

THIS IS AN AUTO SHOW WEEK IN PORTLAND

Many Surprises in Store for Callers at Reception of "Miss Automobile."

TWO SHOWS ON TAPIS

Main Event Will Be at Armory, Where Nearly All Dealers Will Exhibit—Rival Show Planned for Multnomah Hotel.

BY CHESTER A. MOORES.

Eighteen-year-old Miss Automobile Industry will be at home to admiring callers in Portland this week for the seventh time in her young life. The big reception in the armory tomorrow night at 7:30 o'clock, and will not conclude until late next Saturday night, when the last faint strains of dance music have faded away.

Milady's tiny baby sisters of the big automobile family, Miss Accessory and Miss Specialty, also will be in the receiving line with their stunning grown-up relative, and all of them will be gowned in the most alluring robes. Miss Automobile and her sisters are certain to be in excellent disposition, for they have just romped through a mighty happy and prosperous twelve-month and look forward to a new year with all the hope and enthusiasm of young hearts.

"I would like to have all the good people of Portland and of Oregon come to my big party this year," said Miss Automobile last night. "If these people, big and little, rich and poor, modest and gay, will only study my expressions a wee bit and learn what I can do for them in the way of making homes happier and increasing business dividends I am sure they will all affiliate with the big corporation of automobile owners and enjoyers."

Auto Show Week Is Here.

Yes, this is automobile show week in Portland, the annual period of dress parade for those who make, who sell, who use, and who adore cars.

All except four of the automobile concerns of Portland have combined this year to stage the annual dealers show in the armory building, located on the block bounded by Tenth, Eleventh, Couch and Davis streets. More cars will be on display this year than at any other show in local history, and there is every promise and indication that this year's event is to be the most interesting, the most entertaining and the most instructive of all that have been conducted.

At last year's show interest centered around one or two eight-cylinder models that had then just been introduced to the market. This year there is certain to be more than a dozen multi-cylinder cars, for there will be several eight-cylinder cars—the Cole, Oakland, Oldsmobile, Hollier and Briscoe—and at least two 12-cylinder cars.

On top of this, two distinct surprises are to be sprung at the big show. The Marmon car, featured in trade journals for months as the most important car to appear at the recent New York show as one of the real sensations of the season, is due to arrive during the week.

The beautiful Marmon is sponsored, the Northwest Auto Company. The other surprise, a new model of the Hollier Eight, is to be displayed by its representative, the Gerlinger Motor Car Company. This car is a new product and the first eight to be shown at the armory is the first of that species to reach this territory.

But that is not all, by any means, unless the plans of E. K. Cohen, president of the Automobile Club of Oregon, are sidetracked. Mr. Cohen has learned that the first automobile that ever crossed the continent under its own power, a 1891 Oldsmobile, which belonged to the late E. Henry Wemme, Oregon's first motorist, is still in Portland, and he virtually concluded arrangements yesterday to have this car on display at the show alongside the latest product of the Oldsmobile factory, an eight-cylinder job.

The old car is now in the possession of Mr. Wemme's estate. It was driven across the continent early in 1905 by factory engineers and purchased by Mr. Wemme upon its arrival in Portland. The "Old Scout" model, as it has been called for years, is of the one-cylinder type, built with the old-fashioned curved dash. It has no wheel and it cranks from the seat through a handle located at the side of the car.

"Salon" Show Gets Attention. Now for a few words about the "salon" show that is to be conducted in the beautiful lobby of the Multnomah Hotel by the Frank C. Riggs Company and the Covey Motor Car Company.

This is to be in no sense an "overflow" exhibition, but rather a rival display of a different order, and it is certain to attract keen attention and large crowds for many reasons than one.

