

AUTO SHOW WILL REAP DIVIDEND

Annual Exhibit So Successful That 50 Per Cent De-claration Is Likely.

DETAILS ONLY AWAIT NOW

Absence of Jealous Rivalry Features 1914 Display and Association Is Established on Even Firmer Foundation.

BY WALTER GIFFARD. Much has been written already concerning the success of the Automobile Show almost from every viewpoint that it would seem superfluous to say much more, especially as the question of actual details of the financial end of it naturally will not be to hand for a few days to come.

One feature of the show has been but little discussed, but it is nevertheless worthy of mention, as it reflects great credit on the man who was at the head of affairs. We refer to Captain W. H. Gray. Last year he had great difficulty in pulling off a show at all, due to one thing and another, principally location and wrong season of the year.

Jealous Rivalry Passes. The success of the show was due to the success of the meetings, and since then the show has proved day by day that the dealers have long since lost that old spirit of rivalry, jealousy and fear that every man who proposed something was working for himself alone.

Certainly it is only fair to all to say that the efforts of one were appreciated by the committee, by the public, by the newspapers. The men aided me personally in every way, there was no request too trifling for them and they went out of their way to give information concerning other exhibitors which speaks well for their sense of fair play and desire to see that one and all got fair mention.

Decorations Win Comment. The decorations have been admired and commented on in a way that should fill the hearts of those content with joy and gladness. Captain Gray and Joe Ring worked day and night to see that everything was the best that could be got and they have all the reward that they want in the knowledge that nothing finer could possibly have been done within \$1000 of the money they expended.

As Mr. Colter put it, "The success of this show has been a triumph for co-operation between the factors that spell for success in the automobile business."

MUCH COAL IS HANDLED

THE PIERCE-ARROW COMPANY HAS FINE FUEL CONVEYORS.

Motor Car Firm Needs Only Three Men to Handle 28,000 Tons Yearly. Vacuum Pipes Used.

The powerhouse of the Pierce-Arrow Motor Car Company uses 28,000 tons of coal every year. In the handling of this large amount of fuel and the burnt-out refuse—ashes—only three men are employed. This is only made possible by the use of a powerful vacuum system run by a 60-horsepower turbine-drive exhauster.

When the coal arrives in cars direct from the mines it is dumped into a hopper built underneath the tracks. A 10-inch pipe leads from the bottom of this hopper to a steel tank on top of the boilerhouse. When the valve at the hopper end of this pipe is opened the suction draws the coal up to the tank. Underneath the tank is a track running the entire length of the boilerhouse and over the storage beds.

The coal is conveyed to the bunkers from the large storage tank by a gravity chute and they in their turn convey the coal into the bunkers, where it is automatically fed to the boilers.

The storage beds extend back of the boilerhouse and are filled by the small cars running on the overhead track. These beds hold 6000 tons of coal, enough to run the plant for two months. The coal in the storage beds can be reclaimed any time by the same system by merely opening valves placed on the pipes leading to the hoppers underneath the beds.

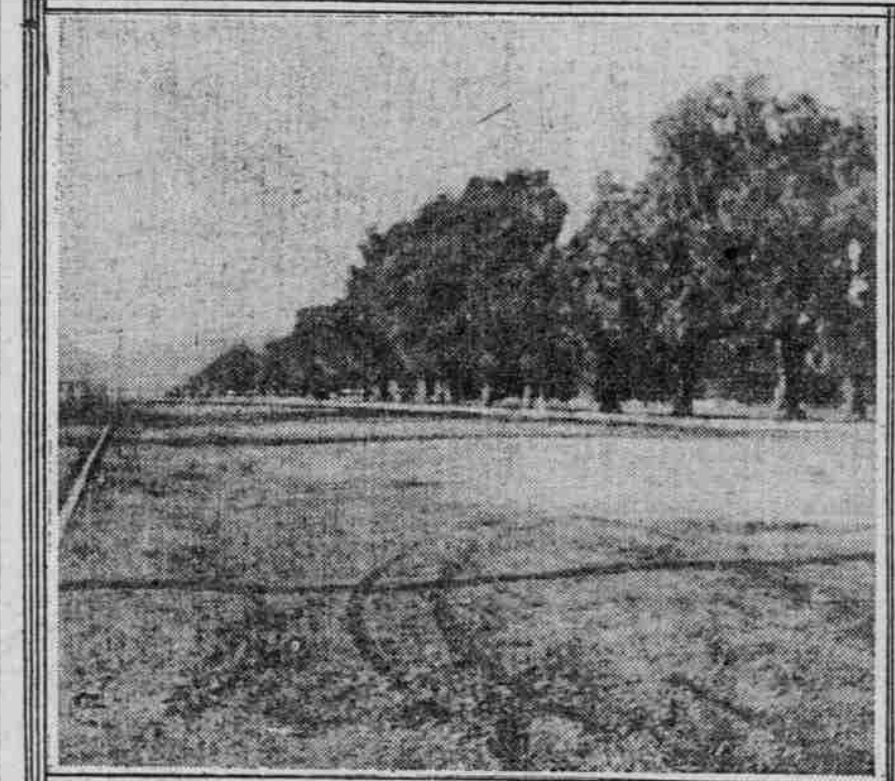
After the coal is burned the ashes are pulled or raked to the front of the fire-pit, where a vacuum pipe carries them to another steel tank built above a switch, from which they are loaded into cars and shipped away.

