Car Price Increases Likely to Be General

Growing Cost of Materials to Auto Builders Can Hardly Have Any Other Effect, It Is Predicted.

LITTLE DIFFERENCE PROBABLY TO CONSUMERS

The announcement from Chicago that the price on one model of the Chalmers line has been advanced did not come as any great surprise to persons directly interested in automobiles either as buyers or sellers. It has been pretty generally expected that car prices instead of being reduced any further—that is, at least on those cars selling at $1,000 or over—would tend to advance. Quite a while before Chalmers advanced his price, which increase, by the way, does not take effect until March 1, the Packard and Cadillac had also announced increases of varying amounts over their former standards of cost. These increases, of which it is certain there will be others before very long, do not mean a great deal more by way of additional cost to the customer, but in the aggregate mean a great deal to the manufacturer.

Like a great many other things inflicted upon the public, the new prices are blamable on the war. War has caused the prices of materials to advance. The very things that are most used in the manufacture of automobiles enter into the building of munitions for war purposes. As a result it is natural that prices should advance. Furthermore, the cost of certain elements which enter into the making of automobile tires has caused an increase in their prices of about 10 per cent., roughly, to the consumer. Gasolene has advanced of late as well.

Taken in the lump it makes the cost of motoring higher than it was. But that is only when you take it as a whole. Individually it is not costing a great deal more than it ever did before. The owner and user of a light weight, moderate priced car will not find his bill for motoring increased in a year by more than a couple of hundred dollars, owing to the additions in tire and gasolene prices and also the possible higher initial cost of his car. Certainly these things are not going to disqualify many folks from becoming automobilists or if they already own cars from continuing to run them.

Quite pat with the announcement of the increase of price of the Chalmers car is an article which appears in the current number of *Leslie's Weekly* in which the question of price advances generally is taken up. After noting that few radical reductions were announced at the New York show, and that such reductions were the exception rather than the rule, the writer advises the intending purchaser of a 1916 car to get in and buy early because he believes that cars generally will go up in price pretty soon.

"It is a generally accepted fact 'in the trade' that the manufacturer's profit on cars is now as small as he can safely allow and still remain in business," he writes. "Dealers' discounts have been chopped until this class of erstwhile moneymakers feels that its profits of previous years are vanishing into air as thin as a well regulated exhaust. It is also a fact that the prices of the metals and alloys entering into the construction of motors, running gear and bodies have increased at rates ranging from 50 to 300 per cent. Aluminum, copper and brass are among the materials whose rise in value has been unprecedented, and such constituents of high grade steel as tungsten, nickel and vanadium now possess a market value of which their discoverers never dreamed.

"This increase in price also applies to the accessories and other parts found on a car which are not produced by the automobile manufacturer. The rubber used in tires, the hides and imitation leathers for upholstery, the platinum or other heat resisting elements used for ignition systems—all add to the cost of making a car.

"And when we find the tires will cost the manufacturer a dollar more each, that copper or brass has increased 5 or 10 cents a pound, that this and that alloy will cost $2 and $3 more for the amount used in each car, there are three courses open to the manufacturer—he either must be willing to reduce his profit per car, he must 'skimp' in its construction—both in quantity and quality of materials—or he must increase the price. The first course is now open to scarcely a single manufacturer, for after all he is in business primarily to make money, and even a slight reduction in profits would turn his livelihood into an actual loss; the second course will not be taken by any reputable manufacturer, for he has built up a reputation based on the performance of his car which he cannot afford to diminish; therefore, the price increase would seem to be an actual reality during the coming season for those manufacturers who are unable to purchase materials on the same favorable basis as that previously prevailing and who have reduced their profits to the lowest minimum. In other words, there is no time like the present to place an order for the car which the respective purchaser has already selected for himself in his 'mind's eye.'"

BILL TO LINK UP STATE HIGHWAYS

Will Spend $2,000,000 to Complete the Highway System as Built.

A bill has been introduced in the Legislature by Senator Arden L. Norton, president of the Cobleskill Automobile Club, and Assemblyman H. J. Mitchell, president of the Schuyler County Automobile Club, as the first necessary step to reclaim a fund of about $2,000,000 for the purpose of connecting up State roads by providing funds for the construction of the short missing links in these routes.

