



Automobile Section



EVENING HERALD

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MOTOR LAND QUOTES PRICE REDUCTIONS

Motor Land, in its issue of July 1921, supplies the facts and figures listed below relative to price reductions in nearly every car on the market today and their source of information comes directly from the manufacturers' headquarters.

The prices listed are all f. o. b. at factory and, of course, are not what the cars would be sold for in Klamath Falls, but the items are important for all persons interested in the possibility of purchasing a car soon. Motor Land states that the Dort Motor Car company has reduced the price of the touring car and roadster from \$1215 to \$1115; coupe, \$1865 to \$1685; sedan, \$1995 to \$1835.

Maxwell prices have been lowered \$150, a total reduction from the high level of September, 1920, of \$310 on open cars and \$350 on closed cars. New prices are: touring car, \$845; roadster, \$845; coupe, \$1445; sedan, \$1545.

The Scripps-Booth B-39 touring car is now \$1295, instead of \$1545; B-40 roadster, \$1275, instead of \$1545; B-41 sedan, \$2100, as against \$2295; B-42 coupe, \$1950, instead of \$2215.

Hupp models have been cut \$200 to \$325. Hupp open models now list at \$1485, coupe \$2400, sedan \$2485.

Paige, Stephens and Oldsmobile have announced that present prices will be maintained.

New and old Chevrolet 4-90 prices are: touring car, \$645 and \$820, roadster \$635 and \$795, sedan \$1195 and \$1375, coupe \$1155 and \$1325, light delivery wagon \$645 and \$820.

Oakland has cut \$250, which is 18 per cent on open cars and 12 per cent on closed. The touring car and roadster, formerly \$1395, now sell for \$1145, and the coupe and sedan sell for \$1815 instead of \$2065.

Tires are cheaper now than they ever have been in the history of motoring. The standard price of a 34x4, for example, is now about \$30. Cuts in tire prices average about 15 per cent. Goodyear reductions are 12 to 15.8 per cent, fabric tires 17 per cent, and tubes 20 per cent. At the same time a smooth tread 30x3 1/2 to sell for \$13.95 is announced.

Miller has dropped cord prices 12 1/2 per cent; fabrics 17 1/2 per cent, and tubes 20 per cent. The 30x3 1/2 cord is now \$24 as against \$32.

U. S. Rubber has dropped 11 to 20 per cent, 15 per cent on Uaco tread tires and 17 1/2 per cent on Knobby and Chain treads.

Kelly Springfield has lowered all tires 20 per cent, except Ford sizes, which are 22 per cent. Fisk has dropped 12 1/2 to 20 per cent. The Loe Rubber and Tire company has reduced its regular cord and fabric tires 20 per cent and the puncture-proof tires 15 per cent. Keystone Tire and Rubber company has cut 20 per cent from the list. Themold Rubber company has reduced the list on all sizes 20 per cent, except 4 1/2-inch sizes, which are cut 23 per cent.

Buick price reductions and the announcement of the 1922 line were simultaneous. Cars at the

new prices will be designated as 1922 models. New and old prices are: 44 roadster, \$1495, \$1795; 45 five-passenger, \$1525, \$1795; 46 three-passenger, coupe, \$2135, \$2585; 47 five-passenger sedan \$2435, \$2895; 48 four-passenger coupe, \$2325, \$2985; 49 seven-passenger touring, \$1735, \$2065; seven-passenger sedan, \$2635, \$3295.

All Studebaker models have been cut, the price of model EJ-40 now being \$1335 as against \$1485, for example. New prices of all models are: EJ-40 roadster, \$1360; special body roadster, \$1695; five-passenger, \$1335; sedan, \$1995; model EH-50 roadster, \$1585; five-passenger and four-passenger, \$1635; coupe, \$2450; sedan, \$2250; model EG-60, seven-passenger, \$1985; coupe, \$2850; sedan, \$2950.

New Chalmers prices are: five-passenger touring, \$1545; roadster, \$1495; seven-passenger touring, \$1795; five passenger sport, \$1395; coupe, \$2295; sedan, \$2415. The average reduction is about \$309.

The Chevrolet touring car has been cut to \$1185 from \$1345, the roadster to \$1185 from \$1345, and the sedan and coupe from \$2075 to \$1885.

Templar prices have been cut \$500 on open models and \$600 on closed models. The price of the open car is now \$2385, and closed car \$1885.

The latest reduction in Ford prices brings the price of this car down as near to pre-war level as ever may be expected. The touring car went down to \$415 from \$440, runabout \$370 from \$395, coupe \$695 from \$745, sedan \$760 from \$795, chassis \$345 from \$360. The prices quoted are without starting and lighting or demountable rims.

The lowest price was in 1911 when the touring car cost \$360 and the runabout \$340. Ford business for April and May was greater by 56,633 cars and trucks than for the same two months of 1920; in fact the demand has been greater than the supply so that the output has been limited, not by unfilled orders, but by lack of manufacturing facilities. The biggest month in the history of the company was May of this year when 101,424 cars and trucks were produced.

