

GENERAL PRICE CUT IS MADE IN VARIOUS LINES

Readjustment of Costs Is Said to Be Cause of Lowered Prices on Motor Cars.

Despite the unprecedented sales and the inability of motor car factories to supply cars to meet the demand there have been marked reductions in the prices of no less than 13 different makes of automobiles sold in Portland since August 1.

Some aver that the recent order of the Interstate Commerce commission for reduced freight rates enabled the manufacturers to lower their prices while others maintain that the automobile is merely following other commodities in the general trend of prices downward because of lower labor costs. Whatever the cause may be the prices have been reduced and are now at pre-war level in most lines.

Recently the president of one of the big eastern motor car companies was a Portland visitor. At that time he told a representative of The Journal that prices on automobiles would be reduced when freight rates were cut. That cut has come and so has the reduction on the prices of motor cars.

FREIGHT RATE IS CAUSE

This representative of the automotive world explained the relation of freight costs to factory costs in a clear and concise manner. The various parts needed in the making of a motor car must be assembled at the factory, he said. The coal, the steel, the leather, the woods and all other things needed in the manufacture of motor cars must come to the factory by freight. A decrease in freight rates, he pointed out at that time, would mean that materials could be brought to the factory at a lower cost which would mean a lower ultimate cost to the consumer. Such has been borne out.

Then, too, in most of the big motor plants there has been a reduction in wages paid to mechanics. This means a lowered overhead and this, too, has apparently been passed on to the buyer of the cars.

INDUSTRY ACTIVE

Gordon Lee, head of the automotive bureau of the department of commerce, while in Portland, said that the automobile field was one in which there was apparently no point of saturation. No matter how many cars were made, within reason, there would always be a demand for them, he said. Automotive men, Lee said, learned a lesson in the two years following the war. They learned to apply concentrated efforts to sales methods as well as to production and as the result he pointed out more automobiles were being sold than in the banner years of 1919 and 1920. Export too, he said, was a field that the automotive industries of America were entering and in the domestic market the price of the car would be stabilized to a far greater degree than ever before.

The lines in which reductions have been announced in Portland are: Buick, Howard Auto company; Chandler and Cleveland, Oregon Motors, Inc.; Oldsmobile, Oldsmobile company of Oregon; Volvo, W. R. Delay Motor company; Oakland, Durant, Pacific Motor company; Nash, Portland Motor car company; Jewett, Cook & Gill; Hupmobile, Manley Auto company; Studebaker, Haynes, A. C. Stevens, and Chalmers, Covey Motor company.

Cop Chases Maxwell; Salesman Is Nervey; Officer Buys Auto

Selling a motorcycle officer an automobile instead of allowing the officer to arrest the salesman for speeding is some feat of nerve, H. M. Covey, local distributor of the Maxwell, avers.

"Recently one of the Maxwell salesmen at Aberdeen was trying out one of the newly arrived cars," Covey said. "He ran up the speed until he was well over the limit and looked behind just in time to see a speed officer in full pursuit on a motorcycle. The salesman figured that the damage had already been done so he started to race the officer."

"This didn't prove a victory, for the motorcycle soon overhauled the salesman and the officer started to arrest him. Quick wit, however, saved the day and sold a Maxwell. The officer became interested in the car and before the salesman went his way, without tag or court summons, the order for one of the Maxwells was in his pocket."

Mechanical Signal Relieves Driver of Making Hand Signs

Use of a stop signal that has been approved by the secretary of state relieves the driver of an automobile of putting his hand out before stopping. Captain H. A. Lewis told a motorist last week.

"These signals, when they work, take the place of the hand signal," he said. "Of course the driver must check up to be sure his signal light is working properly. The secretary of state has approved several types of these signals and the ruling is that the driver need not make hand signals for movements indicated by the rear signal light."

