

## AMERICAN SHOW PLANS ARE IN BALANCE

Dealers Want Annual Display, but Insist that Adequate Building Be Provided.

### POSTPONEMENT IS TALKED

Agents Will Ask That Proposed Auditorium Be Arranged for Accommodating Big Exhibit. Benefits Are Discussed.

Unless Portland is provided with an auditorium large enough to accommodate all reasonable demands for space there is little likelihood of the people of this vicinity being blessed with the opportunity of gaining on wealthy wagon owners of all makes and models corralled under one roof. Under existing conditions it is impossible to stage an automobile show agreeable to all dealers. Accommodations are sadly inadequate. Portland's automobile industry has grown to such an extent that there is not a building here of sufficient size to care for all demands.

Agitation has been started for an automobile show to be held next winter. However, there is no reasonable assurance that it will materialize. The dealers, one and all, are heartily in favor of it if—And here is the setback. They want to, but they can't. They are handicapped by lack of facilities. Each is cognizant of the value of an automobile show of merit. Each realizes that whatever money is expended is a good investment. They appreciate the boom to business it would bring. The whole situation is summed up in this: They would if they could.

At the present it looks very much as if the annual automobile show will be dropped for a while. The big dealers candidly opposed to a combined show, because they declare, and justly, too, that they do not get a square deal. There is not room enough. A man who has the agency for five cars, they say, should be entitled to five times the space of those who look after the interests of only one. And at present there is no way of doing this.

**Small Dealers Are Factor.**

On the other hand, the "little fellows" are just as strenuously opposed to the "individual exhibit," as was held last time. They are left in the lurch because they haven't the facilities for an attractive display, while the big showrooms can be fitted up in fine style. This is the main contention of all dealers who operate on a small scale, and as they are in the majority in the councils of the dealers' association, they can carry their point. However, they do not want to force their colleagues into the combined plan because they realize it is unjust.

Inasmuch as the only salvation of the automobile dealer seems to be the erection of a building with suitable floor space, the suggestion has been made that the dealers' association, through its influence, as an organization, see that the proposed auditorium is planned with a view to accommodate an automobile show. If this is done, all distributors are unanimous for holding a motor-car display, the like of which has heretofore never been attempted in the Northwest. They are certain that if the right kind of a show is put on they will be repaid many times for the money expended. They have learned, by experience, the folly of the individual exhibit and they are prepared to co-operate for the best interests of all.

There is no question but that an automobile show is of great value to the dealer," says H. Keats, president of the Keats Auto Company. "The combined exhibit is what we want. But at this time there is no building of sufficient size to accommodate us. We will have to postpone it until the auditorium is erected. I believe we will be in a position to put on a banner show about January or February of 1912."

**Big Show Rooms Needed.**

Frank C. Riggs, Packard distributor, is one of the big dealers who admits the injustice to the small members of using individual exhibits to exploit automobiles.

"What we want is something that will create widespread interest," says Mr. Riggs. "We want room enough to do ourselves justice—have a display that will be beneficial to all. There is no place to do that now; we will have to wait."

H. M. Covey, Oregon distributor for several of the most popular cars built, and one of the most progressive of the Portland dealers, will put his shoulder to the wheel for an epoch-making exhibit in 1912. He realizes that Portland is large enough to put on a display that will compare favorably with anything in the West and thinks such would be a great thing for the business.

"I am in favor of giving everyone a square deal," says Mr. Covey. "We want to get a building where we can accommodate everyone proportionately to the number of cars they sell. We can do this there is no reason under the sun why we cannot give a show that would greatly benefit all."

R. Becker, of the Becker Automobile Company, Loring agency, lauds the plan for an automobile show providing it is a good one. He declares the scheme tried last year was a failure, but hopes that a general show would do much to bolster up business in the dull winter season.

"Portland's automobile business has increased so rapidly in the past three or four years that it has outgrown all available buildings," says Mr. Becker. "The Armory is out of the question. If that is used, the big dealers do not get a fair show; if the individual plan is accepted, the small men, with inadequate showrooms, are at a disadvantage to all the thing to do is to wait until there is some suitable place to hold the show. In the meantime, the dealers ought to get together and see something cannot be done to revive the automobile racing game here. They are overlooking a good bet there."