This system of handling coal and ashes has many advantages. In the first place the labor cost is small, only three men for 28,000 tons of coal a year, and by handling coal by this vacuum system there is no waste and absolutely no dust or dirt.

SCENES ALONG THE ROAD WHERE THE VANDERBILT AND GRAND PRIX RACES WILL BE RUN THIS YEAR.



Palm Trees Litter Much of the Course



A Wide Stretch on the Course

VIEW IS OPTIMISTIC

H. C. Bradfield Gives Reasons for Faith in Future.

FIRST QUARTER IS BASIS

Growing Sales Reported Among Big-gear Manufacturers and Trade Is Now in State of Stability After Transition Stage.

In an analytical discussion of the present and future conditions in the automobile industry, H. C. Bradfield, advertising manager for the Cole Motor Car Company, Indianapolis, who was in Portland for the Automobile Show as the guest of F. W. Volger, Northwest distributor for Cole motor cars, gives an optimistic insight into the business.

Mr. Bradfield bases his comment on the first quarter of the 1914 season and he points out why there is every reason to believe there will continue a big volume of business for the substantial automobile and manufacturers this Spring.

The growth of sales among the big manufacturers and their increasing prestige and stability in the period of automobile transition which has been in progress are the main basis for future health in the industry, according to the promoter of the standardized automobile.

People More Exactin. "An analysis of the first quarter," Mr. Bradfield declared, "shows today many interesting and important facts. It shows that the public buying people are more exacting in their purchase of motor cars. Every dealer at the Automobile Show the past week who has any doubt of this was convinced before the show closed.

Spring Brings Rush. "During the first quarter there was a rush to supply the demand. This comes, of course, at the beginning of every season. Both dealers and owners are anxious for new models. And they

all want them immediately. But in all my experience I never saw such a demand. You must remember, too, that all the leading factories were running on increased schedules. Even with the larger production, there were days when there were automobile manufacturers 100 cars behind on orders.

And now with the generally healthy condition of the country looking ahead, the South setting as high as 18 cents for cotton, the Spring business looms up big. Of course, there are certain manufacturers who were hard hit during the alleged crisis period and they will have cars to load onto the public, but among the leaders in the industry the cars that have been made popular by the public, the story will be different. The automobile industry is a business today and in the transition which has been under way the public has used the big stick both on manufacturer and dealer. The end of the 1914 automobile season will prove this very forcibly."

Lincoln Way Beautified in La Porte.

LAPORTE, Ind., Jan. 31.—(Special.)—Beautiful steel and concrete arches are being considered here as a means to beautify the Lincoln Way through this city.

Rev. A. B. Whitcomb, of Dixon, rector of the Episcopal Church of this city, has been appointed County Consul for Lee County of the Lincoln Highway Association by J. W. Corkings, State Consul.

Pastor Appointed Highway Consul.

DE KALB, Ill., Jan. 31.—(Special.)—Rev. A. B. Whitcomb, of Dixon, rector of the Episcopal Church of this city, has been appointed County Consul for Lee County of the Lincoln Highway Association by J. W. Corkings, State Consul.

Successful Season Had. "In their critical comparisons the automobile purchasing public is determined to find machines which appear just as completely mechanically as it does in body design and general exterior finish. It is putting the 'acid test' to motor cars in every way.

It is interesting to study the Fall figures of the manufacturers. They show that the companies leading in their respective fields had a very successful season. The business of the Cole Motor Car Company alone for this period shows an increase of \$1,000,000 over the corresponding period of 1912.

