

AUTOMOBILE SHOW TO BE WONDERFUL

Sixth Annual Exhibit Here Next Month Promises to Be Most Elaborate.

100 DEALERS ALREADY IN

Display to Be at Armory January 23 to 30 Calculated to Prove Motor Now Is Within Easier Reach Than Ever.

BY RALPH J. STAEBLL. The evolution of the American-built motorcar in price and quality will be the leading feature of the Sixth Annual Automobile Show, which Portland's dealers will stage in the Armory from January 23 to January 30.

The success of the show is assured by the fact that more than 100 dealers in leading makes of light and heavy touring cars, motor trucks and commercial vehicles have already arranged for representation.

More pronounced than ever is the evolution which has taken place in price and quality. A glance over the display will reveal the fact that owning an automobile is no longer a pleasure for few only, but a source of pleasure and profit for many.

The 1915 show is planned to demonstrate clearly that the family of modest means need no longer fear the many things which formerly did make the automobile a luxury.

Trips Made Readily. Not many years ago tours of any distance created a lot of excitement.

Aside from the improvements of the auto themselves, the highway work which has been going on in every part of the country, is appreciated by every motorcar owner and makes the auto more useful as a conveyance than formerly.

The entertainment feature of the automobile show will be accentuated by the fact that the show will be held at night.

The first films of the Columbia River Highway ever shown in Portland will start a three-day run at the Peoples Theatre today.

Still another remarkable view which will be shown is that of Multnomah Falls garbed in its cloak of ice.

Portland men and travelers have named the road the "Wonder Road of America."

The association was formed by Federal dealers in the New England and Middle Atlantic states.

The territory between these two cities is such that the interurban traffic is dependent on the auto truck and the service which the auto truck is able to give.

"Oregon for mine" is the slogan of James L. Irvin, of Albany, Ore., who returned last week from a secretary's tour of the United States.

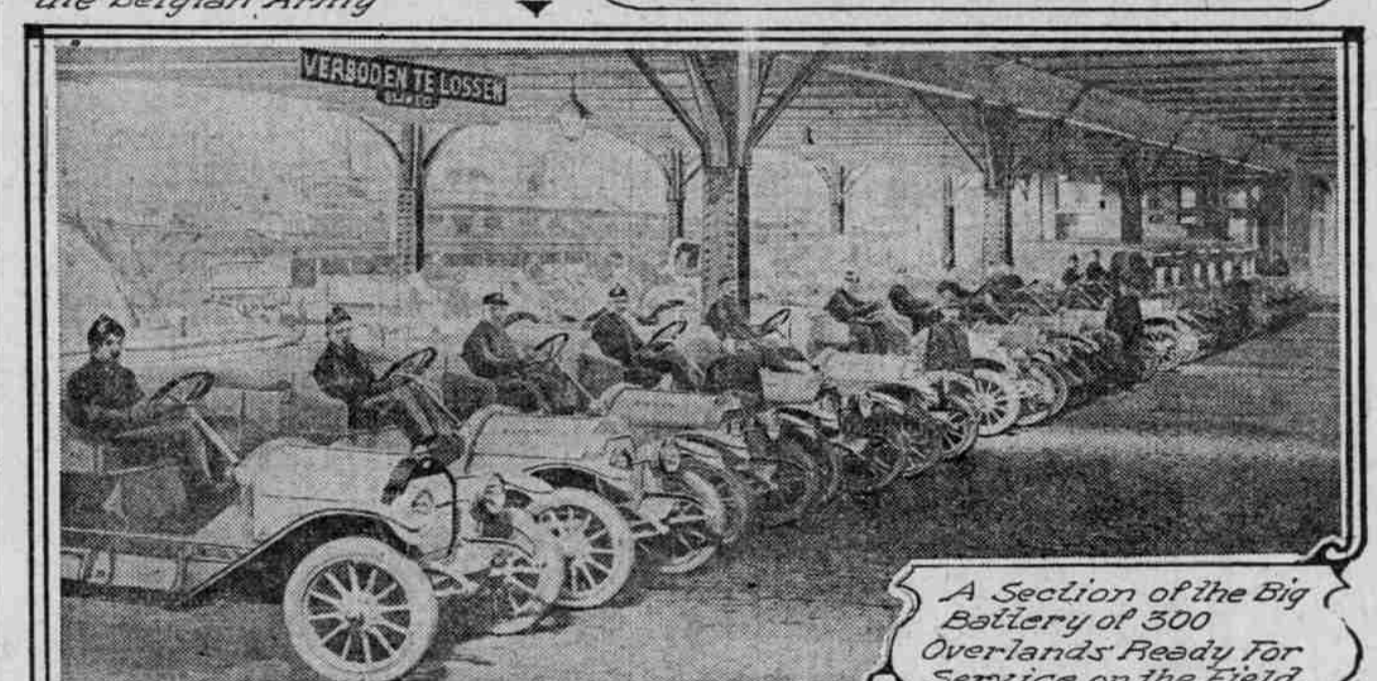
Mr. Irvin left Albany six weeks ago, and passed through Chicago, New York and Washington, on his way to his old home, Greensborough, N. C.