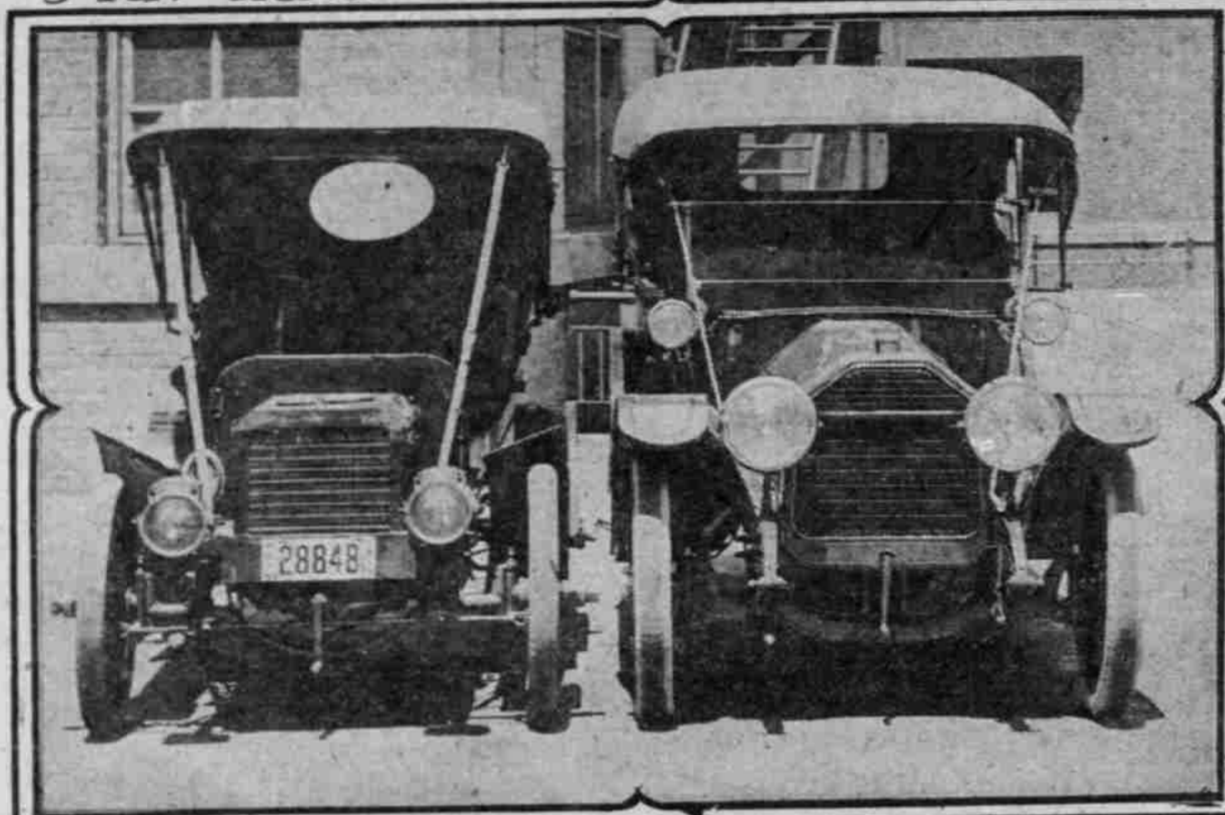
"It is too bad that we can't hold an automobile show next winter," says F. W. Vogler, president of the Northwest Auto Company. "It would be a great thing. It would heat up business not only in the city but throughout the state. An automobile show, on a big scale, is one of the best legitimate schemes to boost business. It is certainly not the dealers' fault that Portland cannot have a classy exhibition. If it were possible we would jump in and do it. The idea of each holding his own exhibit does not give the fellow with a fine salesroom half a chance. Better none at all than one of that style."

"Give us suitable quarters and we will give the public an automobile show that will be just as fine as anything in the country," says L. H. Rose, manager of the R-M-F Northwest Company. "We have the men here who can do it, and we can easily get the material."

