manufacturer by the tire manufacturer. The tire retailer has the chance to sell whatever spare tires are carried.

But in the second year of a car's life the tire dealer gets his opportunity, for, when the tires with which the new car was equipped wear out, the car owner goes to his local tire dealer for a new supply. The auto-mobilist who bought new cars last year in the retail tire business, the dealer for the local tire during the coming season. This increase in the number of customers insures an increase in the retail tire business of the coming year amounting to about 20 per cent in number of tires sold.

In calling attention to the bright prospects for the retail tire trade, the United States Tire company gives a table compiled after many years' observation, showing the average sales of tires in each of the twelve months of the year. The figures which follow show the percentage of the year's sales made each month:

January, 4 per cent; February, 5 per cent; March, 5 per cent; April, 9 per cent; May, 13 per cent; June, 15 per cent; July, 14 per cent; August, 13 per cent; September, 10 per cent; October, 8 per cent; November, 4 per cent; December, 4 per cent.

According to the figures given, 64 per cent of the sales of the year are made between May 1 and September 30.

TIRE BRUISING EXPENSIVE

Tread May Be Uninjured but Fabric Foundation May Be Broken.

Motorists in general are each year showing decided improvement in their treatment of tires and are consequently securing greater benefit and longer mileage from them. However,

LOCAL HOTEL MAN IS HAPPY OVER PURCHASE OF STEPHENS SALIENT SIX ROADSTER.

Handsome new car just delivered by the Automotive Sales Company, Stephens Distributors for the state, and owner, H. J. Richard of 724 Bond Street.



TIRE KNAK IS VALUABLE

EXPERIENCED DRIVERS ABLE TO SAVE MUCH TIME.

United States Rubber Company Tells How Whole Job May Be Made Simple by Auto Owners.

The apparent ease and dispatch with which a thoroughly experienced driver can dismount and apply without assistance big pneumatic truck tires is evidence that there is a knack to it that is worth the attention of those who own or operate trucks.

In the following paragraphs, the United States Tire company, pioneer builder of truck pneumatics, points out briefly how handling these tires can be made a one-man job.

To dismount the tire and rim from the wheel, jack up the wheel until the tire freely clears the ground, loosen the tire and rim at points just below the level of the hub, and quickly lift and pull the rim away from the top of the wheel. At the same time watch the valve to make sure that it does not bind in the felloe, when the rim slides off the felloe band.

When properly performed this method of dismounting the tire and rim from the wheel requires very little lifting, and causes no damage to the valve or the tube. The tire and rim are then taken to the felloe band, and the valve stem is inserted into the hole in the rim. The tire is then pushed back flush with base of flap, drop the tire carefully over the rim, taking care that the base of valve stem is directly opposite the rim valve hole. Step down the tire on the rim all around by treading on the bead, apply side and locking rings, draw out valve stem to proper position and inflate.

Finally, in applying the rim and tire to the wheel, engage the valve stem in the felloe at a point level with the hub, push the rim firmly against the felloe and slowly turn the tire, rim and wheel until the valve is at the highest possible point. The rim will drop into place on the felloe except at the bottom, where it can be pushed on by the foot.

This knack of first engaging the valve, then turning the tire and rim on the wheel eliminates all direct lifting, and makes the applying of an eight-inch tire, the largest perfected truck pneumatic, a one-man job.

NO VIBRATION IN HUDSON

SUPER-SIX MOTOR ELIMINATES COMMON AUTO TROUBLE.

Smoothness of Operation Achieved by Exclusive Principle That Prolongs Engine Life.

"I find that while most people recognize the consistent excellence with which all super-sixes perform, the chief reason for it is not so well understood," says C. L. Boss of the C. L. Boss Automobile company, local Hudson-Six dealer.

"The reason lies in the patented Hudson motor. It accounts for all Hudson's supremacy. May talk of the smoothness and ease with which Hudson automobiles every obligation. Thousands depend upon it for the hardest tasks of transportation with the same confidence they hold in the reliability of the finest watch.

"It is all because the exclusive super-six principle frees the motor of vibration to such extent that its new car smoothness is retained through long life.

"That is so clearly shown in the sort of service earlier models every where are giving. Owners of these older Hudsons know that after years of duty their super-sixes are still giving a character of performance that many new and costlier cars are incapable of."