Great Future For Rayfield Carburetor

"The Rayfield carburetor is exceeding my fondest expectations, and I have reasons to believe that before long, the Rayfield will be used quite extensively in this county," said Rex Renner as he gathered up a bunch of tools and started to climb into a waiting machine to go out into the country where a job was awaiting his services.

"The prices on the Rayfield are coming down, according to the circular which I received today, but the exact prices have not been sent to me yet. I find by experimenting on my own accord that this carburetor has power for all purposes, speed and quick pickup and above everything else, economy in gas consumption. The Rayfield does not "just happen" to be the best carburetor—there's a reason for it. Ten years have been spent in perfecting this vital part of a car by a set of supercritical engineers and this fact has been established by the number of manufacturers of high grade cars who have adopted it as a part of the standard equipment."

"Competitive tests show that Ray-

field users get increased mileage as the carburetor utilizes every drop of gasoline and handles the present day low grade fuel with a marked degree.

"Yes, I feel sure that there will be better times a little later on but I am not suffering any now," added Mr. Renner, as he stepped on her and sped away.

DAN RYAN ANNEXES HIS FOURTH BUICK.

Dan Ryan has just purchased his fourth Buick, delivery of one of the 1922 Buicks just received by the Buick Sales and Service company, having been made yesterday by Manager Hoagland. Of all the Buick fans in the county, there is not a better one than Mr. Ryan, and like the old saying, "the proof of the pudding is the chewing of the string," the proof that he likes the Buick is the fact that he buys and drives them.

Considerable interest is being manifested in the forthcoming announcement of the new Buick "Four." Unless something unforeseen prevents, the specifications and price will be announced next week, according to Louis Hoagland, the local representative. He has no definite information as to just what they will be, but he has heard enough to cause him to say that "they will set everyone talking."

AUTOMATIC WINDSHIELD CLEANER

Operated by a vacuum motor connected with an automobile's intake manifold by flexible tubing, a new windshield cleaner is kept constantly in motion as long as a valve on the motor is kept open.

Women are employed as drivers of both private and public-hire vehicles in England.

Too Busy to Discuss Fisk Tires

The automobile gossip found general Charley Johnson seated on the curbing near his establishment, working a Fisk tire loose from a rim on a machine. "Young man, I'm tremendously busy in this period trying to earn a few dollars and have little or nothing to say about Fisk tires. It seems to me that the Fisk tire talks for itself, for everytime a purchaser buys one, that marks a new date in his tire purchases. He never "retires" but what he uses the experience gained from a satisfactory mileage and from some Fisk dealer a new tire is "retired from sale." What other facts could you expect from me? I just know that all my sales have been satisfactory to the buyers and all the talking I could do about them would not make them last any better than they do."

"You want to know how business is? Well, young man, I am doing my share in this city and my patrons are paying cash for their buys. I'm happy that I have that class of people to deal with, Fisk tires have met with the price reduction but the quality is there. There is a pride put into that tire that the manufacturer's prize more than they do a volume of sales, for once a patron is secured, the aim of the company and every dealer is to keep him on the list and give him "complete satisfaction." You know, a satisfied customer brings another, like an endless chain proposition. You tell the world I'm proud of the Fisk tire and its record. Come again sometime when I feel like talking longer but I must get to work," and with that Charley resumed his labors on the tire without another upward glance.

When a Better Car Is Built The BUICK Will Build It!

This is the message that the manufacturers of the Buick blazoned to the world since the first Buick car was offered to the public. How well that promise has been kept is best answered by the great increase in Buick sales. Here at home the Buick has been the standard of quality. Each year has seen the number of cars sold increased. This year, when the automobile industry has had the greatest struggle in its his-

tory, there have been more Buicks sold in Klamath county than were sold in any one year since the Buick agency was established here. The reason for it is that this year buyers look upon the purchase of an automobile as an investment and scrutinize very carefully what they are putting their money into. That is all we ask—careful examination of what we have to offer in automobile value. We know you will buy a Buick.

• THE FIRST •

Carload of 1922 Buicks

• IS HERE •

And what cars they are! Everything that was good has been retained—and that means about 99 1/2%—with the addition of those little refinements that add so much to car comfort and convenience. We shall be glad to give you a full demonstration at any time.

Ho! for the New Buick "Four"

The day is almost at hand when we can tell you the secrets of the greatest "Four" in the history of automobile history—the Buick "Four." Complete speci-

fications will be here sometime next week and we expect to have our first carload of these greatest of all cars here about August 15. The demand for these cars will be so great that only those who have placed orders will stand any chance of early delivery. We are taking conditional orders—meaning that if you are not more than satisfied with the Buick Four you can get your money back and have the order cancelled. We know, however that there will not be a single order cancelled for the new car will be

THE GREATEST "FOUR" EVER OFFERED TO THE PUBLIC

THE BUICK SALES AND SERVICE CO.

L. HOAGLAND, MANAGER

Seventh and Klamath

Phone 176-W