En route, he passed through Florida and visited New Orleans, El Paso, Albuquerque, Phoenix, Los Angeles and San Francisco.

The traveler declared that the farm land throughout the Eastern states appeared to him worn out, as compared with the fertile land of the Willamette Valley.

While the price of cotton in the South is ridiculously low, Mr. Irvin found the great cotton mills at Greensborough working to their fullest capacity.

TWO AMERICAN MAKES THAT ARE DOING THEIR SHARE ON BOTH SIDES OF TRENCHES IN EUROPE



ONE VIEW SHOWS A DETACHMENT OF OVERLANDS WHILE THE OTHER SHOWS SCENE AT THE DOCKS. THE TURKS ARE TAKING CHARGE OF A WHITE TRUCK.

They were the only apples he found in the Eastern market that were fit to eat. He reports that land in the Carolinas, which was valued at \$10 an acre during his residence there, now is valued at \$75 an acre, the increase being attributable, in his mind, to the road improvements throughout those states.

"The time has come when the price asked for an automobile, whether put out from an acknowledged standard factory or otherwise, does not mean its true worth," says Edward E. Gerlinger, manager of the Gerlinger Motor Car Company.

"The business man realizes that it is possible for a factory that produces more than 100,000 cars to place on the market a greater value to the purchaser than the factory which places on the market an output that may run even to 50,000."

"This is one point that must be taken into consideration in the output of the Oldsmobile factory." The Oldsmobile factory does not build the number of cars that run near the six figure mark, but the General Motors Co., which owns the Oldsmobile factory and buys its material, does own plants which do.

"This means that the cost of production from raw material to finished article is so cut by proper buying that the company can offer cars at a figure better figure and value."

H. M. Covey left for New York last night for the automobile show in that city. Mr. Covey admits that there is but one show and that will be the one in Portland, but he found it necessary to go East just to compare the two.

Demand for Japanese Gold Fish. Indianapolis News. America is a great market for Japanese gold fish.

Two thousand two hundred and fifty miles in 102 hours. That's the time made by Captain Ed. Laviolette in a recent motorcycle trip from Chicago to New York. Laviolette is planning a motorcycle trip to the Panama Exposition next year.

LIGHTER CYCLES HERE

BALLOU & WRIGHT EXHIBIT 1915 MODEL OF INDIAN MOTORS.

Mechanical Detail Said to Show Much Improvement—Pedals Are Absent and Foot-rest Is Comfortable.

Ballou & Wright are exhibiting the 1915 line of Indian motorcycles which they believe will make a new wave of popularity for the two-wheeled conveyors inasmuch as they are much lighter than was formerly believed advisable in motorcycle construction.

The mechanical detail of the power cycle is much improved with a new type of clutch that is heavier and stronger than that used on previous models.

The pedals are absent and starting is accomplished by means of the kick-starter. This device is well forward and is so placed as to allow the rider a very comfortable rest for the feet.

Every detail has been watched to make the cycle as comfortable as possible. In placing the component parts this feature has not been overlooked.