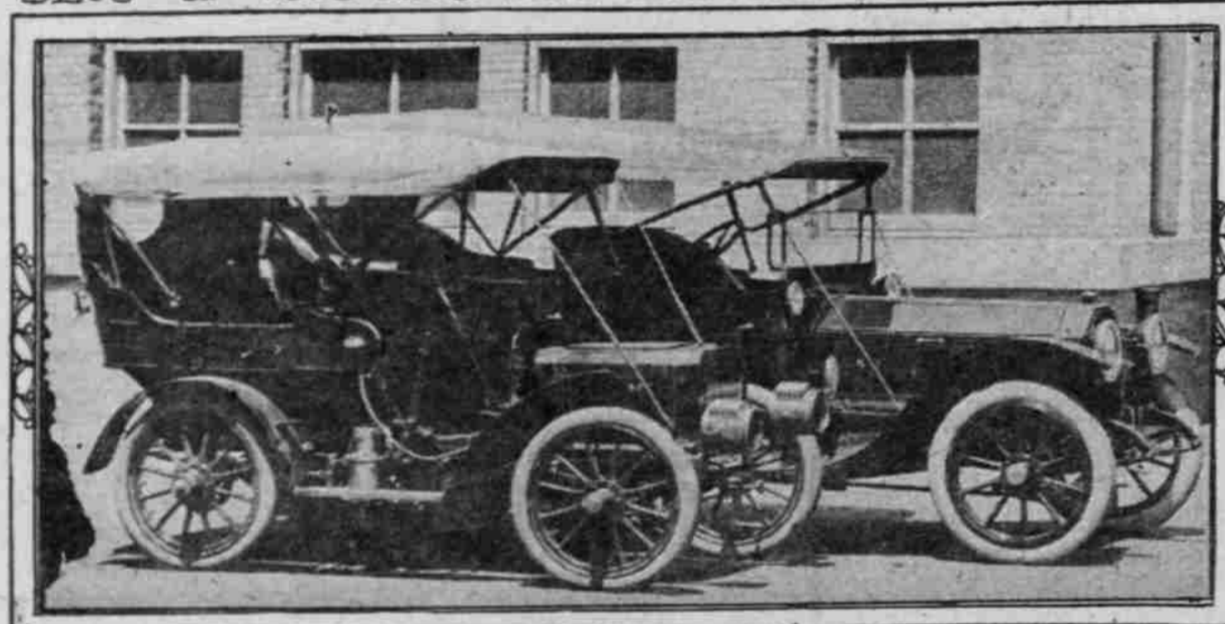
### IMPROVEMENT OF AUTOS IN NINE YEARS EMPHASIZED BY CONTRAST.



5 TON TRUCK OF LATE DESIGN



CARS OF 1903 AND 1912 SHOWING CONTRAST.



1903 AND 1912 MODELS

## AUTO'S ADVANCE RAPID

IMPROVEMENT IN NINE YEARS LIKE FAIRY TALE.

Industry Mounts to Supremacy with Speed Never Dreamed of by Manufacturers.

Glancing back over a period of nine years it is almost impossible to credit the advance made in the manufacture of automobiles. In 1902, for instance, it was never dreamed that there would be produced a truck like the one shown above.

The picture of the Peerless 1903 model automobile standing beside a 1912 car of the same make is a story without words, illustrating well the thought of the two periods—the development of the car itself and the growth of the industry.

In the inception of the business, manufacturers sought to produce a horseless vehicle, and anyone who recalls the earlier models will also remember how faithfully the types were reproductions of carriages. No manufacturer at the time correctly conceived either the direction of development in the car, or the growth of the industry or the possibilities of the usefulness of the automobile.

In reproducing carriage lines the manufacturer followed carriage practice of springs, suspension and frame construction closely. Among the earliest examples of this was the White Steamer Stanhope, which was almost like the horse-drawn Stanhope without the dash. Another notable example of a later date was the Oldsmobile of the earlier days, a most popular vehicle. These vehicles were short in wheel base and high, and it was soon found desirable to lower the center of gravity, and at the same time increase the wheel base. In the interest of safety as well as comfort.

This tendency has been developed steadily until today the best car is nearly always found with a drop frame, which reduces the center of gravity as low as is consistent with proper road clearance; the wheel base has been lengthened, not only to provide for increased power plant and carrying capacity, but to insure greater comfort. It would seem that the character of the vehicle has changed entirely from the horse-drawn type to something which is as equally individual, and which has come to be known as the automobile type.

The early manufacturer was again wrong in his conception of the growth of the business. As early as the Fall of 1902, manufacturers met and discussed conditions and concluded that

the point of saturation was reached and an overproduction was close at hand. How far off they were was illustrated by the fact that for four years thereafter the business doubled annually, and since then has grown at an increase of 25 per cent to 75 per cent each year.

### MANY AUTOS IN LAKE COUNTY

Gas Vehicles Used for Pleasure and Business Combined.

EUGENE, Or., Sept. 23.—(Special).—More automobiles were sold in Eugene and Lake County during the season just closed than during the two preceding years, say conservative dealers. If good weather should open up during October and November, selling will continue very briskly. There are now owned in Lake County some 600 machines, half of which are probably owned in Eugene. Practically all of these have been sold within three years, the first garage and agency being established here in the Summer of 1908, when not more than half a dozen cars were owned here.

Many of these cars, of course, have been sold as pleasure vehicles, but the automobile here is rapidly taking its place as distinctly a business conveyance. Already three automobile stage lines run up the McKenzie River to Folley and Belknap Springs; one goes up the Willamette, and one across the Coast Range to Mapleton. Increase in speed and comfort is rapidly winning patrons for the auto lines, in spite of a rate that is necessarily slightly higher than that charged on the regular stages. Showing of real estate is practically all done by automobile. More customers can be handled in a day, and so much wider scope of territory can be covered as to render the motor car a necessity to the real estate man.

