

Increasing Prices Pose Problem in Auto Field

By DAVID J. WILKIE
Automotive Editor

DETROIT (AP)—The car buying public may be growing increasingly price-conscious, but so, too, are the industry's manufacturing and merchandising divisions.

Arguing the increasing costs of production the manufacturers have won higher wholesale prices and passed much of the advance along to the retailers.

The retailers not only pass the increases along to the car buyers, but also have tightened up materially in the trade-in allowances granted on used cars.

BIGGEST PART

Replacement sales, of course, represent the biggest part of the industry's retail business. Trading an old car and a certain amount of cash for a new car is a tradition that began with the advent of mass production in the auto factories.

Without it there could be no high volume of production and sales in the automobile industry. So the car makers as well as the franchisee dealers recognize the used car market as a very important part of the industry's overall operation.

However, what's happening right now is that most would-be new car buyers with a used car to trade in expect considerably more for it than the dealer can allow.

Generally the new car buyer is trying to offset the higher list price of the new vehicle by getting more for his used car.

For the most part the buyer just isn't getting the higher allowance; and he can't beat the depreciation by trying to sell the car to an individual or a used car dealer.

In many cases the individual himself has a car to dispose of before he buys another; the used car dealer in many cases operates a business owned by a new car retailer.

All this adds up to the fact that

business for the new car retailer cannot be good unless the used car market, too, is enjoying its share of prosperity.

You can hear much said in both the manufacturing and merchandising divisions of the industry about a new car shortage this year. The view is based on the assumption in both divisions that production will be held down to not more than 4 million passenger cars for 1952.

Yet it is true that many would be buyers, finding the trade-in allowance is only about two-thirds of the original cost a year ago, will not buy new cars this year.

Under the tighter credit restrictions a \$100-a-month installment payment on a new car isn't uncommon.

PRESSURE

The motorist who has just completed 15 or 18 monthly payments of his car and discovers it has depreciated anywhere from \$1,000 to \$1,500 often will require a lot of sales pressure before buying another.

This is among the problems that lie ahead of the new car merchandisers this year.

Some retailers are convinced they can sell all the new cars that will come from the factories this year. Others say they will be put out of business unless there is a substantial easing of credit restrictions.

In any event—now car shortage or not—the day when a motorist could swap his old car and a couple of hundred dollars for a new model seems to be gone for a long time to come.

MADRAS (AP)—The Madras grade school district voted Monday to withdraw from the Jefferson County rural school district. The vote was 73-9 in a district with some 700 eligible voters.

Bonneville's Income Soars

WASHINGTON (AP)—The Bonneville Power Administration had the biggest net income in its history during the year ended last June 30, Dr. Paul Raver has told a House appropriations subcommittee.

As a result, the agency may not have to raise rates to its power customers.

Raver, Bonneville power administrator, testified before a subcommittee considering BPA's budget request for the 12 months beginning July 1. The testimony was made public Tuesday.

GROSS

Raver said Bonneville's gross revenue last year was 36 million dollars and 14 1/2 million of it was left after deducting operating expenses, depreciation and interest on the investment.

He said the increased cost of construction of dams now under way or proposed may make a rate hike necessary. But he added engineering savings and a 70 million dollar accumulated surplus "is going to minimize the rate increase we are going to have to make on these new dams in 1954."