SANTA MONICA TO HAVE AUTO RACES

Plans for Vanderbilt Cup and Grand Prix Events Will Soon Be Completed.

BIG PURSES TO BE GIVEN

Attendance of 100,000 Is Expected and Drivers and Cars From All Parts of World Will Be on Hand for Affair.

SANTA MONICA, Jan. 31.—(Special.)—Plans are progressing rapidly for the Vanderbilt cup and grand prix automobile races to be run over the already famous Santa Monica course, February 21 and 23, respectively. The events will be conducted under the joint auspices of the city, the local Chamber of Commerce and the automobile organizations.

No money is to be made out of the affair, and a purse of \$7500 has been guaranteed for each race. The money going into the purse will arise from entrance fees, sale of concessions, grandstand seats and general admissions. The latter, however, is an unknown quantity, owing to the fact that as the course lies within the city limits the city has no power to close the streets or deny free admission to anyone.

Five races have previously been held under like conditions here, and as yet the gatekeepers have found no one who has objected to contributing an entrance fee toward the support of the enterprise. An attendance of 100,000 persons is expected and plans are being made to accommodate 15,000 automobiles.

Cars and drivers from all parts of the world are expected here, as the double event will be the greatest racing event ever pulled off in California or the West.

Santa Monica Is Famous.

The Santa Monica course is already famous in the racing world, it having staged events in the past with the following results:

First race, July 10, 1909—Harris Hanshue did 202 miles in an Apperson at an average of 64.4 miles per hour. His running time was 3:03. The fastest lap of the 8.4 miles was made by Tetzlaff in 7:27, which was at an average of 68 1/2 miles per hour. The fastest lap ever made in Santa Monica, when the speed was 92 miles per hour. The light car event was made by Bert Dingley, his time being 2:33:35.

Second race, November 24 (Thanksgiving), 1910—Teddy Tetzlaff in a Lozier won the 202.3-mile event in 2:49:59. Tetzlaff also won the heavy car race of 151.5 miles in 2:41:10. McGeague won the medium car race with a Duro, covering the 161 miles in 1:41:44. Fancher, in a Maxwell, won the 101-mile light car race in 1:41:31.

Harvey Herrick Is Winner.

Third race, October 14, 1911—Harvey Herrick, driving a National, averaged 74.6 miles per hour. His time was 2:42:34. Merz, driving a National, won the heavy car event, averaging 74.4 and covering the course in 2:28:18. The Marmon won the medium car race, Keon driving, in 2:14:19. Nikrent was winner of the light car event, driving a Buick, in 1:42:21.

Fourth race, May 4, 1912—Tetzlaff, in a Fiat, won the heavy car race, covering 303.012 miles in 3:50:57, averaging 78.6 miles. David Brown made the fastest lap at a pace of 93 miles per hour. Ralph De Palma, in a Mercer, won the medium car race, averaging 69.54 for 151.5 miles. His time was 2:10:43, being within five seconds of the world's record.

Fifth race, August 9, 1913—Earl Cooper, in a Stutz, won the 445.253-mile race at an average of 74.25 miles per hour, covering the distance in 6:1:52.

REO TRUCKS HAVE REAL TEST

Merit of Commercial Car Is Proved by Vinegar Vat.

"A pickle in a vinegar vat is a real dainty, but a vinegar vat 'in a pickle' is a bird of another color," says a sober Irishman who is a big man in one of the large Eastern firms that manufacture table relishes.

"Let me explain: We had to move a several-hundred gallon vat over to a new plant. The weight was in the immediate neighborhood of three tons. A quarry wagon with a couple of teams could have turned the trick; but then we would have had to build a special track. So we decided to transport the vat with a housemover's apparatus of rollers. We even started out in that fashion, but it was late in the afternoon when we began operations, so we

left the vat in the road over night, with red lanterns hung out. "During the night some Johnny-on-the-spot salesman evidently got busy, for when I passed an eye over the operation next morning I saw a newspaper page advertisement pasted on the vat. And a big blue pencil mark had been made around the motto which served as a heading—'You Can Do It With a Reo.' "Hum!—I thought. Maybe so; maybe so. But I bet they can't. It won't take long to find out.

"We found out. The local salesman sent a two-ton, so-called, truck under bushy with jacks, backed the truck underneath, let down the three-ton vat, and drove away without a sign of fuss.

"We bought the truck next day."

Winlock Gets Water Main.

