

AUTO SHOW SPACE SALE NETS \$20,000

Scores of Carpenters and Decorators Are Busy Arranging Armory.

SOCIETY TAKING INTEREST

Hundred Seventy Cars Will Be Shown and Will Lipman Declares Exhibit Will Be Second Only to New York Affair.

With a score or more woodwork men, carpenters, artists, sign painters, architects and expert decorators at work drawing plans, preparations for Portland's second annual automobile show to be held in the Armory January 24-29 are going actively forward.

With the \$20,000 already realized from the sale of space to local dealers, which is by far the most important item to a successful show, it now looks as if Portland will have an opportunity of seeing one of the best automobile shows ever given in America. That it will be second only to New York's is the assurance of Will Lipman, secretary of the Portland Automobile Club, under whose auspices the show will be given. Lipman will be general manager of the exhibition.

Not even the smallest detail is being overlooked, and if there is a person in Portland who does not know everything about an automobile when the show is concluded, from the generator to the smallest and least important accessory, it will be his own fault. The dealers are going to beat on the job early and late, bubbling over with information.

Society Deeply Interested.

Already society, which has been casting about since the horse show, for something other than the routine of parties and theaters, is looking eagerly forward to the opening day.

Fully 170 cars will be on exhibition, ranging from the smallest pleasure runabout to great bulky express wagons. Electrics, three, four, five and seven passenger cars, closed tonneaus, all 1910 models of the best makes in America, will be on display.

The dealers, however, are not to be the only exhibitors, although there will be about 40 of them. The necessary men will be in evidence in great numbers, as will also the supply men. There have been as enthusiastic boosters of the show as the dealers.

An especial effort will be made by many dealers to have commercial automobiles on exhibition. "The dealers are just awakening to the fact that within another year Portland's streets will be in addition to substitute self-propelled vehicles for the horse-drawn ones," said Mr. Lipman. "Our firm has come to the conclusion to purchase for the Lipman-Wolfe Company, and we expect to do that next year."

Headquarters for the show have been established in the offices of the Spang Company, 370 Stark street. J. M. Rieg, who, as secretary, so successfully managed the Portland Fair, and Livestock Association's fair at the Country Club last Fall, has been placed in charge.

Space Is Allotted.

The floor plans of the show have been completed, and last Monday night, at a joint conference between the dealers and officers of the Automobile Club, the spaces were allotted by an impartial drawing, conducted by President Wempe, of the Automobile Club, and President Wright, of the Dealers' Association. This resulted in \$30,000 pouring into the coffers of the show management in less than 20 minutes.

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Manager Lipman expects to spend \$10,000, and probably more, in decorating the Armory. All the available floor space in the commodious building will be utilized, including the entrances and the ballroom.

The exhibit spaces for cars are arranged in the center of the main floor, surrounded by a plaster Paris fence of unique and costly design. Along the walls the supply and accessory booths are placed. Attendants will pilot visitors to the right, keeping the stream of people constantly rotating around the oblong circle, to the upper floor and out the building.

Tons of literature and posters are now in process of compiling and printing, and will be sent out over the entire Coast country, even penetrating the more important cities of the East.

30,000 Visitors Expected.

It is expected that fully 30,000 persons will see the exhibit. Dealers all over Oregon, Washington, Idaho and Northern California have signified their intention to visit the Portland show. Many representatives of the Eastern factories will also be here.

The question of what design to be used

as a poster is one perplexing the management just now. This will probably be decided on next week.

Among the dealers who signed up Monday night are the following:

The Cover Motor Car Company, Cadillac and Pierce Arrow.

Crows Automobile Company, Oldsmobile.

Thomas, Marmon, Overland Value.

Graham Motor Car Company, Stevens, Duryea, Seiden.

Northwest Buick Company, Buick.

E. E. Cohen, the Maxwell.

Belmore, Macdonald & Moore, repairs.

Hess & Menzies, Franklin.

Western Auto Company, Knox Moline.

Portland Rubber Company, supplies.

Archer, Combs & Co., supplies.

White Motor Car Company, White steam and gasoline cars.

Stearns Automobile Company, the Stearns.

Standard Automobile Company, Ford.

Lloyd Automobile Company, Inc., Firestone and Columbus electric.

Neate & McCarthy, Locomobile and Oakland.

H. E. Blodgett, tires.

O'Gorman & Younis, supplies.

Frank C. Riaz, the Packard.

Robert Simpson, the Auburn.