This amendment has the support of the clubs composing the New York State Automobile Association and will authorize the expenditure of surplus funds from the second fifty million bond issue, and will correct the inequality of the original distribution so as to provide funds in those counties which were short of money for the construction of various short missing links in the State roads throughout the State.

The Norton-Mitchell bill provides for the same result as the Blauvelt amendment, which was adopted by the Constitional Convention, but which, like all other amendments to the Constitution, was defeated at the recent election. This money is to be placed at the disposal of the Highway Department and will prevent the sum of approximately $2,000,000 reverting to the State sinking fund and will produce the results anticipated by the people when this bond issue was voted upon and carried by a very large majority.

Sterling Makes Good Run to Boston.

On January 10 two men left in a Sterling New York roadster for Boston at 3 o'clock, arriving in Hartford at 8 o'clock the same evening. They left Hartford at 8 A. M. the next day and arrived in Boston at 3 o'clock that afternoon. The trip was made on eleven gallons of gasolene and at no time during the trip was the gear shifted from high. The Sterling will be on exhibition about February 1 in the salesrooms in the Circle Building.

CALEB BRAGG BUYS A MARMON.

And Says Some Kind Words of the Machine Meantime.

Caleb Bragg, the race driver, is one of the latest to buy the Marmon 34. Bragg is one of America's best posted automobile experts, having built and driven fast cars since 1908. Bragg spent the whole week of the New York Automobile Show examining the high grade cars, both foreign and domestic.

When placing his order for the Marmon 34 he remarked: "I am buying your car because in no cars have I found such performance and passenger comfort with so little attention from the driver. I was particularly impressed by the oiling system by which the car practically takes care of itself. Your use of aluminum and the fine balance of the car at high speeds are in advance of anything I have seen."

New Jersey Automobile Club Elects

The New Jersey Automobile Club at its recent annual meeting elected these officers for 1916: Robert Gaede, president; Peter S. Van Kirk, first vice-president; Thomas L. Kelley, second vice-president; James Madden, secretary; Walter J. Doremus, treasurer; Dr. James N. Faulkner, representative to the American Automobile Association; William G. Norwood, Robert Gaede and George W. Kinsey, A. A. C. representatives of New Jersey.

COASTING UPHILL IS PACKARD SENSATION

Novelty Is Dealer's Description of the Way Car Feels Under Him.

The sensation caused by the introduction of the Packard Twin-Six has been succeeded by the general enthusiasm on the part of owners and drivers in all parts of the country where the cars have been put in service.

According to reports from those who have put them to test, the performance of the twelve cylinder cars is of a nature to make them doubt their own experience. The ease with which the Twin-Six motor meets the demands put upon it, its easy and positive response and the riding qualities of the car itself, they say, contribute to an entirely new sensation in motoring.

"What we thought we knew about motor car ability seems almost an impertinence now," one branch manager wrote the Eastern headquarters. "The capacity of this new Packard cannot be measured by any former experiences. How do you suppose we felt when we tested it on a hill at two miles an hour on high, and it pulled along without a sound or sign of effort and with absolutely no vibration? We felt as if we were suffering a delusion—that the car was coasting uphill.

"At high speed, too, the effect was the same, the lack of vibration making 50 miles an hour seem like 30. We were enthusiastic when the car was announced, but since driving it our enthusiasm has gone up like a rocket and kept going up. We have seen the car and ridden in it and put it through all sorts of tests; yet we feel the same astonishment now at its superiority as we did the first time we tried it out."

Studebakers in Trainloads.

The Studebaker Corporation reports trainload orders for cars from dealers at Chicago, Milwaukee, Madison, La Crosse, Minneapolis, Sioux Falls, Grand Forks, Fargo, Des Moines, St. Louis and other cities.

Speed in the Old Bones Still.

The Maxwell touring car which recently ran more than 22,000 miles without a motor stop was put on a measured course near Los Angeles at the end of the run. It showed ability to travel fifty-five miles an hour.