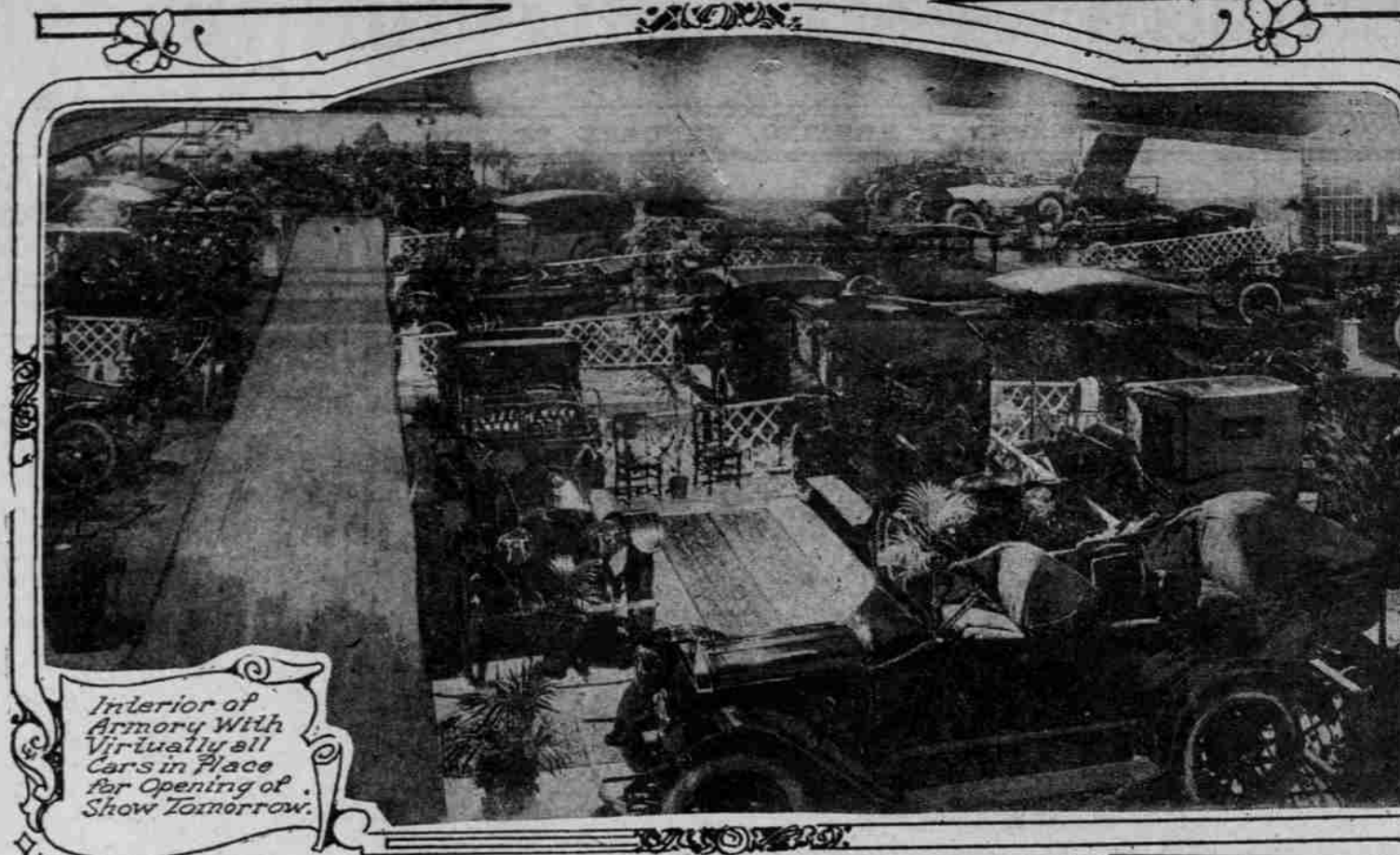
The Cadillac Company was the first organization to market an eight-cylinder motor, while the Packard company was the first to bring forth the newest thing in motor construction, a 12-cylinder job. The fact that products of these two lines are to be featured in the "Covey-Riggs" exhibition by two of Portland's oldest and largest automobile organizations is enough to draw crowds to the first hotel show ever held in Portland.

Besides, this is the first time that Portlanders have experienced the novelty of seeing two automobile shows in progress at the same time, and there is certain to give both locations thorough attention. The admission fee to the "armory" has been reduced this year to "two bits" and the hotel show will be free, so that most any mortal can afford to trot back and forth about as he pleases this year without straining the limits of his pocketbook.

Special Attraction Provided. As a special attraction for the hotel exhibit the officers of the Riggs organization have arranged to show the famous model A Packard, the first machine of that ancestry ever manufactured. The original Packard has been shipped from San Francisco to Portland specifically for this week's event and will be placed alongside the Packard "12" as the nucleus of the Riggs booth.

