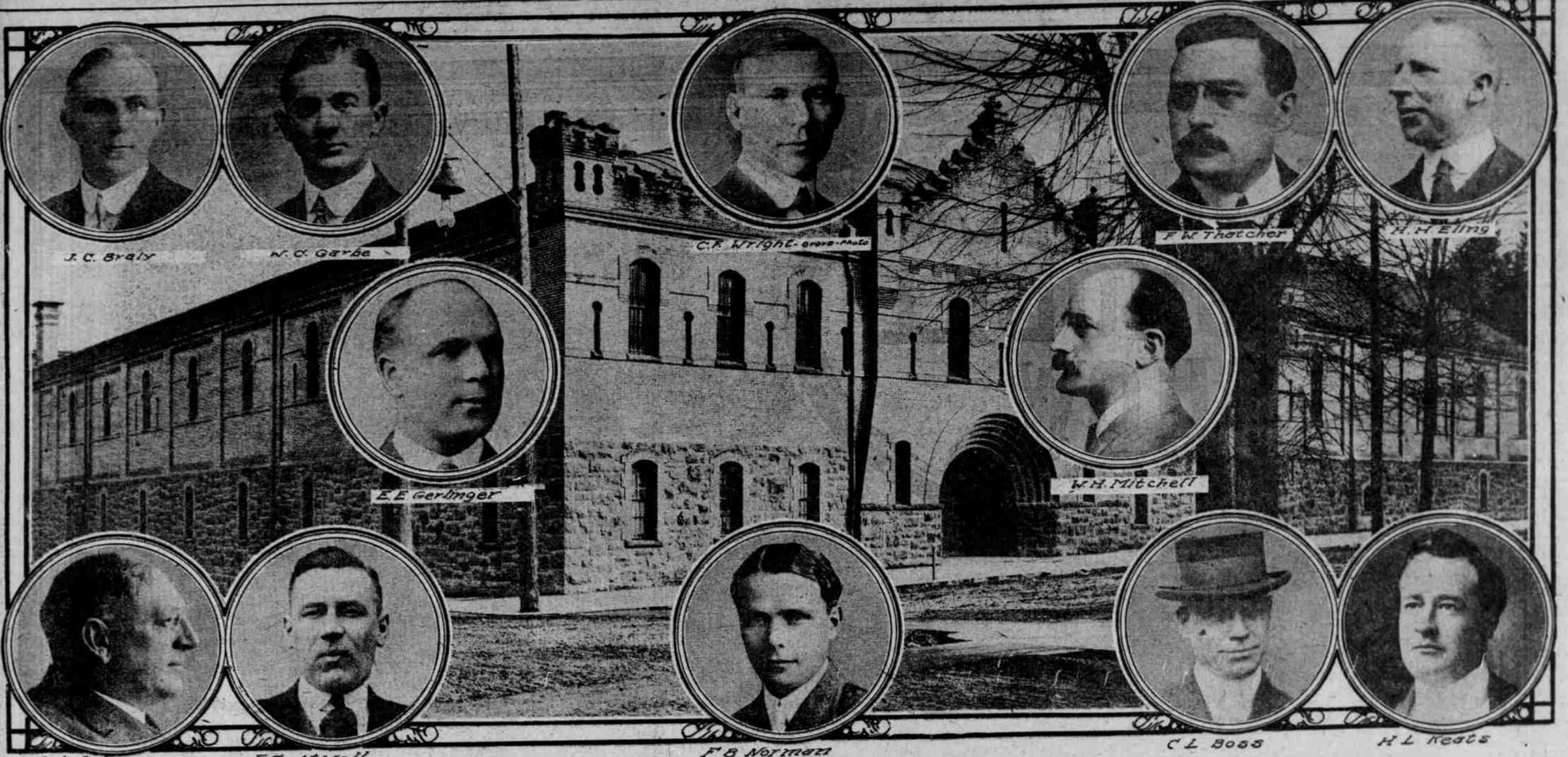


ARMORY IS TO BE BEAUTEOUS FOR AUTOMOBILE SHOW

Panorama of Columbia Highway to Encircle Big Hall as Background for Display of Cars of Every Make—Parts of City Also to Be Pictured.



