

No Reduction in Price of Oakland Sensible Six

At this time when the public mind is disturbed by sensationally-announced price reductions of automobiles and other merchandise and commodities, we desire to give assurance to those who require Personal Passenger Transportation, such as provided by the Oakland Sensible Six, that we do not anticipate reducing the price of our cars.

Starting with the production of the raw material required and continuing through to the finished product, over 80 per cent of the cost of an Oakland Sensible Six is labor.

Over 80 per cent of the cost of all other automobiles produced in large quantities is labor.

When wages paid to labor are reduced, or when labor produces more per man, then may manufacturers of honestly

priced automobiles legitimately consider the reduction of their selling prices.

We have not heard of any instance where automobile workers are receiving lower wages.

If wages may be lowered eventually we see no immediate trend in that direction.

In the production of so essential a factor in our economic life as the passenger automobile—increasing as it does the personal efficiency of owners by nearly 57 per cent—we believe the workers whose toil produces the vehicle should be large beneficiaries of the constructive character of their work.

If abnormal demand has been responsible for over-enthusiastic expansion and inflated profits in certain instances, the

wage earner should not be made to suffer as he must if powerful forces effect lower automobile prices whether or no.

True enough, there have been many instances of inflated prices. There has been profiteering. And true enough, abnormal profits must be eliminated.

And that is what has been going on all around you recently—the price reductions you have witnessed in automobiles and other merchandise are the belated shaking out of the abnormal profits. The normal profits are still there.

Manufacturers whose goods have been priced on actual cost to produce, plus normal profit, have no inflated figures with which to appeal to the uninformed public in sensational announcements of "Price Reductions." Prudent, studious buyers will not be misguided by erroneous principles.

Oakland Price Advance in Five Years Due to Increased Cost of Labor and Material, only 27.4 Per Cent.

In 1915 Model 32 Oakland Sensible Six was put on the market at \$795 f.o.b. factory.

Since 1915 the wheelbase of the Sensible Six has been lengthened five inches, its weight increased about four hundred pounds, its horsepower materially increased, its frame made deeper, and in many other ways the car has been enlarged, strengthened, improved and refined.

If the present Model 34-C had been built in 1915, it is

more than conservative to say that, based on labor and material costs at that time, we would have been compelled to list it to sell at \$1095, or more, f. o. b. factory.

We are therefore able to say, also with great conservatism, that the present price of Model 34-C represents an increase, due solely to increased costs of labor and material, of 27.4 per cent. Larger production each year has kept this increase at a low figure.

Compare this increase with the increase of other automobiles and with commodities—with the things you buy every day.

Nowhere have we been able to find a standard article of merchandise that has increased as little in selling price as the price of the Oakland Sensible Six.

In the event of unexpected reductions in the cost of the labor and material that enter into the construction of the Oakland Sensible Six to a point where we may properly and legitimately reduce the list price of our cars between October 1st, 1920, and May 1st, 1921, we will refund to every Oakland purchaser who buys within the above-mentioned period of time the amount of such reduction.

OAKLAND MOTOR CAR COMPANY

Sixth Largest Builders of Automobiles in the World
PONTIAC, MICHIGAN

HEIGHTS GARAGE, J. F. VOLSTORFF, PROP.

NASH COMPANY IN PRICE STATEMENT

The Mount Hood Motor Co., agent for the Nash automobile line, has just received from C. W. Nash, president of the Nash company, the headquarters of which are at Kenosha, Wis., a statement on price conditions. Mr. Nash said:

"I am proud of the past achievements of the Nash Motor Company. I feel certain of its future. I am sure that our company can and will produce and market passenger cars and trucks in their price class at least as cheaply as any other manufacturing concern similarly engaged. We have not been

profiteers. Taking as an example our standard five passenger car and considering the additional cost of cord tires and many other improvements, it has been advanced practically 24 per cent over our pre-war prices. The same is true with reference to our other models.

"In passing, compare this percentage of increase in the price of our product over pre-war prices with others engaged in this business. This tells the whole story. It must be evident from the foregoing statement that the increased cost of production is and will be for a long time to come indefinitely more than 24 per cent. What is the answer?"

"We cannot, having in mind a reasonable margin of profit for the Nash Motors Company, reduce the price of

our product without resorting to a business policy that would be dangerous and one that would discredit our organization in the minds of the public, whose confidence must constitute our principal asset.

"Improvements and additions to our product, to make it more nearly 100 per cent perfect may, and probably will, be made from time to time, but the policy of the Nash Motor Company will be to absolutely maintain its present prices to at least July 1, 1921.