F. A. Bennett, Renault, Stoddard Dayton, Reo and Ford.

A. J. Winters, supplies.

Willamette Auto Supply Company, the McIntyre.

Emmett Harris, the Winton.

Studebaker Bros., Studebaker.

H. L. Keady, Auto Company, Peerless.

Pope-Harford, Chalmers-Detroit and Hudson.

Barnes Auto Company, the Mitchell.

Metropolitan Motor Car Company, Pullman and Columbia electric.

Rambler Automobile Company, the Rambler.

C. Lewis, the Chadeck.

Karl Meierstaley, the Regal.

AUTO SHOW WILL BOOST FOR ROAD

Campaign for Funds for Hood River Highway to Be Waged Vigorously.

WEMME TO BE IN CHARGE

Entire Sum Necessary to Carry Out Worthy Project Expected by President of Automobile Club to Be Raised at Show.

One of the features of the automobile show will be an office of the Automobile

the automobile show January 24 to 29, with a peerless chassis. So perfected is the system that even the horn is operated by a button. The Tungsten lamp of a special make is used, giving a powerful light. Headlight, front, side, rear and dome are all provided for. Among those who have already had the electricity installed are: M. E. Donaho, George K. Clark, Hess-Menzies Company on a new Franklin six; Dr. S. E. Joseph, and W. B. Ayer.

In addition to the storage battery, the Willard Company has manufactured a generator, which is operated by the mechanism of the car, making a saving in storage battery charges.

Mr. Winters claims for the system that it costs one-half less to operate it than the acetylene tanks, and the lights are much more powerful and convenient.

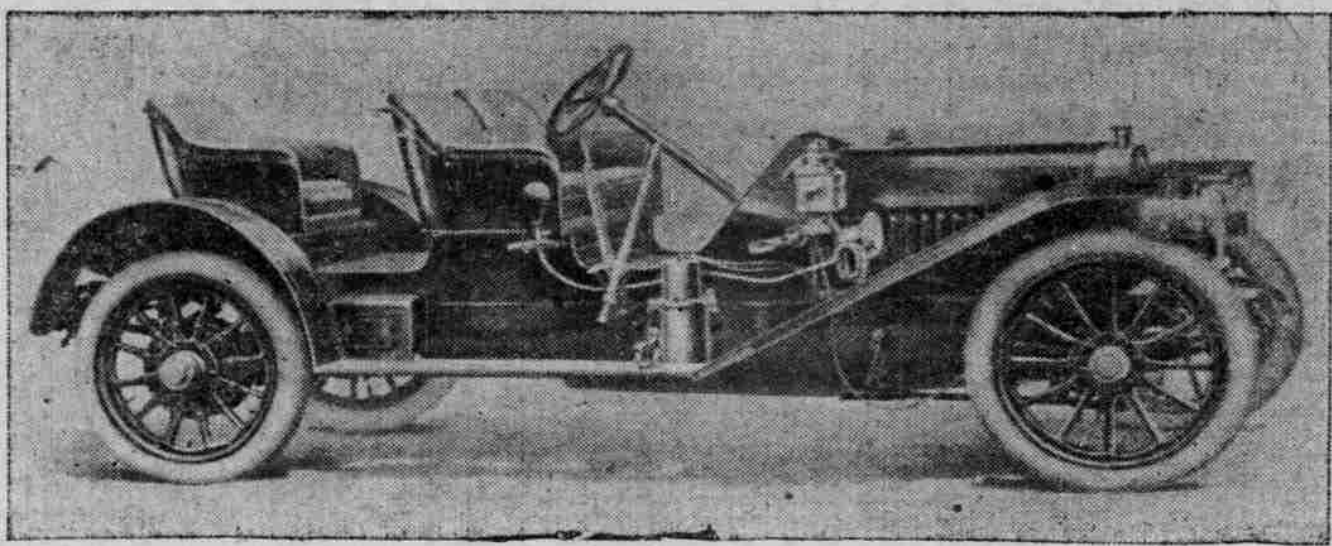
CURB BROKERS VANISHING

Only One or Two Such Auto Dealers Still in Game in Portland.

"Lo, the poor curb auto broker!" In these words a well-known local dealer expressed his satisfaction at the waning stars of curb brokers in the automobile business in Portland. Only one or two are known to still be in the game in Portland, and these are said to be on the run.

The management of the Automobile Show to be held in January have decided to not permit curb brokers' entries. To this end a regulation was made that no dealer who has not been here 60

NEW LOCOMOBILE THIRTY RUNABOUT, WHICH WILL BE ON EXHIBITION AT AUTO SHOW.