As elsewhere all over the world, the automobile in Lake County has been a strong factor in securing better roads. Fired by automobile owners, the Lane County court has built three miles of hard-surface roadway between Eugene and Springfield, the most traveled section in the county, and four miles Northwest from the city along the river road. This stretch will be continued until it reaches the county line. It is included in the Pacific Highway recently marked out across the state.

### BAKER MARKS RAPID INCREASE

Dealers Look Forward to Exceptional Season Next Year.

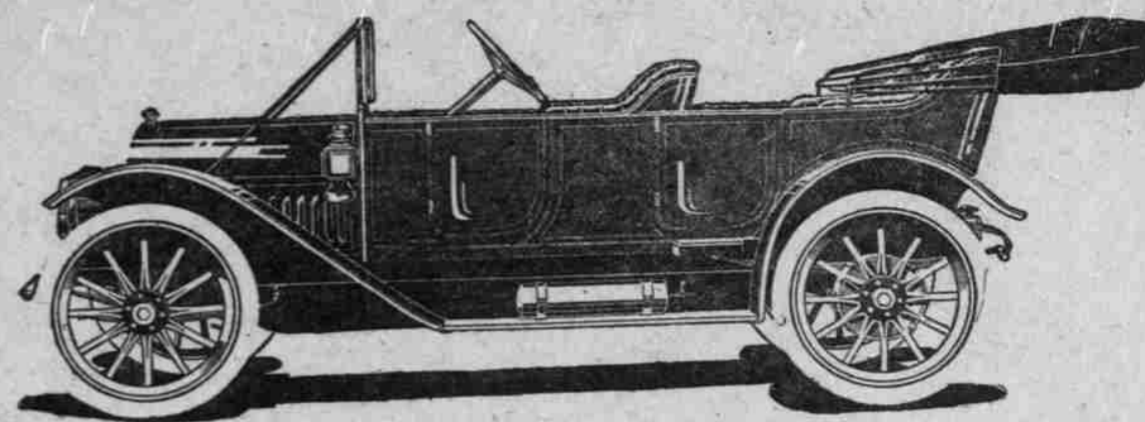
BAKER, Or., Sept. 23.—(Special).—The present season has seen great strides in the automobile business in this city, where at the present time there are nearly 100 cars in use and probably those owned and used by ranchers in the valley and nearby country would add at least 50 to the number. Four up-to-date garages care for the repair work, and their business in this line and also in the sales

departments the past six months has increased continually.

The Oregon Auto & Garage Company, Albert Geiser manager, and the Baker Auto & Electric Company, owned by Fernald & Crandall, consolidated last week, Mr. Geiser selling his business to the latter. Clark & Son, Ross & Brown, Lew Brothers are other local dealers who have enjoyed a big business the past year, and all are preparing to take care of a larger patronage next year.

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ARRANGE FOR DEMONSTRATION

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Some Good Outside Territory Open for Responsible Dealers as Sub-Agents. Write Us

when it is expected, that there will still be more competition in the field.

Interest in auto racing also received an impetus in Eastern Oregon from the race meet held here in June, when cars from all over Eastern Oregon and from Idaho competed for honors. Auto stage lines radiate from Baker to all interior points inaccessible by rail, and commercial travelers having their headquarters in this city use machines to cover their territory.

A good road movement is sweeping over the county, and at the present session of County Court, petitions for the improving of three highways were approved by the County Commissioners.

The good road movement has largely been agitated by ranchers, who use machines.

Early in the Summer local auto owners organized the Baker Auto Club, George B. Small, of the Bowen-Small

Publishing Company, publishers of the Morning Democrat, and a great auto enthusiast is president and W. A. Halliday, a real estate operator, is secretary. One of the main objects of the club is to promote good roads.



is a cylinder lubricant. It is made of Pennsylvania Premium Crude of the World. It is not an imported oil. The name "French Auto Oil" is not intended to imply that the oil is imported, but being a quality product, made specially for the automobile trade, we tried to give this oil a name that would associate it in your mind with something that stands for excellence in the automobile world. The French have been leaders in the development of the automobile—hence the name "French Auto Oil."

"French Auto Oil" is a good oil. It is good because it is made of good material, properly handled. There is no great mystery in the making of a good lubricating oil. The same rule that is at the bottom of the making of a good automobile holds true here also—i. e., take good material and properly treat it and the result is a quality product. Good material of which to make cylinder lubricating oil is Pennsylvania Premium Crude. This is not merely good, but the best and only material of which it is possible to make a good cylinder lubricant. If you doubt this, ask the manufacturer of your car. "French Auto Oil" is high priced—not so high priced that you pay too much for it, but just high priced enough to be consistent with the quality and service it will give you in return for your money. No one can sell you oil equal to it for less money, and if you pay more, you do not secure extra value. Insist on "French Auto Oil" and you win.

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