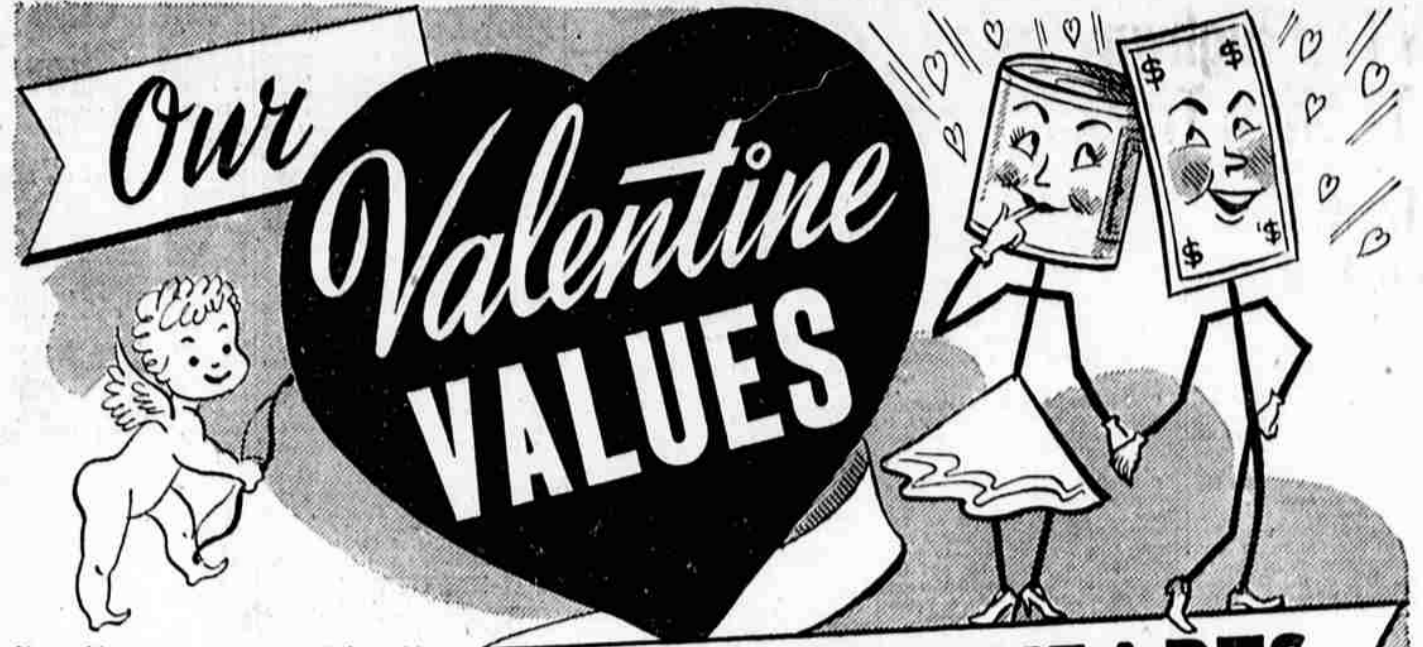
HOPE

Raver said Bonneville "might even ride through without making a rate increase, but I think our customers are entitled to know we probably will have to take one."

He did not indicate the size of the proposed increase. Raver testified at a similar hearing last year, however, the rate might be boosted from \$17.50 to \$22.50 a kilowatt year.

EASY EATING

Keep a big bowl of shiny red apples and walnuts in the shell handy for between-meal snacking—and keep the nutcrackers in sight too. If you like, let the bowl of fruit and nuts double as table decoration. It's perfect for the dining table or coffee table.



If you like to save money, you'll love this Valentine of Values! It's a sweetheart for savings—filled to over-flowing with high quality foods at low-as-possible prices. That's the way we woo your patronage every day of every week. And if you will accept our proposal that you buy ALL your food needs in our complete market, we promise that you will enjoy hearty good eating at a lower cost.

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Hunt's Sliced Sweet Pickles No. 2 1/2 Glass Jar **48c**

Royal Club JELLY Asst. 12-oz. Tumbler **23c**

KRAFT SALAD OIL Qt. Bot. **49c**

MIRACLE WHIP Qt. Jar **49c**

CHEESE VELVEETA 2-lb. Loaf **89c**

GRATED ROYAL CLUB TUNA FISH 1/2 2 Tin for **49c**

Scot Towels 2 Rolls **35c**

Folger's Coffee 1-lb. tin **89c** 2-lb. tin **\$1.77**

MAYWOOD RIPE OLIVES Standard Size No. 1 Tall Tin	25c	SUNSHINE CRACKERS KRISPY 2 lb. box	57c
SWANSDOWN White Cake Mix pkg.	35c	CRACKERS GRAHAM 1 lb. box	32c
SWANSDOWN Chocolate Cake Mix pkg.	35c	MINT PILLOW CANDY 12 oz. bag	29c
Betty Crocker Crust Quick 2 pkgs.	39c	Butter Scotch CAMEL 10 oz. bag	29c
With Coupon, Inside Worth 10c			

Self-Service Produce

GROUND BEEF Fresh ground, no cereal. Complies with any and all OPS regulations	lb.	49c
SMELT Columbia River, fresh daily	lb.	33c
PORK ROASTS Lean, well trimmed shoulder cuts	lb.	39c
BOILING BEEF This is good soup weather!	lb.	29c
SLICED BACON Morrell's Eastern "Alright" brand	lb.	39c
HAM HOCKS Smoked, wonderful for seasoning	lb.	19c
TURKEYS Drawn, ready for the oven. Small size hens	lb.	79c
CRABS Fresh caught from the Oregon Coast. Cleaned and scrubbed, ready to crack.		
TROUT Fresh Rainbow		

Meat prices effective Fri., Sat. and Sun.

Quality Meats

BANANAS Fancy, golden ripe	2 lbs.	35c
AVOCADOS Just right for your salads	2 for	29c
Cauliflower Snow white heads, lb.		10c
POTATOES Klamath Netted Gems. 10-lb. Home Toter bag		59c

GERBER'S BABY FOOD Strained or Chopped 4 CANS **35c**

GERBER'S BABY MEATS Strained or Chopped CAN **21c**

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A glorious weekend for two at world-famous Timberline Lodge. Enjoy a wonderful stay at one of America's finest playgrounds.

2nd PRIZE

Special Betty Crocker gold-rimmed glass cake plate.

3rd PRIZE

Four place-settings Queen Bess pattern silver service.



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All Pie Entries Will Be Auctioned For the Benefit of

The Campfire Girls

Come in anytime 8:30 to 5 until Feb. 28th

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Here's all you have to do to enter:

1. The Mince Pie Baking Contest runs from February 1st to February 29th.
2. All major ingredients, including mixing and baking equipment, and pie pans, are furnished free...and in order to keep contest fair...must be used. If you wish, you may add your own favorite condiments and flavorings.
3. You bake your mince pie in a new Crosley range.
4. Contest is open to everyone except professional cooks and home economists.
5. The decision of the judges is final.
6. Judging will be March 1, 1952.

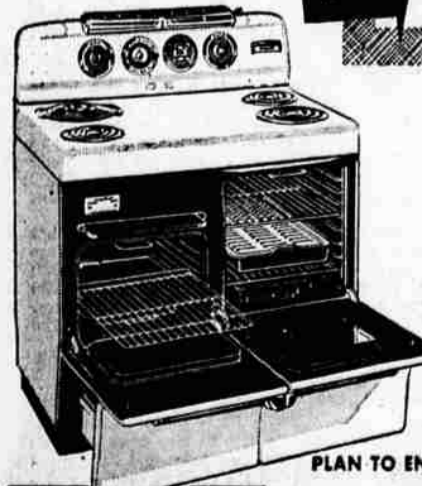
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