The 1910 model Locomobile "30" runabout, Neate & McCarthy, agents, will be on exhibition at the automobile show to be held January 24-29. This car is a three-passenger, but may be had four-passenger. It sells for \$3500.

COOS BOOSTING GOOD ROADS

Auto Club at Marshfield Takes Up Campaign Actively.

The good roads campaign in Oregon, which is being pushed by motorists, auto dealers and public-spirited citizens generally, is being vigorously prosecuted by the Coos Bay Auto Club, recently organized in Marshfield. The membership includes owners of cars all over the county, and those who expect to purchase them.

Judge Coke, one of the leaders in the good roads fight, says: "Our first move will be to urge the completion of the plank highway between Marshfield and North Bend. It has been built to the city limits of Marshfield, along the water front, and North Bend is ready to do its part. There is a small stretch between that must be connected up, and we will try to have it done. The club will also agitate the building of a first-class auto road between Coos Bay and Coquille City, and also a road from East side to Summer. The members will give strong support to the building of an auto road to Roseburg."

New Auto Supply Company.

The Willamette Auto Supply Company is the name of the latest debutante among the automobile dealers, repairers and supply firms. The new firm will have the local agency for the McIntyre, S. R. Gunther and W. B. Neff, the latter Northwest manager for the McIntyre, compose the firm. Mr. Gunther formerly was the head mechanic with the Smith-Watson Company.

Autos Replace Stage Coaches.

In keeping with its progressive spirit, the automobile is now being substituted for the ancient stage coach. At various Oregon points automobiles are being used with great success. Ten motor cars are now in use at Prineville, averaging 200 miles per day each. J. H. Wensandy, of Bend, who has for the last two years operated a stage between Bend and Shaniko, now has five automobiles. All are 1910 models, three being five-passenger cars and two seven-passenger. A. A. Amen, of The Dalles, is operating a motor stage between The Dalles and Dufur.

Club in Charge of President E. Henry Wempe, on the main floor.

From this point of vantage the active campaign for raising the required funds for the construction of the Mount Hood and Hood River roads will be waged.

"We expect to raise the entire sum at the show," said President Wempe last night. "We got \$300 more for the Mount Hood road at the banquet Thursday night, which brings the total for that road up to \$2500, \$5000 being required."

These two great highways when completed will be the most picturesque in the world, not excepting the century-famous driveway along the Rhine in Germany.

Leaving Portland at 3 o'clock in the afternoon during any of the Summer months, it will be an easy task by automobile to eat 6 o'clock dinner at the snow line on Mount Hood. Nowhere in the world can such a feat be duplicated, and this in itself is expected by automobile enthusiasts to make Portland the greatest comparative automobile city in the world. In fact, it is already becoming distinguished as such.

One feature of these roads, suggested by Will F. Lipman, manager of the show, was announced at the dealers' banquet Thursday night. It is proposed to have the road signs as to directions painted one color and a different color on each road. In this way it will not be necessary to stop and read the signs, but just note the color. At crossings, where there should be a turn at right angles, there will be no post, and the autolite, or driver of any other vehicle for that matter, knows where to turn. Where there is a post, the indication is to proceed forward. This system has already been agreed to by the Commissioners of Multnomah County, and the balance from the funds of the show will be used in purchasing the signs, the county having agreed to erect them.

Dr. S. C. Endicott, of Myrtle Point, was the first trip to Portland from Coos Bay in an automobile in his Maxwell Junior, was in the city last week. Dr. Endicott said he has traveled 5000 miles and has not paid one cent for repairs.

Emmett Harris, manager of the Winton agency, made a trip to Eugene last week. He contracted the sale of a Winton six to W. C. Washburn, of Junction City.

C. W. Churchill, sales manager for the Winton, with headquarters at the factory in Dayton, O., was a visitor to Portland and Seattle agencies during the week. He said almost the entire output of the

NEW SCHEME TO LIGHT AUTOS

System Will Be Demonstrated at the Coming Automobile Show.

Acting on the assumption that the "press-the-button" idea will ultimately become as popular in automobile lighting as in everything else, the Willard Storage Battery Company, of Cleveland, O., has manufactured a miniature equipment for the auto, built along the same lines as the Pullman sleeper lighting system. The local agent is the A. J. Winters Company.

The system will be demonstrated at

days prior to the show will be permitted to buy floor space.

Also that a material evidence of permanent establishment must be shown.