WINLOCK, Wash., Jan. 31.—(Special.)—C. E. Leonard, who has the city water franchise, has begun laying eight-inch mains on First street this week. Work of installing the new water system is progressing nicely.

SAFETY FIRST

Quality, Service and Lower Cost Mileage for Goodrich Tire Users

Goodrich Unit Molding is really the original "Safety First" idea in tire construction. Safety must go deeper than the tread.

It must be made into the tire. Goodrich Tires are built on a foundation of safety.

The body of the tire, side walls, fabric, rubber, bead and tread are harmoniously balanced.

Goodrich Tires are made of the finest, strongest fabric that can be woven—costing more than the same quantity of silk—the best rubber gathered, compounded in the Goodrich way which exemplifies forty-four years of progress and success in rubber manufacturing.

The quality of Goodrich Tires today is the standard by which all high grade tires must be judged. This is because they represent the perfection of tire-making and tire-knowledge—which gives Goodrich Tires their leadership.

The user of Goodrich Tires gets the utmost in service and mileage, because each tire wears as a unit—every part of the tire helping every other part to perform the service demanded of it. This is one of the reasons why Goodrich Tires give better service and lower cost mileage.

And now the Goodrich Safety Tread solves the skidding and sliding problem for the motorist and gives him "Safety First" in actual operation as well as in construction.

Don't experiment any more. Save your money and save your nerves by equipping at least the rear wheels with Goodrich Safety Tread Tires now. Don't pay more than the prices named here for the accepted standard non-skid and smooth tread tires:

Table with 8 columns: Size, Smooth Tread Prices, Safety Tread Prices, Grey Inner Tube Prices, Size, Smooth Tread Prices, Safety Tread Prices, Grey Inner Tube Prices. Rows include sizes like 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4, 34 x 4, 34 x 4 1/2, 35 x 4 1/2, 36 x 4 1/2, 37 x 5, 38 x 5 1/2.

Portland Branch. The B. F. Goodrich Rubber Company. Broadway and Burnside Streets. Factories: Akron, Ohio. Branches in All Principal Cities. There is nothing in Goodrich Advertising that isn't in Goodrich Goods.

Goodrich Safety Tread Tires



Five Bars and a Crosstie The "Safety First" Symbol. The strong rubber fingers of the Safety Tread clean and grip the road. They stop the skid before it starts. They make the brake effective and make your steering sure.

No odd projections to dig into end disintegrate the tire structure.

Just the unit-group of bars and crossties which brace and balance the strain on the tire so that the Safety Tread runs as a smooth tread does and gives more actual service and mileage.

To Automobile Owners

O. W. Kennedy, the well-known auto painter, who maintains one of the most complete and up-to-date auto painting shops on the Coast at the corner of Chapman and Alder Streets, is making a special price of \$50.00 for painting five and seven-passenger cars. This work is guaranteed to wear for two years and compares with the ordinary \$75 to \$85 work. Mr. Kennedy is also equipped to enamel and bake fenders, hoods and lamps. Automobile owners are invited to call and inspect work at all times.

O. W. Kennedy Painting Co. CHAPMAN AND ALDER STREETS Second Floor

Now You Are Thinking!

The Fifth Annual Portland Automobile Show has closed. It was a grand success. You had the opportunity of seeing the latest models with all their improvements, side by side.

You have seen the improvements that have been made, the attention that the different factories have given to each point. Some of you have ridden in the cars of your choice.

—Now you are thinking. You are making mental comparisons. You are studying the literature you brought home from the show.

That is perfectly proper. You want to get the best value for your money. You want to do this if you are considering the purchase of an automobile from the money investing standpoint.

NOW—should there be any point that your mind is not perfectly clear on, we extend to you an invitation to call us on the telephone or in person. We will be glad to help you.

We thank you for the interest you displayed in our line of motor cars. And we wish you success and pleasure, no matter what motor car you finally decide upon.

Northwest Auto Company

BROADWAY AND COUCH STREETS F. W. VOGLER, President. Northwest Factory Distributor for

COLE REO LOZIER

Pierce-Arrow Worm Gear Drive Motor Trucks

Reflect PIERCE-ARROW standards of design and quality, giving maximum efficiency at a minimum cost.

Built to a "standard" and not to a "price."

Designed by PIERCE-ARROW engineers and built to PIERCE-ARROW manufacturing standards.

In trucks as in pleasure cars it is our endeavor to build so well that the product stands unsurpassed and unequalled.

The Pierce-Arrow Sales Company (Factory Branch) North Fourteenth at Couch, Portland, Oregon