The exhibitors at the main event in the armory, plus the two companies which are putting on the "salon" show,

SCENE OF THIS WEEK'S BIG AUTO SHOW AND OFFICERS BACK OF PROGRAMME.



C.M. Menzies, H.L. Keats, C.L. Howe, H.L. Mann. Members of Show Committee.

embrace all of the automobile companies of Portland, except two, the Portland branches of J. W. Leavitt & Co. and the White Company. The executive officers of these organizations denied their Portland managers permission to enter the big show, and as a result they are going to engage in a little dress-up week affair at their respective homes on lower Broadway.

For a time Manager Eling, of the Leavitt branch, had planned joining with the Oregon Motor Car Company in sponsoring a third show on the hotel block just south of the Custom-House, but the new home of the latter organization was not completed in time and the plan faded into thin air.

Many Not to Make Exhibits. The many tire branches located in Portland and the more prominent accessory jobbers will not exhibit at any show this week because laws passed by Eastern manufacturers, whom they represent, prohibit the carrying on of their agents or branch connections in a formal automobile show.

Nevertheless, a large number of accessory firms and dealers in automobile specialties, including the inventors of several new appearances to the automobile, will have their wares spread out on the upper floor of the armory. Even the tire and accessory men who are not allowed to participate actively in the show, are backing it with hearty spirit, which insures a complete success for the enterprise.

A big feature of this year's show will center around the visit of automobile dealers, garages and repairmen from all parts of Oregon and adjacent territory. On Friday morning the visitors are to be ushered over the Columbia River Highway and are to be met at the Multnomah Hotel and Reamers' Association. That afternoon, at 2:30 o'clock, the visiting automobile men will assemble at the "salon" for a state-wide association that seems destined to prove a permanent organization.

All of the visitors, as well as the local dealers, will be the guests of honor at a "high, low and rickety Barlow" links to be held in the old English taproom of the Portland Hotel after the regular session Friday night. This affair is being arranged by the tire and accessory jobbers of Portland under the chairmanship of J. Stanley Clement.

Dance to Be Final Social. The final social event of the week will be a dance scheduled to take place in the armory ballroom at the conclusion of the show Saturday night, when the spirit of carnival will prevail as long as the musicians are allowed to stay.

Special band and supplemental music will be given at the armory every day of the show and there will be dancing every evening in the accessory room. Thursday night has been set aside as society night at the "salon" and the Multnomah Hotel, and it is probable that the same event will be celebrated at the armory show, although the officials have announced that there will be no special "nights."

The armory show will be open from 11 until 5:30 o'clock every afternoon after Monday and from 7 until 10:30 in the evenings.

The management of the armory exhibition is in charge of a legal corporation, the Portland Automobile Trade Association, of which C. M. Menzies, president of the Northwest Auto Company, is president. Other members of the show committee appointed by the dealers' organization are H. J. Keats, of the pioneer company of that name; C. L. Howe, of the Mitchell, Lewis & Staver Company, and H. L. Mann, of the motorcar company bearing his name.

J. M. Rieg is Active Promoter. The active promoter of the armory show, however, is Joseph M. Rieg, who has managed several successful Portland shows in the past and who has been engaged to take charge of the proposed Seattle show in April.

and outway chassis, test out the starting systems and get a steady squint at every angle and every nut in the car. Here are some of the "high spots" the 1916 show visitor will observe: Multi-cylinder motor.

General reduction in price quotations. Trend toward refinements and comforts that appeal to feminine eyes. Cars lighter in weight yet roomier in area.

Universal indorsement of electric starting and lighting systems. Attention of manufacturers to spring construction and devices that tend to avoid noise and vibration.

Improvements in the finer mechanical parts with a particular aim to eradicate lubrication and ignition troubles. Inventions of prettier body designs and the adoption of one-man tops that complement the new body architecture.

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W. B. Doan Blows into Portland Like Whirlwind. Newcomer From New England Starts Paige-Detroit and Saxon Trade a-Humming.

HERE you see the face of a comparatively new comer to Oregon who, by the employment of 1000 horsepower and efficiency, has started a whirlwind distribution of Paige-Detroit and Saxon cars during just a few ticks of the calendar.