RESPECTIVE of what the dealers themselves will do in their individual booths, the Portland auto show, which opens next Saturday night and closes the following Saturday, will be held in an auditorium made most beautiful. Manager Joseph M. Keig outlined yesterday the main idea toward which the army of workers is striving.

One of the features of the scheme will be a panorama of the Columbia Highway, which will circle the main showroom of the Armory. This will be the background for all the auto displays, and will, in a way, give the visitors a chance to view the cars as they would appear in the open.

Parts of City Pictured.
Entering the main door on the lower floor, the visitor will be in downtown Portland. Ten feet further and he will be on Morrison bridge. A view of the harbor will be shown him, and a little bit further on he will find himself in Laurelhurst, where Mayor Albee's home is pictured. The Mount Tabor School is the next point of interest. Mount Tabor will be crossed in the trip, and a view of the city just passed will be shown on the big panoramas. The next view will be the countryside east of the city. About one-quarter of the way around the Armory the visitor will see the Portland Automobile Club's Sandy River home, where he may rest in the grove and watch the Sandy River.

Columbia Highway Featured.
The new bridge across the Sandy will be in the painting, although in reality it is not quite finished. When the traveler is rested he may start for the Columbia River Highway. All the principal falls will be shown. Three Helixes will be produced, to show the view up and down the river. The trip will be continued as far as Multnomah Falls, and the tourist will double back as far as Latourelle and then to Troutdale.

Instead of being taken back over the Section Line road, the tourist will be guided through the beautiful river country along the Columbia Slough

road. He will be taken down the Sandy and thence over the Broadway bridge, the trip ending at the Armory, the scene of the Seventh Annual Auto Show.

If the visitor hasn't bought a car before getting around that far, he undoubtedly will be so impressed with the idea of touring and seeing beautiful Oregon that he will not go out without placing an order with one of the dealers.

Show Under Canopy.
An immense canopy will cover the show. This will be of purple and yellow, complimentary to the Portland Automobile Club. It also will be the reflector for the inverted system of lighting which will be used all around. This will give the effect of a great dome of light covering the entire exhibit. The lights will be covered by a big trough extending all the way around the place, and a large cluster will be dropped over every exhibit to show the names of the cars exhibited.

Many Models to Be Seen.
Twenty-eight makes of pleasure cars will be displayed, with more than 100 cars on the floor. The trucks will be under the trade labels of 15 makers, with a total of 30 or more models on the floor.

Knowing that the public has long since tired of the recitation of specifications and delights in the stripped car and in the car which has its past displayed, the dealers have arranged their displays accordingly.

The accessory men are prepared to show many new things. Ballou & Wright will have their new line of oil. Veedol, displayed in an educational exhibit intended to help every man, no matter what his favorite brand, to learn better the use of his oiling system.

In the accessory room motion pictures of good roads and of the performance of trucks will be shown with other educational films pertaining to the industry.

holds an enviable position, and much of its success here is to be credited to Mr. Brown. But not all of it. Some of the credit goes to C. Mulick, who as assistant manager of the branch has a lot to do with the country trade. The Studebaker is met on every country road.

When J. W. Leavitt & Co. wanted a successor for Fred West, who resigned, they looked around for a man who could keep in a fast pace for the local Overland branch has been getting rid of the cars at a rate which kept the officials on the jump to get new ones in. With such a nose needing attention they thought twice and then sent H. H. Eling, who formerly managed one of the California houses. He arrived last week, and will take charge of the city sales of the Portland house.

J. C. Braly is the man who has been making the Franklin cooling system famous through Oregon. His greatest occupation has been that of showing that the Franklin direct-cooled system is one which absolutely cannot be overheated. One of his "stunts" was to run the car 100 miles in low gear without stopping. His activities have made the car one of the popular high-class cars.

When the Maxwells first came out, Ed and Arnold Cohen took the Portland agency and the Maxwell was quite a common car on the streets. The agency later went to the Pacific Motor Company. However, the Maxwells looked better with the Cohens at the helm and the brothers went into the Maxwell agency. They report great things for the little big-value car.

Three big sensations were sprung in the auto world in the last year. The first was the Cadillac Eight. The next was the Dodge Brothers and the third was the King Eight. The Cadillac and the Dodge are handled in Portland by H. M. Covey, whose big plant at Twenty-first and Washington speaks success. Big sales for both cars are predicted for the coming year.

