

MANY AUTOS TO BE AT SHOW NEXT WEEK

Higher Power Cars Are Expected to Attract Attention of Most Visitors.

DROP IN PRICES NOTABLE

Majority of Show-Goers Will Try to Analyze Types of Power Plants, Is View—Progress in Manufacture Evident.

While it is impossible at this date to give the exact number of cars to be exhibited at Portland's seventh annual Automobile Show, which will be held at the Armory the week of January 21-23, commencing a week from tomorrow, the accompanying list gives a comprehensive idea of what will be spread before the public in the way of new touring and roadster models and commercial vehicles.

From this list it readily will be seen that the vast majority of automobiles and trucks represented in the Pacific Northwest—and this includes the better-known automobiles made—will vie for favor when the Rose City's yearly motor festival opens.

Since 1915 marks many an epoch in the automobile industry, particularly as regards mechanical ideas, the automobile show has an added interest over former years. To attempt to enumerate all of the new features found on the latest models—to go into detail recounting the accomplishments of America's automobile engineers—would fill a good-sized volume, so it is possible to touch upon only the most important things here.

Drop in Prices Noticeable.

Those who care to go into the facts and figures of the motor vehicle business will learn that there has been a surprising drop in prices of all classes and makes of cars; that the engineers have been unusually successful in eliminating a lot of unnecessary weight; that the accessory makers have applied their wares to the car without making them stick out like a sore thumb; that engines, bore for bore and stroke for stroke, are considerably more powerful and less of a burden when it comes to gasoline and oil.

Types of Power Plants Analyzed.

Looking at interesting points of an automobile show from an entirely different angle, it is obvious that the vast majority of showgoers will be intensely interested in analyzing the various types of power plants. This is particularly so this year because it will be the first time that Portland motor enthusiasts will have an opportunity of comparing, side by side, four distinct types of motor cars—the "four," "six," "eight" and "twelve." To a great many the multicylinder automobile still carries an element of novelty, for it was only recently that the first twelve-cylinder machine came to Oregon.

Those who go to Portland's seventh annual automobile show intent upon learning more about "twelves" and "eights" will not be disappointed. The present line-up includes two of the former design and several of the latter, and it is possible that before the opening there will be more of both entered.

High-Power Cars Attract.

They will be agreeably surprised, however, to learn that at least two "eights" selling for less than \$1000 at the factory; that there will be at least two "twelves" exhibited that market locally for considerably less than the "medium-priced" car of a couple of years ago. They will see in the cheaper "eights," for instance, the remarkable progress that has been made in producing an automobile of unusual power and fine finish at a small cost.

Greater Utility in Body Designs.

One of the dominant features of the new cars. The body-makers have made special effort this year to provide greater comfort and more room, a fact which will be seen at a glance on all-sized cars. The matter of upholstery is another point that has received much attention, as evinced by the number of new ideas introduced.

coming automobile show that will help to make it the most successful one Portland has ever had, an accomplishment which H. L. Mann, C. L. Howe, C. M. Menzies, H. L. Kestel and J. M. Rice, the men who are directing it, claim is already assured.

Garage Owners to Unite.

The last two days—Friday and Saturday—have been set apart for the formation of the Oregon Garage Owners' Association. The call for this convention was sent out last week by the Portland Garage and Repairmen's Association. Friday morning the visiting garage men will be taken for a motor trip over the Columbia River Highway as the guests of the local association and the automobile dealers. That night there will be a jolly time for all residents alike. The entertainment will be provided by the Portland tire and accessory dealers.

The fact that J. Stanley Clemens, the genial and versatile sales manager for Ballou & Wright, is in charge of the program indicates that everyone will have a good time. The work of

PORTLAND WILL BE GIVEN THREE DEGREES IN LINE OF AUTOMOBILE SHOWS NEXT WEEK.

Evidently everything is going through pretty much according to schedule, and Portland is to have three automobile shows at the same time next week. When W. C. Garbe, manager of the Oregon Motor Car Company, returned home last week he found that the new Studebaker retail home at Park and Davis streets was not quite ready to conduct a formal open house in connection with the Overland sponsors next door, so he jumped back to the organized league and signed up for space in the Armory exhibit. He frankly admitted that if the building was completed sufficiently that he would join with Manager Elling, of the Overland organization, in the rival exhibit.