That Burning Rubber Smell.

If you smell rubber burning, it is time to get very busy and find the short circuit. For usually the smell of burning rubber comes from a hot spot somewhere causing the rubber insulation to smolder. Feel all the wires until you come to the hot one. The location of the short circuit is easy to detect in this way, and having localized the trouble it is usually fairly simple to see exactly where the trouble originates.

\$60,000,000 for Roads.

Governor Hyde of Missouri recently signed a bill passed by the legislature providing for a state bond issue of \$60,000,000 for the improvement of Missouri highways.

MOTOR GREATLY HAMPERED BY COATED CYLINDERS.

Compression Pressures Vary With Accumulation and Exact Effects Uncertain.

Compression pressures often are quoted in pounds the square inch, but this means nothing unless the speed at which the motor is running is given, says A. Ludlow Clayton in an article in the current issue of Motor Life. Owing to valve timing and to the resistance of the manifolds to the passage of gas the actual compression varies with the motor speed usually reaching a maximum somewhere around 1200 to 1500 revolutions a minute.

This engineers have adopted the more scientific plan of naming compression by a ratio instead of a number of pounds. Assume a motor with a displacement of 60 cubic inches to each cylinder. That is an engine in which each piston on its downstroke would draw in a maximum volume of 60 cubic inches of gas. If it had this amount then the compression ratio would be four to one. This is figured because 60 plus 20 is 80. That is the displacement of the piston plus the volume of the combustion space is four times that of the combustion space.

CARBON REDUCES RATIO

It is given an explosion pressure totally unsuited for it.

Of course, there are some cases where preignition takes place from incandescent carbon, but a motor has to be frantically carboned up before it will go on firing after the ignition switch is pulled, which is an infallible indication of true preignition.

FINE HOME FOR LEXINGTON

Quarters in New York on Broadway Secured by Firm.

The Lexington Motor company of New York, Inc., eastern distributors of the Lexington Minute-Man six, has closed the largest lease, so far in dollars and cents go, in the history of the automobile industry in the metropolitan area, according to word received here.

The lease covers a motor car showroom at the southwest corner of Broadway and Fifty-seventh street, which will be used by the Lexington

MAIL ORDERS

It is a great convenience for out-of-town customers to be able to take advantage of "Western Auto" values, by sending in their order by mail. They are filled quickly and efficiently.

THE "BUYWORD" WITH MOTORISTS

Western Auto

SUPPLY HEADQUARTERS

30 STORES THROUGHOUT THE WEST

THE HOME OF QUALITY, SERVICE, VALUE

SAVE 20% TO 40% ON TIRES AND ACCESSORIES

OUR POLICY—COMPLETE SATISFACTION OR MONEY REFUNDED

FANSTEEL TIMERS

You are dependent on your timer for a smooth-running and powerful motor. The Fansteel timer, having a make and break action, gives a clean, snappy spark every time. Requires no oiling or cleaning and is guaranteed for one year, regardless of distance run.

Our price \$4.65

SPOTLIGHTS

Have you noticed that when a motorist once uses a good spotlight that he is never without one thereafter? There is a reason for this. The spotlight fills a definite and long-felt want. It places driving light where you need it, enables you to seek out streets or house numbers in an instant. We carry many types, from the Safety spotlights at \$3.95 to the large S. & M. at \$12.35. Our Prices Are Right.

CARBON REMOVER

Carbon is the demon of the gasoline motor. Most people are under the impression that to remove it is necessary to tear down the motor. Such is not the case. Five minutes will do the trick quickly and efficiently. Carbon Remover enables you to keep your motor in the best condition with a minimum of trouble.

1/2 Pint \$.75
1 Pint 1.15
Quarts 1.90

SPOKETITE

Do your wheels creak or rattle? They are crying for Spoketite, which is a liquid, easily applied, permeating the pores of the wood and swelling them back to their original size, permanently. Don't take chances with those dangerous wheels. Get Spoketite today. Small size \$.70 Large size 1.35

LARGE STEERING WHEELS FOR FORDS

Besides adding greatly to the appearance of your car, they eliminate to a large extent that constant strain so familiar to every Ford owner. We have several types of wheels, some with corrugated rim and some that tilt.