The Howard Auto Company is sending to Portland one trainload of autos. This trainload will contain 200 Buicks to be distributed in the Northwest. Last year the Buick distributors did the same thing. The head of the firm in Portland is Mel Johnson and the proportion of the Northwest's showing which results through sales in Oregon speaks well for Mel Johnson and the car he is placing.

Studebakers in Portland are placed through the Oregon Motor Car Company. At the head of this concern is W. C. Garbe. This business has grown so much that it demands more room and the Oregon Motor Car Company will move into new quarters before long.

The third sensation of the auto year was the announcement that the King Motor Car Company, after a successful year, would start the next with the production of an eight-cylinder car. When the local agents were selected, a suc-

cessful dealer was wanted. K. E. Gerlinger, who has made several makes popular in Portland, accepted the proposal of the King company and will handle that car in Portland.

Mr. Gerlinger also sells Federal trucks and Oldsmobiles. After a man has a motor car, a dependable place to buy his supplies is a matter of some thought. Chanslor & Lyon are known up and down the Coast and have stores in all the big cities. To establish such a business they must make a name of good goods at the right prices. The Chanslor & Lyon Portland store is also the service station of the L.L.B. storage battery. George W. Johnson is the Portland manager.

The history of the Northwest Auto Company, distributors for the Reo, Cole and Lesier, for the Northwest, begins with Fred W. Vogler, president of the company, or at least with the time when he purchased an automobile and took it to Blackfoot, Idaho.

The wonder of the inhabitants grew when he announced that he was going to replace a few of his 100 horses with autos and established an auto stage line between Tonah and Goldfield, Nev. Naturally he had to do some pioneering and soon found that the tire bills were running high on the rocky road. One year the tire expenses amounted to \$5000.

So he made his horses prepare the way for their successor by building a road of his own. This gained him so much fame that several manufacturers went after him with the result that in 1908 he went into the business for himself and opened up the Portland house with a territory including Oregon, Washington, Idaho and portions of British Columbia and Montana.

Mr. Vogler is one of the dealers who believes in exerting pressure in other lines of endeavor, and for that reason is known as one of the big boosters for good roads. He also is a great water fan and has the cruiser Wanderlust and the speed boat Vogler Boy, winner of several Pacific Coast titles.

Take the roster of almost any club in Portland and look under the "R's." Then look up the name Riggs. See if Frank C. Riggs, is not on the books, that club is either closed to the male sex or has not yet grown to be a power in Portland.

Mr. Riggs is the distributor for the Packard, one of the American cars which always rivaled the best in Europe, the Jeffery, pleasure car and truck, the Detroit Electric and the Packard truck.

Mr. Riggs is the chairman of the Automobile show committee for this year. He is one of the state's greatest boosters. Back East they say that about the only reason he comes back here six or eight times a year is to tell them about some new wonder in Oregon.

Another of the factory branches in Portland is that of the Winton Company. This company has salesrooms at Twenty-third and Washington streets with A. C. Stevens, a successful salesman from Seattle. The Winton Six al-

ways has gone well in Portland and he is keeping the pace.

The Locomobile Company of America, one of the pioneer makers of America, also has a Portland branch under the direction of F. H. Downes. The few Locomobiles which formerly were in Portland created a demand for more, and a branch was opened here.

"Our business for the year just closed gave us a substantial increase over our figures for the previous year. We consider this a popular endorsement of the policy of the business, that of giving the customer what he asks for at a price sufficient to guarantee the best," says E. R. Wiggins, general manager of Archer & Wiggins, one of the city's big accessory firms.

This firm made its start in 1908 in a store on Oak street. Now it occupies most of the building at Sixth and Oak streets and employs 30 salesmen. The biggest single output of the firm is Diamond tires and Michelin tires. Archer & Wiggins also maintain a Remy magneto service station for this territory. The Master carburetor, the make which has become the favorite of many racers and economical motorists, is also handled by this firm.

After the owner has an automobile, the matter of upkeep will not worry him if the machine is occasionally taken into the shop of reliable repairmen. The repair used to be the biggest part of the game, but since factory methods have been introduced into the repair shop bills are small and work is excellent.