Meanwhile, the officers of the Covey Motor Car Company and the Frank C. Riggs Company are preparing to stage their show in the lobby of the Multnomah Hotel with full lines of cars and plenty of "pep." With the big show at the Armory, the Riggs-Covey exhibit at the Multnomah, and the Overland branch pulling off still a third ring on Broadway at Davis street, matters should wax fairly warm in Portland township next week, the time set aside by all three factions for the period of dress parade for automobiles.

organizing the state association will be taken up Friday afternoon and finished Saturday morning. All of the railroads have announced special rates from all points in the territory for the automobile show.

Gossip Along the Row

Following is a list of assigned space in the accessory department in the Armory for next week's show, many others yet to be assigned:

Oregon Sales Company; Western Sales Company; Motor Car Supply Company; Meier & Frank Company; Jewett & Peterson; Standard Chemical Company; Pierce-Tannin; Electric Company; electric appliances; Ford, Duesse, machine shop accessories; Boulevard Garage, Wisconsin marine engines, automobile engines; Extruder Motor Company; motorboats, gas engine, canoes and motorboat accessories; Frank C. Riggs & Sons; Philadelphia batteries; Garage Men's Headquarters; Hartman & Thompson, automobile insurance; Universal Tire Filler Company.

The scene is made effective with "almost" people sitting in automobiles surrounded by plenty of forest, trees and a campfire with stew kettles, pots and pans; there is a real tent with beds spread and even a seashore with many wheelbarrow loads of sand and a strip of stage scenery showing the sand waves and their usual accompaniments.

The display would do credit to any showroom in the land and certainly will make a hit in case it is transplanted to the Armory for next week's show which Mr. Doan is entering with considerable enthusiasm.

R. L. Saunders, manager of the Seattle branch of the Gerlinger Motor Car Company, is in Portland for a visit with his chief, E. E. Gerlinger, of the parent organization. It was only recently that Mr. Saunders moved into a handsome new building at Seattle, built expressly to house the branch of the pioneer Portland concern. The branch has been located in Seattle, however, for several years.

"PLATT & WASHBURN REFINING CO."

"H. J. GUTHRIE, President."

Here is a right lively bit of trade news for Portlanders. The Wichita Truck Company has appointed J. L. Glasier, formerly truck salesman for the J. W. Leavitt Company and the Gerlinger Motor Car Company in Portland, Northwest manager with headquarters here. From this point Mr. Glasier will control the Oregon, Washington, Idaho and British Columbia territory and will take care of the local Portland business as well.

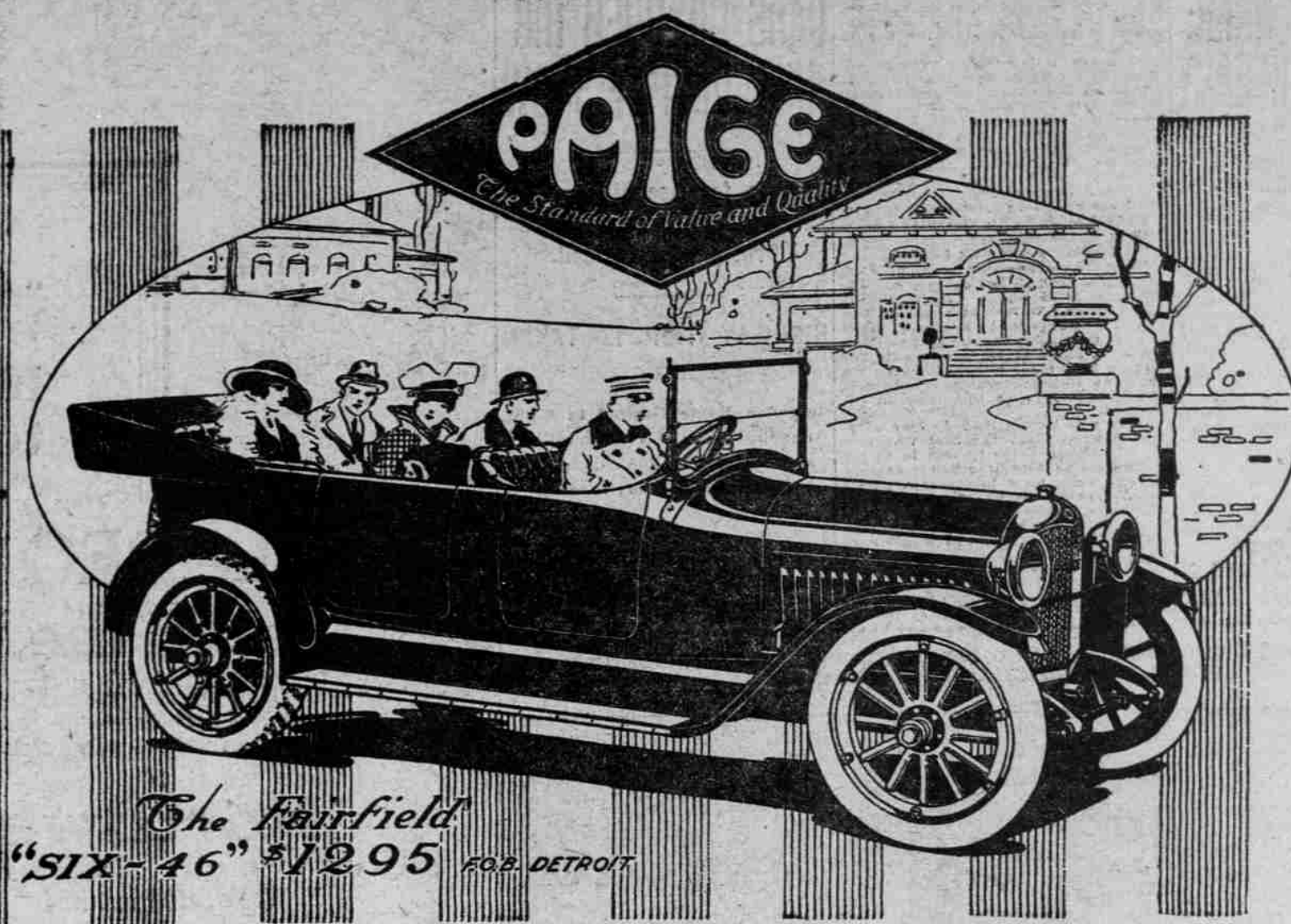
A batch of the new models is expected to arrive in Portland about the end of this week and by that time Mr. Glasier hopes to have a good location picked out. The Wichita line includes one, one and a half, two and three and a half-ton models.