NEW PEERLESS "8" PERFORMING WELL

Does All That High Priced Big Six Did, at Considerably Lower Cost.

It will interest old Peerless owners to know that the performance of the 60 horse-power $6,000 six cylinder model of two years ago is being surpassed by the new Peerless 8, which made its debut at the Grand Central Palace Show, and not the least important thing in connection with it is the fact that the new 8 costs less than one-third the price of the old Peerless leader.

"And talking about price on Peerless cars," says C. T. Silver, "it has always been the policy of the company to fix a price after the product was built rather than have the price influence manufacturing operations. In the case of the new eight cylinder car there is no other model to distract attention and pile up cost like in former years and the price is in accordance with a policy of concentration."

Although the Peerless company is just entering the multiple cylinder field, motorists should not lose sight of the fact that the present model has been subjected to tests and comparisons for the past two years and even now it would not have been put on the market unless it fulfilled the requirements of great dependability, comfort and artistry, the aim of the builders from the beginning.

Mr. Silver points out that although the Peerless company is one of the oldest in the automobile industry, its policy has never been radical. It has made advances slowly, with the result that the cars have been of high quality. The Peerless was the first to introduce into this country the four speed transmission, the drop front axle and the arched rear axle with the dished rear wheels, on which it holds an exclusive patent.

"And furthermore," says Mr. Silver, "the science of heat treatment, of which the Peerless company are masters, has enabled them to have a much lighter construction throughout the new 8 than with a four or six cylinder motor of corresponding pulling ability. As a matter of fact the science of heat treatment reaches a higher point in the Peerless factory than even in the technical schools. Every vital part of a Peerless is raised to its maximum efficiency by this science."

Russell Huff

Chief engineer of Dodge Bros., recently elected president of the Society of Automobile Engineers.

WINTON SIX

Motor Cars That Pass Without Being Noticed

Your friend, Jasper, feels hurt because you passed him on the boulevard last Sunday without a sign of recognition. He noticed you, and saluted; but you never saw him. And it was not your fault.

The worst of it is that you hesitate to tell Jasper the precise truth about it. You can't very well explain to him that you didn't happen to see him because he uses one of those cars that look like a multitude of other cars, whereas he *did* see you, because your car has individuality, and distinguished appearance. Yet these are the facts.

Jasper thinks that a motor car is a mere utility: you know that *your* car is a constant delight. He is satisfied simply to go: you are thoughtful as to *how* you go. And the car you own doesn't need license numbers to identify it, for you had that car designed especially to meet your individual taste, and consequently it possesses a real personality.

The happiness of life comes largely from shades of difference: monotony is worse than irksome. So, in building motor cars, we put into them other qualities in addition to mechanical excellence: we make it our purpose to satisfy the personal requirements of each buyer, giving him just those differences that he most wants.

Winton Sixes are made in two sizes: 33 at $2285; 48 at $3500. A telephone call will bring you all the particulars.

The Winton Company

Winton Building, Broadway at 70th Street. Tel. Columbus 3580

Newark—Winton Bldg., 380 Central Ave. Tel. Mulberry 900

Maxwell

Another Maxwell Record

THOUGHTLESS or prejudiced people are wont to assert that a light car is necessarily a short-lived car and that it can not stand up under prolonged hard usage.

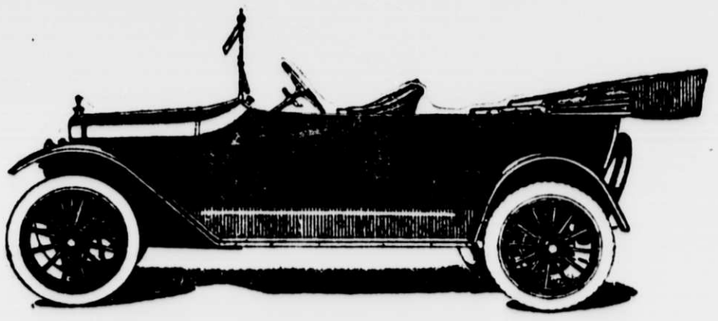
The Maxwell is a light car. It weighs 1,950 pounds and, so far as we know, it is the lightest car of its power in the country.