W. B. Doan hails from New England, but he fits in at Portland with a nicety of personality that puts him on equal terms with any native son. Mr. Doan and his sales manager, W. S. Barnes, are of the sort that get up early in the morning and keep their wits active until it comes time to lock the store door.

Result, a great many new and clever ideas have been worked to the ultimate multiplication of sales. Paige is coming out with a new light six of the five-passenger form to sell at \$1050 and known as the Fleetwood Six-35 model, it replacing the Hollywood model that sold at \$1205. Five inches have been added to the wheelbase, bringing it to 117 inches, and the increased power is attained mainly by adding one-eighth inch to the cylinder bore, making it three and one-eighth inches. The stroke remains five inches. This increased diameter boosts the N. A. C. C. rating from 21.5 to 23.5 horsepower, and the displacement from 212 cubic inches to 230 cubic inches. The advertised horsepower now is 35, and much attention has been paid to engine balance, this also having to do with the greater power.

The four-cylinder and six-cylinder Saxon of a year ago are continued at prices of \$395 and \$785, the same as last year, but incorporating detail improvements. The small roadster now contains a three-speed gearbox in place of a two-speed one. Its appearance has been improved by eliminating the windshield filler and having the cowl meet the windshield without a break.

A Saxon characteristic is the suspension of both four and six chassis on cantilevers, front and rear. The frames are also tapered to give good body support.

AUTO CORPS IS PLAN

National Guard Machine Gun Company Needs Autos.

SHOW OCCUPIES ATTENTION

Matter Dropped Temporarily Because of Preparation of Exhibits.

Use of Private Machines by Reserve Is Proposed.

Is Portland to have an automobile reserve corps? Such an organization has been considered for some time by the officers of the Oregon National Guard and within the next week or so the matter will be put squarely up to the automobile dealers of Portland by H. H. Eling, manager of the Overland branch, who has been in touch with Frank P. Tebbetts, of the Machine Gun Company of the Guard.

The following letter received last week by Mr. Eling from Mr. Tebbetts tells the story: "Relative to our conversation of several weeks ago regarding the willingness of the automobile dealers to cooperate with the National Guard in the matter of an automobile corps reserve, perhaps me to say that I have a definite proposition which I would be glad to have you put before the association.

"I am organizing a machine gun company for the Third Infantry. It is my plan to make this company an automobile unit the same as has been done with a company in the New York National Guard. There is at present but one organization of this kind in the country, the regular Army not having taken the matter up definitely as yet. The New York company has been a success and has maneuvered a Plattsburgh, N. Y. I have just received from Captain Bowling, of that organization, through Lieutenant MacVeagh, the full details of the organization together with a photograph of the equipment.

"The most important part of the unit is an armored motorcar. The armor of the automobile dealer to cooperate with the National Guard in the matter of an automobile corps reserve, perhaps me to say that I have a definite proposition which I would be glad to have you put before the association.

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The current issue of the Ford Times, a home publication that goes into the hands of all Ford owners, dealers and prospects throughout the United States, contains some splendid advertising for

Auto Industry Pioneer Invades Portland Field.

A. S. Robinson Becomes Manager of Oregon Headquarters of Kiesel-Kar Branch.

Record sales of the new series 17 models are reported by the Studebaker Corporation, following announcement of these cars two weeks ago. In fact, figures show that more actual orders were received during the past few weeks than in any similar previous period.

In anticipation of the big demand for the new series 17 Studebaker Sixes and Fours, the factory has been running full capacity, and more than 5000 of these cars have been shipped since announcement was made January 1. Three thousand dealers are now showing the series 17 cars and selling them as fast as they come from the factory.

The production schedule for 1916 calls for 100,000 of the newly announced models. Dealers all over the country, come reports that the sales of Studebaker cars have been maintained since the introduction of the series 17 cars to the public. These models are noted for the fact that they incorporate 11 different refinements and in several instances show reductions in price.

The custom of buying cars at the New York automobile show was revived, when more than 350 of the series 17 Studebakers were sold at retail during show week. It is said, applying to the home office in Detroit for increased allotments of cars, and a shortage is feared, notwithstanding the planned production of 100,000 during this year, factory officials say.

Director Is Cycle Enthusiast. Physical Director Louis J. Laire, of the Prospect Branch, Y. M. C. A., Brooklyn, is an enthusiastic cyclist. Davidson. He became a motorcycleist 15 years ago and recommends it highly for healthful recreation. During the Summer Mr. Laire used his motorcycle in utility service at two of the Y. M. C. A. camps.

