

AUTO PARADE BIG FEATURE

Nearly 300 Cars Participated in Portland Rose Festival of 1908, and More Are Expected to Be in Line Next June.

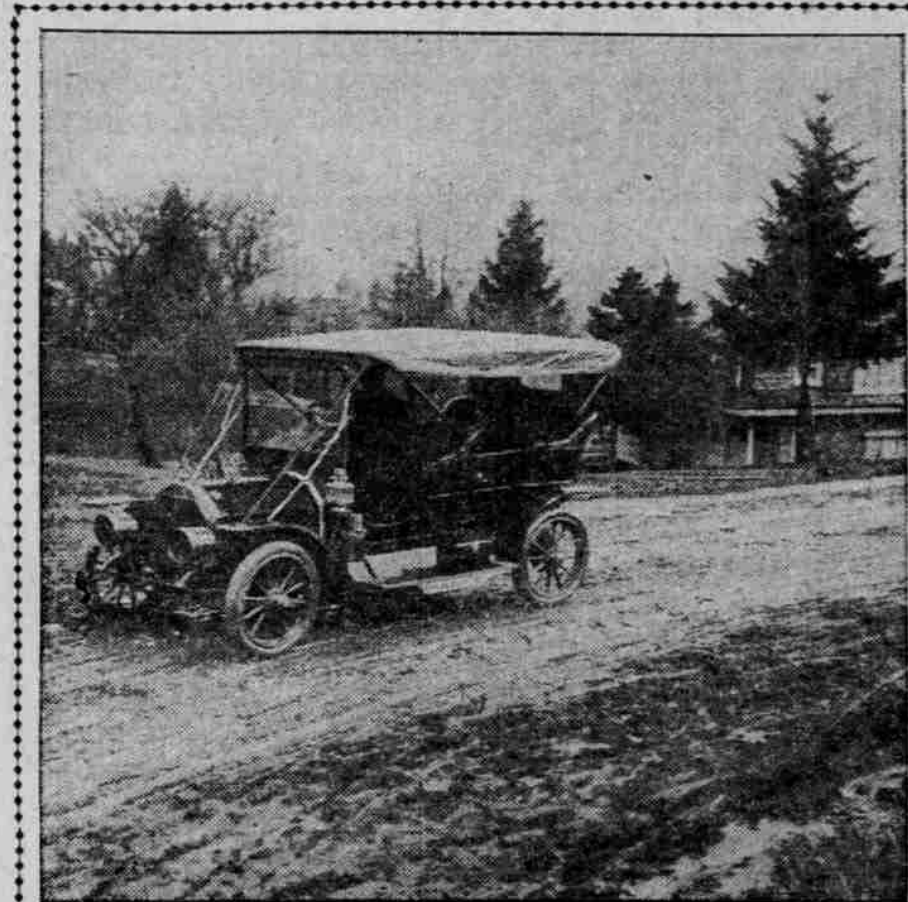
DEVELOPMENT in the highest form of an industry in which the three-fold functions of necessity, comfort and luxury are involved depends upon the intrinsic interest which can be aroused in both the utilitarian and pleasurable aspects of the situation. The automobile industry in Portland at the present time, has reached a point where the use of these power vehicles have become a necessity in many diversified lines, in the medical profession for instance. That they are a comfort, and that they have long been regarded as a luxury need not be argued here.

Other articles in this issue exploit to the fullest extent the utility and the pleasure-contributing features, and it is with only one of the phases of the latter form of diversion to which motor cars may be used that this contribution has to deal, and it is one of the most important of them all.

It must be confessed that when the

struggled for supremacy in those 50-mile and 100-mile contests. Two things were, therefore, accomplished by the Rose Festival working hand in hand with the motoring enthusiasts of Portland, last year. The automobile parade has come to stay as a distinctive and highly attractive feature of this great civic celebration, and the fame of the magnificent country course east of Portland gained through last year's contests, has already assured a much more representative aggregation of contestants in the events which will be run off during the Festival week, the coming June.

Realizing the magnitude of the automobile industry in this city, embracing as it does some 250 members in the club, and some 1400 individual cars worth an aggregate of \$3,000,000, the Rose Festival management is prepared to make the motor-car parade this year a much grander spectacle than was the case a year ago. The Automobile Club will have charge of the monster parade which will be held Wednesday, June 2.



HEAD OF FORD STREET, ON PORTLAND HEIGHTS, WHERE AUTOISTS GET SPLENDID VIEW OF SNOW-CAPPED PEAKS.

Rose Festival idea was conceived less than two short years ago. Little automobile interest, much less enthusiasm was aroused. But, to the everlasting credit of the small band of automobile owners, who were but a trifle more than pioneers in the game, at that time, it should be said that their public-spiritedness led them to go to a great deal of expense in entering and preparing their cars for the "mixed" parade which was held June 20, 1907.

There were more than 100 motor cars listed in the automobile division of that procession. They were gaily be-ribboned and smothered in flowers of all sorts, but it can hardly be said that the parade was the success that it might have been, had the promoters of the Festival and the automobile owners themselves worked together to get the best results. But, the Festival was an altogether new thing. It was untried, uncertain of success, and the automobile enthusiasts had never attempted a public pageant on a big scale before.

Most of the men and women who drove their machines in that beautiful procession remember to their sorrow what happened. The vehicles of other classes could not move rapidly enough to give the automobile division "sea-room" as it were, and the frequent halts, slow movements, and congestions at crossings could have but one result. The engines of scores of the cars were burned out, entailing a considerable loss, but no complaint was made. Not only were the members of the Automobile Club satisfied that the affair was one of the most excellent means of encouraging the industry but individual entrants in the parade were satisfied with the outcome. Yet one and all realized that some different arrangement would have to be made for future celebrations of this kind.