The many friends of George W. Dean, manager of the Portland branch

of the Howard Automobile Company, were shocked last week to learn that he had sustained a severe and painful fracture of the right ankle by slipping and falling on the icy pavement in front of the Howard offices at Fourteenth and Davis streets. He is confined at the Good Samaritan Hospital, but expects to be up and about in time to supervise the Buick exhibit at the Portland show, which by the way, marks the first time that the Buick organization has exhibited in this city.

C. S. Harper, Pacific Coast manager of the Willard Storage Battery Company, and J. P. Schiller, Jr., Northwest manager of the same company, were in Portland last week on account of the Willard convention held at the Imperial Hotel. A total of 18 Willard service station operators from Oregon, Washington and Idaho assembled to hear their superiors discuss the many angles of efficient battery service.

Announcement was made last week that the Gerlinger Motor Car Company has taken the Oregon agency for Swinehart tires. Mr. Gerlinger has placed J. F. Chapman, a man of wide experience in the tire field, in charge



Here are the facts—established by thousands of American People

FIRST and foremost let us remind you that the Paige Fairfield "Six-46" is a tried and proven success.

It isn't necessary for us to "claim" that this handsome seven-passenger car will render unflinching service day in and day out.

It isn't necessary for us to "claim" that it is staunchly built—mechanically efficient—superbly designed.

All of these things have been definitely established by thousands of American people who own the "Fairfield"—people who have selected it in preference to all other light Sixes on the market.

When you buy a Paige "Six-46" today, you are buying a car that has passed the experimental stage. You are buying a car of known quality—known ability.

In a word, the "Six-46" is an eminently safe automobile investment.

It is a good car—not merely because we say so—but because its owners have conclusively established this goodness in the gruelling tests of more than a year's actual road work.

Other "Light Six" makers are now introducing 1916 models. Some of these makers feature new designs—new power plants—new engineering theories.

In the course of time, these innovations may prove thoroughly practical in every way.

But until that time comes—until these cars have been thoroughly "tried out" in actual service—the prudent man will be inclined to buy the car with a tangible record of accomplishment behind it.

As it stands today, the Paige "Six-46" is a thoroughly finished product.

By carefully studying the combined experience of owners, we have been able to proceed intelligently in perfecting this car until it has been brought up to the current day—the current hour—of six-cylinder elegance and luxury.

In our opinion, no more efficient six-cylinder power plant can be produced and every feature of the car throughout is in keeping with the high mechanical standards.

Power—more power—power to spare!

That is the only way that you can describe this wonderful motor.

So far as flexibility is concerned, you can amble along at two miles an hour or sweep up to sixty without change from high gear.