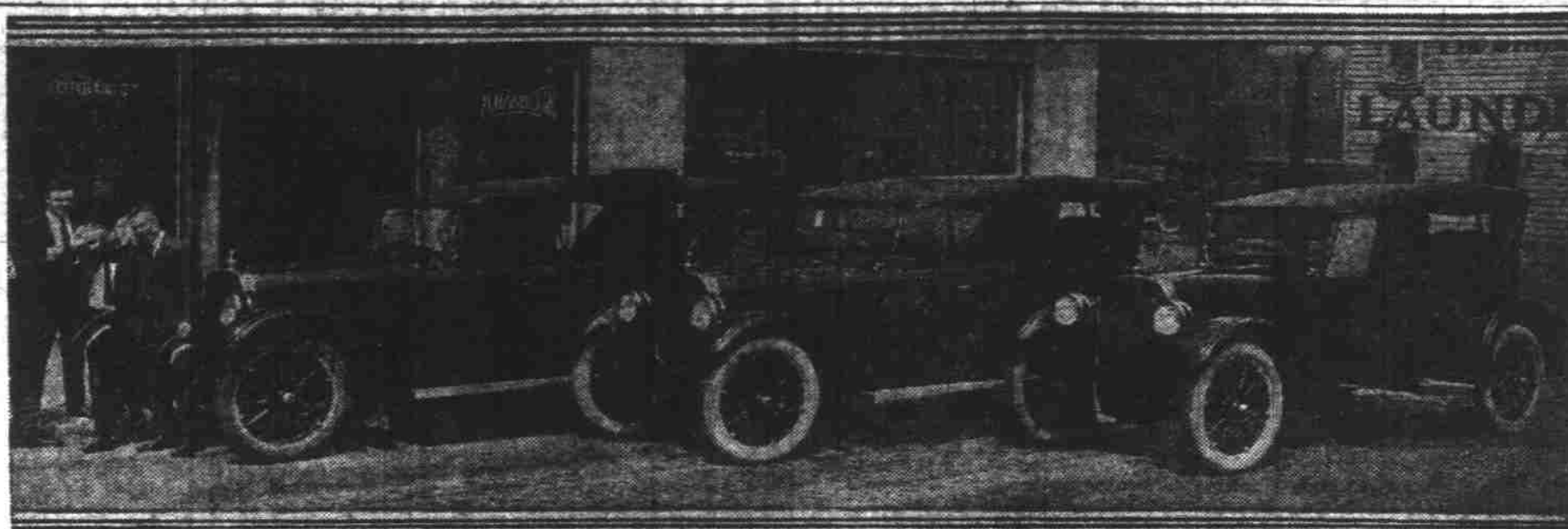
"Use of a stop signal light does not mean that the driver should not stop for turns. This must be done by hand if there is no device to indicate to drivers in the rear what the machine is going to do."

Walla Walla Road Is Being Improved

Walla Walla, Wash., Aug. 12.—Work on the improvement of the two-mile stretch of road on the Inland Empire highway west from this city to the paved road through College Place was started last week by the state highway department. The road will be given a bed of gravel and will then be surfaced with asphalt. This stretch has been in bad condition for the last two years and its repair was urged recently by Walla Walla county road boosters.

DON'T ALIBI
Most anything you say to a traffic cop may be used against you. Take heed.

TWO NEW DANDIES COME TO LIVE IN NEW HOME



Two real warm members on automobile row are the new series of Cleveland and Chandler cars, which are now handled by Oregon Motors, Inc., 15th and Burnside streets, of which E. O. Armstrong is president and Arthur H. Knaus is vice president. The three salesmen standing at the left of their three demonstrators, mopping their brows, is testimony that the new models are certainly warm ones.

HUP PRICES ARE GIVEN BIG DROP

Reductions Ordered Shortly After Arrival of New Model in Portland.

Closely on the heels of the arrival of the new R-8 model of the Hupmobile, the Manley Auto company, local distributors of the Hupp, announced a reduction in the prices of all models. The reduction ranges from \$110 on a touring car and roadster to \$200 on the four passenger coupe.

Word was received from the Hupp factory last week that the new prices would be effective at once. The reduced prices, which Harry Mountain, sales manager of the firm, points out are lower than at any other time in the history of the Hupp, are, roadster and touring cars, \$1250; roadster coupe, \$1545; four-passenger coupe, \$1865, and the sedan \$2080. The prices are for Portland delivery.

The new R-8 model came out less than two weeks ago. This model, with the exception of a few mechanical improvements and minor changes in the conveniences of the car, does not differ greatly from the previous Hupp models, Mountain said.

"The policy of the Hupp factory is very conservative," he said. "The firm does not make a practice of putting out yearly models, but rather has maintained the practice of getting out new models whenever new improvements are perfected."

"That the Hupp is well built and has kept its place in the motor world is seen in the fact that since its debut to the public several years ago there have been no radical changes. The car has been found to stand up and deliver the goods and the Hupp factory has no intention of making unnecessary and costly changes. This accounts for the popularity of the car and made the reduction of price possible."

Transportation by Motor Truck Shows A Marked Increase

An idea of the big growth of motor truck transportation the last decade is gleaned from statistics recently compiled by the White company, C. W. Cornell, manager of the local branch, said. This company, which is one of the pioneers in the motor truck industry, has been manufacturing gasoline trucks for about 13 years, but it is only in the last six or seven years that production and use of the motor truck has reached large proportions, he pointed out.

