

PRICE OF AUTOS INCREASED LESS THAN OTHER THINGS

Belief Expressed That Manufacturers Have Scrutinized Every Way to Avoid Price Raises.

With a price cutting wave sweeping the country in all directions, and with clothing costs coming down from their place in the sun, various men throughout the country have immediately fallen with glee upon the automobile industry and declared that within a short time prices for gasoline vehicles would be on the to-beggar. This was based on a popular belief that the price of motor cars had soared with the price of everything else.

Prices have gone up, and manufacturers and dealers everywhere have had to contend with rises due to the increase in cost of material and substantial boosts for payrolls. But in point of percentage the motor car has gained in price less than any other product with as wide a field. The National Automobile Chamber of Commerce is staunch in its belief that motor car manufacturers have carefully scrutinized every avenue of escape before making advances, and in every case have been able to prove that their prices were only fair and allowing them only a reasonable profit in view of the bills for material, labor, and transportation.

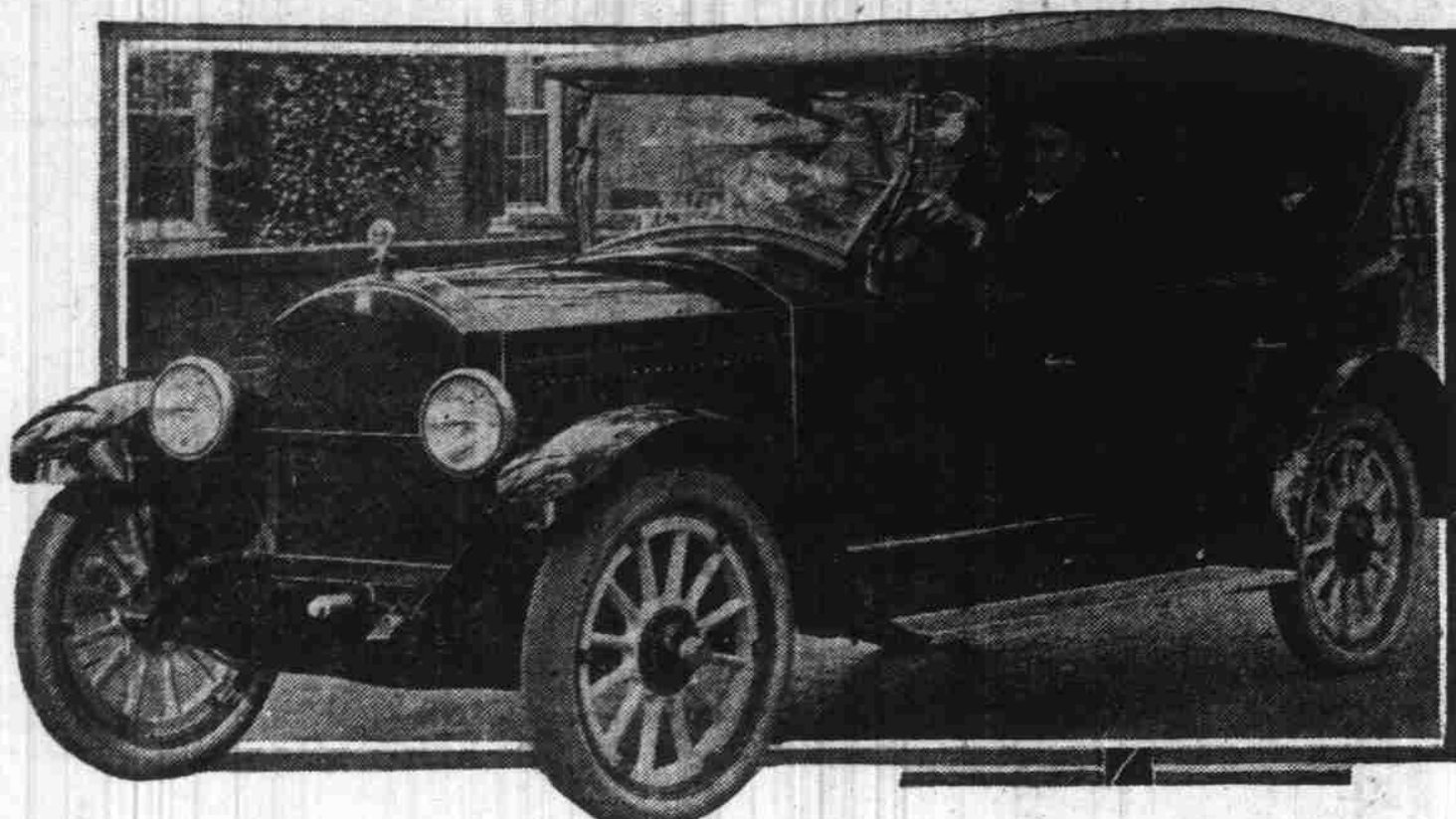
The advances just made, which it is expected will be followed by similar action on the part of other motor car manufacturers, are attributed to the increasing costs of materials brought about by the disruption of transportation facilities. There have been many instances recently where automobile companies have been obliged to send men to the plants of parts manufacturers to bring back, as personal luggage in suitcases and trucks, parts which they needed and which could not be shipped by freight or express. At the same time many manufacturers who furnish automobile builders with integral parts are withdrawing their quoted prices and often announcing increases without warning.