Steep hills and heavy clinging sand roads are mere child's play for the "Six-46."

This car is practically throttle controlled. It responds to the slightest impulse of the accelerator and is ideal for the woman driver who must pick her way in the thick congested traffic.

And then consider the matter of design.

Beyond any question of doubt the Fairfield is the most widely copied car that has ever been placed on the American market.

Remember, Paige first introduced the pure European streamline twelve months ago.

Look around the automobile shows and see for yourself whether or not this design has been copied by practically all makers of quality cars.

Above all, the Paige "Six-46" is a "sensible" car.

While there has been considerable talk about excessively high speed motors, we flatly refuse to support any such propaganda.

Paige motors are built to endure, and we believe that it is impossible to reconcile excessively high speed with minimum wear and tear on working parts.

It is our policy in the Paige factory to build safely and sanely. The cars that we market are established successes—not experiments.

On this basis, we enjoy—and shall continue to enjoy—the absolute confidence of Paige owners and Paige distributors the world over.

PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, Michigan

Paige Motor Sales Company

529-531 Washington Street, Portland, Oregon

Phone: Marshall 357

Fairfield "Six-46" \$1295
With Detachable Wind-up Top 1545
Cabriolet 1645
Sedan 1845
Town Car 2250
C. O. K. Detroit.

of this department. Inasmuch as the Gerlinger Company makes a specialty of its truck division, Mr. Chapman will naturally concentrate on the commercial vehicle lines.

The Swinehart Tire & Rubber Company, with plants in Akron, O., was one of the first in the field with a complete line of truck tires. Mr. Gerlinger also announced that the Gerix truck which he is building, will be equipped with Swinehart tires.

The following self-explanatory telegram was received by The Oregonian last week from F. W. Vogler, president of the Northwest Auto Company, dated at New York:

"East and Middle West experiencing greatest era of prosperity. History of country in all lines shows biggest success. Local Real estate sold 69 cars during week. Agents over country ordering more cars than ever before at this time of year. Account shortage of material output will be short of demand without question."

Rear-Axle Oiling Important.

The importance of transmission and rear axle lubrication is often over-

looked by the automobile owner and truck operator and considered a minor detail. The lubrication of these parts

READ THIS AND FIGURE OUT WHETHER OR NOT YOU CAN AFFORD AN AUTOMOBILE.

What it costs to run a machine is something of interest to all who buy automobiles, as well as to those who are considering their purchase.

An Albany man, who has one of the cheap makes of automobiles, kept a record last year, with the following result: Gasoline, \$34.25, using 250 gallons; cylinder oil, 15 gallons, \$9.50; tires, inner tubes and patches, \$49.25; batteries, \$6.45; garage repairs, \$19.10; painting car, \$16; depreciation, figured at 10 per cent, which is pretty low, \$50. Total, \$185.65. Cost per mile, 3.7 cents. Average monthly expense, \$15.30. Number of miles traveled, 3500.

is fully as important as the lubrication of the motor, states a recent bulletin gotten out by the Standard Oil Company's automobile experts.

The entire load of the car or truck is taken by the two teeth in the transmission and the two teeth in the rear axle which are in mesh. These teeth should be separated by a film of oil, otherwise the motor will fail to deliver the power at the rear wheels that it should; the gears will wear rapidly and become noisy.

In the lubrication of the ball bearings, it is necessary to maintain a film of oil between the ball, cone and race; otherwise these parts will not receive correct lubrication. This will result in excessive bearing wear, throwing the gears out of alignment, rendering them noisy, and will cause a considerable loss of power at this point.

Oil is a more suitable lubricant for this purpose, states the bulletin, than hard grease, because of its fluidity and ability to penetrate the minute clearances between the ball and race, which is only one-tenth-thousandth of an inch. Another reason why hard grease is not so suitable as oil is that the revolving gears will cut a path through the hard grease and allow the gears to run dry.

Pacific Coast refiners are claiming that lubricants made from asphalt-base, California crude, give best results, and are substantiating their claims by the recent findings of prominent motor engineers and the exposition juries, as well as records of results of actual service.

Washington Licenses 40,146.

Some interesting figures on automobile registration in the state of Washington have been compiled by the Washington Auto Record, published by Monte Brown and W. W. Brown. Their figures show that up to December 1 a total of 40,146 licenses had been issued, aggregated as follows:

pleasure cars 32,170
Jitneys, taxicabs and other for-hire cars 2,757
Trucks for hire 693
Private trucks 693
Dealers' demonstrators 905
Stages 415
Example 122