Oldsmobile—Oldsmobile Company of Oregon. One Oldsmobile "8" touring car, one Oldsmobile four-cylinder roadster and the "Old Scout" Oldsmobile, first car driven across the continent.

Oakland—Oakland Auto Company. One six-cylinder Oakland touring car, a roadster with the same motor and an eight-cylinder Oakland touring car.

Chalmers—Kents Auto Company. One "6-40" Chalmers palanquin and a touring car and roadster equipped with the same motor, one "6-48" touring car, one "6-30" touring car and stripped chassis of the same model.

Haynes—H. L. Mann Motor Car Company. Four Haynes pleasure cars of the standard six-cylinder models.

Mitchell—Mitchell, Lewis & Staver Company. One Mitchell stripped chassis, one six-cylinder roadster and one six-cylinder touring car.

EXHIBITORS AND THEIR DISPLAYS SCHEDULED FOR THE BIG AUTO SHOW AT ARMORY.

- Franklin—Brady Auto Company. Two Franklin touring cars.
Hudson, Maxwell—C. L. Boss & Co. One Hudson Sedan, two super-six Hudson touring cars, one Maxwell roadster, one Maxwell touring car and one Maxwell stripped chassis.
Chevrolet—Chevrolet Motor Company. One five-passenger Chevrolet touring car, one Chevrolet roadster and one Chevrolet-Monroe roadster.
Hupmobile, National, Allen—Dulmage-Manley Auto Company. One National "12" touring car, one Hupmobile touring car, one special Hupmobile stripped chassis, one Allen touring car.
Ford—Ford Motor Company. One cut-out Ford motor and one each of the following models: Sedan, coupelet, touring car, runabout.
Pathfinder, Hollier—Gerlinger Motor Car Company. One Pathfinder "12" touring car, one Hollier "8" touring car.
Buick—Howard Auto Company. One Buick coupe, one Buick "6-55," one Buick "6-45," one "6-46" roadster, one cut-out chassis of the "6-47" displayed at the San Francisco exposition.
Kieselkar, Briscoe—Pacific Kiesel-Kar Branch. One seven-passenger, six-cylinder Kieselkar Sedan, one four-passenger, four-cylinder roadster coupe, one Kieselkar touring Kieselkar, cut-out chassis of the Kieselkar six, one Briscoe "8" touring car and a stripped chassis of the same model, one Briscoe four-cylinder touring car and one four-cylinder Briscoe roadster.
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Mitchell—Mitchell, Lewis & Staver Company. One Mitchell stripped chassis, one six-cylinder roadster and one six-cylinder touring car.
Reo, Cole, Marmon—Northwest Auto Company. One Reo six-cylinder touring car and a stripped chassis of the same model, one four-cylinder Reo touring car, one Cole "3" touring car and one Marmon seven-passenger touring car, if it arrives in time.
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EXHIBITORS IN ACCESSORY DEPARTMENT.

- Oregon Sales Company.
Western Sales Company.
Motor Car Supply Company.
Meier & Frank Company.
Jewett & Detch Company.
Standard Chemical Company.
Pierce-Tamlinson Electric Company.
Electric appliances.
Fred Dundee.
Machine shop specialties.
Boulevard Garage.
Wiscousin marine engines, automobile engines.
Evinrude Motor Company.
Motorboats, gas engines, canoes and motorboat accessories.
Frank C. Riggs.
Philadelphia batteries.
Garage Men's Headquarters.
Hartman & Thompson.
Automobile insurance.
Stone & Wentworth.
"Loxauto."
Auto Specialty Company.
Tire repairing.
John A. Walters Company.
Accessories, tires, service car.
Vista House Association.
Automobile insurance.
Hudson Feasnaughty Company.

"GAS" TO SOAR ON

Consumption Now Is Far in Excess of Production.

STORED SUPPLY IS TAPPED

Leases Are Found So Onerous That No Refineries Are Willing to Install Rittman Process Even in New Plants.

RECORD SALES MADE

STUDEBAKER REPORTS BIG DEMAND IN NEW SERIES 17 MODELS.

Production Schedule Calls for Only 100,000 of New-Type Cars, but Demands Still Pour In.

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