MANY DELIVERIES MADE

AUTOMOBILE DEALERS BUSY DURING PAST WEEK.

All Firms Stocking Up With New Cars to Be Exhibited at Coming Automobile Show.

Trade activity among Portland automobile dealers during the past week has been confined very largely to delivery of sales already made and stock increasing for the expected rush of buyers after the show January 24-29. The condition of the weather also contributed to the general apathy and agents have resigned themselves to dull business until the show is over.

All dealers are stocking up with cars to exhibit at the show and for a tremendously big business immediately following.

F. K. Lyons, of the Interstate Automobile Company, reports the sale of a 35-H.P. five-passenger car to A. P. Sprague, of Portland.

Don McCord, factory agent of the Overland Automobile Company, Toledo, O., was in Portland last week.

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MANY APPROPRIATE GIFTS

Are to Be Found in Our IMMENSE STOCK OF AUTO SUPPLIES BICYCLES, MOTORCYCLES AND ATHLETIC GOODS

Call for Suggestions

Ballou & Wright

86 Sixth Street

FREE To Prospective AUTOMOBILE BUYERS A BOOKLET ENTITLED THE STORY OF THE GLIDDEN TOUR

If you are contemplating buying a car read this booklet—first it gives you a detailed description of the course and each day's performance of the different cars. Noting the penalties each received during each day's run. Upon request we will mail this booklet to you FREE.

WESTERN AUTO CO.

531 Alder St.

Locomobile

RELIABILITY DURABILITY HANDSOME LINES STRENGTH SPEED AND POWER

Are Combined in 1910 Locomobiles



40 Chain Drive

30 Shaft Drive

These Styles: TOURING CARS LIMOUSINES LANDAULETS BABY TONNEAUS ROADSTERS

In Both Models

NEATE & McCARTHY, Inc.
522-24 Alder Street Main 6374; A 4944

factory, 1500 cars, for 1910, has been sold. W. S. Dulmage, Northwest manager of the automobile department of Studebaker Brothers Company, received an electric hotel bus from the factory during the week, which is being displayed in the showroom. The following sales were announced: Nelson & Cannon, Missouri; Dr. Bollman and B. H. McCallum, of Dallas, Studebaker 20s; F. W. Arris and W. G. Roysse, city, four-cylinder roadsters.

Dr. C. E. Watts and Roy S. Wilson, of the Western Auto Company, have received notice of a shipment to them of four Mollins and two Knox 40s. The two Knox cars are especially fine, one being a gray tonneauette and the other a white electric.

The L. E. Keats Company last week sold to E. S. Morse a Chalmers-Detroit 30 and E. L. Thompson a Chalmers-Detroit 20 roadster.

The L. E. Crowe Automobile Company announces six Overlands and three Marmons en route. Other orders are being placed for the expected business after the show.

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A. S. Holden, of San Francisco, Western manager for the F. B. Stearns Company, was here Thursday conferring with C. A. Eastman, local agent.

R. L. Short, a former Portlander, late of the Olympic Motor Car Company, of Seattle, will be with the Metropolitan Motor Car Company, a new concern, at 14 North Seventh Street.

Work has commenced on the new building to be erected for the Northwest Buick Agency at Seventh and Couch streets by the Labbe estate. The building, when completed, will be of reinforced concrete and brick, two stories in height, 100 by 50 feet ground floor dimensions. It is scheduled for occupancy January 1. Devaux & Volger, local managers, have secured a five-year lease on the new quarters.

The Rohrbacher Auto Air Pump Company, which moved here recently from Blaine, Wash., has announced his output of pumps for 1910 at \$2000. The new concern has its factory on East Water street just south of the Morrison street bridge. Recently at the Georgia automobile show this pump gained considerable favorable advertising.

George O. Barnes, a well-known local automobile man, is to be the new agent for the Mitchell, formerly held by F. A.

Bennett. Mr. Barnes is now seeking suitable quarters and promises to become one of the "live wires" in the business here.

The Automobile Insurance Company of America has been organized at Indianapolis, Ind. It proposes to insure automobiles from damage in case of collisions and fire, and goes one better by offering to insure against personal actions in case of injury to individuals or to property.

There are blind stenographers and typewriters.

It's beautifully finished and is essentially the car for any occasion.

A car for the theater, afternoon calls and the many other little social duties necessary for every woman to perform.

The coupe body is interchangeable with the stanhope, making an all-the-year-around car.

Phone today for demonstration.

Lloyd Automobile Co.

Main 705, A 1198.