The Automobile Club worked in hand with the Festival promoters, and the difficulty was solved. Such staunch devotees of the motor-car as R. D. Inman, Will F. Lipman, Dr. C. E. Brown and several others gave up a great deal of their time in preparation for the automobile programme for the Second Annual Rose Festival, held last June. Through their efforts, the automobilists secured one whole forenoon's programme—Wednesday morning, June 2.

Instead of a mixed parade of horses and carriages and other vehicles of similar sort, the motor-cars had their exclusive pageant. Instead of forty or fifty prizes of 1907, more than 150 cups and trophies were hung up. Instead of only about 100 entries of the year before, there were nearly 300 cars in line. Instead of being only a local demonstration, there were entries from many towns outside of Portland, including Spokane, Seattle and Tacoma. Instead of having a route of three or four miles through the limited business district on this side of the river, the great motor-car parade covered a route nearly twenty miles in length. It embraced not only a considerable portion of the business and residence district on the West Side, but most of the business thoroughfares on the East Side were covered.

It was estimated that in this procession, fully \$750,000 worth of automobiles were in line, and this is regarded as a most conservative figure. Yet this has nothing to do with the gorgeous decorations. Every entry from the fifty little electric runabouts to the huge six-cylinder touring car was buried in a myriad of blooms, a bewildering flutter of ribbons, and the artistic treatment of the cars was beyond all description. Some of the owners of cars spent more than \$500 in decorating their machines, and countless thousands of roses—the official flower of Portland, went into the general scheme of embellishment. One car that of the W. C. T. U., was arrayed in 10,000 white roses. The organization who had a bush in bearing. To purchase this wonderful array of roses in an Eastern market would have taken from \$1500 to \$2000.

In addition to this, the Second Annual Rose Festival developed other ideas which will mean a great deal to the automobile industry of Portland. On the day following the automobile parade, scores of cars from all parts of the Pacific Slope and the entire Trans-Rocky Mountain country, in fact, participated in one of the finest series of road races ever held in the Northwest. The classic drivers in this part of the country were here; the finest racing machines that money could buy and brains develop

The course will be even more extensive than it was a year ago. Efforts will be made to halt all traffic during the hour or more which the parade will occupy. The route will be carefully designated and efforts made to allow for counter-marching which will give vastly better facilities for all to observe the procession through the streets.

Invitations are to go not only to all the leading cities of the Northwest, but to California, Salt Lake, Denver, and it is more than likely that Eastern cities which are to be represented in the road races, the two following days, will enter their cars in the cavalcade, for it is planned to have arrangements made so that all foreign cars may be decorated by local talent and with Portland roses in case they desire to compete for the prizes offered in the many classes and divisions.

The excellent series of road races will guarantee the presence of a vastly greater number of motor-cars in Portland than on any occasion before, but other writers are telling in this issue how magnificently Portland is responding to the opportunity for highest honors as a center of the automobile industry, be it for commercial purposes or for mere pleasure.

DUTY FEE MUST BE PAID

Imported Autos No Longer Considered "Household Effects."

Motor cars will no longer be considered in the light of "household effects" by the United States Customs Department. Judge Ward, of the United States Circuit Court of Appeals, handed down a decision to this effect. Formerly it was the practice to classify machines re-imported into this country as "household effects," and to collect duty only to the extent of the cost of substantial repairs within the year. Henceforth all machines, new or re-imported, will be subject to the full 45 per cent duty. This will be levied on the appraised value of the cars.

The court's decision reverses the judgment of the lower courts and the action of the General Appraisers. It was rendered in the case involving the importation of an automobile which had been repaired abroad.

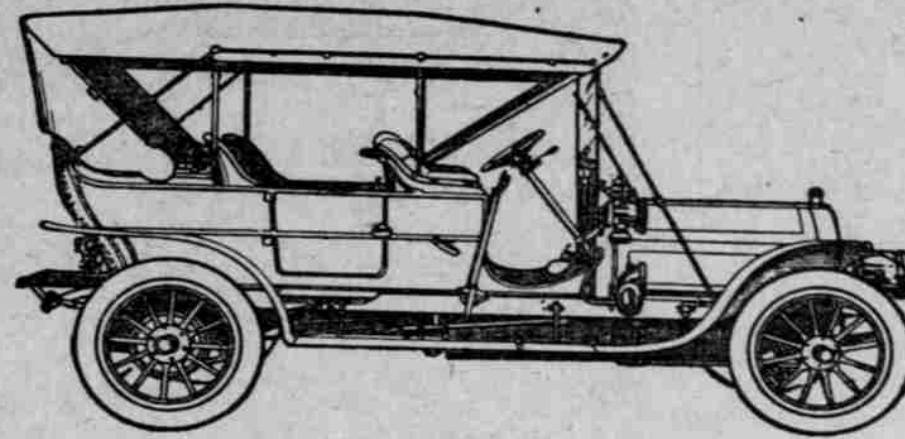
The court held that the judgment of the lower courts that only the repaired part should pay duty was an error, and added that the automobile could only be considered an entirety. The decision

held that an automobile is not a household effect in the meaning of the law.

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¶ Does any sane man believe that the Pierce Co., builders of one of the most successful fours, would incur the enormous expense of changing to six unless they were convinced that great advantage would accrue to them as a consequence?

¶ Opposing salesmen often try to make a point by telling the prospect that the French have not taken up the six to any extent.

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