"The first of the year, 506 owners were operating 18,527 White trucks in fleets of 10 or more," he continued. "This same list of owners 12 years ago were operating the insignificant number of 80 trucks. The great majority, of course, did not use motor trucks in 1910. A few operated one or two. There is just one outstanding exception and that is W. & J. Sloane, the well-known New York furniture and carpet merchants. This establishment in 1910 was operating 13 Whites. Today this pioneer fleet has grown to 31."

"The owner of the largest individual fleet on the White list is the Gulf Refining company with 1177 trucks, representing an investment of more than \$3,000,000. The Gulf Refining did not operate trucks in 1910, but purchased one the following year. In 1914 the company had 81 trucks in service and since then has added from 100 to 200 trucks to their fleet each year."

"A few of the other large fleet owners are the Associated Bell Telephone companies with 206; the Standard Oil company of New York, 649; Union Oil company of California, 434, and the United States postoffice department, 665. In addition to the users who operate fleets of 10 or more there are still owners operating fleets of less than 10, totaling 23,284 trucks, and a grand total of fleet owners of 5917 and the number of trucks they operate \$1,511. There is a host of owners who do not operate fleets. Another interesting angle of the White company's tabulation is that 15 owners have invested more than \$20,000,000 in Whites."

Harley-Davidson Announces Drop in Prices on Models

A general price reduction of the Harley-Davidson motorcycle was announced recently by C. R. Potter, manager of the Motorcycle & Supply company, Third and Taylor streets. The announcement was also made of 10 major improvements incorporated

in the new 1922 models, which are now on display at the showrooms of the firm. The improvements include new roller bearing driving hub, a double acting brake, a manual ignition switch, improved double plunger oiler, a larger generator, hinged mud guards, silchrome, exhaust valves, new valve springs, shock proof tail light and new sidecar design.

The prices on the four models now on exhibit are: The V1-P, \$285; 61-J, \$305; the 74-FD, \$310, and the 74-JD, \$320. These prices are f. o. b. factory at Milwaukee, Wis.

ROAD WORK PROGRESSES
Bandon, Aug. 12.—Work on the Roseburg-Myrtle Point highway is progressing rapidly, is the report of a

traveler who came from Roseburg this week, and it should be finished as far as Camas valley by the time the fall rains set in.

CAN'T GET AWAY WITH IT
If you drive a touring car don't argue right-of-way with a truck or a street car. You can't get away with it.

ROAD CONGRESS TO MEET IN MAY

First International Session Since World War to Be at Seville.

New York, Aug. 12.—A certain indication that after eight years of war and upheaval the world is beginning to return to a normal state is contained in the announcement that the international road congress, which ceased operations in 1914 because of the European conflict, is to resume its deliberations early next May at Seville, Spain. The program for what promises to be the greatest and most important conference on highway improvement ever held has just been received from the office of the general secretary in Paris.

Thousands of delegates representing national and state governments and good roads associations in the United States, Belgium, Canada, Australia, New Zealand, China, Japan, France, Great Britain, Italy, Holland, Sweden, Denmark, Switzerland, Argentina, Czechoslovakia, Spain, Portugal, Norway, Germany, Yugoslavia, Poland, Austria, Cuba, Chile, Brazil, and many other countries, will participate in the congress and exchange views and experiences for mutual benefit. English, French and Spanish, have been adopted as the official languages.



Hupmobile

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At \$1095, the Earl Touring Car now on exhibition sets a new standard of motor car values. All the latest engineering and style developments have gone into its design. Ease of control, unfailing comfort, flexible power

and a wide margin of safety under all road conditions are assured by the salient features of its construction.

A dynamic long-stroke motor, an exclusive new steering gear, a rigid, 7-inch deep channel frame, rugged front and rear axles, quiet transmission, 56-inch rear springs, Alemite lubrication and a special Borg & Beck disc clutch round out the Earl chassis, tested and proved equal to any driving or hill-climbing emergency.

In four graceful body styles, the Earl line of motor cars offers the buyer full range for his taste as to the body type he prefers. No other cars of their size swing so near the road or

hug it more closely on corners or at speed. Low sweeping lines, refinement of detail and complete and unusual appointments make each Earl a car of distinction and individuality.

To your pleasure in its beauty, even a half hour's experience of its comfort and spirited performance will add the conviction that it is the motor car you want to own and drive. Come in, then, and see the car today. Make an appointment for a demonstration. Or, better still, do your own driving.

Big opportunity for salesman to making connections with our distributors and dealers. Write if interested. Perhaps we can locate you in territory where you would like to operate.

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