Price reduction campaign will have no effect on automobile industry, Detroit sales executives say. On contrary, prices will go up by August 1, unless mounting cost is checked. The mounting cost is away behind orders before switchmen's strike, further curtailed production.

Mentally Deficient Persons Drive Cars

New Jersey has made the startling discovery that many persons who are mentally deficient are driving motor vehicles about the roads and thoroughfares of that state. When it is considered that New Jersey's method of examining applicants for drivers' licenses ranks in stringency with any in the United States, it can easily be imagined how many persons mentally unfit for the responsibility are today sitting behind the wheel of an instrument which has death dealing possibilities. For a motor vehicle in the hands of an incompetent is as dangerous a weapon as a machine gun. What is the condition in this respect in our own state?

CAR IS NEW ONE IN THIS TERRITORY



F. H. Nash of the Atterbury Truck Sales company, at the wheel of the new Comet Six, for which the company now has the local distribution. The car is a new comer in this territory, but is creating considerable favorable comment because of its trim lines and well finished appearance.

AUTO IS REGARDED AS AN INVESTMENT

Maintenance Cost and Service Possible. Should Be Considered, Says Hannan.

Organization is of the utmost importance behind the purchase of a car, says L. A. Hannan, branch manager of the Scripps Booth company, of California, here. An automobile is an investment and should be bought with a view to the return the purchaser will receive on his money, but it does not end there. In order to make an intelligent investment the purchaser should be thoroughly familiar with the organization from whom he buys. He should find out first how the organization regards its obligations to the purchaser from a standpoint of service which he expects to get out of his car after he has made his purchase and is merrily on his way. He should also know what is behind this organization in regard to finances and efficiency, as a purchaser buying a car today should not be interested only in what is his first cost but what the maintenance is to cost him for the 52 weeks following.

Service today is the most misused word in the automobile business. It is used by some to cover a real thought that is in the seller's mind. By some it is used to convey that the purchaser is going to be given everything, he asks

for if he will only buy an automobile. The purchaser should dig into the principle or the obligation behind the seller. In other words, the purchaser should make a thorough investigation of the organization behind the car he is contemplating buying. The record of the sales, for instance, is a point which should be looked into in a satisfactory manner, as this item alone will indicate to a great extent the soundness of the company, the facilities for manufacturing, and the financial resources; and will go a long way toward showing him a satisfactory standing. The greater the organization behind the car the bigger its reputation, and it cannot afford to neglect any one of its departments, as that would be blocking the way to the goal we are all trying to reach, namely, a satisfied customer in every respect.

Advisory Council Formed by Salem Truck Concern

In order to give the man on the firing line, the dealer and his salesman, who are really in the very thick of the fight, a chance to say what policies should or should not be adopted by the manufacturing company, the Selden Truck corporation has organized the Selden advisory council. It will be one of the biggest moves in the automobile industry, for the association is going to be a government body, and will consist of one representative, dealer or salesman from each of the 11 divisions. That representative will be the credited representative on all matters between dealership and factory in his territory. Cooperative operation has been tried out in quite a few lines, but we firmly believe that this plan—in which the Selden advisory council is the house of representatives; the division sales managers, the senate; and the officers of the company, the administrative officials—will perhaps be the most successful and incidentally the first such plan operated in the automobile industry.

Over-rich Gasoline Injures Motor Car

Of all the ways by which gasoline may be wasted, the most usual and the most considerable is that of running

with an over-rich mixture. Such a mixture admittedly gives better acceleration, but its advantages are all on the debit side of the ledger from that point on. Compromises enter into motoring as they do into every phase of existence, and we should be willing to sacrifice a little of our ability to make a quick getaway in order to postpone the

day of reckoning with carbon deposits and other ills that follow in the wake of the over-rich mixture.