Such shops as that of Fred Dundee are an example. In this shop can be found the latest and the best machinery used in the original construction of the automobile. These do the work as well as the factory did it in the first place.

Such equipment makes it possible to bring such repairs as are necessary to a minimum. Dundee's shop up on Jefferson street is a model of the kind. The plant is even more up to date than the average, and the resultant work is on a par with the shop.

Dundee knows all cars by heart. He took his degree as an "M. D." (motor doctor) in the racing game. He came here with the White Motor Car Company and bought their repair shop a year and a half ago. Now he employs 33 men in his plant.

Along in 1903, when the automobile game was yet young, W. H. Mitchell, Lewis company, of Racine, decided to make automobiles. The Mitchell people had been making vehicles for a matter of 23 years and their factory turned out a model of the factory pioneered by being one of the first people to make "Sixes."

Two years later the factory began to turn out the line of powerful cars which gave the Mitchell additional standing as a high-class car. The cars were heavy and equipped with a long stroke motor.

This year the Mitchell decided to turn out a light six, which looks as good as any of the line. The line now consists of a light four, light six, special four, special six, and a big six in the heavyweight class.

"The public demands accessories which bear the brand of well-known manufacturers of known quality and will purchase them in preference to goods whose cheapness is their only merit," says E. O. Johnstone, Portland manager of Hughson & Merton.

"The fact that we have those goods makes it always a case of the 'best year'."

Hughson & Merton operate stores up and down the Coast. The head office is in San Francisco and branches are at Portland, Seattle and Los Angeles. Some of their specialties are: Weed chains, Ajax tires and Rajah plugs.

The Firestone Tire & Rubber Company, of Akron, Ohio, demonstrated its confidence in Oregon and the future of the state by opening a factory branch here in February, 1914, to handle the rapidly increasing demand for its goods in this state. Southern Washington and Northern California.

Fully appreciating the need of a live, aggressive man in this important and growing territory the company transferred Fred W. Thatcher, manager of its Memphis branch, to Portland, since his arrival on September 1, has made many warm friends.

Mr. Thatcher is an old-timer in the automobile business, having served on the Winton sales force, then taking



H. M. Covey, Geo. E. Johnson, A. A. Stevens

AUTO DEALERS VIEWING PROSPERITY YEAR NOW

Managers of Various Car Branches Outline Outlook for 1915 and Announce Themselves Ready to Meet Demand Which Seems at Hand.

THE power of personality in the selling force is nowhere brought out stronger than in the business of selling automobiles. No matter how good the product, essentially it is the man in back.

The men who now are selling automobiles in Portland are men who have made a study of their business and have succeeded. They know their product. They know that their product is something which fits the Oregon country where they are placing it.

Portland dealers are men of substance. Most of them are men whose names are prominently identified with the civic organizations of the city, with the clubs which tend to make Portland a bigger city and a better one in which to make a home.

H. L. Keats is the head of the Keats Motor Car Company, which has the half block at North Broadway and Burnside street. He is one of the pioneers in the business, and was graduated, like many of the manufacturers, from the business of selling bicycles.

Now he is the Northwest representative of Hugh Chalmers, the maker of that popular six. Keats also sells the Saxon, a good car at a low price.

C. L. Boss heads the company of the same name. His specialty is Hudson Sixes and Reo trucks. Five minutes on any downtown corner shows the extent of his business.

Mr. Boss is the general representative of both vehicles for the state of Oregon, and his country business is his big asset. With Mr. Boss is E. J. Suttler, as manager of the truck department. Mr. Suttler is not exactly popular with the traction companies, as he is getting credit for a good many of the freight and passenger buses.

Much of Portland's daily tonnage in

the way of foodstuffs and commercial supplies is moved by Mack trucks. In Portland, F. C. Atwell guides the destinies of that powerful factor in the city's commercial rush. He represents the International Motors Company.

A. H. Brown is the head of the Studebaker Portland branch, and is, in the main, responsible for the big gains which that car has made in the medium-priced field. The Studebaker

OFFICERS OF THE PORTLAND DEALERS' ASSOCIATION WHICH IS SPONSOR FOR SEVENTH ANNUAL SHOW.



J. A. Christensen, Secretary and Treasurer; H. B. Roberts, Assoc. Portland Dealers' Assoc.; Frank C. Riggs, Chairman of Show Committee



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