523 ALDER.

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Given a coat of varnish you could not tell them from new. What did you say? Oh, yes; of course, they are Studebakers. Been used as demonstrators. This is a chance to make someone an Xmas present at small cost. Come and take a ride.

Two Big Bargains

IN SLIGHTLY USED ELECTRICS.

Garage Chapman and Alder Sts. Phone 1853, A 2436.

Studebaker

Garage Chapman and Alder Sts. Phone 1853, A 2436.

WRESTLING

Eddie O'Connell vs. Strangler Smith

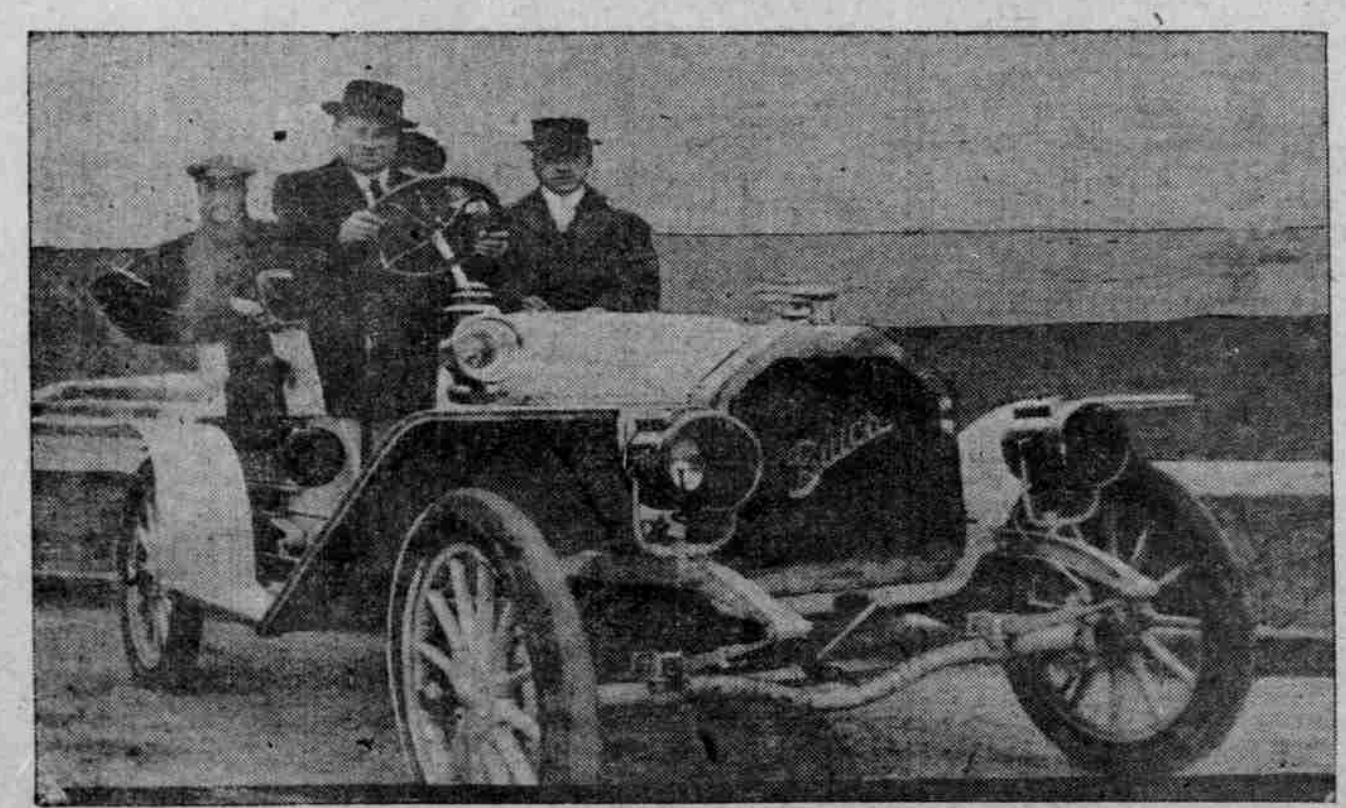
Merrill's Hall—Seventh and Oak Sts.

Monday Evening, Dec. 13

Reserved Seats, \$1.50. General, \$1.00.

Tickets on sale at Schiller's Cigar Stores and Cadwell's.

MARATHON RUNNERS PHOTOGRAPHED IN A BUICK CAR AT SEATTLE.



TIM MGRATH, MANAGER HAYES AND FITZGERALD.