New Garage for Chehalis
Work will begin soon on another big garage in Chehalis. The new garage will occupy a location on A. I. Coffman's property on Market street, just east of

the Willard service station. The new building will be 111x112 feet, of brick and concrete construction, and will represent a cost of at least \$25,000 when completed. It will be occupied by John Coffman and Clarence Boone, under the name of Chehalis Auto and Supply company.

Umatilla City to Improve Streets

The city of Umatilla is waking up to the fact that better streets must be secured if the town is to enjoy its share of the highway trade. Preparations are being made to pave Third street and also improve the railroad crossings, that are almost impassable at times. Numerous other improvements are under way, including the improvement of the city park. The railroad company is cooperating in the general cleanup and they are making needed improvements. "A clean and better town" is the slogan adopted by the business men.

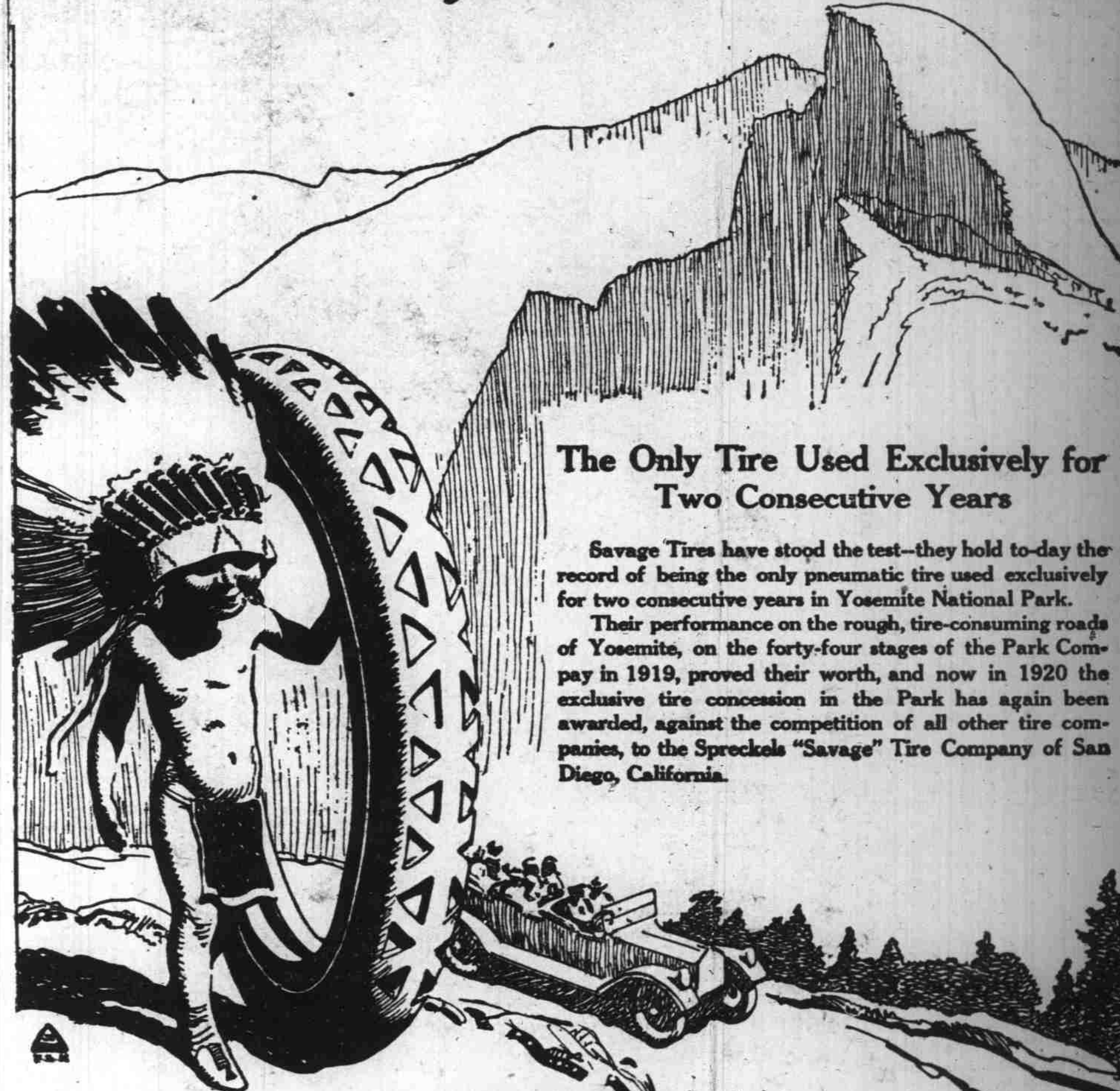


Courteous employees, quick service, large service floor with separate exit and entrance, drive through, no backing out, away from streetcars and congestion.