The models come in the one, two and three-speed styles in the heavy class, either double or single cylinder may be had. An addition to the line is a light twin which also has the three styles of speed adjustment.

This light twin has caused considerable interest among the local riders. Another model of attractive build is the 70-mile-an-hour "speedway cycle" which has been tested to that speed before being placed on sale.

A combination lighting and ignition magneto is another popular feature.

ONE CARBURETOR DOES WORK Device for Cadillac Eight but Little Larger Than for Four.

Many persons who have inspected the Cadillac Eight have expressed surprise upon seeing but one carburetor for the eight-cylinder motor.

The carburetor is set above the center of the engine. One feed pipe leads to it from the gasoline tank; two intake pipes lead from it, one to each block of four cylinders. As heretofore, the carburetor is of Cadillac design and manufacture. It has but one float chamber, a single spray nozzle and is but a trifle larger, in fact, than the instrument used on the last four cylinder Cadillac.

The intake piping arrangement is such that it insures absolutely uniform distribution of gas to all cylinders. None is starved for gas, because, although there are eight cylinders, the problem of carburetion is no more difficult than is presented by a four.

THE SAXON DELIVERY WAGON WHICH HAS JUST BEEN ANNOUNCED



THIS MODEL IS MEANT FOR PACKAGE DELIVERY AND IS SUITABLE TO CARRY 400 POUNDS BESIDES THE DRIVER.

BIGGEST YEAR OF THEM ALL DUE

Dealers Predict More Trade in 1915 Than for Any Preceding Period.

FIGURES SHOW INCREASE

Industry Purified Since Business Became Established and Men Who Planned to Get Rich Quick Are Weeded Out.

Nineteen fourteen is about ready to be wished on its way. The year in the automobile business has been better than the one before it, and again dealers, manufacturers, and all connected with modern automobiling predict that the next year will be the biggest yet.

They base this on the business of the last six months. The Fall of the year is more or less of a business barometer. It is supposedly the slack time of the year and when cars continue to be shipped in and go off the floors almost as rapidly, the dealers predict a big year to follow.

Auto Licenses Increased. More cars were given licenses by the Secretary of State at Salem in the Fall of 1914 than ever before. So the dealer has every reason to be enthusiastic over prospects.

The automobile man formerly was one of the "Grab-a-Million-Quick type." The uncertainties of the business were caused by that individual who is always present at the beginning of any industry. His idea is to "clean up and sit."

He is now well weeded out. The men who represent the business today are among the most substantial of every community and their interest in any car is a guarantee of quality.

In spite of the men of the other type, the automobile business has grown to immense proportions. The biggest years, the ones which marked its real ranking with the other big industries of the country, were the last 12.

It is worthy of note that at no time in the last 12 years has the business as a whole taken any backward steps.

Gain in Sales Recorded. William Livingstone, a Detroit banker, has taken the trouble to prepare some of the figures on the trade. The figures for the auto business in Michigan are stupendous.

From less than 1000 cars in 1902, when the business may be said to have begun, to 435,000 in 1914, during the fiscal year ending June 30, the automobile industry in that state alone has grown.

The 435,000 automobiles represented \$125,000,000 in the cost of labor, steel and the accessories which fit up the modern car. Attention is called to the fact that 47 per cent of the cost of an automobile is in the labor, giving an idea of the army of workers employed in the trade.

The period which has seen the automobile developed from a toy and an experiment to one of the greatest pieces of modern mechanism also has played the car change from a luxury to a necessity.

Scope of Cars Broadened. It has taken its place with other utilities such as the telephone and the telegraph. The field has broadened from the manufacture of pleasure cars which carried not more than five passengers, to commercial trucks which carry half the load of a freight car.

The man who still looks at the automobile as a luxury is either a miser or in a business which does not demand circulation among the markets and the trade.

There are few doctors or other professional men who have not use for the motor car. Whether the physician lives in the city with the best transportation facilities or in the open country, the car is a necessity.

Mr. Livingstone defends the bankers who have been assailed by others as not appreciative of the industry. He says: "Bankers Come to Rescue."

"As the greatest number of cars are sold during seven months of the year, the dealers often need the assistance of the bankers, and it is a matter of record and congratulation that the bankers have played the most important part with practically no loss."