The Longest Motor No-Stop Run in the history of the automobile industry has just been made by a stock Maxwell Touring Car. This record is authentic, the run being officially observed by the American Automobile Association.

For 43 days and nights this car was driven over city and country roads, averaging more than 500 miles per day—the engine never stopping, the car stopping only long enough to take on gasoline and oil.

This remarkable endurance record disposes finally of the theory that excessive weight means strength. It justifies the use of light weight scientifically heat-treated steels. And it shows that the economy of operation, consequent to the light weight of Maxwell Motor Cars, is not secured at the expense of sturdiness or durability.

The purchase of a Maxwell will assure you of the same rugged qualities, the same sterling worth that makes such an enviable record possible. All Maxwell cars are built of one quality and that is the very best we know how to produce. By buying a Maxwell you protect yourself and your investment.



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Touring Car (with All-Weather Top)	755
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Mitchell

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1915 Mitchell, 4 cyl., 5 pass.
1915 Special Racer.
1915 Lozier Touring.
1915 Chandler, Roadster.
1912 Buick, model 36.
1915 Cole, 6 Roadster.
1916 Overland, 5 pass.
1913 Cadillac, 7 pass.
Imported Sedan.
1914 Hupmobile.
1913 Hudson Touring.
Several cars in good running condition at $100.

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Herreshoff runabout	150
Overland (new model 83)	675
Briscoe, like new, latest model,	450
Regal, electric starter, &c.	450
Cadillac 1914, 7 pass.	775
Cadillac 1913, demountable top,	750

Studebakers, all models, $200 to $800

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King, 1915; Limousine, $550; Overlands, $100, $250, etc. Oaklands, $200, $450, $650, &c. Hudsons, $200 to $1100. Six Cylinder National Roadster, $1050; Oldsmobiles, 1914-1915; four and six cylinders, Renault Landaulette, $650. Foreign Chasses, Charron, Renaults, Fiats, Mercedes, Daimler, Clements, &c., $100 up, make good runabouts. Many other opportunities.

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1763 Broadway, near 57th St.

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Lancia Town Car limousine; brougham; curved roof; overhauled; repainted; bargain. Roskam-Scott Co., 1896 B'way.

De Dion Coupe Two passenger small, elegant condition; repainted. Roskam-Scott Co., 1896 B'way.

NEW OLDSMOBILE contract for delivery of 4 cylinder runabout with extra seats; unable to complete deal will sell at discount. D. H., box 112 Sun office.

'14 Cadillac Coupelet Perfect, like new; bargain. Roskam-Scott Co., 1896 B'way.

New S. G. V. Town Car Cabriolet; convertible; elegant summer or winter car; never used; cost $4900. Bargain. Roskam-Scott Co., 1896 B'way.

OVERLAND—Small 5 passenger, centre control, self starter, electric lights (fully equipped); only used last season; lot extras; $375; great sacrifice. PRIVATE STABLE, 148 East 39th St.

'15 Mercer Tour 6 passenger; sporting model; practically new; streamline body; bargain. Roskam-Scott Co., 1896 B'way.

'16 Mitchell 5 passenger; like new; bargain. Roskam-Scott Co., 1896 Beway.

1915 3-38 Packard Touring, 7 passenger.
1915 2-38 Packard Landaulette.
1915 3-38 Packard Limousine.
1914 1-38 Packard Limousine.
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Late model Fiat Landaulette, like new.

All the above cars are in particularly good condition; the prices are low.

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S. G. V. Town Car 1913; landaulet; Brougham; elegant condition. Bargain. Roskam-Scott Co., 1896 B'way.

Overland '15 Speedster elegant, like new; cost $1400. Sell half-price. Roskam-Scott Co., 1896 B'way.

'15 Simplex, 50 7 passenger touring; latest model; used few times. Sacrifice. Roskam-Scott Co., 1896 B'way.

Lancia Land't Brougham 30 horse, new; painted, elegant town car. Roskam-Scott Co., 1896 B'way.

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