Our prices run from \$3.90 to \$6.85

STORES IN

Los Angeles	Bakersfield	Yakima
San Francisco	Fresno	Walla Walla
San Diego	Stockton	Spokane
San Jose	San Jose	Portland
San Bernardino	Oakland	Denver
San Bernardino	Sacramento	Chicago
San Bernardino	Seattle (1st floor)	Kansas City
San Bernardino	Bellevue	St. Paul
San Bernardino	Tacoma	St. Paul
San Bernardino	Portland	St. Paul

CAMPING EQUIPMENT SALE

Motorists, visit our store this week and take advantage of the many special bargains now in effect on camping equipment.

SAVE MONEY BY GETTING YOUR NEXT YEAR'S OUTFIT NOW

SPECIALS FOR THIS WEEK

OILS and GREASE	TIOLENE GREASE
While the stock lasts we are selling Zerolene Oil at the following very low prices:	Especially adapted for transmissions or differential.
1/2-gal. can 32¢ ea.	10-lb. Pails only \$1.50 ea.
1-gal. can 72¢ ea.	Black Bear Cup Grease
5-gal. can \$2.68 ea.	3-lb. pails only... 45¢ ea.

PROVEN TIRES at BARGAIN PRICES

In buying tires from "Western Auto" you not only get tires that have been tried and proven, but you get tires that we can recommend and back with our broad guarantee—and remember this big concern will be here to look after your interests.

Our Cash Prices

CLINGSTONE TIRES	NORWALK TIRES			
Unlimited Guarantee	Fabric, 6000; Cord, 8000			
Size	Non-Skid	Gray	N. S.	Red
30x3 1/2	\$ 9.25	\$1.40	\$11.20 \$5.30
30x3 3/4	11.50	1.60	13.45 2.65
32x3 1/2	13.45	2.05	16.40 2.80
31x4	17.80	2.70	19.60 3.05
32x4	18.30	2.80	22.40 3.25
33x4	18.80	2.90	24.15 3.45
34x4	18.95	2.95	24.80 3.55
34x4 1/2	25.25	3.80	32.35 4.40
35x4 1/2	27.00	3.85	33.50 4.55
35x5	39.65 4.90
37x5	40.60 5.30

(Other sizes in proportion)

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31x4	17.80	2.70	19.60 3.05
32x4	18.30	2.80	22.40 3.25
33x4	18.80	2.90	24.15 3.45
34x4	18.95	2.95	24.80 3.55
34x4 1/2	25.25	3.80	32.35 4.40
35x4 1/2	27.00	3.85	33.50 4.55
35x5	39.65 4.90
37x5	40.60 5.30

(Other sizes in proportion)

WESTERN AUTO SUPPLY COMPANY

Successors to AUTOPARTS SUPPLY CO.

80-82 Sixth St., Cor. Oak. Phone Broadway 5508.

Sunday Repairs

For the convenience of motorcar owners we maintain an efficient service department with expert mechanics in charge between the hours of 9 A. M. and 6 P. M.

The Elite Garage Repair Co.

Main 7304 12th Street, Jefferson and 13th Street

FLOAT-A-FORD SHOCK ABSORBERS

Give you the ease of riding in a Ford that you look for in a high-priced car. They give increased comfort, with the road shocks absorbed and the rebound checked.

Our price \$22.50

CHAMPION X SPARK PLUGS

Need no introduction, as they come as standard equipment on all Ford cars. They can be used on other cars, including Studebakers and Overlands.

Our price on these popular plugs represents a big saving to you.

Champion X Plugs 55c
Champion X Porcelains 35c

RUNNING BOARD MATS

Every car should have them. They prevent slipping when entering and leaving the car, and also prevent the wearing out of rubber floor boards. Their added improvement in appearance is worth a great deal also.

Black rubber as shown..... \$.75

JUMBO VULCANIZERS

Unexcelled for emergency or roadside tire repairs. Make a neat permanent repair and will not blow out in wind. Comes complete with 12 patches and heat units.

Our price \$1.25

TOOLS AND REPAIR MATERIALS

Every car owner should have a complete line of tools of all kinds. If you don't have them, you will need them. We have auto tools, work or wish to repair a job, your tool kit, drop in and let us fix you up at a minimum cost. We have auto suits also. In fact, we have a supply with hand-knitted suits at \$1.00. We have a complete line of repair materials at \$2.95.