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SAVAGE in the Yosemite



The Only Tire Used Exclusively for Two Consecutive Years

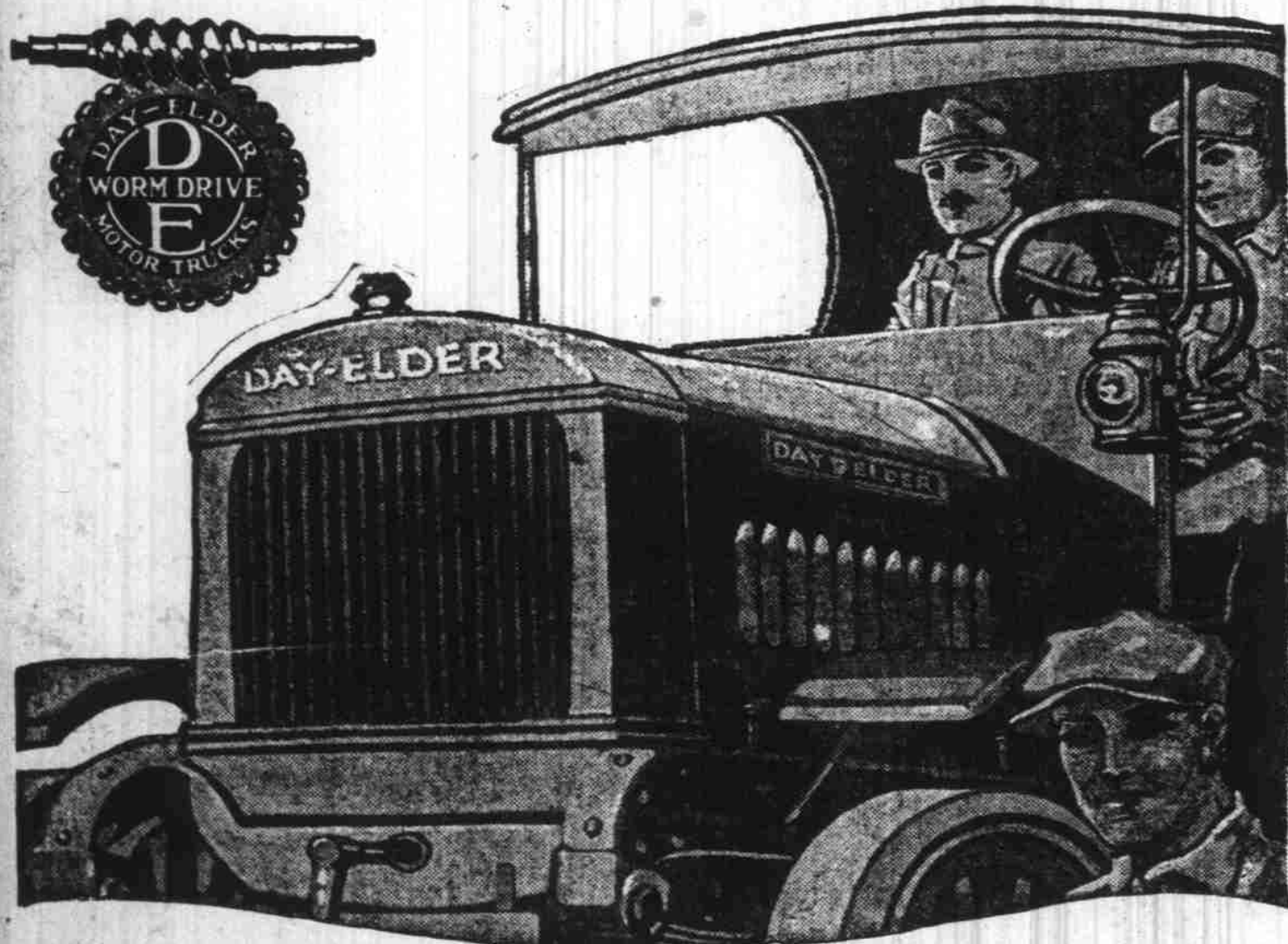
Savage Tires have stood the test—they hold to-day the record of being the only pneumatic tire used exclusively for two consecutive years in Yosemite National Park.

Their performance on the rough, tire-consuming roads of Yosemite, on the forty-four stages of the Park Company in 1919, proved their worth, and now in 1920 the exclusive tire concession in the Park has again been awarded, against the competition of all other tire companies, to the Spreckels "Savage" Tire Company of San Diego, California.

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MODEL C
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MODEL F
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\$3700

MODEL E
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