"The figures I have at hand show that the automobile business has been less depressed since the start of the war than any other line of trade."

"Present business conditions and market demands of the country would indicate a sale of 450,000 cars for next year, which I believe is no unreasonable figure."

Portland dealers expect the big opening about January 15, or possibly right after the automobile show. "All the new models will be shown there, and they will be covered with the different styles of each make."

COMPANY'S RECEIVER LET OUT Demand for Underling Type of Car Causes Talk at Factory.

INDIANAPOLIS, Ind., Dec. 26.—The American Motors Company has been disclaimed from bankruptcy. The proceedings, a most unusual one, gives rise to what seems to be a well-founded report that V. A. Longaker and associates will announce plans for the return of the Underling type of motor cars to the market.

It is not unusual for individuals to receive discharges from the Federal Court in bankruptcy proceedings, but it is uncommon in the case of corporations and it was somewhat of a surprise when Judge Albert B. Anderson, in the United States District Court, granted the discharge.

It has been known for a long time that someone soon would revive the underling type of motor car, similar to that manufactured by the American Motors Company. During the company's embarrassment many overtures to revive the car have been made, but no one has been able to get inside plans. That at least 100 cars of the underling type could have been moved from Indianapolis during the past year is believed to be a conservative estimate as a result of the many inquiries received.

This is taken to prove that there is a good market for a car of the underling type built in reasonable quantities, along proved lines, with its low center of gravity, large wheels and stream-line effect.

The American Motors Company was organized in Indianapolis in 1909. The car was advertised well and had substantial representation all over the United States and Canada. It is estimated that between 3000 and 5000 cars of this type are now being run in the United States and Canada.

JUST A MINUTE: Save 15% to 35% on Gasoline or Distillate with a Master Carburetor—Ten days' trial STORE OPEN EVENINGS UNTIL CHRISTMAS ARCHER AND WIGGINS OAK STREET, CORNER SIXTH. AUTOMOBILE SUPPLIES. SPORTING GOODS.

WEED CHAINS For Trucks With Solid Tires Good Insurance BALLOU & WRIGHT BROADWAY AT OAK

BOWSER GASOLINE and OIL TANKS STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. Sales, 415 Corbett Bldg. Main 1476. DIAMOND TIRES Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7005

NEW 'FOUR' IS ABLE Studebaker Meets Conditions in Trip From Freight Car. EVERY TEST IS WITHSTOOD Latourelle Hill Climbing Is One Feat Performed on Trial Before Mechanics Adjust Its Parts. Car Is Fine at Finish.

Maxwell New 1915 Model \$695 17 New Features. We have, right here, the car for which you have waited. It holds the road perfectly at 50 miles an hour. It carries five grown people comfortably. It has left hand drive with center control—selective sliding gear transmission. It has a Sims high tension magneto. It rides as easily as any \$5000 car—1/2 elliptic springs on rear. It has a famous make of anti-skid rear tires and the same size tires 30x3 1/2 inches all around. It is fully equipped—top, windshield and speedometer, etc. This "Wonder Car" is the 1915 model of the Maxwell—price \$695. With Electric Starter and Electric Lights only \$85 extra.

STUDENTS VISIT PLANTS Y. M. C. A. AUTO SCHOOL INSPECTS FORD AND OTHER FACTORIES. Trip to Be Taken to Willamette Iron & Steel Works to Watch Making of Big Machinery.

FRANKLIN The Winter Car THIS is the time when the non-freezing character of the Franklin direct-air-cooled engine shows itself automatically. Get your Franklin now—you can drive it every day and get three months more service out of it in the year than with the ordinary car. We've got the Franklin here—and can show you the special features of the Franklin direct-air-cooled engine, that cannot freeze. The famous shock-absorbing Franklin wood sill. The Franklin extra-size tires. And more—to the man who wants his Franklin for this winter's driving we can promise delivery by January first. A limited number of cars. Come soon. St. Thirty Franklin Roader 2418 Second, S. 1150. BRALY AUTO CO. 31 NORTH 19TH ST. Main 4880. A 5881.