"In conclusion, we justly claim the proud distinction that our factory is running full time with full production and we are finding a ready market for our product."

Mrs. Jessie M. Bishop has the agency for the Nu-Bone corset. Tel. 3311. If

FISS, FURS AND FEATHERS

Officials have issued warnings to non-residents against hunting China pheasants here. The local open season is later than in the Willamette valley, the home of many apple pickers and motor tourists who visit here. The local pheasant season opens the last Monday in October and closes the first Monday in November. The limit of a bag for any one day is five birds, with a limit of 10 for the season. While the total bag in other districts may include three females, it must include only two female fowls here.

C. O. Huelat solved the mystery of a haunted piano at his house Sunday when he delved into the vitals of the instrument. For the past week the piano has been softly sounding at all hours of the night. The performance, Mr. Huelat says, had become slightly nerve racking. His investigation proved a family of mice the players. In the bottom of the piano he found a cache of stale bread, fish bones and prune pits. He dispatched two mice.

"An epidemic of rodents seems to have struck town," says Mr. Huelat. "Big gray rats have arrived at our home. Sunday night we left a lot of food open in the kitchen. Next morning we found a dead rat near some partly emptied plates. Apparently he had over eaten."

During the past summer, according to the White Salmon Enterprise, bear with a taste for mutton have given sheep men on the Columbia national forest a great deal of trouble. Hartz Bros., using the Big Huckleberry range, lost 25 head killed by bear. Mr. Hartz retaliated by killing five of the bear.

R. E. Jackson, using Bald Mountain range, lost 15 head at one time, when the sheep, frightened by bear, were piled up. Mr. Jackson killed at least one of the bear. Mr. Hamilton, in the Indian Heaven country, reports considerable trouble with bear, and some losses. A band in the vicinity of Race Track was raided one night by a cougar and several head were killed. Bear troubled this band also throughout the summer months.

Bear have been particularly numerous along the ridge separating the Wind river drainage from the Little White Salmon and north to Bird Mountain and Twin Buttes. It is hoped that trappers and others who may be interested, will make an effort during the open season to reduce the number of bear in this vicinity.

The call of the open air is making itself felt among Hood River sportsmen. A dozen or more parties of Hood River anglers will go to eastern Oregon points for fowl in the next few weeks. Next Sunday the following sportsmen will leave for Harney county: O. C. Dean, L. E. Foust, William Stewart, F. W. Peck and H. O. Kress. Mr. Dean and Mr. Foust will be accompanied by their wives.

While trout fishing remains better than for many years, the run of salmon trout, that has been giving sportsmen a fine opportunity recently, seems to have lessened. Sportsmen declare that they have not seen mountain trout as plentiful in the stream for the past 20 years. All fishermen are catching the limit.

Glacier office makes rubber stamps for Fruit Boxes.

I have taken the agency for the Spirilla Corset. Call at Euclow Tailor Shop, Mrs. Karl Boelow, Hood River, Or. If

Highest cash price paid for your used furniture, stoves and rugs. Call McClain at E. A. Franz Co.

Ten months' guarantee on storage battery repairs. Dakin Electric Works, Third and Oak Sts. If

FOR SALE

These are good buys, every one; and now is the time to buy.

FARM PROPERTIES

- Eighty acres in the Upper Valley for \$120 an acre. All cleared and excellent soil. A hay or stock proposition impossible to beat. Good terms.
- Nineteen acres on West Side for \$5,000. Fourteen of this in orchard. Fair improvements. Possession at once.
- Thirteen acres near town for \$5250. Some good orchard and some improvements. The land alone worth the money.
- Thirty acres six miles out. Good house and barn. Good soil. Ten acres in healthy orchard in bearing. Five acres more cleared. Belongs to non-residents. A bargain at \$6000.

CITY RESIDENCE PROPERTIES

- Excellent seven-room House on Heights; four lots and barn. All for \$3250. Cheap as dirt.
- Six-room modern bungalow with basement and furnace. Best buy down town. \$3000.
- Beautiful modern residence on Columbia. Six rooms, hot water heat, garage, all the fixings. \$4500.
- Another on State Street; a richly finished, most attractive bungalow. Mighty reasonable at \$5500.
- Good eight-room house and four lots, garage and chicken house. At \$3000. it seems too cheaply priced.

SEE US ABOUT THESE

HOOD RIVER ABSTRACT & INVESTMENT CO.

J. W. CRITES, President.

K. W. SINCLAIR, Secretary.



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